

**Hawaiian**

Ground Floor  
235 St Georges Terrace  
Perth CBD WA 6000 Australia  
T +61 8 9426 8888 F +61 8 9322 4303  
enquiries@hawaiian.com.au www.hawaiian.com.au  
Hawaiian Management Pty Ltd  
ABN 56 062 193 426 ACN 062 193 426



## Media Release

12<sup>th</sup> December 2012

### **Bassendean Shopping Village Host Redevelopment Focus Groups**

Owner of Bassendean Shopping Village, Hawaiian, hosted a number of community focus groups in late 2012, aligning with the commencement of the shopping centre's redevelopment in late 2012.

The six focus groups included local residents representing a cross section of parents, singles, couples and seniors.

At each session the local residents shared their opinions on the focal points of the redevelopment and how they feel the completed refurbished Centre will benefit the Bassendean community and the surrounding suburbs.

While it was found that 95% of the participants currently utilise the shopping centre as their go-to for weekly grocery purchases, many were eager to see the refurbished Centre house quality fresh produce and cafes, with men favouring the introduction of a food and beverage outlet. The plan to incorporate a community space within the centre was well received by the six focus groups.

Investment Property Director, Evan Briers said "We feel that the feedback gained from these focus groups reaffirms that the residents of Bassendean are looking to the redeveloped Bassendean Shopping Village to have a point of difference from other everyday shopping centres."

The group discussions identified the importance that the residents placed on the shopping village remaining a community centre, supporting local home grown businesses offering a point of difference from franchised national retailers.

The refurbishment of Bassendean Shopping Village is expected to be completed in early 2014. Updates on the development progress can be found in centre and online at [www.bassendeanshoppingvillage.com.au](http://www.bassendeanshoppingvillage.com.au)

### **Ends**

---

#### **For further information:**

Kate O'Hara  
General Manager - Marketing & PR  
Hawaiian  
(08) 9426 8888 / 0418 473 471  
[kateo@hawaiian.com.au](mailto:kateo@hawaiian.com.au)