

DFO Essendon

100 Bulla Road, Essendon Fields VIC 3041
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dfo.com.au/essendon

DFO Essendon is a single-level outlet centre located approximately 11kms north of Melbourne's CBD. The centre has more than 105 outlet retailers including high-end fashion and global brands such as Polo Ralph Lauren, Hugo Boss, Furla and Coach. Adjacent to DFO Essendon is the Essendon Homemaker Hub which brings together 20 large format stores. 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)	2.4
Total GLA (sqm)	52,325
Total tenants	116
Majors ¹	-
Mini Majors ²	Adidas, Bonds Outlet, Polo Ralph Lauren, Sheridan
Number of specialty retailers ³	110
Number of car spaces [#]	2,137
Moving annual turnover (MAT) (\$m) ⁴	250.4
MAT/sqm – Total (\$)	10,072
MAT/sqm – Specialty (\$) ⁵	9,646

Centre statistics correct as at 30 June 2018

- 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 30 June 2018
- MAT/sqm - Based on sales and area for all reporting tenants, non-retail tenants excluded, as at 30 June 2018
- In conjunction with DFO Essendon Homemaker Hub

Key statistics

1,664,698

Residents in TTA

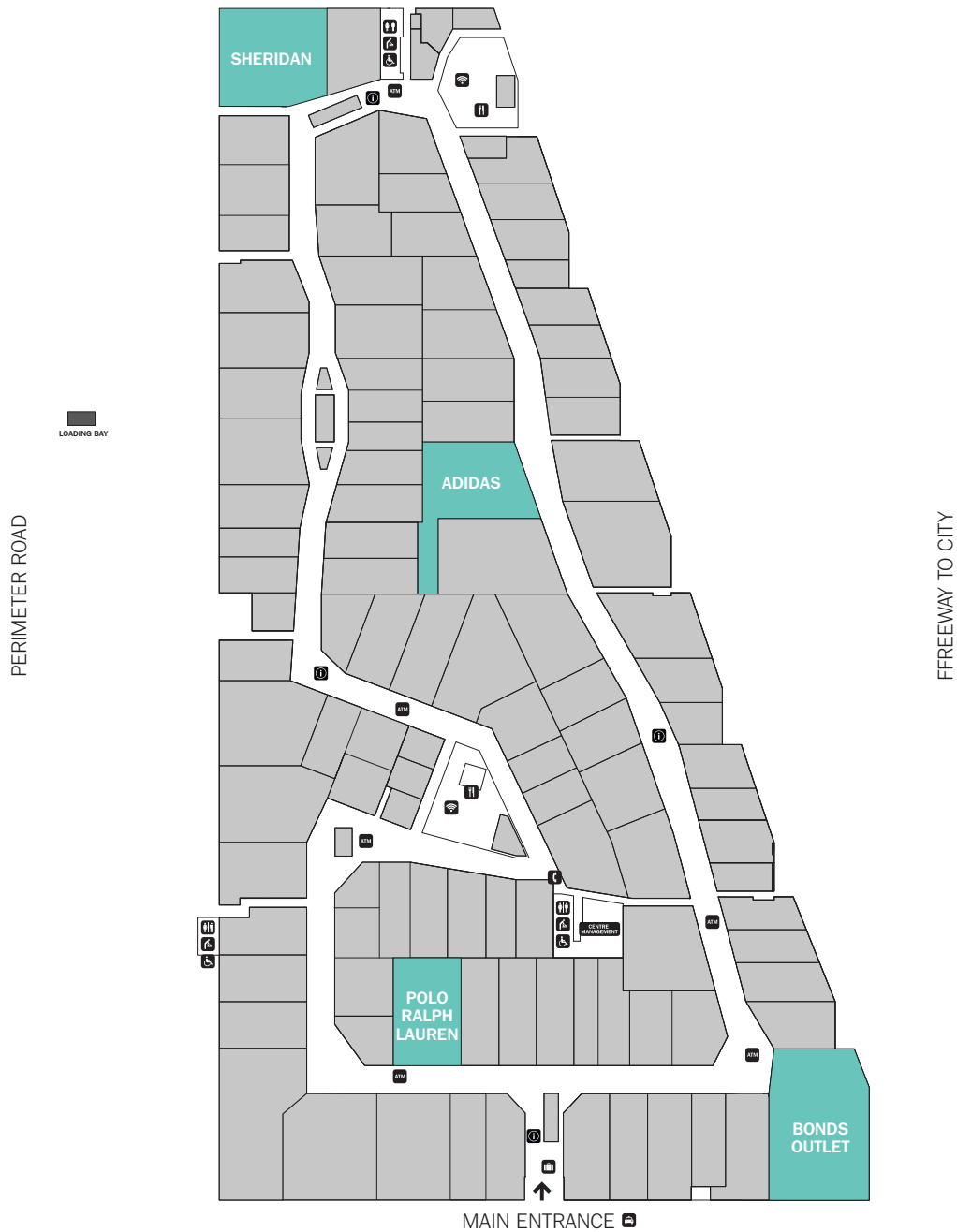
\$80,431

Average household income

57%

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. TTA: Total Trade Area



MINI MAJORS

SPECIALTIES

ENTRANCES →

Floor plan as at 30 June 2018.

For further information please contact:

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