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E-commerce platform Stockland Marketplace launches, with customers invited to ‘take a scroll’

Stockland, one of Australia’s largest diversified property groups, has launched its online shopping platform, Stockland Marketplace.

Stockland Marketplace is an online extension to the local shopping centre, created in response to the continual growth of online retail, which represented an 18.1% share of total retail spend last year with Australians spending \$63.8 billion online¹.

Following testing since late last year, the platform has now officially launched with the ‘Where everything clicks’ campaign. The campaign works with retailers at six Stockland town centres – Green Hills, Merrylands, Point Cook, Rockhampton, Shellharbour and Wetherill Park – and it’s expected more retailers will come onboard in coming months.

Stockland Marketplace has a growing online shopfront of more than 33,000 products with brands, including Toymate, Just Sport, Blue Sky Kids Land and Ugg Express, as well as local retailers covering apparel, jewellery, perfumes and cosmetics, homewares and gifts. Retailers list their products for shoppers to browse, buy and click-and-collect locally or have items delivered.

Michelle Abbey, Executive General Manager of Stockland’s Retail business, said the e-commerce platform will contribute to the growth of Stockland’s retail business, strengthen partnerships with retailers, and enhance the shopping experience of customers regardless of where they choose to shop.

“As the retail landscape continues to evolve, we recognise the importance of providing customers with a shopping experience that caters to their changing needs, seamlessly blending the convenience of e-commerce with the vibrant experience of a physical shopping centre,” said Ms Abbey.

“For our retailers, Stockland Marketplace provides an opportunity to thrive beyond the constraints of trading hours and physical retail space to a digitally advanced experience where they can reach local customers when their doors are open and when they’re closed.

“The introduction of this online shopping platform marks a significant milestone for Stockland and highlights our commitment to staying at the forefront of retail innovation,” added Ms Abbey.

Stockland is committed to supporting local businesses and strengthening the local economies at each of our centres. By launching this online shopping platform, the aim is to create new

¹ Australia Post, [2023 Inside Australian Online Shopping](#)

opportunities for retailers within the shopping centre, enabling them to reach a broader audience and expand their customer base.

Key features of Stockland Marketplace include:

Local selection: The platform offers a wide range of products from local retailers, ensuring customers have access to the same diverse offerings they would find in stores. From fashion and beauty to kids wear and home goods, customers can browse through a selection of items from their favourite local stores, and at other Stockland centres. Shoppers can also filter products via postcode.

Seamless integration: The online platform seamlessly integrates with the existing shopping centre infrastructure, allowing customers to enjoy a cohesive shopping experience across both the physical and digital realms. Shoppers can easily navigate through stores, explore different categories, and make purchases with just a few clicks, all while enjoying the same trusted brand experience they have come to expect from Stockland.

Convenient fulfilment options: Stockland has partnered with retailers on delivery options that best suit their respective businesses, including click-and-collect, delivery, or a combination of both. Customers can choose from various fulfilment options and filter via preference, offering flexibility and convenience to suit their preferences.

Seamless checkout process: With a user-friendly interface, customers can easily complete their purchases with confidence, knowing they're transacting directly with Stockland.

To celebrate the launch, Stockland Marketplace is offering exclusive discounts and promotions on the online platform. Customers can visit [marketplace.stockland.com.au](https://www.stockland.com.au/marketplace) to access the platform and start exploring the wide array of products available.

Stockland Marketplace Leasing: <https://www.stockland.com.au/leasing/stockland-marketplace>

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Stockland (ASX:SGP)

We are a leading creator and curator of connected communities with people at the heart of the places we create. For more than 70 years, we have built a proud legacy, helping more Australians achieve the dream of home ownership, and enabling the future of work and retail. Today, we continue to build on our history as one of Australia's largest diversified property groups to elevate the social value of our places, and create a tangible sense of human connection, belonging and community for our customers. We own, fund, develop and manage one of Australia's largest portfolios of residential and land lease communities, retail town centres, and workplace and logistics assets. Our approach is distinctive, bringing a unique combination of development expertise, scale, deep customer insight, and diverse talent - with care in everything we do. We are committed to contributing to the economic prosperity of Australia and the wellbeing of our communities and our planet.