Wendouree

Stockland

Stockland Wendouree
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About *Stockland Wendouree*

Located in the historic city of Ballarat, 110 kilometres west of Melbourne and conveniently positioned close to the Western Freeway, this sub-regional shopping centre is the largest enclosed shopping centre in the total trade area.

The redevelopment will build on the existing outperforming centre with specialty sales of $9,833 per sqm equating to 8% higher than the URBIS sub-regional average.

Upon completion, the development will add 22 new stores including 5 casual dining retailers bringing over 105 stores together under one roof. The new retail mix will offer the community of Ballarat the convenience of neighbourhood shopping combined with a new and revitalised casual dining experience.

Specialty stores outperforming at

$9,833 per sqm[2]

Total trade area escape expenditure

$545m

approximately[1]

Total GLA

27,470sqm

approximately on completion of the development

Relocation and expansion of

3,800sqm Woolworths

Introducing

22 new specialty stores

Over

1,200 free car spaces

Source: 1. Location IQ. 2. 31 Dec 2016.

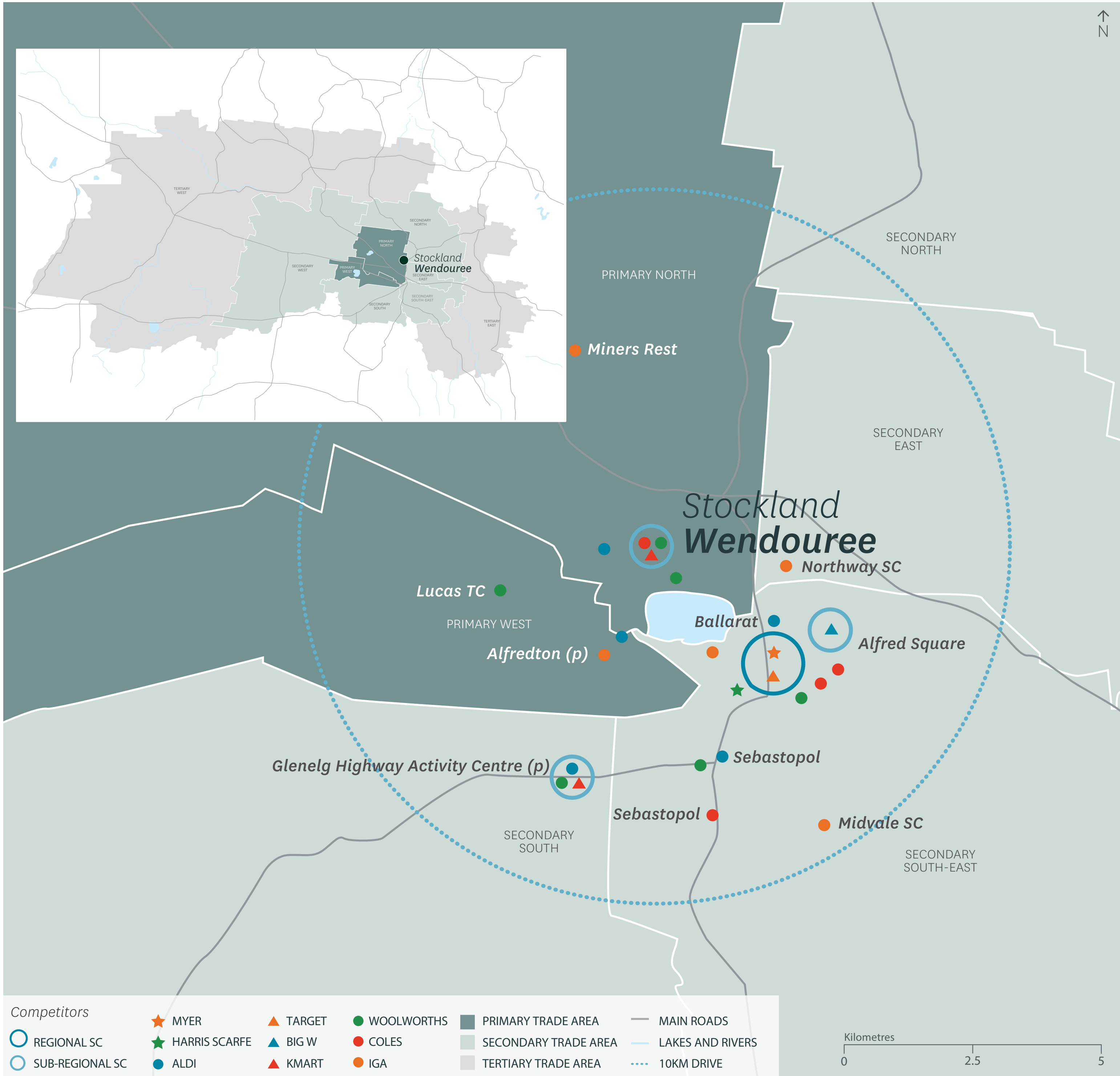
An impressive **trade area**

Stockland Wendouree will service a main trade area population of 130,260 people with a growing population rate of approx. 1.6% pa. The total trade area population is forecast to increase to 180,620 by 2021.

The main trade area has an average household income of $69,829, in line with the non-metro Victorian average. The average age is 38.4 which is made up of 42.7% couples with dependent children.

The Centre is located in prime position to service the growing area, with new residential developments and business areas proposed within the Centres primary and main trade areas, including the Ballarat West Employment zone (BWEZ) which is estimated to be over 600 hectares and create over 9,000 jobs, injecting approx $5 billion into the Ballarat economy per annum.

Stockland Wendouree acts as a community hub with close proximity to schools and accessibility to key transport services for Ballarat making the Centre a destination for the growing number of young families in the area.



Source: ABS Census of Population and Housing 2011, Location IQ, City of Ballarat

High percentage of couples with dependent children

42.7%

in the main trade area

Main trade area population

130,260

in 2019

Primary Trade area population growth

2.4%

2019 – 2021

2021 forecast population of

180,620

in total trade area

Trade area demographics

Characteristics	Primary Sectors		Secondary Sectors					Main TA	Tertiary Sectors		Total TA	NM Vic Average	Aust Average
	North	West	East	North	South	South-East	West		East	West			
Income Levels													
Average Per Capita Income	$27,513	$31,685	$32,227	$26,008	$26,370	$29,215	$24,340	$28,699	$28,908	$25,110	$27,991	$28,456	$34,201
Per Capita Income Variation	-3.3%	11.3%	13.3%	-8.6%	-7.3%	2.7%	-14.5%	0.9%	1.6%	-11.8%	-1.6%	n.a.	n.a.
Average Household Income	$63,837	$88,682	$83,212	$61,702	$73,431	$68,362	$55,031	$69,829	$68,961	$57,172	$67,079	$69,058	$87,928
Household Income Variation	-7.6%	28.4%	20.5%	-10.7%	6.3%	-1.0%	-20.3%	1.1%	-0.1%	-17.2%	-2.9%	n.a.	n.a.
Average Household Size	2.3	2.8	2.6	2.4	2.8	2.3	2.3	2.4	2.4	2.3	2.4	2.4	2.6
Age Distribution (% of Pop'n)													
Aged 0-14	19.5%	23.6%	20.0%	17.9%	22.5%	18.3%	17.5%	19.5%	18.7%	17.2%	18.9%	19.2%	19.3%
Aged 15-19	7.2%	8.8%	7.0%	6.3%	7.9%	7.4%	5.8%	7.3%	6.5%	6.3%	7.1%	6.8%	6.5%
Aged 20-29	12.6%	10.6%	11.2%	8.1%	10.5%	15.9%	6.6%	13.2%	7.2%	8.6%	11.8%	10.9%	13.8%
Aged 30-39	11.7%	12.8%	11.3%	10.6%	11.7%	12.7%	9.3%	12.1%	11.0%	10.3%	11.7%	11.4%	13.8%
Aged 40-49	12.2%	15.8%	15.1%	13.0%	16.1%	12.7%	14.5%	13.5%	16.2%	13.2%	13.6%	13.7%	14.2%
Aged 50-59	12.3%	12.5%	13.7%	15.9%	13.8%	12.6%	16.4%	13.1%	16.3%	14.9%	13.7%	13.9%	12.8%
Aged 60+	24.4%	15.9%	21.7%	28.2%	17.4%	20.5%	29.8%	21.3%	24.0%	29.5%	23.2%	24.1%	19.6%
Average Age	39.5	35.2	39.0	42.6	36.3	38.0	43.7	38.4	41.0	43.1	39.6	40.1	37.9
Housing Status (% of H'holds)													
Owner/Purchaser	68.4%	78.8%	80.6%	82.0%	86.3%	66.8%	83.8%	72.7%	82.1%	77.3%	74.4%	74.6%	69.3%
Renter	31.6%	21.2%	19.4%	18.0%	13.7%	33.2%	16.2%	27.3%	17.9%	22.7%	25.6%	25.4%	30.7%
Birthplace (% of Pop'n)													
Australian Born	91.4%	90.5%	93.1%	88.7%	91.3%	90.1%	90.5%	90.7%	85.5%	91.8%	90.5%	88.7%	73.9%
Overseas Born	8.6%	9.5%	6.9%	11.3%	8.7%	9.9%	9.5%	9.3%	14.5%	8.2%	9.5%	11.3%	26.1%
Family Type (% of Pop'n)													
Couple with dep't children	38.0%	56.1%	48.8%	39.0%	50.0%	40.2%	38.7%	42.7%	40.2%	36.6%	41.3%	42.0%	45.3%
Couple with non-dep't child.	6.3%	6.0%	8.3%	6.9%	8.3%	5.4%	7.0%	6.3%	6.7%	6.5%	6.4%	6.5%	7.7%
Couple without children	24.5%	19.9%	22.7%	27.4%	22.0%	23.4%	29.0%	23.5%	27.6%	28.5%	24.9%	25.7%	23.0%
Single with dep't child.	12.7%	8.4%	6.8%	10.2%	9.5%	11.9%	6.7%	10.8%	9.5%	9.6%	10.5%	9.8%	9.2%
Single with non-dep't child.	4.1%	1.7%	2.5%	3.0%	2.7%	3.6%	3.4%	3.3%	2.9%	3.3%	3.3%	3.1%	3.5%
Other family	0.7%	0.6%	0.7%	0.9%	0.5%	1.1%	0.3%	0.9%	0.5%	0.9%	0.8%	0.8%	1.1%
Lone person	13.7%	7.2%	10.3%	12.6%	6.9%	14.4%	14.9%	12.5%	12.6%	14.7%	12.9%	12.3%	10.2%

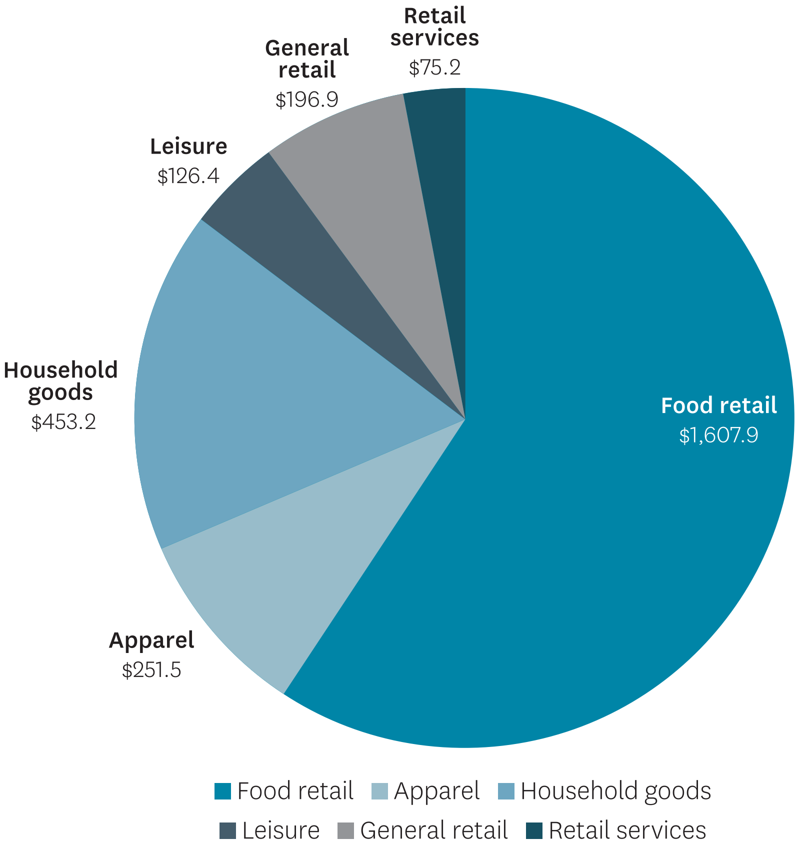
Source: ABS Census of Population and Housing 2011

Trade area ***expenditure***

Total retail expenditure on completion, by 2019 is estimated at $2.7 billion with the current level of escape expenditure of $546.8million*.

The Ballarat regional economy continues to experience growth with a total trade area expenditure projected to increase to $4.7 billion by 2031.

Retail expenditure in 2019 ($M)



Location IQ, 2019 retail expenditure

Food retail in 2019 is

$1.6bn

growing at 5.4%*

Apparel in 2019 is

$0.25bn

growing at 5.8%*

Non food in 2019 excluding apparel

$0.85bn

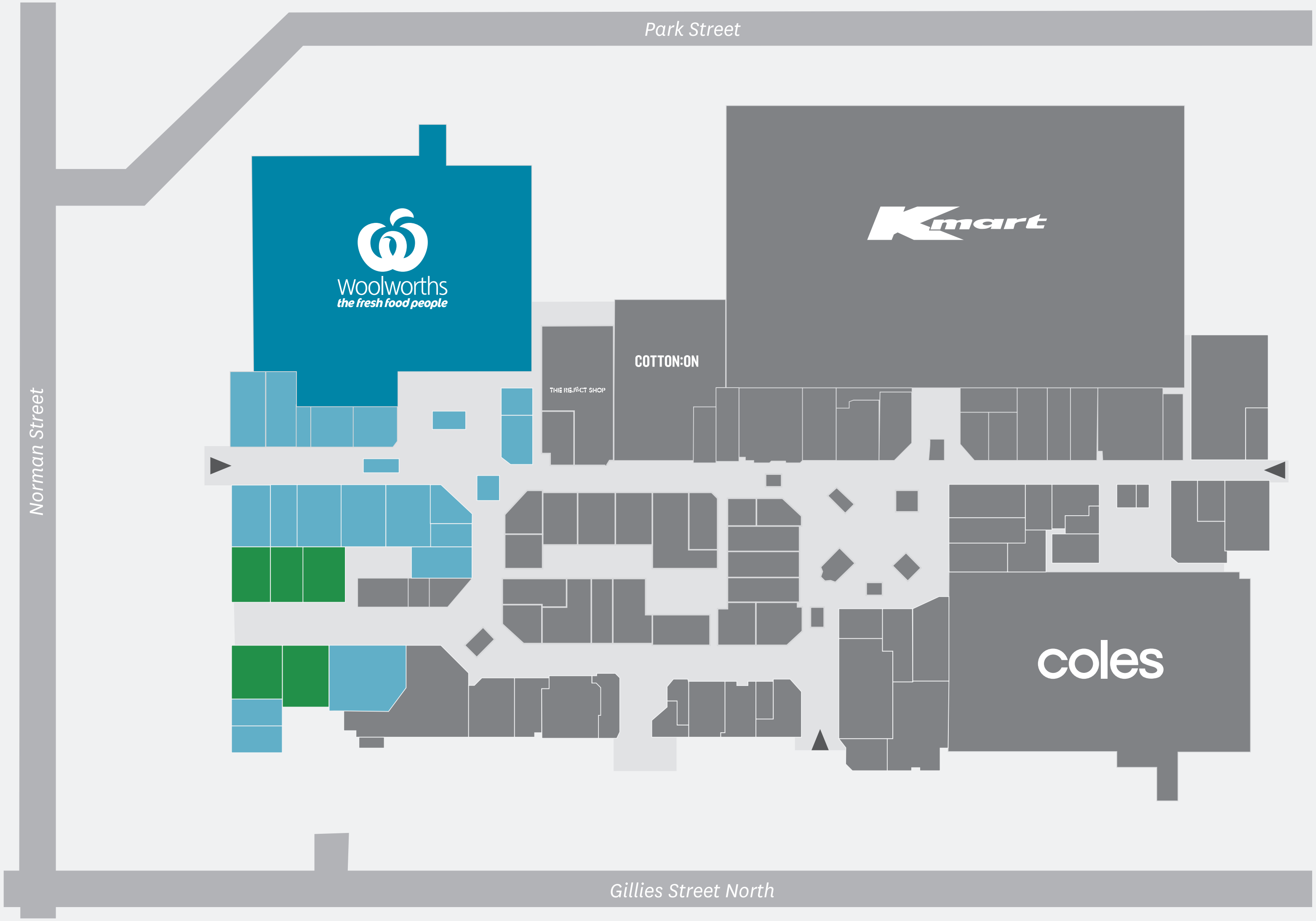
growing at 3.7%*

*Expenditure growth 2019 – 2021 Source: Location IQ

New casual *dining experience*

The redevelopment will create a unique restaurant precinct, offering a refreshed casual dining experience with five new dining retailers. The new offer is set to become a meeting place for the community to enjoy.

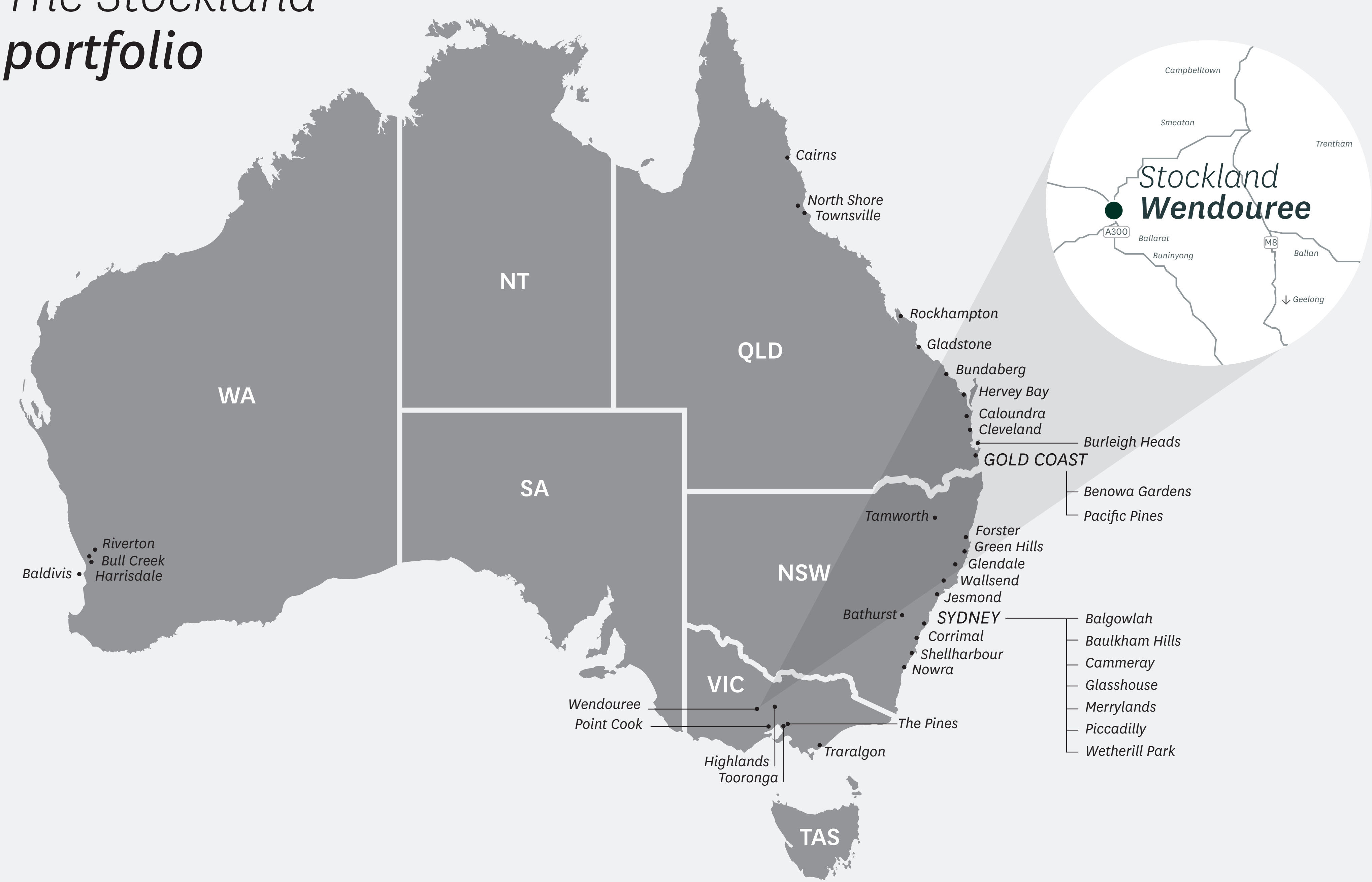
Floor *plan*



Key

- Major
- Specialty
- Casual dining
- Existing

The Stockland **portfolio**



A significant development pipeline of

4 centres

forecast to commence development in the next 12 months and

3 centres

already under development

One of the

largest retail

property owners, developers and managers in Australia

Logistics & Business Parks portfolio with 27 properties valued at

$2.0bn

Over $6.5bn

in sales annually from around

3,500 retail stores

Stockland

Shopping centres nationally valued at approximately

$7.0bn

One of the leading retirement living operators with

over 9,400 established units

across Australia

The leading residential developer, with over 72,600 lots and a total end value of

$18.2bn

Australia's largest

diversified

property company

Stockland

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