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LOCULINVESTOR EXECUTIVE REPORT

Buranda Village

Strategic summary and directions

Cnr Ipswich Rd and Cornwall St, Buranda QLD 4102
Example report | April 2026

Buranda Village is winning locally, but not yet giving the south and south-east a strong enough reason to change habits

Buranda Village is a sub-regional centre in one of Brisbane's most competitive inner-south corridors. Its immediate catchment is strong: the centre attracts **18% more customers than expected from its primary trade area**. On a sales-equivalent basis, that engagement represents approximately **$62.1M**, around **10% above** the modelled expectation of **$56.2M**. This is a sales-equivalent measure, not reported turnover.

The missing bridge is reported turnover. Buranda Village has published reported MAT of approximately **$69.5M**, while the modelled sales potential for the asset is approximately **$110.7M**. Reported traffic is around **2.5M** annual visits, broadly in line with the expected visit base, and observed engagement converts to approximately **$97.8M** of sales-equivalent performance. The centre is getting enough people through the door, but not converting enough of that engagement into tenant sales.

The problem is therefore twofold: a conversion problem inside the current asset, and a growth problem across the secondary and selected tertiary catchments. Buranda Village has a **$19.5M positive GROW opportunity** across underperforming Secondary and selected Tertiary segments, with the most actionable component concentrated in Secondary S and Secondary SE.

The growth opportunity follows the GROW method:

Lever	Scale	What it means
G — Gain	$16.8M / 86%	Customers the centre should have but does not, concentrated in the south and south-east corridor. Secondary S captures **41%** of expected customers and Secondary SE captures **50%**.
R — Reactivate	$0.0M / 0%	No material lapsed-customer problem. This is not primarily a win-back task.
O — Occasions	$0.7M / 4%	Existing customers are not visiting often enough. They need more weekly reasons to return.
W — Widen	$1.9M / 10%	Customers who visit are not engaging deeply enough. The centre needs more complete missions and stronger in-centre conversion.

The strategic answer is not to make Buranda Village look like a smaller Westfield. It cannot compete with Westfield Mt Gravatt or Westfield Carindale on breadth. It also cannot rely on standard grocery convenience alone, because Greenslopes Shopping Mall is already the easier everyday-needs option for many south and south-east households.

The opportunity is to own the space between those two alternatives: **more useful and differentiated than a neighbourhood grocery stop, but easier and more local than a full destination-shopping trip.**

The executive decision is simple: Buranda Village should become the inner-south's convenience-plus centre — built around better fresh food, quality health and services, coffee and dining, transit convenience, and PA Hospital-adjacent demand.

The centre's audience points to one clear role: fast, useful, quality-led convenience

Buranda Village's customer base is shaped by inner-city routines. The strongest audiences are renters and smaller households who value speed, transit access and convenience; south and south-east families who need a stronger reason to choose Buranda over closer grocery-led alternatives; and affluent households who will only respond to quality, experience and service depth.

Priority audience	What motivates them	What Buranda Village needs to give them
Inner-city renters and starters	They want errands solved quickly around work, transport and daily routines.	Coffee, quick food, pharmacy, personal services, fitness, evening/weekend convenience and easy access from the bus interchange.
South-east families	They already have closer grocery-led options and will not change habits for a standard convenience offer.	Better fresh food, family health, allied health, casual dining and reasons to combine multiple needs in one trip.
Hospital-linked workers, visitors and patients	They need useful food, pharmacy and short-dwell services around appointments, shifts and visits.	Grab-and-go food, pharmacy, allied health, café, convenience grocery and services calibrated to PA Hospital movement patterns.
Affluent quality-seekers	They shop where quality, trust and experience are strongest.	Standout specialty food, trusted health operators, strong café/dining and a better precinct feel.

The competitive landscape reinforces this role. Buranda Village is not losing to one competitor; it is being squeezed by a dense network of neighbourhood centres and two Super Regional centres.

Greenslopes Shopping Mall is the most immediate everyday-needs battleground and the clearest intersecting-traffic competitor. It sits on the natural south/south-east movement path for many households and intercepts routine supermarket, fresh-food and services trips that Buranda needs to win selectively. Its observed engagement is equivalent to **$75.8M** from Buranda Village's Primary and Secondary trade area, including **$37.4M** from the secondary trade area.

Westfield Mt Gravatt and Westfield Carindale set the category boundary. They will continue to win broad discretionary missions: fashion, entertainment, department-store shopping and full destination trips. Buranda Village should not chase those categories.

Neighbourhood centres fragment convenience behaviour. Stones Corner Village, Fairfield Gardens, Coorparoo Marketplace and other local centres mean customers have many acceptable ways to complete small errands. Buranda Village therefore needs a sharper role than generic convenience.

The role that fits the evidence is **convenience-plus**: fresh and specialty food that makes the trip worthwhile, health and allied services that consolidate appointments, practical services that save time, and food/coffee that rewards the visit.

Peer centres show that Buranda can grow, but only by deepening engagement inside the existing catchment

Buranda Village has the highest Competitiveness Index in its peer set: **141**, compared with the peer average around **129**. This means every dollar of growth requires more effort because surrounding competitors absorb some of the benefit of any improvement.

That sounds like a constraint, but the demand base is still strong. Buranda Village's modelled sales potential is **$110.7M**, comparable to strong peer centres such as Burwood Plaza and Brickworks Marketplace. Against reported MAT of approximately **$69.5M**, the issue is not only demand generation; it is sales conversion. The catchment does not lack spend, and the centre does not lack traffic. It lacks a sharper reason for selected customers to choose Buranda more often and spend more when they do.

The most useful peer lessons are practical:

1. **Institutional adjacency works when the centre is calibrated to it.** Warringal Shopping Centre benefits from Austin Hospital in a similar way Buranda can benefit from PA Hospital. The lesson is to make health, pharmacy, food and convenience work for hospital staff, patients and visitors.
2. **Fresh food and cultural specialty can create destination behaviour at sub-regional scale.** Warringal wins through fresh food. Box Hill wins through cultural food depth. Buranda already has the proof point in **FUJI MART**, which is rated **4.5□ from 439 reviews**.
3. **The best centres serve both the local convenience base and the higher-value growth segment.** Buranda already wins with time-poor inner-city renters. The growth task is to also win more south and south-east family trips through fresh food, services and dining that justify the extra visit.

Customer voice confirms where to invest

Buranda Village has a **3.9□ centre rating across 3,082 reviews**. That is solid but not distinctive. The detail underneath the rating matters more than the headline score.

Customer signal	What it means	Strategic implication
Health and wellness tenants are strongly rated	Dental On Buranda 4.8, Praxis Physiotherapy 4.7, Chemist Outlet 4.7 and Snap Fitness 4.2 are well-liked by customers.	Health is the centre's strongest customer-sentiment cluster and the most defensible point of difference given PA Hospital adjacency.
Buranda Family Medical Centre is weak	2.9 from 146 reviews.	The GP is the broken link in the centre's strongest strategic cluster. It should be remediated or replaced.
Specialty and cultural food is strongly rated	FUJI MART 4.5, Luv a Coffee 4.4, Vietnamese Oven 4.3 and Say Sushi 4.3.	Quality independent food is what customers reward. This should shape leasing more than chain QSR expansion.
Chain QSR is functional but not reputation-building	Several chain/QSR operators sit around 3.5-3.7.	Keep useful traffic generators, but do not let chain QSR define the food story.
Jackpot Express is a brand-fit problem	2.5 from 128 reviews.	A gaming venue conflicts with the intended health, food and family positioning. It is the clearest non-strategic use.

The customer voice is consistent with the model evidence: Buranda Village's most valuable future is not broader retail. It is **better food, better health, better services and a more useful daily mission**.

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1. Diagnose and fix the reported MAT conversion gap

Reported MAT of approximately $69.5M sits well below both modelled sales potential ($110.7M) and observed sales-equivalent engagement ($97.8M). This should be treated as the first management diagnostic: which tenants, categories, anchors, reporting gaps, vacancies, or physical frictions are preventing existing traffic from becoming stronger turnover?

Actions:

- Review tenant-level and category sales productivity against the traffic and engagement base.
- Separate true under-conversion from non-reporting anchor or data-visibility issues.
- Identify whether food, services, tenant quality, dwell, vacancy, or basket size is suppressing reported MAT.
- Use the GROW levers below to connect the sales-conversion work with customer acquisition and trip-deepening.

2. Build the fresh food and specialty food reason to choose Buranda

The south and south-east corridor will not change habits for a standard grocery offer. Greenslopes Shopping Mall is closer for many households and already intercepts much of the routine grocery and fresh-food movement. Buranda Village needs to offer something better and more specific.

Actions:

- Build a curated fresh food precinct around quality and difference, not just convenience.
- Use FUJI MART as the proof point: customers will respond to specialty food when the execution is strong.
- Target complementary operators such as artisan bakery, premium produce, Mediterranean or Middle Eastern deli, specialty grocery, organic food, cheese, prepared meals and quality casual dining.
- Improve or replace underperforming fresh-food execution where it weakens the proposition.
- Market the offer directly to Tarragindi, Holland Park, Holland Park West, Coorparoo and Greenslopes households as a better selected trip, not a generic grocery alternative.

3. Complete the health services cluster and capture the hospital economy

PA Hospital is the structural advantage no competitor can replicate. Customer-crossover data confirms the relationship on a within-window annual reach basis: a customer counts only when the surrounding building appears in the same two-hour-before / two-hour-after Buranda pathing window at least once during the year. PA Central Parking and Main Hospital are the strongest named surrounding destinations; grouped together as a **PA Hospital precinct**, they reach an estimated **11.3%** of Buranda Village's annual customer base. At building level, PA Central Parking reaches **7.4%** and Main Hospital reaches **5.7%** of the centre's annual customer base.

Actions:

- Add optical as the highest-priority health-services gap.
- Remediate or replace the GP so the health cluster has no weak link.
- Strengthen allied health, pharmacy-adjacent services, wellness and appointment-driven uses.
- Add hospital-worker and visitor-friendly food: early coffee, grab-and-go meals, lunch, pharmacy, convenience grocery and short-dwell retail.
- Use signage, wayfinding and activation to make the hospital-to-centre trip obvious.

4. Make convenience-plus easy for the inner-city base

Urban renters and smaller households already use the centre because it fits their routine. The task is to deepen that behaviour before delivery, online channels or other local centres absorb more of their spend.

Actions:

- Improve the quick-visit experience: easy access from the bus interchange, visible food and services, clear wayfinding and short-stay missions.
- Trial extended evening trading for food, café and services to capture post-work trips.
- Add coffee, personal services, phone/accessory convenience and practical errands that make repeat small-basket visits easier.
- Use digital marketing around the message: **get more done in one quick stop**.

5. Avoid categories that belong to larger centres

The white-space analysis shows large market sizes in categories such as mobile phones, department stores, technology and apparel. These are traps if interpreted literally. They are large because they require scale, destination traffic and format depth that Buranda Village cannot provide.

Actions:

- Do not chase fashion, department stores or electronics.
- Do not add more pharmacies; the centre already has two well-rated operators.
- Treat mobile phones only as a compact repair/accessories kiosk opportunity, not a full telco-store strategy.
- Keep the leasing focus on categories that reinforce health, food, convenience and service missions.

What to do first

Priority	Move	Why it matters
1	Diagnose MAT conversion	Reported MAT of $69.5M is materially below the $110.7M modelled potential and $97.8M observed sales-equivalent engagement. Find where existing traffic is failing to convert into sales.
2	Complete the health cluster	Optical and a stronger GP outcome would turn PA Hospital adjacency into a more complete health-services precinct.
3	Build the fresh food precinct	Better fresh and specialty food is the clearest reason for south and south-east families to drive past closer grocery-led alternatives.
4	Strengthen café and dining	Coffee, casual dining and prepared food extend dwell time and create reasons to visit beyond routine grocery.
5	Fix non-strategic or underperforming uses	Jackpot Express and weak fresh-food/GP execution undermine the positioning the centre needs to own.

The positioning to own

Buranda Village should be positioned as the inner-south's convenience-plus centre: easier than a Super Regional, more useful than a neighbourhood grocery stop, and differentiated by health, specialty food, services, transit access and hospital adjacency.

The centre's growth will not come from trying to serve every category. It will come from becoming the best answer to a smaller number of high-frequency missions:

- better fresh food;
- trusted health and allied services;
- quick food and coffee;
- practical errands;
- hospital-linked convenience; and
- one-stop weekly routines for time-poor inner Brisbane households.

If Buranda Village executes that role, it can protect its overperforming primary catchment, recover part of the south/south-east gap, and turn its hospital and transit adjacency into a defensible point of difference.

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