

Green Hills Centre Overview




Located 26km north-west of the Newcastle CBD, Stockland Green Hills stands as an award-winning premier fashion and entertainment centre.

Anchored by David Jones, Kmart, Big W, Coles and Woolworths, the centre boasts 14 mini-majors with brands such as H&M, Cotton On Mega, Dan Murphy's, JB Hi-Fi, TK Maxx, along with more than 200 specialty stores. An exciting entertainment hub, it offers a vibrant indoor and outdoor dining precinct, featuring diverse eateries, a seven-screen Hoyts Lux cinema complex, Timezone and ample parking with over 3,000 car parking spaces.



 **74,236sqm**
GLA

 **3,125**
Car spaces

 **213**
Specialty no.

 **10.42M**
MAT traffic

 **\$667.33M**
MAT sales

 **\$12,061**
Specialty sales \$PSM

 **\$64.00**
Average spend

Stockland Green Hills
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stockland.com.au/greenhills
Stockland Green Hills,
1 Molly Morgan Drive, East Maitland NSW 2323

Information is accurate as at 30 June 2023. Centre map is indicative only and subject to change. Does not include ATMs. Cinemas are included as majors. Specialty stores are less than 400 square metres GLA. Mini-majors are greater than 400 square metres GLA. Pad and S Connect sites are not included in the specialty count. Specialty sales \$PSM as per MLA. Figures provided are inc GST.




Major

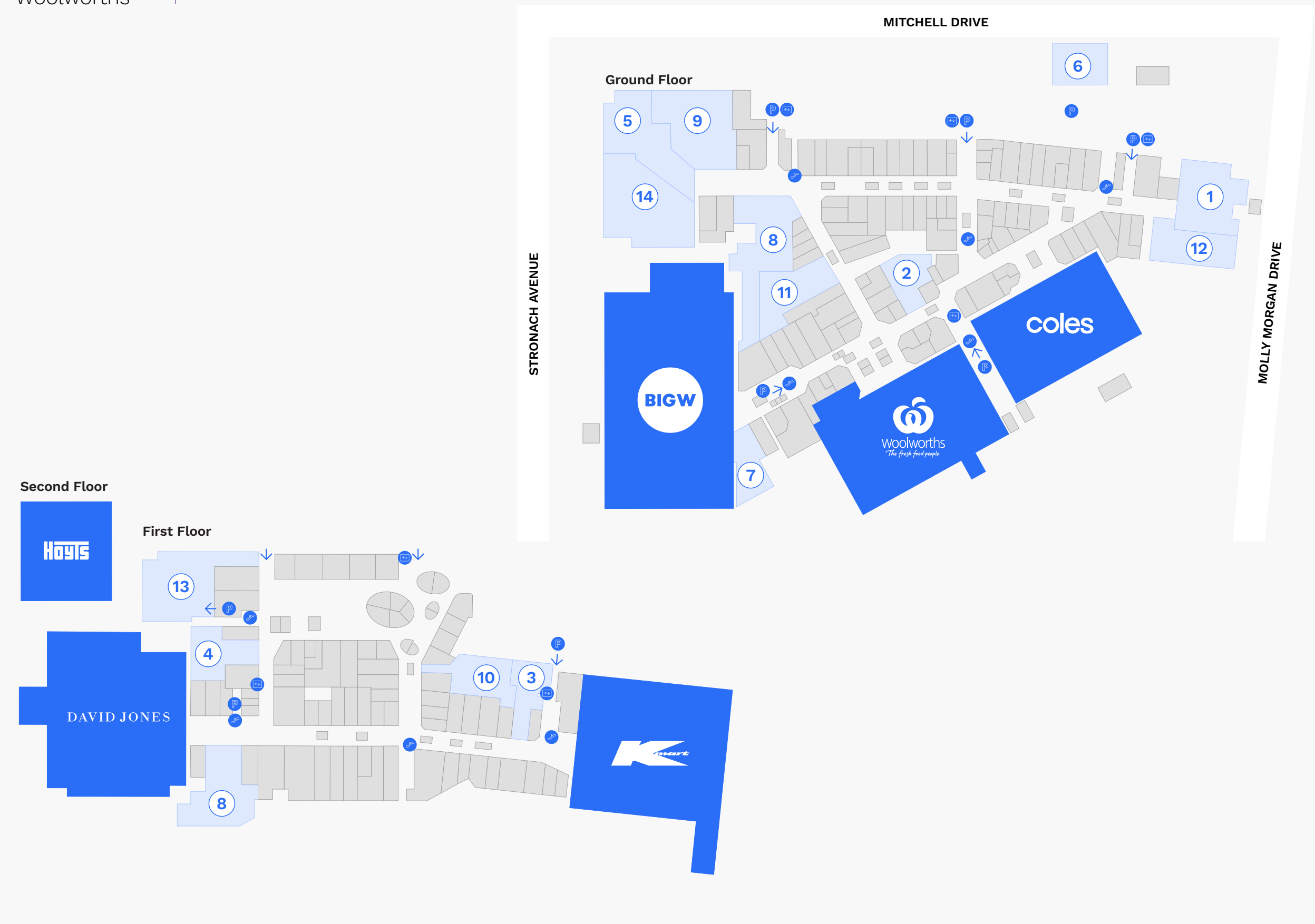
Big W
Coles
David Jones
Hoyts
Cinema
Kmart
Woolworths

Mini-major

1. Best & Less
2. Blooms the Chemist
3. Casey's Toys
4. City Beach
5. Cotton On Mega
6. Dan Murphy's
7. Dollar King
8. H&M
9. JB Hi-Fi
10. Kids World

Key

-  Major
-  Mini-major
-  Specialty

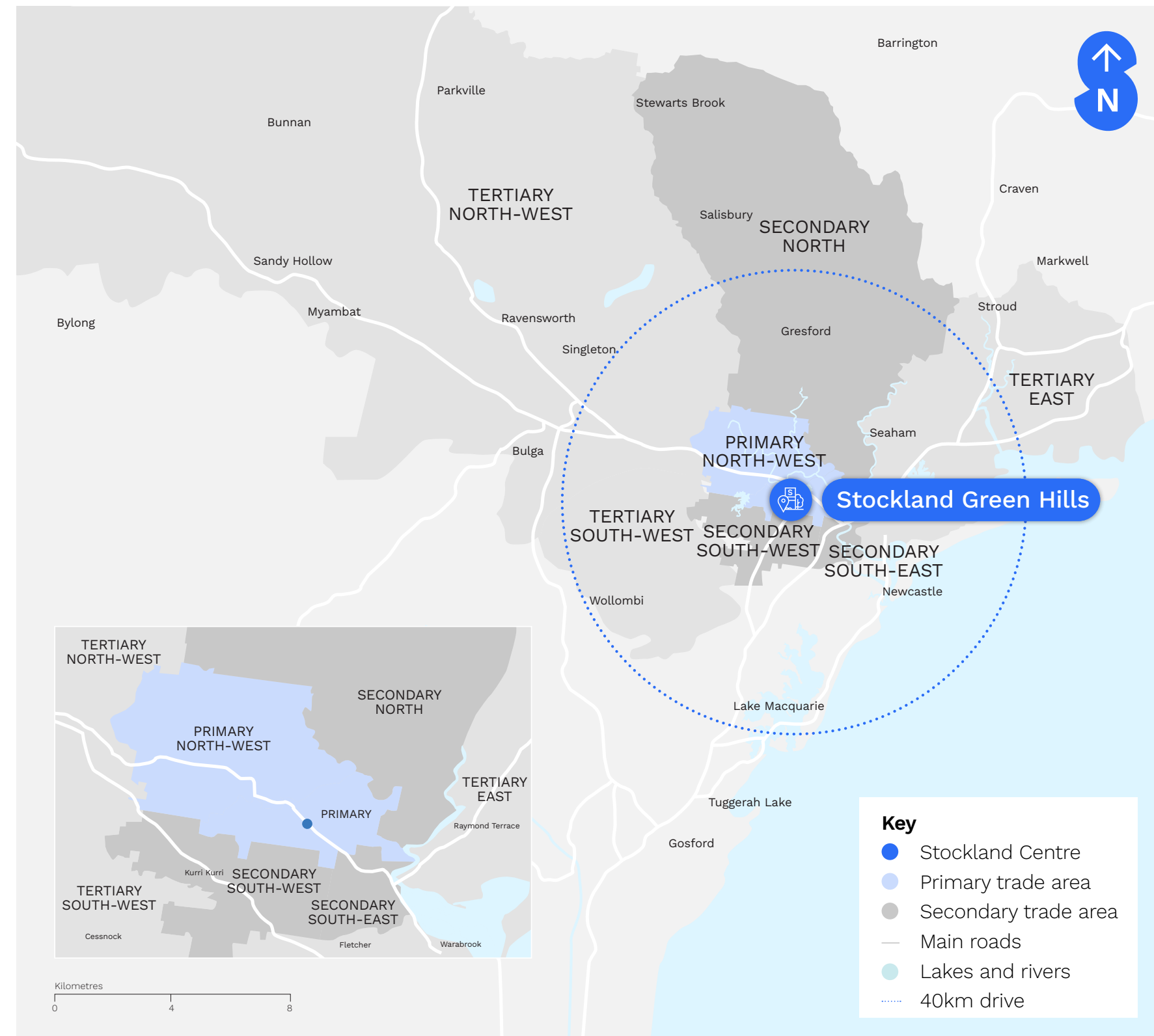


Green Hills Centre Overview



Stockland Green Hills services a main trade area of 137,639 people, which is expected to grow to 148,039 by 2026, growing at an average rate of 1.8% per annum. The total trade area is 277,333 people, forecast to grow at an average rate of 1.8% per annum between 2023-2026. The average household income in the total trade area is \$101,272 which is 6.4% higher than the non-metro NSW average and \$104,702 in the main trade area which is 10% higher than the non-metro NSW average.

Trade Area Map



Avg. household income
\$104,702
in main trade area



Couples with dependent children
44.1%
of main trade area



Average age
37.8
in main trade area



Forecast population
297,333
in main trade area by 2026

Characteristics	Primary Sector		Secondary Sectors			Main TA	Tertiary Sectors			Total TA	Rest of NSW Avg.	Aust Avg.
	Core	North-West	North	South-east	South-west		East	North-West	South-West			
Income Levels												
Average Per Capita Income	\$53,175	\$52,723	\$52,765	\$47,481	\$46,577	\$51,487	\$44,787	\$55,989	\$45,795	\$50,706	\$49,683	\$55,301
Per Capita Income Variation	7.0%	6.1%	6.2%	-4.4%	-6.3%	3.6%	-9.9%	12.7%	-7.8%	2.1%	n.a.	n.a.
Average Household Income	\$108,287	\$106,644	\$108,866	\$96,289	\$94,636	\$104,702	\$87,855	\$109,697	\$90,629	\$101,272	\$95,175	\$109,594
Household Income Variation	13.8%	12.1%	14.4%	1.2%	-0.6%	10.0%	-7.7%	15.3%	-4.8%	6.4%	n.a.	n.a.
Average Household Size	2.6	2.7	2.7	2.6	2.6	2.6	2.4	2.6	2.6	2.6	2.4	2.5
Age Distribution (% of Pop'n)												
Aged 0-14	20.9%	21.5%	18.6%	22.1%	21.5%	21.0%	17.9%	20.9%	18.5%	20.2%	17.6%	18.0%
Aged 15-19	6.1%	6.3%	6.1%	5.7%	5.5%	6.0%	5.5%	6.6%	5.9%	6.1%	5.7%	5.7%
Aged 20-29	13.3%	12.7%	8.7%	13.5%	15.0%	12.9%	9.9%	12.4%	12.6%	12.3%	11.2%	13.3%
Aged 30-39	15.0%	14.0%	10.6%	15.7%	13.9%	14.2%	10.9%	13.9%	13.1%	13.4%	11.8%	14.6%
Aged 40-49	12.6%	12.7%	12.2%	12.3%	11.4%	12.4%	11.4%	12.6%	11.8%	12.2%	11.7%	13.0%
Aged 50-59	11.7%	11.5%	15.6%	10.1%	11.5%	11.9%	13.3%	12.8%	12.5%	12.4%	12.9%	12.5%
Aged 60+	20.3%	21.4%	28.2%	20.6%	21.2%	21.6%	31.1%	20.9%	25.6%	23.5%	29.1%	23.0%
Average Age	37.3	37.7	42.1	36.9	37.2	37.8	43.0	37.8	40.2	39.0	42.2	39.5
Housing Status (% of H'holds)												
Owner/Purchaser	66.8%	70.3%	86.0%	68.5%	70.6%	70.5%	71.2%	70.4%	70.2%	70.5%	70.9%	67.4%
Renter	31.4%	27.5%	12.2%	30.9%	28.7%	27.9%	26.3%	27.5%	28.2%	27.6%	26.9%	30.8%
Birthplace (% of Pop'n)												
Australian Born	91.2%	92.3%	94.9%	85.4%	95.4%	92.0%	90.9%	92.2%	92.8%	92.0%	88.5%	72.0%
Overseas Born	65.8%	39.1%	59.1%	45.3%	38.0%	47.9%	51.4%	45.4%	51.7%	47.5%	11.5%	28.0%
• Asia	3.3%	2.0%	0.1%	8.1%	1.2%	2.8%	1.4%	2.1%	1.5%	2.2%	2.8%	12.1%
• Europe	2.7%	2.8%	3.0%	3.0%	2.1%	2.7%	4.8%	2.5%	3.0%	3.0%	4.8%	7.2%
• Other	2.8%	2.9%	2.0%	3.5%	1.2%	2.6%	2.9%	3.2%	2.7%	2.8%	3.9%	8.7%
Family Type (% of Pop'n)												
Couple With Dep't Children	45.6%	44.8%	43.2%	44.2%	39.7%	44.1%	36.0%	44.6%	35.6%	41.9%	38.4%	44.2%
Couple With Non-Dep't Children	7.9%	8.0%	11.3%	7.1%	9.1%	8.4%	7.9%	7.6%	8.5%	8.1%	7.4%	7.7%
Couple Without Children	23.1%	22.1%	27.7%	20.5%	21.9%	22.9%	28.8%	23.6%	23.8%	24.1%	27.1%	23.8%
Single With Dep't Children	10.1%	11.1%	6.2%	12.8%	13.6%	10.7%	11.0%	9.8%	14.6%	11.0%	9.6%	8.6%
Single With Non-Dep't Children	3.7%	4.3%	3.0%	4.9%	5.4%	4.2%	4.7%	3.4%	5.8%	4.3%	4.3%	4.0%
Other Family	0.8%	1.0%	0.7%	1.4%	0.9%	0.9%	0.8%	0.8%	0.9%	0.9%	0.9%	1.0%
Lone Person	8.9%	8.8%	7.9%	9.1%	9.5%	8.9%	10.8%	10.2%	10.8%	9.7%	12.3%	10.8%

Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors								
Core	38,216	42,487	49,929	51,429	55,429	59,879	62,879	64,629
North-west	28,645	33,678	37,722	38,622	42,222	46,722	51,222	55,722
Total Primary	66,861	76,165	87,651	90,051	97,651	106,601	114,101	120,351
Secondary Sectors								
North	13,318	13,768	14,328	14,478	15,078	15,678	16,278	16,878
South-east	8,889	10,317	12,436	12,636	13,236	13,736	14,236	14,736
South-west	16,429	17,661	20,074	20,474	22,074	23,074	23,574	24,074
Total Secondary	38,636	41,746	46,838	47,588	50,388	52,488	54,088	55,688
Main Trade Area	105,497	117,911	134,489	137,639	148,039	159,089	168,189	176,039
Tertiary Sectors								
East	40,466	42,093	44,671	45,271	47,871	51,121	54,371	57,621
North-west	57,949	58,616	59,795	61,015	65,895	72,045	77,545	83,045
South-west	27,960	30,299	32,878	33,408	35,528	39,078	43,078	47,078
Total Tertiary	126,375	131,008	137,344	139,694	149,294	162,244	174,994	187,744
Total Trade Area	231,872	248,919	271,833	277,333	297,333	321,333	343,183	363,783

Map sources: Location IQ, July 2022. **Demographic data:** ABS Census of Population and Housing 2021; Location IQ, July 2022. All due care has been taken in the preparation of this document and as at 30 June 2023, 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.