



GapMaps

YOU'RE IN THE RIGHT PLACE

GapAdvisory

GapMaps is a leading provider of location intelligence, data and insights across more than 23 countries globally. GapAdvisory is a full-service advisory specialising in network strategy.



About GapAdvisory

GapAdvisory is a specialist global advisory service delivered directly by the experts who have built the GapMaps Live platform.

Our expertise extends across a broad range of retail and service sectors in Australia and globally. We take on projects requiring in-depth data analysis and research using a rigorous, structured process to provide clients with new insights, strategies and business plans according to their needs.

We provide strategic advice drawing on deep expertise which has been built over four decades across many industries and geographies. We do so by combining the capabilities and experience of our experts with the Big Data, mapping and analytical strengths of the GapMaps Live Platform.



Our Services

Our advisory services can assist businesses in many ways, including:

- Trade Area Analysis and Customer Profiling
- Market Research
- Market Capacity Analysis
- Gap Analysis and Prioritisation
- Network Planning and Territory Analysis
- Estimation of Sales Potential
- Cannibalisation/Sales Transfer Analysis
- Tenancy Mix Optimisation

Who We Help

- Property Owners & Developers
- Retailers & Tenants
- Investors
- Asset Managers
- Government



Tony Dimasi

Head of GapAdvisory

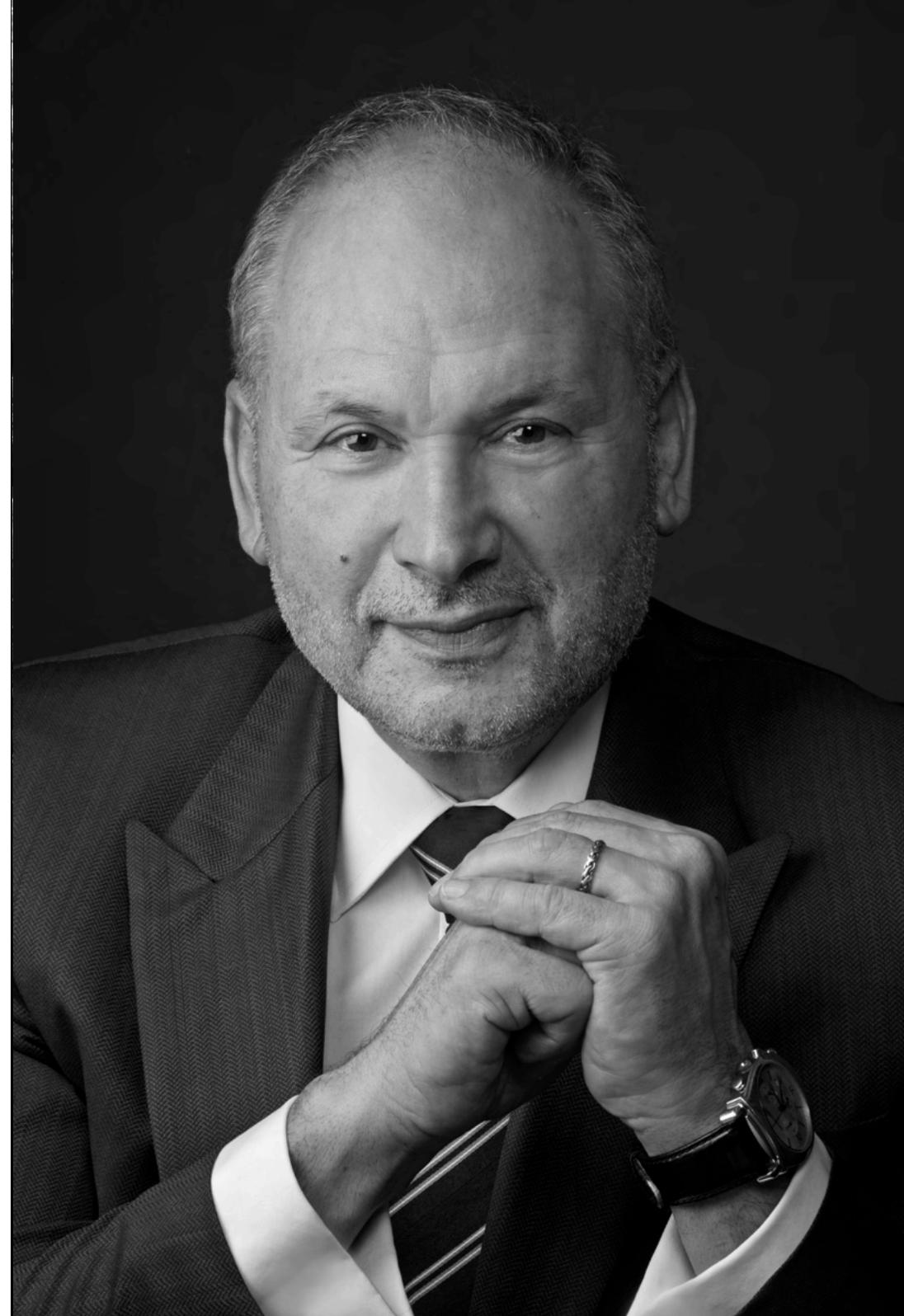
tony.dimasi@gapmaps.com

Tony Dimasi heads GapMaps Advisory and is one of Australia's most experienced and capable business advisors.

He holds Bachelor's and Masters degrees in Economics and Mathematics from the University of Melbourne, where he also taught Economics and Statistical Methods for three years prior to commencing work as an Economic Advisor.

Tony specialises in the retail, retail services and property sectors and has consulted, written and presented on a broad range of topics and issues relating to the Australian retail and commercial property sectors over the past four decades.

Tony also travels widely and regularly, exploring retail offers around the world for both learning and inspiration, and has advised on projects in New Zealand, South-East Asia, the UK and the USA.



James Turnbull

Director of GapAdvisory

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James holds a Bachelor of Economics and Commerce from the University of Queensland and has spent the last 17 years working as a statistician and economist, mainly in the property sector.

James started his career at the ABS in Canberra and then spent more than a decade working as a property economist at Macroplan, working closely with Tony Dimasi for much of this time. He joined GapMaps after spending the past three years at Quantum, where he analysed customer spending behaviours and retailer trends, leveraging detailed transaction data on behalf of Australia's major shopping centre and LFR landlords and large Australian retailers.

James understands how shopping centres operate, and he has a deep appreciation for consumer trends and how this plays out for landlords and retailers.



Fraser Brown

Associate Director of GapAdvisory

Fraser@gapmaps.com

Fraser is an experienced property economist, specialising in the retail and shopping centre sector with a career that has included Macroplan, Urbis and now GapMaps.

With more than 12 years of experience working across Australia and New Zealand, Fraser has a firm understanding of the key fundamentals and drivers across various markets and sectors, including residential/student accommodation, retail, health, leisure, tourism, hospitality, and education/childcare.

He has worked with various clients, including shopping centre owners and developers, multiple levels of government, and domestic and international retail groups.

His key areas of expertise include; market assessments, trade area analysis, market share analysis, potential development assessments, network strategies, land use/floorspace provision modelling and highest and best use assessments.



Tim Shaw

Director - Market Planning

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Tim joined GapMaps following a corporate career of more than 20 years during which he specialized in network strategy and planning with several of Australia's leading retail businesses, in banking, fuel retailing and quick service restaurants.

Tim's deep understanding of the network strategy and planning processes across many sectors and countries ensure he has both the specialist capability and breadth of experience to guide and shape a comprehensive network review process. With a considerable background in network planning and strategy. Tim is well positioned to help any organisation develop their network planning model.



Andrew Smith

Head of Research and Economics

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Andrew holds a Bachelor degree in Science and Commerce as well as a Masters degree in Economics from the University of Melbourne.

Andrew has extensive international experience in understanding how cities function and how that, in turn, impacts physical property. With the aid of Big Data and respect for a grounded localised understanding, Andrew develops innovative insights into the geographical nuances of a city.

Over the past decade, Andrew has consulted widely on major network strategies and property projects across Australia, South-east Asia, India and the Middle East. This experience includes network strategies for brands such as Starbucks, KFC and Subway and retail development strategies for Lend Lease, Westfield and the Urban Redevelopment Authority in Singapore.



Trusted by over 500 Market-leading brands

Australian
Venue Co.

AMPOL

Colliers
INTERNATIONAL

Q|C

medibank
P R I V A T E

F
Fitness First

Stockland

Officeworks

ANYTIME
FITNESS

Bupa

McDonald's

ISPT
SUPER
PROPERTY

KFC

Fantastic
Furniture

nab



Trusted by Market-leading brands

“We have worked collaboratively and successfully with GapMaps Advisory, in particular Tony Dimasi and James Turnbull, for research and insight into the numerous changes which we are seeing and will continue to see in Australia’s retail environment and the nature of shopping centres. GapMaps Advisory combines high-quality data and location intel technology with expertise and understanding, built over many years, of retailing and shopping centres in Australia.”

Con Brakatselos

General Manager | Portfolio Management
Commercial Property
Stockland

“Officeworks uses the GapMaps Platform and has also called on the services of GapMaps Advisory, in particular Tony Dimasi, for research and insight to assist in developing our network strategy. GapMaps brings to the table both data and insights in an easy-to-use platform together with extensive on the ground knowledge and expertise of retailing and retail locations in Australia”

Andrew Baker

Senior Property Development Manager
Officeworks



Interested to learn more?

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