



Driven by Haben and JY Group, the transformation of Forest Hill Chase will deliver a vibrant fresh food mall, an upgraded Coles and Target, and Melbourne's first in-centre basketball stadium. Drawing inspiration from the forest outside, the reimaged design fuses natural textures, light-filled spaces and local flavour to create a destination that delivers more than just shopping.

A fresh new era: Transforming Forest Hill Chase

Owned by Haben and JY Group and managed by Haben, Forest Hill Chase in East Melbourne is entering a new era with a bold transformation to reposition this well-established major sub-regional centre as a community-first destination that blends fresh food, fashion, recreation and essential services to offer a true retail and lifestyle hub for customers, retailers and the whole community.

At Haben, we're proudly all-in on retail. As pure-play retail specialists, we make strategic acquisitions that seek to unlock an asset's potential through repositioning and effective management. Our purpose is simple — to elevate centre experiences for customers, communities and retailers and deliver consistent capital growth and sustainable returns for our investors.

The redevelopment of Forest Hill Chase will reimagine the centre from

the ground up with a new fresh food mall on level 1, new and upgraded stores including Priceline, Colonial Fresh and the latest Coles offer. Level 2 will cater to a diverse range of everyday shopping needs including a remodel of Target, along with a variety of lifestyle, fashion and essential services. Level 3 will offer new dynamic recreation and entertainment hub with development plans recently approved by Council for a first-of-its-kind basketball stadium in partnership with the Nunawading Spectres. Enhanced amenities, an improved centre layout, a fresh new interior design and accessibility upgrades will complete the redevelopment.

Anchored by six major retailers including Woolworths, Coles, ALDI, Target, Harris Scarfe and Hoyts, the centre comprises eight mini majors and more than 160 specialty stores.

Fresh food mall

At the core of this major redevelopment, the existing precinct on level 1 is undergoing a significant transformation to become a vibrant fresh food mall featuring fresh produce, dine-in and take-home options, including new food kiosks. This revitalised space is designed to create a unique destination, bustling and activated with the area opened up to encourage relaxed gathering and connection through shared dining experiences with a focus on fresh, accessible food. Several new national brands have been secured, promising a variety of options for customers. The latest Bakers Delight store and new concept Bread Top have already opened.

Engaging community activities in planning include cooking classes, seasonal events and giveaways to bring the centre to life.

Coles upgrade

As part of the redevelopment plans, Coles has commenced a full store refit in time for Christmas, including a new deli, bakery, fresh produce offer and drive-thru Click & Collect, aligning with its latest national store concept.

Supporting community wellbeing

Forest Hill Chase has been a cornerstone of the local community for more than 60 years.

Our centre has deep roots in the community. That's why we're about more than just convenience; we're about meaningful experiences that our locals appreciate.

Customer experience and wellbeing are a key focus of the redevelopment with new social zones and relaxation areas throughout and ambience upgrades including brand new interiors and comfortable seating to encourage dwell time and community interaction.

A market-first, three-court, tournament-grade basketball stadium is in the final stages of development planning. This will be the first elite sporting facility of its kind to be integrated into a retail centre in Melbourne's east. Located on the top level, it will be a dynamic hub for health, well-being, and youth talent development. Haben is working closely with the club to deliver an exciting community-focused program of events.

"Our aim is to create a facility that celebrates basketball and brings the community together through events, training programs and more. It is an incredible opportunity to further connect with our local community, reflecting our vision to create dynamic and versatile spaces that go beyond traditional retail offerings. We're driven to be a place that always delights and serves our community as we evolve together. Because we're more than just a shopping centre; we're the centre of our community. Some might say that's a bold statement — to which we proudly respond, long live local!"

— Ingrid Vanin, Centre Manager,
Forest Hill Chase

A fresh new look

Drawing inspiration from a forest, the centre's interior design and layout will be reimaged across all three levels, from the forest floor to the sky above. This cohesive design will connect the three-storey centre with natural materials, earthy tones, and organic textures to create an enriching experience that grounds visitors in nature.

The centrepiece fresh food mall will

feature unique canopies over food and beverage kiosks and abundant greenery and natural light from the void above. The design includes lush greenery and natural light to evoke the feeling of walking through a forest path. Upper levels will capture the essence of the tree canopy and sky with light-filled, airy spaces.

The crowning feature will be the prominent main entry statement at Mahoneys Road with a striking timber-clad canopy. This area will be further enlivened with new food and beverage offerings leading into the fresh food mall, creating an inviting atmosphere that draws customers in.

The interiors upgrade and new fresh food mall designed by NH Architecture, are targeted for completion by Christmas 2025, with the basketball facility expected to open in the first half of 2026.

Improved access

Enhanced accessibility is a key priority with improved sightlines and spatial flow enhancing visibility and navigation throughout the centre. Key vertical transport options are being upgraded to improve flow and service reliability, while enhanced wayfinding with clearly defined connections will guide shoppers effortlessly, along with intuitive navigation such as innovative ceiling designs providing a seamless experience.

"Forest Hill Chase is a great example of what we're looking to achieve across our entire portfolio — enhancing the shopping experience and driving foot traffic and repeat visits by incorporating diverse attractions such as sporting clubs, unique entertainment options and private medical services."

— Ben Finger, Managing Director
and Co-owner, Haben

Haben is one of the country's largest privately owned retail property groups following the acquisition of Westpoint in 2025. We manage a \$3 billion portfolio of 13 shopping centres from neighbourhood to regional and sub-regional centres supported by a 130+ strong in-house team. Staying true to our family business origins, we care deeply about the communities where we invest such as Forest Hill and the partners we work with. Our relationships, experience and passion fuel our ambition to become Australia's leading pure-play retail property investor and manager by consistently exceeding expectations through discerning investment selection and expert in-house management. **SCN**

