

# Shellharbour Centre Overview




**Stockland Shellharbour is a major regional town centre on the NSW South Coast and is the largest within the trade area.**

Anchored by Coles, Kmart, Myer, Target and Woolworths, this dynamic centre features 20 mini-majors, including Best&Less, Best Friends Pets, Harris Scarfe and JB Hi-Fi, along with more than 220 specialty stores. With an alfresco casual dining precinct, Timezone, play areas and an adjacent Event Cinemas complex, the centre offers a diverse and engaging experience for all.



 **86,195sqm**  
GLA

 **3,607**  
Car spaces

 **224**  
Specialty no.

 **7.48M**  
MAT traffic

 **\$534.14M**  
MAT sales

 **\$9,940**  
Specialty sales \$PSM

 **\$71.31**  
Average spend

**Stockland Shellharbour**  
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Stockland Shellharbour,  
Lake Entrance Road, Shellharbour NSW 2529




Information is accurate as at 30 June 2023. Centre map is indicative only and subject to change. Does not include ATMs. Cinemas are included as majors. Specialty stores are less than 400 square metres GLA. Mini-majors are greater than 400 square metres GLA. Pad and S Connect sites are not included in the specialty count. Specialty sales \$PSM as per MLA. Figures provided are inc GST.

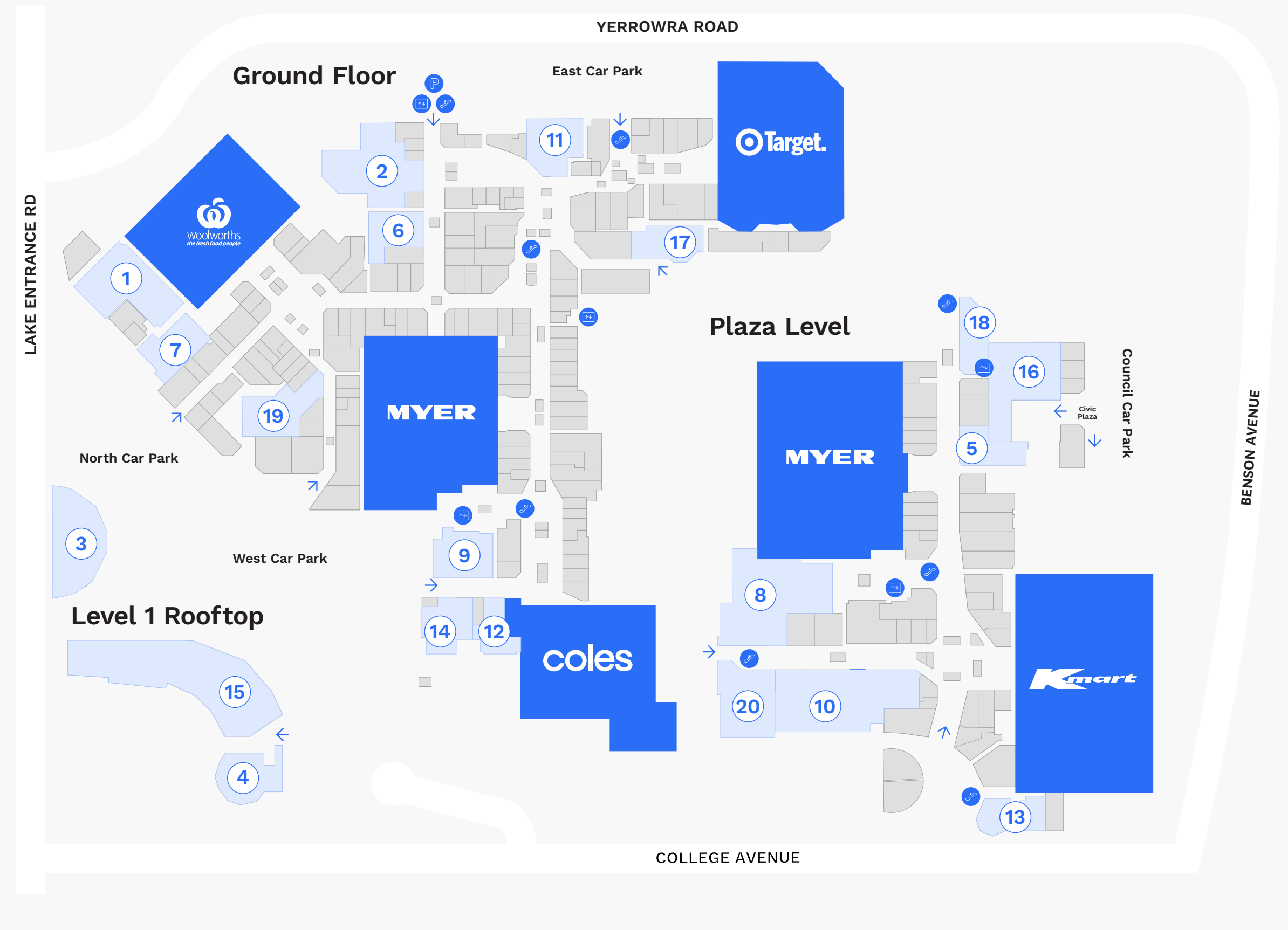
**Major**  
Coles  
Event Cinemas  
Kmart  
Myer  
Target  
Woolworths

**Mini-major**  
1. Best Friends Pets  
2. Best & Less  
3. Big Fat Smile  
4. Shellharbour Family Healthcare  
5. City Beach

6. Cotton On  
7. Good Price Pharmacy  
8. Harris Scarfe  
9. Hometown Fresh Market  
10. JB Hi-Fi  
11. JD Sports  
12. Priceline Pharmacy

13. Rashays  
14. Red Dollar  
15. Revo Fitness  
16. Services Australia  
17. Stepz Fitness  
18. Surf Dive 'n' Ski  
19. The Reject Shop  
20. Timezone

**Key**  
 Major  
 Mini-major  
 Specialty

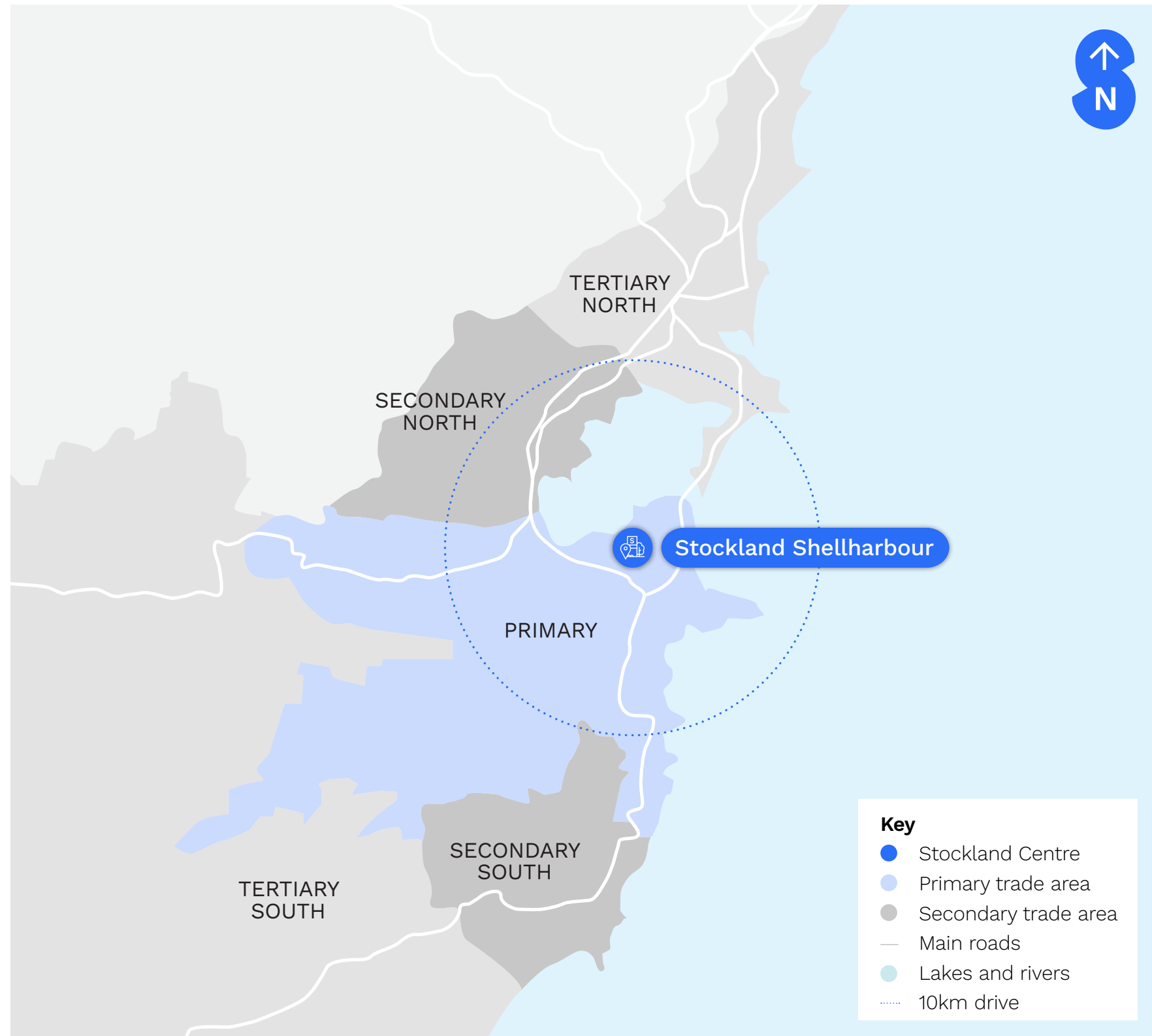


# Shellharbour Centre Overview



Stockland Shellharbour is forecast to service a total trade area of 439,320 and a main trade area of 152,044 by 2026. The average household income in the main trade area is \$103,672, which is 8.9% higher than the non-metro NSW average. Couples with dependent children make up 41.8% of the main trade area, which also has a high rate of home-ownership at 74.7%.

## Trade Area Map



Avg. household income  
**\$103,672**  
in main trade area



Couples with dependent children  
**41.8%**  
of main trade area



Average age  
**40.8**  
in main trade area



Forecast population  
**152,044**  
in main trade area  
by 2026

Characteristics	Primary Sector	Secondary Sectors		Main TA	Tertiary Sectors		Total TA	Rest of NSW Avg.	Aust Avg.
		North	South		North	South			
<b>Income Levels</b>									
Average Per Capita Income	\$50,605	\$47,753	\$59,494	\$50,224	\$53,876	\$47,247	\$50,935	\$49,683	\$55,301
Per Capita Income Variation	1.9%	-3.9%	19.7%	1.1%	8.4%	-4.9%	2.5%	n.a.	n.a.
Average Household Income	\$103,419	\$101,748	\$120,959	\$103,672	\$106,947	\$89,601	\$101,272	\$95,175	\$109,594
Household Income Variation	8.7%	6.9%	27.1%	8.9%	12.4%	-5.9%	6.4%	n.a.	n.a.
Average Household Size	2.6	2.7	2.5	2.6	2.4	2.3	2.5	2.4	2.5
<b>Age Distribution (% of Pop'n)</b>									
Aged 0-14	18.4%	20.1%	16.4%	18.8%	16.7%	15.9%	17.2%	17.6%	18.0%
Aged 15-19	6.0%	6.3%	5.5%	6.0%	6.0%	5.1%	5.8%	5.7%	5.7%
Aged 20-29	11.5%	12.1%	9.0%	11.5%	15.0%	9.7%	12.4%	11.2%	13.3%
Aged 30-39	12.2%	13.3%	9.8%	12.4%	12.9%	10.6%	12.1%	11.8%	14.6%
Aged 40-49	12.2%	12.9%	11.8%	12.4%	12.4%	10.8%	12.0%	11.7%	13.0%
Aged 50-59	12.7%	11.7%	13.1%	12.4%	12.4%	13.0%	12.6%	12.9%	12.5%
Aged 60+	27.1%	23.6%	34.3%	26.5%	24.7%	34.8%	27.9%	29.1%	23.0%
Average Age	41.2	39.1	44.9	40.8	40.4	45.1	41.7	42.2	39.5
<b>Housing Status (% of H'holds)</b>									
Owner/Purchaser	73.5%	77.3%	77.6%	74.7%	64.5%	73.5%	70.3%	70.9%	67.4%
Renter	24.9%	21.7%	19.2%	23.8%	33.9%	24.3%	28.0%	26.9%	30.8%
<b>Birthplace (% of Pop'n)</b>									
Australian Born	84.9%	84.1%	89.7%	84.9%	77.9%	86.4%	82.4%	88.5%	72.0%
Overseas Born	48.9%	59.1%	45.3%	47.9%	51.4%	45.4%	47.5%	11.5%	28.0%
• Asia	1.7%	2.6%	0.7%	1.9%	5.4%	2.3%	3.4%	2.8%	12.1%
• Europe	8.9%	9.3%	6.1%	8.9%	9.6%	7.3%	8.7%	4.8%	7.2%
• Other	4.5%	4.0%	3.4%	4.3%	7.1%	4.0%	5.4%	3.9%	8.7%
<b>Family Type (% of Pop'n)</b>									
Couple With Dep't Children	41.1%	43.2%	42.9%	41.8%	41.6%	34.6%	39.9%	38.4%	44.2%
Couple With Non-Dep't Children	9.9%	9.5%	8.5%	9.7%	8.6%	7.2%	8.6%	7.4%	7.7%
Couple Without Children	25.1%	22.8%	30.5%	24.7%	23.7%	31.4%	26.0%	27.1%	23.8%
Single With Dep't Children	9.2%	10.4%	5.2%	9.4%	8.1%	8.9%	8.8%	9.6%	8.6%
Single With Non-Dep't Children	4.7%	5.0%	3.3%	4.7%	4.7%	4.4%	4.6%	4.3%	4.0%
Other Family	0.8%	0.8%	0.4%	0.8%	1.0%	0.9%	0.9%	0.9%	1.0%
Lone Person	9.1%	8.3%	9.3%	8.9%	12.3%	12.6%	11.2%	12.3%	10.8%

## Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sector	84,192	88,977	96,497	97,997	102,997	107,997	112,747	116,747
Secondary Sectors								
• North	32,653	34,464	37,959	38,809	42,409	48,659	56,659	64,659
• South	5,483	6,118	6,418	6,438	6,638	6,888	7,388	7,888
Total Secondary	38,136	40,582	44,377	45,247	49,047	55,547	64,047	72,547
<b>Main Trade Area</b>	<b>122,328</b>	<b>129,559</b>	<b>140,874</b>	<b>143,244</b>	<b>152,044</b>	<b>163,544</b>	<b>176,794</b>	<b>189,294</b>
Tertiary Sectors								
• North	157,705	163,983	170,497	171,397	174,397	177,397	179,647	181,547
• South	95,657	101,482	107,629	108,679	112,879	119,379	126,879	132,879
Total Tertiary	253,362	265,465	278,126	280,076	287,276	296,776	306,526	314,426
<b>Total Trade Area</b>	<b>375,690</b>	<b>395,024</b>	<b>419,000</b>	<b>423,320</b>	<b>439,320</b>	<b>460,320</b>	<b>483,320</b>	<b>503,720</b>

**Map sources:** Location IQ, July 2022. **Demographic data:** ABS Census of Population and Housing 2021; Location IQ, July 2022. All due care has been taken in the preparation of this document and as at 30 June 2023, the information in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. 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. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard 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.