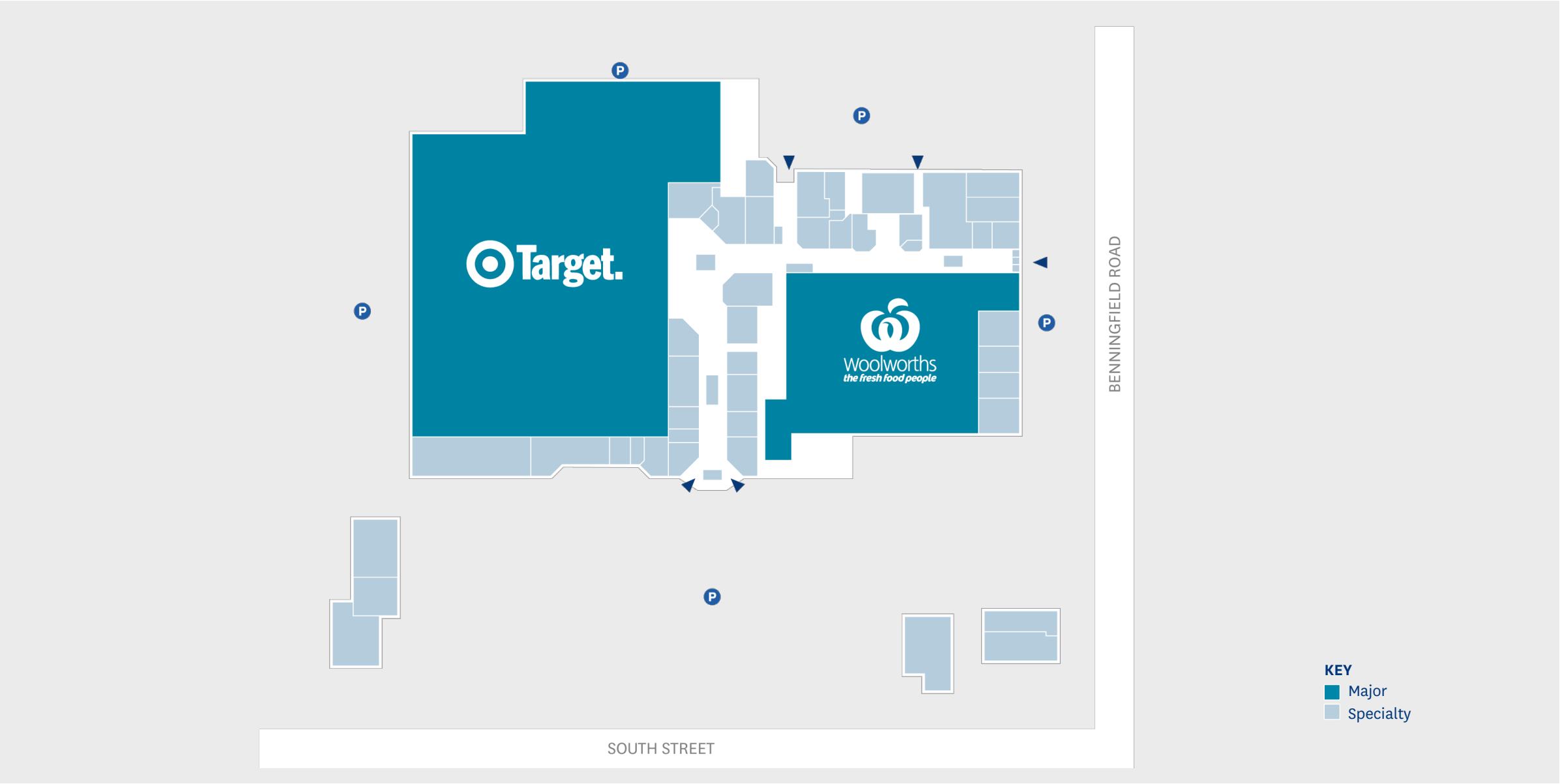






A single level sub-regional centre located 15 kilometres south of the Perth CBD.

The centre is anchored by Woolworths, Target and more than 50 specialty stores and is positioned as a convenience and value destination in this densely populated trade area.

Major  
Target  
Woolworths



	GLA	16,892 m <sup>2</sup>
	CAR SPACES	900
	SPECIALTY NO.	50
	MAT TRAFFIC	2.12M
	MAT SALES	\$110.11M
	SPECIALTY SALES \$PSM	\$11,391
	AVERAGE SPEND	\$51.90

Trade Area Demographic

The average household income in the main trade area is \$123,094, which is 12.4% higher than the Perth metro average. Home ownership levels are higher than average, with 82.7% of the primary trade area being home owners compared to the Perth metro average of 72.4%. There is also a high representation of couples with dependent children in the main trade area at 51.8%.

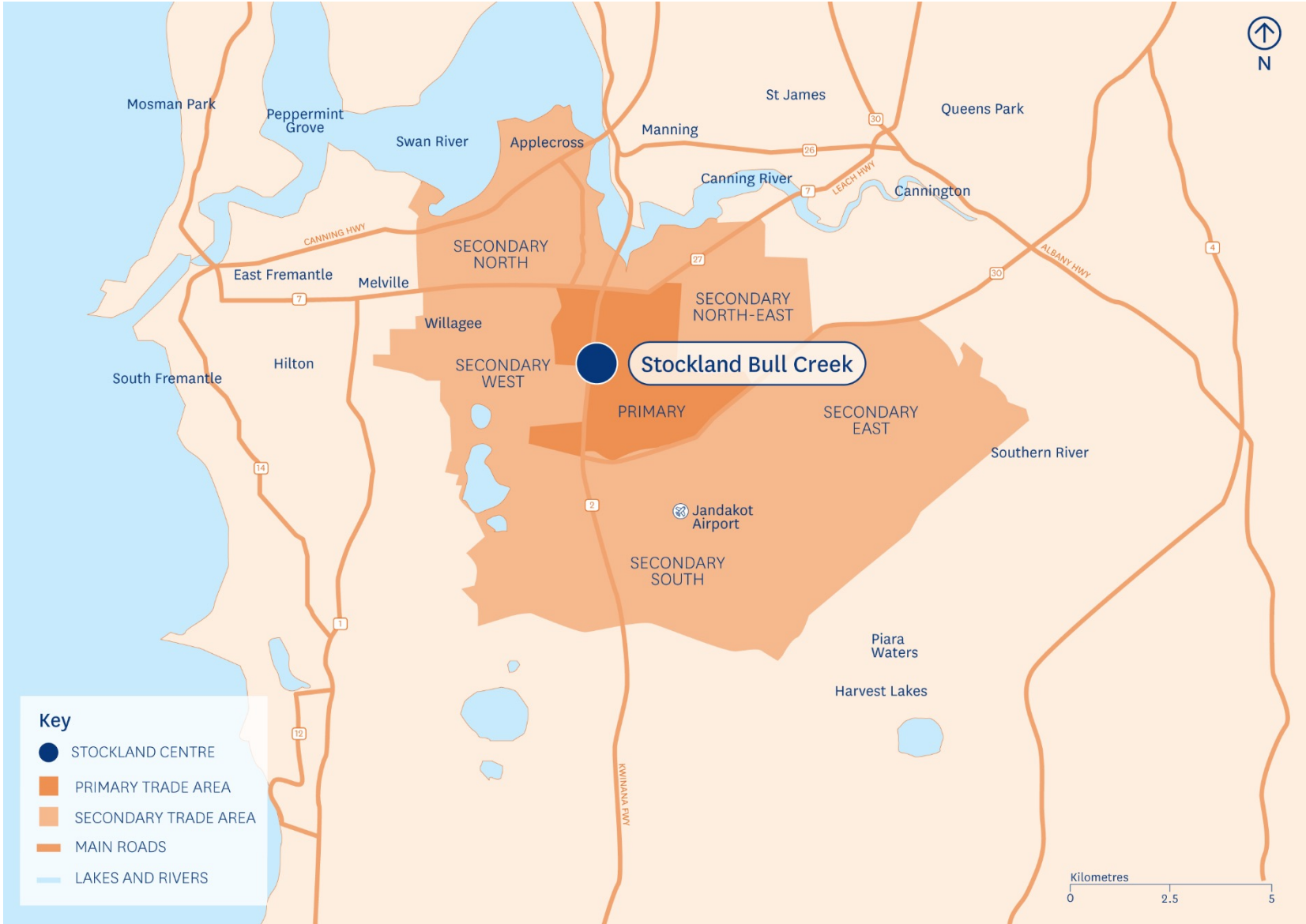
HOUSEHOLD INCOME  
IN PRIMARY TRADE AREA

14.5% higher than Perth metro avg.

COUPLES WITH DEPENDENT CHILDREN

51.8% in the main trade area

Trade Area Map



**Map Sources:** Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, July 2019.

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					Main TA	Perth Metro Avg.	Aust Avg.
		East	North	North-East	South	West			
Income Levels									
Average Per Capita Income	\$45,253	\$39,678	\$53,832	\$39,680	\$41,457	\$43,014	\$44,015	\$42,411	\$38,500
Per Capita Income Variation	6.7%	-6.4%	26.9%	-6.4%	-2.3%	1.4%	3.8%	n.a.	n.a.
Average Household Income	\$125,331	\$128,250	\$136,036	\$116,505	\$105,737	\$112,053	\$123,094	\$109,479	\$98,486
Household Income Variation	14.5%	17.1%	24.3%	6.4%	-3.4%	2.4%	12.4%	n.a.	n.a.
Average Household Size	2.8	3.2	2.5	2.9	2.6	2.6	2.8	2.6	2.6
Age Distribution (% of Pop'n)									
Aged 0-14	17%	20.5%	17.3%	19.9%	16.2%	13.4%	17.9%	18.5%	18%
Aged 15-19	7%	8.1%	6.5%	8.9%	6.5%	7.5%	7.5%	6.2%	6.1%
Aged 20-29	12.6%	14.5%	11.7%	10.5%	17.7%	16.9%	13.6%	14.7%	13.9%
Aged 30-39	10.5%	14.9%	11.9%	10.5%	14.4%	10.6%	12.3%	15.3%	14.1%
Aged 40-49	13.5%	15.6%	13.7%	15.7%	13.7%	11.4%	14.2%	14%	13.7%
Aged 50-59	14.2%	12.9%	13.5%	12.9%	13.7%	14.3%	13.5%	12.3%	12.9%
Aged 60+	25.2%	13.5%	25.3%	21.6%	17.9%	25.8%	21%	19%	21.3%
Average Age	40.8	34.7	41.2	38.6	37.6	41.5	38.8	37.7	38.9
Housing Status (% of H'holds)									
Owner/Purchaser	82.7%	83.8%	75.2%	79.2%	75.1%	80.6%	79.6%	72.4%	67.9%
Renter	17.3%	16.2%	24.8%	20.8%	24.9%	19.4%	20.4%	27.6%	32.1%
Birthplace (% of Pop'n)									
Australian Born	59.5%	50.9%	63.2%	50.4%	63.5%	58.1%	56.7%	62.3%	72.9%
Overseas Born	40.5%	49.1%	36.8%	49.6%	36.5%	41.9%	43.3%	37.7%	27.1%
• Asia	20.7%	28.5%	13.9%	31.8%	13.8%	22.7%	22.8%	11.9%	10.7%
• Europe	11.5%	9.3%	12.6%	9.7%	11.9%	10.3%	10.8%	14.6%	8%
• Other	8.4%	11.3%	10.2%	8.1%	10.8%	8.9%	9.7%	11.1%	8.4%
Family Type (% of Pop'n)									
Couple With Dep't Children	50.1%	58.6%	48.2%	57.6%	42.1%	44.8%	51.8%	47.3%	45.2%
Couple With Non-Dep't Children	10.8%	9.6%	7.5%	8.4%	9.4%	11.8%	9.4%	7.4%	7.8%
Couple Without Children	22.7%	17.8%	23.5%	18%	24.9%	25.1%	21.3%	22.9%	23%
Single With Dep't Children	5.5%	6.8%	6.3%	7.1%	8.6%	6.2%	6.6%	8.3%	8.9%
Single With Non-Dep't Children	3.2%	2.4%	3%	2.4%	3.9%	3.2%	2.9%	3.3%	3.7%
Other Family	1.1%	1.2%	1.2%	1.1%	1.4%	1.8%	1.3%	1.2%	1.1%
Lone Person	6.6%	3.6%	10.2%	5.5%	9.6%	7.1%	6.8%	9.6%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector	24,430	24,680	0.2%
Secondary Sectors			
· North	35,450	37,950	1.4%
· North-east	27,250	27,750	0.4%
· East	40,330	40,830	0.2%
· South	18,305	21,355	3.1%
· West	20,370	21,620	1.2%
Total Secondary	141,705	149,505	1.1%
Main Trade Area	166,135	174,185	1%