

Strategic imperative: Fix the reported-MAT conversion gap, then win the south and south-east corridor by making Buranda Village the inner-south convenience-plus centre: stronger fresh food, complete health services, useful dining, transit convenience and PA Hospital-linked missions.

THE CENTRE TODAY

\$69.5M

REPORTED MAT

\$111M

MODELLED POTENTIAL

\$97.8M

OBSERVED SALES-EQUIVALENT

\$12.9M

SECONDARY GROW OPPORTUNITY

Reported MAT is the owner-known sales number. Sales-equivalent performance converts observed engagement into typical-centre sales; it is not reported turnover.

Buranda Village has a conversion problem. Reported MAT is only **63%** of modelled sales potential and around **71%** of observed sales-equivalent engagement, despite traffic being broadly in line with expectations.

The growth issue is the south and south-east corridor: Tarragindi, Holland Park, Holland Park West and Coorparoo households have closer everyday-needs habits and need a sharper reason to choose Buranda.

GROWTH OPPORTUNITY: \$12.9M SECONDARY GAP

GAIN CUSTOMERS
\$10.6M
GAP TO POTENTIAL

Customers the centre should have but does not, mainly from Secondary S and SE.

REACTIVATE LOST CUSTOMERS
\$0.0M
GAP TO POTENTIAL

No material lapsed-customer problem; this is not a win-back task.

OCCASIONS
\$0.7M
GAP TO POTENTIAL

Existing customers need more reasons to return more often.

WIDEN THE EXPERIENCE
\$1.6M
GAP TO POTENTIAL

Trips need stronger dwell, service clustering and sales conversion.

PRIORITY AUDIENCES

South / south-east families

The largest recoverable gap: Affluent Family Suburbs account for **\$7.8M** of the Secondary opportunity and only **35%** expected-customer capture. Win them through better fresh food, family health, dining and errands worth the extra trip.

Inner-city renters and starters

The floor of the asset: time-poor, transit-connected customers who want quick food, pharmacy, fitness, coffee and practical services around work and daily routines.

Hospital-linked workers, visitors and patients

PA Hospital is the customer-crossover moat. Use grab-and-go food, pharmacy, allied health, convenience grocery and short-dwell retail to capture weekday flow.

POSITIONING TO OWN

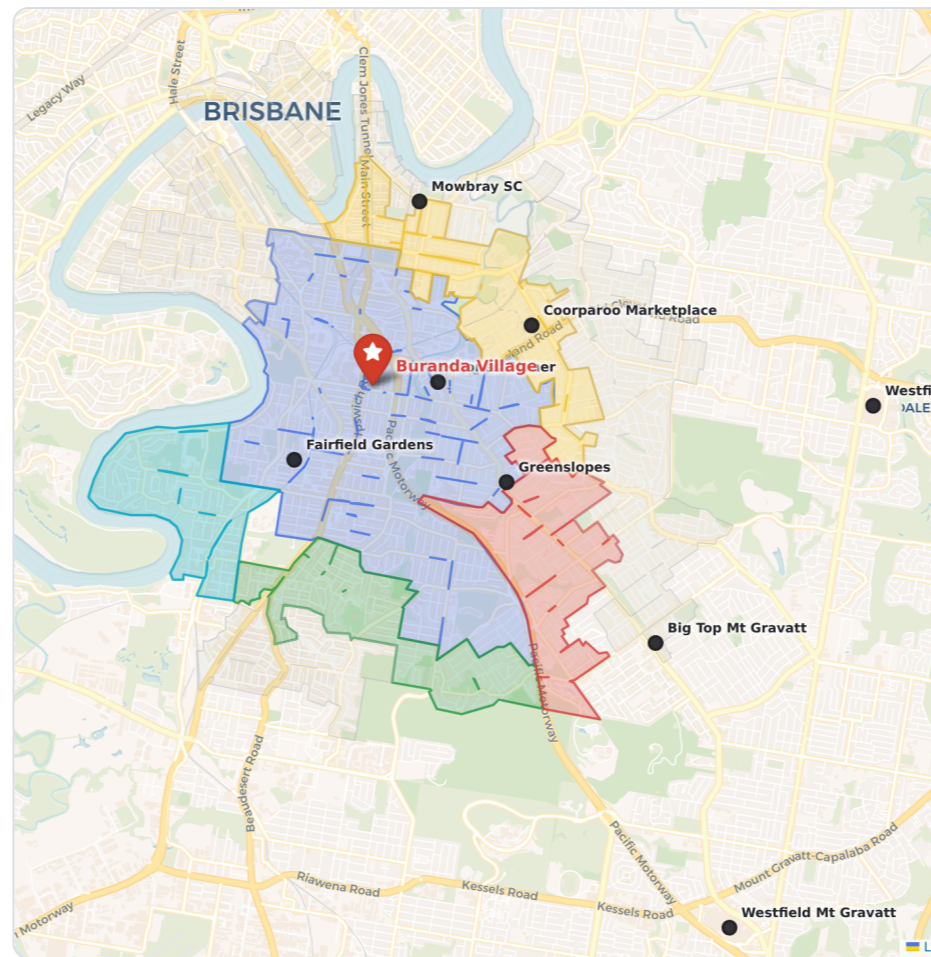
Convenience-plus for inner-south Brisbane

Easier than a Super Regional. More useful than a neighbourhood grocery stop.

Buranda should own a narrower set of high-frequency missions: fresh food, trusted health, coffee and quick food, practical errands, hospital-linked convenience and one-stop weekly routines.

- First:** reported turnover is too low for the activity already in the centre.
- Second:** the recoverable customer gap is concentrated south and south-east.
- Third:** fresh food, health and hospital-linked missions are the credible wedge.
- Fourth:** leasing must reinforce that wedge, not dilute it.

TRADE AREA AND BATTLEGROUND



● Primary ● Secondary SE ● Other secondary ● Tertiary

The Primary and Secondary trade area contains **94,806 residents** and **\$82.1M** in modelled sales potential. Whole-asset modelled potential is **\$110.7M** versus **\$69.5M** reported MAT, so growth must include both customer acquisition and sales conversion.

Greenslopes Shopping Mall is the practical everyday-needs intercept and clearest intersecting-traffic competitor. It records **\$75.8M** in observed sales-equivalent performance from Buranda Village's Primary and Secondary trade area, including **\$37.4M** from Secondary, and sits across the routine grocery, fresh-food and everyday-service movement that Buranda needs to divert selectively.

Conversion issue	Reported MAT is materially below both modelled potential and observed sales-equivalent engagement. Existing traffic needs to become stronger turnover.
Competitive role	Greenslopes intercepts routine grocery and fresh-food movement. Westfield Mt Gravatt and Westfield Carindale set the scale boundary for discretionary missions. Neighbourhood centres fragment small errands.
Where to grow	Secondary S is the first battleground: \$7.0M gap to potential and only 41% expected-customer capture. Secondary SE remains material at \$4.8M and 50% capture.

EVIDENCE TO LEAN INTO

Customer voice: health/wellness is the strongest sentiment cluster — Dental On Buranda 4.8★, Praxis Physiotherapy 4.7★, Chemist Outlet 4.7★. FUJI MART 4.5★ from 439 reviews proves differentiated specialty food can draw customers.

Peer lesson: Warringal Shopping Centre shows how hospital adjacency works when the offer is calibrated to workers, visitors, patients and local residents. Box Hill reinforces the transit-node opportunity.

STRATEGIC PRIORITIES

- 1. Diagnose MAT conversion** 0-3 MONTHS
Reported MAT of \$69.5M is below \$110.7M modelled potential and \$97.8M observed sales-equivalent engagement. Find where traffic fails to become sales.
- 2. Build the fresh-food reason** 0-6 MONTHS
Curate fresh and specialty food around quality and difference: bakery, premium produce, deli, specialty grocery, prepared meals and complementary operators.
- 3. Complete health + hospital** 0-12 MONTHS
Add optical, strengthen allied health and remediate or replace the weak GP. Calibrate food, pharmacy and short-dwell services to PA Hospital demand.
- 4. Win the south / south-east trip** 6-18 MONTHS
Target Tarragindi, Holland Park, Holland Park West, Coorparoo and adjoining households with a specific promise: better fresh food, health, coffee, dining and errands.
- 5. Protect inner-city routine** ONGOING
Make quick missions frictionless: bus access, wayfinding, short-stay errands, evening/weekend food and services for renters, starters and workers.

Watch list

- MAT conversion:** sales productivity, non-reporting, vacancy or weak tenancy quality may explain part of the \$69.5M vs \$110.7M gap.
- Greenslopes expansion:** new health, food and gym space would intensify the south/south-east intercept.
- GP weakness:** a 2.9★ medical centre undermines the strongest strategic cluster.
- Jackpot Express:** conflicts with the intended health, food and family positioning.
- Vicinity redevelopment timing:** uncertainty can freeze tenant investment in the current centre.
- PA Hospital expansion:** upside if Buranda actively captures the hospital economy.

Leasing guardrails

- Double down:** fresh food, specialty grocery, health, allied services, coffee, quick dining and practical daily services.
- Do not chase:** full-line fashion, department-store, electronics or destination-discretionary roles that belong at the Westfields.
- Measure first:** track Secondary S/SE customer capture and MAT conversion before treating traffic generation as the only problem.

What success should move

MAT conversion	Close the \$69.5M reported MAT toward the \$97.8M sales-equivalent engagement level.
Secondary S/SE	Lift 41% / 50% expected-customer capture before broadening the customer-acquisition spend.
Health moat	Protect the 4.7-4.8★ health cluster and fix the weak GP signal.
Hospital link	Turn PA Hospital customer crossover into weekday food, pharmacy, health and service missions.