

# Birtinya Centre Overview


**Stockland Birtinya is a neighbourhood town centre anchored by Coles and ALDI, boasting a vibrant dining and entertainment precinct.**

Centrally located within the Sunshine Coast Health Precinct, one of Australia’s largest health infrastructures, the centre serves as the major retail component of Stockland’s Oceanside community. With a GLA of nearly 17,400sqm, the centre features two mini-majors and more than 30 specialty stores, including a variety of dining options.



 **17,368sqm**  
GLA

 **554**  
Car spaces

 **33**  
Specialty no.

 **1.98M**  
MAT traffic

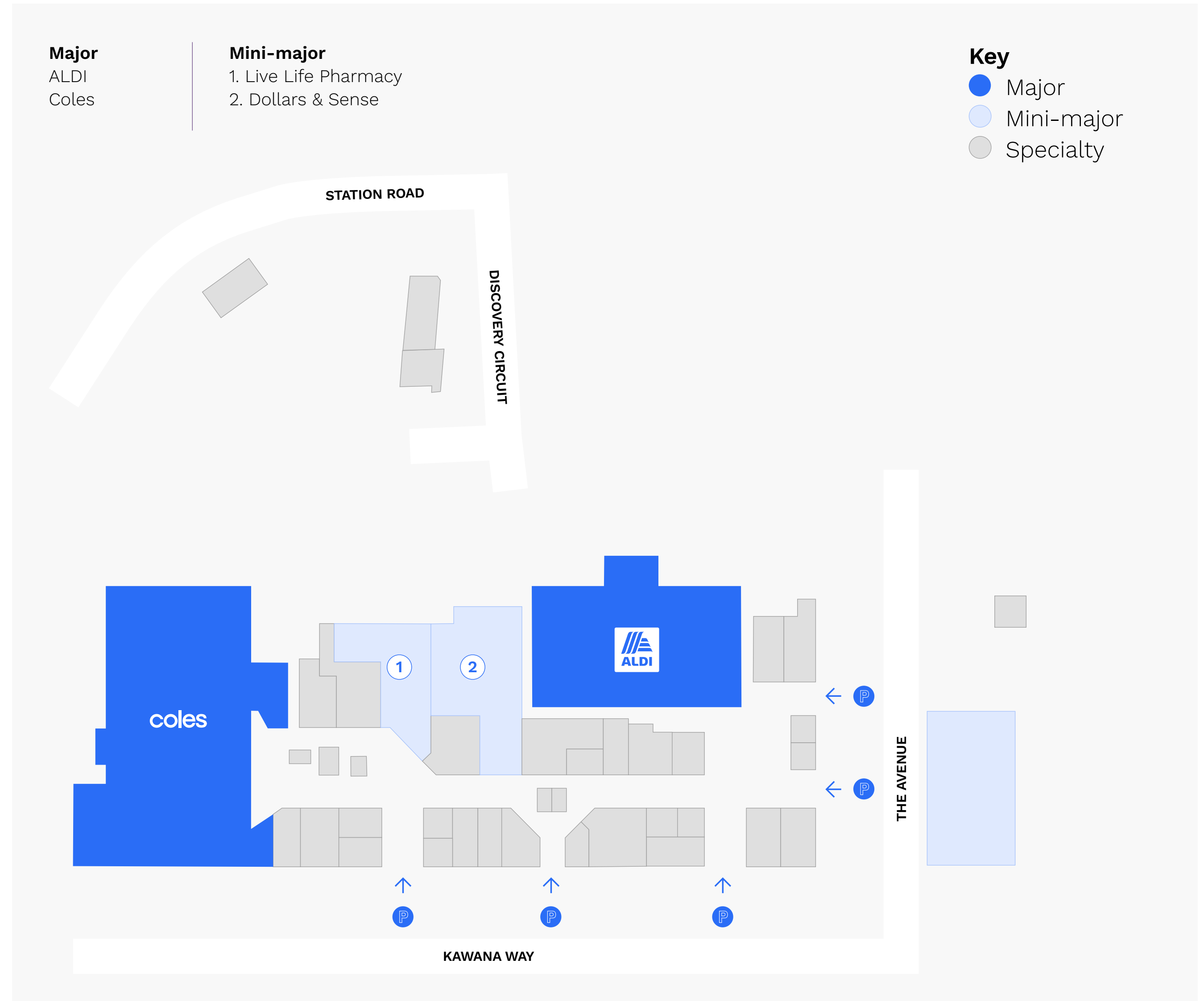
 **\$125.24M**  
MAT sales

 **\$9,429**  
Specialty sales \$PSM

 **\$63.21**  
Average spend

**Stockland Birtinya**  
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Stockland Birtinya,  
8 The Avenue, Birtinya Qld 4575

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.

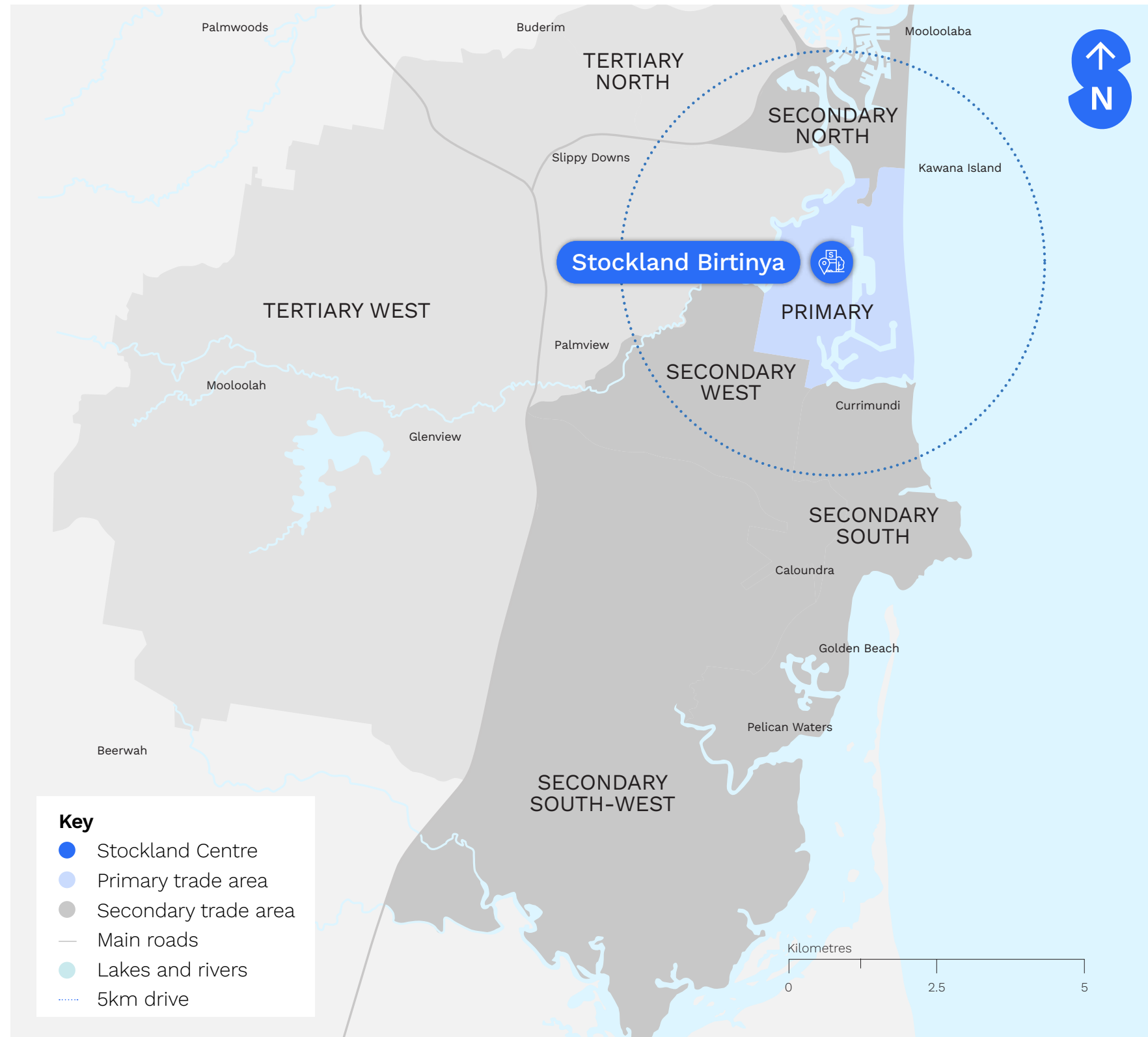


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The Birtinya region has a growing population. The centre is projected to service a total main trade area population of 128,976 and a total trade area population of 186,655 by 2026. The total trade area consists of a high proportion of homeowners with a 68.2% home-ownership rate, which is higher than the South East Queensland average of 64.6%.

## Trade Area Map



Avg. household income  
**\$101,496**  
in main trade area



Couples with dependent children  
**40.5%**  
of main trade area



Average age  
**42.5**  
in main trade area



Forecast population  
**128,976**  
in main trade area  
by 2026

Characteristics	Primary Sector	Secondary Sectors				Main TA	Tertiary Sectors		Total TA	SE Qld Avg.	Aust Avg.
		North	South	South-West	West		North	West			
<b>Income Levels</b>											
Average Per Capita Income	\$55,731	\$56,724	\$49,643	\$51,287	\$46,869	\$51,993	\$55,377	\$50,890	\$52,092	\$54,626	\$55,301
Per Capita Income Variation	2.0%	3.8%	-9.1%	-6.1%	-14.2%	-4.8%	1.4%	-6.8%	-4.6%	n.a.	n.a.
Average Household Income	\$111,234	\$108,698	\$93,428	\$107,748	\$94,970	\$101,496	\$116,213	\$108,633	\$104,343	\$109,843	\$109,594
Household Income Variation	1.3%	-1.0%	-14.9%	-1.9%	-13.5%	-7.6%	5.8%	-1.1%	-5.0%	n.a.	n.a.
Average Household Size	2.5	2.4	2.2	2.8	2.5	2.4	2.7	2.7	2.5	2.6	2.5
<b>Age Distribution (% of Pop'n)</b>											
Aged 0-14	18.2%	17.3%	13.4%	24.4%	18.7%	17.4%	19.1%	19.3%	18.0%	18.5%	18.0%
Aged 15-19	6.5%	5.8%	5.2%	5.7%	7.2%	5.9%	7.6%	8.0%	6.5%	6.1%	5.7%
Aged 20-29	12.2%	10.7%	7.9%	14.1%	9.5%	10.3%	8.4%	14.7%	11.1%	13.6%	13.3%
Aged 30-39	13.2%	12.7%	9.0%	17.2%	11.5%	12.0%	10.5%	13.1%	12.1%	14.4%	14.6%
Aged 40-49	13.8%	13.8%	11.8%	12.9%	12.9%	12.8%	14.2%	13.3%	13.1%	13.4%	13.0%
Aged 50-59	12.5%	13.3%	14.7%	9.3%	11.0%	12.8%	15.2%	11.6%	12.7%	12.4%	12.5%
Aged 60+	23.6%	26.4%	38.0%	16.4%	29.1%	28.8%	25.1%	20.1%	26.5%	21.7%	23.0%
Average Age	40.0	41.6	47.7	34.4	42.4	42.5	40.9	37.6	41.2	38.8	39.5
<b>Housing Status (% of H'holds)</b>											
Owner/Purchaser	60.4%	64.9%	70.4%	67.0%	68.3%	67.0%	78.9%	67.5%	68.2%	64.6%	67.4%
Renter	36.1%	34.6%	28.2%	32.4%	26.3%	31.1%	18.9%	26.5%	29.0%	33.9%	30.8%
<b>Birthplace (% of Pop'n)</b>											
Australian Born	81.2%	77.7%	80.7%	77.4%	77.9%	79.3%	77.3%	77.3%	78.7%	73.6%	72.0%
Overseas Born	18.8%	22.3%	19.3%	22.6%	22.1%	20.7%	22.7%	22.7%	21.3%	26.4%	28.0%
• Asia	2.4%	3.4%	2.0%	4.3%	2.7%	2.8%	1.5%	4.3%	3.0%	8.3%	12.1%
• Europe	7.2%	8.1%	8.5%	7.6%	10.2%	8.3%	10.6%	8.4%	8.5%	6.5%	7.2%
• Other	9.2%	10.7%	8.8%	10.6%	9.2%	9.6%	10.6%	10.0%	9.8%	11.6%	8.7%
<b>Family Type (% of Pop'n)</b>											
Couple With Dep't Children	44.2%	41.9%	32.3%	51.2%	42.9%	40.5%	47.7%	46.7%	42.6%	44.2%	44.2%
Couple With Non-Dep't Children	6.4%	5.8%	7.1%	5.7%	6.6%	6.4%	8.5%	7.2%	6.8%	7.0%	7.7%
Couple Without Children	26.4%	26.7%	34.6%	21.4%	26.1%	28.5%	25.6%	24.7%	27.4%	24.4%	23.8%
Single With Dep't Children	9.4%	10.1%	7.5%	11.1%	10.2%	9.3%	8.0%	9.9%	9.3%	9.6%	8.6%
Single With Non-Dep't Children	3.8%	4.3%	4.3%	3.4%	3.5%	3.9%	2.8%	3.3%	3.7%	3.8%	4.0%
Other Family	0.7%	0.7%	0.9%	0.7%	0.6%	0.8%	0.5%	0.9%	0.8%	1.1%	1.0%
Lone Person	9.1%	10.5%	13.3%	6.5%	10.1%	10.6%	6.9%	7.3%	9.5%	10.0%	10.8%

## Trade Area Population

Population	Actual				Forecast			
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sector	11,859	14,180	17,231	17,731	19,331	20,831	22,331	23,831
Secondary Sectors								
• North	15,626	20,311	22,163	22,313	23,513	25,513	28,013	30,513
• South	22,731	36,143	38,037	38,577	39,857	41,357	42,357	43,107
• South-west	5,434	7,714	15,728	17,578	27,578	36,828	45,578	54,078
• West	8,846	11,658	17,097	17,497	18,697	19,697	20,697	21,447
Total Secondary	63,637	76,026	93,025	95,965	109,645	123,395	136,645	149,145
<b>Main Trade Area</b>	<b>75,496</b>	<b>90,206</b>	<b>110,256</b>	<b>113,696</b>	<b>128,976</b>	<b>144,226</b>	<b>158,976</b>	<b>172,976</b>
Tertiary Sectors								
• North	15,376	15,675	16,296	16,406	16,846	17,096	17,246	17,396
• West	24,407	28,062	33,833	34,833	40,833	48,333	55,833	63,333
Total Tertiary	39,783	43,738	50,129	51,239	57,679	65,429	73,079	80,729
<b>Total Trade Area</b>	<b>115,279</b>	<b>133,944</b>	<b>160,385</b>	<b>164,935</b>	<b>165,655</b>	<b>209,655</b>	<b>232,055</b>	<b>253,705</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.