

Strategic imperative: Fix the reported-MAT conversion gap, then win the 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

\$106M

MODELLED POTENTIAL

\$95.6M

OBSERVED SALES-EQUIVALENT

\$12.4M

MTA 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 **65%** of modelled sales potential and around **73%** of observed sales-equivalent engagement, despite traffic being broadly in line with expectations.

The growth issue is the 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: \$12.4M GAP

GAIN CUSTOMERS
\$7.8M
GAP TO POTENTIAL

Customers the centre should have but does not, mainly from the south-east corridor.

REACTIVATE LOST CUSTOMERS
\$0.0M
GAP TO POTENTIAL

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

OCCASIONS
\$1.8M
GAP TO POTENTIAL

Existing customers need more reasons to return more often.

WIDEN THE EXPERIENCE
\$2.7M
GAP TO POTENTIAL

Trips need stronger dwell, service clustering and sales conversion.

PRIORITY AUDIENCES

South-east families

The largest recoverable gap: Affluent Family Suburbs account for **\$8.3M** of the opportunity and only **62%** 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 linked-trip moat. Use grab-and-go food, pharmacy, allied health, convenience grocery and short-dwell retail to capture weekday flow.

POSITIONING TO OWN

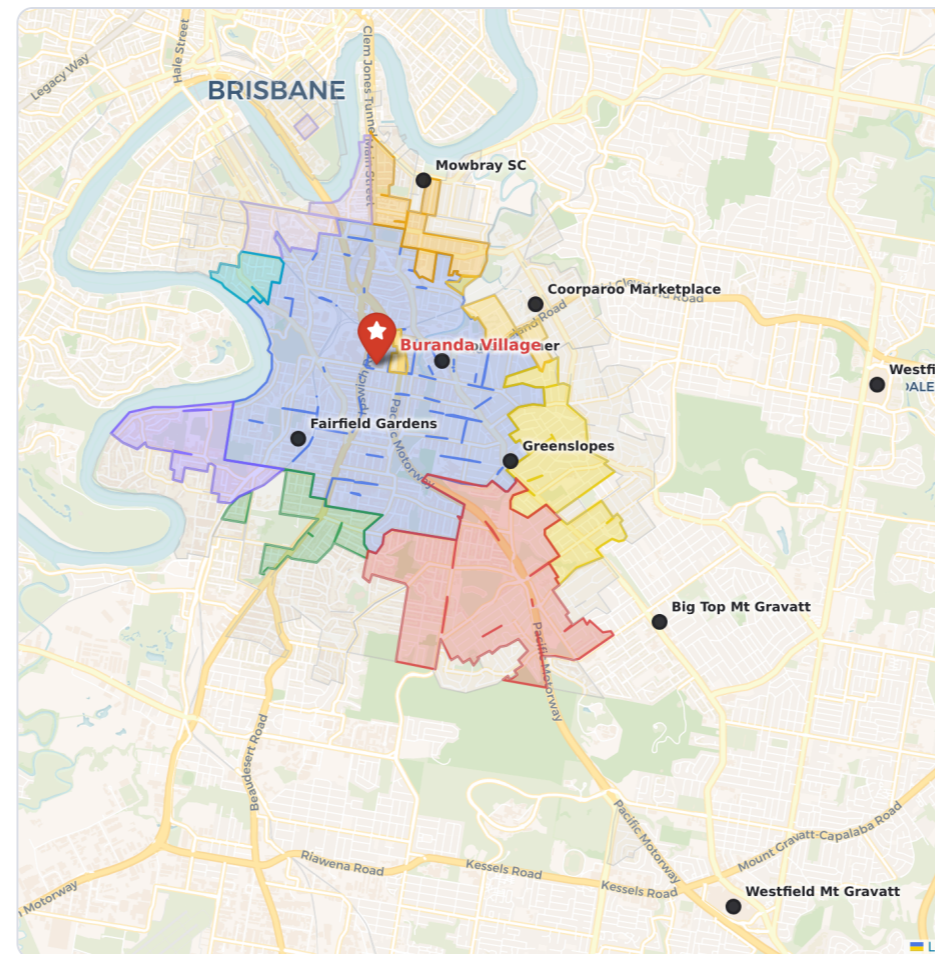
Convenience-plus for inner-south Brisbane

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-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 BATTLEGROUNDS



● Primary ● Secondary SE gap ● Other secondary ● Tertiary

The main trade area contains **79,354 residents** and **\$79.7M** in modelled sales potential from Primary and Secondary customers. Whole-asset modelled potential is **\$106.1M** versus **\$69.5M** reported MAT, so growth must include both customer acquisition and sales conversion.

Greenslopes Shopping Mall is the practical everyday-needs intercept. It records **\$68.5M** in observed sales-equivalent performance from Buranda Village's main trade area and is strongest where Buranda's south-east gap is concentrated.

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 wins routine grocery. Westfield Mt Gravatt and Westfield Carindale set the scale boundary for discretionary missions. Neighbourhood centres fragment small errands.
Where to grow	Secondary SE is the first battleground: \$7.3M gap to potential and only 59% expected-customer 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 \$106.1M modelled potential and \$95.6M 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-east trip** 6-18 MONTHS
Target Tarragindi, Holland Park, Holland Park West and Coorparoo 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 \$106.1M gap.
- Greenslopes expansion:** new health, food and gym space would intensify the 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 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 \$95.6M sales-equivalent engagement level.
Secondary SE	Lift 59% 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 co-visitation into weekday food, pharmacy, health and service missions.