

# your platform to showcase

With an estimated 40,000 people a day moving through QV, a partnership with QV Melbourne provides significant exposure opportunities and multiple touch points for brands and products to connect with a large-scale CBD audience.

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



## Fast Facts

- Over 31,500 sqm of prime retail space.
- Woolworths, Big W, Harvey Norman & Domayne, Officeworks and Dan Murphy's.
- 120 specialty stores.
- Over \$10,000 specialty sales per square metre.
- Next door to the State Library which attracts more than 2 million visitors annually.
- Less than 100 metres from RMIT, which has over 60,000 students enrolled.
- Easily accessible to all modes of public transport including the Melbourne Central train station located across the road.

Source: Dexis sales reports, September 2018.



## Market At A Glance

- Over 237,000 work in the City of Melbourne.
- Over 2.8 million people live within the Main Trade Area.
- Area forecast to grow to over 3.8 million in 2031.
- Average age bracket of customers is 30-39 years old.
- QV's customers are diverse, with 62% Australian born, and the majority of non-Australian born from Asia.
- Target customer segments include: Melbourne resident shoppers, CBD workers and CBD students.
- Two A grade office towers on-site with 4,500 workers.

Source: Location IQ Report, February 2018.

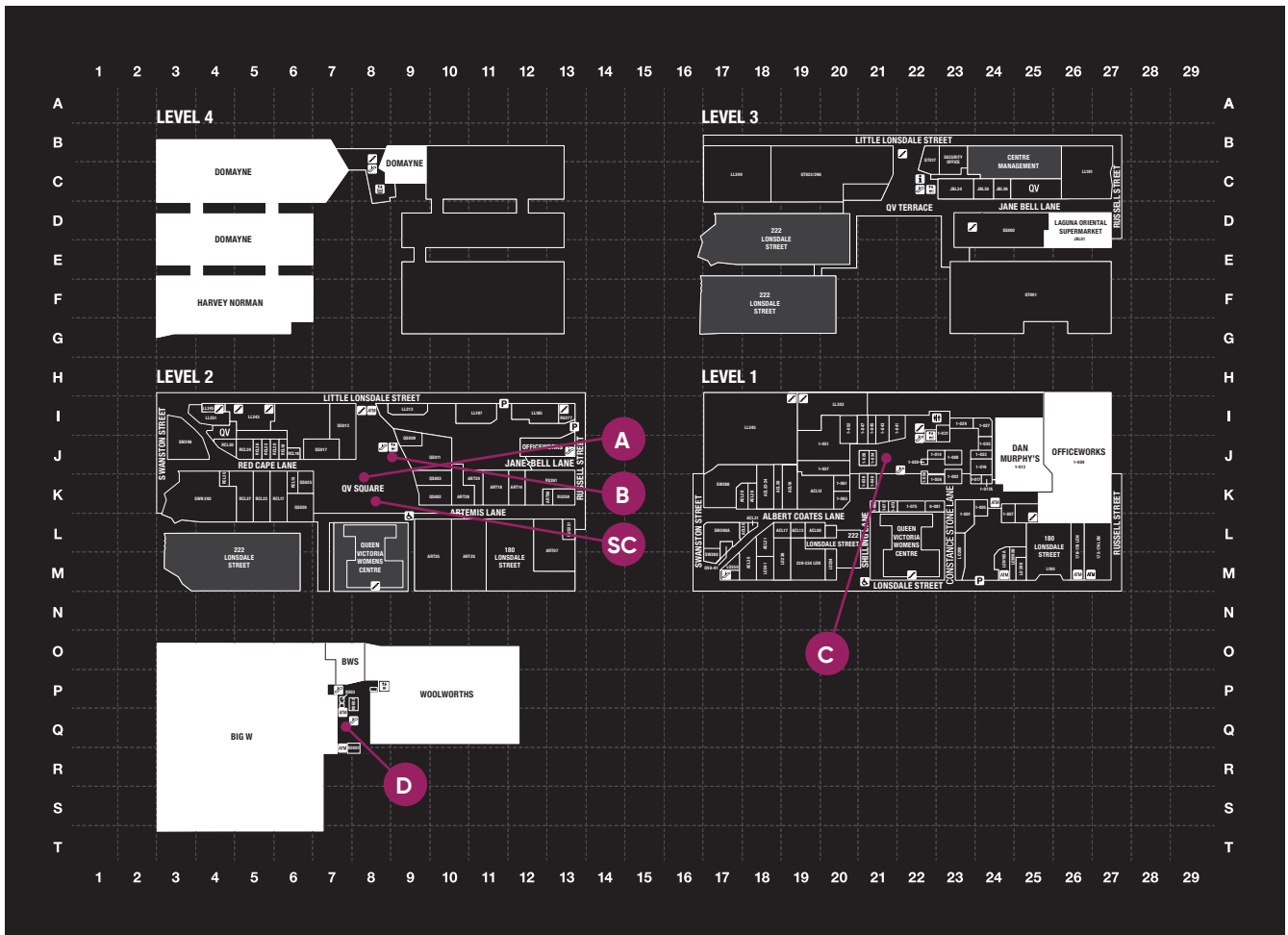


## Opportunities Available

To showcase your brand at QV Melbourne

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

# Casual Leasing Sites



Site	Location	Size	Power Access
A	Lvl 2 QV Square	10m x 10m	YES
B	Lvl 2 Balustrade	3m x 3m	YES
C	Lvl 1 Opposite Pafu	3.5m x 1.5m	YES
D	Undercroft next to Case2Go	4m x 3m	YES
SC	Lvl 2 QV Square Shipping Container	6m x 2.4m	YES

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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