



BALLINA FAIR
SHOPPING CENTRE

*Bringing your
Brands and
Products to life!*

**Powerful results for your
brand using targeted
casual leasing solutions**



CASUAL LEASING BALLINA FAIR



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SHOPPING CENTRE

Ballina Fair Fact Sheet

Ballina Fair Shopping Centre is a single level, subregional shopping centre in the coastal township of Ballina, located 25 minutes from Byron Bay and one hour from the Gold Coast. Ballina Fair is anchored by Woolworths, Target and Ballina Fair Cinemas and houses over 50 specialty stores and services.



Centre Trade Area Demographics

The Centre is located in the coastal township of Ballina. In the main trade area approximately 69% of households are occupied with 2 people or more, including 39% with dependent children. Over 69% of residents in the main trade area are white collar workers. The average household income is \$40,617 per annum**.

Source: **Australian Bureau of Statistics 2011 (ABS)

Centre Statistics

Annual Traffic: 2.6million
.....
Total Retail Area (GLA) (sqm) 16,105
.....
Sales Turnover (MAT) (\$M): 108
.....
Total Centre (MAT/sqm) (\$):7032
.....
Specialty Store (MAT/sqm) : 7305
.....



Casual Leasing Options Available

Helping you get high exposure at a low cost to you.



Casual Leasing

Casual Leasing is an exciting, high exposure, totally interactive and low cost medium. Casual Leasing provides the perfect platform to promote your business through initiatives such as product launches and demonstrations, brand awareness, sampling and lead generation, customer acquisitions, sales and merchandising or simply test a retail concept in a retail environment.

The benefits of Casual Leasing are:

- Create instant sales, acquisitions and receive instant feed back
- Access customers who are in a 'buying frame of mind'
- Access high traffic numbers and target your market
- Build awareness for your product or brand at point-of-purchase
- Cost effective and innovative
- Strategically positioned sites in high traffic areas of the Centre

Tips For Success

1. CHOOSE THE BEST TIME FOR YOU

You'll want to make sure that your merchandising activity fits in to your overall marketing plan. Do you have a special promotion that suits a certain time of year? Or a certain type of customer? Or do you need to launch a new product or clear old stock?

2. KEEP IT SIMPLE

Less is more! Simple messages in your signage, limited range of offers, make it easy for customers to make that quick decision to stop, look and buy!

3. ENCOURAGE INTERACTION

Your professional signage, samples on offer, or the friendliness of your staff are all essential when thinking about breaking down the barrier between a passer-by and someone who wants to buy from you. Offer the next layer of interest with samples, simple clear messages about your offer so you can undertake a sale.

4. SOMETHING FOR EVERYBODY

You'll want to put your best foot forward by making sure you have enough stock and a wide enough range to be appealing.

Partnering for Success

Maximise the effectiveness of your promotions

Casual Leasing Locations



SITE	LOCATION	RATE PER WEEK	SIZE	POWER
1	Opposite Megachoice	\$800 + GST	4w x 3l x 1.5h	Yes
2	Opposite Woolworths	\$800 + GST	3w x 3l x 1.5h	No
3	Opposite Woolworths	\$800 + GST	3w x 3l x 1.5h	Yes
4	Opposite Woolworths	Permanent booking	3w x 3l x 1.5h	Yes
5	Opposite Yes Optus	\$800 + GST	3w x 2l x 1.5h	Yes
6	Opposite OPSM	\$800 + GST	3w x 3l x 1.5h	No
7	Outside Target	\$800 + GST	4w x 3l x 1.5h	Yes



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For all enquiries

Centre

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