

# DFO South Wharf

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[dfo.com.au/southwharf](http://dfo.com.au/southwharf)

**DFO South Wharf** is a two level Outlet Centre located on the south-western fringe of Melbourne's CBD, adjacent to Docklands. The centre comprises more than 200 tenants including Armani Outlet, sass & bide, Lindt Outlet, Michael Kors and Kate Spade. DFO South Wharf has an exclusive collection of sporting and active apparel outlets with an extensive range of apparel brand names. The adjacent Homemaker Hub comprises over 30 large format stores.



## Centre statistics

Centre type	Outlet/Bulky goods
Annual traffic (million)	7
Total GLA (sqm)	56,262
Total tenants	220
Majors <sup>1</sup>	-
Mini Majors <sup>2</sup>	Adairs, Adidas, Aerial, Authentic Factory Outlet, Bonds Outlet, The Bridge, Calvin Klein, Cargo Hall & Plus 5, Cotton On, Dare Gallery, Focus on Furniture, Forty Winks, Freedom, Gasolina, Glue Store, Howards Storage, JB Hi-Fi & JB Hi-Fi Home, Koala & Tree, Melbourne Public, Munich, Brau Haus, Nick Scali, Nike, Plush, Plush, Podium Sports, Puma, Rivers, Showtime Events
Number of specialty retailers <sup>3</sup>	178
Number of car spaces	3,173
Moving annual turnover (MAT) (\$m) <sup>4</sup>	396.4
MAT/sqm – Total (\$)	9,838
MAT/sqm – Specialty (\$) <sup>5</sup>	9,727

Centre statistics correct as at 31 June 2017

- Classified in accordance with SCCA guidelines, typically includes supermarkets, department stores and discount department stores. Also includes Cinemas
- Stores >400 sqm, by Sales Group
- All sales reporting tenants under 400sqm, but excludes travel agents and lotto and free standing pads sites
- Total MAT includes all reporting tenancies and is inclusive of GST, as at 31 June 2017
- MAT/sqm - Based on sales and area for all reporting tenants, non-retail tenants excluded, as at 31 June 2017

## Contact:

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## Key statistics

**2,631,787**

Residents in TTA



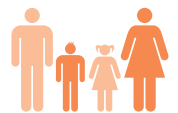
**\$86,276**

Average household income

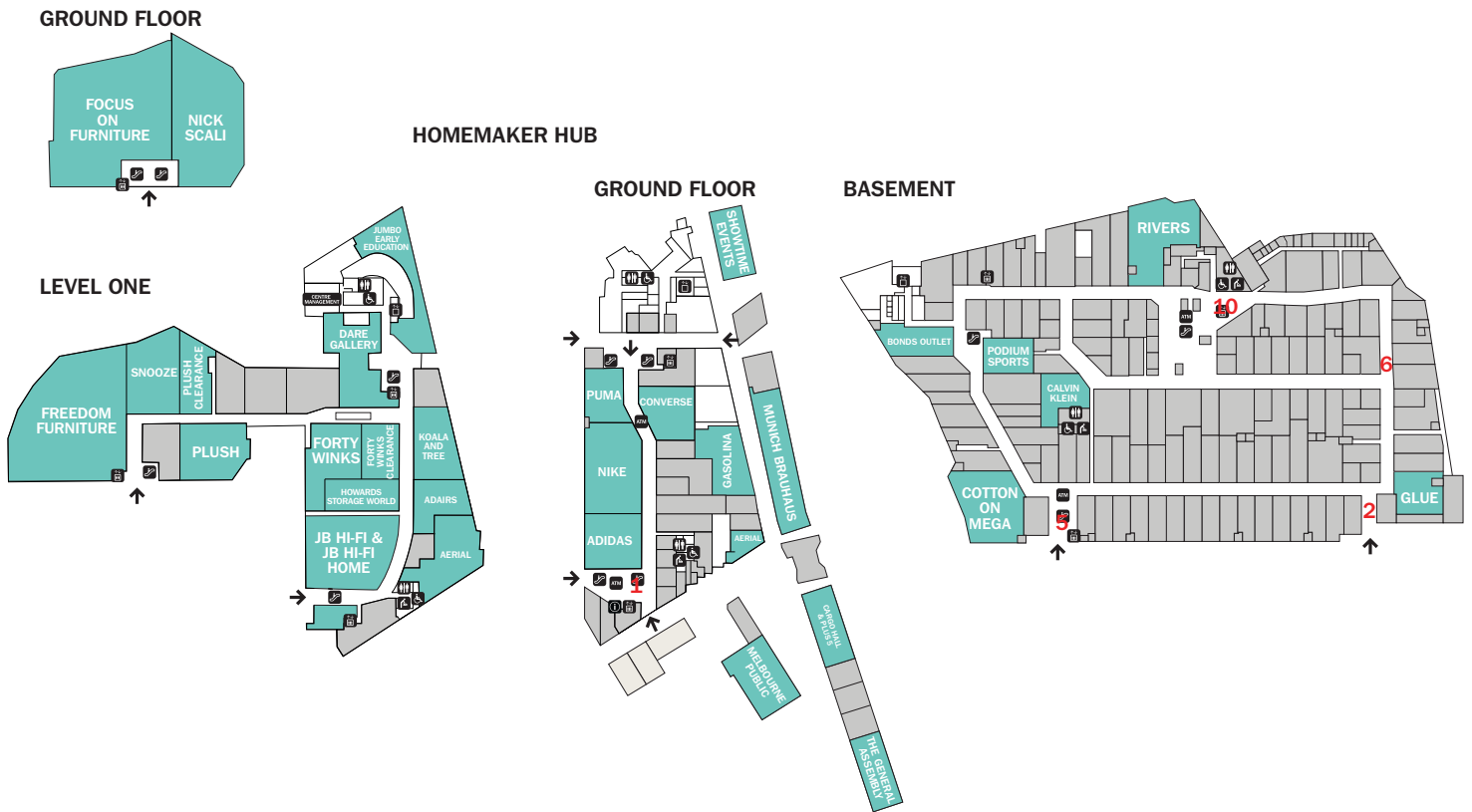


**30%**

Families with children



Source: Produced by Vicinity Data Science & Insights. This material is a derivative of ABS Data that can be accessed from the website of the Australian Bureau of Statistics at [www.abs.gov.au](http://www.abs.gov.au).  
 TTA: Total Trade Area



- MAJORS
- MINI MAJORS
- SPECIALTIES
- ENTRANCES →

Floor plan as at July 2017.

Site No.	Location	Size (m) (LxWxH)	Weekly Rate ex gst	Power
1	Opp Bolle	3 x 3 x 1.4	\$1,700	Y
2	Btw Politix & Industrie	3 x 3 x 1.4	\$1,700	Y
5	Opp Jay Jays	2 x 2 x 1.4	\$1,700	Y
6	Btw Oxford & Seed	3 x 3 x 1.4	\$1,700	Y
10	Opp North Face	4 x 3 x 1.4	\$1,700	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.