

MEDIA RELEASE

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Rouse Hill Town Centre reveals first wave of new retailers joining its next chapter

Rouse Hill Town Centre is due to grow its retail offering with a strong mix of new brands and popular retailers expanding their footprint

Rouse Hill Town Centre has today announced the first retailers joining its \$200 million expansion, marking a major milestone in the next chapter of one of Sydney's most popular shopping destinations.

The announcement spans an exciting mix of sought-after brands making their debut at the Centre, with Peter Alexander, Glassons, Billini, Mimco, Universal Store, Adidas, Elite Eleven, Sheike, and Anita Gelato among the first retailers confirmed to join the new precinct.

Several of the Centre's most popular retailers, including national brands Cotton On, Rebel, MECCA and Country Road, will also relocate into larger spaces as part of the development, reflecting the strength of customer demand and the role Rouse Hill Town Centre continues to play as a leading retail hub in one of Australia's fastest growing regions.

Marking the centre's largest transformation since first opening in 2007, the expansion will deliver more than 10,500 sqm of additional retail space with over 50 new stores, strengthening the centre's fashion, dining and lifestyle offering. As one of The GPT Group's most significant retail developments in more than a decade, the project reflects its strategic focus on investing in its high-performing centres and creating premium retail experiences that enrich the communities they serve.

Ben Simpson-Morgan, Centre Manager at Rouse Hill Town Centre, said the calibre of retailers joining the new precinct reflects both the strength of the market and the confidence brands have in the long-term future of Sydney's North West.

"With more than 12.6 million visitors each year, Rouse Hill Town Centre continues to experience exceptional demand from retailers seeking a presence in one of the

country's most dynamic growth corridors. As the region attracts new families, we're investing in creating an even more compelling offering that responds to the evolving needs of our community.

"This is about more than bringing new retailers to the Centre. It's about investing in line with growth and ensuring Rouse Hill Town Centre continues to evolve alongside one of Australia's rapidly expanding communities. The commitment from both new national brands and reinvestment from established retailers is a clear endorsement of the commercial opportunity this region presents – and of the role Rouse Hill Town Centre plays within it."

Australian athleisure brand, Elite Eleven, will be one of the new stores coming to Rouse Hill Town Centre. Offering men's and women's activewear and lifestyle collections, its rapid rise has seen the homegrown success story secure a 4,900 sqm footprint across a range of premium retail assets, including Highpoint Shopping Centre in Melbourne and Charlestown Square in Newcastle.

"Our retail strategy is centred on securing the right locations, not simply opening more stores. Rouse Hill Town Centre stands out as one of Australia's leading retail destinations, servicing one of the nation's fastest-growing regions with a customer base that aligns perfectly with the Elite Eleven brand. We're confident this will be a fantastic addition to our network and an important milestone in our growth journey," said Lisandro Paz, Elite Eleven co-founder.

The Rouse Hill Town Centre expansion forms part of a broader growth story for Sydney's North West, a region supported by significant residential expansion, and major infrastructure investments including the Sydney Metro and the future Rouse Hill Hospital.

Additional retailers joining the development will be announced ahead of opening in late 2026.

For more information, please visit www.rhtc.com.au

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