



## Simon Dyer JP

DIRECTOR – REAL ESTATE MANAGEMENT  
Sydney West



[simon.dyer@colliers.com](mailto:simon.dyer@colliers.com)

### EDUCATION AND QUALIFICATIONS

Real Estate Licensee  
Justice of the Peace  
Workplace Trainer & Assessor

### AFFILIATIONS AND MEMBERSHIPS

Past President of  
Leichhardt & Annandale  
Business Chamber  
Member - Property Council  
of Australia

### CONTACT DETAILS

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### AREA OF EXPERTISE

Simon has extensive experience in Retail and Large Format shopping centre management, having worked across both owner and managing agency platforms.

Simon has managed the following retail and commercial properties: Freestanding, Neighbourhood, Sub Regional and Regional. He has worked with multiple stakeholders and is well versed in ongoing management of properties, acquisitions and divestments.

Simon has sound financial acumen and is an excellent communicator; he is savvy in budgeting and has a broad knowledge of the industry in all states. His experience in managing multiple sites will assist in 'adding value' to any discussion or resolving complex issues.

Simon has worked in the industry for 20 years and has established himself as an experienced and knowledgeable retail expert.

### PROFESSIONAL ACCOMPLISHMENTS

- ✓ Ran national account of 57 properties for SCA Property Group (with JLL)
- ✓ Accountable for \$1.6bn of property across 5 states – SCA Property Group (JLL)
- ✓ Greenfield site opening with Rouse Hill Town Centre for The GPT Group
- ✓ Involved with sale and divestment of three Homemaker assets in Queensland – GPT
- ✓ Multi-site management exposure with REIT's on both owner and agent sides
- ✓ Franchise expertise with Terry White Chemists and Howards Storage World
- ✓ National retailer experience in training and development with David Jones

### BUSINESS AND EDUCATIONAL BACKGROUND

Simon has had a lengthy involvement in the retail industry having been involved in many exciting projects and initiatives. His flair for delivering great placemaking outcomes has seen projects celebrated in Shopping Centre News on two occasions.

Simon's ability to drive sales and traffic saw two of his properties consistently rated in the top 10 on \$/psm whilst under his management. Two of his neighbourhood centre's had MAT sales of over \$13,000 per square metre – year on year.

Simon has completed a wide range of industry courses and kept a high degree of professional development, this ensures he is consistently across key issues in the industry with up to date market knowledge.

### COMMUNITY INVOLVEMENT

Simon has volunteered in the local community; building two community kitchen gardens at local schools (St Brendan's in Annandale and Leichhardt Public School).

Simon was also the President of the Leichhardt and Annandale Business Chamber for 4 years. He was instrumental in delivering Australia's largest one day street fair in the annual 'Norton Street Italian Festa' with 80,000 visitors and live filming of a My Kitchen Rules episode during Festa in 2013.



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### REPRESENTATIVE CLIENTS AND PROJECTS

Simon worked for JLL (Jones Lang LaSalle) in the retail team, managing the SCA Portfolio of 57 shopping centres Australia wide. He led a team of 45 people and delivered outstanding client results, including industry leading expenditure budgets.

Simon has driven an additional income line of \$1.6m from zero, utilizing strategies in contracts, vending and advertising. Similarly, a broad approach to tendering for Electricity, Cleaning and Fire Services delivered circa \$1m in annual savings and drastically reduced the number of key contractors in each service line.

Whilst with The GPT Group, Simon worked on the opening of Rouse Hill Town Centre as it came out of greenfield development. His strong relationships with retailers and strength in tenancy delivery saw one of the most successful new shopping centre openings in the country.

Simon has delivered excellent re-mixing of tenancy usages to closely align with core demographic information. His complete makeover of Norton Plaza to deliver a 24 hour Gym, 96 place Childcare Centre, specialist lingerie store, laser hair removal usage, Bed Bath N Table, Lorna Jane and a refreshed best in class Fresh Food offer – saw the shopping centre consistently perform in the top 10 shopping centres in Australia on a \$/psm basis.

Simon was instrumental in driving the early surrender of Franklins out of Forestway Shopping Centre; replacing it with a high performing ALDI Supermarket. Other key remixing ideas and placemaking initiatives saw this asset join the top 10 shopping centres in the country for \$/psm and it ranked 2<sup>nd</sup> in 2014, amassing \$16,883/sq m

Simon worked for Symbion Health on the Terry White Chemists account for NSW and ACT, looking after 22 stores. He presented to University students on the community pharmacy model and won awards within his region, capping a stellar year in 2006 when one of his stores was crowned 'Pharmacy of the Year' out of the 118 stores nationally.

Simon's franchise experience was honed when working for Howards Storage World as they quickly came to prominence, he managed the QLD, VIC and ACT regions and his stores took out consecutive 'Franchisee of the Year' awards. He also delivered 12 new store openings in 4 different states.

Simon honed his initial retail skills with David Jones when training staff in 4 locations; he developed and built the 'Sales Supervisor Training Program' and maintained staff retention levels 10% better than the company average.

