



STOCKLAND BURLEIGH HEADS

Project Food Catering Strategy

Task

- Investigate whether a vacated DDS space could be developed into a new food court.

Outcome Stockland Burleigh Heads is a sub-regional centre located on the Gold Coast of Queensland. It is a fresh food centre for locals that experiences peaks during the warmer months.

When Kmart exited the centre, the owners were left with a 4,000m² hole to fill in the middle of a dumb bell anchored centre.

To fill this 'hole', Brain & Poulter identified that food catering was significantly under supplied in the centre.

B&P created a plan for a 9 outlet, 400 seat food court, with a specialty mini major anchoring either side of the food court.

This tenancy mix was developed to appeal to the day to day centre users as well as the needs of holidaying families. It included several majors new to the centre and some important local 'brands' aligned to the market needs.

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