

Be part of something *fresh*
in the heart of the Latrobe Valley



**Exciting new leasing opportunities are now available
for your business at Mid Valley Shopping Centre.**

midvalley
SHOPPING CENTRE

Redefining the shopping experience at Mid Valley

Serving the broader Gippsland community for over four decades, Mid Valley Shopping Centre is at the heart of this vibrant and growing region.

Mid Valley Shopping Centre is the region's largest retail centre located 153km East of Melbourne CBD. The Centre is currently anchored by Big W, Woolworths, a freestanding Bunnings Warehouse, a newly refurbished Village Cinema 8, and offers over 65 specialty stores including 28 national retailers. The well-established Centre has a long history of satisfying the local need for everyday convenience, food and entertainment.

To ensure that this local retail institution remains relevant and a 'way of life' for its loyal shoppers, we are redefining the shopping experience for the community. With a state of the art design, exciting new precincts, new facilities and new anchor tenants, Mid Valley Shopping Centre will be the new epicentre of shopping in Gippsland.





CENTRE OVERVIEW



38,000m²



Anchored by Woolworths, Big W, Bunnings & Village Cinema



Mini Majors: Kaisercraft, Cotton On Mega, Rivers and The Reject Shop



65+ specialties plus pharmacy, medical, Australia Post & Commonwealth Bank



200 seat food court plus external cafés and eateries



1,500 free car parks



Convenient transport links



Adjacent to Gippsland Hi-Tech Precinct, Alinta Energy & Gippsland Tech School



THE REJECT SHOP



COTTON ON



Trade Area Overview

Mid Valley Shopping Centre is the largest shopping centre in Gippsland, strategically located in the geographical heart of Latrobe Valley.

Mid Valley is located in the heart of one of Victoria's major regional centres, Latrobe City, situated in the centre of Gippsland and the Latrobe Valley and easily accessible via the Princes Freeway (M1) or V/Line rail services.

Latrobe City is one of the most liveable regions in Victoria known for its unbeatable lifestyle composition of urban living, farming and rural townships and provides a diverse range of regional health, living, educational and investment opportunities.



KEY FACTS

PRIMARY TRADE AREA

Catchment 53,500

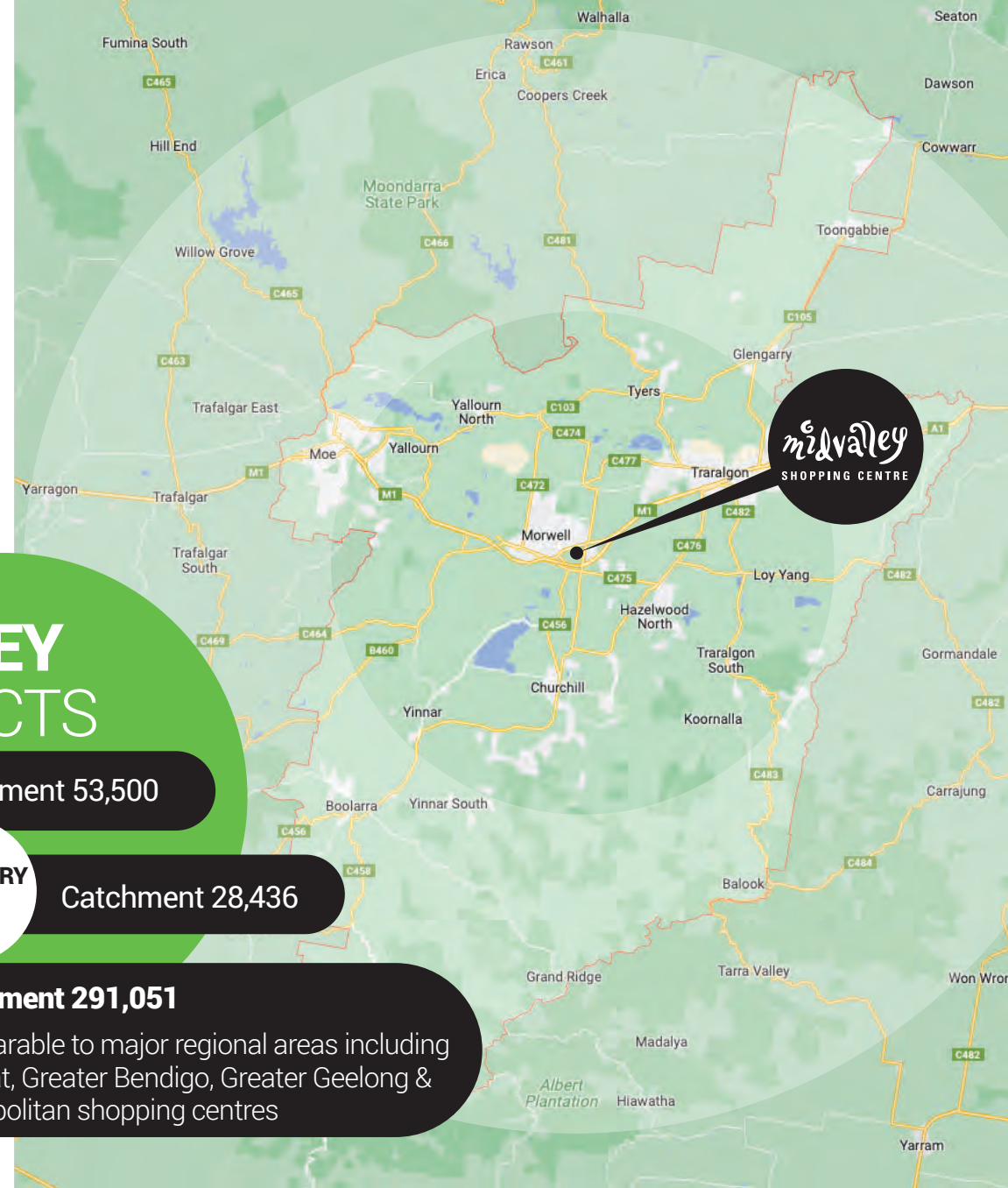
SECONDARY TRADE AREA

Catchment 28,436

TOTAL TRADE AREA

Catchment 291,051

Comparable to major regional areas including Ballarat, Greater Bendigo, Greater Geelong & metropolitan shopping centres





KEY DEMOGRAPHICS



Latrobe is home to 75,915 people



The population is forecast to grow by 0.69% annually



The median age is 41 years



The most common family household is two persons. Typical weekly household income is \$2,000-\$2,499



Latrobe supports 32,389 jobs, Technicians and Trade workers are the most common occupations, followed by Professionals



37.5% of the population have a mortgage, 27.9% own their own home and 23% renting

Source: Australian Bureau of Statistics 2016 Census of Population and Housing.

Invest in Latrobe City

Latrobe City is the most densely populated region in Gippsland comprising of four major towns; Morwell, Moe/Newborough, Traralgon & Churchill. Source: www.latrobe.vic.gov.au

Being the largest population centre in the Gippsland region, Latrobe City acts as the regional headquarters for Government agencies and private operators. Latrobe City provides excellent opportunities for investment with new and existing investors having access to a skilled workforce, strong road and rail transport links, natural resources, established electricity infrastructure, locally based education institutions and affordable land prices.

The Latrobe City has traditionally been recognised as the centre of Victoria's electricity industry, which is derived from one of the largest brown coal reserves in the world. It is also the centre of a large forestry industry which services Australian Paper's pulp and paper mill (the largest in Australia) and other sawmills.

Latrobe City Council is working to ensure the municipality has a sustainable future by diversifying the industry and businesses already here - attracting newcomers, while supporting existing operators.



**LATROBE
CITY**

is a vibrant place
to live, work and do
business

Be part of Mid Valley's newest contemporary fresh food development

The latest generation ALDI supermarket along with a new fresh food precinct will completely transform the grocery shopping experience in Gippsland. Not only will it be more convenient, but the redesign and refurbishment will make shopping at Mid Valley an enjoyable, sought after experience!

The new state of the art, contemporary food precinct at Mid Valley will offer exciting opportunities for retailers to be a part of this amazing transformation.

KEY FACTS



New 1,600m² ALDI



Approximately 1,700m² of new fresh food retail



Reconfigured carpark to accommodate additional car spaces



New public amenities



The Design Vision

All elements of this exciting development including; architecture, interior design, graphics, retail leasing mixes, tenants shop designs, the local natural environment, natural light, contemporary and fashionable finishes and fitting, with modern convenience, will decisively mesh into a planned and focused outcome. The result, a unique sense of 'place' for Mid Valley customers.

RETAIL LEASING OPPORTUNITIES

Now available!

For leasing opportunities at Mid Valley Shopping Centre please contact:

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MID VALLEY SHOPPING CENTRE

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www.midvalleyshoppingcentre.com.au/leasing/

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SHOPPING CENTRE