

*How do we attract a broader audience to  
grow market share?*

## **Precinct Positioning™**

**Defining an identity for each precinct within  
a wider development site to capture the  
maximum financial potential**

# Precinct Positioning

*Defining the offer of each area of your development*

## Service overview

Provides a detailed overview of each recommended precinct, including its purpose, positioning, personality, target market, retail mix, program and design suggestions. Defines each precinct by its position within the market, purpose, customer base, the experience, program, place and product features. Each precinct is also supported by key trends and best practice research relevant to the asset.

## Who

Asset owners and developers, leasing and marketing teams.

## Value

Creates a detailed and clear picture of the future customer experience in each precinct to develop buy-in from retailers/tenants and to inform leasing and centre management teams to guide delivery of a compelling and seamless customer experience.

### Precinct Definition:

## Active Wellness

*Services and product for the fit and adventurous*

### Precinct Motivator/ Driver:

Desire for adventure, being active and outdoors, healthy living, and balanced lifestyles

*Inspired by Global Consumer Retail Trends: 'Consumer Connections' and 'Purposeful Pursuits'*

### Price Point

*Affordable – high end*

### Core Operating Hours

*6am – 9pm*

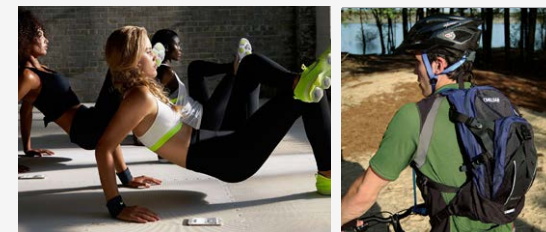
### Personality

*Energised*

*Dynamic*

*Holistic*

Product	Program
Multi-purpose grassed playing fields	Local sporting competitions
Public running track (well lit, timing points)	Fitness and running groups
Health food cafe	Yoga/pilates programs
Cycling test circuit	Childrens/youth health programs



**BRICKFIELDS™**

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