



claremont

Q U A R T E R

style never goes out of fashion

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In 2011, Claremont Quarter will present 29,500m² of retail area across two levels, which is more than three times the size of the existing Claremont Arcade (8,750m²) and almost the same size as the retail area in Claremont (25,950m²) in 2007.

Complimented by Claremont Residences above the retail complex, Claremont Quarter will deliver a unique retail environment which will act as an urban village where people live, work, shop and are entertained.

This high street styled complex includes an eclectic blend of architectural styles, unlike anything ever seen before in Perth.

Once complete, Claremont Quarter will present a stylish environment, including soft furnishings, quality finishes and high visibility. Shoppers will be welcomed with a town square surrounded by Fresh Food, Convenience Specialty on Level One. Level Two will include Homewares alongside Youth, Mainstream, Leisure and Up-market Fashion.

- Two majors, Coles and David Jones
- Up to 6 mini majors
- Over 110 specialties
- Over 650 shopper parking bays



100 years of style | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980

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1990 | **2000** | 2010

Nestled between the city, surf & river



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All ages, all lifestyles

By 2011, when the new Claremont Quarter is fully complete, the catchment population presents a highly attractive group of consumers for the centre's retailers.

Claremont Trade Area Population

Trade Area	Forecast Population 2012
Primary Sector	36,530
Secondary Sector	
-North	19,640
-South	19,630
Total Secondary	39,270
Main Trade Area	75,800
Tertiary Sector	28,010
Total Trade Area	103,810

“Projected retail spending in the trade area is \$1.04 billion per annum or up to 44% over the Perth Average. Retail spending is expected to increase to \$1.4 billion by 2016, representing growth of 1.7% per annum over the next decade (excluding inflation).”

Source: Dimasi Report January 2007



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Getting there is easy

train line	
train station	
freeway	
highway	
main road	



100 years of style | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010



Accessible to all

- Located 9km west of the Perth CBD
- Mid-way between Perth and Fremantle
- Readily accessible to the greater trade area
- The main arterial highway, Stirling Highway is 100m to the south
- Main train route is on the northern doorstep
- Represents approximately a quarter of the Claremont retail precinct
- A captive market of high net worth individuals will reside above Claremont Quarter in the 78 luxury apartments of 'Claremont Residences'

Travel time:

<i>Perth to Claremont</i>	<i>Train</i>	<i>Bus</i>	<i>Car</i>
	24 minutes	40 minutes	15 minutes
<i>Fremantle to Claremont</i>	<i>Train</i>	<i>Bus</i>	<i>Car</i>
	13 minutes	30 minutes	12 minutes



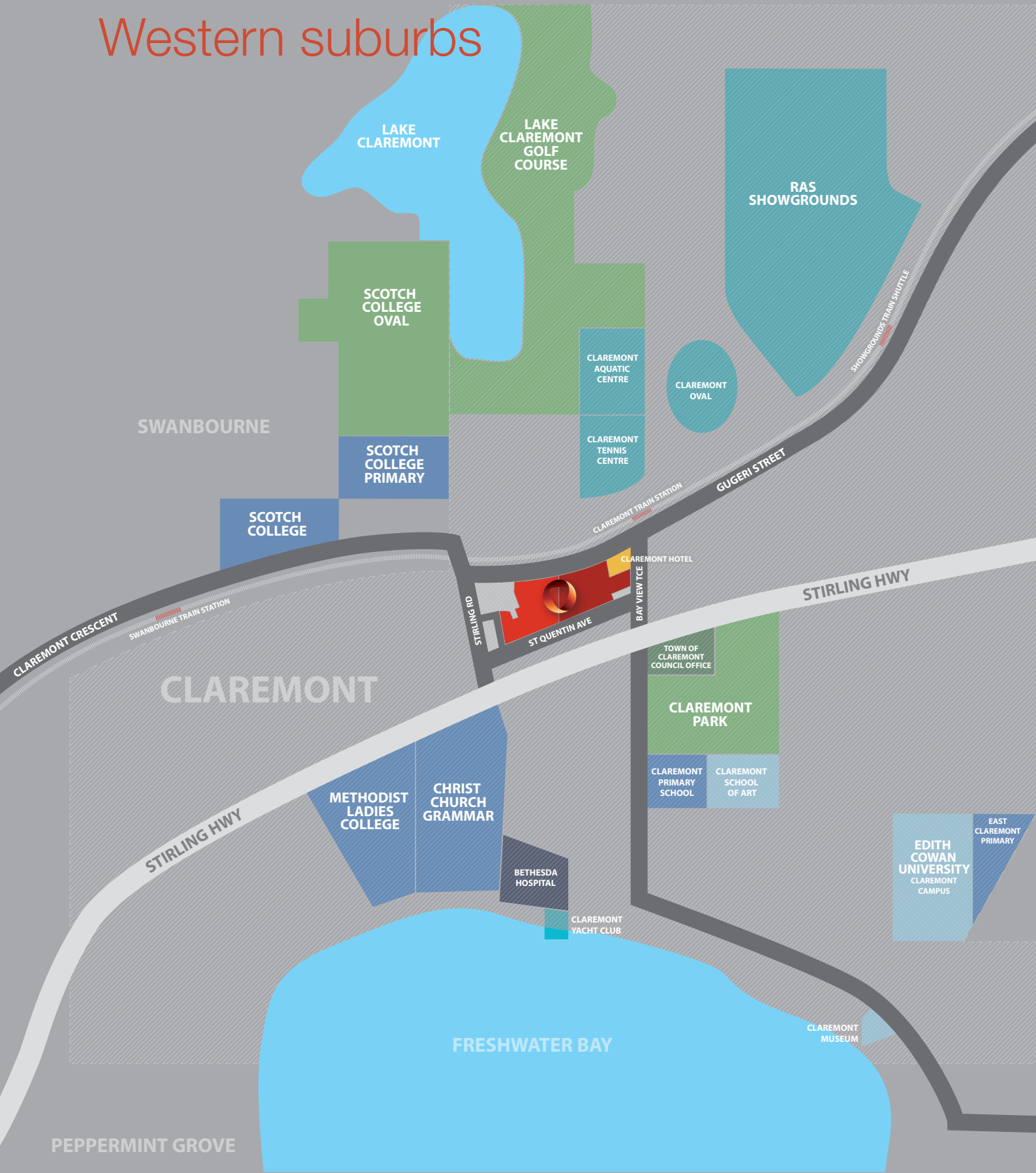
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Western suburbs



100 years of style | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010

A community of wealth & distinction

The Claremont trade area population are a very discerning group of shoppers that demand quality goods and services. Most are educated in Western Australia's leading schools and tertiary institutions all located in the immediate vicinity.

Total Trade Area Average Per Capita Income:

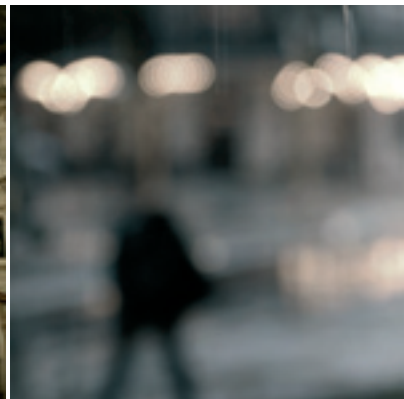
+50% above Australian Average - Dimasi Review January 2007

+40.8% above Perth Average - MDS, MarketInfo; UrbisJHD, October 2006

Claremont is surrounded by Perth's most affluent suburbs – Dalkeith, Peppermint Grove, Crawley, Nedlands, Swanbourne, Mt Claremont, City Beach and Cottesloe.

Key demographics:

- *trade area average age is 38yrs, 3 yrs over Perth average*
- *high employment levels*
- *higher disposable income with retail spending per capita 22% higher than the Perth average*
- *large proportion of educated white collar, tertiary qualified workers*
- *high proportion of professionals earning 50% above Perth average income*
- *predominantly Australian born or European immigrants*
- *surrounded by Perth's finest primary and secondary schools*
- *in close proximity to WA's leading tertiary institution, The University of WA*



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Intergrated Retail

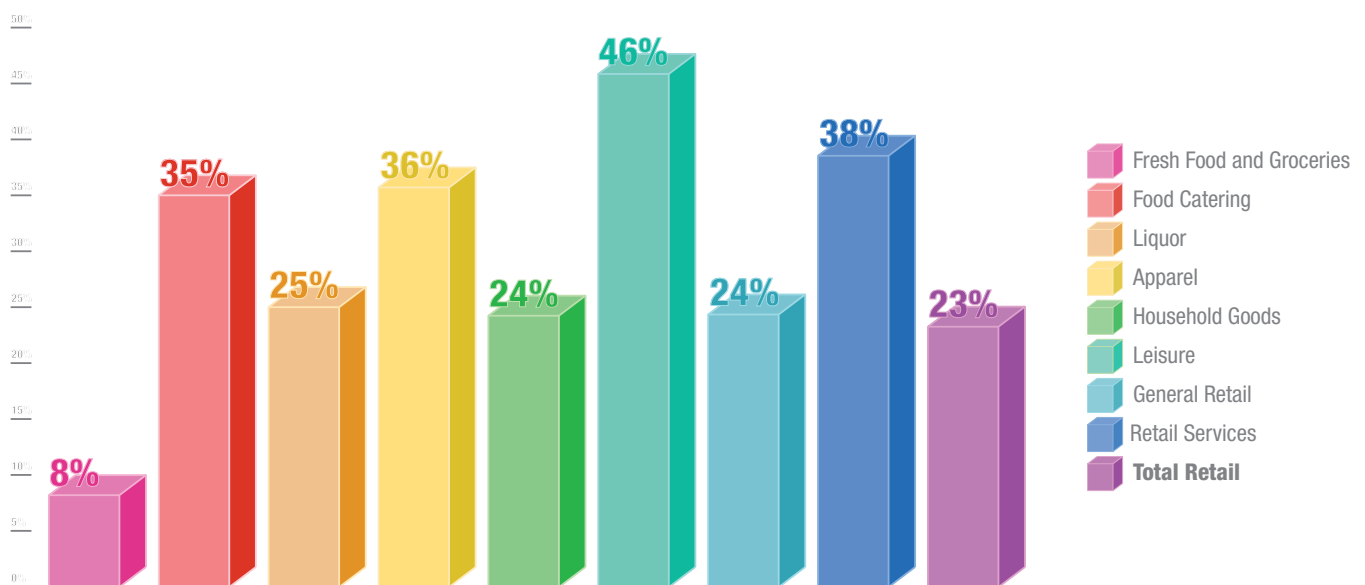


Gugeri Street entry to central mall

100 years of style | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010

Shoppers that spend more

Trade area Retail Spending Per Capita showing percentage over Perth average for each category.



Source: Dimasi Report January 2007



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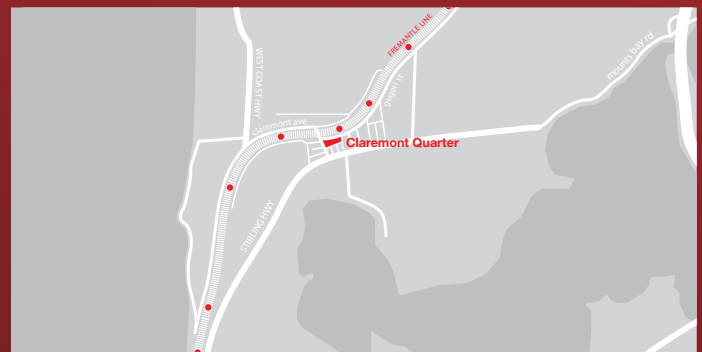
For leasing enquiries and to register for regular updates, please contact Centre Management, upstairs at Claremont Arcade.

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At the dawn of the 20th century, Claremont was the half way point for transport between Fremantle and Perth.

This central location presents an ideal retail location in today's environment that is the heart of the higher socio demographic suburbs of Dalkeith, Crawley, Nedlands, City Beach, Claremont, Cottesloe, Peppermint Grove and Swanborne.

The main train line to the north, complimented by a major road route, Stirling Highway, to the south and plentiful parking in the Claremont area, ensures that Claremont Quarter will be highly accessible to all shoppers, regardless of age and lifestyle.



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