

# Green Hills Centre Overview



## Stockland Green Hills, 26km northwest of Newcastle CBD is an award-winning premier fashion and entertainment town centre.

Anchored by David Jones, Kmart, Big W, Coles and Woolworths, the centre boasts 15 mini-majors with brands, including Mecca, JB Hi-Fi, TK Maxx, H&M, Cotton On Mega and more than 200 specialty stores. The entertainment precinct includes indoor and outdoor dining, featuring a diverse range of eateries, a seven-screen Hoyts Lux cinema complex and Timezone. The centre offers convenient front door access to public transport and over 3,000 parking spaces.



74,223sqm  
GLA

3,125  
Car spaces

213  
Specialty no.

10.47M  
MAT traffic

\$686.35M  
MAT sales

\$12,422  
Specialty sales \$PSM

\$65.50  
Average spend

**Stockland Green Hills**  
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[stockland.com.au/greenhills](http://stockland.com.au/greenhills)  
Stockland Green Hills,  
1 Molly Morgan Drive, East Maitland NSW 2323

Information is accurate as at 30 June 2024. 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

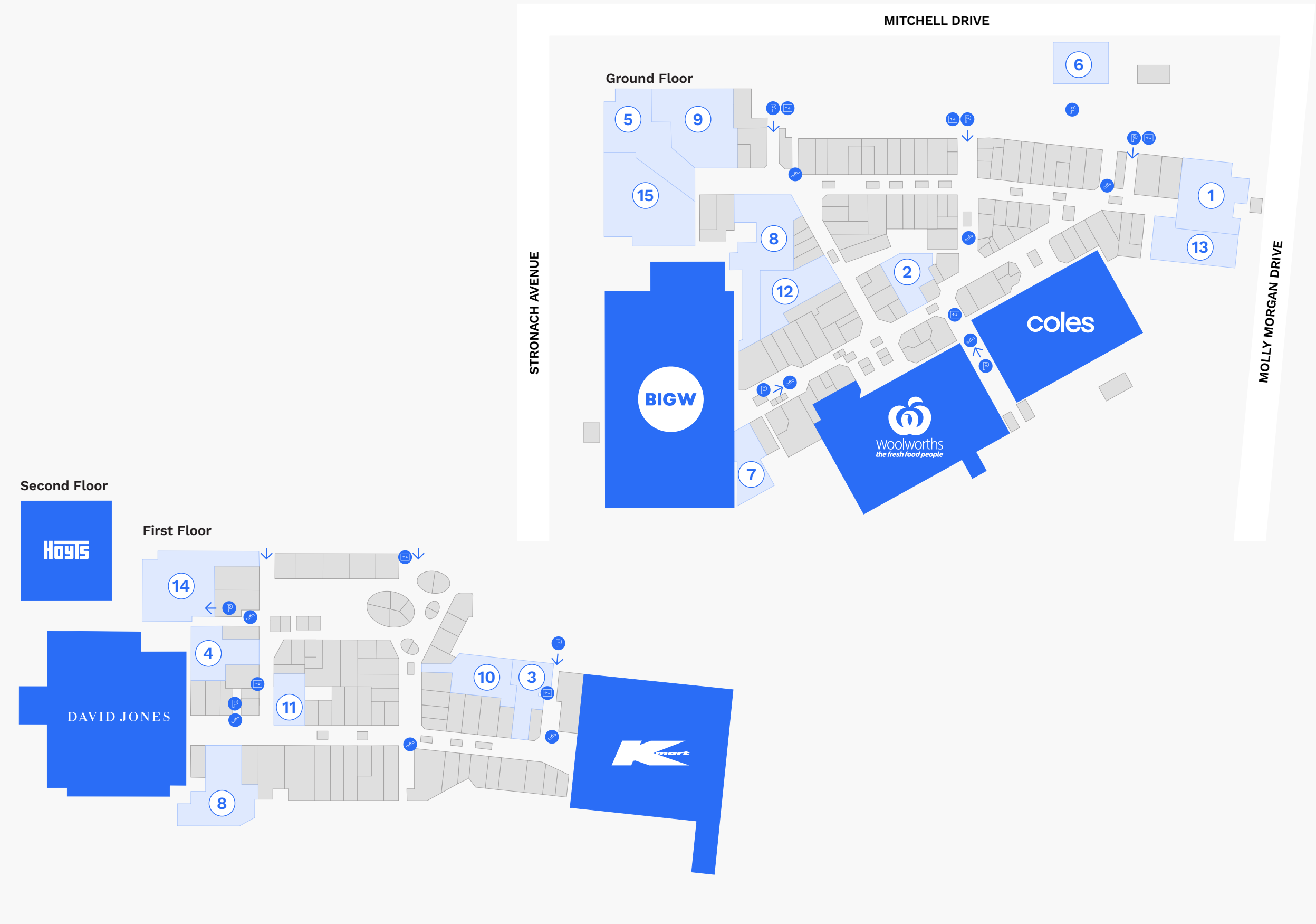
Big W  
Coles  
David Jones  
Hoyts Cinema  
Kmart  
Woolworths

### 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

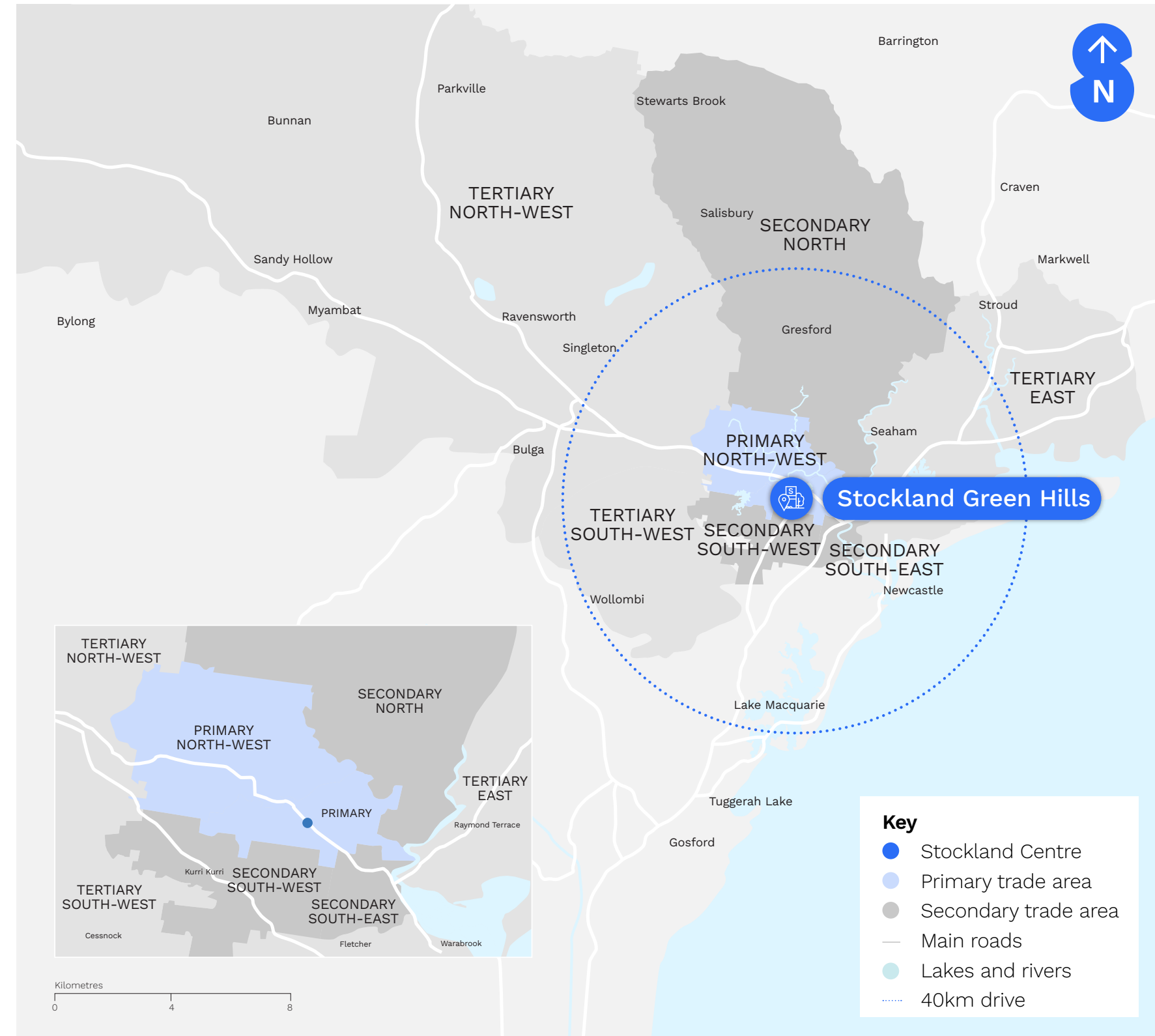


# Green Hills Centre Overview



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 forecast total trade area is 277,333 people, forecast to grow at an average rate of 1.8% per annum between 2022-2026. 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  
**148,039**  
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			
<b>Income Levels</b>												
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
<b>Age Distribution (% of Pop'n)</b>												
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
<b>Housing Status (% of H'hlds)</b>												
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%
<b>Birthplace (% of Pop'n)</b>												
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	8.8%	7.7%	5.1%	14.6%	4.6%	8.0%	9.1%	7.8%	7.2%	8.0%	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%
<b>Family Type (% of Pop'n)</b>												
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%	0.9%	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
<b>Primary Sectors</b>								
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
<b>Secondary Sectors</b>								
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
<b>Main Trade Area</b>	<b>105,497</b>	<b>117,911</b>	<b>134,489</b>	<b>137,639</b>	<b>148,039</b>	<b>159,089</b>	<b>168,189</b>	<b>176,039</b>
<b>Tertiary Sectors</b>								
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
<b>Total Trade Area</b>	<b>231,872</b>	<b>248,919</b>	<b>271,833</b>	<b>277,333</b>	<b>297,333</b>	<b>321,333</b>	<b>343,183</b>	<b>363,783</b>

**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 2024, 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.