

DFO South Wharf

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dfo.com.au/southwharf

DFO South Wharf is a two level Outlet Centre located on the Yarra River close to Docklands and Melbourne's CBD. The centre comprises more than 150 outlet retailers including Armani Outlet, Michael Kors, Coach and Kate Spade and an exclusive collection of sporting and active apparel outlets. The adjoining Homemaker Hub comprises over 10 large format stores. With restaurants, bars and cafes adjacent to the centre, DFO South Wharf is a retail and dining destination for Melbourne residents and tourists.



Centre statistics

Centre type	Outlet Centre
Annual traffic (million)	6.4
Total GLA (sqm)	55,899
Total tenants	166
Majors ¹	-
Mini Majors ²	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 World, JB Hi-Fi Home, Koala & Tree, Melbourne Public, Munich Brau Haus, Nick Scali Furniture, Nike, Plush, Podium Sports, Puma, Rivers, Showtime Events
Number of specialty retailers ³	155
Number of car spaces	2,936
Moving annual turnover (MAT) (\$m) ⁴	409.1
MAT/sqm – Total (\$)	10,499
MAT/sqm – Specialty (\$) ⁵	10,184

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

PRIMARY	● REGIONAL CENTRE
SECONDARY	● SUB REGIONAL CENTRE
TERTIARY	● OUTLET CENTRE

Key statistics

2,631,787

Residents in TTA

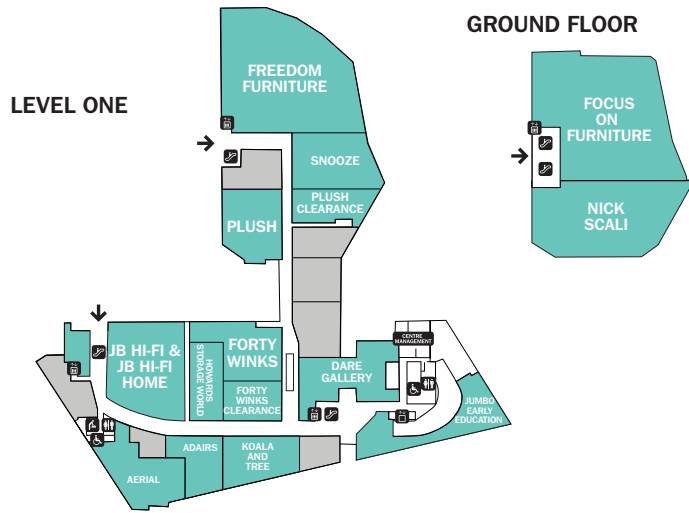
\$86,276

Average household income

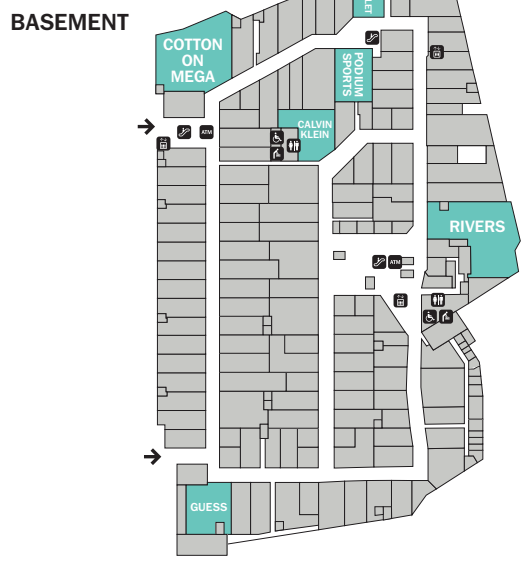
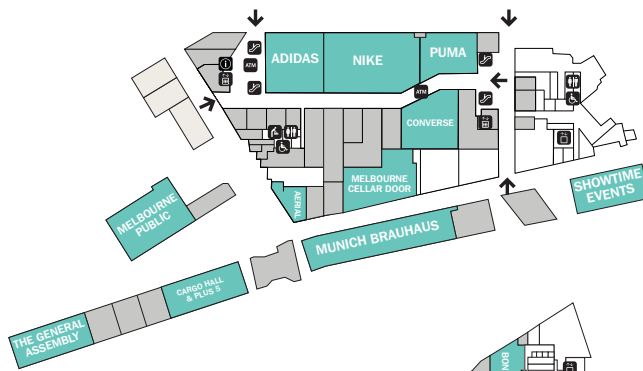
55%

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. TTA: Total Trade Area



GROUND FLOOR **HOMEMAKER HUB**



- MAJORS
- MINI MAJORS
- SPECIALTIES
- ENTRANCES →

Floor plan as at 30 June 2018.

For further information please contact:

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