Wendouree

Located in the major regional city of Ballarat, 110 kilometres west of Melbourne, this sub-regional shopping centre includes Kmart, Coles, Woolworths, four mini-majors and 101 specialty stores.
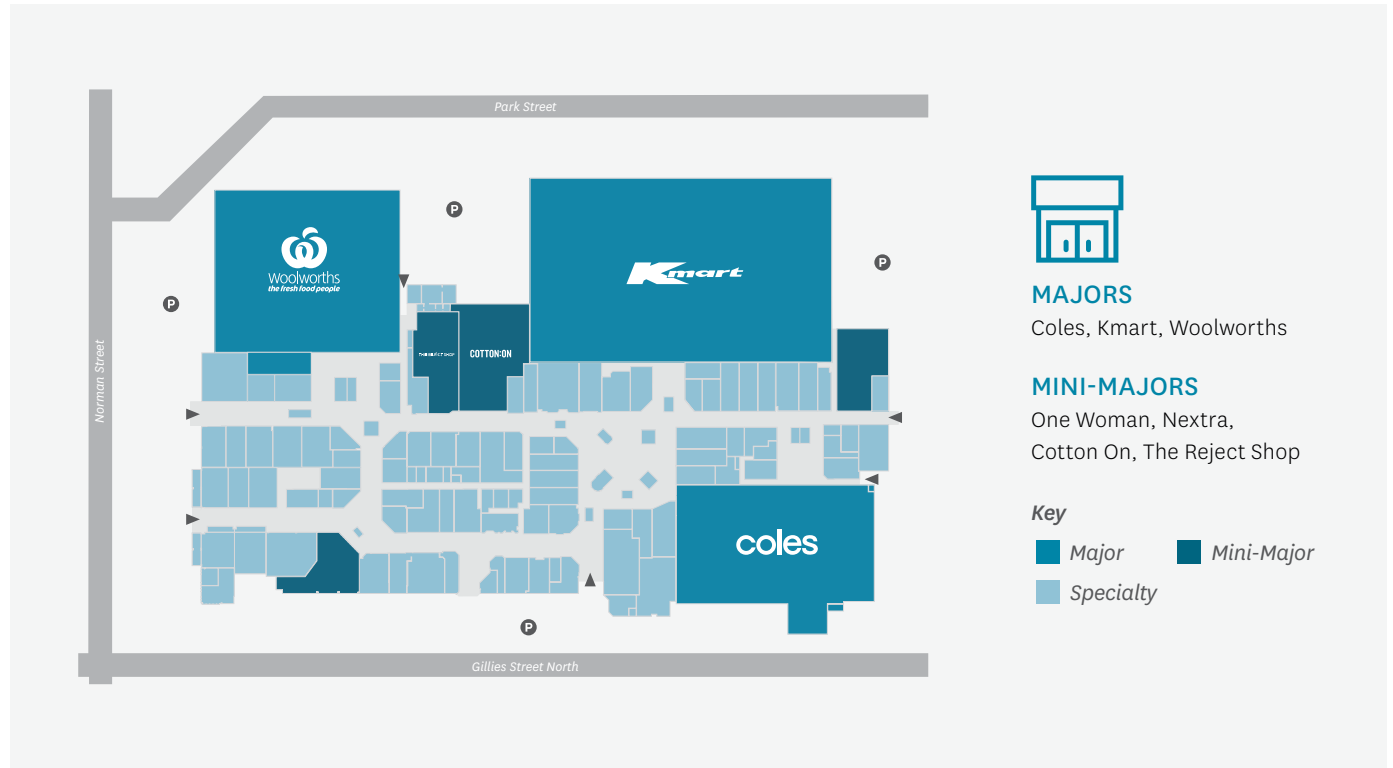
The centre also includes a fully equipped parents' room and the regional library. An expansion of the centre was completed in 2018 including an expanded 3,800 sqm Woolworths supermarket and 20 additional specialty stores, including a casual dining precinct and national retailers including first to the region – Bonds, Forever New, Laser Clinics Australia, Shaver Shop, Roll'd and Dusk.

Centre Information

GLA	**CAR SPACES**	**SPECIALTY NO**	**MAT TRAFFIC**	**MAT SALES**	**SPECIALTY SALES $PSM**	**AVERAGE SPEND**
27,796 SQM	1,245	101	4.87M	$177M	$8,833	$36.34

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

MAJORS
Coles, Kmart, Woolworths

MINI-MAJORS
One Woman, Nextra, Cotton On, The Reject Shop

Key
- Major
- Mini-Major
- Specialty

Stockland

Trade Area Demographic

Stockland Wendouree services a main trade area population of 126,890 people. The average household income in the main trade area of $79,108 is in line with the non-metro VIC average. In the main trade area, the average age is 39.5 years and is made up of 42.1% couples with dependent children.

POPULATION
126,890
in the main trade area
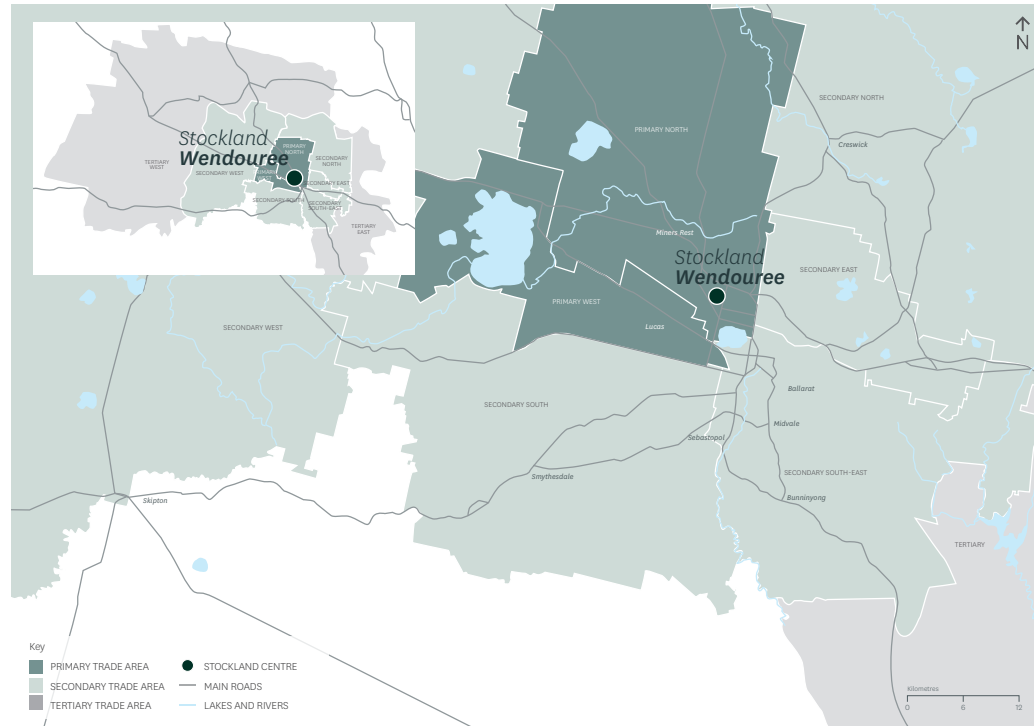
COUPLES WITH DEPENDENT CHILDREN
42.1%
of the main trade area

Trade Area Map

Key
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- TERTIARY TRADE AREA
- STOCKLAND CENTRE
- MAIN ROADS
- LAKES AND RIVERS
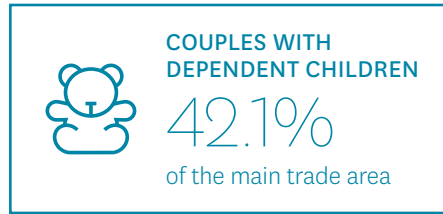
Characteristics	Primary Sectors		Secondary Sectors					Main TA	Tertiary Sectors		Total TA	Non-Metro VIC Avg.	Aust. Avg.
	North	West	East	North	South	South-East	West		East	West			
Income Levels													
Average Per Capita Income	$31,070	$35,536	$38,010	$30,769	$30,739	$33,657	$28,989	$33,166	$34,342	$28,689	$32,426	$32,956	$38,500
Per Capita Income Variation	-5.7%	7.8%	15.3%	-6.6%	-6.7%	2.1%	-12.0%	0.6%	4.2%	-12.9%	-1.6%	n.a.	n.a.
Average Household Income	$70,977	$97,909	$95,249	$71,135	$82,311	$77,273	$63,870	$79,108	$79,564	$62,469	$75,772	$77,948	$98,486
Household Income Variation	-8.9%	25.6%	22.2%	-8.7%	5.6%	-0.9%	-18.1%	1.5%	2.1%	-19.9%	-2.8%	n.a.	n.a.
Average Household Size	2.3	2.8	2.5	2.3	2.7	2.3	2.2	2.4	2.3	2.2	2.3	2.4	2.6
Age Distribution (% of Pop'n)													
Aged 0–14	19.0%	23.3%	20.1%	16.5%	21.0%	17.9%	15.6%	19.0%	17.2%	15.2%	18.1%	17.3%	18.0%
Aged 15–19	6.2%	7.8%	6.6%	5.0%	7.7%	6.2%	4.3%	6.4%	5.3%	5.5%	6.2%	6.1%	6.1%
Aged 20–29	12.1%	12.1%	10.2%	8.1%	12.0%	15.5%	6.9%	13.1%	7.4%	9.7%	12.0%	11.2%	13.9%
Aged 30–39	11.3%	13.2%	11.2%	9.2%	11.3%	12.5%	9.3%	11.8%	9.9%	9.5%	11.2%	11.1%	14.1%
Aged 40–49	12.3%	14.0%	13.6%	12.5%	14.2%	12.3%	13.6%	12.9%	14.7%	12.4%	12.9%	12.8%	13.7%
Aged 50–59	12.0%	12.4%	14.4%	15.9%	14.0%	12.7%	15.9%	13.1%	17.5%	14.6%	13.8%	14.1%	12.9%
Aged 60+	27.0%	17.2%	23.9%	32.7%	19.9%	22.9%	34.4%	23.7%	28.0%	33.2%	25.9%	27.3%	21.3%
Average Age	40.9	35.6	39.8	44.7	37.5	39.1	46.0	39.5	43.2	45.0	40.8	41.8	38.9
Housing Status (% of H'holds)													
Owner/Purchaser	66.4%	73.9%	79.7%	83.3%	85.0%	64.5%	83.5%	70.7%	83.4%	75.8%	72.7%	73.9%	67.9%
Renter	33.6%	26.1%	20.3%	16.7%	15.0%	35.5%	16.5%	29.3%	16.6%	24.2%	27.3%	26.1%	32.1%
Birthplace (% of Pop'n)													
Australian Born	92.2%	87.9%	94.2%	90.1%	92.8%	90.7%	91.8%	91.2%	86.6%	92.1%	91.0%	89.3%	72.9%
Overseas Born	7.8%	12.1%	5.8%	9.9%	7.2%	9.3%	8.2%	8.8%	13.4%	7.9%	9.0%	10.7%	27.1%
· Asia	2.5%	5.6%	1.2%	0.6%	1.1%	2.7%	0.7%	2.5%	0.9%	1.7%	2.2%	2.5%	10.7%
· Europe	3.4%	3.5%	3.1%	6.9%	4.1%	4.2%	5.1%	4.1%	8.8%	4.2%	4.5%	5.5%	8.0%
· Other	1.9%	3.0%	1.5%	2.3%	2.0%	2.4%	2.4%	2.3%	3.8%	2.0%	2.3%	2.8%	8.4%
Family Type (% of Pop'n)													
Couple With Dep't Children	38.5%	53.8%	48.4%	36.8%	47.9%	39.0%	36.9%	42.1%	39.3%	33.3%	40.2%	40.5%	45.2%
Couple With Non-Dep't Child	6.3%	5.6%	7.0%	8.1%	8.9%	6.0%	6.4%	6.6%	7.4%	6.6%	6.6%	6.8%	7.8%
Couple Without Children	23.3%	20.3%	24.1%	29.0%	23.0%	23.3%	29.4%	23.6%	27.9%	29.9%	25.1%	26.1%	23.0%
Single With Dep't Child	12.1%	10.5%	6.6%	7.0%	8.9%	11.3%	6.2%	10.2%	8.6%	9.3%	9.9%	9.4%	8.9%
Single With Non-Dep't Child	4.0%	2.3%	2.9%	4.4%	3.3%	4.0%	4.2%	3.7%	3.3%	4.0%	3.7%	3.5%	3.7%
Other Family	1.0%	0.5%	0.7%	0.8%	0.5%	1.0%	0.4%	0.8%	0.5%	0.8%	0.8%	0.8%	1.1%
Lone Person	14.8%	7.1%	10.3%	13.9%	7.5%	15.3%	16.5%	13.0%	13.0%	16.1%	13.6%	13.0%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2017	Forecast Population 2021	Average Annual Change (%) 2017–2021
Primary Sectors			
· North	19,400	19,800	0.5%
· West	12,800	15,840	5.5%
Total Primary	**32,200**	**35,640**	**2.6%**
Secondary Sectors			
· East	10,090	10,810	1.7%
· North	7,560	7,840	0.9%
· South	14,950	17,550	4.1%
· South-East	57,770	60,050	1.0%
· West	4,320	4,440	0.7%
Total Secondary	**94,690**	**100,690**	**1.5%**
Main Trade Area	**126,890**	**136,330**	**1.8%**
Tertiary Sectors			
· East	13,350	14,070	1.3%
· West	32,900	33,380	0.4%
Total Tertiary	**46,250**	**47,450**	**0.6%**
Total Trade Area	**173,140**	**183,780**	**1.5%**