

your platform to showcase

Deepwater Plaza is the only sub-regional centre of its size in the main trade area and strategically positioned opposite Woy Woy train station, on the Central Coast of NSW. Anchored by well performing majors Coles and Kmart, two mini-majors and over 50 specialty retailers, Deepwater Plaza is well positioned as a convenience and everyday needs centre.

Deepwater Plaza is Your Platform to Showcase your business and here's why:



Fast Facts

- Over 15,600m² of retail space.
- Home to Coles, Kmart, Best & Less, Service NSW and The Reject Shop.
- Over 50 specialty stores.
- Average \$9,518 specialty sales per metre², significantly above industry benchmark.
- Over 3.1 million movements per year.
- Located directly opposite Woy Woy train station and the town centre.

Source: Dexus sales report, January 2021.



Market At A Glance

- \$1.19 billion in estimated retail sales across the Main Trade Area in 2020.
- Forecast to increase to \$1.62 billion in retail sales by 2031.
- 67,110 residents estimated in the Main Trade Area.
- Target customer segments include young families, couples with children and retirees/seniors.
- 10.8% is the centres market share across the Main Trade Area significantly above the industry benchmark.
- Tourist destination in key holiday periods.

Source: Location IQ Report, January 2021.

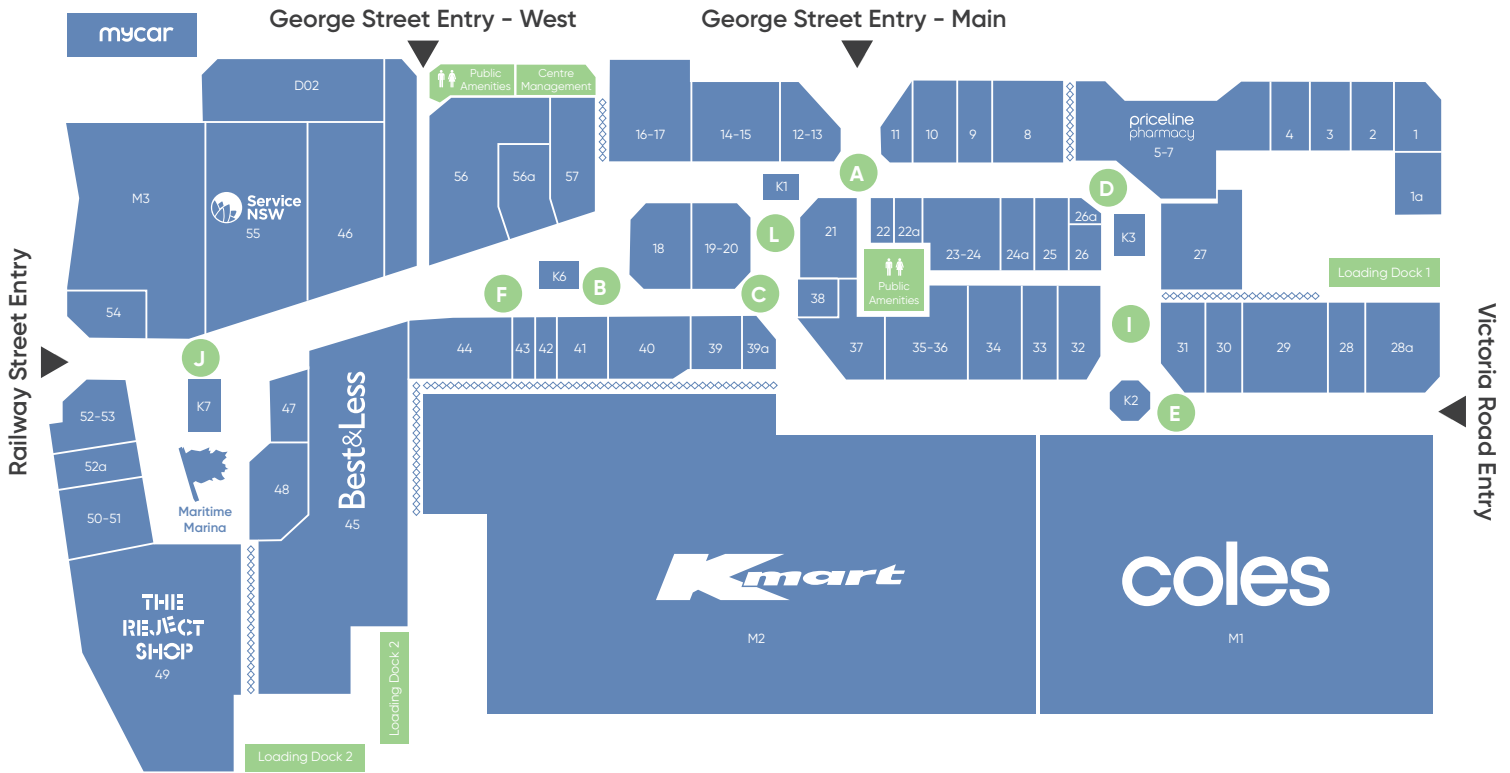


Opportunities Available

To showcase your brand at Deepwater Plaza

- ✓ PRODUCT DEMONSTRATIONS AND DISPLAYS
- ✓ SHORT TERM POP UP SHOPS
- ✓ LARGE FORMAT MEDIA PLACEMENT
- ✓ FILMING AND TVC LOCATIONS
- ✓ DIGITAL INTEGRATION
- ✓ MARKET RESEARCH
- ✓ CAR PARK SIGNAGE
- ✓ BRAND TAKEOVER SHOWCASE

Casual Leasing Sites



Site	Location	Size	Power Access	Weekly Rate
A	Main Doors	3m x 2m	YES	\$1,000 + GST
B	Café DMR	4m x 3m	YES	\$1,000 + GST
C	Opp Wendy's	2m x 2m	YES	\$1,000 + GST
D	Opp Priceline	3m x 2m	YES	\$1,000 + GST
E	Opp Coles	2m x 2m	YES	\$1,000 + GST
F	Opp CBA	4m x 2m	YES	\$1,000 + GST
J	Opp Newcastle Permanent	3m x 3m	YES	\$1,000 + GST
EXT	External Pad Site	4m x 3m	YES	\$1,000 + GST
I	Opp Specsavers	2m x 2m	YES	\$1,000 + GST
L	Opp Spendless	4m x 2m	YES	\$1,000 + GST

Please note a peak trading loading applies in November and December to all rates.
All rates are subject to change and should be agreed at the time of the booking confirmation.

Contact Details

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Learn More Today

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