



22 April 2014

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STOCKLAND HERVEY BAY CELEBRATES OFFICIAL OPENING AND SAYS THANK YOU TO SHOPPERS & RETAILERS

Stockland Hervey Bay today celebrated the completion of the \$125 million redevelopment of the shopping centre with a grand opening event for the whole community to enjoy.

Fraser Coast Mayor Gerard O'Connell presided over Stockland Chairman, Graham Bradley, Stockland Managing Director and CEO, Mark Steinert and Stockland CEO Commercial Property, John Schroder to officially launch the centre and thank the community for their support.

Since the majority of construction and redevelopment work was completed in December 2014, the centre has exceeded customer expectations with sales up over 125% and visits up by 40% compared to the same period* prior to the completion of the redevelopment.

Stockland Managing Director Our \$125 million investment into this centre is a clear vote of confidence in the future of this region, and forms part of the \$3.7 billion we have currently invested in Queensland.”

Fraser Coast Mayor, Gerard O'Connell, said development this region has ever seen and it is a fantastic outcome for the entire Fraser Coast. I want to thank the staff from Stockland for the professionalism and dedication they've shown through this event the confidence that developers like Stockland have in the Fraser Coast and is a clear sign that we are moving forward.

“ This will not only service our local resident drawcard and selling point for potential investors looking to make the move to the Fraser Coast, providing a huge boost to the

The Stockland Hervey Bay redevelopment commenced in May 2013 and was completed over four stages. The centre has more than doubled in size from 15,600 square metres to more than 36,000 square metres. It now includes over 110 retailers including the first Kmart to Hervey Bay, a new full-line Coles, Target, Best&Less, Harris Scarfe, Petbarn, Spotlight, Cotton On Mega, Kathmandu and many more. It also hosts a 400 seat café style food court with outdoor dining and natural light and 1,680 car parking spaces. Stockland Hervey Bay is now the largest centre between Rockhampton and Maroochydore.

John Schroder, Stockland CEO of Commercial Property, said: “ We are so pleased to be here today celebrating the amazing success of this shopping centre and the accomplishment of everyone who made it possible. We ’ ve seen an incredible response from the local community since we unveiled the new mall and we would like to thank all of our customers and retailers for their strong support.

“ We ’ ve listened to the community from the start to ensure Stockland Hervey Bay would become a world-class shopping centre and highly-treasured asset for the local community. We spent a lot of time to ensure our design and redevelopment of the centre was unique and reflected the local style and place and the retail mix perfectly reflects the coastal lifestyle.

“ Many new retailers have recognised the abundant opportunities on offer in Hervey Bay. We are excited to have welcomed 11 new small business owners to the centre over the past year, with one franchisee opening their second store in centre this year.

The Hervey Bay Festival:

Hundreds of excited local shoppers joined in on the occasion today and were treated to a taste of the month 'Hervey Bay Festival' , to be held each month. The centre was bursting with fabulous food, fashion and fun-filled family activities including a free lunch from Shoreline café retailers, cooking demos from MKR Winner and Hervey Bay local Dan Mulheron, kids' face painting and sand craft, live local music acts, fashion shows, giveaways and much more.

The Hervey Bay Festival will launch next Friday 1st May with three months celebrating what makes Hervey bay so special and unique. May will be the 'Taste of Hervey Bay' ; June will be the 'Styles of Hervey Bay' and July will be the 'Hervey Bay Sessions' .

John Schroder said: “ To celebrate our shared success, today we are officially launching ‘The Hervey Bay Festival’ an action-packed three months of events, excitement and entertainment for the whole community to enjoy. ”

For more information and regular updates please visit:

<http://shoppingcentres.stockland.com.au/shopping-centres/stockland-herveybay>
www.facebook.com/stocklandherveybay

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Notes to editor:

**Period from December 2013 – February 2014 compared to December 2014 to February 2015*