

# your platform to showcase

Smithfield Shopping Centre is the largest shopping centre north of Cairns and lies at the gateway to the Cairns Beaches, Cairns Highlands and Port Douglas. Situated 15km north of Cairns International Airport, the centre is anchored by Coles, Woolworths, Kmart, Event Cinemas and Dan Murphy's.

**Smithfield is Your Platform to Showcase your business and here's why:**



## Fast Facts

- 4 Majors; Coles, Woolworths, Kmart and Event Cinemas.
- 4 Mini Majors; Best & Less, Dan Murphy's, The Reject Shop and Overflow.
- Over 125 specialty stores.
- Average \$8,454 specialty sales per m<sup>2</sup>.
- 1,519 free car spaces.
- 4.5 million people movements a year.

Source: Dexis sales report, February 2018.



## Market At A Glance

- \$1.5 billion in estimated retail sales across the Total Trade Area in 2017.
- Forecast to increase to \$2.2 billion retail sales by 2026.
- 105,370 residents estimated in the Total Trade Area.
- \$87,998 is the average household income in the Main Trade Area.
- Target customer segments include: couples with dependent children and couples without children.

Source: Location IQ Report, February 2018.



## Opportunities Available

To showcase your brand at Smithfield

- ✓ 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
B	Opp Donut King	2m x 4m	YES	\$1,067 + GST
D	Opp Pharmacy	2m x 4m	YES	\$1,067 + GST
F	Opp Williams	2m x 4m	YES	\$1,067 + GST
G	Opp Jeanswest	2m x 6m	YES	\$1,067 + GST
H	Opp Lowes	2m x 4m	YES	\$1,067 + GST
I	Opp ANZ	2m x 4m	YES	\$1,067 + GST
J	Opp Edge	2m x 4m	YES	\$1,067 + GST
K	Opp Telstra	2m x 4m	YES	\$1,067 + GST
L	Opp Just Cuts	2.5m x 5m	YES	\$1,067 + GST
M	Opp Addiction	2.5m x 4m	YES	\$1,067 + 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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