



EASTLAND

RINGWOOD
VIC

EASTLAND™

Providing a relaxed and pleasant shopping environment to over 12 million* visitors annually, Eastland Shopping Centre is the shopping and lifestyle destination of choice for residents of Melbourne's leafy North Eastern suburbs situated 25 kilometres from Melbourne's CBD.

Widely embraced by the community, Eastland Shopping Centre is the essential heart of Ringwood that has, over time, become a favourite place to visit.

Attracting customers from across the Yarra Valley Region, the Centre's expansive retail and leisure offer is spread over three levels. Housing leading retailers such as Myer, Big W, Kmart, Coles, Woolworths, Harris Scarfe and Hoyts 12 Cinemas, this substantial offer also includes an assortment of over 230 specialty stores featuring Country Road, Witchery and Forever New, providing a fashionable and enjoyable shopping and leisure experience.

The Centre enjoys a high profile location on the Maroondah Highway. Access to the Centre is enhanced via a multi-level car park and a major public transport interchange, with thoroughfare aided by access from Melbourne's newest and largest Eastlink Freeway.

The socio-economic profile of the trade area's population supports retail expenditure and is characterised by middle class families.

- Eastland's core customers are women with dependent children living at home.¹
- The socio-economic profile of the population is relatively strong for retail expenditure where household incomes in some sectors are higher in comparison to the Melbourne average.¹
- Located in the Ringwood Activities District, Eastland is conveniently situated to benefit from the large and captive trade area population, estimated to exceed 300,000 by 2020¹, and has been nominated as one of the 13 Victorian transit cities in the Melbourne 2030 strategy.²

1. Urbis Consumer Research Report June 2010 2. www.dpcd.vic.gov.au



CENTRE PROFILE

Property Address

171-175 Maroondah Hwy,
Ringwood VIC 3134

Major Retailers

Myer, Big W, Kmart and
Hoyts 12 Cinemas

Mini Majors

JB Hi-Fi, Priceline,
The Reject Shop,
Toy Kingdom and
Harris Scarfe

Supermarkets

Safeway and Coles

Specialty Retailers

Approximately 230

Floor Space

Approximately 78,800m²
(GLA Retail)

Parking

Approximately 4,700 spaces

For leasing enquiries contact (03) 8681 4900 | www.eastland.com.au



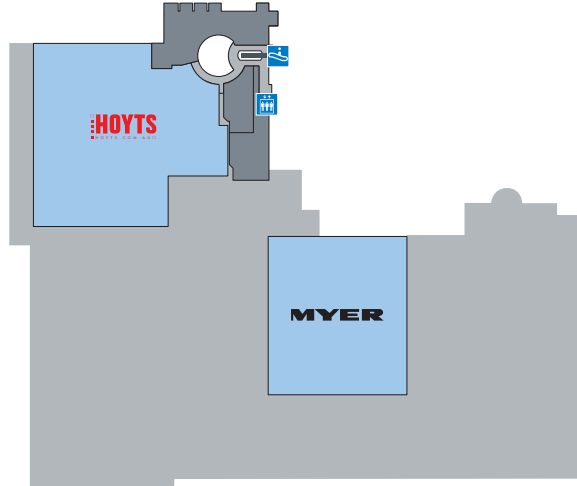
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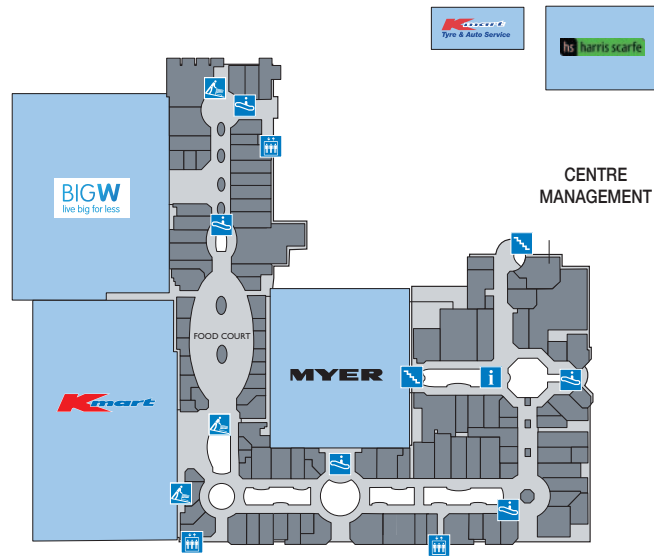
LOCATION

LEVEL THREE

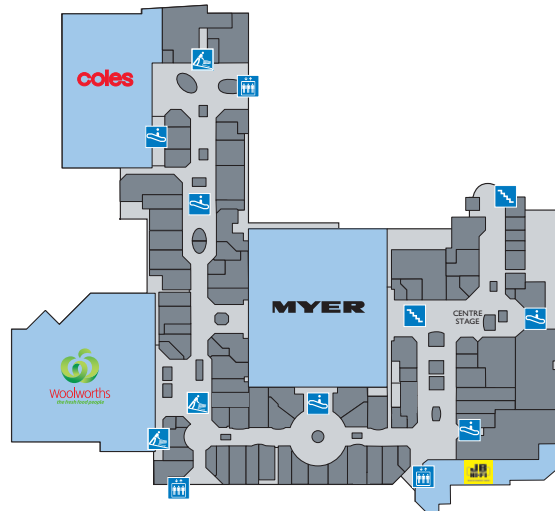


CENTRE FLOOR PLAN

LEVEL TWO



LEVEL ONE



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* These figures represent the estimated number of visits to Eastland Shopping Centre for the stated period. The estimate is the result of applying a visitor estimation parameter to the total number of electronically recorded entries and exits to Eastland Shopping Centre. Further information on the visitor estimation process can be obtained from QIC or from Centre Management.