



P L A Z A

QV1



NEW  
LEASING  
OPPORTUNITY



QV1

AN UNEXPECTED ENVIRONMENT AS  
A COUNTERPOINT TO THE MODERNIST  
ARCHITECTURE OF THE ICONIC  
HARRY SEIDLER BUILDING

QVI  
PLAZA

WHERE

PEOPLE

MEET

Located on the Hay Street side of the building, QVI Plaza is the West End's key dining precinct. It is the social heart for the building and its surrounds.

QVI Plaza offers a diversity of food and beverage experiences across breakfast, lunch and dinner. It is currently home to Eat House, Mary Street Bakery, Freshii, Hopper, Zensaki Japanese Canteen and Tiny's Bar and Liquor Emporium.

With its magnificent circular oculus, water feature and native flowerbeds, QVI Plaza offers a vibrant meeting place where workers and visitors can enjoy great food and beverages, pop-up events and catch up with friends.

The available flagship food and beverage space is positioned on the corner of Hay and Milligan street, offering incredible exposure.





A MEETING OF PEOPLE, PLACE AND  
SPACE IN THE ENVELOPE OF AN ICONIC  
BUILDING THAT SETS ITSELF APART IN  
THE SKYLINE

WHERE  
PEOPLE  
MEET



HOME TO PERTH'S LEADING  
BUSINESSES IN RESOURCES,  
LEGAL, PROPERTY AND  
ENGINEERING

## THE BEST ADDRESS



# ICONIC PREMIUM BUILDING

QVI is an iconic 43 storey modernist tower located at the top end of St Georges Terrace, Perth's most prestigious business address.

Designed by internationally renowned architect Harry Seidler AC, QVI was completed in 1991 after nearly six years in development and was the largest single building project in the CBD at the time. To this day QVI remains one of Australia's most iconic and beautiful office buildings. In Perth, no other office building comes close to QVI.

Accommodating industry leaders including Chevron Australia, Herbert Smith Freehills, King & Wood Mallesons, Clayton Utz, WorleyParsons Services, BP Developments Australia, LINK Group, CBRE, Allens, CNOOC, Probax and The Ardross Group.



### RETAIL

1,172m<sup>2</sup> of retail floor space plus 125m<sup>2</sup> of alfresco dining area.

### COMMERCIAL

61,064m<sup>2</sup> over 38 levels of commercial office space.  
Occupancy rate in building 93.9%. (as at March 2017)  
Tenancy Mix: Legal, IT, Resources, Engineering and Property.

### SUSTAINABILITY

NABERS: 5.5 star Indoor Environment,  
5.5 star Energy, 4 star Water.

### AMENITY

Multi-storey car park, conference centre, rooftop garden,  
fitness centre, concierge, 24 hour security.

RENOWNED PREMIUM BUILDING IN CBD

TWO STREET FRONTAGES - MILLIGAN AND HAY

NORTH-FACING ASPECT TO RETAIL PLAZA

DIRECT ACCESS TO PUBLIC TRANSPORT

HIGH INCOME WORKERS IN CORE CATCHMENT

ARCHITECTURAL DESIGN FEATURES

PROSPECT FOR GROWTH IN CATCHMENT POPULATION







# ON YOUR DOORSTEP



## A CAPTIVE AUDIENCE

GREAT CATCHMENT  
STRONG RESIDENTIAL  
TENANT AUDIENCE  
BREAKFAST TO DINNER

The statistics speak for themselves, whether it be the current onsite tenant audience, or those who will be compelled to cross the road or walk a city block, all paths will lead to QVI Plaza.

### CATCHMENT

2,500+ workers in QVI building (onsite).

15,100 workers estimated at present in catchment, forecast to grow to 16,700 by 2026.

### WORKERS

65% of workers in core catchment are earning above \$78,000 per annum compared to 46.3% of Perth CBD workers on average.

47.5% of the core QVI catchment workers earn \$104,000 or more per annum compared to 30.2% for Perth CBD on average (based on 2016 Urbis Report).

Major employing industries in the catchment area include professional, scientific, technical services (33.5%) and mining (24.9%).



### RESIDENTS

The estimated resident population of Central Perth - West is 3,214 (June 2018) and forecasted to grow to 5,300 by 2036.

In Central Perth - West, 24.3% of households earned an income of \$2,500 or more per week in 2016 (Profile ID, City of Perth Community Profile, June 2019).



A CAPTIVE ONSITE AUDIENCE AND AN  
EVER-GROWING POPULATION OF LOCAL  
RESIDENTS, TOURISTS AND WORKERS WILL  
SUPPORT QVI PLAZA



## SURROUNDING QVI PLAZA

Understanding where the customers will come from and who they are is important. QVI Plaza customers are segmented by primary and secondary targets.

### PRIMARY

QVI Plaza primary customers will be predominantly aged between 18 and 39 and work within the QVI building, or nearby buildings within an approximate 500m radius of the precinct. The household status of these customers is likely to be dual income with no children or young families. They are employed in either a professional, clerical or administrative position and have an annual household income of between \$125,000 to \$250,000.

BREAKFAST  
LUNCH  
DINNER

### SECONDARY

The secondary customer segment for QVI is similar to that of the primary segment. However, its parameters extend to include office workers that work in the CBD, yet fall outside of the 500m radius surrounding the QVI precinct. These customers may also include visitors to the CBD and/or QVI.

### TRADE AREA

QVI's main trade area can be defined as those areas/demographics that fall into its primary and secondary sectors.

The Urbis National Office Worker Survey found that the majority of CBD workers are reluctant to walk much beyond 500m, or two city blocks, to access regular lunch time or coffee purchases. This is reflected in Urbis' QVI – Retail Plaza Assessment of Market Potential (August 2016) where the trade catchment area is broken into three key areas of trade.



LIQUOR EMPORIUM  
BAR RESTAURANTS  
ARTISAN BAKERY  
LUNCH DINING  
COFFEE ROASTERS

### TRADE CATCHMENT AREAS

Assessment of Market Potential (August 2016) where the trade catchment area is defined in three areas: Core, North and West frames.

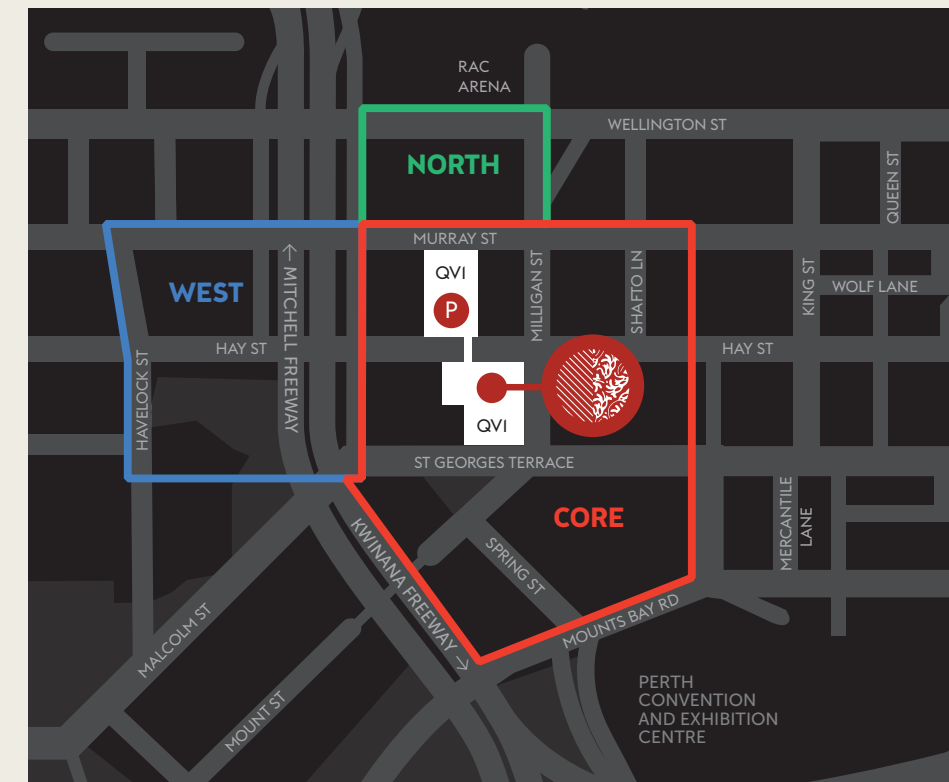
QVI PLAZA – Located at the corner of Hay and Milligan Street, Perth.

2.59 MILLION PEOPLE IN WA (ABS NOV. 2016)

2.2% ANNUAL EMPLOYMENT GROWTH IN WA  
(WA DEPT. OF TREASURY MAR. 2018)

0.9% POPULATION GROWTH IN WA (ABS SEP. 2018)

8% WORKFORCE GROWTH (URBIS MARKET PROFILE MAY 2016)



WHERE

PEOPLE

MEET



## LEASING OPPORTUNITY UNLIKE ANY OTHER

Tenancy E1 is the flagship food and beverage space within the QV1 Plaza, extending to 312sqm of internal space and a further 119sqm of alfresco, providing a dominant corner location.



**MANAGING AGENT**  
QVI is managed by CBRE

**CBRE**

**PROJECT ARCHITECT**  
HASSELL

**LEASING CONTACT**  
Darryll Ashworth  
M: +61 407 606 933  
P: +61 8 9474 6662  
E: [darryll@metierconsult.com](mailto:darryll@metierconsult.com)



### ABOUT THE OWNERS

QVI is owned jointly by Investa Commercial Property Fund and AXA Investment Managers.

Investa Commercial Property Fund Investa Commercial Property Fund (ICPF) is a core prime office fund for institutional investors with more than \$5.6 billion in assets under management. The fund aims to optimise total returns by implementing a low risk investment approach, concentrating on premium grade office assets in the major Australian CBD markets.

AXA Investment Managers - Real Assets (AXA IM - Real Assets) is one of the leading real estate portfolio and asset managers in Europe and one of the largest in the world with €76 billion of assets under management (unaudited, at December 2017).

AXA IM - Real Assets acquired Eureka Funds Management in September 2016, providing it with an established and significantly enhanced footprint in the Asia Pacific Region, which AXA IM - Real Assets has identified as a key investment market. AXA IM - Real Assets manages a number of trusts and mandates across Australia, with circa AUD 5 billion of assets under management in the office, retail, hotel and residential sectors at December 2017 (unaudited).

### DISCLAIMER

QVI, bounded by Hay St, Milligan St and St Georges Terrace is managed by AXA Investment Managers and Investa Commercial Property Fund. AXA Investment Managers and Investa Commercial Property Fund reserves the right to change the whole or any part of the design or any of its features at its discretion. All illustrations are conceptual only and all maps and areas are approximate and are given as guidance only. Parts of this document have been compiled from information supplied by various sources and while care has been taken in preparing this document, AXA Investment Managers, Investa Commercial Property Fund and its agents take no responsibility for any errors or omissions or discrepancies. This document is for marketing purposes only and interested parties should make their own enquiries and satisfy themselves in all respects relating to using the facilities or hiring premises at QVI. The information in this document is current as at November 2018 and is subject to change. This document is subject to copyright. QVI is owned by Investa Nominees (2) Pty Limited (ACN 128 351 011) as trustee for the ICPF Subtrust 1 (ABN 94 618 920 600) and Commonwealth Superannuation Corporation as trustee of the PSS/CSS A Property Trust (ABN 53 508 925 207).



RETAIL

PLAN



QV1





P L A Z A

QV1