Birtinya

Stockland Birtinya is located in the heart of the Sunshine Coast, QLD.

Stockland Birtinya is located along a major state-controlled road corridor and forms the major retail component of Stockland's Oceanside residential community development which is planned to include between 40,000 and 50,000 residents once fully developed. The centre has a GLA of 11,313 sqm comprising a Coles, ALDI, a mini-major tenant and 35 specialty stores. A DA for Stage 2 has been approved.

Centre Information

GLA
11,313 SQM

CAR SPACES
522

SPECIALTY NO
35

Information is accurate as at 31 December 2018. Specialty number includes kiosks and shops. Does not include ATMs.

Central Boulevard

Kawana Way

MAJORS
Coles, ALDI

MINI-MAJOR
Dollar & Sense

Key

- ■ Major
- ■ Specialty
- ■ Mini-Major
- ■ Pad Site

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%.
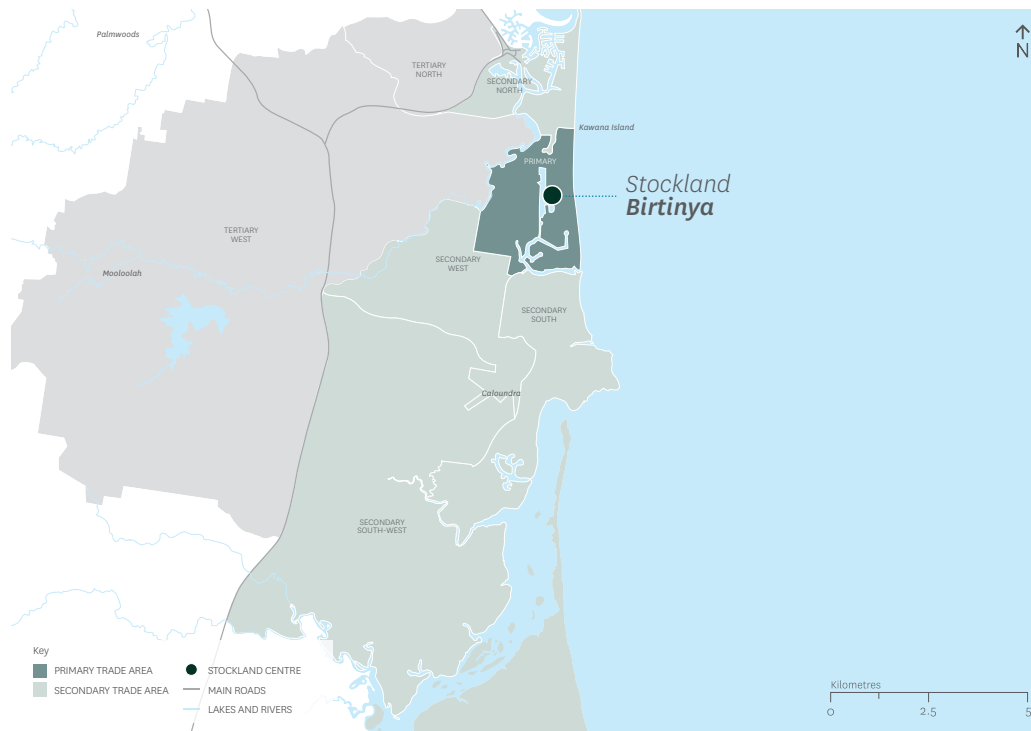
AVERAGE AGE
41.7
in main trade area

AVG. HOUSEHOLD INCOME
$87,568
in the main trade area

Trade Area Map

Key
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- STOCKLAND CENTRE
- MAIN ROADS
- LAKES AND RIVERS

Stockland **Birtinya**

Kilometres 0 2.5 5

Characteristics	Primary Sector	Secondary Sectors				Main 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%	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%	20.0%	18.4%	19.8%	20.0%	18.9%	18.7%	18.0%
Aged 15-19	6.2%	5.9%	5.5%	6.7%	6.9%	6.0%	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%	16.0%	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%	22.0%	21.0%	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%	61.0%	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%	79.0%	79.6%	82.3%	72.9%
Overseas Born	16.8%	22.2%	18.8%	19.8%	22.5%	19.8%	23.1%	21.0%	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%	9.0%	9.0%	12.3%	8.9%	10.8%	8.7%	9.1%	6.0%	8.0%
· 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 Child	7.0%	5.8%	6.6%	6.3%	6.4%	6.4%	8.6%	7.0%	6.8%	6.7%	7.8%
Couple Without Children	25.2%	26.0%	32.0%	22.8%	26.4%	28.0%	24.7%	24.1%	26.8%	26.1%	23.0%
Single With Dep't Child	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 Child	4.1%	3.8%	3.9%	3.0%	2.1%	3.6%	3.0%	3.0%	3.4%	3.5%	3.7%
Other Family	1.0%	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	8.0%
· 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%**