

MEDIA RELEASE



THIRD GENERATION BARBER GIVES GOLD COAST SHOPPING CENTRE MAKE-OVER THE THUMBS UP

THE PINES ELANORA \$30 MILLION EXPANSION DELIVERS RECORD CUSTOMERS

When Rafe Whitaker's father passed away six years ago, he had a choice to make about his future.

"With Dad's passing, there was an opportunity to take over the barber shop at The Pines Elanora, I'd been cutting hair for 30 years and I was a bit torn about whether I wanted to jump in boots and all," said Rafe.

"But I guess the barber business is in my blood and I made that decision to fully commit to the profession. In hindsight it was the right call because I've managed to establish the 'Busy Barber' name at the centre and make it work really well.

"The expansion has obviously made a difference to my trade; the feedback I get from my customers has been all positive," he said.

Rafe's success is reflected in the centre's latest release of sales and customer data, with The Pines Elanora on track to exceed its target of five million customers this year.

The Pines Elanora was aiming to greet its two millionth customer by the end of May but centre management says they are now seeing clear data that the recent \$30 million expansion is boosting visitation beyond expectations.

"With four months of customer data behind us now, we can confidently say we are in for a record year and have now increased our goals for 2016. We now expect to reach five million customers this year," said Hilary Jacobs, Centre Manager for The Pines Elanora

"We've averaged just over four million customers per year for the past five years, so this is certainly going to be our best on record by a substantial margin," she said.

The increased customer visits has resulted in strong sales growth across a number of categories at The Pines Elanora, including a 17% jump in retail services such as hairdressing and optometry.

The centre is also continuing to mark its reputation as a flourishing food hub, adding over 50% in specialty food retail sales from March 2015-March 2016.

"We're bringing in more local customers through our diverse fresh-food offering, such as Earthmarkets and The Meatsmiths and unique eateries like The Shelf Deli and Taboon," said Hilary Jacobs.

About the Pines Elanora: The Pines Elanora is one of Queensland's top three performing shopping centres according to size. It is the only southern Gold Coast shopping centre with all three major supermarkets, Coles, Woolworths and Aldi under one roof, plus Kmart, over 80 retailers, a fresh food precinct and 1,600 carparks. It is also one of the largest generators of solar power in Australia, with Australia's largest solar carpark structure.

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