

Stockland Harrisdale is a retail town centre located within the Stockland Newhaven residential community, 20 kilometres south east of the Perth CBD.

The centre is anchored by Woolworths and ALDI and includes Five Seasons Fresh, 31 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 community services.

Major

Woolworths
ALDI

Mini-major

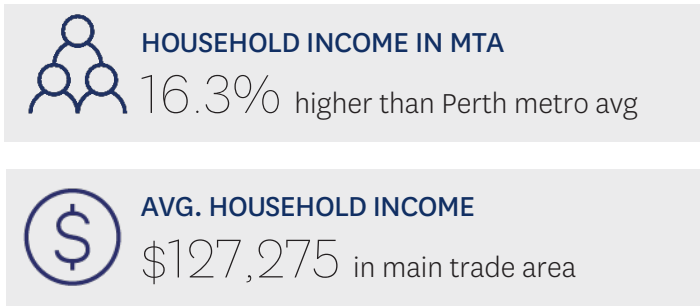
1. Five Seasons Fresh



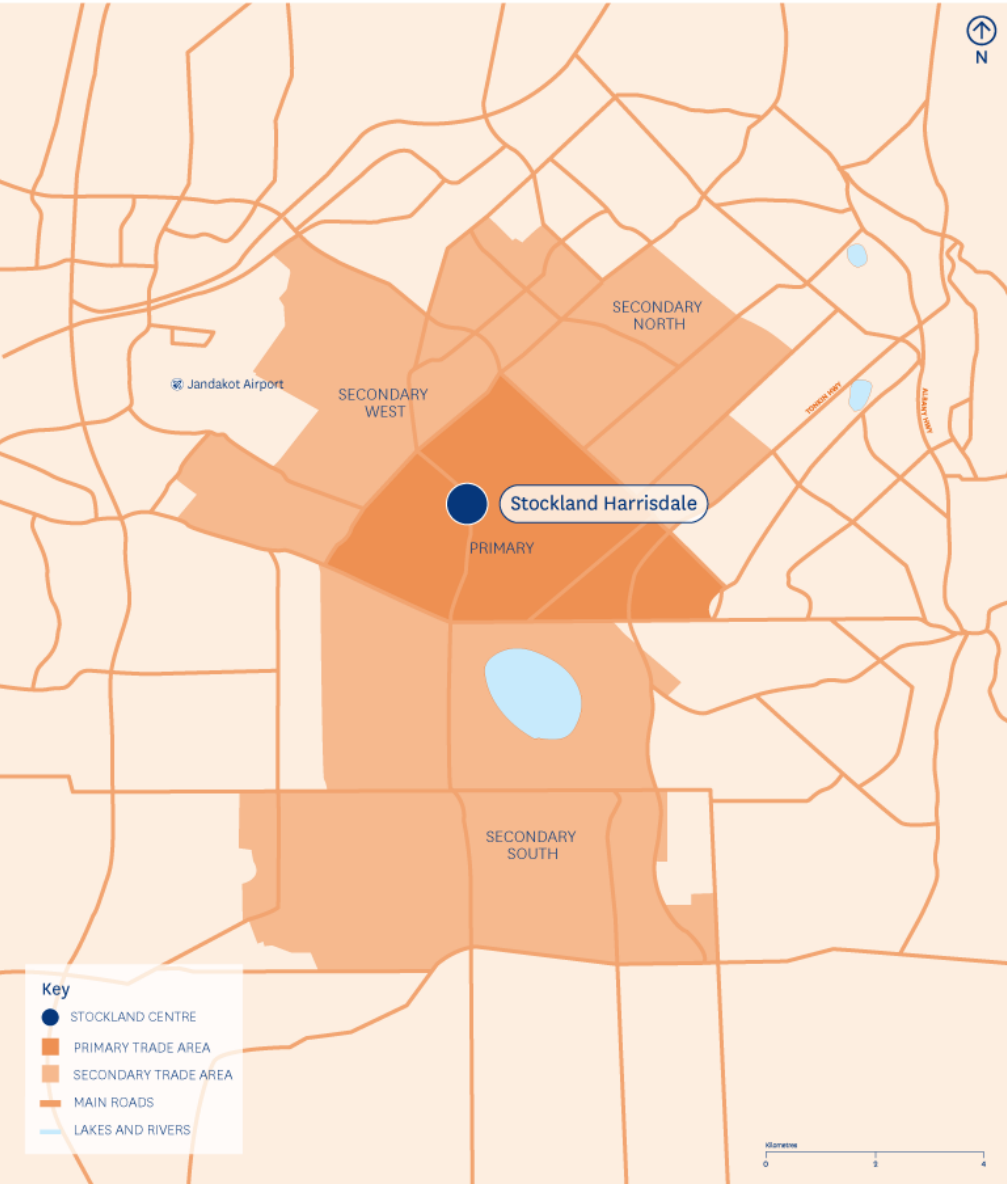
	GLA	15,260 m ²
	CAR SPACES	532
	SPECIALTY NO.	31
	MAT TRAFFIC	2.10M
	MAT SALES	\$109.58M
	SPECIALTY SALES \$PSM	\$9,176
	AVERAGE SPEND	\$52.30

Trade Area Demographic

Stockland Harrisdale has an average household income of \$127,275 in the main trade area which is 16.3% higher than the Perth metro average and a forecast population growth projected at 1.5% per annum from 2021–2026. The main trade area also consists of 61.4% of couples with dependent children which is higher than the Perth metro average of 47.3%.



Trade Area Map



Map Sources: Location IQ, June 2018; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, June 2018.

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.
		North	South	West			
Income Levels							
Average Per Capita Income	\$42,379	\$37,654	\$42,133	\$42,875	\$40,046	\$42,409	\$38,496
Per Capita Income Variation	-0.1%	-11.2%	-0.7%	1.1%	-5.6%	n.a.	n.a.
Average Household Income	\$127,943	\$120,934	\$128,078	\$147,201	\$127,275	\$109,475	\$98,478
Household Income Variation	16.9%	10.5%	17.0%	34.5%	16.3%	n.a.	n.a.
Average Household Size	3	3.2	3	3.4	3.2	2.6	2.6
Age Distribution (% of Pop'n)							
Aged 0-14	26.5%	24.7%	19.5%	17.3%	23.8%	19.2%	18.8%
Aged 15-19	4.7%	7.7%	8.2%	7.8%	6.9%	6.2%	6.1%
Aged 20-29	18%	13.3%	10.6%	17.8%	15.2%	14.6%	13.8%
Aged 30-39	25.6%	17.7%	9.8%	15.3%	19.2%	15.1%	14%
Aged 40-49	12.2%	15.7%	16.9%	14.9%	14.7%	13.8%	13.5%
Aged 50-59	7.4%	10.8%	17.6%	13.4%	10.5%	12.2%	12.7%
Aged 60+	5.6%	10%	17.4%	13.5%	9.6%	18.8%	21.1%
Average Age	28.7	32	38	35.2	31.8	37.3	38.5
Housing Status (% of H'holds)							
Owner/Purchaser	82.5%	81.6%	89.2%	85.3%	82.8%	72.4%	68%
Renter	17.5%	18.4%	10.8%	14.7%	17.2%	27.6%	32%
Birthplace (% of Pop'n)							
Australian Born	50.7%	51.7%	77.8%	53.9%	52.9%	62.3%	72.9%
Overseas Born	49.3%	48.3%	22.2%	46.1%	47.1%	37.7%	27.1%
• Asia	26.9%	26.9%	1.9%	24.9%	25.5%	11.9%	10.7%
• Europe	8.5%	8.6%	13%	9.7%	8.9%	14.6%	8%
• Other	14%	12.8%	7.3%	11.4%	12.7%	11.1%	8.4%
Family Type (% of Pop'n)							
Couple With Dep't Children	63.8%	62.2%	50.3%	56.8%	61.4%	47.3%	45.2%
Couple With Non-Dep't Children	4.8%	7.5%	13%	10%	7.3%	7.4%	7.8%
Couple Without Children	18.8%	15.6%	22.5%	20.4%	17.5%	22.9%	23%
Single With Dep't Children	6%	7.6%	6%	5.1%	6.7%	8.3%	8.9%
Single With Non-Dep't Children	1.7%	2.1%	3.4%	2.8%	2.1%	3.3%	3.7%
Other Family	1.2%	1.1%	0.9%	1.6%	1.2%	1.2%	1.1%
Lone Person	3.9%	3.9%	3.9%	3.1%	3.8%	9.6%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector	25,100	26,600	1.2%
Secondary Sectors			
• North	38,070	41,070	1.5%
• South	2,940	3,065	0.8%
• West	12,200	13,700	2.3%
Total Secondary	53,210	57,835	1.7%
Main Trade Area	78,310	84,435	1.5%