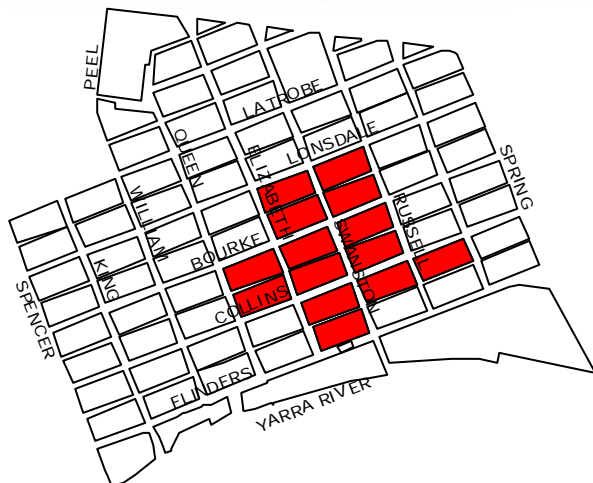


RETAIL - Key Information

Major characteristics of Central Business District (CBD) usually requested by businesses from the Council



Sales

Retail Core Turnover ¹

\$2.38 billion

Visitors

Visitors to the CBD (average weekday) ²

260,366

Visitors to the Retail Core (average weekday)²

186,968

Shopping visits to the CBD (average weekday)³

57,850

Employment ⁴

Persons employed in the CBD

175,735

Establishments ⁴

Number of Retail establishments in the CBD

1,463

Number of Pubs, Cafes and Restaurants in the CBD

773

Floorspace ⁴

Total Floorspace in the CBD

9,669,053

Used for Retail purposes in the CBD

447,301

Entertainment/Recreation - Indoor (CBD)

383,074

Residents ⁵

CBD and Southbank residential population

15,711

City of Melbourne residential population

52,117

Metropolitan Melbourne residential population

3,488,750

Parking ⁴

Public off-street parking spaces in the CBD

27,843

Sources:

1 Jebb Holland Dimasi 2000

2 Victorian Activity and Travel Survey (VATS) 1999

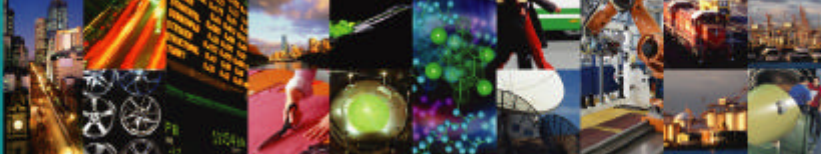
3 as above; please note: 'visits' not 'visitors', as an individual can make multiple visits to the CBD

4 Census of Land Use and Employment (CLUE) 2002

5 ABS Population Census (2001)

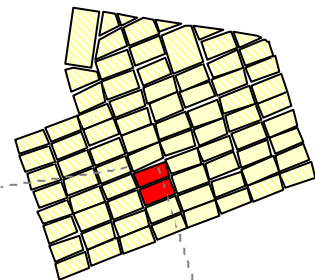
For enquiries regarding retail investment contact:
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ph: 61-3-9658-8550
email: jantay@melbourne.vic.gov.au

For enquiries regarding retail statistics contact:
Karina Bader, Research Analyst
Sustainable City Research
ph: 61-3-9658-8742



RETAIL - Block Profile

Bourke St / Elizabeth St / Collins St / Queen St

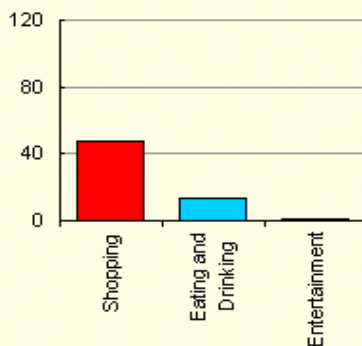


Bourke St

Key tenants: Bunnings, Charles Rose Jewellers, Kozminsky Jewellers, Supply & Demand, ABC Shop

Commercial parking spaces	220	
Residential dwellings	34	
Hotel rooms	0	
Café and restaurant seats	831	
Total employment	3,874	
Office empl	3,415	88%
Retail empl	251	6%
Total floorspace	172,937	
Retail floorspace	16,332	9%

No of Establishments



Queen St

Elizabeth St

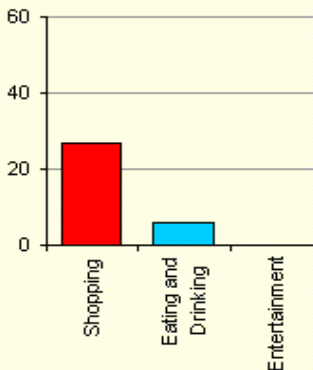
44

Lt Collins St

Key tenants: Laura Ashley, Henry Bucks, Elizabeth Arcade, Colonial Group Building, Collins Wales House, ANZ Bank Building

Commercial parking spaces	196	
Residential dwellings	32	
Hotel rooms	0	
Café and restaurant seats	750	
Total employment	6,281	
Office empl	6,053	96%
Retail empl	161	3%
Total floorspace	262,064	
Retail floorspace	4,962	2%

No of Establishments



Queen St

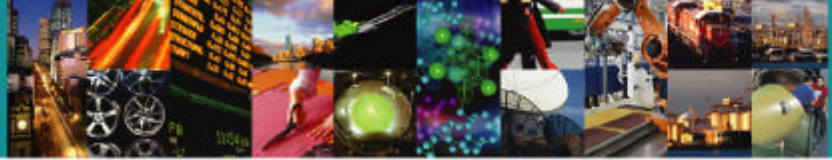
Elizabeth St

54

Collins St

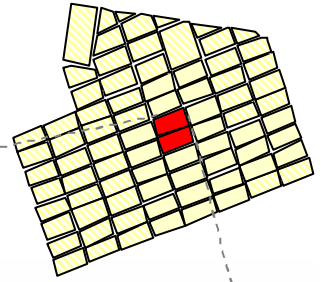
Source: Census of Land Use and Employment (CLUE) 2002

Also available on request: more detailed & customised reports on retail tenancy mix, vacancy rates, recent developments, locations/employment/floorspace



RETAIL - Block Profile

Lonsdale St / Swanston St / Bourke St / Elizabeth St



Lonsdale St

Elizabeth St

Swanston St

Key tenants: Myer, David Jones, Pacific International Apartments Melbourne, Postshop, Dick Smith Electrics, Empire Rose boutique, Truffle Hunter

Commercial parking spaces	238
Residential dwellings	0
Hotel rooms	0
Café and restaurant seats	760
Total employment	2,039
Office empl	271 13%
Retail empl	1,612 79%
Total floorspace	138,386
Retail floorspace	67,232 49%

No of Establishments

Category	Count
Shopping	36
Eating and Drinking	11
Entertainment	0

65

Lt Bourke St

Elizabeth St

Swanston St

Key tenants: GPO development, Myer, David Jones, House, Katies, Welcome Hotel, All Seasons Swanston Hotel, City International Duty Free

Commercial parking spaces	0
Residential dwellings	1
Hotel rooms	528
Café and restaurant seats	535
Total employment	1,597
Office empl	103 6%
Retail empl	1,316 82%
Total floorspace	95,818
Retail floorspace	55,891 58%

No of Establishments

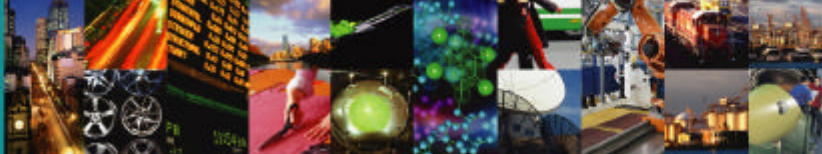
Category	Count
Shopping	23
Eating and Drinking	3
Entertainment	0

55

Bourke St

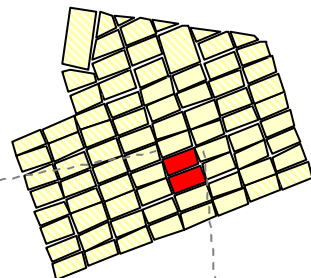
Source: Census of Land Use and Employment (CLUE) 2002

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RETAIL - Block Profile

Bourke St / Swanston St / Collins St / Elizabeth St



Bourke St

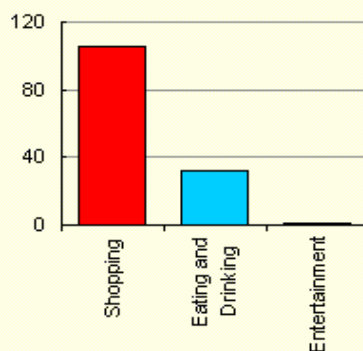
Elizabeth St

Swanston St

Key tenants: Bed Bath N Table, Cue & Co, David Jones, Dunklings, Klepners, Rebel Sports, Schlager Fine Jewellery, Sportsgirl, The Body Shop, Witchery Fashions, Satch, Priceline, Quiksilver, HMV, Sanity, Prouds Jewellers

Commercial parking spaces	0
Residential dwellings	50
Hotel rooms	82
Café and restaurant seats	2,479
Total employment	1,517
Office empl	74 5%
Retail empl	1,051 69%
Total floorspace	94,115
Retail floorspace	32,648 35%

No of Establishments



45

Lt Collins St

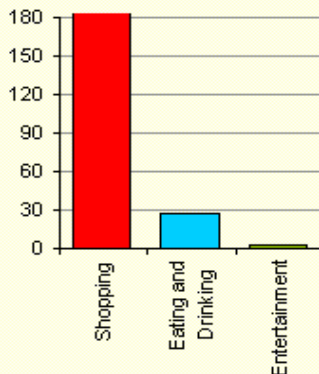
Elizabeth St

Swanston St

Key retail tenants: Alanah Hill, Bettina Liano, Collins Booksellers Pty Ltd, Crabtree & Evelyn, Hunt Leather, Jeans West, Jigsaw, Orotan, Lincraft, Scanlan & Theodore, Napoleon, Mooks, Hugo Boss, Country Road, Saba

Commercial parking spaces	0
Residential dwellings	94
Hotel rooms	368
Café and restaurant seats	3,112
Total employment	2,568
Office empl	835 32%
Retail empl	895 35%
Total floorspace	147,983
Retail floorspace	27,630 19%

No of Establishments

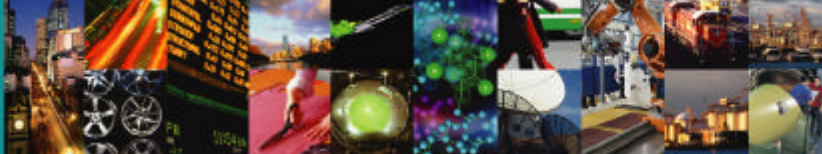


55

Collins St

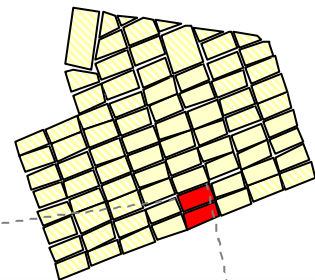
Source: Census of Land Use and Employment (CLUE) 2002

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RETAIL - Block Profile

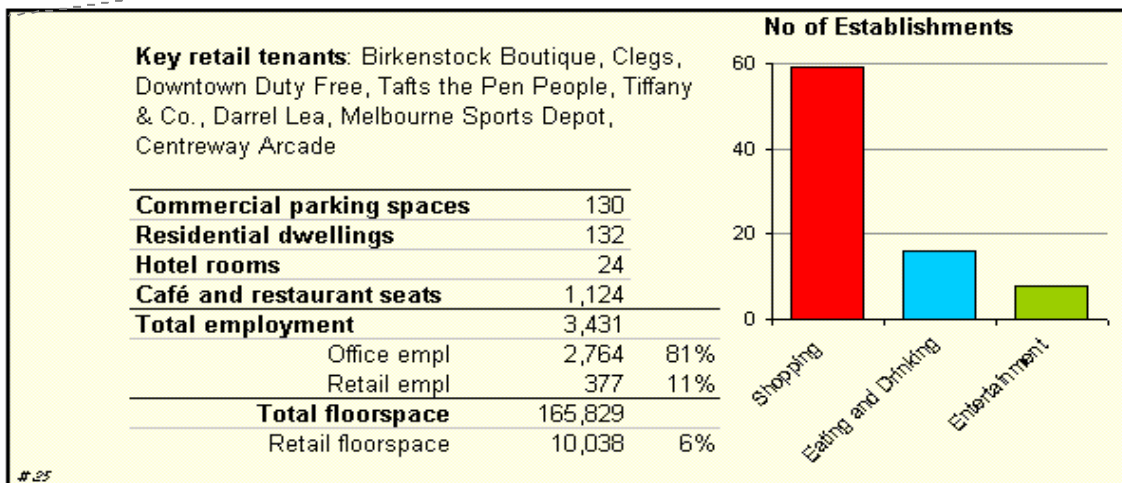
Collins St / Swanston St / Flinders St / Elizabeth St



Collins St

Elizabeth St

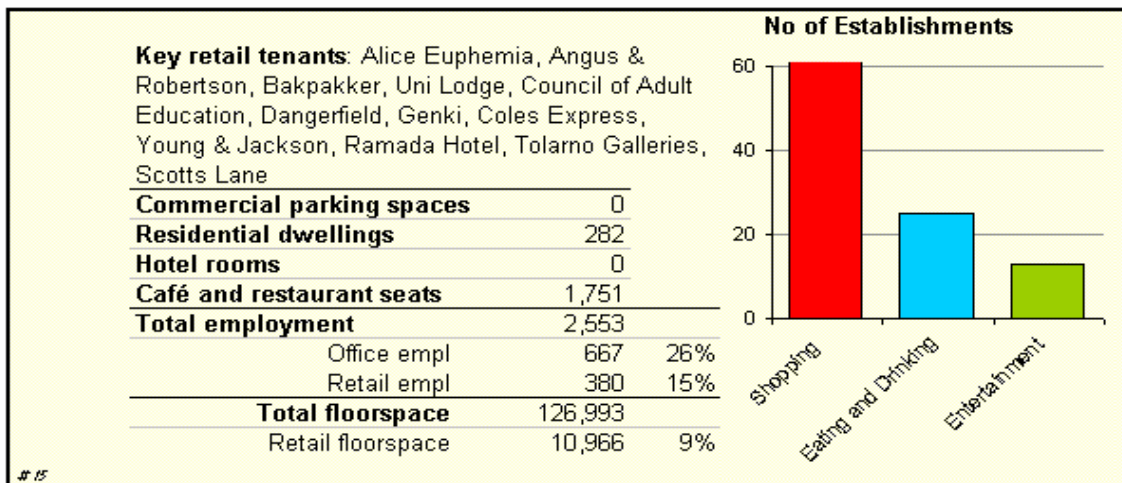
Swanston St



Flinders Ln

Elizabeth St

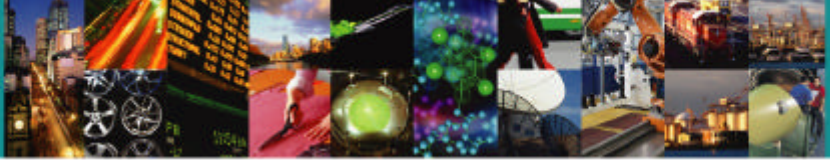
Swanston St



Flinders St

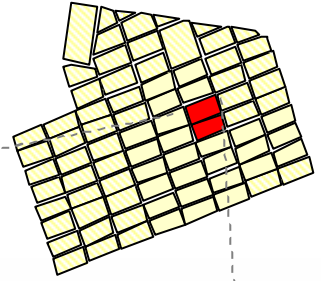
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RETAIL - Block Profile

Lonsdale St / Russell St / Bourke St / Swanston St

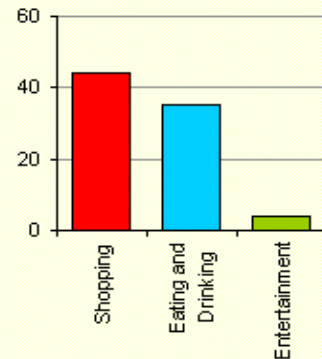


Lonsdale St

Key retail tenants: China Books, Chinatown Dutyfree, Eastern Food Centre, Mind Games, Sam Bear, Greek Precinct

Commercial parking spaces	444
Residential dwellings	10
Hotel rooms	0
Café and restaurant seats	2,412
Total employment	707
Office empl	69 10%
Retail empl	215 30%
Total floorspace	46,205
Retail floorspace	5,574 12%

No of Establishments



Swanston St

Russell St

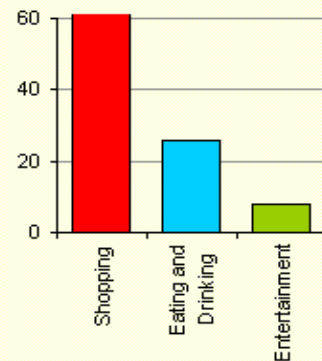
66

Lt Bourke St

Key retail tenants: Australian Gold Exchange, Best & Less, Kleins, Nike, Syndicate Clothing, Target, Vintage Cellars

Commercial parking spaces	130
Residential dwellings	1
Hotel rooms	0
Café and restaurant seats	2,398
Total employment	2,302
Office empl	1,165 51%
Retail empl	724 31%
Total floorspace	81,812
Retail floorspace	20,283 25%

No of Establishments



Swanston St

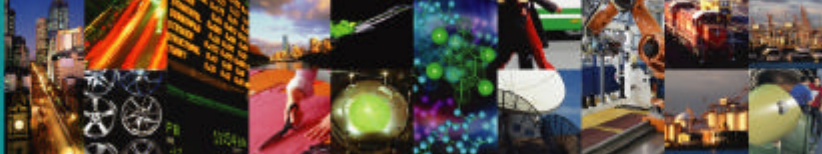
Russell St

56

Bourke St

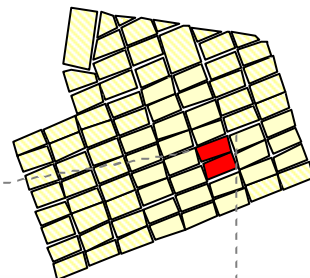
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RETAIL - Block Profile

Bourke St / Russell St / Collins St / Swanston St

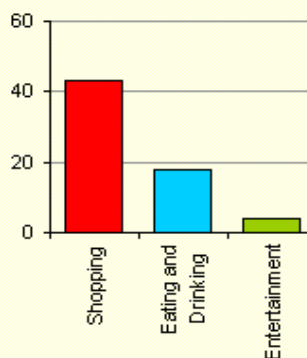


Bourke St

Key retail tenants: Heritage Bookshop, Melbourne Surf Shop, The Original Levi's Store, Surf Dive N Ski, Priceline, Mountfords, Boost Juice

Commercial parking spaces	190
Residential dwellings	93
Hotel rooms	0
Café and restaurant seats	1,546
Total employment	1,816
Office empl	884 49%
Retail empl	227 13%
Total floorspace	95,138
Retail floorspace	5,666 6%

No of Establishments

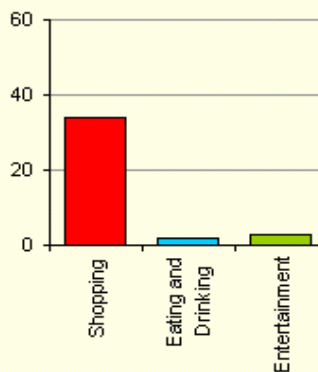


Lt Collins St

Key retail tenants: Charles Jourdan Paris, e.g. etal, Kay Craddock Antiquarian Book Seller, Quick Brown Fox, R M Williams, Victoria Loftes, Victoria Triantafyllou, Paris Mode, Aquila, Luigi Borrelli, Radstock & Kendall

Commercial parking spaces	275
Residential dwellings	4
Hotel rooms	456
Café and restaurant seats	337
Total employment	785
Office empl	405 52%
Retail empl	112 14%
Total floorspace	72,683
Retail floorspace	3,159 4%

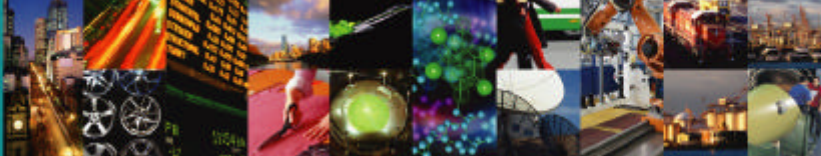
No of Establishments



Collins St

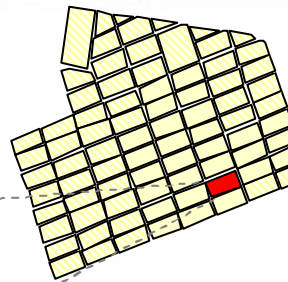
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RETAIL - Block Profile

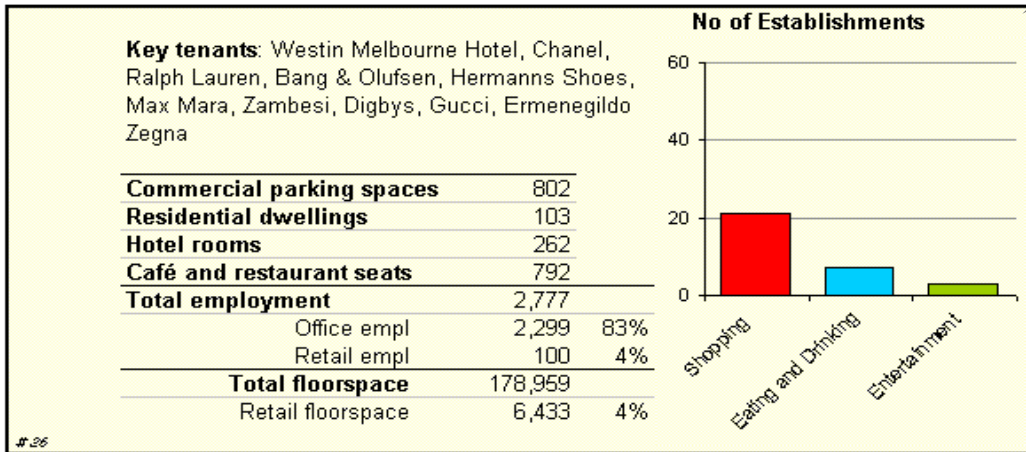
Collins St / Russell St / Flinders Lane / Swanston St



Swanston St

Collins St

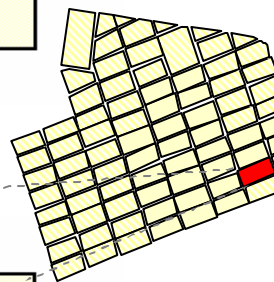
Russell St



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Flinders Ln

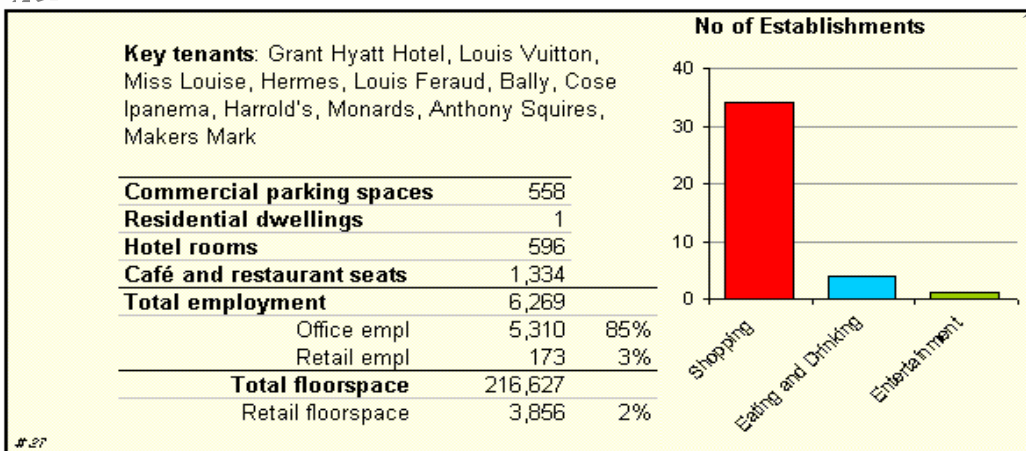
Collins St / Exhibition St / Flinders Lane / Russell St



Russell St

Collins St

Exhibition St

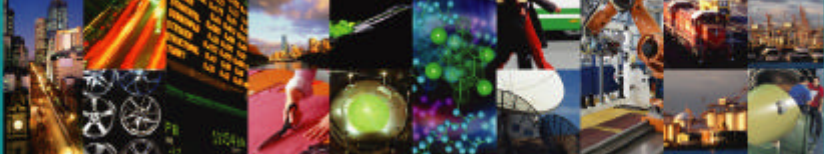


27

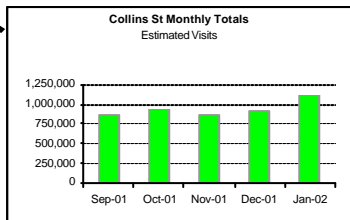
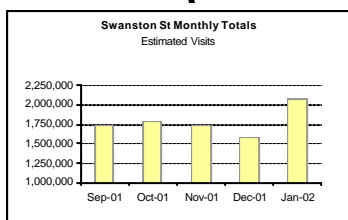
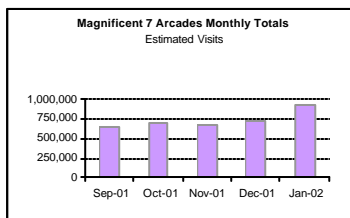
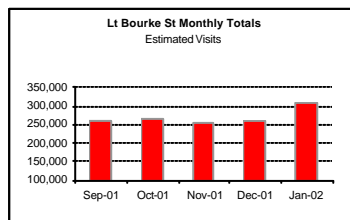
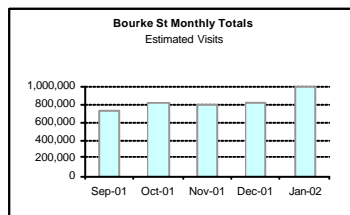
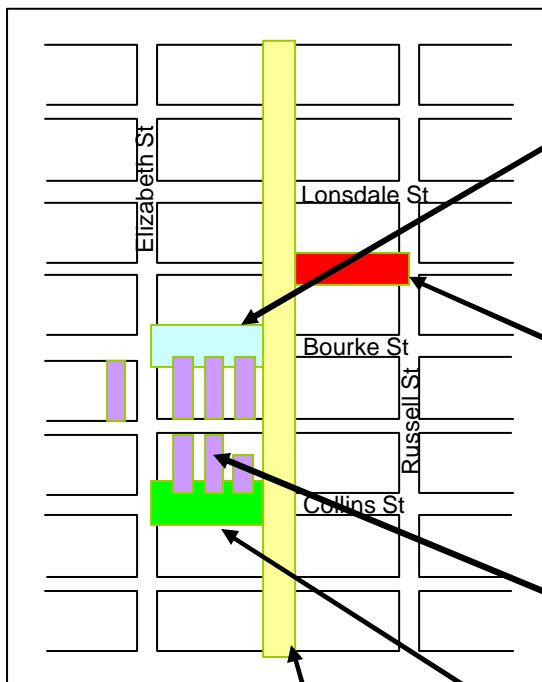
Flinders Ln

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RETAIL - Visitation



Pedestrian Volumes

	Jul-01	Aug-01	Sep-01	Oct-01	Nov-01	Dec-01	Jan-02
Weekday average							
Bourke St	33,379	32,565	33,845	33,421	34,153	35,169	38,382
Collins St	35,435	34,868	34,197	34,302	33,153	33,457	35,679
Lt Bourke St	9,554	9,261	9,063	8,922	9,000	8,509	10,496
Magnificent 7	26,423	26,431	26,194	26,351	26,041	26,406	29,687
Swanston St	60,995	61,554	62,537	60,815	60,780	54,629	68,056

Source: Retail Core Visit Monitoring System

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