



LAUNCH A CONCEPT,
TEST AN IDEA,
GROW YOUR BRAND

POP UP RETAIL

LAKESIDE JOONDALUP SHOPPING CENTRE



CONNECTING BRANDS WITH SHOPPERS



Pop Up who are we?

We are Pop Up and Media specialists partnering with small business and national brands. We listen, develop and deliver solutions, connecting our communities to your product.



POP UP RETAIL & SHOPS
BRAND & MEDIA PARTNERSHIPS
VENDING & TELCO

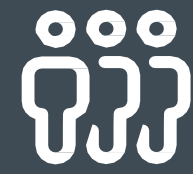
LAKESIDE JOONDALUP

ABOUT THE CENTRE

Lakeside Joondalup is a retail powerhouse located 25 minutes from Perth CBD. The centre is one of the largest in Western Australia and is a must-visit destination for people living in the northern suburbs of Perth, to connect, shop, socialise and be entertained.

Lakeside Joondalup boasts the only shopping centre in Western Australia to have a train station right at the door, seamlessly connecting the centre with greater Perth. The centre is known for delivering a convenient shopping experience and offering the community an extensive range of local and national brands across fashion, lifestyle and leisure categories.

Lakeside Joondalup is home to Myer, Target, Kmart, Big W, H&M, all three supermarkets (Woolworths, Coles and ALDI) as well as over 240 specialty retailers. Two food courts and multiple outdoor, family-friendly restaurants complete the extensive entertainment and leisure offer.



10.01M
ANNUAL CUSTOMER TRAFFIC



287
STORES



MAJOR STORES
MYER, TARGET, KMART, BIG W,
COLES, WOOLWORTHS, ALDI,



90.4%
OF MAIN TRADE AREA SHOP
AT THE CENTRE



\$77.54
AVERAGE SPEND PER
SHOPPER VISIT



61.0%
OF MAIN TRADE AREA HAVE
DEPENDENT CHILDREN



\$111K
MAIN TRADE AREA AVERAGE
HOUSEHOLD INCOME



42.8%
OF MAIN TRADE AREA WERE
BORN OVERSEAS

CENTRE LAYOUT

SITE DETAIL

SITE	SIZE	POWER
1	4m x 3m	Y
3	3m x 2m	Y
4	3m x 2m	Y
5	3m x 3m	Y
GS	15m x 15m	Y
12	5m x 3m	Y
16	3m x 2m	Y
16A	4m x 4m	Y
17	4m x 2m	Y
18	3m x 2m	Y
19	4m x 2m	Y
19A	4m x 2m	Y
20	3m x 2m	Y
21	3m x 2m	Y
22A	4m x 3m	Y
23	3m x 2m	Y
26	3m x 3m	Y
27	4m x 2m	Y
28	5m x 3m	Y
29	8m x 5m	Y
30	5m x 3m	Y
31	5m x 3m	Y



CENTRE INFORMATION

CENTRE SECURITY: 0409 533 033

SALES EXECUTIVE: 0427 538 576

TRADING HOURS:

Mon-Wed	9:00am – 5:30pm
Thursday	9:00am – 9:00pm
Friday	9:00am – 5:30pm
Saturday	9:00am – 5:00pm
Sunday	11:00am – 5:00pm

BUMP IN/OUT:

Before trade	6.00am – 7:30am
After trade	
Mon-Fri	after 9:30pm
Sat-Sun	after 5:30pm

PARKING: Should your staff require parking at Lakeside Joondalup, they must register their vehicle. It is important to register prior to arrival at the centre and park in the staff location so they are not issued with a fine which will not be rescinded once issued.

Apply online through EasyPark at the website: www.easyparkpermit.com.au/LJ . Select new user and follow prompts. When prompted to chose 'store/group', select Pop Up and enter your employer/business name. Applicants will receive an email confirmation which includes a staff parking map, please park in black shaded areas only.

NOTE: Please ensure all cords are tagged and tested by a certified electrician.

Please sign in with Security prior to bumping in and after bumping out, their office is location on Level 1 near Soul Origin.

LAKESIDE JOONDALUP

kathryn.battersby@lendlease.com | 0427 538 576

PARTNER WITH
US!

Sources: Location IQ, ABS, Lendlease Sales Report, Lendlease Online Customer Satisfaction Survey, Quantum

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