

Stockland Birtinya is centrally located on the Sunshine Coast and is the major retail component of Stockland’s Oceanside residential community development.

The centre has a GLA of more than 17,000 sqm including Coles, ALDI, three mini-major tenants and over 30 specialty stores. The centre is home to the Malt Shovel Taphouse and NightQuarter; a popular food and entertainment precinct which opened in November 2020.

Major

ALDI

Coles

NightQuarter

Mini-major

1.

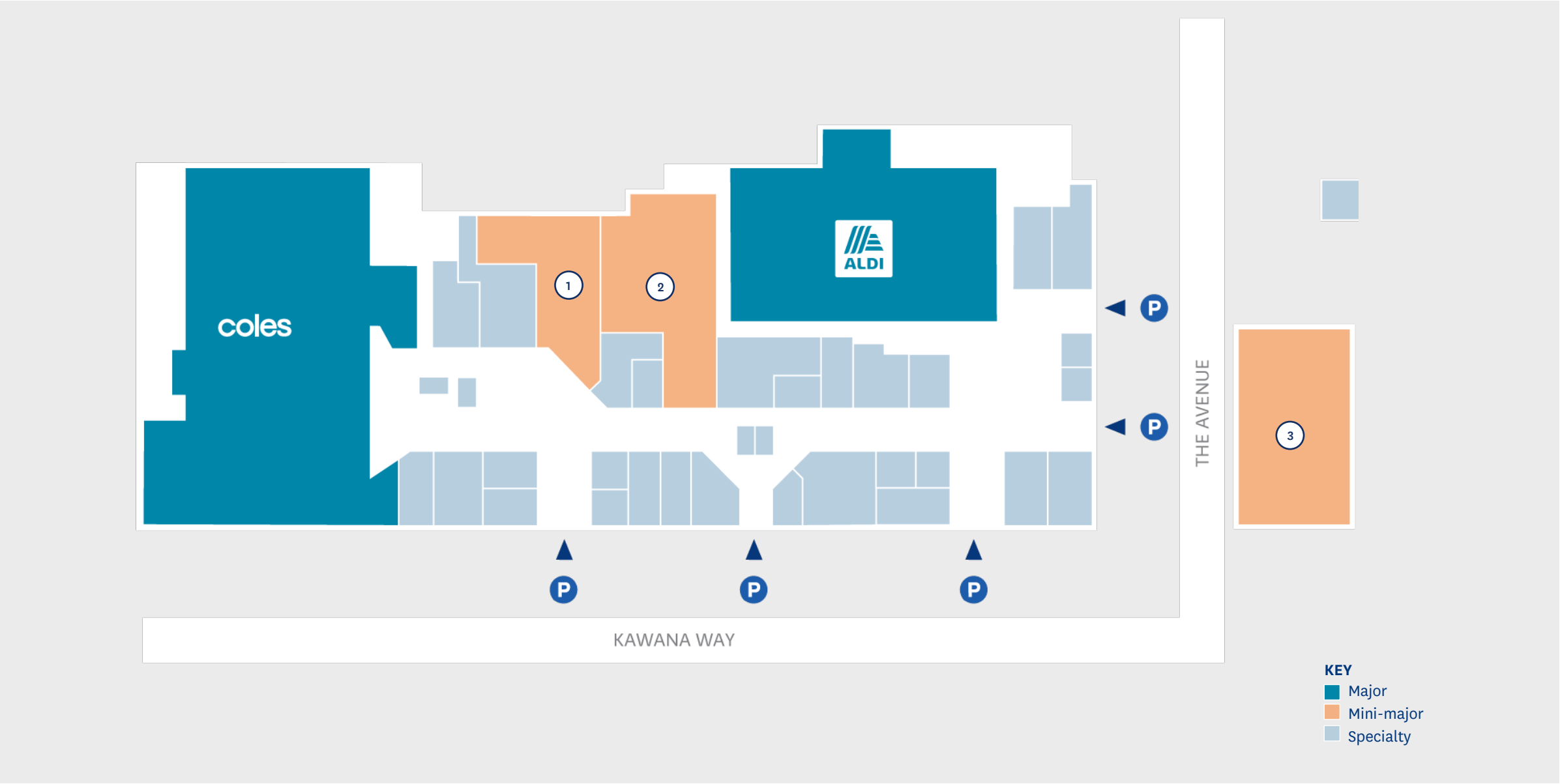
Live Life Pharmacy

2.

Dollars & Sense

3.

Malt Shovel Taphouse



	GLA	17,355 m ²
	CAR SPACES	571
	SPECIALTY NO.	33
	MAT TRAFFIC	1.84M
	MAT SALES	\$114.72M
	SPECIALTY SALES \$PSM	\$8,185
	AVERAGE SPEND	\$62.20



Trade Area Demographic

The Birtinya region has a growing population. The centre is projected to service a total trade area population of 151,130 by 2021. The total trade area consists of a high proportion of home owners with a 68.1% home ownership rate which is higher than the non-metro QLD average of 64.7%.

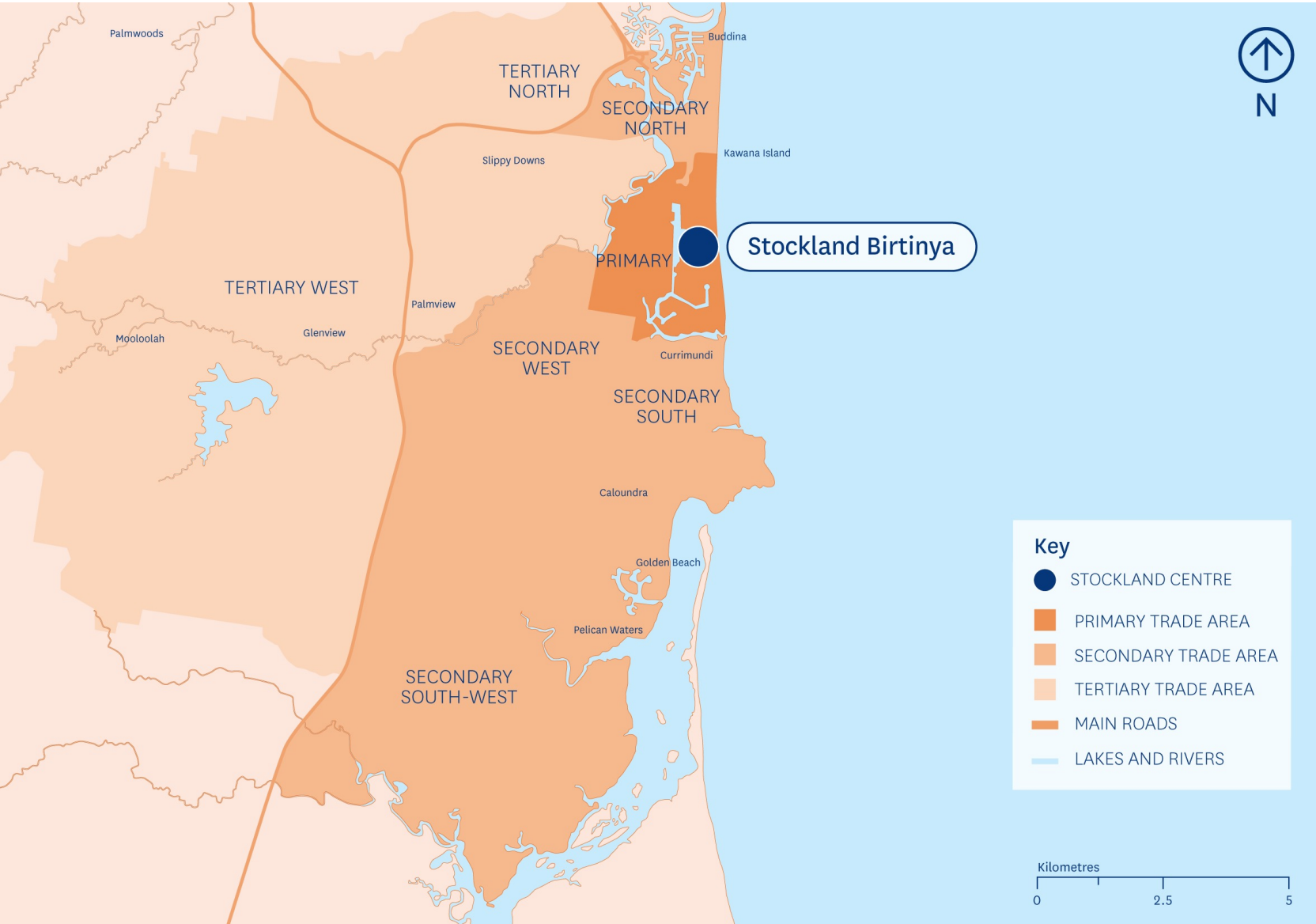
AVG. HOUSEHOLD INCOME

\$87,568 in the main trade area

AVG. AGE

41.7 in main trade area

Trade Area Map



Map Sources: Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, 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	Primary Sector	Secondary Sectors				Total TA	Tertiary Sector		Total TA	Non Metro QLD Avg.	Aust Avg.
		North	South	South-West	West		North	West			
Income Levels											
Average Per Capita Income	\$36,885	\$39,013	\$35,787	\$32,957	\$31,561	\$35,897	\$37,703	\$33,763	\$35,668	\$35,280	\$38,500
Per Capita Income Variation	4.5%	10.6%	1.4%	-6.6%	-10.5%	-1.7%	6.9%	-4.3%	1.1%	n.a.	n.a.
Average Household Income	\$96,569	\$95,795	\$81,056	\$92,044	\$80,426	\$87,568	\$103,586	\$92,472	\$90,258	\$87,408	\$98,486
Household Income Variation	10.5%	9.6%	-7.3%	5.3%	-8%	0.2%	18.5%	5.8%	3.3%	n.a.	n.a.
Average Household Size	2.6	2.5	2.3	2.8	2.5	2.4	2.7	2.7	2.5	2.5	2.6
Age Distribution (% of Pop'n)											
Aged 0-14	20.9%	19.4%	15%	23.3%	20%	18.4%	19.8%	20%	18.9%	18.7%	18%
Aged 15-19	6.2%	5.9%	5.5%	6.7%	6.9%	6%	7.6%	8.5%	6.7%	6.2%	6.1%
Aged 20-29	11.7%	12.9%	7.7%	13.4%	8.4%	10.2%	9.1%	12.5%	10.5%	12.3%	13.9%
Aged 30-39	12.8%	13.3%	9.7%	14.3%	10.8%	11.6%	10.2%	11.3%	11.4%	12.5%	14.1%
Aged 40-49	14.8%	13.7%	13.2%	13.3%	13.8%	13.6%	16%	14.5%	14.1%	13.7%	13.7%
Aged 50-59	12.6%	12.5%	14.2%	10.7%	9.8%	12.7%	15.4%	12.3%	12.9%	13.6%	12.9%
Aged 60+	20.9%	22.4%	34.7%	18.4%	30.3%	27.5%	22%	21%	25.5%	23.1%	21.3%
Average Age	38.4	39	46.1	35.7	42.4	41.7	39.5	38	40.7	39.6	38.9
Housing Status (% of H'holds)											
Owner/Purchaser	61.6%	61%	67.3%	66.7%	75.6%	65.8%	78.9%	70.2%	68.1%	64.7%	67.9%
Renter	38.4%	39%	32.7%	33.3%	24.4%	34.2%	21.1%	29.8%	31.9%	35.3%	32.1%
Birthplace (% of Pop'n)											
Australian Born	83.2%	77.8%	81.2%	80.2%	77.5%	80.2%	76.9%	79%	79.6%	82.3%	72.9%
Overseas Born	16.8%	22.2%	18.8%	19.8%	22.5%	19.8%	23.1%	21%	20.4%	17.7%	27.1%
• Asia	1.2%	2.3%	1.7%	2.2%	1.3%	1.8%	1.3%	2.5%	1.9%	3.5%	10.7%
• Europe	7.1%	8.2%	9%	9%	12.3%	8.9%	10.8%	8.7%	9.1%	6%	8%
• Other	8.5%	11.7%	8.2%	8.6%	8.9%	9.1%	10.9%	9.8%	9.5%	8.1%	8.4%
Family Type (% of Pop'n)											
Couple With Dep't Children	45.1%	42.7%	34.9%	49.1%	44.8%	40.9%	49.7%	47.7%	43.4%	41.7%	45.2%
Couple With Non-Dep't Children	7.0%	5.8%	6.6%	6.3%	6.4%	6.4%	8.6%	7%	6.8%	6.7%	7.8%
Couple Without Children	25.2%	26%	32%	22.8%	26.4%	28%	24.7%	24.1%	26.8%	26.1%	23%
Single With Dep't Children	9.9%	10.7%	8.7%	12.6%	9.9%	9.9%	7.3%	10.3%	9.6%	10.3%	8.9%
Single With Non-Dep't Children	4.1%	3.8%	3.9%	3%	2.1%	3.6%	3%	3%	3.4%	3.5%	3.7%
Other Family	1%	0.7%	0.8%	0.6%	0.6%	0.8%	0.6%	0.7%	0.7%	0.9%	1.1%
Lone Person	7.7%	10.3%	13.1%	5.6%	9.8%	10.4%	6.2%	7.1%	9.2%	10.8%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector	16,780	19,280	2.8%
· North	22,640	24,640	1.7%
· South	37,870	39,120	0.7%
· South-west	15,960	23,460	8%
· West	10,530	11,030	0.9%
Total Secondary	87,000	98,250	2.5%
Main Trade Area	103,780	117,530	2.5%
Tertiary Sectors			
· North	15,970	16,220	0.3%
· West	31,380	34,130	1.7%
Total Tertiary	47,350	50,350	1.2%
Total Trade Area	151,130	167,880	2.1%