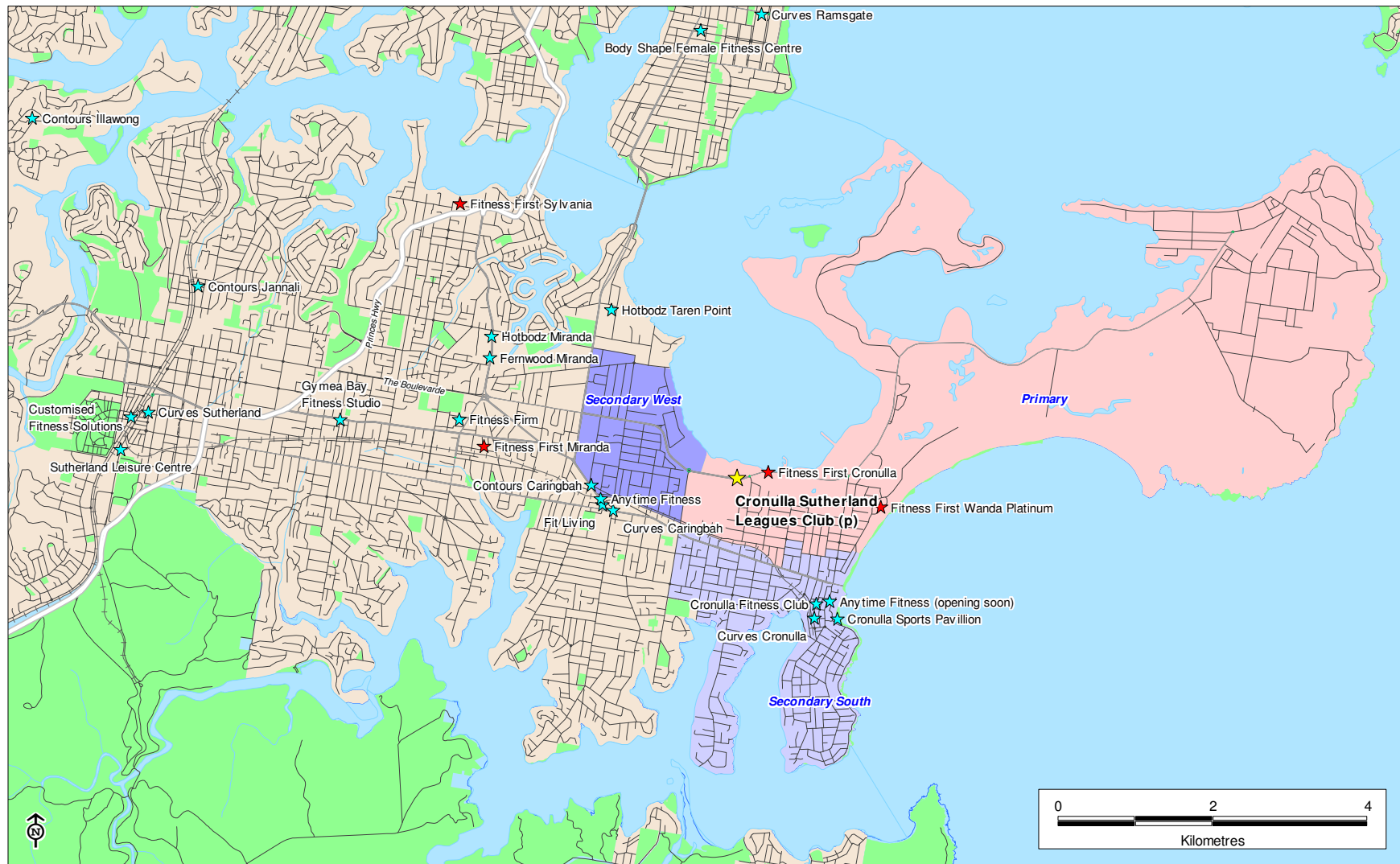


**Map 5.2: Cronulla Sutherland Leagues Club**  
Trade Area & Entertainment Facilities

- Cinema (Screens)
- ▼ Children's Entertainment
- Laser Tag
- ◆ Ten Pin Bowling



**Map 5.3: Cronulla Sutherland Leagues Club**  
Trade Area & Gyms

★ Fitness First  
★ Other Gyms

### **Family-oriented entertainment facilities**

As shown on Map 5.2, the provision of family-oriented entertainment facilities within the Sutherland Shire is currently limited to Cinemas at Westfield Miranda (8 screens) and Cronulla (4 screens), Zone 3 laser tag in Caringbah, and Children's Entertainment venues at Caringbah (Run-a-muk), Miranda (Softplay) and Kirrawee (Funarama).

It is very unlikely, in our view, that a cinema would be supportable at Cronulla Sharks Leagues Club, given the already extensive facility at Westfield Miranda, and smaller Cronulla Cinema Centre. However, given the strong family orientation of much of the Sutherland Shire, a greater provision of alternative family entertainment facilities would appear warranted.

The existing AMF bowling alley at Southgate Sylvania is old and run-down, and generally more targeted toward competitive bowlers rather than recreational users. This suggests there may be demand within the region for an alternative facility, such as Strike Bowling Bar. Strike currently operates three facilities in Sydney, at King St Wharf in the City, the Entertainment Quarter at Moore Park, and the Mandarin Centre in Chatswood. Each of these facilities offers 10 pin bowling lanes, laser skirmish arenas and karaoke rooms, along with pool tables and bar and dining areas. They are targeted toward family outings, corporate entertaining, birthday parties and special events.

Yum Cha is another popular weekend family activity, which does not appear to be catered for by the existing Original King Wan Chinese restaurant at the Leagues Club. Promoting the Original King Wan and potentially extending its trading hours to include a yum cha seating for 2-3 days per week would enhance any entertainment offering at the Club.

As mentioned, three children's entertainment facilities are already provided in the Shire. However, with the exception of the small-scale Softplay facility at Westfield Miranda, none of these is provided in conjunction with convenience shopping facilities, that would appeal to time-poor mums and dads. A children's party and play centre such as Wizzy World in Chatswood should be considered, and along

with the usages considered above could consolidate the entertainment offer at the Leagues Club.

### **Gym facilities**

Map 5.3 illustrates the current provision of gym facilities across the Sutherland Shire, distinguishing the Fitness First chain from other operators. Particularly given the location of Fitness First Cronulla, less than a kilometre to the east of the Leagues Club, it is unlikely that a full-scale gym would be supportable. However, boutique fitness usages such as smaller personal trainer's studios, a power plate facility and/or yoga studios could be considered.

## **5.3 Retail-driven Leagues Club visitation**

The development of a retail facility that will be integrated with the existing Cronulla Sutherland Leagues Club should, in principle, enhance visitation of the Club's existing/renovated facilities.

In order to estimate the possible visitation levels of the proposed retail facilities, a proportion of which could reasonably be expected to also use the Club facilities, we have considered typical average spend per visitor metrics, and related these to the forecast sales potential of the proposed shopping centre. From this, a potential range of annual visitation can be derived.

As published in *Shopping Centre News*, in the 2010 edition volume 28 no. 4, the strongest neighbourhood/supermarket anchored shopping centres in affluent Sydney metropolitan areas typically achieve average spend-per-visitor levels between \$35-\$40. These include:

- Stockland Balgowlah (anchored by a strong-performing Coles supermarket) - \$36.95;
- Stockland Baulkham Hills (Coles, Woolworths, Aldi) - \$35.50; and
- Thornleigh Marketplace (Woolworths, Dan Murphy's) - \$42.30

Considering the proposed mix of retail facilities to be provided at the Leagues Club development, which in our opinion could include a full line supermarket, smaller discount supermarket such as Aldi and a large-format liquor store, it is not unreasonable to assume the centre could achieve an average spend per visitor in the order of \$38-\$40. On the basis of forecast year 1 sales of \$96.1 million, annual visitors to the centre could be in the order of 2.4-2.5 million. Only a proportion of these visitors, who would utilise the centre for convenience retail, would be expected to also use the Leagues Club facilities. Their presence within the retail component of the Club, however, would provide an ideal opportunity to market its broader appeal.



