

BELMONT FORUM

SHOPPING CENTRE

Belmont Forum is a sub-regional shopping centre located in the Eastern suburbs of Perth, 7km from the Perth CBD. The centre has 135 speciality stores, including a fresh food precinct, over 30 fashion retailers and is anchored by Big W, Kmart, Coles, Woolworths and ALDI. There is also an external dining precinct, which is easily accessed from Belmont Avenue.

Centre Statistics

Centre type Sub-regional

Annual traffic (million) 7.7

Total GLA (sqm) 46,552

Majors¹ ALDI, Big W, Kmart, Coles, Woolworths

Mini Majors² JB Hi Fi Home, Best & Less, Jim Kidd Sports, Cotton On Mega, 5 Seasons Fresh, Red Dot, The Reject Shop

Number of speciality stores³ 135

Number of free car spaces Over 2,600

Moving annual turnover (MAT) (\$m)⁴ 369.9

MAT/sqm – Specialty (\$)⁵ 8,363

¹ Classified in accordance with SCCA guidelines, typically includes supermarkets, department stores and discount department stores.

² Stores >400 sqm by Sales Group.

³ All sales reporting tenants under 400sqm.

⁴ Total MAT includes all reporting tenancies and is inclusive of GST, as at 31 May 2019.

⁵ Based on sales and area for all reporting speciality tenants, as at 31 May 2019.

Key Statistics



7km FROM THE CBD



165,100 PEOPLE IN THE TOTAL TRADE AREA



\$95,679 MEDIAN HOUSEHOLD INCOME. 9.9% BELOW THE PERTH AVERAGE

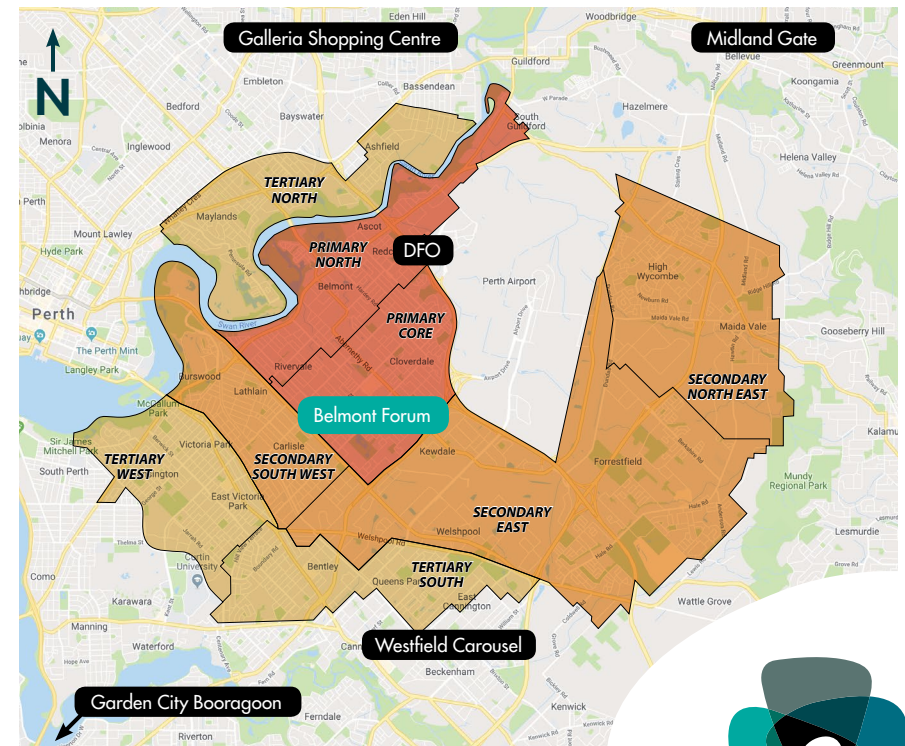


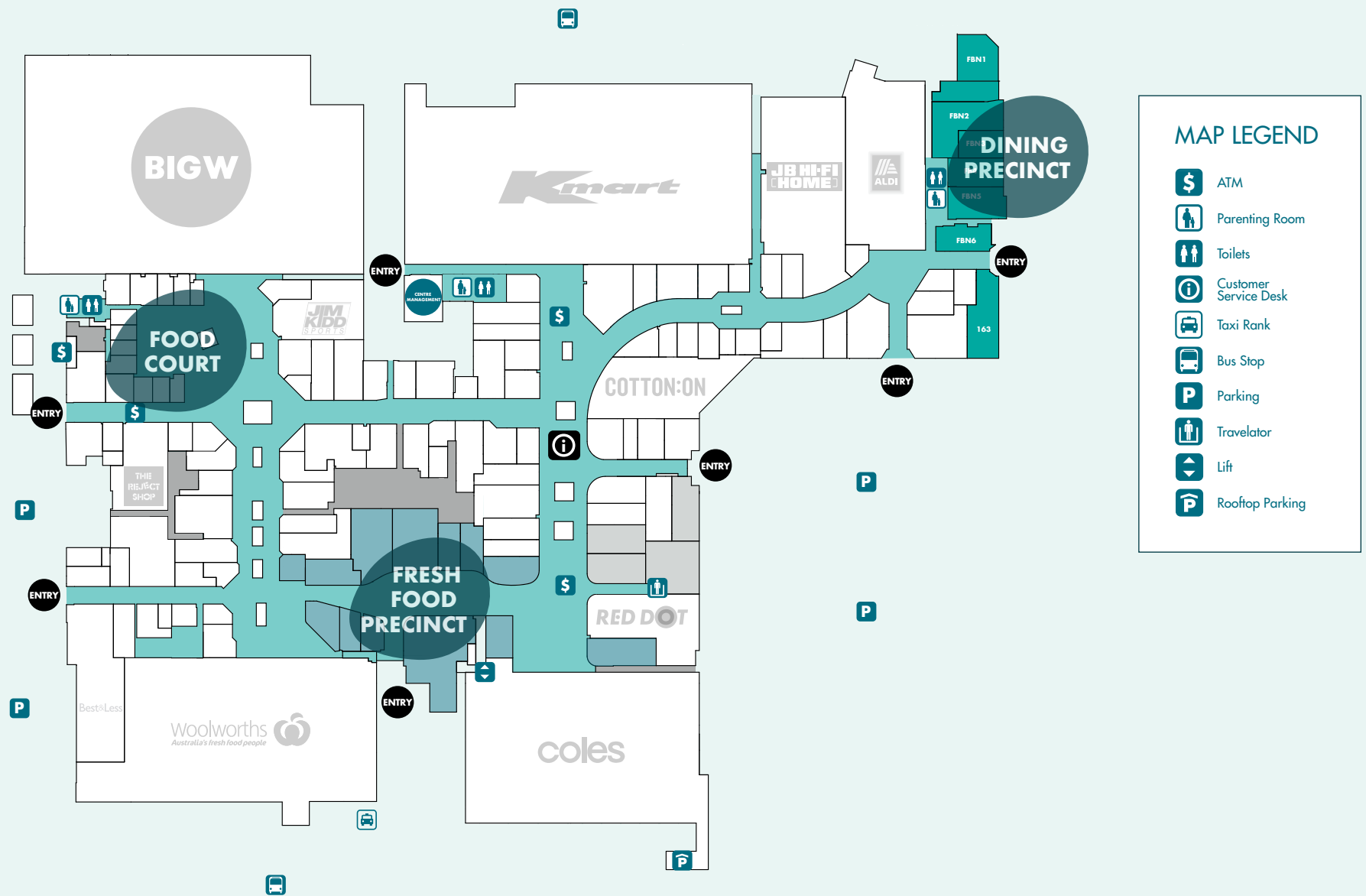
86% OF MAIN TRADE AREA RESIDENTS SHOP AT BELMONT FORUM







57% OF MAIN TRADE AREA HOUSEHOLDS ARE FAMILIES WITH CHILDREN

Source: Quantum Customer and Centre Insights June 2019, Census 2016.





MAP LEGEND

-  ATM
-  Parenting Room
-  Toilets
-  Customer Service Desk
-  Taxi Rank
-  Bus Stop
-  Parking
-  Travelator
-  Lift
-  Rooftop Parking

For further information please contact Jennifer Black

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