

What drives us.

Retail at Frasers Property Australia.



Our belief.

We believe that life's best experiences are created by people connecting in memorable places.

It's why we exist.



People shop for their needs and their wants. They seek convenient solutions and inspired experiences.

That's why our retail projects are designed not just for ease of use, but as places that encourage community and the moments people share.



Put simply, we want our spaces to enhance how people connect.

It's two mums catching up over breakfast.

It's the father and daughter enjoying an ice cream.

It's the 15 year old working their first job.

It's people shopping together for that elusive special gift.

Ultimately, what we do and what we believe drives us to create the sort of places that ensure every brand we present enjoys the maximum connection with their customers.

That's our bottom line.

Our difference.

Frasers Property has been creating memorable places for Australians since 1924. Meticulously designed urban villages. Warm and welcoming homes. Thriving commercial spaces. Dynamic retail destinations. That's 90 plus years of experience we bring to everything we do; a valuable legacy that inspires our future success.

But our experience is only one part of the story. The other is the experience of the people that live, work, shop and play in one of our properties. It's for them we strive to create extraordinary places at human scale. Places that nurture enriching experiences. Places with soul.

Underpinning our approach is the support and international pedigree of our parent company, Frasers Property Limited; one of the world's leading real-estate brands. Headquartered in Singapore, the business operates and manages more than S\$28 billion in assets across more than 80 cities on five continents. It's this weight of scale and experience that has helped us to become one of Australia's leading diversified property groups.





Our experience in community spaces has taught us that retail is more than just shopping.

For us, a well-planned centre will always have a valued place in people's lives as a place of social connection and real community.

Which is why...

We believe technology should never replace the warmth of a real exchange between shop-owner and customer; it should only enhance it.

We believe a retail centre should be a cornerstone of the community it belongs to.

We believe we must break out of the sameness in retail design to create mixed-use lifestyle centres that are community-orientated alternatives to the main street.

We believe the future belongs to retail spaces that are small enough to be familiar, but large enough to be exciting, offering the authenticity of a vibrant high street combined with the range of a major centre.

To us, that's the difference.

Our portfolio.

The Frasers Property portfolio reflects our deep experience designing people-oriented places and experience-rich spaces.

Our developments are designed and built for purpose, providing each individual community with the perfect mix of convenience, retail, and amenity.

We're passionate about creating spaces that are small enough to be familiar but large enough to be exciting.

Our aim is to build the kinds of places that fuse the best of a vibrant high street with the ease, range, and convenience of a major centre.

We hope the spaces we create live on long after us, continuing the traditions of town centres and creating true connection between community members, retailers and shoppers.

Key

↗ Size 📍 Catchment → Opened

Now leasing.



Burwood Brickworks

Burwood East, VIC

One of Melbourne's most premium infill sites, Burwood Brickworks is anticipated to be the world's most forward thinking shopping centre under the renowned Living Building Challenge™.

↗ 12,700m² 📍 98,000 → 2019



The Waterfront

Shell Cove, NSW

Anchored by a full line Woolworths, The Waterfront, Shell Cove will offer a vibrant village atmosphere, with convenient services and alfresco dining linking to the harbour foreshore and timber boardwalk.

↗ 7,365m² 📍 22,200 → 2018



Central Park Mall

Chippendale, NSW

A major mixed use development, multi-award winning Central Park is a global collaboration where architects and artists have created an urban village.

↗ 13,000m² 📍 173,570 → 2017



Coorparoo Square

Coorparoo, QLD

Truly unique on Brisbane's inner east side, Coorparoo Square is anchored by an ALDI supermarket and Dendy Cinema, with a range of all day dining and convenient services facing on to an outdoor arcade.

↗ 6,700m² 📍 65,000 → 2017



Watervale

Watervale, VIC

Anchored by a Woolworths supermarket, convenience based neighbourhood asset Watervale also comprises 18 speciality stores, a petrol station and medical centre.

↗ 5,300m² 📍 47,400 → 2010



Springhill

Cranbourne, VIC

Completing the master-planned Carlisle Park community, Springhill consists of a full line Coles supermarket, 15 specialty stores, a gym and a childcare centre.

↗ 5,600m² 📍 18,020 → 2012



Ed.Square
Edmondson Park, NSW

A benchmark 21st century Town Centre adjacent to the Edmondson Park Train Station, Ed.Square will be anchored by a full line Coles and feature a fresh food marketplace, Eat Street and cinema and entertainment precinct.

↗ 40,000m² ❤️ 127,695 → 2020



Eastern Creek Quarter
Eastern Creek, NSW

Located within the Western Sydney Parklands, ECQ will be delivered in two stages. Stage one will provide a super neighbourhood asset, with stage two delivering large format retail.

↗ 50,000m² ❤️ 1,060,000 → 2020



Wonderland, Central Park
Chippendale, NSW

With architecture inspired by the old brewery site on which Wonderland now stands, the final chapter of Central Park features four boutique tenancies with northerly aspect.

↗ 330m² ❤️ 173,570 → 2018



Mambourin
Mambourin, VIC

One of the largest major land parcels acquired in recent years, Mambourin will deliver 25,000m² of retail space and homes for 3,300 people.

↗ 25,000m² ❤️ 40,060 → 2024



Port Coogee
Port Coogee, WA

A hub of community activity, coastal Port Coogee Village features a full line Woolworths supermarket including BWS, 13 specialty stores and 188 vehicle basement carpark.

↗ 4,430m² ❤️ 14,720 → 2016



Coles Berwick
Berwick, VIC

A full line Coles supermarket and expanded carpark designed to provide an economic boost to the Berwick town centre precinct project.

↗ 3,200m² ❤️ 35,370 → 2016



The Ponds
The Ponds, NSW

The first shopping centre to receive a 6 Star Green Star rating in Australia, The Ponds is anchored by a Woolworths and complemented by 25 specialty stores with car parking for 349 vehicles.

↗ 7,000m² ❤️ 21,450 → 2015



357 Collins St
Melbourne, VIC

A convenient CBD location with premium amenities, blending retail space with quality office accommodation.

↗ 1,800m² → 2013



Clemton Park
Campsie, NSW

Forming part of a masterplanned community including over 750 residences, piazza style Clemton Park Village is anchored by a full line Coles and features 20 specialty stores.

↗ 6,750m² ❤️ 86,700 → 2017



Discovery Point
Wolli Creek, NSW

Vibrant piazza-style Town Square with alfresco cafes and restaurants, specialty shops and an Orange supermarket.

↗ 6,750m² ❤️ 3,500 → 2016



DUO, Central Park
Chippendale, NSW

DUO completes the Central Park retail footprint along Broadway. With 313 apartments above, the ground floor retail includes 9 tenancies available for fashion and food outlets.

↗ 1,100m² ❤️ 173,570 → 2018



Healesville Walk
Healesville, VIC

A neighbourhood centre located on the Maroondah Highway, Healesville Walk comprises a full line Coles, fresh food offer and variety of cafes and specialty stores.

↗ 5,000m² ❤️ 16,660 → 2016

Our places.

As Australia's population grows, we see the traditional shopping centre landscape dramatically evolving.

Spaces will need to be multi-faceted and flexible, evolving from day to night as consumers seek leisure and entertainment in the same places that provide food and convenience.

From the magnificent waterfront locale of Shell Cove to the heritage and legacy of Burwood Brickworks, our projects are crafted to celebrate the best of the communities they reside within.





Burwood Brickworks

Burwood East, VIC

Burwood Brickworks will underpin Frasers Property Australia's blue ribbon 22ha residential and mixed use development.

Located approximately 15km east of the Melbourne CBD, the new community will consist of more than 700 dwellings housing over 2,000 new residents, open spaces and a civic boulevard fronting the shopping centre.

The new centre will provide in excess of 12,500m² of retail space including a 4,200m² full line Woolworths and 1,400m² Dan Murphy's. In addition, Burwood Brickworks is predicted to feature Australia's first rooftop urban farm in a shopping centre, as well as a cinema, approx 4,000m² of specialty shopping space and street level and basement car parking.

The vision for Burwood Brickworks is to create the world's most sustainable retail centre using the Living Building Challenge™ as the framework. This means creating a retail centre that gives more than it takes, one that is self sufficient, does not exceed the resources of its location and contains socially equitable, culturally rich and ecologically restorative spaces that connect people to light, air, food and community.

BURWOOD 
BRICKWORKS





2019
Completing

12,700m²
Scale

45
Tenancies

-
- > 4,200m² full line Woolworths
 - > 1,400m² Dan Murphy's
 - > Approx 4,000m² of specialty shopping space
 - > Dining precinct
 - > 6 screen cinema
 - > Rooftop urban farm*

*Subject to approval.

Ed.Square

Edmondson Park, NSW

Ed.Square is set to become a regionally significant community and a benchmark 21st century town centre.

Residents and visitors alike will enjoy the array of shopping, dining and entertainment facilities in an urban style multi-density, mixed-use precinct.

At the heart of the new community will be an activated town centre, framed around the recently opened Edmondson Park train station and an extensive network of parks, walkways and cycleway linkages.

The first stage of Ed's Town Centre is planned to include approximately 25,000m² of retail space and up to 65 specialty retailers, along with an anticipated hotel. The second stage is anticipated to comprise an additional 15,000m² of retail, being up to 55 shops.

Ed.Square will be targeting a 6 Star Green Star certification.





2020 (stage 1)
Completing

40,000m²
Scale

Up to 120
Tenancies

- > Up to 120 tenancies
- > Tavern
- > Community centre
- > Full line Coles supermarket
- > Cinema
- > Medical centre
- > Childcare centre
- > Fresh food market hall

The Waterfront

Shell Cove, NSW



Upon completion, The Waterfront, Shell Cove will offer a vibrant village atmosphere with a supermarket, fresh food shops, specialty shops, cafes, waterfront restaurant precinct and tavern.

The gross lettable area of the retail precinct is anticipated to total 4,517m² and will likely include a 3,800m² Woolworths supermarket and 683m² of specialty retail floor space. Stages 2 and 3 will bring non-retail space as well as food and restaurant space of up to 800m².

The location has a strong demographic and in addition to residents, is proposed to attract tourists year round. The Shell Cove Boat Harbour Precinct is destined to become the heart of the entire community, offering a lively town centre, ambient dining and a 'one-stop shop' offer.

2018 (stage 1)
Completing
4,500m²
Scale

- > 3,800m² Woolworths supermarket
- > Dining precinct
- > Waterfront location



THE WATERFRONT
SHELL COVE

Eastern Creek Quarter

Eastern Creek, NSW



Upon completion, Eastern Creek Quarter is anticipated to be a major new retail centre of up to 50,000m² within the Western Sydney Parklands.

Eastern Creek Quarter is a greenfields retail precinct within the Western Sydney Parklands, located approximately 35km from the Sydney Central Business District on the Great Western Highway, between Rooty Hill Road South and the M7 Motorway.

The first stage is anticipated to be a neighbourhood convenience centre comprising a supermarket and specialty stores, with subsequent stages likely to include large format retail, bulky goods and associated retail and services.

The new centre will be within a 15 minute drive for 330,000 people and within a 30 minute drive for 1.2 million people.

2019 (stage 1)
Completing
50,000m²
Scale

- > 15 mins for 330,000 people
- > 30 mins for 1.2 million people
- > 15.7 hectares

Eastern
Creek
Quarter
Shopping Centre

Mambourin

Mambourin, VIC



Mambourin will likely comprise supermarkets, department stores, entertainment, community centre, restaurants, cafes and full range of specialty retail outlets.

Most importantly, this project will be another that delivers on the commitment we have made to mixed use; creating places where families can live, work, send kids to school and shop. In other words, a vibrant foundation for the social fabric of people's lives.

What better place to do this than Melbourne's west, the fastest growing region in the country.

Our retail team will deliver 25,000m² of retail facilities as part of the overall \$440 million project. The 115 hectare site at 974 Black Forest Road is adjacent to a proposed train station, enabling us to integrate the mixed-use community with transport infrastructure to provide convenience and connectivity.

2024
Completing

25,000m²
Scale

- > 25,000m² of retail
- > Flagship supermarket
- > Adjacent to proposed new train station
- > Dining precinct
- > Cinema complex
- > Entertainment
- > Department stores

Central Park Mall

Chippendale, NSW



A major mixed-use development, multi-award winning Central Park is a global collaboration where architects and artists have created an urban village.

Central Park is a retail and lifestyle hub unlike any other. This five-level vertical mall is an exceptional destination for shopping, entertainment, dining and meeting with friends. With extended trading hours, a vibrant mix of internal and external stores, restaurants, events and a 13-screen Palace cinema, Central Park has fast become Sydney's must visit destination.

A 5.8 hectare site, bordered by Broadway to the north, Kensington Street to the east and Abercrombie Street to the west, Central Park offers an unparalleled opportunity for business operators to join Sydney's most unique and vibrant retail offering.

Central Park is only a 5 minute walk from Australia's busiest train station, Central Station, and the Railway Square Bus Interchange. Cumulatively, the combination of pedestrian, traffic, train and bus movements equate to over 200 million movements annually. In addition, Central Park also sits at the crossroads of four major education campuses: UTS, TAFE, Sydney University, Notre Dame University and Ultimo College.

2014
Completed

13,000m²
Scale

68
Tenancies

- > 5.8 hectare precinct
- > 13-screen cinema
- > Approximately 1.1 million people reside within a 10km radius



Coorparoo Square

Coorparoo, QLD



Coorparoo Square is Brisbane's newest iconic address, only 4.5km from the Brisbane CBD.

Truly unique on Brisbane's inner east side, Coorparoo Square's retail offering is anchored by a 10 theatre Dendy Cinema and ALDI supermarket, with a range of all day dining options including Coorparoo's first pub; Beyond the Pale, coffee specialists Kivahan, Barbacoa Mexican Taqueria, Saffron Indian, Acai Brothers and La Mimosa Gelato. Open seven days, convenient services include hairdresser TigerLamb and barber Tony's Chop Shop, beauty salon Le Nails and Young Sunn Natural Therapies.

Located on the corner of Old Cleveland Road and Cavendish Road, Coorparoo Square is the perfect place to enjoy alfresco eating, the latest movie or an afternoon of pampering.

2017
Completed

6,700m²
scale

- > 366 apartments
- > ALDI
- > Dendy Cinema
- > 25 specialty shops



The Ponds Shopping Centre

The Ponds, NSW



The Ponds opened in May 2015 to become Australia's first 6 Star Green Star shopping centre.

The centre consists of a full line Woolworths supermarket and 25 shops, totalling approximately 7,000m². It's leading environmental credentials include a rooftop solar photovoltaic system, high efficiency LED lighting and water fixtures, collection and reuse of rainwater, use of sustainable materials, passive design, on-site waste segregation and natural ventilation.

Since The Ponds launched, it has collected a number of accolades that have cemented its status as an exemplar of sustainable retail in action.

Further awards:

- PCA Innovation and Excellence Awards – Best Shopping Centre Development 2017
- UDIA NSW Meriton Award for Excellence in Retail 2016
- KSC Asia Pacific Shopping Centre Awards – Gold Award for Sustainable Design Excellence 2015
- National Energy Efficiency Award – Best Commercial Building, Highly Commended 2015
- NSW Government GreenGlobe Award – Built Environment Sustainability Commercial Properties, Highly Commended 2015



2015
Completed

7,000m²
Scale

25
Tenancies

-
- > 4,200m² Woolworths
 - > Medical centre
 - > Cafes
 - > 25 tenancies across 7,000m²
 - > Restaurants

Discovery Point Village Square

Wolli Creek, NSW



Located in the heart of Discovery Point, the piazza-style Village Square offers access to an active outdoor park space surrounded by alfresco cafes, restaurants, specialty shops and a supermarket to round out a truly convenient lifestyle experience.

The Discovery Point Village Square will service the residents of approximately 1,900 apartments by the end of 2018. Located adjacent to the Wolli Creek transport interchange for trains and buses, these major access points enable busy workers to drop in on either side of their commute.

Discovery Point Village Square is a prime example of a thriving masterplanned community of convenience and connectivity.

2016
Completed

6,750m²
Scale

- > 32 specialty stores
- > Piazza style retail precinct
- > 1,900 apartments by 2018

Clemton Park Shopping Village

Campsie, NSW



A brand new neighbourhood shopping centre in a densely populated Sydney metropolitan location, Clemton Park Shopping Village is only 13km from the CBD.

Since opening in March 2017, Clemton Park Shopping Village has become the focal point of a thriving area. Forming a key part of an outstanding masterplanned residential community incorporating over 700 residential apartments, a Bupa aged care facility and childcare centre, the centre is anchored by a full line Coles supermarket and features a Priceline and 20 specialty stores.

The piazza style retail precinct is home to a wide variety of fast and casual food and restaurant offerings, activated from morning well into the evening.

2017
Completed

6,750m²
Scale

- > 700 apartments
- > 20 specialty stores
- > Dining precinct
- > Open air piazza
- > Childcare centre



Our people.

At Frasers Property Australia we put a lot of time and effort into attracting the best people to bring our vision to life. We've created a culture that values diversity and inclusion and an environment where everyone can reach their full potential.

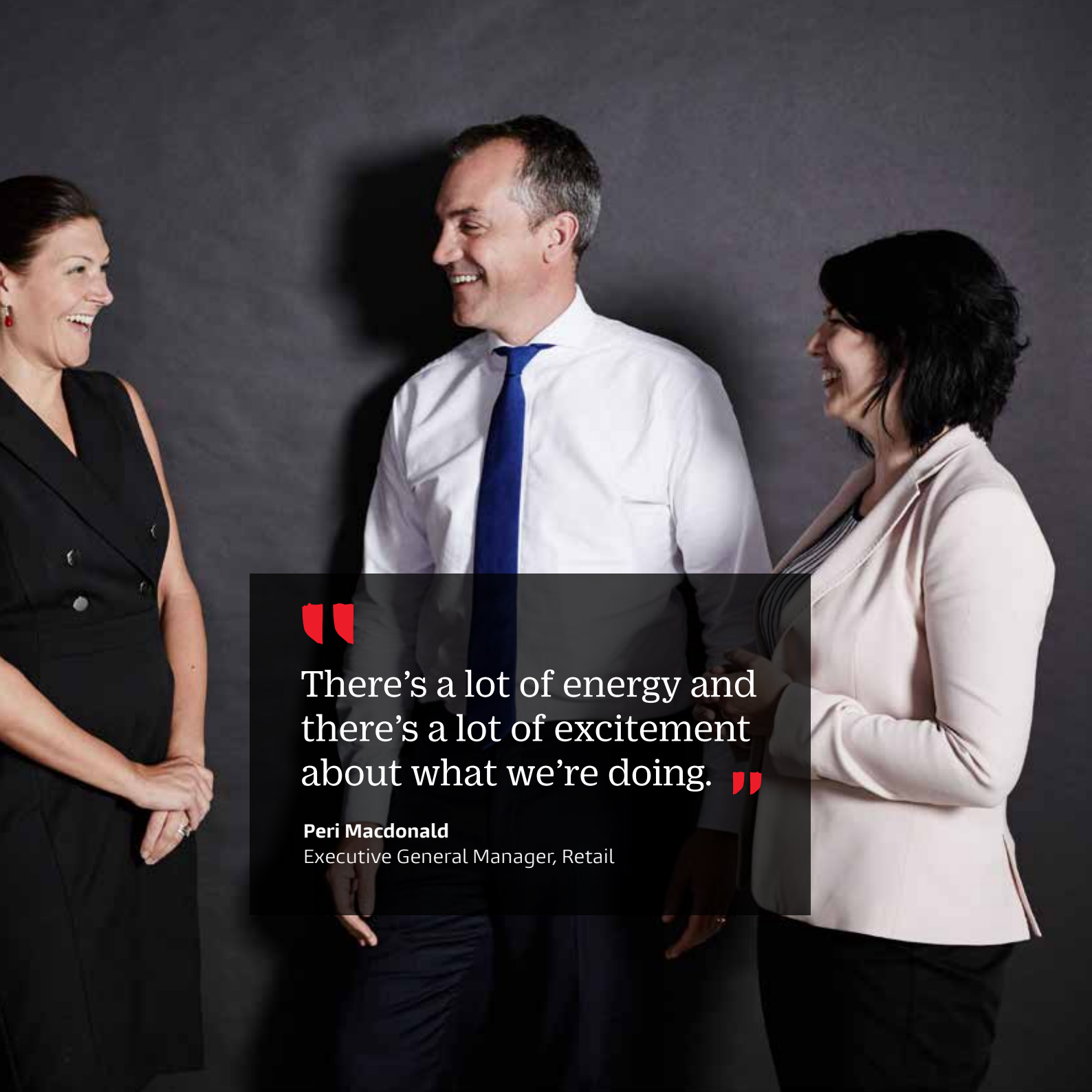
We understand the human side of property. It's our greatest asset. Our service focuses on making things simpler and easier for real people, because everything we do is about making a real difference to people's lives and caring deeply about how they will benefit.

Our team reflect our values. At Frasers Property we're collaborative, respectful, progressive and real.

The people who comprise our retail team truly believe life's best experiences are created by people connecting in memorable places.

We feel privileged to create these places with our partners in the industry.





“

There's a lot of energy and
there's a lot of excitement
about what we're doing. ”

Peri Macdonald

Executive General Manager, Retail

Our story.

No one ever built a town square for it to be empty.

From the cobblestones of Prague to the laneways of Melbourne, the centre of town is pointless without the throngs of people that bring it to life.

It's why we love building places for people.

We love what happens when people come together in a burst of energy and excitement. For us, retail is not about size, it's about creating places where memories are made. We believe that every place we create should bring just a little bit of wonder. Whether it's big or small, in the city or the suburbs, outdoors or indoors.

That's why we build places that are exciting and bold, but also friendly and real; more human than the over-hyped mega malls and super shopping cities of the world.

From the unexpected catch up, or the "hello how's life?" at the chemist, to the raucous dinner with friends on eat street, the places we create must be the bedrock for the moments that make life worth living.

Because we know that life's best experiences are created by people connecting in memorable places.

And that's what drives us.

Call 13 38 38

Email FPA.retail@frasersproperty.com

Visit frasersproperty.com.au