

Hervey Bay

This single level sub-regional shopping centre is located on the Fraser Coast, 300 kilometres north of Brisbane.

The centre is the largest fully enclosed air conditioned mall between Rockhampton and Maroochydore. The centre is anchored by Target, Kmart, Coles, Petbarn, Spotlight, JB Hi-Fi, Sports First and 106 specialty stores. A second stage DA has been approved to add another supermarket, an entertainment and leisure precinct and associated specialties.

Centre Information



GLA
36,981 SQM



CAR SPACES
1,680



SPECIALTY NO
106



MAT TRAFFIC
4.04M



MAT SALES
\$214.74M

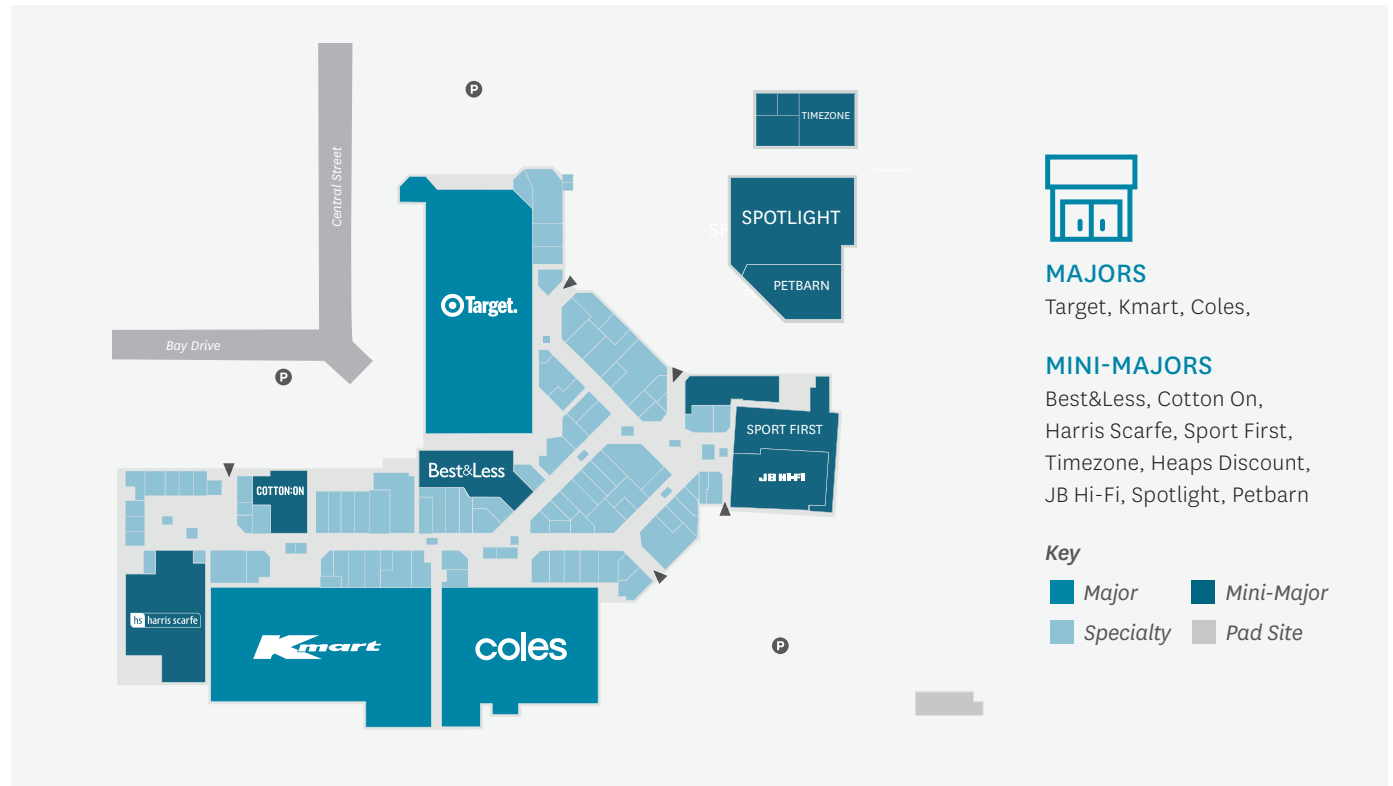


SPECIALTY SALES \$PSM
\$8,638



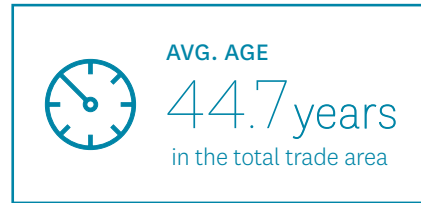
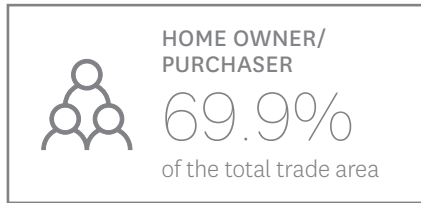
AVERAGE SPEND
\$53.19

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



Trade Area Demographic

The centre is located within a bustling trade area projected to grow to 108,920 in the total trade area by 2021. The main trade area consists of a large number of Australian-born residents and has an average age of 44.6 years, significantly older than the non-metro QLD average of 39.6 years.



Trade Area Map



| Characteristics | Primary Sector | Secondary Sector | Main TA | Tertiary Sector | Total TA | Non Metro QLD Avg. | Aust Avg. |
|--------------------------------------|----------------|------------------|----------|-----------------|----------|--------------------|-----------|
| Income Levels | | | | | | | |
| Average Per Capita Income | \$28,820 | \$27,368 | \$28,311 | \$29,407 | \$28,386 | \$35,280 | \$38,500 |
| Per Capita Income Variation | -18.3% | -22.4% | -19.8% | -16.6% | -19.5% | n.a. | n.a. |
| Average Household Income | \$66,319 | \$63,223 | \$65,237 | \$67,710 | \$65,408 | \$87,408 | \$98,486 |
| Household Income Variation | -24.1% | -27.7% | -25.4% | -22.5% | -25.2% | n.a. | n.a. |
| Average Household Size | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.5 | 2.6 |
| Age Distribution (% of Pop'n) | | | | | | | |
| Aged 0-14 | 17.0% | 17.2% | 17.0% | 14.9% | 16.9% | 18.7% | 18.0% |
| Aged 15-19 | 5.6% | 5.6% | 5.6% | 5.1% | 5.6% | 6.2% | 6.1% |
| Aged 20-29 | 8.2% | 9.2% | 8.6% | 5.8% | 8.4% | 12.3% | 13.9% |
| Aged 30-39 | 9.2% | 9.5% | 9.3% | 8.5% | 9.2% | 12.5% | 14.1% |
| Aged 40-49 | 11.8% | 11.9% | 11.8% | 12.3% | 11.9% | 13.7% | 13.7% |
| Aged 50-59 | 13.6% | 13.8% | 13.7% | 18.2% | 14.0% | 13.6% | 12.9% |
| Aged 60+ | 34.7% | 32.8% | 34.0% | 35.3% | 34.1% | 23.1% | 21.3% |
| Average Age | 44.9 | 43.9 | 44.6 | 46.2 | 44.7 | 39.6 | 38.9 |
| Housing Status (% of H'holds) | | | | | | | |
| Owner/Purchaser | 68.0% | 70.4% | 68.8% | 84.1% | 69.9% | 64.7% | 67.9% |
| Renter | 32.0% | 29.6% | 31.2% | 15.9% | 30.1% | 35.3% | 32.1% |
| Birthplace (% of Pop'n) | | | | | | | |
| Australian Born | 82.9% | 91.4% | 85.9% | 90.3% | 86.2% | 82.3% | 72.9% |
| Overseas Born | 17.1% | 8.6% | 14.1% | 9.7% | 13.8% | 17.7% | 27.1% |
| - Asia | 1.6% | 1.0% | 1.4% | 0.4% | 1.3% | 3.5% | 10.7% |
| - Europe | 8.9% | 4.3% | 7.3% | 5.2% | 7.2% | 6.0% | 8.0% |
| - Other | 6.6% | 3.2% | 5.4% | 4.1% | 5.3% | 8.1% | 8.4% |
| Family Type (% of Pop'n) | | | | | | | |
| Couple With Dep't Children | 32.5% | 32.9% | 32.6% | 32.5% | 32.6% | 41.7% | 45.2% |
| Couple With Non-Dep't Child | 6.3% | 6.3% | 6.3% | 7.7% | 6.4% | 6.7% | 7.8% |
| Couple Without Children | 32.9% | 30.2% | 31.9% | 38.5% | 32.4% | 26.1% | 23.0% |
| Single With Dep't Child | 12.0% | 12.1% | 12.0% | 7.7% | 11.7% | 10.3% | 8.9% |
| Single With Non-Dep't Child | 3.7% | 4.1% | 3.8% | 2.9% | 3.8% | 3.5% | 3.7% |
| Other Family | 0.7% | 1.1% | 0.8% | 0.8% | 0.8% | 0.9% | 1.1% |
| Lone Person | 11.9% | 13.4% | 12.4% | 9.9% | 12.3% | 10.8% | 10.2% |

Trade Area Population

| Trade Area Sector | Forecast Population 2017 | Forecast Population 2021 | Average Annual Change (%) 2017-2021 |
|-------------------------|--------------------------|--------------------------|-------------------------------------|
| Primary Sector | 61,890 | 66,890 | 2.0% |
| Secondary Sector | 33,760 | 34,560 | 0.6% |
| Main Trade Area | 95,650 | 101,450 | 1.5% |
| Tertiary Sector | 7,070 | 7,470 | 1.4% |
| Total Trade Area | 102,720 | 108,920 | 1.5% |

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

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