

# Harrisdale Centre Overview




## Stockland Harrisdale is a town centre located within the Newhaven masterplanned community, 20km south east of the Perth CBD.

The centre is anchored by Woolworths and ALDI and includes Five Seasons Fresh, 33 specialty shops and kiosks, with a strong focus on retail services and food along with an alfresco dining precinct. The centre also includes an Early Learning Centre and other key community services.



 **14,490sqm**  
GLA

 **532**  
Car spaces

 **33**  
Specialty no.

 **2.13M**  
MAT traffic

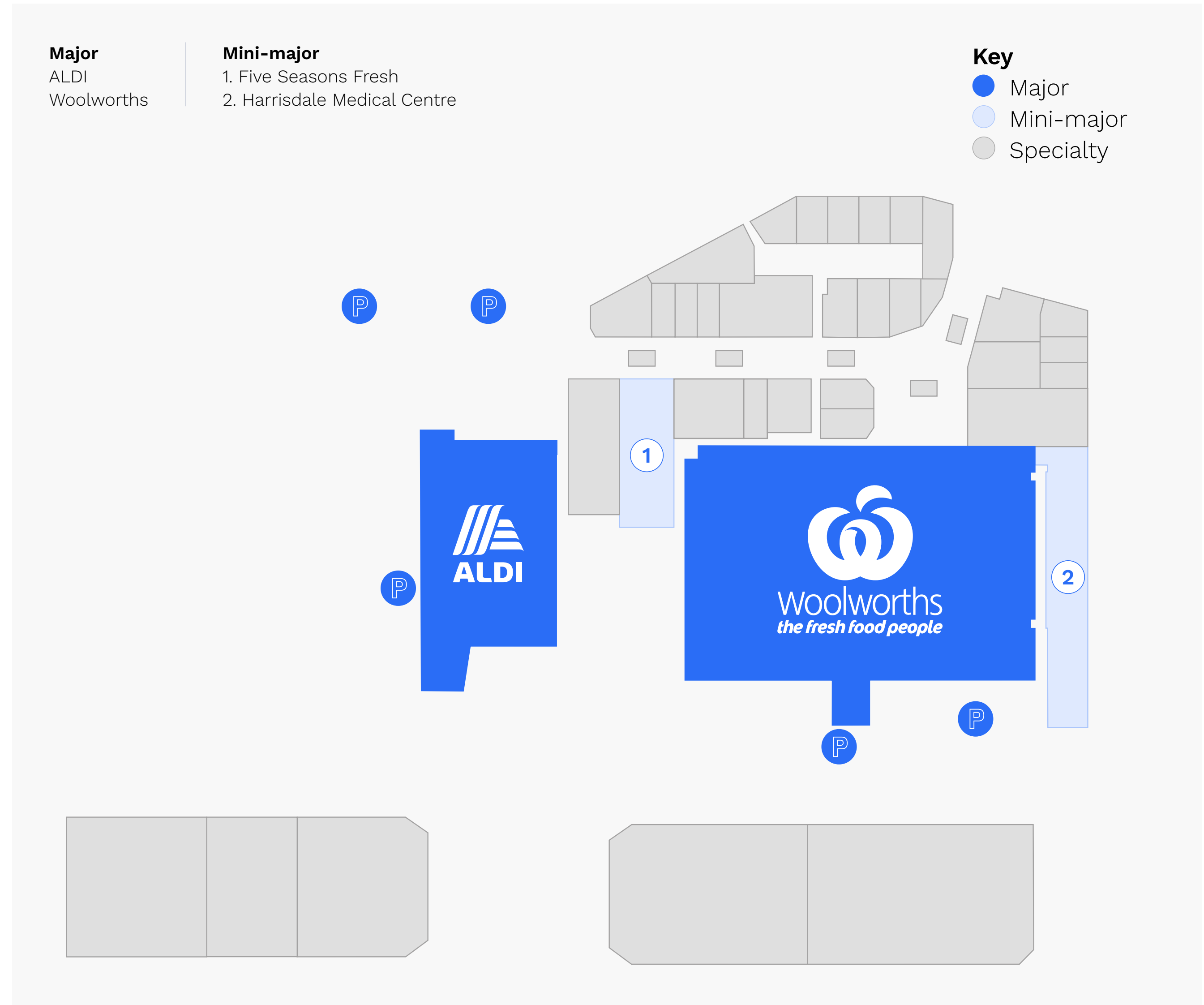
 **\$122.25M**  
MAT sales

 **\$10,741**  
Specialty sales \$PSM

 **\$53.90**  
Average spend

**Stockland Harrisdale**  
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[stockland.com.au/harrisdale](http://stockland.com.au/harrisdale)  
Stockland Harrisdale,  
Cnr Nicholson Rd & Yellowwood Ave, Harrisdale WA 6112

Information is accurate as at 30 June 2024. 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.

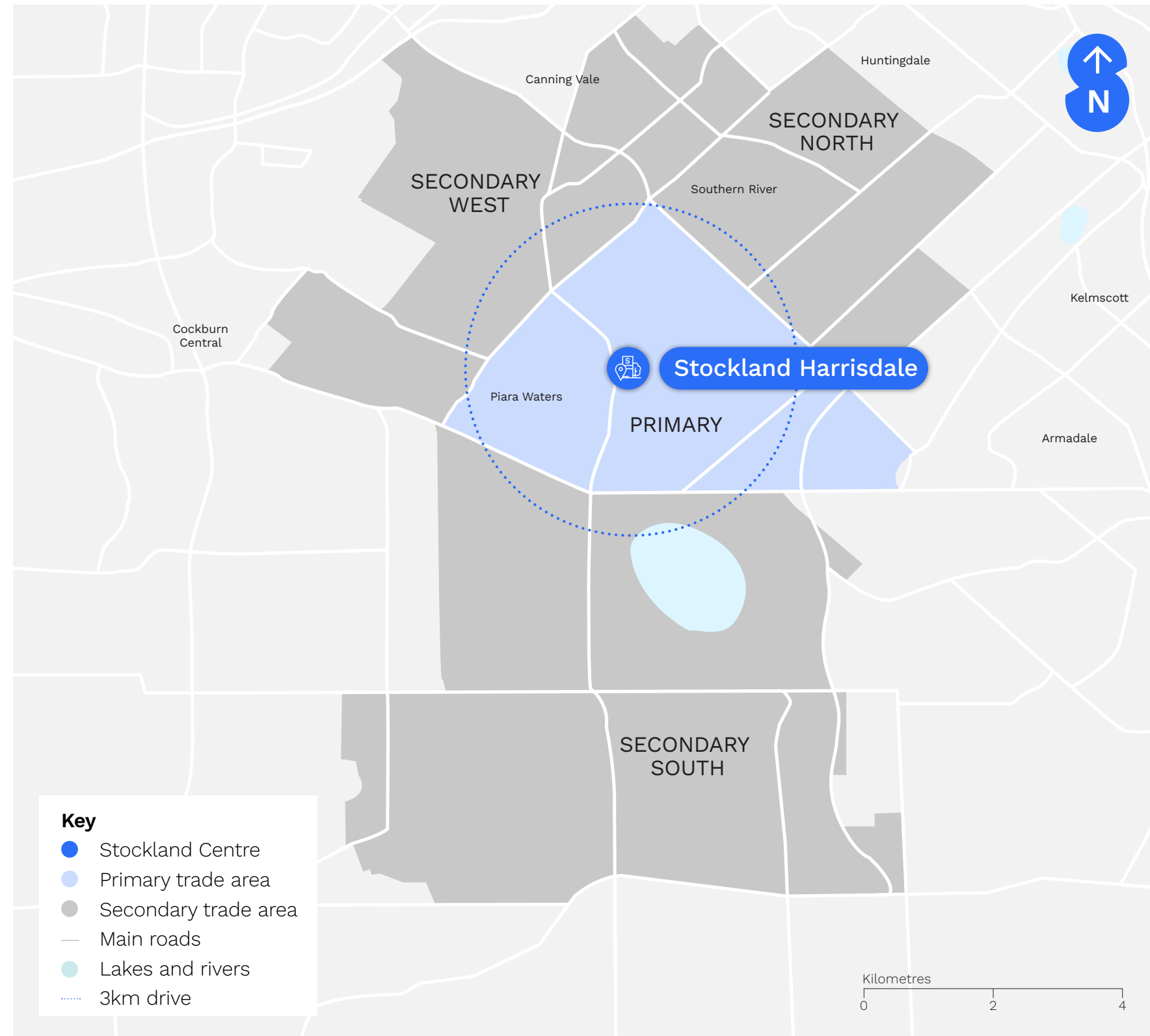


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The average household income of \$132,948 in Stockland Harrisdale’s main trade area is 16.2% higher than the Perth metro average. Population growth is projected at 2.2% per annum from 2022–2026. The main trade area also consists of 62.4% of couples with dependent children which is higher than the Perth metro average of 46.4%.

## Trade Area Map



Avg. household income  
**\$132,948**  
in main trade area



Couples with dependent children  
**62.4%**  
of main trade area



Average age  
**33.2**  
in main trade area



Forecast population  
**92,542**  
in main trade area  
by 2026

Characteristics	Primary Sectors	Secondary Sectors			Main TA	Greater Perth Avg.	Aust Avg.
		North	South	West			
<b>Income Levels</b>							
Average Per Capita Income	\$62,992	\$54,379	\$58,880	\$59,594	\$58,245	\$58,917	\$55,301
Per Capita Income Variation	6.9%	-7.7%	-0.1%	1.1%	-1.1%	n.a.	n.a.
Average Household Income	\$138,253	\$128,275	\$133,924	\$134,429	\$132,948	\$114,361	\$109,594
Household Income Variation	20.9%	12.2%	17.1%	17.5%	16.3%	n.a.	n.a.
Average Household Size	3.2	3.2	3.1	3.2	3.2	2.5	2.5
<b>Age Distribution (% of Pop'n)</b>							
Aged 0-14	29.8%	23.3%	17.9%	17.2%	24.2%	18.8%	18.0%
Aged 15-19	4.8%	7.5%	7.4%	5.9%	6.3%	5.8%	5.7%
Aged 20-29	11.2%	12.6%	11.3%	15.6%	12.6%	13.1%	13.3%
Aged 30-39	24.8%	15.5%	9.7%	18.9%	19.0%	15.3%	14.6%
Aged 40-49	15.4%	15.9%	13.3%	13.7%	15.2%	13.4%	13.0%
Aged 50-59	7.4%	12.1%	18.1%	12.4%	10.8%	12.4%	12.5%
Aged 60+	6.6%	13.1%	22.2%	16.3%	11.8%	21.1%	23.0%
Average Age	29.4	34.2	39.9	36.7	33.2	38.6	39.5
<b>Housing Status (% of H'holds)</b>							
Owner/Purchaser	82.0%	80.6%	90.9%	84.5%	82.1%	71.7%	67.4%
Renter	17.8%	18.4%	7.4%	14.9%	17.2%	26.7%	30.8%
<b>Birthplace (% of Pop'n)</b>							
Australian Born	49.3%	51.6%	77.3%	52.6%	51.9%	63.4%	72.0%
Overseas Born	50.7%	48.4%	22.7%	47.4%	48.1%	36.6%	28.0%
• Asia	32.6%	29.6%	1.5%	27.6%	29.2%	12.5%	12.1%
• Europe	6.2%	7.0%	12.9%	8.4%	7.2%	13.1%	7.2%
• Other	12.0%	11.8%	8.3%	11.4%	11.7%	11.1%	8.7%
<b>Family Type (% of Pop'n)</b>							
Couple With Dep't Children	69.7%	61.0%	46.3%	54.4%	62.4%	46.4%	44.2%
Couple With Non-Dep't Children	4.4%	8.8%	15.6%	9.5%	7.6%	7.3%	7.7%
Couple Without Children	13.7%	15.4%	24.2%	23.0%	16.4%	22.8%	23.8%
Single With Dep't Children	6.1%	7.3%	4.7%	5.1%	6.4%	8.4%	8.6%
Single With Non-Dep't Children	1.8%	2.5%	3.9%	2.9%	2.4%	3.5%	4.0%
Other Family	0.7%	0.8%	0.5%	0.9%	0.8%	1.0%	1.0%
Lone Person	3.7%	4.1%	4.8%	4.3%	4.0%	10.5%	10.8%

## Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors	6,871	19,137	28,815	29,615	32,815	35,815	37,815	39,815
Secondary Sectors								
• North	28,156	34,105	36,642	37,192	39,392	42,142	45,142	48,142
• South	2,801	2,933	3,025	3,045	3,125	3,225	3,375	3,625
• West	9,094	10,546	14,160	14,810	17,210	19,710	21,710	23,710
Total Secondary	40,051	47,584	53,827	55,047	59,727	65,077	70,227	75,477
<b>Main Trade Area</b>	<b>46,922</b>	<b>66,721</b>	<b>82,642</b>	<b>84,662</b>	<b>92,542</b>	<b>100,892</b>	<b>108,042</b>	<b>115,292</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 2024, 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.