

Stockland

Townsville



THE OPPORTUNITY

Construction is now well underway on the redevelopment of Stockland Townsville. This \$180 million investment will deliver the first Myer in Townsville along with four new precincts and an additional 50 new specialty stores to make more than 95 stores in total. The project, due for completion in mid 2012, is supported by:

- Current trade area population 215,000, set to grow to over 250,000 in the next 10 years¹,
- Approximately 46,000 sqm GLA,
- 5.4 per cent above average non-food spending against comparable non-metropolitan Queensland average²,
- \$2.4 billion retail expenditure in total trade area,
- Anchored by Myer, Woolworths and Big W,
- 750 seat food court,
- 2,100 parking bays.

1. Pitney Bowles Map Info, Stockland Townsville Economic Impact Assessment December 2008

2. Duane Location IQ: Assessment of Market Potential – Stockland Townsville August 2009

ABOUT TOWNSVILLE

As the economic capital of North Queensland, Townsville is a major provincial city with many key services, as well as being home to a major university and large Australian Defence Force base.

The idyllic weather and relaxed lifestyle are drawing people from all over Australia and beyond. This is further encouraged as Townsville is expected to be the major beneficiary of the Queensland Government's decentralisation program, including the regional first home ownership grants. In order to accommodate this growth, three major residential land releases are planned in Townsville. The redevelopment of Stockland Townsville will redefine shopping in the area.

Trade area residents' incomes are higher than the non-metropolitan Queensland average on both per capita and a household basis.

- The most affluent trade area that residents reside in are the primary south and secondary north-east sectors¹. These residents are more likely to spend on themselves and their families.



Stockland

Fast facts

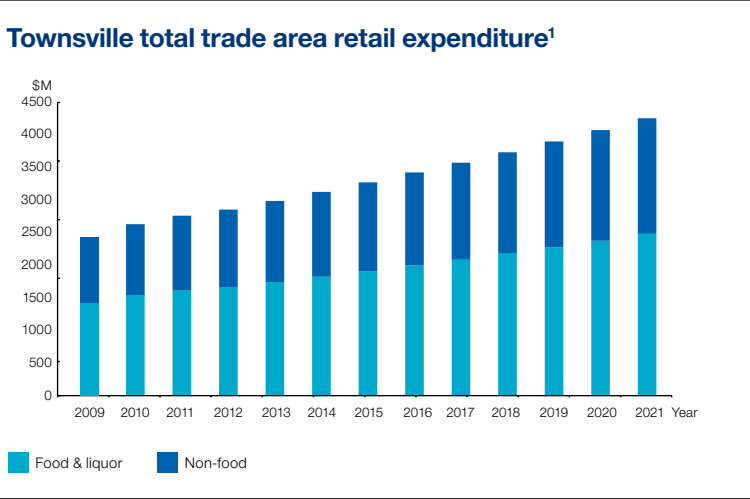
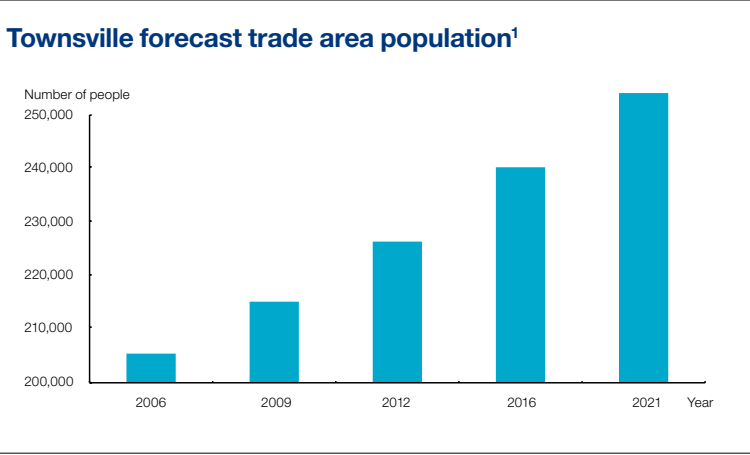
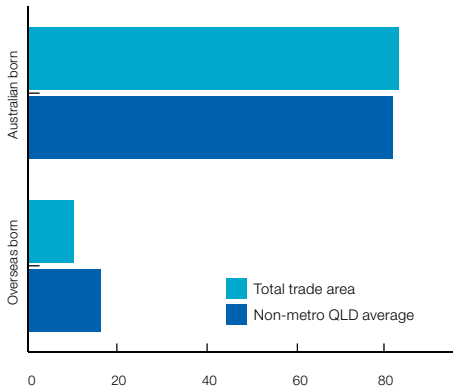
TRADE AREA RETAIL EXPENDITURE AND DEMOGRAPHICS

Total retail spend is currently \$2.4 billion. This is projected to increase by a massive 79 per cent to \$4.3 billion by 2021.¹ Food spending is \$1.3 billion and projected to almost double to \$2.2 billion by 2021, while non-food spending is estimated to increase to \$2.1 billion from \$1.18 billion.¹ Retail spending levels per person throughout the main trade area are above the comparable non-metropolitan Queensland averages in each category:

- 5.4 per cent above average on non-food spending
- 2.7 per cent above average on food and consumables spending
- 3.9 per cent above average on total retail spending¹

1. Duane Location IQ: Assessment of Market Potential – Stockland Townsville August 2009

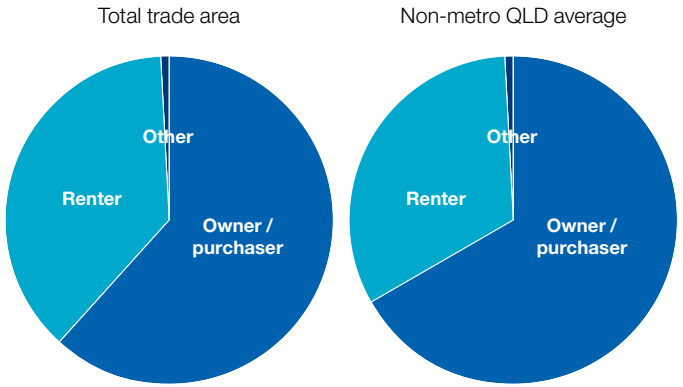
Birthplace (% of pop'n)¹



Demographic characteristic¹

	Total TA	Non-metro QLD avge
Average per capita income	\$26,770	\$24,737
Per capita income variation	8.20%	n.a.
Average household income	\$69,930	\$62,859
Household income variation	11.20%	n.a.
Average household size	2.6	2.5

Housing status (% of households)¹



All due care has been taken in the preparation of this document and as September 2011, the information contained in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Further, it should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. The management of Stockland regards the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland Wetherill Park.

Surprisingly Stockland



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