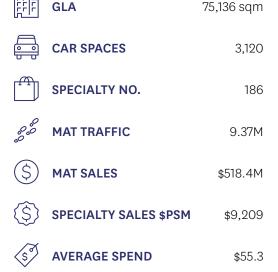
This retail town centre underwent a \$421 million dollar expansion, which was completed in June 2018.



Located 26km north west of the Newcastle CBD, this sub-regional centre is anchored by David Jones, Woolworths, Coles, Big W and Target. There are also 11 mini-majors including H&M and JB Hi-Fi, an indoor and outdoor 1,700-seat dining precinct including The Bavarian, a seven-screen HOYTS Lux Cinema complex, plus 186 specialty stores.





Information is accurate as at 30 June 2020. Specialty number includes kiosks and shops. Does not include ATMs.

Stockland

LEASING P: 02 9035 2080 E: leasing@stockland.com.au

S CONNECT P: 02 9035 3294 E: sconnect@stockland.com.au

.....

CENTRE

P: 02 4933 2799 stockland.com.au/greenhills Stockland Green Hills, 1 Molly Morgan Drive, East Maitland NSW 2323

Trade Area Demographic

Stockland Green Hills services a forecast main trade area of 131,630 people, which is forecast to grow to 143,380 by 2026, growing at an average rate of 1.7% per annum between 2021–2026. The forecast total trade area is 272,190 people, forecast to grow at an average rate of 1.4% per annum between 2021-2026. The average household income in the total trade area is \$89,146, which is 8.0% higher than the non-metro NSW average.





272,190 in total trade area by 2021

Trade Area Map



Sources Map: Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, July 2017.	
Sources Map. Location 10, July 2017, Demographic Data. Abs Census of Population and Housing 2010, Location 10, July 2017.	

All due care has been taken in the preparation of this document and as at 30 June 2020, 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.

Characteristics Primai Secto	Drimon	Secondary Sectors			Main	Tertiary Sectors			T -4-1	Non Mature	Aust	
	Sector	North	North- West	South- East	South- West	TA	East	North- West	South- West	Total TA	Non-Metro NSW Avg.	Aust Avg.
Income Levels												
Average Per Capita Income	\$35,815	\$36,437	\$35,780	\$30,379	\$30,399	\$34,617	\$31,743	\$38,338	\$32,030	\$34,698	\$34,187	\$38,500
Per Capita Income Variation	4.8%	6.6%	4.7%	-11.1%	-11.1%	1.3%	-7.2%	12.1%	-6.3%	1.5%	n.a.	n.a.
Average Household Income	\$94,257	\$96,969	\$94,325	\$77,864	\$78,034	\$90,716	\$77,964	\$97,655	\$82,668	\$89,146	\$82,520	\$98,486
Household Income Variation	14.2%	17.5%	14.3%	-5.6%	-5.4%	9.9%	-5.5%	18.3%	0.2%	8.0%	n.a.	n.a.
Average Household Size	2.6	2.7	2.6	2.6	2.6	2.6	2.5	2.5	2.6	2.6	2.4	2.6
Age Distribution (% of Pop'n)												
Aged 0-14	21.5%	19.0%	22.3%	20.8%	20.5%	21.2%	18.6%	22.0%	19.3%	20.7%	17.5%	18.0%
Aged 15-19	6.5%	7.0%	6.3%	6.0%	6.6%	6.5%	5.8%	6.5%	6.1%	6.3%	6.1%	6.1%
Aged 20-29	12.9%	8.9%	13.3%	13.4%	13.0%	12.6%	10.8%	12.5%	12.7%	12.3%	11.2%	13.9%
Aged 30-39	13.4%	9.7%	13.5%	12.9%	12.5%	12.8%	10.7%	13.2%	12.1%	12.4%	11.1%	14.1%
Aged 40-49	13.5%	14.0%	13.3%	12.3%	13.0%	13.3%	12.2%	13.8%	12.7%	13.2%	12.7%	13.7%
Aged 50-59	12.6%	16.4%	11.8%	11.9%	12.9%	12.8%	13.9%	13.2%	13.1%	13.1%	14.0%	12.9%
Aged 60+	19.7%	25.1%	19.5%	22.6%	21.6%	20.8%	28.1%	18.8%	24.0%	22.0%	27.4%	21.3%
Average Age	37.2	40.9	36.7	38.1	38	37.7	41.5	36.9	39.5	38.4	41.8	38.9
Housing Status (% of H'holds)												
Owner/Purchaser	70.0%	85.1%	69.3%	72.0%	70.6%	71.8%	71.4%	67.5%	69.6%	70.5%	70.9%	67.9%
Renter	30.0%	14.9%	30.7%	28.0%	29.4%	28.2%	28.6%	32.5%	30.4%	29.5%	29.1%	32.1%
Birthplace (% of Pop'n)												
Australian Born	92.6%	95.5%	93.0%	90.6%	95.9%	93.4%	91.1%	93.1%	94.2%	93.0%	89.2%	72.9%
Overseas Born	7.4%	4.5%	7.0%	9.4%	4.1%	6.6%	8.9%	6.9%	5.8%	7.0%	10.8%	27.1%
• Asia	2.1%	0.2%	1.3%	3.7%	0.7%	1.6%	1.0%	1.6%	0.9%	1.4%	2.1%	10.7%
• Europe	2.9%	2.9%	2.9%	3.4%	2.2%	2.9%	5.2%	2.4%	2.9%	3.2%	5.2%	8.0%
• Other	2.4%	1.4%	2.7%	2.3%	1.1%	2.2%	2.7%	2.9%	2.0%	2.4%	3.4%	8.4%
Family Type (% of Pop'n)												
Couple With Dep't Children	46.3%	45.3%	46.0%	39.2%	40.7%	44.7%	38.0%	46.4%	37.6%	43.1%	39.4%	45.2%
Couple With Non-Dep't Children	8.0%	10.2%	7.8%	9.1%	9.2%	8.5%	8.0%	7.3%	8.7%	8.2%	7.4%	7.8%
Couple Without Children	22.2%	26.1%	21.6%	22.2%	21.0%	22.3%	27.4%	22.3%	23.0%	23.2%	26.1%	23.0%
Single With Dep't Children	10.7%	7.2%	11.2%	13.1%	13.1%	11.0%	10.8%	10.0%	14.0%	11.1%	10.2%	8.9%
Single With Non-Dep't Children	3.5%	3.1%	3.6%	5.4%	5.1%	3.9%	4.3%	3.1%	4.9%	3.9%	4.0%	3.7%
Other Family	0.9%	0.4%	0.8%	1.2%	1.0%	0.9%	0.9%	0.8%	0.9%	0.9%	0.9%	1.1%
Lone Person	8.4%	7.6%	8.9%	9.8%	9.9%	8.8%	10.6%	10.1%	10.9%	9.7%	12.1%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021–2026		
Primary Sector	47,950	52,950	2.0%		
Secondary Sectors					
North	14,580	115,330	1.0%		
North-West	37,670	41,420	1.9%		
South-East	12,040	12,740	1.1%		
South-West	19,390	20,940	1.5%		
otal Secondary	83,680	90,430	1.6%		
1ain Trade Area	131,630	143,380	1.7%		
ertiary Sectors					
East	45,410	48,410	1.3%		
North-West	61,700	64,200	0.8%		
South-West	33,450	35,950	1.5%		
otal Tertiary	140,560	148,560	1.1%		
otal Trade Area	272,190	291,940	1.4%		