

Hervey Bay Centre Overview



Stockland Hervey Bay thrives as a sub-regional town centre in the sought-after tourist destination of the Fraser Coast, 300km north of Brisbane CBD.

This fully enclosed, single-level town centre between Rockhampton and the Sunshine Coast, is anchored by Kmart, Coles and Fresh & Save. Additionally, it houses nine mini-majors, including Best&Less, Cotton On, Heaps Discounts, JB Hi-Fi, Petbarn, Sportfirst, Spotlight, TK Maxx and Timezone, as well as an indoor and outdoor dining precinct and more than 100 specialty stores.



37,762sqm
GLA

1,772
Car spaces

101
Specialty no.

4.69M
MAT traffic

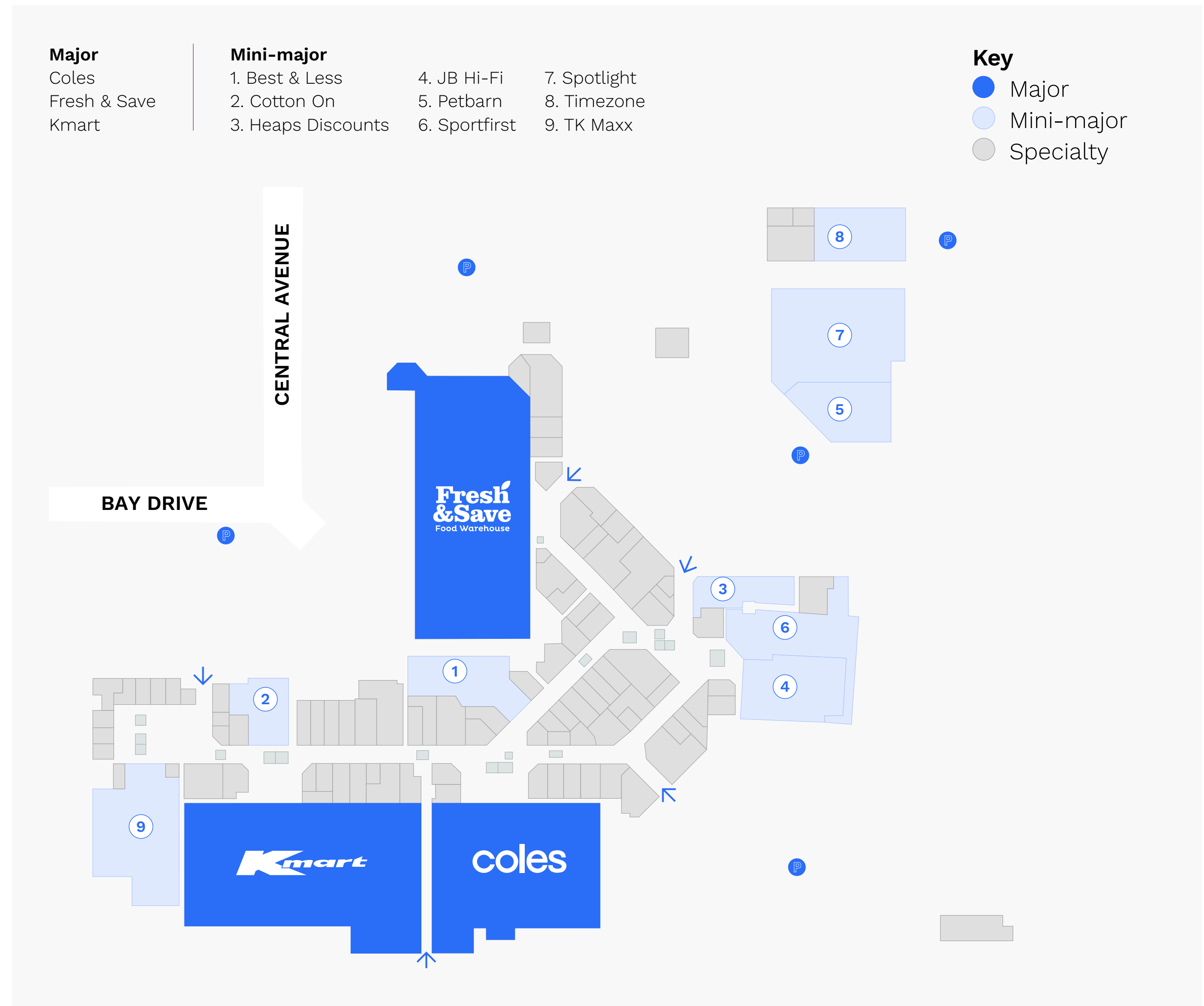
\$300.35M
MAT sales

\$10,218
Specialty sales \$PSM

\$65.00
Average spend

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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.

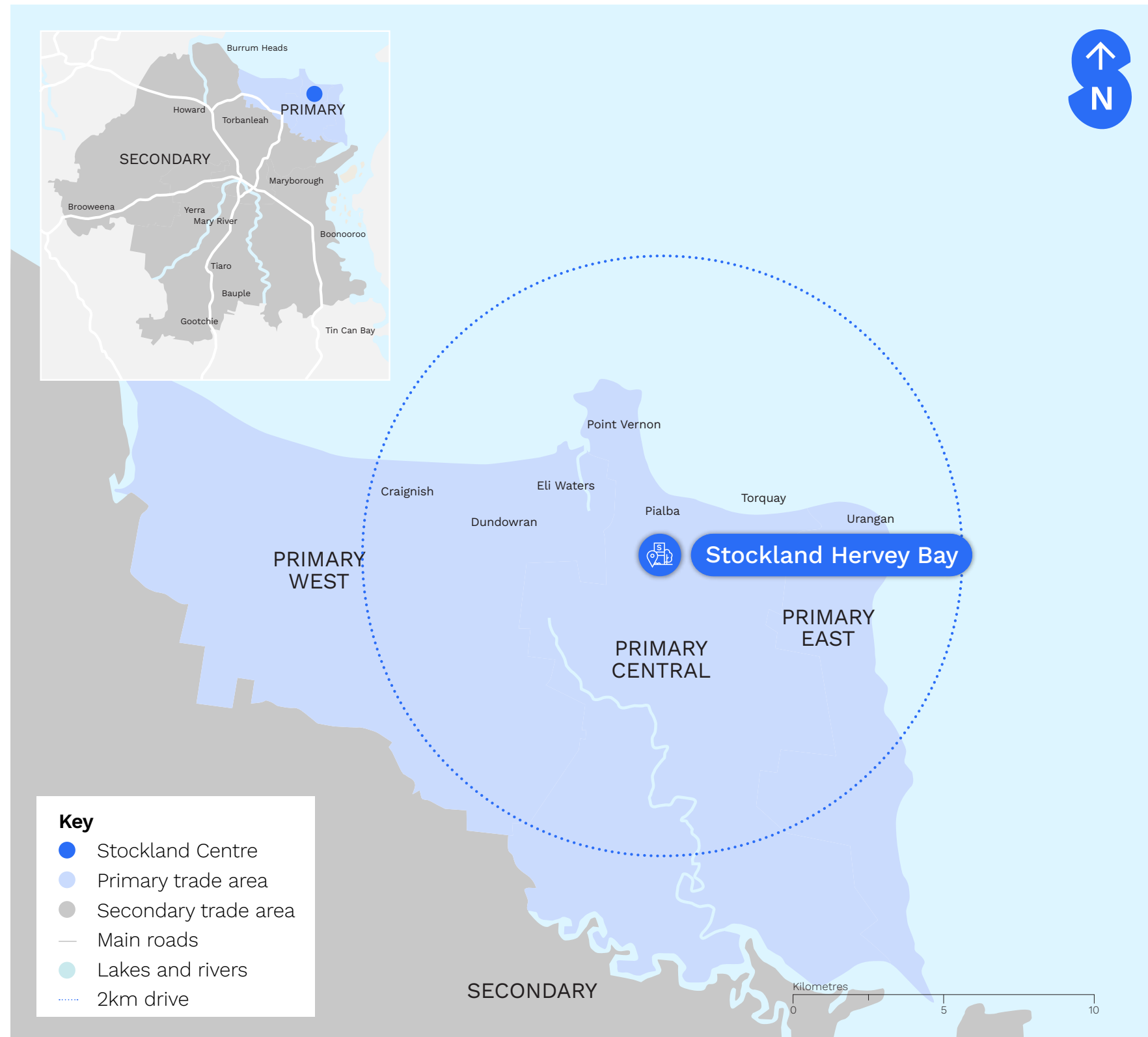


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Stockland Hervey Bay is located within a bustling main trade area with an average household income of \$74,309 per annum and a population of about 107,700, forecast to reach 112,700 by 2026. Total retail spend in the main trade area is approx. \$1,704.1m and is forecast to grow on average 3.4% per annum between 2022-2026 to \$1,951.2m.

Trade Area Map



Avg. household income
\$74,309
in main trade area



Forecast population
112,700
in main trade area
by 2026

Characteristics	Primary Sectors			Secondary Sector	Total TA	Rest of Qld Average	Australia Avg.
	Central	East	West				
Income Levels							
Average Per Capita Income	\$40,329	\$38,661	\$42,906	\$37,591	\$39,447	\$50,592	\$55,301
Per Capita Income Variation	-20.3%	-23.6%	-15.2%	-25.7%	-22.0%	n.a.	n.a.
Average Household Income	\$74,147	\$72,525	\$86,786	\$70,429	\$74,309	\$97,780	\$109,594
Household Income Variation	-24.2%	-25.8%	-11.2%	-28.0%	-24.0%	n.a.	n.a.
Average Household Size	2.2	2.2	2.6	2.3	2.3	2.4	2.5
Age Distribution (% of Pop'n)							
Aged 0-14	15.1%	13.6%	18.2%	14.4%	15.1%	18.1%	18.0%
Aged 15-19	5.1%	4.8%	5.4%	5.2%	5.1%	5.9%	5.7%
Aged 20-29	7.9%	7.8%	7.6%	9.0%	8.3%	11.9%	13.3%
Aged 30-39	9.2%	8.2%	10.0%	8.9%	9.1%	12.7%	14.6%
Aged 40-49	10.2%	9.8%	11.7%	10.9%	10.6%	12.7%	13.0%
Aged 50-59	12.4%	14.8%	13.0%	14.1%	13.5%	13.2%	12.5%
Aged 60+	40.2%	41.2%	34.1%	37.5%	38.4%	25.5%	23.0%
Average Age	47.8	48.3	44.3	46.6	46.9	40.7	39.5
Housing Status (% of H'hlds)							
Owner/Purchaser	67.3%	71.9%	80.1%	75.9%	73.0%	66.6%	67.4%
Renter	29.4%	26.9%	19.2%	22.6%	25.0%	31.3%	30.8%
Birthplace (% of Pop'n)							
Australian Born	82.3%	81.3%	82.6%	90.5%	85.3%	81.5%	72.0%
Overseas Born	65.8%	39.1%	49.5%	59.1%	47.9%	18.5%	28.0%
• Asia	2.2%	1.9%	2.5%	1.3%	1.9%	4.1%	12.1%
• Europe	8.4%	9.1%	8.0%	4.5%	7.0%	5.8%	7.2%
• Other	7.1%	7.8%	6.8%	3.7%	5.9%	8.6%	8.7%
Family Type (% of Pop'n)							
Couple With Dep't Children	29.3%	26.4%	37.1%	29.3%	30.1%	40.1%	44.2%
Couple With Non-Dep't Children	5.9%	7.2%	6.9%	7.6%	6.8%	6.7%	7.7%
Couple Without Children	33.2%	37.7%	34.8%	33.3%	34.1%	27.0%	23.8%
Single With Dep't Children	11.6%	11.0%	10.0%	10.4%	10.8%	10.1%	8.6%
Single With Non-Dep't Children	4.8%	3.9%	3.5%	5.0%	4.6%	3.9%	4.0%
Other Family	1.0%	0.7%	0.6%	1.0%	0.9%	1.0%	1.0%
Lone Person	14.2%	13.1%	7.1%	13.5%	12.7%	11.2%	10.8%

Trade Area Population

Population	Actual			Forecast				
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors								
• Central	31,608	32,962	34,513	34,873	36,673	38,923	41,173	43,173
• East	12,548	13,385	14,702	14,952	15,952	16,952	17,952	18,702
• West	12,475	14,063	16,125	16,425	17,625	19,125	20,625	22,125
Total Primary	56,631	60,410	65,350	66,250	70,250	75,000	79,750	84,000
Secondary Sector	38,575	39,928	41,200	41,450	42,450	43,700	44,700	45,700
Main Trade Area	95,206	100,338	106,550	107,700	112,700	118,700	124,450	129,700

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.