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MEDIA RELEASE

NEW RETAIL RESEARCH PARTNERSHIP - SCCA AND URBIS PARTNER TO STRENGTHEN INDUSTRY ADVOCACY AND RESEARCH CAPABILITY

The Shopping Centre Council of Australia (SCCA) and Urbis have entered into a new *retail research partnership* focused on strengthening industry capability and advocacy, while enhancing the quality of research, products, and insights available to SCCA Members and the broader shopping centre and retail industry.

The SCCA and Urbis have a longstanding partnership grounded in collaboration on key industry and advocacy priorities built on their deep understanding and engagement across the shopping centre industry.

The new *retail research partnership* will prioritise the development of robust, industry-wide data sets and practical research tools to enhance the industry's advocacy and support more informed decision-making across the sector. By leveraging the combined expertise of the SCCA and Urbis, the collaboration will deliver timely insights on trends, performance and policy impacts, helping members respond to emerging challenges, identify opportunities, and build a stronger, more resilient retail and shopping centre industry.

A *Memorandum of Understanding* formalising the new *retail research partnership* between the SCCA and Urbis will focus on strengthening industry capacity and capability through deeper insight, collaboration, and shared expertise.

Elliott Rusanow, SCCA Chair, and Scentre Group CEO said: "*Shopping centres are significant generators of economic activity in the communities they serve.*"

"The SCCA is pleased to enter into a new research partnership with Urbis, a longstanding and trusted partner of the SCCA, with deep expertise and engagement across the shopping centre and broader retail industry."

"It will further enhance the industry's ability to understand performance, anticipate emerging trends, and respond to key policy and economic challenges. Importantly, it will strengthen the SCCA's advocacy by underpinning our engagement with governments and stakeholders with credible, industry-wide evidence – speaking in one voice."

"As our sector continues to evolve, access to robust data and evidence-based analysis will be critical to supporting better decision-making and growth for our members and stakeholders."

Marcus Conabere, Urbis Partner and Group Director, said: "*Urbis has partnered with the SCCA and its members for many years, and has been at the forefront of leading research, insights, and advice.*"

"With the shopping centre industry constantly evolving and new opportunities arising, this new research partnership with the SCCA will strengthen the capability and data-driven insights for the industry, as they plan into the future."

"The partnership will also explore potential alignment with international best-practice, including benchmarking approaches used by the International Council of Shopping Centres, as well as tapping into emerging global product and performance trends."

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