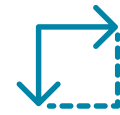


Point Cook

A unique four-quadrant town centre layout located in a strong population growth corridor west of the Melbourne CBD.

The centre is anchored by Target, Coles, Woolworths, ALDI, Dan Murphy's, Rebel, six mini-majors, 122 specialty stores and 32 commercial suites and services. A significant dining precinct lines the main road.

Centre Information



GLA
43,605 SQM



CAR SPACES
1,721



SPECIALTY NO
122



MAT TRAFFIC
9.45M



MAT SALES
\$221.63M

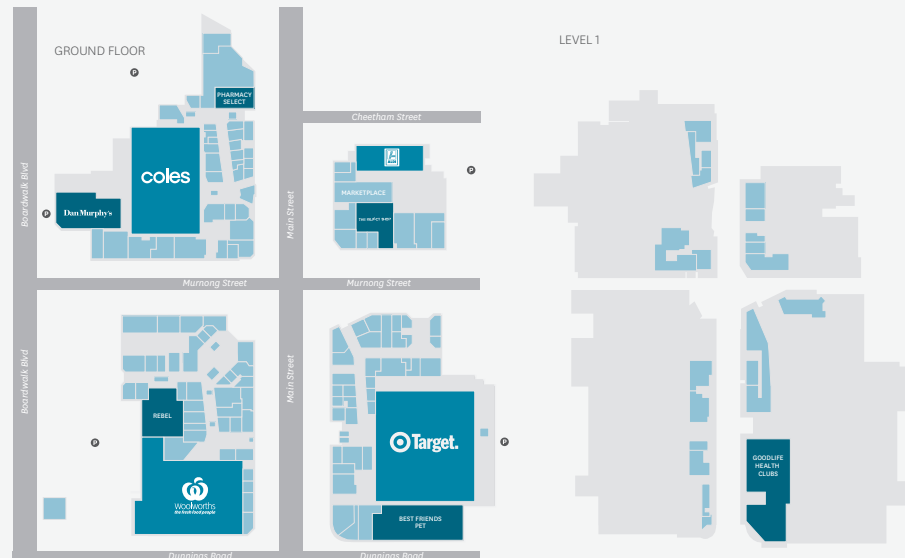


SPECIALTY SALES \$PSM
\$6,559



AVERAGE SPEND
\$23.46

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



MAJORS

Target, Coles, ALDI, Woolworths

MINI-MAJORS

Dan Murphy's, The Reject Shop, Rebel, Pharmacy Select, Best Friends Pets, Goodlife Health Clubs

Key

- Major
- Mini-Major
- Specialty
- Pad Site

Trade Area Demographic

Stockland Point Cook’s main trade area population is forecast to reach 110,780 people, including 74,560 within the primary trade area by 2021. The main trade area has an average household income of \$109,671, which is 7.4% higher than the Melbourne metro average and the primary trade area has an average income of \$117,951, which is 15.5% higher than the Melbourne metro average. The average age of the main trade area is 32.4 years and 60.5% of the main trade area is made up of couples with dependent children.



COUPLES WITH
DEPENDENT CHILDREN

60.5%

of main trade area

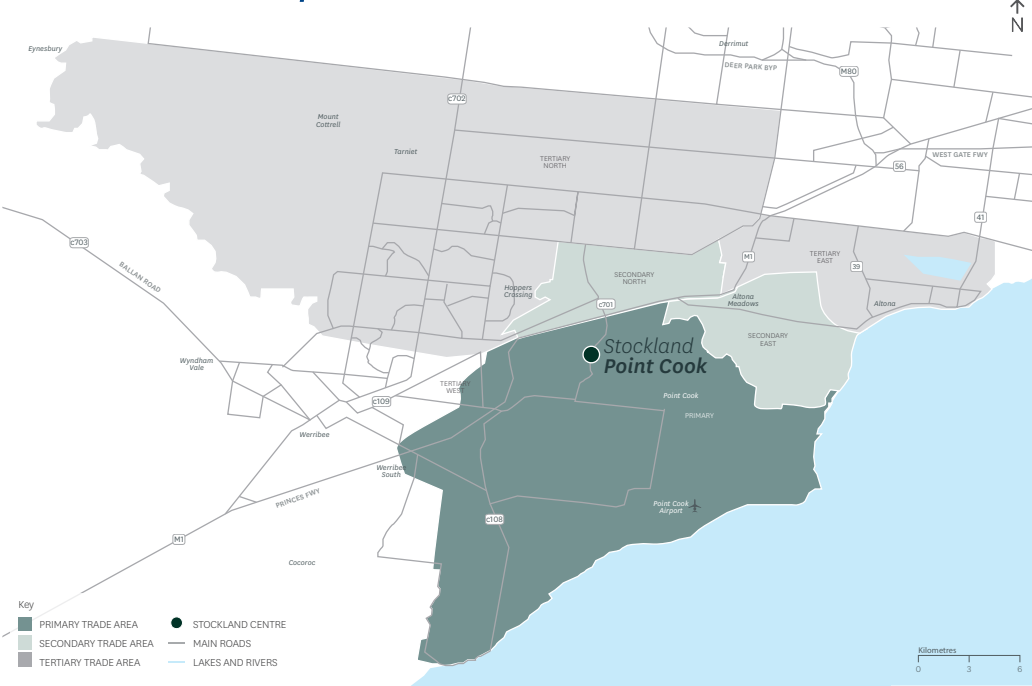


AVG. HOUSEHOLD
INCOME

\$117,951

in primary trade area

Trade Area Map



Characteristics	Primary Sector	Secondary Sectors		Main TA	Tertiary Sectors			Total TA	Melb Metro Avg.	Aust Avg.
		East	North		East	North	West			
Income Levels										
Average Per Capita Income	\$37,688	\$33,165	\$34,891	\$36,317	\$39,191	\$30,384	\$30,593	\$33,053	\$38,943	\$38,500
Per Capita Income Variation	-3.2%	-14.8%	-10.4%	-6.7%	0.6%	-22.0%	-21.4%	-15.1%	N.A.	N.A.
Average Household Income	\$117,951	\$86,778	\$114,051	\$109,671	\$93,238	\$96,966	\$83,535	\$97,361	\$102,132	\$98,486
Household Income Variation	15.5%	-15.0%	11.7%	7.4%	-8.7%	-5.1%	-18.2%	-4.7%	N.A.	N.A.
Average Household Size	3.1	2.6	3.3	3.0	2.4	3.2	2.7	2.9	2.6	2.6
Age Distribution (% of Pop'n)										
Aged 0-14	27.3%	16.8%	26.9%	24.9%	16.7%	24.8%	21.7%	23.6%	17.6%	18.0%
Aged 15-19	5.5%	5.4%	4.8%	5.4%	4.6%	6.2%	6.0%	5.8%	6.1%	6.1%
Aged 20-29	11.6%	14.5%	15.5%	12.8%	13.0%	15.3%	14.6%	14.1%	15.7%	13.9%
Aged 30-39	21.8%	14.9%	27.3%	21.1%	16.1%	20.9%	16.6%	19.6%	15.6%	14.1%
Aged 40-49	16.5%	13.8%	12.8%	15.4%	14.3%	12.7%	13.1%	13.8%	14.0%	13.7%
Aged 50-59	8.9%	14.5%	7.3%	9.9%	12.5%	10.0%	11.7%	10.6%	12.1%	12.9%
Aged 60+	8.4%	20.0%	5.5%	10.5%	22.8%	10.0%	16.4%	12.6%	19.0%	21.3%
Average Age	30.9	38.9	28.9	32.4	40.3	31.5	35.4	33.3	37.8	38.9
Housing Status (% of H'holds)										
Owner/Purchaser	70.4%	72.0%	67.4%	70.4%	65.5%	72.6%	68.9%	70.3%	68.9%	67.9%
Renter	29.6%	28.0%	32.6%	29.6%	34.5%	27.4%	31.1%	29.7%	31.1%	32.1%
Birthplace (% of Pop'n)										
Australian Born	53.1%	63.9%	42.6%	53.9%	66.2%	53.9%	67.1%	58.0%	65.0%	72.9%
Overseas Born	46.9%	36.1%	57.4%	46.1%	33.8%	46.1%	32.9%	42.0%	35.0%	27.1%
· Asia	27.0%	13.6%	41.9%	26.3%	13.0%	28.0%	16.2%	23.6%	16.8%	10.7%
· Europe	7.3%	13.2%	3.2%	8.0%	12.6%	4.9%	7.3%	7.0%	9.2%	8.0%
· Other	12.6%	9.2%	12.4%	11.8%	8.3%	13.1%	9.4%	11.4%	9.0%	8.4%
Family Type (% of Pop'n)										
Couple With Dep't Children	65.3%	42.6%	65.6%	60.5%	41.3%	59.6%	48.3%	56.0%	48.2%	45.2%
Couple With Non-Dep't Child	5.5%	12.0%	4.2%	6.7%	7.9%	7.3%	8.5%	7.4%	8.4%	7.8%
Couple Without Children	15.4%	20.3%	16.0%	16.5%	23.7%	15.7%	17.7%	17.0%	20.9%	23.0%
Single With Dep't Child	7.5%	8.9%	7.1%	7.7%	7.4%	9.1%	11.7%	9.2%	7.9%	8.9%
Single With Non-Dep't Child	2.0%	5.6%	2.3%	2.8%	5.1%	3.2%	4.6%	3.5%	3.9%	3.7%
Other Family	0.7%	1.4%	1.3%	0.9%	1.6%	0.7%	1.0%	0.9%	1.3%	1.1%
Lone Person	3.7%	9.2%	3.4%	4.8%	13.1%	4.4%	8.2%	6.0%	9.5%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector	74,560	81,310	1.7%
Secondary Sectors			
· North	16,260	17,510	1.5%
· East	19,960	19,960	0.0%
Total Secondary	36,220	37,470	0.7%
Main Trade Area	110,780	118,780	1.4%
Tertiary Sectors			
· North	114,970	139,970	4.0%
· East	17,390	17,890	0.6%
· West	81,700	100,450	4.2%
Total Tertiary	214,060	258,310	3.8%
Total Trade Area	324,840	377,090	3.0%

Sources Map: Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, August 2018. All due care has been taken in the preparation of this document and as at 31 December 2018, 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.