



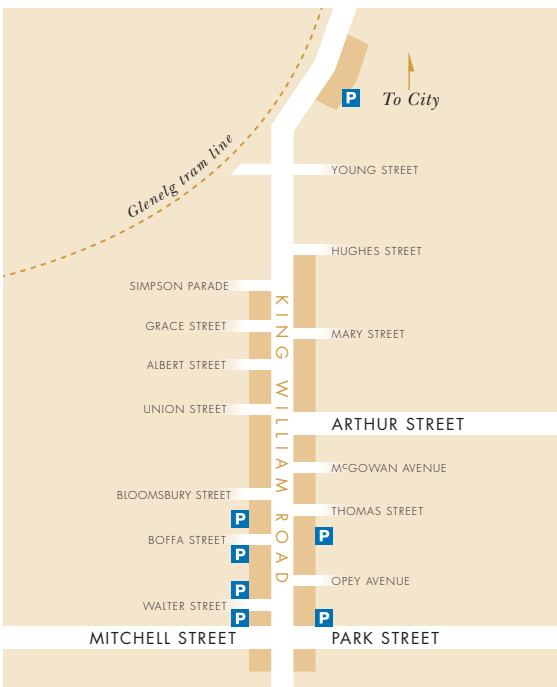
KING WILLIAM ROAD
HYDE PARK

LEASING OPPORTUNITIES

One of Adelaide's leading fashion locations • Cosmopolitan blend of restaurant dining, casual cafes, gourmet stores, gastronomic delights and takeaways • More than 120 Retail Specialty outlets • 30 Fashion Specialty stores



Wheel&Barrow



Customer statistics

➔ Adjacent to the Adelaide CBD, within the affluent residential eastern suburb of Hyde Park.

➔ 13,500 households or 30,000 potential customers within 2 kms.



➔ 63,500 households or 145,000 potential customers within 5 kms.

➔ High concentration of A, B and C1 consumers in the surrounding area.

➔ Retail and promotional mix attracting customers from throughout Adelaide.

Business Mix

Over 120 outlets including men's and women's designer fashion and accessories, fine dining, casual cafes, gourmet foods and delicacies, indoor and outdoor homewares, gifts, hair and beauty, professional services. A stylish mix of premium, upmarket national and local brands and labels.

Environment

Wide verandas, outdoor dining, paved footpaths, leafy greenery, and a mix of heritage, traditional, and state of the art modern buildings gives King William Road great appeal to retailers and shoppers alike.

Traders' Association

The King William Road traders enjoy the support and initiatives of an enthusiastic and pro-active trader association. This Association, funded by the businesses themselves, undertakes a range of marketing and promotional initiatives to promote the road to locals, visitors and tourists. These include:

- Regular cooperative press advertising in 'Adelaide Matters'

- Other media campaigns to promote events and happenings
- Public relations campaigns
- Membership of Adelaide Convention and Tourism Authority
- Distribution of corporate brochure incorporating a regularly updated business directory
- Special events including a Tour Down Under Race Start and associated street party
- Networking functions

Council Support

The City of Unley via its Unley Street Life Trust is also very proactive in its support of the traders of King William Road, developing and funding a range of programs and initiatives designed to educate and enthuse traders and keep them abreast of the latest retail trends and techniques. These include:

- Business Building Workshops
- Customer Service and Selling Workshops
- Interstate Trader Tours
- Leasing Workshops

For more information go to www.unley.sa.gov.au and click on 'Business & Economic Development' or contact the Economic Development Officer on 8372 5431.

LEASING AGENT CONTACT DETAILS

DISCLAIMER. This information sheet has been compiled and distributed in good faith by the Unley Street Life Trust using general information, which, to the best of the Trust's knowledge, was correct at the time of printing. Any lessee or intending lessee should not rely solely on these figures or facts and should satisfy themselves as to their accuracy and currency prior to entering into any business arrangement.

