

# 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)	56,461
Total tenants	205
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>	171
Number of car spaces	3,173
Moving annual turnover (MAT) (\$m) <sup>4</sup>	301.1
MAT/sqm – Total (\$)	9,968
MAT/sqm – Specialty (\$) <sup>5</sup>	10,153

Centre statistics correct as at 31 December 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 December 2017
- MAT/sqm - Based on sales and area for all reporting tenants, non-retail tenants excluded, as at 31 December 2017

**PRIMARY**  
**SECONDARY**  
**TERTIARY**

● REGIONAL CENTRE  
 ● SUB REGIONAL CENTRE  
 ● OUTLET CENTRE

## Key statistics

**2,631,787**

Residents in TTA

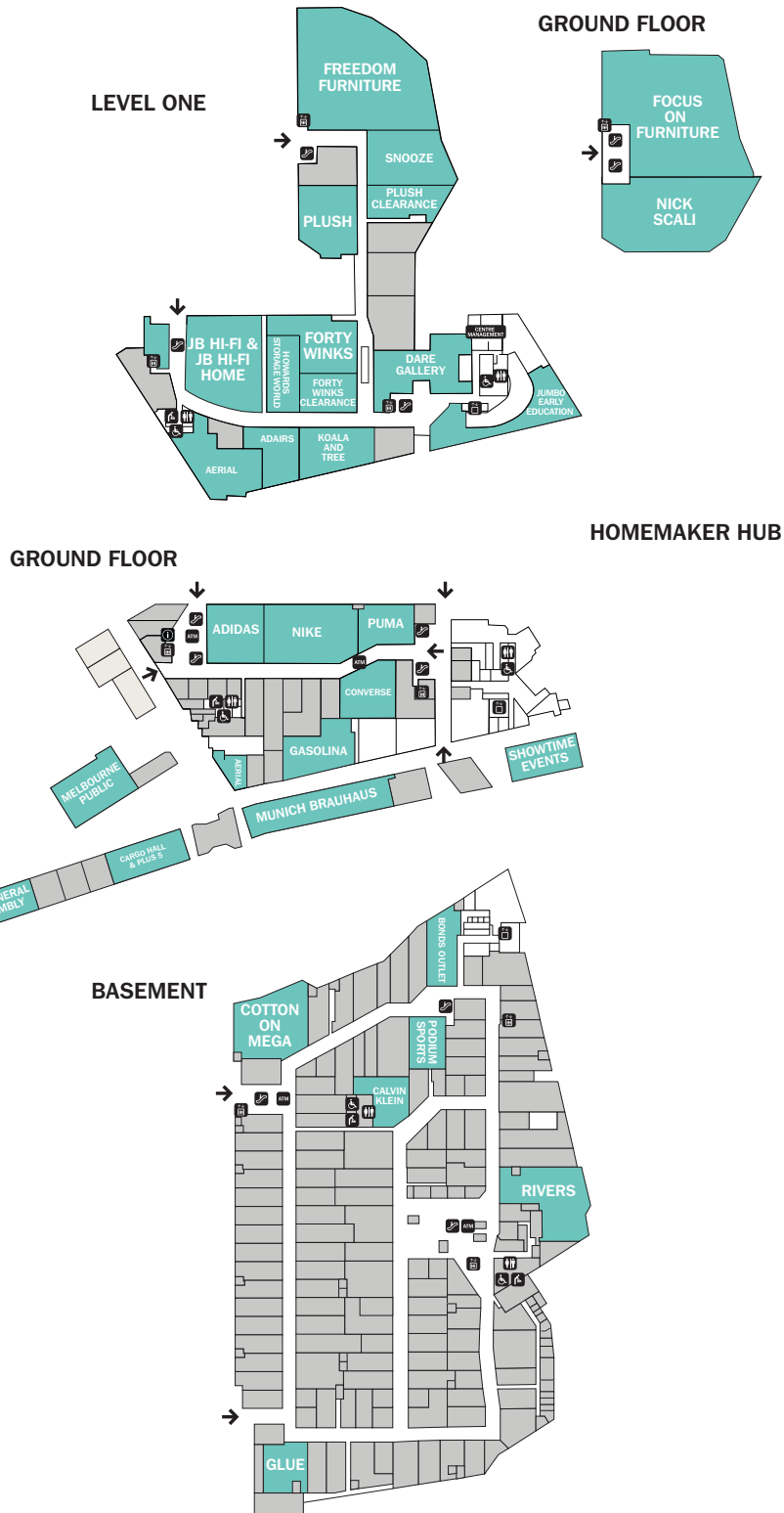
**\$86,276**

Average household income

**55%**

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



Floor plan as at December 2017.

**For further information please contact:**

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