



## MEDIA RELEASE

### For immediate release

#### Woolworths heading to *Central* Central Park's major youth-focused retail hub, *Central*, signs anchor supermarket tenant

**Sydney – 10 February 2012** – *Central*, Central Park's shopping centre has secured Woolworths Limited ("Woolworths") as its anchor supermarket tenant. A market leader in grocery sales, Woolworths has committed to a 2,000-square metre premium retail space at *Central* in Sydney, Australia for a 20-year term. The supermarket will be located on the 'Global Grocer' level of the multi-storey 16,000-square metre retail centre.

Woolworths will undertake the retail fitout itself, with a strong focus on fresh foods, pre-prepared and semi-prepared meals to service the high-frequency 'basket shop' of the catchment.

"Woolworths is excited to be part of this unique new development in such a prime location and is looking forward to serving customers in 2013," said Woolworths' Regional Property Manager, David Carroll.

Construction of *Central* – designed by Parisian architect Jean Nouvel and PTW Architects – is well underway and will open in the first quarter of 2013.

*Central's* prominent Broadway frontage – uniquely clad in vertical gardens – will offer prominent signage opportunities for anchor tenants, with approximately 72,000 vehicles passing the centre each day – that's over 26 million vehicles each year. Additional pedestrian access is provided from a major new public park and the residential and commercial buildings of Central Park.

*Central* is the retail hub of Central Park, a new community now under construction on the old Carlton United Brewery site on Broadway in Sydney's southern CBD. When completed, the 5.8 hectare mixed-use Central Park project will comprise approximately 2000 apartments, student housing, a hotel and a 70,000sqm commercial office campus, anchored by the *Central* retail hub.

*Central* is being developed in joint venture between Frasers Property Australia Pty Ltd (Frasers) and Sekisui House Australia Holdings Pty Limited (Sekisui House).

"Interest from both domestic and international retailers has been strong – driven by *Central's* CBD gateway location and focus on a demographic characterized by young, affluent and internationally focused consumers," said Guy Pahor, CEO of Frasers Property Australia.

For *Central*, Jean Nouvel has designed a theatrical retail experience, with a soaring atrium and dramatic Broadway entrance. The centre has multiple entry points – from Broadway, from Central Park's new public park, Chippendale Green, and from neighbouring commercial and residential buildings. The 'Global Grocer' convenience retail level flows to an open courtyard with various cafes and services leading directly to the park.

*Central's* multi-faceted retail and leisure mix will combine fresh food with fashion, technology and entertainment.



On the lower ground level is 'Global Grocer', the fresh food and convenience retail precinct to be anchored by Woolworths. The ground floor and level one will focus on fashion and technology, with two levels of food beverage and entertainment above. A major fitness centre is proposed to top off the complex.

Hilton Hedley, Colliers International Director of Retail Leasing, who brokered the deal, said *Central* is located in one of the most dynamic and youth orientated demographics in Australia and is appealing to a wide variety of retail uses.

"Securing Woolworths as the major fresh food anchor is testament to the strength of the development to attract quality retailers.

We are currently speaking with numerous other parties to take up the balance of the retail space," Mr Hedley said.

*Central's* retail catchment is highly desirable, strongly biased toward affluent young people due to its location within Sydney's education precinct.

A local population of 3,500 residents and 5,000 workers is expected within Central Park itself, with approximately 135,000 students and staff from UTS, University of Notre Dame, University of Sydney and TAFE campuses located within a short walk of the centre.

"*Central's* location within the heart of Sydney's creative and education precincts and its proximity to Central Station – Australia's busiest transport hub – means the demographics supporting the centre are quite remarkable," said Frasers' Guy Pahor.

"For instance, there are some 90 million bus and rail passenger movements each year within 100 metres of *Central* – including 26 million vehicles driving right past the site. To put this into perspective, it is important to understand that only 45% of the main trade area population owns a car, making the proximity to Central Station and bus interchange a critical factor that will drive the success of this retail precinct," said Mr Pahor.

Central Park can be explored online at [www.centralparksydney.com](http://www.centralparksydney.com).

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### **About Frasers Property Australia**

Frasers Property Australia (Frasers Property Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing a diversified portfolio of residential, commercial and retail properties.

Current projects include 'Putney Hill', 'Lumiere Residences', 'Trio' and the A\$2 billion 'Central Park' development in Sydney, 'Queens Riverside' in East Perth, and housing subdivisions in Western Australia and New Zealand.

Frasers Centrepoint Limited, a leading property company based in Singapore, is an integrated real estate company with a global portfolio of residential, commercial and serviced apartment properties spanning 20 countries across Asia, Australasia, Europe and the Middle East.

Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&NL). Established in 1883, F&NL is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds and total assets employed of over S\$8 billion and S\$14 billion respectively. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs over 17,000 people worldwide.

For more information on F&NL, visit [www.fraserandneave.com](http://www.fraserandneave.com)

For more information on Frasers Centrepoint Limited, visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com)

For more information about Frasers Property Australia, visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

### **About Sekisui House Ltd**

Sekisui House Ltd is a property development company listed on three Japanese stock exchanges including the Tokyo Stock Exchange, Osaka Securities Exchange and the Nagoya Stock Exchange.

The company has a current market capitalisation of approximately JPY 540,800 million (AUD\$6.76 billion) and employs over 15,000 staff. With its head office in Osaka, Japan, Sekisui House Ltd specialises in housing construction and property development.

From the company's core business of building detached homes, it expanded into the construction of medium and high-rise buildings as well as increasing its involvement in more comprehensive urban development projects such as the \$2 billion Central Park mixed use development in the heart of Sydney. The company has also expanded into China, Singapore, USA and Russia.

Founded in 1960, Sekisui House Ltd celebrated its 50 year anniversary in 2010, with the construction of its 2 millionth home.

For more information on Sekisui House, visit [www.sekisuihouse.co.jp/english](http://www.sekisuihouse.co.jp/english)

### **About Sekisui House Australia Holdings Pty Limited**

Sekisui House Australia Holdings Pty Limited is a fully owned subsidiary of Sekisui House Limited and was established December 2008. That company currently has projects in Queensland, New South Wales and Victoria.

The Hermitage NSW: Project located in the new suburb of Gledswood Hills, the project will contain 1,800 lots at completion, which diversify from affordable products to luxury products, some with golf course frontage.

The Waterfront NSW: Close to Sydney Olympic Park on Wentworth Point, The Waterfront comprises 1,800 apartments and community facilities on direct Parramatta River waterfrontage.



Ripley Valley QLD: 2,500 residential lots, a future town centre and bulky goods area, located close to Ipswich in South East Queensland.

The Coolum Residences QLD: 450 residences, surrounding the Hyatt Coolum Resort, with strong environmental credentials. Serrata VIC: 144 apartments in Victoria Harbor in Melbourne's inner-urban Docklands precinct, developed with Delfin Lend Lease.

Sekisui House Australia Holdings acquired AV Jennings construction division in June 2010, with the goal of high-quality, on-time delivery. Sekisui House Australia Holdings has now completed a dedicated factory facility in Ingleburn (NSW) to achieve this object.

For more information on Sekisui House Australia, visit [www.sekisuihouse.com.au](http://www.sekisuihouse.com.au)