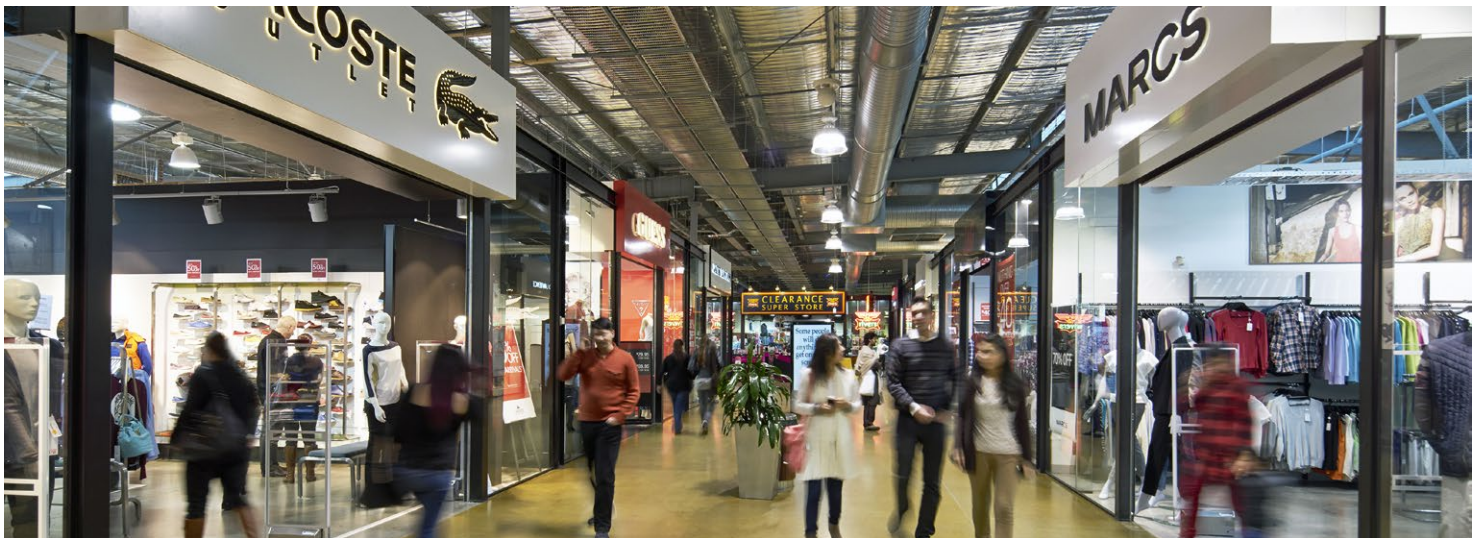


# DFO Essendon

100 Bulla Road, Essendon Fields VIC 3041  
 Telephone +61 3 9937 7222, Facsimile +61 3 9937 7233  
[dfo.com.au/essendon](http://dfo.com.au/essendon)

**DFO Essendon** is a single-level outlet centre located approximately 11kms north-west of Melbourne's CBD. The centre has more than 110 specialty stores including high-end fashion and global brands including Armani, Polo Ralph Lauren, Hugo Boss, Ted Baker, Oroton Factory, Coach and Adidas. Adjacent to DFO Essendon is the Essendon Homemaker Hub which brings together 20 lifestyle brands including JB Hi-Fi Home, Nick Scali, The Good Guys and Freedom Furniture. DFO Essendon is the premium outlet offering discerning customers looking for fashion and homewares at competitive prices.



## Centre statistics

Centre type	Outlet Centre
Annual traffic (million)	2.3
Total GLA (sqm)	52,325
Total tenants	145
Majors*	-
Mini Majors	Adidas, Bonds Outlet, Polo Ralph Lauren, Sheridan
Number of specialty retailers	114
Number of car spaces#	2,137
Moving annual turnover (MAT)** (\$m)	235.9
MAT/sqm – Total (\$)***	9,165
MAT/sqm – Specialty (\$)***	8,996

Centre statistics correct as at 31 December 2016

- 1 Classified in accordance with SCCA guidelines, typically includes supermarkets, department stores and discount department stores. Also includes Cinemas
  - 2 Stores >400 sqm, by Sales Group
  - 3 All sales reporting tenants under 400sqm, but excludes travel agents and lotto and free standing pads sites
  - 4 Total MAT includes all reporting tenancies and is inclusive of GST, as at 31 December 2016
  - 5 MAT/sqm - Based on sales and area for all reporting tenants, non-retail tenants excluded, as at 31 December 2016
- # In conjunction with DFO Essendon Homemaker Hub

## Contact:

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## Key statistics

**1,896,040**

Residents in MTA



**\$89,462**

**AVERAGE HOUSEHOLD INCOME**

+4% above Melbourne metropolitan average



**41%**

Families with children



Source: Census of Population and Housing 2001 & 2006, Australian Bureau of Statistics (ABS), Urbis.  
 MTA: Main Trade Area

FWY TO CITY



- MAJORS
- MINI MAJORS
- SPECIALTIES
- ENTRANCES →



PERIMETER ROAD

Floor plan as at March 2017.

Site No.	Location	Size (m) (LxWxH)	Weekly Rate ex gst	Power
1	Opp Levi's	4 x 2 x 1.4	\$1,200	Y
2	Opp Adidas	4 x 2 x 1.4	\$1,200	Y
5	Opp Quiksilver	4 x 2 x 1.4	\$1,200	Y
10	Opp Jacqui E	4 x 3 x 1.4	\$1,200	Y

Daily Rate \$500 ex GST

### Benefits of Casual Mall Leasing

- Brand exposure
- Showcase or launch your products and services within a proven retail environment
- Promote your product or service outside your traditional trade areas
- Flexible and affordable
- Position your brand and products alongside Australia's best retail brands

#### Disclaimer:

Information contained in this document is based on historical data and is illustrative only. It does not provide any predictions as to future events or outcomes and does not constitute a lease offer or warranty as to the profitability, design or layout of the centre. You should carry out your own investigations and satisfy yourself in that regard and obtain independent legal, financial and business advice before making any decision or entering into any agreement or arrangement concerning the subject matter of this document or the centre. The information is provided on the clear understanding that while care has been taken in its preparation, to the extent permitted by law, all liability for omissions or errors however arising is expressly disclaimed. Vicinity Centres may amend, add or remove any information in this document at any time without further notice to you. You may not copy or use any part of this document without the express written consent of Vicinity Centres. Any monetary amounts are expressed in Australian dollars unless otherwise stated. Rates are subject to change without notification.