

# MEDIA RELEASE

## Lakeside Joondalup Shopping City wins big at PCA State Awards

**Perth, 7 November 2016:** Lakeside Joondalup Shopping City was named Shopping Centre of the Year at the Property Council of Australia Western Australia Property Awards held on Friday night at Crown Casino.

The Lendlease managed Centre also took out Retail Marketing Campaign of the Year, Best Brand Repositioning Campaign and Best Digital Initiative against strong fields.

Lakeside Joondalup is Western Australia's largest shopping centre offering a two-level Myer department store, the state's first H&M, three discount department stores (K-Mart, Big W and Target) four supermarkets (Aldi, Woolworths, Coles and IGA) a selection of mini majors and over 300 specialty stores.

Lakeside Joondalup Centre Manager Gemma Hannigan said the awards from the State's peak property industry body were great recognition for the centre management team.

"Since it was built in 1994 Lakeside Joondalup has been an integral part of the local Joondalup community and the completion of our \$320million redevelopment in 2014, that made us the biggest shopping centre in the State, has really allowed us to evolve into a major shopping destination for Perth," she said.

The marketing, brand and digital awards focussed on shifting perceptions about scale and accessibility to the centre and successfully repositioned Lakeside Joondalup as one of Perth's major shopping destinations.

"The highlight of our marketing campaign was a unique "World's Longest Catwalk" fashion parade on a VIP train from Perth's CBD right to the Lakeside Joondalup Station Square entry that gained significant coverage in traditional and social media channels," she said.

### ENDS

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### About Lendlease

Lendlease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 11,400 employees worldwide, Lendlease's capabilities span the property value chain.

In Australia we offer development management; investment management; project management & construction and asset & property management. Our expertise covers multiple sectors including commercial, residential, retail, retirement and infrastructure.

The Lendlease logo is a stylized, multi-colored shape (green, yellow, blue) with the word "lendlease" in white lowercase letters.

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