

# BRISBANE SQUARE

*Everyone's Square*

Charter Hall 



EXPERIENCE

# EVERYONE'S EXPERIENCE

With a refreshed retail offering, enhanced experience and vibrant activation, Brisbane Square will become an inviting community destination and a place that embodies and celebrates the unique Brisbane character.

With a variety of high-quality and convenient offerings, the retail transformation on Ground Floor will create an essential place for the people of Brisbane Square and the greater community to use and enjoy dusk, now and into the future.

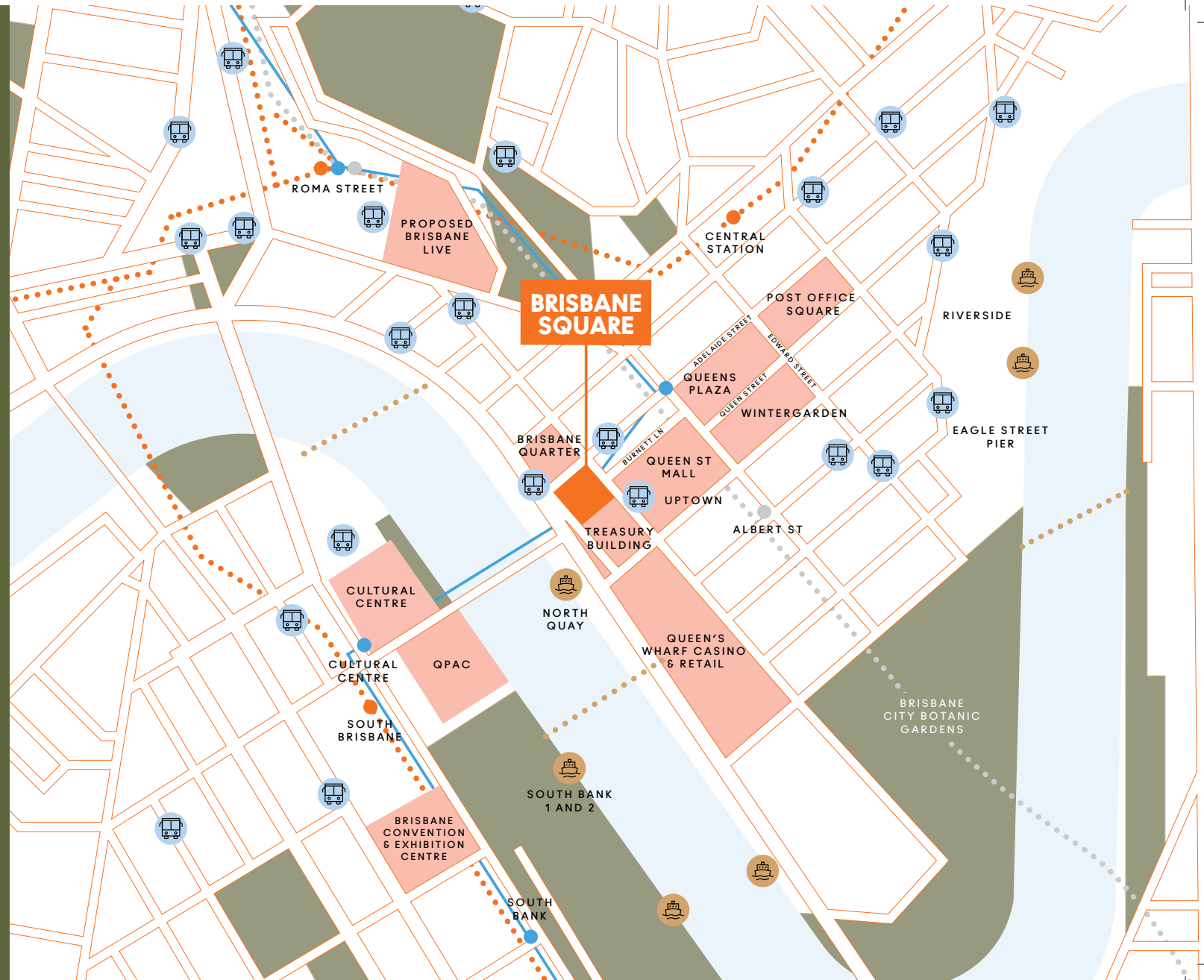
## LOCATION

Brisbane Square benefits from a hyper-connected location. A site with exceptional access to transport, amenity and future integrated precincts—within close walking distance to the best of the city.

### WALKING DISTANCE

1 min	Adelaide Street Boulevard
1 min	Queen Street Mall
1 min	Brisbane Quarter
2 min	Brisbane Metro King George Square
2 min	Queen's Wharf Casino & Retail
7 min	Brisbane Cultural Centre
8 min	QPAC
8 min	Brisbane Live
11 min	Convention Centre Cross River Rail Station

-  Brisbane Metro
-  Brisbane Rail Network
-  Cross River Rail
-  Pedestrian bridges



## LOCATION

BRISBANE QUARTER  
6 W HOTEL

BRISBANE METRO  
KING GEORGE SQUARE  
\$944 million

QUEEN STREET MALL

QUEEN'S WHARF DEVELOPMENT  
\$3.6 billion

BRISBANE SQUARE

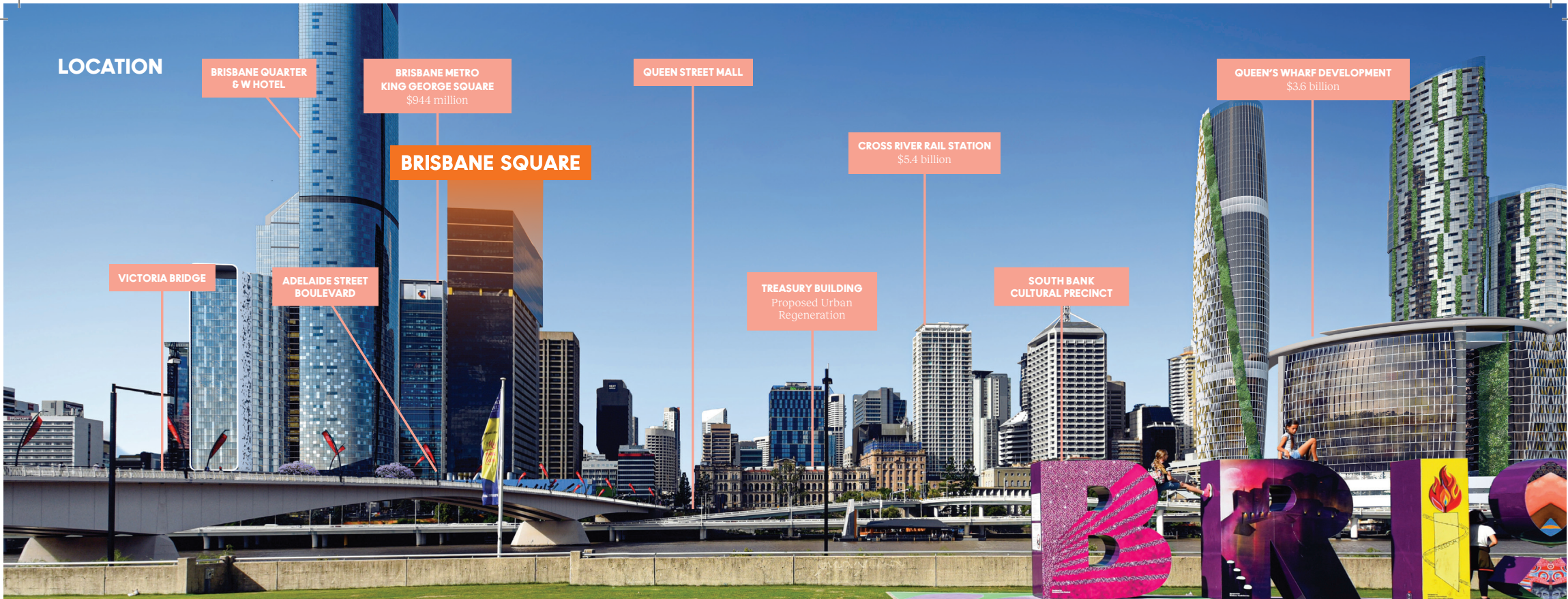
CROSS RIVER RAIL STATION  
\$5.4 billion

VICTORIA BRIDGE

ADELAIDE STREET  
BOULEVARD

TREASURY BUILDING  
Proposed Urban  
Regeneration

SOUTH BANK  
CULTURAL PRECINCT



# In the heart of Brisbane's largest regeneration precinct.

As Brisbane embraces its status as a New World City ahead of the 2032 Olympic Games, Brisbane Square is located in an iconic position to benefit from burgeoning transformation projects and improved connectivity.

The \$30 billion Queen's Wharf development is set to transform seven city grids along George Street into a lively entertainment and lifestyle corridor. While the historic Treasury Building, slated as a mixed-use urban regeneration development, is revitalised on the doorstep of Reddacliff Place, and opposite Brisbane Square.

Within short walking distance, South Bank and the Brisbane Quarter precinct feature a number of 5 Star hotels, popular tourist destinations, cultural attractions and residences.

While Brisbane Metro, transformation of Victoria Park and proposed Brisbane Live will all simultaneously inject unprecedented vibrancy to the CBD through new hospitality, sporting and social amenity.

These developments are perfectly positioned to delight tourists, students, residents, and the wider community, enriching their experiences in Brisbane - and Brisbane Square is poised to prosper.

## THE BUILDING

Situated on prime CBD real estate, Brisbane Square unlocks significant opportunities to capitalise on a broad audience, including local workers, passing visitors and experience-seeking tourists.



266 George Street, Brisbane



A Grade PCA, 38 office levels, 3 basement levels, NLA 58,943sqm  
Typical Floor Plan 1,431 - 1,702sqm



100% leased to Brisbane City Council & Australian Retirement Trust (ART)



Access to uninterrupted views over the Brisbane River and South Bank and Queen Street Mall



Natural light from three sides of the building promoting health and wellbeing



New lobby including revitalised public spaces and enhanced access to Brisbane City Library & Customer Service Centre

## TRADE AREA DEFINITION



### OFFICE WORKERS

Current workers estimated to be 181,930 and projected to increase to 247,430 by 2041.

JLL reported in their Australian Office Market Overview Q4 2023, that net absorption rates in the Brisbane CBD were amongst the strongest across all Australian CBDs.



### TOURISM

Tourist expenditure within the City is estimated at \$10.2 billion. Visitors spent a record-breaking \$10.1 billion in the region in 2023.

Brisbane Square is centrally positioned between Queens Wharf, Queen Street Mall and South Bank, all major tourist destinations.



### CUSTOMER

Socio-economic profile of the resident main trade area reflects a young (30-49 yrs old), affluent, couples and singles market with an average income of \$99,347 per person.

Brisbane has the fastest growing working age population among Australia's major centres, growing 7.7% compared to an average of 4% across major cities.



### ECONOMY

The Brisbane economy is forecast to grow 68% to \$275 billion in the 20 years to 2041.

This is underscored by impressive growth in key industries including health (36%), building (41%), transport (43%), and knowledge (50%) and experience (41%) economy.



### VISITATION

Visitation to the George Street Precinct peaks in the middle of the week (Tuesday - Thursday) around midday. Residents are predominantly drawn from the inner suburbs of Brisbane (Brisbane City and South Brisbane).



### RETAIL EXPENDITURE

Brisbane CBD Resident F&B Retail spending is set to increase by \$26 million, to reach a market size of \$85 million in 2028.

Brisbane CBD Worker F&B Retail spending is estimated to increase by \$40 million to reach a market size of \$673 million in 2028.

## PARTNERSHIP



Raine Square, Perth



Chifley, Sydney



Wesley Place, Melbourne



1 Martin Place, Sydney

## PARTNER-DRIVEN PLACES

### Better futures, mutual success.

At Charter Hall, we've achieved a lot, and so many of those achievements were made collectively, by our customers and partnerships. As one of Australia's leading fully integrated property investment and funds management groups, we know the importance of close collaboration to create enduring impact.

That's why we work with our customers across their businesses, from head office and distribution, right through to retail point of sale.

We have built a culture based on mutual reward and nurture close relationships with customers.

Whether it's property investment, development or management, we're always looking for opportunities to improve our properties, drive performance, build value and deliver outstanding environments for our customers.

We set the bar for service and deliver the highest standards of responsiveness within our assets. We harness innovation and technology to connect people with place. Our active asset management builds genuine communities that foster wellbeing and belonging. If it matters to our partners, it matters to us.

## PARTNERSHIP

# ACTIVATION SQUARE

Connecting people with places.

Charter Hall is committed to creating places that enable shared experiences and everyone feels a true sense of belonging. Our dedicated customer experience team plays an essential role in fostering this engagement with our tenant customers, facilitating connection within building community, and the activation of community spaces.

To strengthen the success of these initiatives and events while simultaneously driving sales and support for onsite retailers, food and beverage as well as prizes are sourced directly from the retail tenancies. Additionally, through the building's workplace app, Charli, retailers are encouraged to utilise the ordering function to facilitate sales and promote specials and upcoming events at their venue.



### RAINE SQUARE, PERTH

To promote spend in the centre during December, Raine Square offered complimentary gift wrapping for people who purchased from any participating retailers.



### WESLEY PLACE, MELBOURNE

For Wellness Week, Green Cup at Wesley Place were engaged to provide healthy treats for the building community. The retailer leveraged the opportunity to also promote a new product offering at scale.



### 1 MARTIN PLACE, SYDNEY

A pop up library activation was installed on the mezz level at 1 Martin Place, Sydney to encourage the building tenants to sit by the building's cafe, enjoy a coffee and read a book.



### CHIFLEY, SYDNEY

Celebrating Australia's Biggest Morning Tea at Chifley, 5 onsite retailers supported the event by providing a range of baked goods for the activation.



### 555 COLLINS STREET, MELBOURNE

Promoting sustainability within the building, tenant customers at 555 Collins Street were given a keep cup to use at the lobby cafe as their welcome to the building gift.



### 69 ANN STREET, BRISBANE

To launch Charter Hall's ReCharge Wellness offering, hundreds of fresh juices were sourced from onsite retailers to support tenant engagement.

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# Charter Hall

**Nick Kelly**

Handler Property Director

0403 134 213

[nick.kelly@handlerproperty.com.au](mailto:nick.kelly@handlerproperty.com.au)

**Tim Mathews**

QLD Lead - Property Management

0431 820 847

[tim.mathews@charterhall.com.au](mailto:tim.mathews@charterhall.com.au)

**Robert Bryce**

QLD Lead - Regional Portfolio Manager

0439 194 566

[robert.bryce@charterhall.com.au](mailto:robert.bryce@charterhall.com.au)