



PODIUM
Oran Park

The Podium Awaits

THE STRATEGY TO WIN IS AT ORAN PARK

oranparkpodium.com.au

Version 1.0

 GREENFIELDS

 **Titanium**
Property Investment

Step Up to the Podium

Your Winning Retail Opportunity

The buzz is building. The community is excited. Your moment to take the checkered flag is now.

The Podium Oran Park has been on track, serving the local community since opening its doors in 2014. Already home to 32 retailers and one of the largest Woolworths in NSW, Oran Park is growing fast.

The expanded Podium at Oran Park will be considered not only a daily hub for locals with its enhanced community amenities including childcare facilities, integrated kids and teens playground areas, Council chambers, Leisure Centre, and Tavern, but also a regional attraction with the integration of an urban resort featuring conference facilities, ample parking, lush gardens, all surrounding the already developed Perich Park.

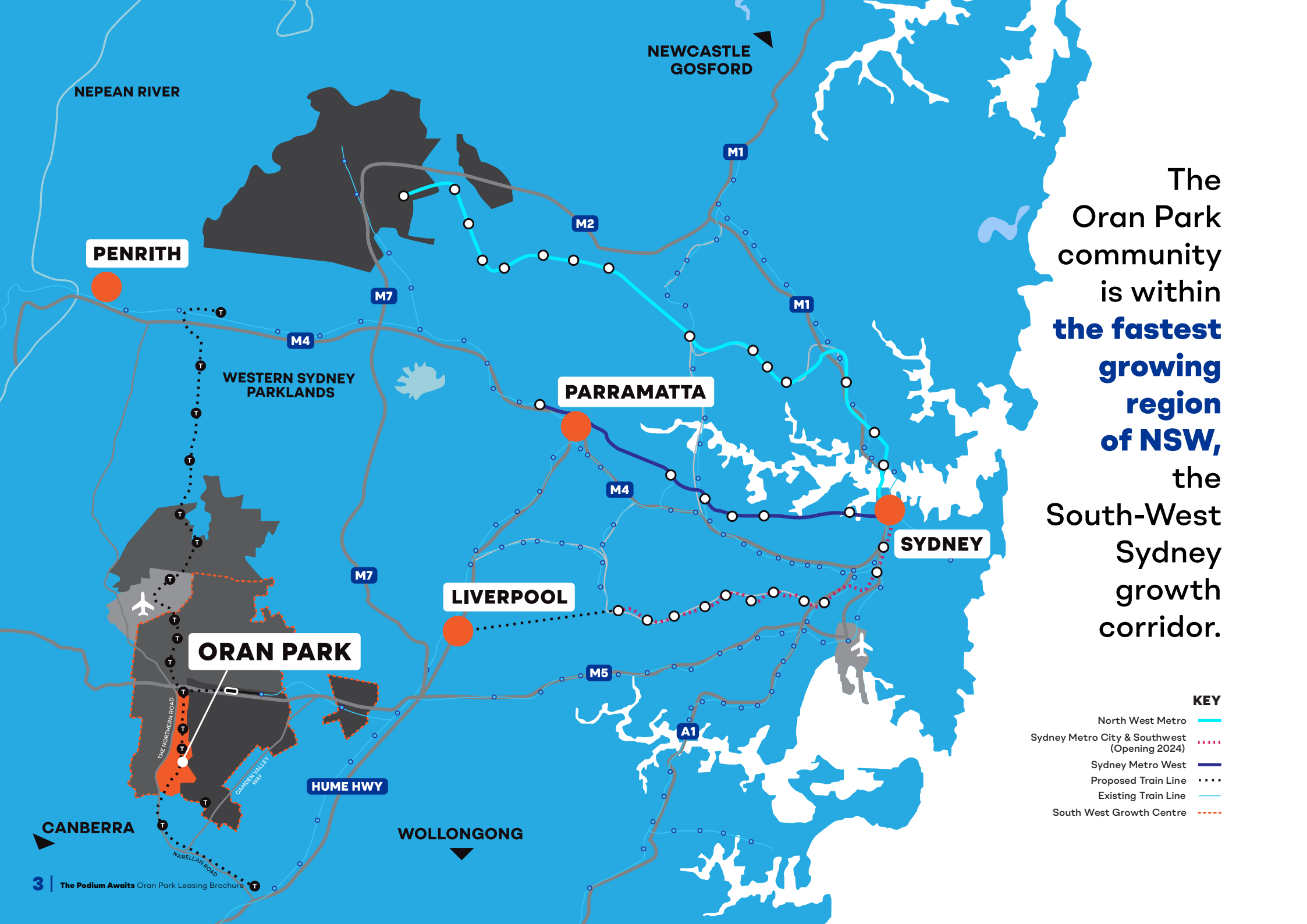
Positioned within an active and safe family-oriented community, the Podium shopping precinct will be the heartbeat of this vibrant and innovative masterplan. This expansion will transform the retail and consumer dynamics, responding to the growing retail spending capacity in the South-West Sydney corridor.

The centre is geared up and ready. Retailers at the Podium, already enjoy solid results, with total centre sales in excess of \$10,700psm.

As the population continues to grow exponentially in the South-West Sydney corridor, the evolution of the Podium retail precinct will deliver the next incredible phase of expansion, transforming it into a highly accessible destination and meeting place that offers residents and visitors a range of shopping and service experiences.

Construction is underway, the upcoming development will see the retail space expanded by approximately 16,700m², transforming the Podium into a double supermarket centre, featuring the addition of 65 shops, a childcare centre and over 1,000 convenient undercover car spaces, including 30 Electric Vehicle charging spaces.





The Oran Park community is within **the fastest growing region of NSW**, the South-West Sydney growth corridor.

- KEY**
- North West Metro ———
 - Sydney Metro City & Southwest (Opening 2024) ·····
 - Sydney Metro West ———
 - Proposed Train Line ·····
 - Existing Train Line ———
 - South West Growth Centre - - - - -

Once the Podium expansion is completed, this retail precinct will deliver in total ~29,000m² of a broader specialty retail, commercial and services offer.

The Podium will also be complemented by a new market hall with a broad food and beverage offer, characterised by an indoor-outdoor dining experience harmoniously integrated to 1,200m² of playground area; providing the opportunity for children to have a fun-filled and educational experience whilst parents can enjoy a coffee or meal.

Stitching together the Podium expansion with the proposed Urban Resort Hotel (STCA) precinct and the Civic centre, the Podium Way will offer a traditional main street shopping experience inspired by the world's more liveable and successful shopping strips, featuring a curated list of retailers, along with casual outdoor furniture and extensive landscaped gardens. This is urban design at its very best, underpinned by a placemaking and public art strategy.

The indoor-outdoor shopping plan will activate the Oran Park Centre for longer hours, reach different demographic

segments and drive the retail precinct performance to the next level.

The proposed Urban Resort Hotel will offer larger family restaurants on ground level and 184 rooms that will be catering to the local and intrastate market, given its proximity to the Western Sydney International Airport.

The Podium Oran Park will address the everyday needs and aspirations of the local community. Located within a thriving mixed-use town centre, with two full-line supermarkets and a range of prominent national retailers, there's no doubt that the Podium will become a thriving retail destination in the South-West Sydney region.

The Podium continues to grow...

Start your engines, it's time to join the winning team.

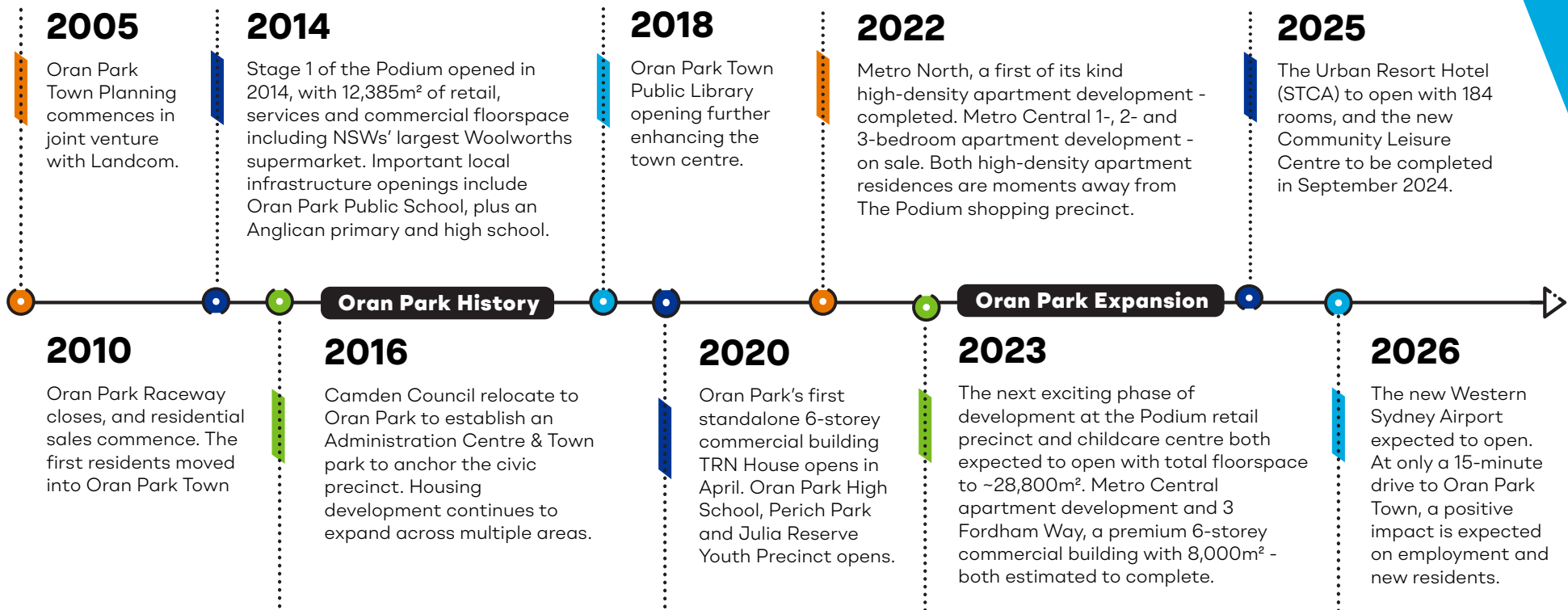


Oran Park: Leading Innovation

The Explosive Start to Oran Park

Oran Park commenced development in 2005 being South-West Sydney's first modern master-planned community. Oran Park has been growing at a fast pace.

With \$15bn worth of development this master-planned community has delivered in the last 15 years a diverse range of housing options with excellent retail, employment, education, health, recreational and civic infrastructure.



A Thriving Local Destination

The Masterplan for Prosperity



Oran Park is South-West Sydney's first master-planned community envisioned on a 1,300ha site. Growing at a fast pace, it is already a truly walkable, liveable town, providing housing, employment, education, shopping, and recreational needs to all.

As the heart of Oran Park, the Podium is set within a premium, dynamic and high-quality infrastructure development. The expanding Podium local retail precinct will provide the flourishing community with everything that they need on a daily basis.

Designed holistically from inception, this masterplan now includes multiple schools both primary and senior years, Aged Care facilities, childcare, award-winning Julia Reserve Youth Precinct and Doohan Reserve, tavern, library, Camden Council Chambers, multi-storey commercial space and a soon to be completed leisure centre and extensive playground.

In the future...

It is anticipated that the Podium Stage 3 expansion will further satisfy the forecasted residential and retail expenditure growth. This once again will bring incredible

opportunities and expansion, adding approximately 17,500m² of retail, 4,300m² of commercial and 12,400m² of residential floorspace the Podium precinct (STCA).

In total, the Town Centre is designed to provide 50,000m² of retail and up to 150,000m² commercial floor space and full-time employment for well over 10,000 people, including a \$330 million Medical precinct currently under planning. Oran Park has 1,600 apartments and 1,500 medium density dwellings all planned - just moments from the Town Centre.

Bursting with excitement and life, Oran Park will be a hive of activity for social gatherings, tantalising dining experiences and a casual drink. Public art, play areas and of course retail shopping, will offer an abundance of lifestyle opportunities that will exceed residents expectations, foster loyalty, and demonstrate that everything the local community need and desire is literally on their doorstep.

Oran Park Masterplan



Exponential Growth

Oran Park, Highly Valued

Initially selling a range of housing for every budget. At its commencement in 2011, the median price was \$549,000 for a house and land package.

Since then, the demand for house and land packages at Oran Park has exploded. The growing amenity in education, facilities, and employment has made it a highly appealing location. The demand for Housing currently exceeds supply.

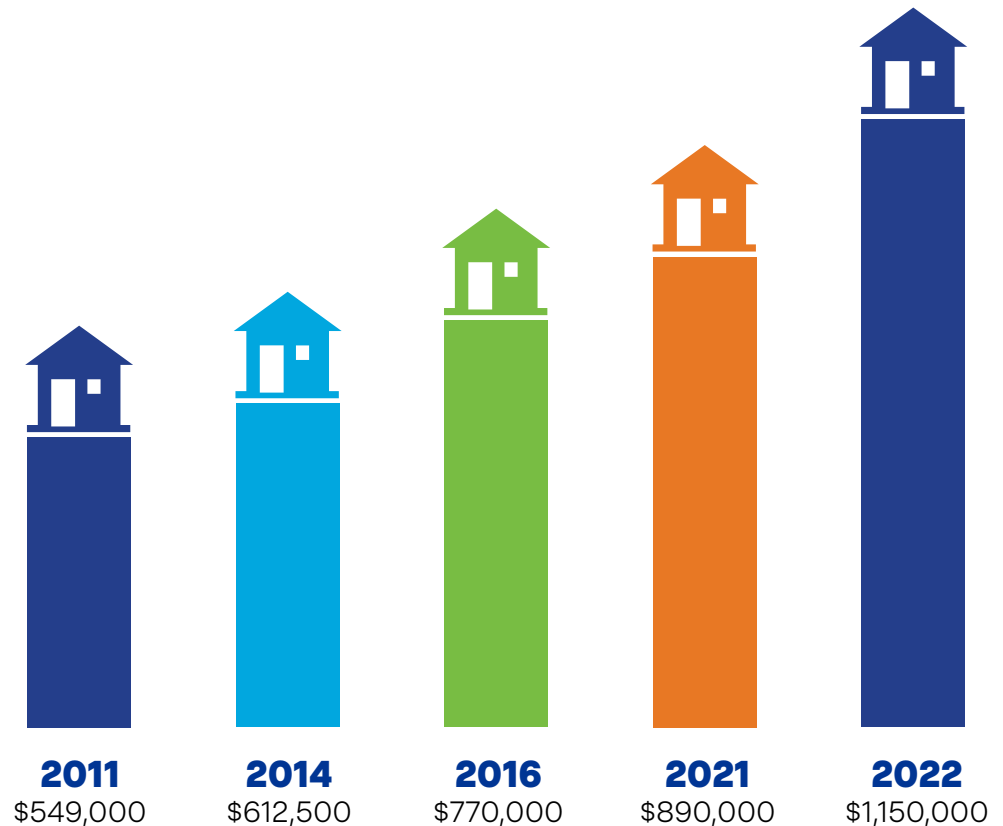
Sales records indicate a median house price of \$1.15 million in 2022.

The equity of the original purchases has grown immensely as the median house price for a House and land package.

Exceeding all expectations, Oran Park residents are reaping the rewards of capital growth with a compound annual growth rate in excess of 7% over the past 12 years.

With a valuation uplift of 109% for homeowners from 2011 prices, and a 49% uplift in the last five years (since 2018) Oran Park property has been providing solid returns and this growth is expected to continue.

*Source: CoreLogic RP Data



Median House Price Growth in Oran Park*

Why Oran Park?

A Leading South-West Sydney Location

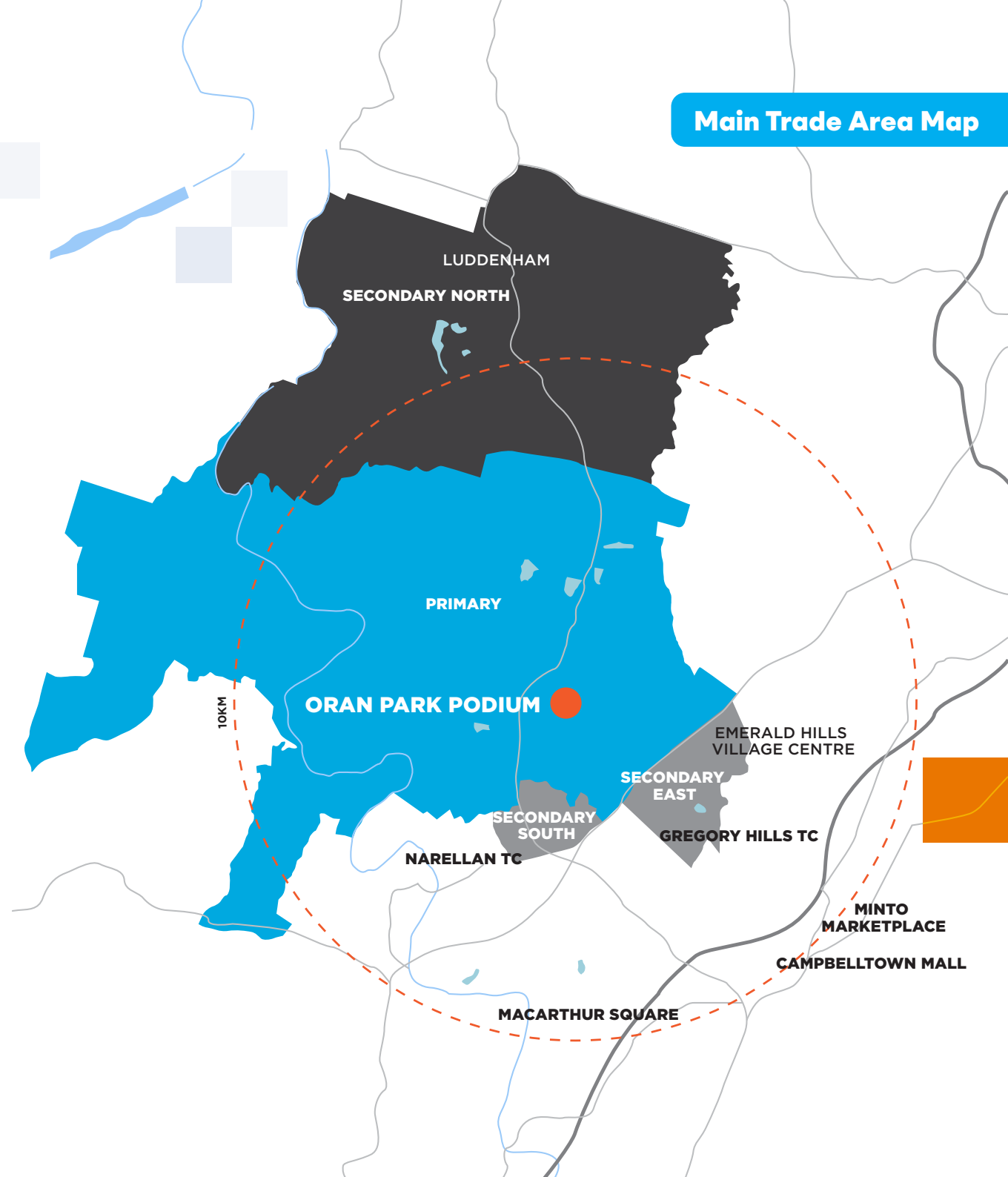
The Oran Park community is within the fastest growing region of NSW, the South-West Sydney growth corridor.

It is just 10 kms from Western Sydney International Airport, a 20-minute drive from Campbelltown and 30-minutes from Liverpool.

Oran Park is the largest residential development within the South-West Sydney region.

The NSW Government is continuing to invest in the South-West of Sydney with infrastructure upgrades and better connection between suburbs such as Oran Park, Leppington, Austral and Edmondson Park to the Western Sydney Airport at Badgerys Creek.

Enjoying a high-profile location within the region, the Podium will become increasingly accessible for residents within the South-West Sydney region as urban development and amenities in the Oran Park Centre continue to be developed.



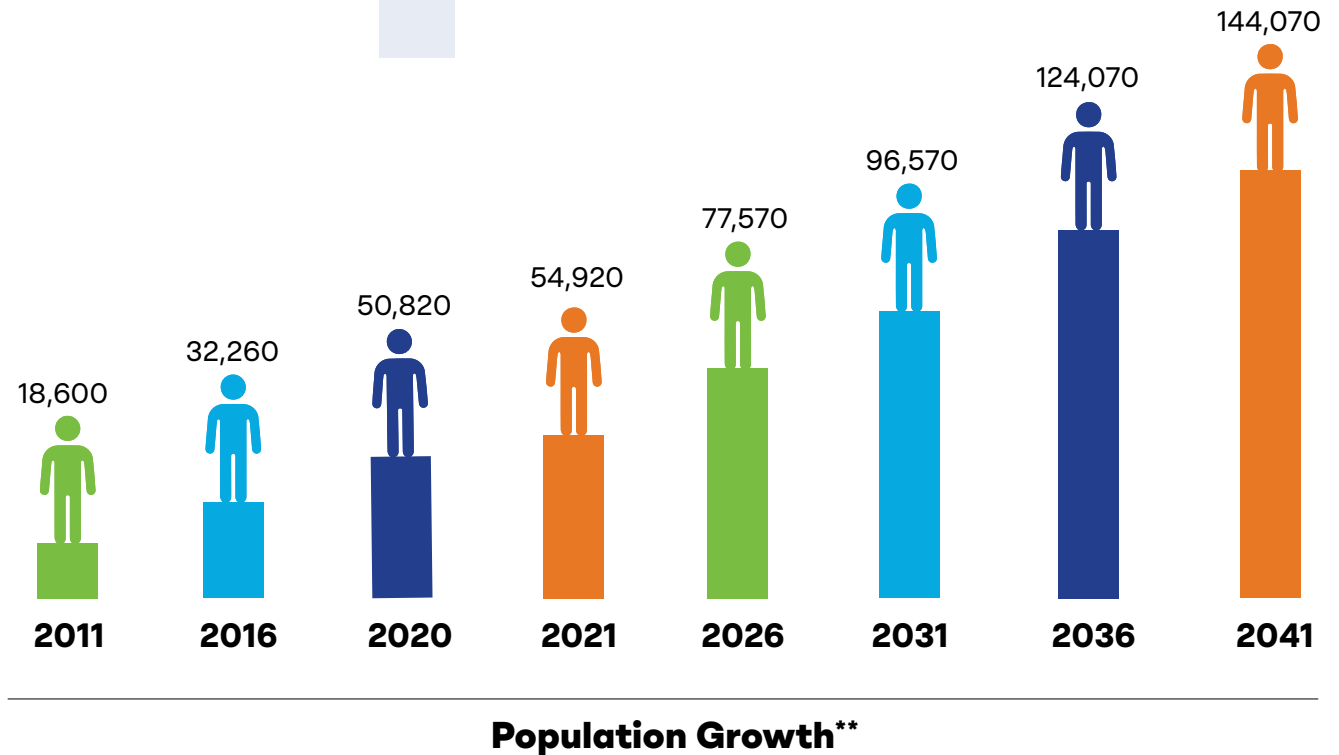
Perform, Thrive, Win

Retail Expenditure & Population Growth

Keen to understand how quickly you'll be atop the winner's podium?

The South-West Sydney corridor is due to continue expanding; with increased investment, and infrastructure, the future is bright for the Podium as well.

The Podium's Main Trade Area population keeps growing, with a compound annual rate of 5.4%. Estimates have put the total population of the Main Trade Area at 96,570 by 2031 and 144,070 by 2041.*

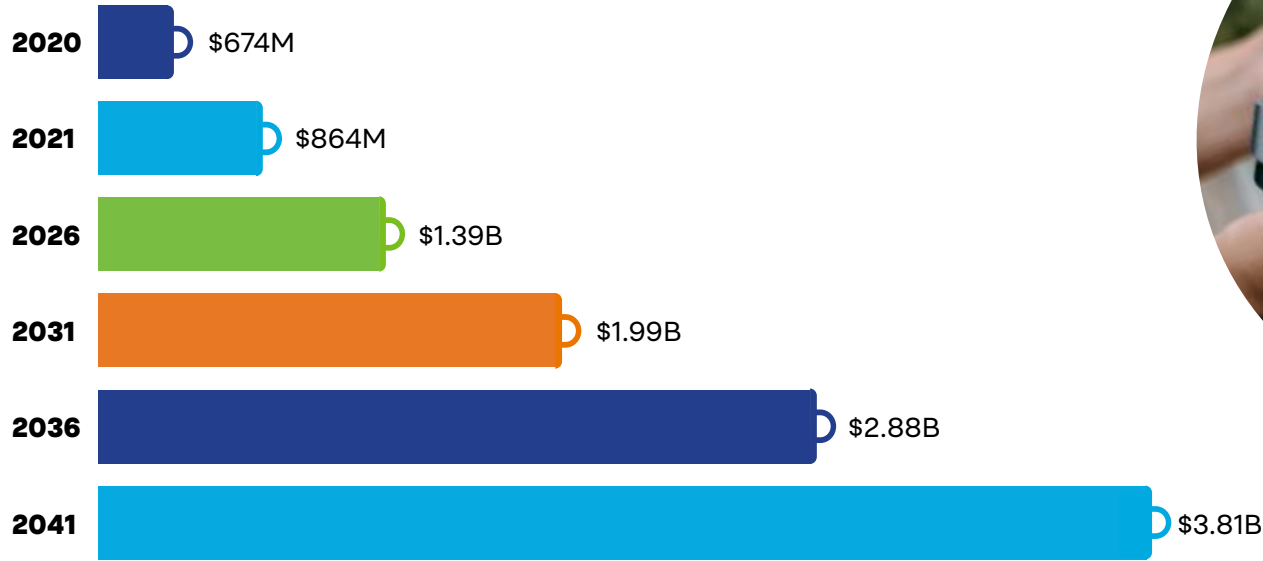


*Source: ABS Census of Population and Housing, 2016 and ABS ERP.

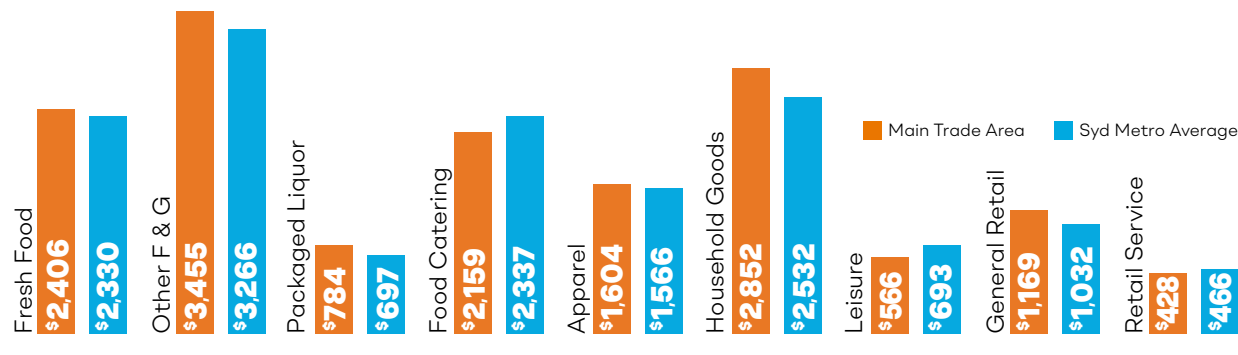
**Source: Population and household forecasts, 2016 to 2041, prepared by .id (informed decisions).

The heartbeat of the vibrant and innovative community and masterplan

Per capita spending in the area indicates that the top categories achieving success to date are FMCG, catering and apparel. Zoom in now and grab your opportunity for victory at The Podium, Oran Park.



Main Trade Area Retail Expenditure (\$B)

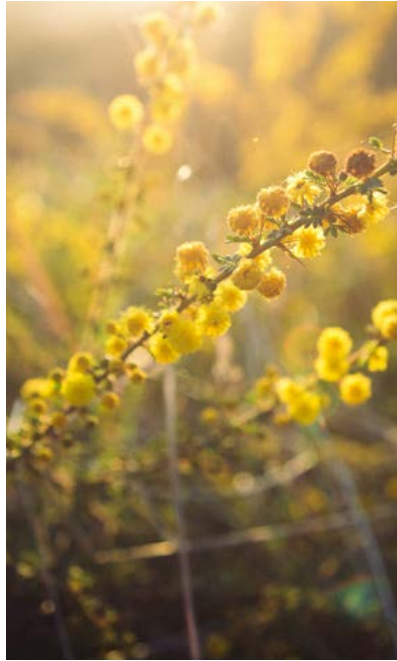


Main Trade Area Per Capita Spending By Commodity 2018/19

It is also estimated that retail spend in the Main Trade Area will increase at an average annual rate of approximately 8.2% p.a. Total retail expenditure is forecasted to be over \$1.9 billion by 2031 and \$3.8 billion by 2041.

At a Glance: The Market

Why You'll
Win at
Oran Park



Strong Population Growth

Current Main Trade Area estimated at approximately 55,000 people and forecast to grow to **over 96,000 by 2031**

Source: ABS, Transport for NSW



Home Ownership

At 82% in the Main Trade Area, this is 28% higher than the Sydney Metropolitan benchmark of **64.7%**





Retail Spend

Currently estimated at \$674 million in the Main Trade Area, and estimated to increase to \$1.9 billion by 2031, at an average **annual rate of 8.2%**

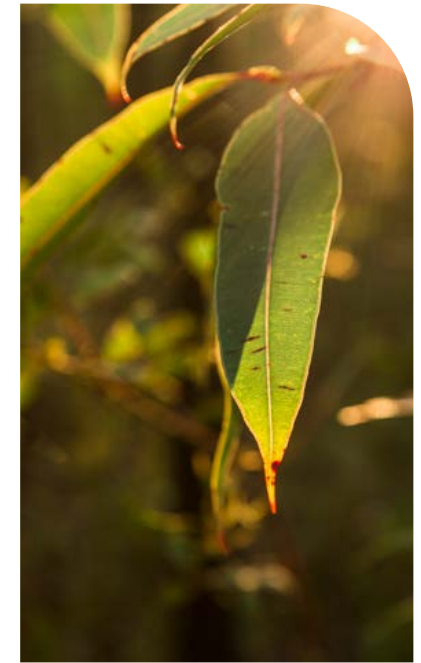
Source: Marketinfo, Location IQ



Growing Families

The average age of residents is significantly younger than the benchmark **33.4 vs. 37.6 years**

Source: ABS Census of Population and Housing, 2016



Family Composition

Within the trade area, the household structure is composed of a **high proportion of traditional families** (being couples with dependent children)

Source: ABS Census of Population and Housing, 2016





Spending Power

The population is typical of a growing suburban area, characterised by a relatively young family market who typically

own their own home

Source: Location IQ

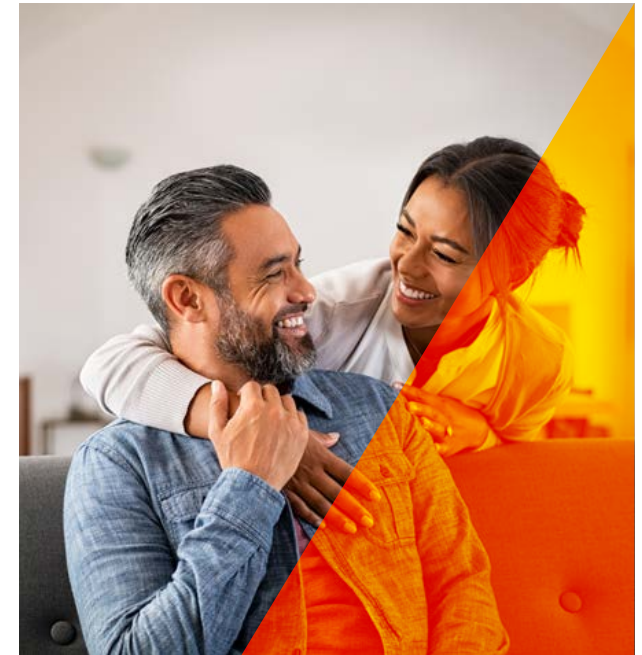


Characteristics	Primary Sector	Secondary Sectors			Main TA	Syd Metro Average	Aus Average
		North	East	South			
Income Levels							
Average Per Capita Income	\$41,266	\$35,117	\$41,965	\$40,069	\$40,410	\$42,036	\$38,500
Per Capita Income Variation	-1.8%	-16.5%	-0.2%	-4.7%	-3.9%	n/a	n/a
Average Household Income	\$135,131	\$109,594	\$130,325	\$132,065	\$130,771	\$115,062	\$98,486
Household Income Variation	17.4%	-4.8%	13.3%	14.8%	13.7%	n/a	n/a
Average Household Size	3.3	3.1	3.1	3.3	3.2	2.7	2.6



Household Income

At \$135,000 in the Main Trade Area, and **17% above the Sydney metro** average household income



The Exceptional Podium Attributes

Formula to Win

Strive for the Podium

The evolution of this important regional shopping precinct will provide great opportunities for retail growth and high sales performance.

Once the next development phase is complete, the Podium will be the only double supermarket centre in the area and 2.5 times its current size, with an additional 16,700m² of retail floorspace.



New Coles supermarket
and Liquorland



65 x new shops
broader specialty
retail and services



**Over 1,000 convenient
undercover car spaces**
including 30 Electric
Vehicle charging spaces



**Additional 15x Food &
Beverage retailers**
with an extensive new Eat Street
outdoor dining experience



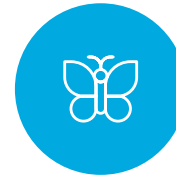
Childcare centre
for 129 children at over
1800m² including the
outdoor play area



1200m² playground
for kids and teenagers
including an adventure play
area and handball court



New Urban Resort Hotel
with 184 rooms
(STCA)



Public art strategy
incorporating contemporary
art installations



**With exponential
usage growth of the
retail precinct by
South-West Sydney
residents forecast in
the coming years, the
Podium at Oran Park
provides an exceptional
long-term retail
investment, and chance
to triumph.**

Take your position

Your Winning Retail Opportunity



Centre Plan Key

- Existing Retail
- New Mini Majors
- New Specialty Stores
- Kids Playground
- Childcare Centre
- T Travelator
- L Lift

Watch the future growth

Oran Park's Exciting Retail Evolution



“...passionate about the local community and recognise the potential for growth.”



Home of Serenity

Home of Serenity is a modern, boutique home and gift store.

“We identified Oran Park as an upcoming area and saw an opportunity in the market for homewares. We were impressed by the master planned community and saw it as a reason for growth. The next stage of the Podium will provide variety for our customers, plus also draw new interest to the shopping centre, providing additional exposure for our store.”



Two Chicks

Two Chicks offers honest and authentic Lebanese food and charcoal chicken, using high quality local produce for a guilt free affordable meal.

“We chose to launch our business at the Podium in Oran Park because we grew up in the area and are passionate about the local community and recognise the potential for growth. We look forward to the evolution of the Podium Eat Street in the next stage of the retail development. The improved Eat Street will be a dining destination for our customers.”



Stand out from the Pack

Retailer Case Studies



Cut it Out Hair Design

Cut It Out Hair Design is a multi-award-winning hairdressing salon located in Oran Park Podium and Camden, NSW and they cater to men, women, and children offering all aspects of hairdressing.

"We decided to open a salon at the Podium, Oran Park as we saw an opportunity for a quality hairdressing salon in a fast-growing community. We love being part of the Oran Park community as our clients and customers are very neighbourly, and they truly value our salon and that the Podium offers high-quality retail outlets."



Piada

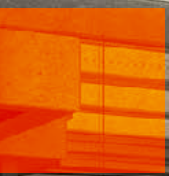
Piada is a café/restaurant offering a diverse and unique Italian inspired menu. It's open for breakfast, lunch and dinner.

"Piada saw the growth potential within Oran Park and identified the Podium as an ideal location to launch our business. The demographic of a younger generation starting their own families within Oran Park was appealing to us."



Oran Park, Join the Winning Team

Artists Impression



Podium fly-through

Watch the exciting retail evolution

Broader Specialty Retail, Commercial and Services Offer



Everyday Needs and Aspirations of the Local Community



Positioned within an Active and Safe Family-Oriented Community



Join the Winning Team

Take your Pole Position for Growth

Quickly becoming South-West Sydney's favourite retail destination, the Podium at Oran Park is set to grow fast, in line with key market indicators and forecasts for the South-West Sydney region.

We invite you to expand and grow your business with this unique opportunity in a thriving, evolving Town Centre.

This is the perfect time to grab pole position, flourish and join the success already being achieved by retailers every day at the Podium. It's now your time to thrive, are you ready to race? The Podium awaits.

Contact us today.





PODIUM
Oran Park

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