

Armada Dandenong Plaza



RetPro Retail. It's what we do.

 ARMADA
Dandenong Plaza

Armada Dandenong Plaza is at the heart of Dandenong, one of the most socially, culturally, and economically diverse localities in Victoria. As a retail institution in Melbourne outer south east, the Centre has proudly been serving the community for over three decades bringing together retail, culture and lifestyle.





GETTING HERE

The central location of Armada Dandenong Plaza allows staff and customers easy access to your brand. The centre adjoins several major road systems including the Princes Highway (the major arterial route in the region running through the Dandenong CBD), plus easy access to the M3 East-Link and M1 Monash Freeway.

Located only 850m from the Dandenong Railway Station enables convenient access to train and bus services.

A dedicated taxi rank along with 3,300 parking spaces offering five-hour free parking provides flexibility and convenience.



Located on the corner of McCrae & Walker St, Armada Dandenong Plaza has been a vibrant retail destination since 1989.

With over 160 stores including Kmart, Coles, Woolworths, Aldi and TK Maxx, Armada Dandenong Plaza offers customers diversity and value across categories including fresh food, dining, fashion, entertainment and lifestyle.

LOCATION

📍 30km to the Melbourne CBD

MTA POPULATION GROWTH

📈 2.1% from 2017-2022 (Forecast)

📈 1.6% from 2012-2027 (Forecast)



Population growth in the MTA is driven primarily by apartment development throughout the Dandenong CBD and secondary trade areas including: Lyndhurst, Noble Park and Springvale.

MTA TOTAL RETAIL SPEND

💰 \$2.63 billion in 2017
(\$674 million from the PTA)

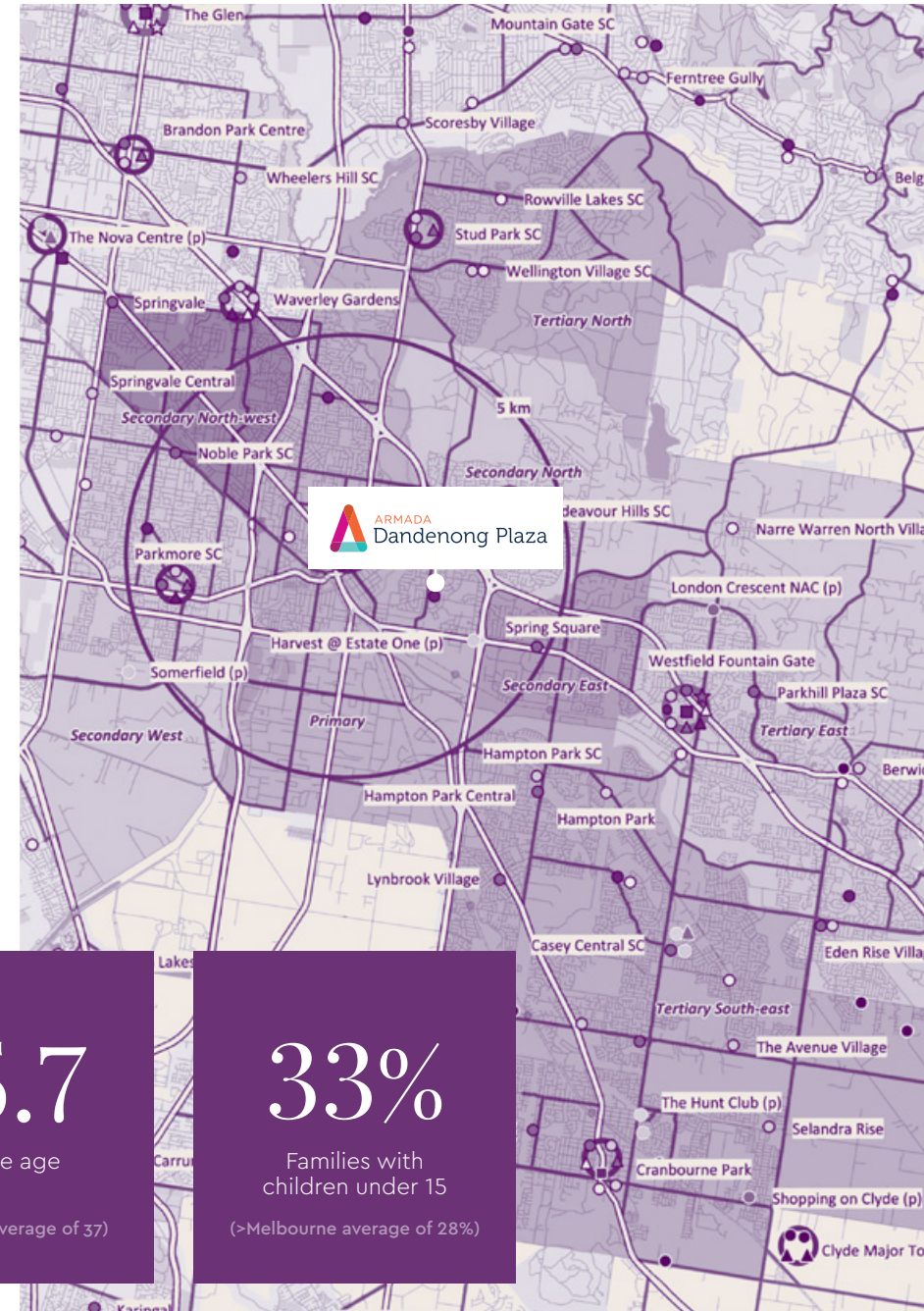
💰 \$3.7 billion in 2027 (Forecast)
(\$1.1 billion from the PTA)

*Urbis data correct as at August 2018

Trade Area

A vibrant and multi-cultural community populating over 50 schools, running 200+ active sports clubs and enjoying the 170+ parks and reserves in the City of Greater Dandenong.

The Primary Trade Area contributes to 41% of the total Centre spend, despite accounting for only 14% of the trade area population.



250k

Main trade area population (approx)

35.7

Average age

(<Melbourne average of 37)

33%

Families with children under 15

(>Melbourne average of 28%)

*Based on 2016 Census data

Centre Snapshot

TRAFFIC

57,070 square metre centre

16 Door entries

\$62.1 million in supermarket MAT sales

*Figures accurate December 2021

*Historically, foot traffic to Armada Dandenong Plaza was upward of MAT 10 million. This centre has been significantly impacted by COVID.



\$165
million

MAT sales

7.1
million

MAT foot traffic

\$23.3

MAT basket spend



Drawcard Brands



More reasons to stay and shop.

Centre Offering



A Community Institution

Well established centre, occupying a central location as part of the Dandenong CBD surrounded by a rich mix of cultural, retail, community and government infrastructure.



FRESH FOOD AT ITS BEST

Catering to its highly multicultural demographic, the fresh food precinct represents a unique, sensory food experience. Where shoppers can meander through the bustling market environment, with three supermarkets, grocer, butcher, deli, fishmonger and multiple international food stores.



FOOD, LIFESTYLE + ENTERTAINMENT

Featuring two family playgrounds, two food courts, one of which feeds into the Reading Cinema, and in-excess of 25 food retailers across the cafe, restaurant and takeaway categories, Armada Dandenong Plaza is a hub for local families to eat, shop and socialise.

Our Customers

35.7

Average age

\$78K

Average household
income

33%

Families with
children under 15

40%

Households with
mortgage

60%

Labour force
participation

*Accurate as at 2016



Centre Directory

LEVEL 1



Palm Plaza

Clow Street Carpark

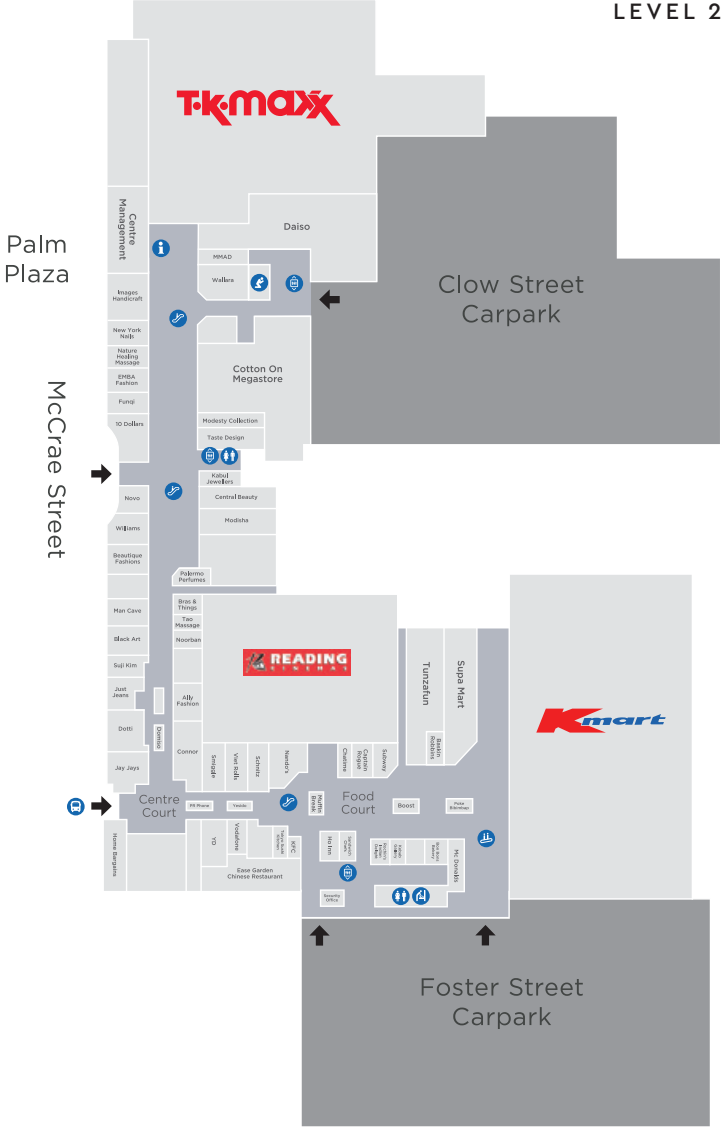


Walker Street

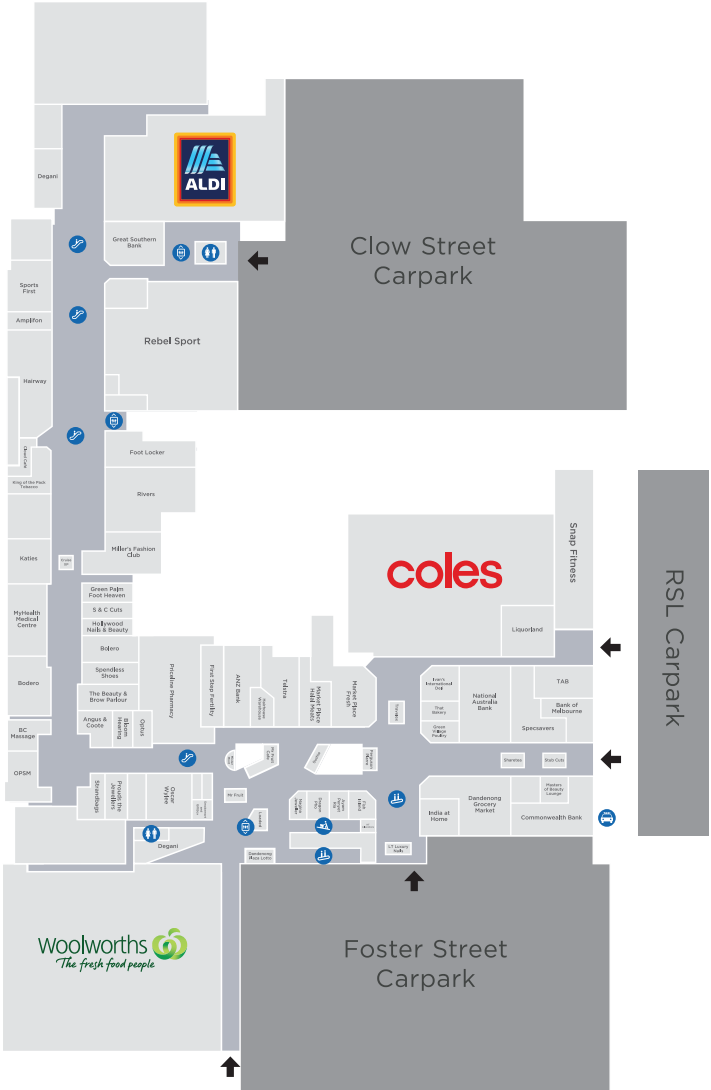
- Toilets
- Parents Room
- Disabled Toilet
- Escalator
- Travelator
- Lift
- Ramp
- Prayer Room
- Bus
- Taxi
- Information Desk

Centre Directory

LEVEL 2



LEVEL 3



- Toilets
- Parents Room
- Disabled Toilet
- Escalator
- Travelator
- Lift
- Ramp
- Prayer Room
- Bus
- Taxi
- Information Desk

Your Partner

At RetPro, we understand the needs of Australian retailers – and how to help them thrive.

We don't believe in set-and-forget. We take a highly collaborative approach to ensure every tenant is fully supported. That's why we're involved in all centre operations, from leasing to day-to-day management.

Partnering with retailers is simply what we do – and we've been doing it for two decades across Australia with outstanding results. The key to our success has been keeping retail our focus, and an ideal customer experience our mission.

Through our industry-leading experience, 'right retailer, right location' philosophy and hands-on approach, we're able to deliver a more personal service and a stronger future for our retail partners. Let's make it happen.

RetPro



JOIN ARMADA DANDENONG PLAZA

We've got exciting opportunities for food, specialty and commercial tenants at Armada Dandenong Plaza. If you're interested in learning more, please get in touch.

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