

A photograph of a suburban street scene. In the foreground, a paved road curves to the right. On the left side of the road, there is a grassy area with a concrete driveway leading to a house with a white brick facade and a red-tiled roof. A very tall palm tree stands prominently on the left. In the middle ground, a yellow diamond-shaped sign with a black silhouette of a person walking is visible. Further down the road, there are more houses, trees with some autumn-colored leaves, and a few cars parked. The sky is blue with scattered white clouds.

# Eastwood - Macquarie Center: Suburb with Strong Ethnicity

Group A

# Outline

- Objectives
- Methodology
- Background information of the two suburbs
- Interview results
- Comparison
- Implication
- Conclusion

# Objectives

- Find out the population structure and ethnicity
- Investigate their relationship with the development of shopping centers



# Methodology

- On-site observation
- Interviews



# Background Information

## Eastwood

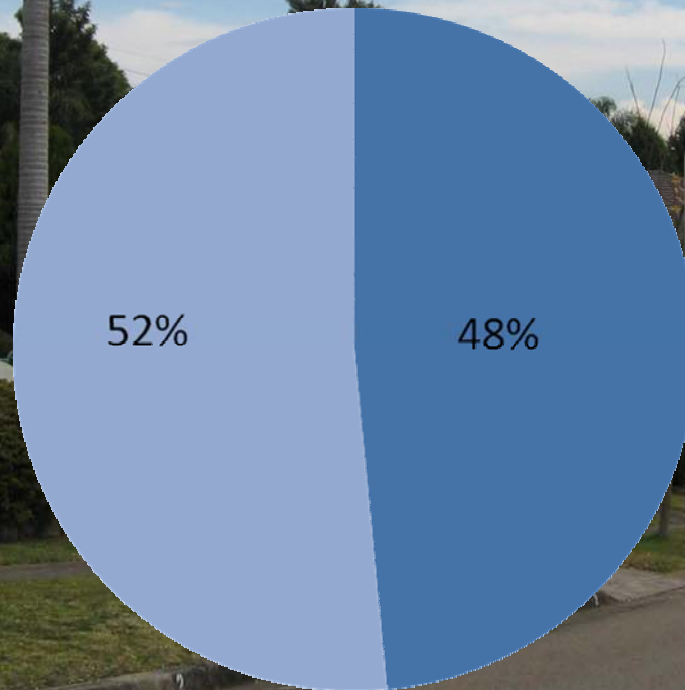
- Long history
- Concentration of Chinese and Korean
- Relatively lower order goods
- Moving out of white population (Youngsters)
- Ageing white population

## Macquarie

- Renovation in 2002
- Relatively higher order goods
- Near university and offices

# Interview results

## Eastwood



■ White

■ Asian

Total: 33  
interviewees

# Interview results

## Number of interviewees in shopping malls



# Comparison

- Demographic structure
- Socio-economic status
- Shopping centre characteristics





# Demographic Structure



# Demographic Structure

	Eastwood	Macquarie
Age group	Mainly kids & elderly	Mixed (mainly students)
Ethnicity	Dominated by Chinese & Korean; few white people	Mixed
Working population	Retired	Working

# Reasons of demographic structure

**Age group**

**Eastwood**

Ageing population

Moving of married couples

Higher mobility of youngsters

Lack of entertainment

Loss of sense of belonging

**Race**

Good Network

**Working population  
(Retired)**

Relaxing and comfortable

# Reasons of demographic structure

**Age group & Race**

**Macquarie**

University nearby

Office

Good transportation network

Big and well-maintained shopping mall

Higher variety of shops

**Working population  
(Working)**

Higher order of goods

# Socio-economic Status



# Social economic status

	Eastwood	Macquarie
Residential patterns	Type of housing <ul style="list-style-type: none"><li>• Units: Near railway station</li><li>• Houses: Far away from the railway station</li></ul>	<ul style="list-style-type: none"><li>• No obvious residential area</li></ul>
	Location of housing <ul style="list-style-type: none"><li>• Upper slope: higher class</li><li>• Lower slope: lower class</li></ul>	<ul style="list-style-type: none"><li>• No obvious residential area</li><li>• Surrounded by offices and university buildings</li></ul>

# Social economic status

	Eastwood	Macquarie
Ethnical background	<ul style="list-style-type: none"><li>• Upper slope: White population</li><li>• Lower slope: Asian immigrants, e.g. Korean, Chinese</li></ul>	<ul style="list-style-type: none"><li>• Multi-racial population</li></ul>

# Shopping centre characteristics





# Shopping Centres



Eastwood Centre (upper)



Macquarie Centre (right)

# Shopping Centers Characteristics

	Eastwood	Macquarie
Location	Surrounded by residential area	Near University and offices
Size and appearance	Small and old	Large and modern
Order of goods	Lower	Higher
Range of goods	Small	Large
Accessibility	Low	High
No. of visitors	Fewer	More
Types of visitors	Local residents	University students, white collar, people from other districts

# Types of shops

- Eastwood
    - Restaurants
    - Boutiques
    - Accessories
    - Supermarkets
    - Groceries
  - Macquarie
    - Restaurants
    - Chain shops
    - Bookstores
    - Entertainment
    - Electronics and Communication
    - Fashion accessories
    - Jewelry
    - Supermarkets
- 
- A suburban street scene with houses, trees, and a tall palm tree under a blue sky with clouds. The image is used as a background for the text.

# Types of shops



# Implication

## Eastwood

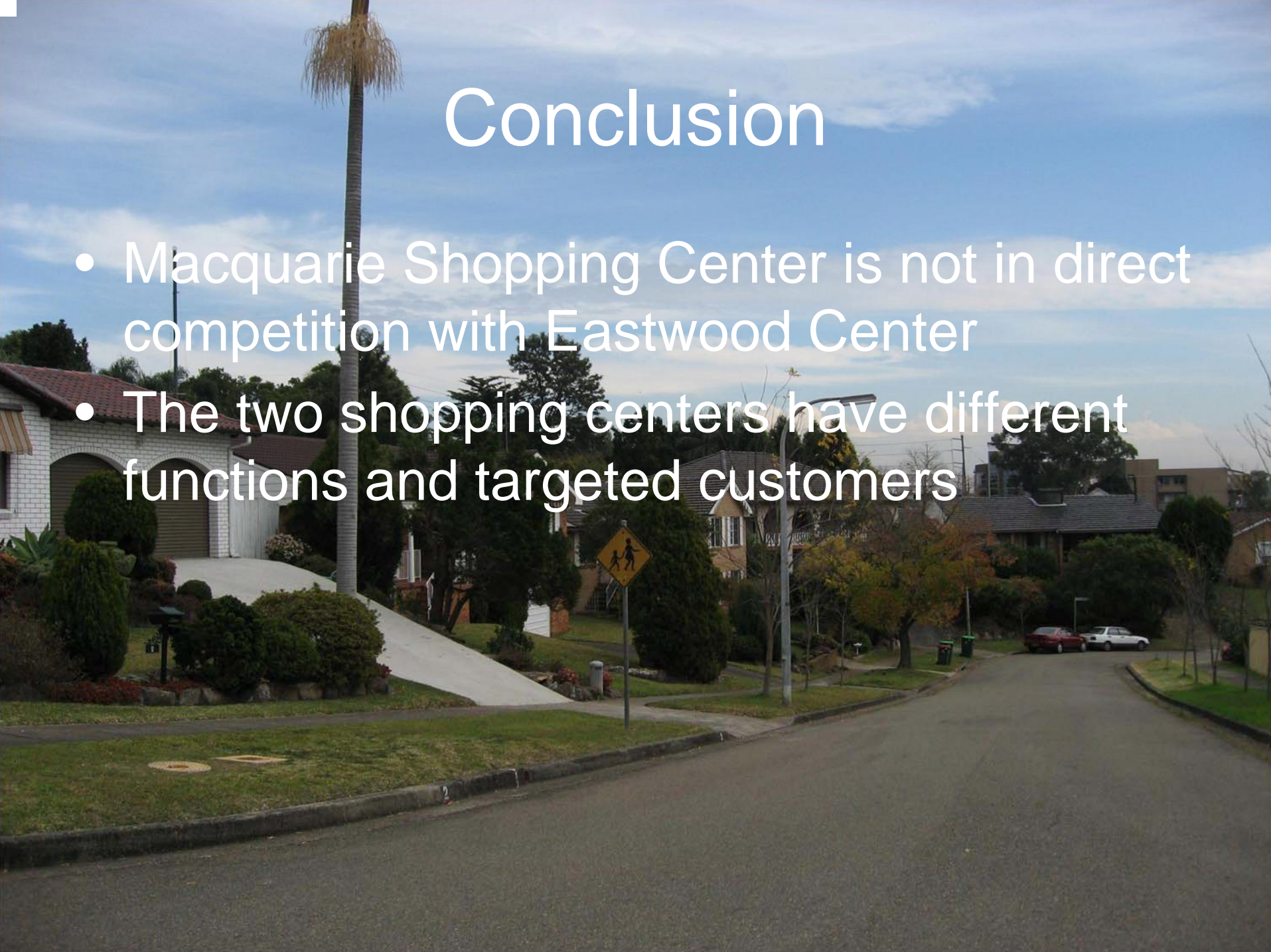
- Part of the customers are attracted to Macquarie Shopping Centre
- Chinese and Korean can replenish the customers loss
- Types of shops are affected by the change of local residents

## Macquarie

- Transportation and the center itself attract the specific types of customers

# Conclusion

- Macquarie Shopping Center is not in direct competition with Eastwood Center
- The two shopping centers have different functions and targeted customers





The End!  
Have a nice journey! =]

