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## STOCKLAND UNVEILS FRESH NEW NAME FOR SUGARLAND SHOPPINGTOWN

Following five months of centre works to enhance the shopping centre experience, Sugarland Shoppingtown will officially be renamed to Stockland Bundaberg this Wednesday 1<sup>st</sup> February.

The rebrand brings the Central Queensland shopping centre, located within the rapidly growing West Bundaberg retail precinct in line with Stockland's other 40 shopping centres nationally.

Stockland Bundaberg Centre Manager, Peter Cocking, said: "We are very excited to officially rebrand Sugarland Shoppingtown to Stockland Bundaberg. It's a fresh new name for Bundaberg's favourite shopping destination, but still the shopping centre our customers know and love."

The name change follows a \$5 million investment from Stockland, with a number of key works conducted across the centre since August 2016.

The construction program has seen the centre upgrade the entrance ways with new garden beds, install new air conditioning to create a more comfortable shopping environment, fit new automatic doors, upgrade pedestrian crossings, install bollards and hand rails for improved safety, as well as add digital directories for better wayfinding. New Stockland signage has also been installed across the centre to reflect the rebrand.

Since Stockland acquired the additional 50 per cent stake in Sugarland Shoppingtown in April last year, a number of fresh new retailers have also been added to the centre including BWS, Pandora, Bright Eyes, Yes Optus, Bay Audio, Aussie Homeloans, G1 Sushi, Dodo Connect, Bargain Central and City Chic.

Peter Cocking continues, "Whilst the name has changed, our position at the heart of the community will remain the same. We are still conveniently located close to town, with 1300 free car spots and still home to all your favourite retailers, including Woolworths, Big W and JB Hi Fi, as well as over sixty specialty stores, banks, post office and more."

"We are currently exploring opportunities to further enhance and improve Stockland Bundaberg Shopping Centre in response to changing customer needs.

We look forward to continuing to introduce exciting new stores this year and providing great retail experiences for our customers.”

Stockland is also charging ahead with its \$30 million Stockland Kensington neighbourhood retail development located adjacent to Stockland Bundaberg. The new centre is on schedule to open for the first time in late March 2017.

Last year, Stockland confirmed the new centre would be anchored by a full-line, 4,500 square metre Coles supermarket, a 150 square metre Liquorland outlet and a 650 square metre Reject Shop. The centre will focus on everyday accessibility with a stable of new convenience based food and service operators including a cafe, sushi train, noodles, kebab shop, beautician and nail bar, and will offer customers easy access to approximately 260 covered parking bays.

To celebrate the Stockland Bundaberg rebrand the centre will host a number of fun free in-centre events and activities for customers to enjoy from Saturday 4 February to Saturday 28 February.

Key events include:

- Sing Along With Sam Show – Sat 4 Feb, 10am - 1pm
- Dan & Steph (MKR) Cooking Show – Sat 11 Feb, 11am and 1pm
- Zoo Safari Animatronic Animals Thurs 16 Feb to Monday 20 Feb, during trading hours
- Zoo Safari Craft Village Fri 17 Feb 10am – 1pm, Sat 18 to Sun 19 10am – 3pm
- Style Tours with Mandy, Wed 22<sup>nd</sup> Feb to Sat 25 Feb

The full event schedule can be viewed online at [www.stockland.com.au/bundaberg](http://www.stockland.com.au/bundaberg)

## **ENDS**

### **Stockland**

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) as the global real estate sector leader for 2015-16, demonstrating world leadership across the areas of stakeholder engagement, customer relationship management, supply chain management, biodiversity and climate change strategy. Stockland was recognised as the Regional Sector Leader for Listed, Australian, Diversified Property Companies in the 2015 GRESB Report. [www.stockland.com.au](http://www.stockland.com.au)