

Stockland

# Merrylands



## THE OPPORTUNITY

Stockland Merrylands is currently undergoing a redevelopment which is being completed in several stages. The completed Centre to date includes over 120 specialty shops, 17 kiosks, Kmart, Target, Franklins and a 750 seat food court. Stage 3B of the development is due to open in late November 2011 making way for a brand new Coles supermarket and the completion of a multi deck car park. Stage 4 is under construction and is due to open in late 2012. This \$395 million development is supported by:

- Approximately 59,000 sqm GLS on completion,
- Coles, Woolworths & Franklins,
- Big W, Kmart & Target,
- JB HIFI, Rebel Sport & approximately eight mini majors,
- Approximately 220 Specialty stores,

- Seven level car park with approximately 3,000 parking bays,
- \$1.4 billion retail expenditure in total trade area<sup>1</sup>,
- 140,000 people in total trade area<sup>2</sup>,
- 48.9 per cent of which are families<sup>2</sup>,
- 1.3 per cent pa population growth within the total trade area<sup>2</sup>.

Prior to commencement of the development the centre was ranked fifth in Shopping Centre News 'Little Guns' category for specialty sales productivity.

1. Pitney Bowes Map Info, 2009 Updated Economic Impact Assessment  
2. Pitney Bowes Map Info, 2007 Economic Impact Assessment

## ABOUT MERRYLANDS

Merrylands is a vibrant commercial and retail hub, located approximately 21km west of the Sydney CBD. At the heart of the town centre is Stockland Merrylands, which has been a part of the community for almost 40 years.

Stockland Merrylands is the only sub-regional shopping centre in the defined trade area and the largest shopping centre in the Holroyd City Council GLA.

The total trade area population is estimated at over 140,000 residents including 106,700 residents in the main trade area. The average age of residents within the Stockland Merrylands total trade area is 35 years.<sup>2</sup>

Future growth in the primary sector is forecast as a result of planned residential developments in the secondary west sectors of the trade area.

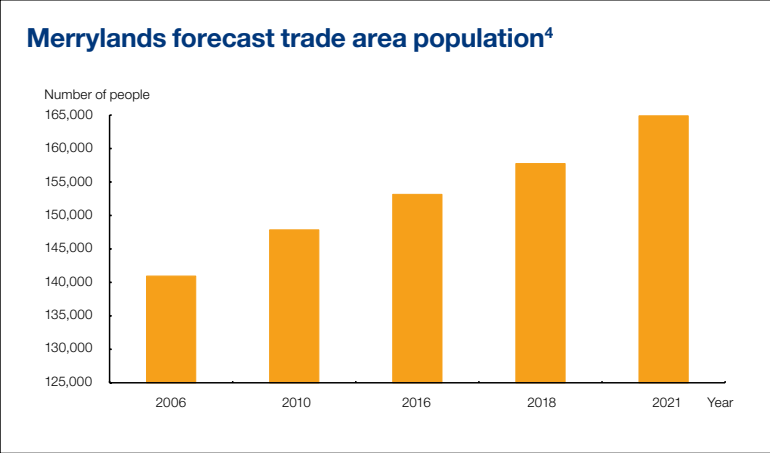


## Fast facts

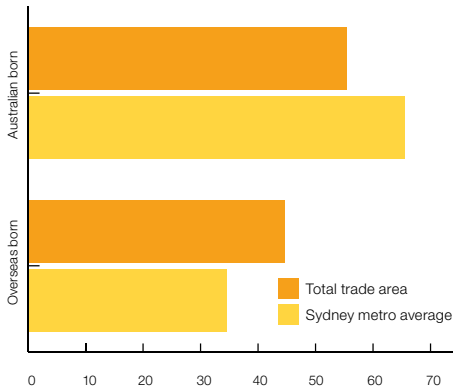
# TRADE AREA RETAIL EXPENDITURE AND DEMOGRAPHICS

Total trade area retail expenditure is currently estimated at \$1.4 billion, and is expected to grow at 5.0 per cent per annum to \$1.9 billion by 2016.<sup>1</sup> Prior to the Stockland Merrylands redevelopment the escape expenditure reached \$587 million.<sup>2</sup>

1. Pitney Bowes Map Info, 2009 Updated Economic Impact Assessment  
 2. Pitney Bowes Map Info, 2007 Economic Impact Assessment  
 3. ABS Census of Population and Housing 2006.  
 4. Pitney Bowes, Sept 2010.



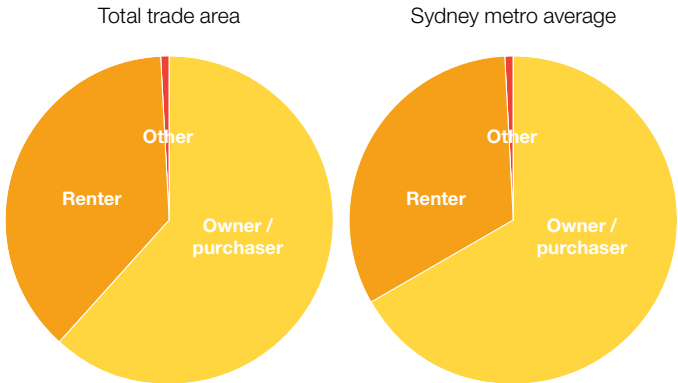
## Birthplace (% of pop'n)<sup>3</sup>



## Demographic characteristic<sup>3</sup>

	Main TA	Syd metro average
Average per capita income	\$21,216	\$30,969
Per capita income variation	-31.5%	n.a.
Average household income	\$60,621	\$82,406
Household income variation	-26.4%	n.a.
Average household size	2.9	2.7

## Housing status (% of households)<sup>3</sup>



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# Surprisingly Stockland



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