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The Urbis Retail Averages are the premier annual benchmarks for the composition and performance of Australian shopping centres. Separate volumes of the report are produced for several different categories of shopping centre; currently Regionals, Sub-Regionals, Supermarket and CBD. The definitions of centre types are found in the "Key Definitions" appendix in each of the published reports. Urbis produces the Averages each year in order to build the collective knowledge of the shopping centre industry in Australia. The production of the Urbis Retail Averages is the result of co-operation between Urbis and major owners and managers of Australian shopping centres. These owners and managers provide, on a confidential basis, the relevant information for individual shopping centres in a format specifically designed to enable input into the Urbis benchmarks and thus allow valid comparison within each category of centre. Significant time and resources are invested by the owners/managers to undertake this survey and that effort is rewarded by way of free access to each volume of the Averages for the contributors to each category.

The objectives of the Urbis Retail Averages Pricing Policy are to: A) Recognise the contribution of shopping centre owners & managers to the production of this information, B) Maintain equity in treatment of all owners, managers and other relevant parties, C) Enable Urbis to produce the Retail Averages on a sustainable financial basis. In relation to Pricing, our policy is that Urbis will: A) Provide all Eligible Contributors with a complimentary PDF version of any Retail Averages volume to which their data has contributed. Eligible Contributors are those organisations which provide data relating to an individual category of centre and in the agreed standard format. For example, an owner supplying data for 8 Supermarket based centres and 2 DDS based centres would be entitled to both the Supermarket and Sub-regionals reports. That owner would not be entitled to reports for other centre types. B) Make copies of the Urbis Retail Averages reports commercially available to all parties involved in the retail shopping centre industry at a price that enables Urbis to recover the annual cost of production and on-going development. Eligible Contributors will have the choice of either hardcopy or PDF formats while all other parties will receive hardcopies. C) Charge all organisations the same published price of all Urbis Retail Averages reports.