



**Retail Casual
Leasing &
Media
Opportunities.**



the Strand.
AT COOLANGATTA

www.strandcoolangatta.com.au



Welcome to The Strand.

The Strand at Coolangatta is the heart of beachside dining, shopping and entertainment, opposite world famous Coolangatta Beach on the southern Gold Coast. Situated just 3km from Coolangatta Airport, the centre is positioned to cater to the needs of the residential, commercial and significant tourist population. With over 5M visitors a year, The Strand is anchored by key retailers Woolworths, Truckloads, Timezone and BCC Cinemas Coolangatta.

PALM BEACH

144,720
CUSTOMERS IN THE
TOTAL TRADE AREA

35.4%
TRADITIONAL
FAMILIES

82%
AUSTRALIAN BORN

Connect with engaged shoppers.



RETAIL EXPENDITURE CAPACITY
ESTIMATED GROWTH

\$1.4 billion
IN 2016 *to*
\$2.4 BILLION
by 2031

TOTAL TRADE AREA
ESTIMATED GROWTH—
\$1.7 BILLION IN 2016
TO \$3.0 BILLION BY 2031

5.2M
SHOPPERS
PER ANNUM

AVERAGE AGE

44
YEARS

COOLANGATTA

the Strand.

TWEED
HEADS

TWEED HEADS SOUTH

BANORA POINT

*Source: ABS 2016 Census; MacroPlan Dimasi Research 2018

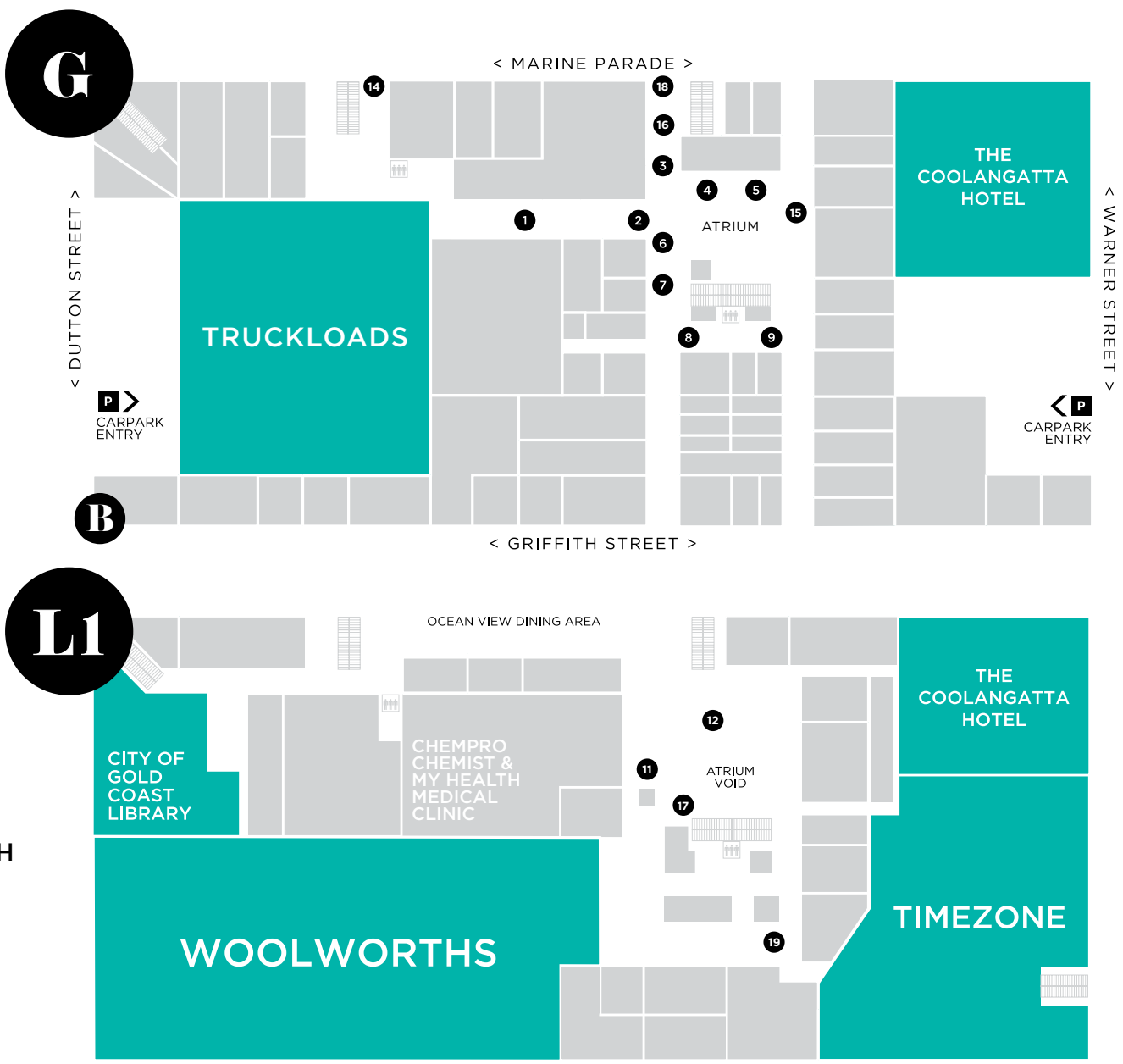
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The Centre Floor Plan

CASUAL LEASING SITES— STRATEGICALLY POSITIONED IN HIGH FOOT FALL AREAS.

● CML site position.



Casual Mall Leasing.

CASUAL MALL LEASING

Generate product sales through casual mall leasing, providing the perfect opportunity to promote or trial your business' product or service to a broad range of customers who are already in the shopping mindset. It's a great way to gain maximum exposure for minimum expense. Our casual leasing locations are located in high traffic malls and prime centre entry points providing the ideal opportunity to leverage a constant flow of foot traffic.

TEMPORARY SHOP LEASING

Temporary inline store activations are also available for short periods offering pop up retail solutions for your business.

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Advertising Opportunities.

PROXIMITY MEDIA

We have signage opportunities available in our entryways, as well as floor decals throughout the centre. By positioning your brand at the very forefront of a customer's mind as they enter the centre, you are engaging them at the most important point of their shopping journey—the moment where they ask “where to from here?”

These decals can be designed and installed by you, or we can work with you and our design company to create engaging signage. Opportunities include entry door decals, floor decals, travelator/handrail branding, lift decals and poster stands and flyers.

CAR PARK BOOM GATES

There is also signage space on the boom gates at the entrance to our carparks. This is another great opportunity to reinforce your brand, right as a customer is arriving at the centre. Other opportunities include car park bollard/column wraps.

INTERNAL LARGE FORMAT

Throughout the centre, there are hanging banners positioned to attract customers' attention as they make their way through the centre. These can be used as general branding signage, directional signage, or specific campaign or offers and provide high impact.

EXPERIENTIAL & ROAMING PROMOTIONS

There is opportunity to engage roaming promotional staff within the centre and capture your audience face to face. This could be promoting a specific campaign, a new store opening, or simply handing out samples or flyers.

Case Study: Apparition Media.

WE CHAT TO ONE OF OUR CLIENTS TRISTAN MINTER FROM APPARITION MEDIA.

What do you like most about The Strand? The Strand has an amazing location, right on the foreshore across the road from the beach, which is perfect for our kind of executions.

What are you trying to achieve through your casual leasing?

The goal of the last campaign was to promote Corona as the summer beer, linked most closely to surfing and beach culture. The aim was to elevate the Corona brand against competitors who are trying to push into that segment of the market.

Why do you choose The Strand? The combination of location and great service from the staff.

Would you recommend The Strand to other Businesses?

We sure would! We had a super positive experience with The Strand the entire way through the project. We were successful in gaining more awareness of Corona during the Quicksilver pro surf contest.

Apparition Media is an Australian advertising agency and studio that produces the highest quality, hand-painted murals. They work with the biggest brands in Australia and worldwide to create not just an advertisement, but a memorable creative experience that will linger in people's minds long after they have seen the execution.

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The Next Step.

Contact us.

FOR ALL ENQUIRIES
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