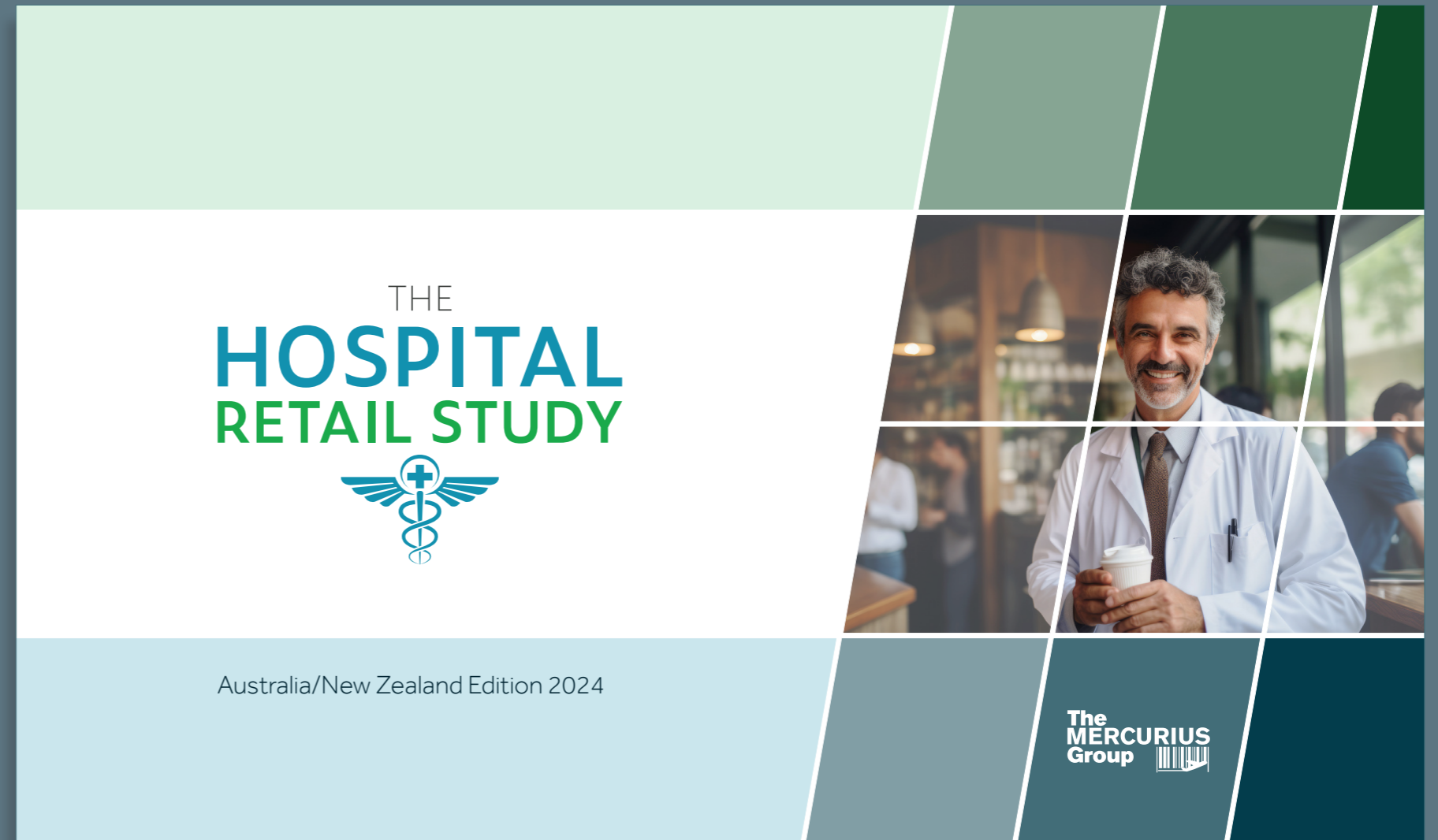


A groundbreaking study into the Hospital Retail sector in Australia and New Zealand



Introducing the Hospital Retail Study

Conceived by The Mercurius Group, the Hospital Retail Study sheds some much-needed light on the hospital retail sector in Australia and New Zealand.

The report is structured in four parts as follows:

Part One Provides details about the existing hospital retail sector in Australia & New Zealand

Part Two Provides insight into staff and visitor retail in and around hospitals via our bespoke consumer research study

Part Three Details, based on our research into the existing hospital retail sector and the bespoke consumer research, the scale of the income generation available to hospitals from better retail planning and execution

Part Four Provides a roadmap for hospital owners and developers to follow in order to achieve significant higher revenue from retail activities on-hospital





Helping to generate much-needed funds to provide better hospitals

Retail outlets are an increasingly common feature of hospitals, fulfilling an important user need and providing ancillary revenue to hospital operators - funds that can be used to offset the costs incurred in the provision of additional health services.

The provision of a well thought-out and provisioned retail programme can have multiple benefits for a hospital, including:

- Increased staff job satisfaction, leading to greater employee retention
- Staff productivity improvement as a result of less movement off-campus
- Meeting the modern retail needs and expectations of visitors to major facilities
- Improved visitor amenity
- Generating incremental revenue

The Hospital Retail Study provides hospital operators with invaluable insights and a roadmap for how improved retail planning in hospitals could add hundreds-of-millions of dollars to hospital operating budgets

Executive Summary

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Appendix – Research Questionnaire



Expert Insights

The Mercurius Group provides strategy, space planning, performance, financial performance evaluation, concept development and feasibility, tenancy planning and leasing services to the infrastructure sector. Our clients include hospitals, airports, retailers, brands, governments, planners, architects, financiers, and investors, while our sector coverage includes F&B, retail, advertising, hotels, car parking, car rental and ground transport.

As a result of our extensive experience in developing industry-specific benchmarking tools, we understand what is required of an industry study and what is important to the various participants within the sector. We also know how to add value to our clients and how best to improve the financial returns from infrastructure commercial activities.

We anticipate the Hospital Retail Study will provide valuable insight to:

- Hospital boards and operators seeking to better understand the value that can be generated through commercial retail strategies
- Hospital executives seeking to build and benchmark their retail operations
- Existing and prospective hospital retail operators wanting to understand the depth and range of the hospital market in Australia and New Zealand
- Hospital planners, architects, designers and builders involved in hospital development

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