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MEDIA RELEASE

COLONIAL FIRST STATE PROPERTY MANAGEMENT RECOGNISED FOR SHOPPING CENTRE DEVELOPMENT AND MARKETING EXCELLENCE

Colonial First State Property Management (CFSPM) won six awards last week at the annual ICSC Asia Shopping Centre Awards in Macau. The awards recognise excellence within the region's shopping centre industry and honour outstanding achievements in marketing, design and development of retail properties.

With representation from 15 countries, there were 79 marketing finalists across seven categories, and 13 development finalists for two categories. With a representation of 15 finalists and six winners CFSPM had more shopping centres recognised than any other property manager.

Midland Gate and QueensPlaza received gold awards in the development category, recognising excellence in design for expansion or redevelopment of an existing project. QueensPlaza was also recognised in the marketing category along with Corio Shopping Centre, Chadstone and Chatswood Chase.

'Winning two awards in the development and design category is testimony to CFSPM's commitment to design and development excellence in all our centres,' said Head of Colonial First State Property Management Darren Steinberg.

"Our strategy of identifying and analysing development opportunities for each centre enables us to create value for our customers and retailers. In order to identify opportunities, our development team analyses asset performance, sales and key retail category performance, sales trends, underlying demographics, behavioural trends, broader market shifts, customer and retailer feedback, and future population growth studies. Combined, this analysis is instrumental to the success of our development process."

"The four international marketing awards demonstrate the success of our strategy to deliver unique and effective programs which maximise sales for our retailers. This will only increase in importance as we continue to trade through this period of slowing retail sales growth," said Mr Steinberg.

The ICSC Asia Shopping Centre Awards are open to all shopping centre owners, managers and developers in the Asia Pacific region.

Colonial First State Property Management is one of Australia's largest asset management and property development groups with more than \$15 billion in assets under management, including \$11 billion in retail assets. This includes 34 shopping centres across Australia with combined sales in excess of \$7.5 billion and over 4,000 retail tenancies. It has more than \$3 billion worth of retail development projects in the pipeline, with \$1.6 billion dollars of projects currently under development.

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Details of the awards

Marketing Awards

Kicking goals for youth

Corio Shopping Centre

Owner: CFS Retail Trust (CFX)

Category: Marketing

The Corio Shopping Centre's "Kicking Goals for Youth Program" provides a unique opportunity for disadvantaged children to experience a positive, exciting and unforgettable day at the footy, whilst rubbing shoulders with police, Centre security personnel, magistrates court personnel, and of, course their heroes - Geelong Cats football players. The children who participated were encouraged not to become involved in crime. The programme assisted in significantly improving police relationships and dramatically reducing crime incidents in the Centre by approximately 70%.

Fashion and shopping with a conscience

Chadstone Shopping Centre, QueensPlaza and Chatswood Chase

Owner: CFS Retail Trust (CFX) - QueensPlaza and Chatswood Chase, and CFS Retail Property Trust and The Gandel Group - Chadstone

Category: Marketing

How does a shopping centre property management group provide "real" value to a charity partner when the market is cluttered with charitable statements? Colonial First State Property Management (CFSPM) set about achieving exactly that following a meeting with the National Ovarian Cancer Network, the peak consumer organization for ovarian cancer in Australia. Having previously managed its own community alliances, CFSPM decided it was time to shake up the formula and identified an opportunity where it could add real value to a national charity.

All roads lead to Chadstone

Chadstone Shopping Centre

Owner: CFS Retail Trust (CFX) and The Gandel Group

Category: Marketing

During Melbourne's Fashion Festival, Chadstone graced the streets of the city via The Fashion Tram. The fully branded tram became a moving runway causing a media sensation. Fashion's most enviable celebrities, media and industry insiders were invited on a fashion journey showcasing Chadstone's international and Australian designers. Chadstone's creative campaign announced "All Roads Lead to Chadstone," and they did. Results were outstanding, with metro newspapers covering the event plus online news, local press and major TV stations.

The new royalty 'wakes up' Brisbane

QueensPlaza

Owner: CFS Retail Trust (CFX)

Category: Marketing

QueensPlaza has woken the senses of people in Brisbane's central business district with "wakey wakey," a fabulous breakfast promotion laced with coffee scents and a touch of new royalty branding that the centre is renowned for. Ensuring that all levels of activity deliver a premium result, "wakey wakey" was innovative, engaging and cut through the central business district market resulting in a 33% increase for food retail.

Development awards

Midland Gate Shopping Centre

Midland, Australia

Owner: Direct Property Investment Fund

Category: Development

The Midland Gate Shopping Centre redevelopment is at the forefront of creative retail design, combining community and lifestyle elements to generate a user-friendly environment. One of the largest projects undertaken recently in regional Western Australia, the redevelopment has elevated Midland Gate's standing in the retail industry. The redevelopment uniquely combines contemporary architecture with a retail, dining and entertainment offer that is unrivalled. The design is minimalist and classic, blending with the environment yet also retaining its own distinctive personality. With an abundance of natural light and landscaping, the result is a contemporary lively feel that is enjoyed year round by shoppers and local residents.

QueensPlaza

Brisbane, Australia

Owner: CFS Retail Trust (CFX)

Category: Development

Anchored by a new flagship David Jones department store and flanked by 75 speciality stores, QueensPlaza was a complex design and construction task. Seven buildings on three street frontages across site were demolished to make way for the five-level retail centre above basement parking. QueensPlaza features an innovative combination of sandstone finishes, black granite, polished concrete and multi-dimensional glazing as it stands proudly boasting Queen Street Mall, Edward Street and Adelaide Street frontage.