

A large retail precinct located in the geographic heart of Townsville.

The centre houses the region’s only full-line Myer department store, as well as Woolworths, Big W and five mini-majors including Best & Less, Rebel Sport and Country Road. The centre also benefits from a 700-seat food precinct and more than 140 specialty stores.

Major

Myer

Woolworths

Big W

Mini-major

1. Rebel Sport

2. Cotton On

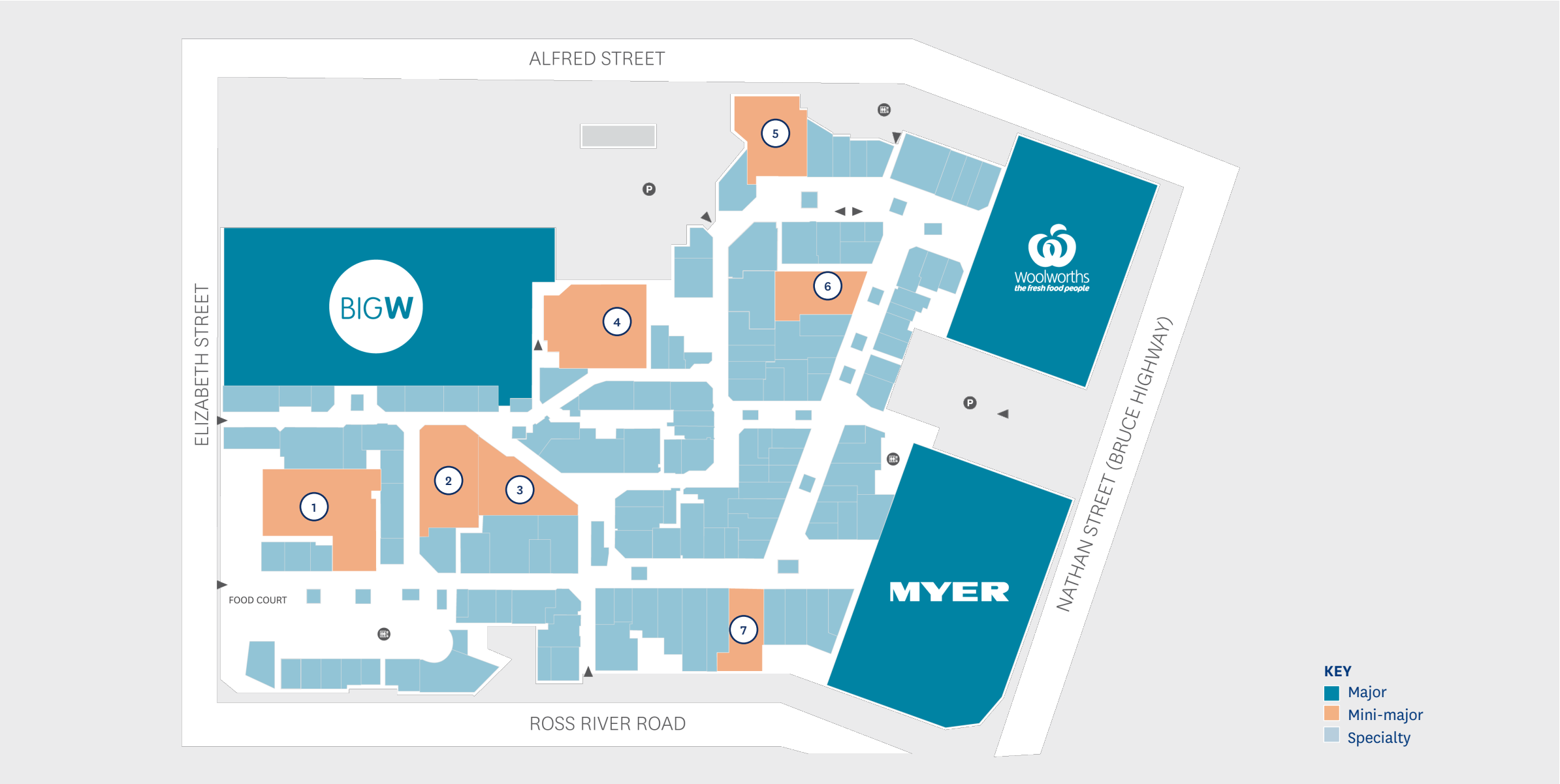
3. Pivot

4. Best & Less

5. The Reject Shop

6. Terry White Chemmart

7. Country Road

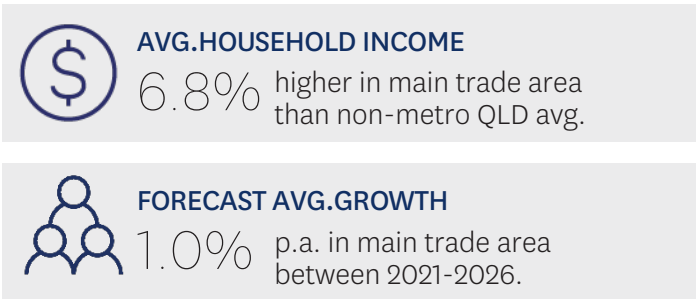


	GLA	44,836 m <sup>2</sup>
	CAR SPACES	2,300
	SPECIALTY NO.	146
	MAT TRAFFIC	4.24M
	MAT SALES	\$250.41M
	SPECIALTY SALES \$PSM	\$10,482
	AVERAGE SPEND	\$59.00

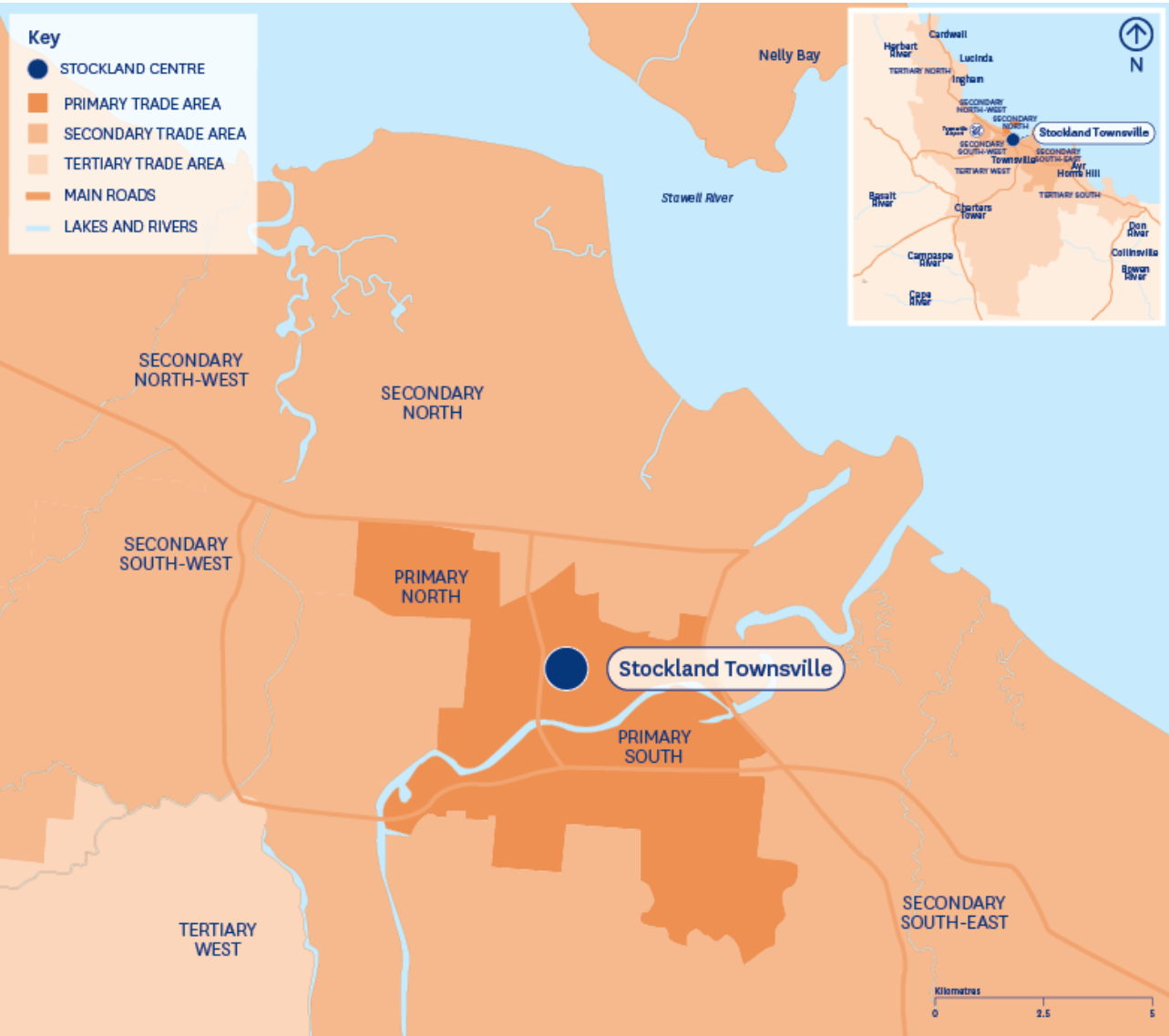


## Trade Area Demographic

Stockland Townsville complex (Stockland Townsville and Nathan Street)  
main trade area population is forecast to reach 215,060 people and total trade area population of 244,575 by 2021. The average household income is \$93,389 in the main trade area, which is 6.8% higher than the non-metro QLD average. Families with dependent children comprise 43.5% of 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	Tertiary Sectors			Total TA	Non-Metro QLD Avg.	Aust Avg.
	North	South	North	North West	South East	South West		North	South	West			
Income Levels													
Average Per Capita Income	\$33,558	\$40,679	\$41,836	\$35,949	\$36,590	\$33,341	\$36,563	\$31,455	\$34,670	\$31,739	\$35,983	\$35,280	\$38,500
Per Capita Income Variation	-4.9%	15.3%	18.6%	1.9%	3.7%	-5.5%	3.6%	-10.8%	-1.7%	-10.0%	2.0%	n.a.	n.a.
Average Household Income	\$83,991	\$136,883	\$85,859	\$101,516	\$91,300	\$92,331	\$93,389	\$68,929	\$86,941	\$76,777	\$90,674	\$87,408	\$98,486
Household Income Variation	-3.9%	56.6%	-1.8%	16.1%	4.5%	5.6%	6.8%	-21.1%	-0.5%	-12.2%	3.7%	n.a.	n.a.
Average Household Size	2.5	3.4	2.1	2.8	2.5	2.8	2.6	2.2	2.5	2.4	2.5	2.5	2.6
Per Capita Income Levels (% of Persons)													
\$0 – \$15,548	14.9%	17.5%	12.5%	11.6%	13.1%	14.7%	13.9%	15.3%	12.5%	14.7%	14.0%	14.0%	13.8%
\$15,600 – \$20,748	10.7%	7.2%	9.6%	7.7%	11.0%	9.4%	9.5%	15.1%	12.1%	13.0%	10.0%	11.6%	10.4%
\$20,800 – \$41,548	31.1%	20.1%	29.2%	26.3%	30.6%	28.6%	28.4%	36.6%	30.5%	33.2%	29.2%	31.6%	28.4%
\$41,600 – \$51,948	10.3%	10.0%	10.1%	11.7%	10.3%	11.2%	10.6%	9.6%	12.5%	9.0%	10.5%	10.3%	10.0%
\$52,000 – \$64,948	10.5%	12.2%	10.5%	12.7%	10.7%	11.3%	11.2%	7.7%	11.5%	8.9%	10.9%	9.9%	10.2%
\$65,000 – \$77,948	7.3%	9.5%	7.9%	9.8%	7.7%	8.3%	8.3%	5.0%	7.6%	5.7%	7.9%	6.4%	7.0%
\$78,000 – \$103,948	9.4%	12.5%	11.1%	12.4%	9.9%	10.5%	10.8%	6.7%	8.0%	8.2%	10.4%	8.8%	10.1%
Greater than \$104,000	5.7%	11.0%	9.2%	7.6%	6.7%	6.0%	7.4%	4.0%	5.2%	7.2%	7.1%	7.4%	10.0%
Age Distribution (% of Pop'n)													
Aged 0-14	19.7%	16.5%	15.1%	25.3%	17.4%	23.2%	19.8%	15.0%	19.6%	21.2%	19.6%	18.7%	18.0%
Aged 15-19	7.1%	11.5%	5.4%	6.2%	6.4%	7.6%	7.1%	5.6%	6.1%	7.7%	7.0%	6.2%	6.1%
Aged 20-29	13.8%	25.3%	16.2%	16.2%	13.1%	14.6%	15.7%	7.6%	9.2%	9.6%	14.8%	12.3%	13.9%
Aged 30-39	13.3%	11.4%	13.6%	17.2%	12.3%	13.6%	13.6%	7.9%	11.1%	10.5%	13.1%	12.5%	14.1%
Aged 40-49	13.4%	12.4%	14.0%	13.3%	13.7%	13.8%	13.6%	11.7%	13.2%	13.5%	13.4%	13.7%	13.7%
Aged 50-59	12.1%	10.3%	14.8%	10.5%	14.0%	11.8%	12.5%	16.9%	15.2%	13.1%	12.8%	13.6%	12.9%
Aged 60+	20.5%	12.7%	20.9%	11.2%	23.0%	15.5%	17.7%	35.3%	25.6%	24.4%	19.2%	23.1%	21.3%
Average Age	37.9	33.0	39.7	31.8	39.8	34.5	36.4	46.5	40.7	39.4	37.2	39.6	38.9
Housing Status (% of H'holds)													
Owner/Purchaser	62.1%	60.5%	49.1%	65.3%	69.0%	62.8%	60.7%	72.8%	77.5%	69.6%	62.2%	64.7%	67.9%
Renter	37.9%	39.5%	50.9%	34.7%	31.0%	37.2%	39.3%	27.2%	22.5%	30.4%	37.8%	35.5%	32.1%
Birthplace (% of Pop'n)													
Australian Born	84.7%	80.4%	82.6%	90.4%	90.2%	89.6%	86.9%	90.1%	93.1%	94.7%	87.5%	82.3%	72.9%
Overseas Born	15.3%	19.6%	17.4%	9.6%	9.8%	10.4%	13.1%	9.9%	6.9%	5.3%	12.5%	17.7%	27.1%
- Asia	4.5%	7.4%	3.2%	1.0%	2.0%	1.9%	3.0%	1.5%	2.4%	0.9%	2.8%	3.5%	10.7%
- Europe	3.5%	4.4%	6.3%	3.9%	4.0%	3.3%	4.2%	5.5%	2.8%	1.8%	4.1%	6.0%	8.0%
- Other	7.3%	7.8%	8.0%	4.7%	3.7%	5.1%	6.0%	2.9%	1.7%	2.6%	5.6%	8.1%	8.4%
Family Type (% of Pop'n)													
Couple With Dep't Children	40.8%	52.1%	32.5%	52.4%	41.0%	46.8%	43.5%	32.9%	45.3%	38.4%	42.6%	41.7%	45.2%
Couple With Non-Dep't Children	6.4%	6.1%	4.4%	5.2%	8.2%	7.0%	6.3%	8.0%	8.6%	7.0%	6.5%	6.7%	7.8%
Couple Without Children	22.3%	23.5%	26.1%	23.2%	26.3%	21.5%	23.6%	33.3%	30.0%	26.0%	24.5%	26.1%	23.0%
Single With Dep't Children	13.3%	8.7%	10.8%	10.9%	9.1%	13.8%	11.6%	7.0%	4.0%	11.7%	11.2%	10.3%	8.9%
Single With Non-Dep't Children	4.8%	2.3%	3.8%	2.3%	3.3%	3.2%	3.4%	3.9%	1.6%	3.6%	3.4%	3.5%	3.7%
Other Family	1.3%	1.5%	1.4%	0.7%	1.0%	1.0%	1.1%	0.8%	0.2%	1.1%	1.1%	0.9%	1.1%
Lone Person	11.1%	5.8%	21.1%	5.2%	11.2%	6.7%	10.5%	14.1%	10.3%	12.4%	10.8%	10.8%	10.2%

## Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector			
· North	32,780	33,280	0.3%
· South	19,000	19,500	0.5%
<b>Total Primary</b>	<b>51,780</b>	<b>52,780</b>	<b>0.4%</b>
Secondary Sectors			
· North	41,450	42,450	0.5%
· North West	32,180	38,180	3.5%
· South East	56,090	58,090	0.7%
· South West	33,560	34,060	0.3%
<b>Total Secondary</b>	<b>163,280</b>	<b>172,780</b>	<b>1.1%</b>
<b>Main Trade Area</b>	<b>215,060</b>	<b>225,560</b>	<b>1.0%</b>
Tertiary Sectors			
· North	15,065	15,190	0.2%
· South	2,390	2,440	0.4%
· West	12,060	12,110	0.1%
<b>Total Tertiary</b>	<b>29,515</b>	<b>29,740</b>	<b>0.2%</b>
<b>Total Trade Area</b>	<b>244,575</b>	<b>255,300</b>	<b>0.9%</b>