



b&amp;p

## GOLD COAST CHINATOWN

**Project** Positioning Strategy for Gold Coast Chinatown, Southport

**Task**

- Identify the opportunity to convert a retail precinct into a dedicated Chinatown tourism precinct.

**Outcome** With Chinese tourist numbers growing rapidly, Gold Coast City Council identified an opportunity to convert a retail precinct in Southport into a dedicated Chinatown tourism precinct. The Council invested in street widening, street furniture, and the installation of Chinese Gates and Street lanterns.

The largest property owner in Chinatown, Yu Feng Group, engaged B&P to develop a positioning strategy and concept that would lead the way for converting their retail holdings into an appropriate Chinatown offering.

Brain & Poulter conducted target market assessments and created a strategy and tenancy mix that could appeal to residents, a strong university/student population, local commercial businesses and tourists. Our strategy included fresh food, leisure and restaurant hierarchies, concept and vision statements to express how retailers should develop their shopfronts, al fresco seating and signage to communicate a contemporary and unified Chinatown image. Yu Feng believed that by leading by example they would then be able to influence other strata property owners to mirror their design and delivery standards.

*"Your asset's worth more when you partner with Brain & Poulter"*