

# Burleigh Heads Centre Overview

A fully enclosed town centre located on the Gold Coast, 80km south of the Brisbane CBD. Situated near the intersection of two arterial roads and just 1.4km from Burleigh Beach, the centre is anchored by Big W, Woolworths and ALDI. The centre boasts five mini-majors and more than 90 specialty stores, alongside an external-facing dining precinct. Adjacent to Stockland Burleigh Heads is Stockland Burleigh Central, made up of two small, well-located bulky good sites including Harris Scarfe Home, Spotlight, Pillow Talk and World Gym.



 **36,412sqm**  
GLA

 **1,671**  
Car spaces

 **100**  
Specialty no.

 **4.49M**  
MAT traffic

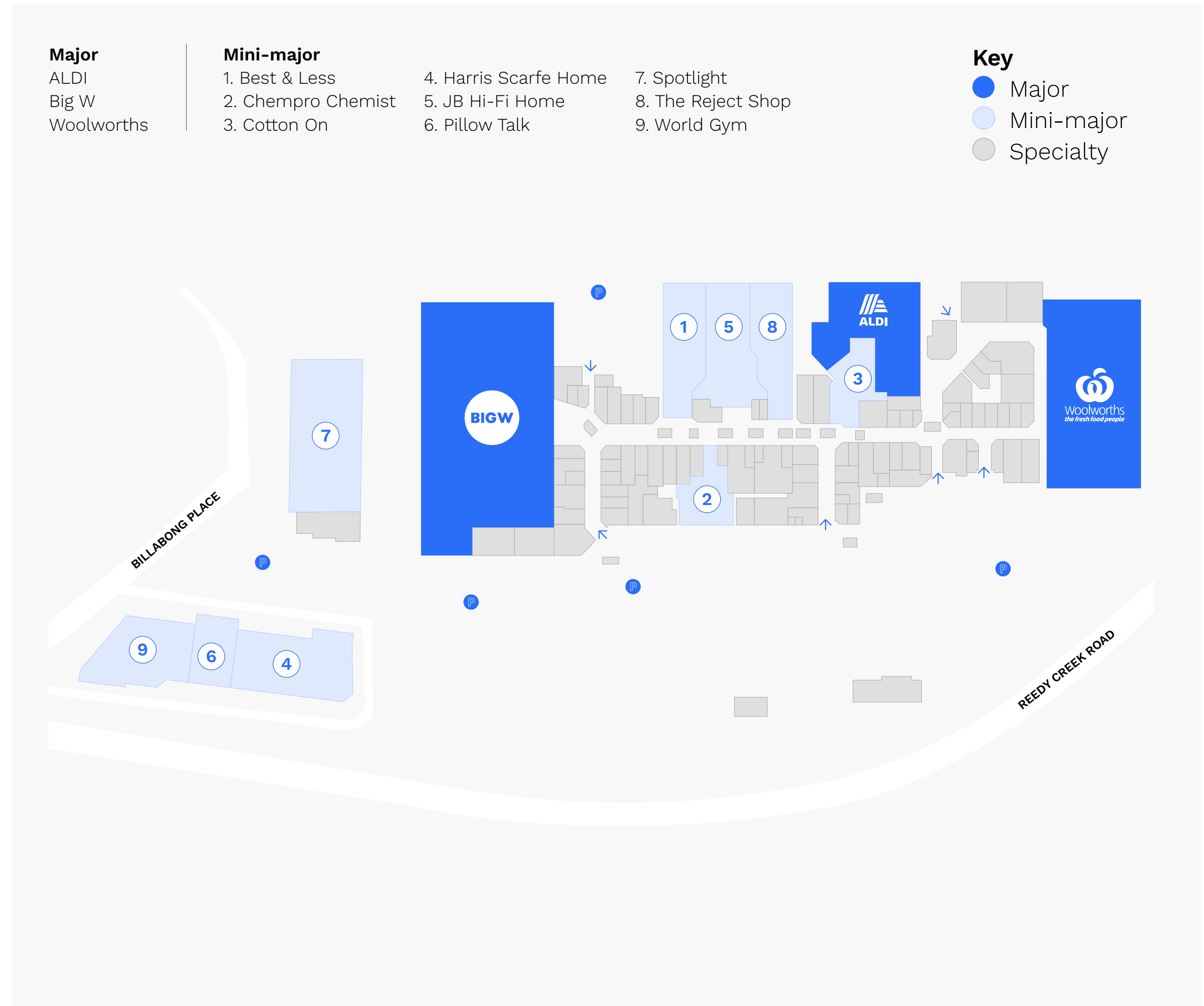
 **\$272.42M**  
MAT sales

 **\$9,048**  
Specialty sales \$PSM

 **\$60.66**  
Average spend

**Stockland Burleigh Heads Complex**  
P: 07 5535 9666  
[stockland.com.au/burleighheads](http://stockland.com.au/burleighheads)  
Stockland Burleigh Heads Complex,  
149 West Burleigh Road, Burleigh Heads Qld 4220

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.

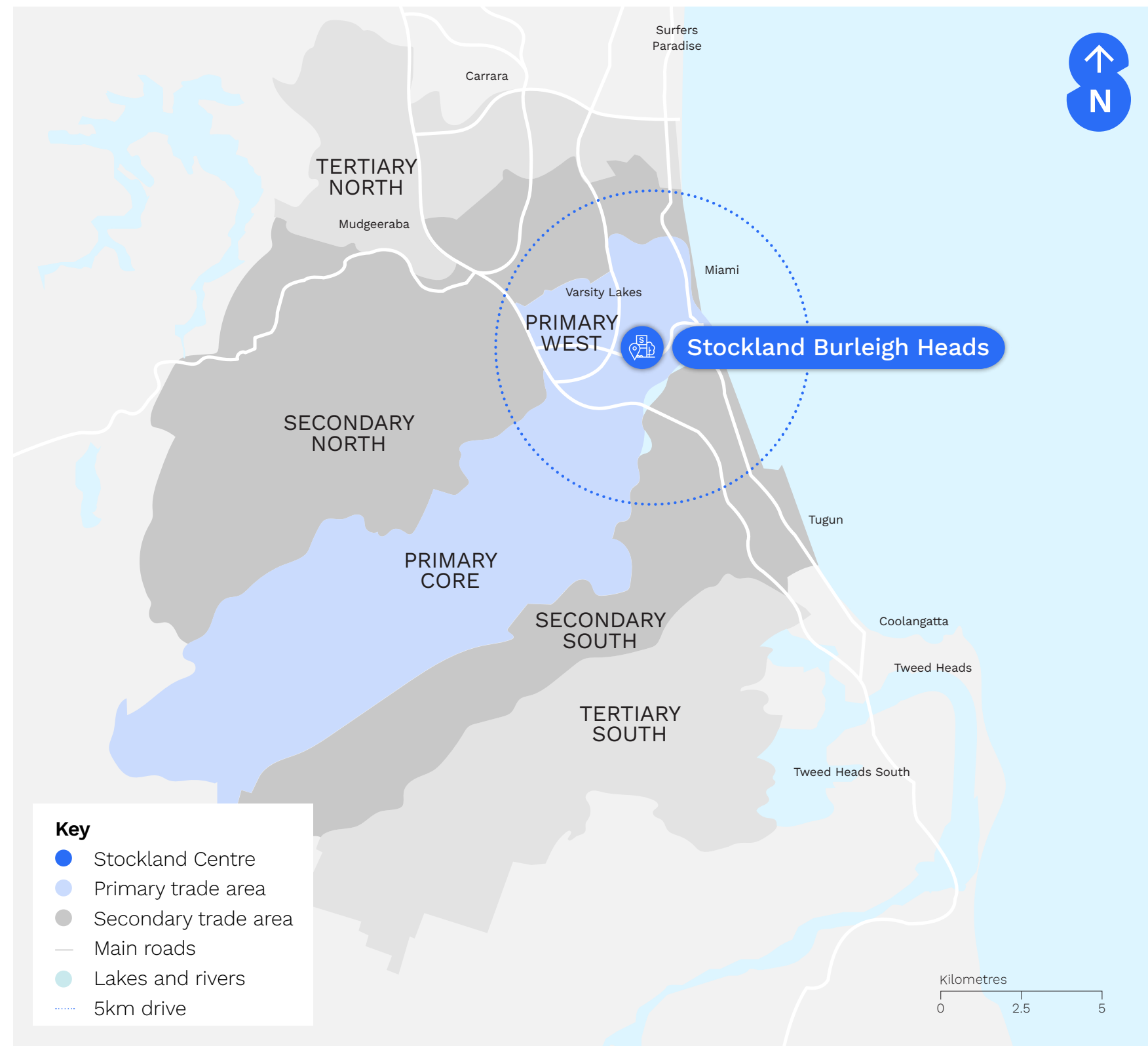


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Stockland Burleigh Heads services a main trade area made up of 44.5% couples with dependent children and an average age of 40.1 years. The main trade area average household income is \$110,739 and homeownership is 69.9%, higher than the Queensland average of 66.6%.

## Trade Area Map



Avg. household income  
**\$110,739**  
 in main trade area

Couples with dependent children  
**44.5%**  
 of main trade area

Average age  
**40.1**  
 in main trade area

Forecast population  
**178,726**  
 in main trade area by 2026

Characteristics	Primary Sectors		Secondary Sectors		Main TA	Tertiary Sectors		Total TA	Rest of Qld Avg.	Aust Avg.
	Core	West	North	South		North	South			
<b>Income Levels</b>										
Average Per Capita Income	\$58,150	\$49,683	\$54,071	\$54,848	\$54,766	\$54,640	\$47,213	\$54,569	\$50,592	\$55,301
Per Capita Income Variation	14.9%	-1.8%	6.9%	8.4%	8.3%	8.0%	-6.7%	7.9%	n.a.	n.a.
Average Household Income	\$114,765	\$99,598	\$114,083	\$107,117	\$110,739	\$109,577	\$98,602	\$110,261	\$97,780	\$109,594
Household Income Variation	17.4%	1.9%	16.7%	9.5%	13.3%	12.1%	0.8%	12.8%	n.a.	n.a.
Average Household Size	2.5	2.5	2.6	2.5	2.5	2.5	2.6	2.5	2.4	2.5
<b>Age Distribution (% of Pop'n)</b>										
Aged 0-14	16.9%	19.4%	18.3%	17.4%	17.8%	16.2%	16.5%	17.5%	18.1%	18.0%
Aged 15-19	5.1%	5.7%	6.6%	5.6%	5.9%	5.8%	6.2%	5.9%	5.9%	5.7%
Aged 20-29	11.2%	12.0%	13.1%	11.1%	12.1%	12.5%	9.4%	12.1%	11.9%	13.3%
Aged 30-39	14.0%	15.2%	13.7%	14.0%	14.0%	13.4%	12.6%	13.9%	12.7%	14.6%
Aged 40-49	14.4%	15.3%	14.5%	13.9%	14.4%	13.6%	13.0%	14.2%	12.7%	13.0%
Aged 50-59	12.7%	11.7%	12.3%	12.6%	12.4%	13.1%	13.8%	12.6%	13.2%	12.5%
Aged 60+	25.7%	20.8%	21.4%	25.4%	23.4%	25.3%	28.4%	23.9%	25.5%	23.0%
Average Age	41.5	38.7	38.9	41.1	40.1	41.4	42.5	40.4	40.7	39.5
<b>Housing Status (% of H'holds)</b>										
Owner/Purchaser	74.3%	64.5%	68.1%	70.7%	69.9%	69.0%	83.7%	70.0%	66.6%	67.4%
Renter	24.7%	34.9%	31.1%	28.2%	29.2%	29.8%	13.8%	29.0%	31.3%	30.8%
<b>Birthplace (% of Pop'n)</b>										
Australian Born	79.1%	69.9%	69.6%	82.5%	75.5%	71.2%	86.7%	75.0%	81.5%	72.0%
Overseas Born	20.9%	30.1%	30.4%	17.5%	24.5%	28.8%	13.3%	25.0%	18.5%	28.0%
• Asia	1.7%	7.6%	7.0%	1.5%	4.3%	6.5%	0.8%	4.6%	4.1%	12.1%
• Europe	7.7%	7.2%	8.7%	6.4%	7.6%	8.3%	5.9%	7.7%	5.8%	7.2%
• Other	11.5%	15.4%	14.7%	9.6%	12.6%	13.9%	6.6%	12.7%	8.6%	8.7%
<b>Family Type (% of Pop'n)</b>										
Couple With Dep't Children	44.3%	43.9%	46.2%	42.5%	44.5%	41.2%	40.4%	43.8%	40.1%	44.2%
Couple With Non-Dep't Children	7.3%	6.5%	7.6%	7.3%	7.4%	8.1%	9.4%	7.6%	6.7%	7.7%
Couple Without Children	26.1%	22.1%	23.9%	24.8%	24.5%	25.9%	27.6%	24.8%	27.0%	23.8%
Single With Dep't Children	7.2%	10.6%	9.3%	8.7%	8.8%	9.5%	8.7%	8.9%	10.1%	8.6%
Single With Non-Dep't Children	3.8%	5.7%	3.8%	4.5%	4.2%	4.2%	4.3%	4.2%	3.9%	4.0%
Other Family	0.8%	1.2%	0.8%	0.9%	0.9%	1.0%	1.0%	0.9%	1.0%	1.0%
Lone Person	10.3%	10.0%	8.3%	11.2%	9.8%	10.1%	8.5%	9.8%	11.2%	10.8%

## Trade Area Population

Population	Actual					Forecast			
	2011	2016	2021	2022	2026	2031	2036	2041	
<b>Primary Sectors</b>									
• Core	31,655	33,181	34,453	34,803	36,203	37,453	38,453	39,453	
• West	13,548	13,828	14,274	14,374	14,974	15,724	16,224	16,724	
<b>Total Primary</b>	<b>45,203</b>	<b>47,009</b>	<b>48,727</b>	<b>49,177</b>	<b>51,177</b>	<b>53,177</b>	<b>54,677</b>	<b>56,177</b>	
<b>Secondary Sectors</b>									
• North	58,112	62,886	68,404	69,304	71,704	75,954	78,954	81,454	
• South	45,924	47,975	51,595	52,245	54,845	57,095	59,345	61,595	
<b>Total Secondary</b>	<b>104,036</b>	<b>110,861</b>	<b>119,999</b>	<b>121,549</b>	<b>127,549</b>	<b>133,049</b>	<b>138,299</b>	<b>143,049</b>	
<b>Main Trade Area</b>	<b>149,239</b>	<b>157,870</b>	<b>168,726</b>	<b>170,726</b>	<b>178,726</b>	<b>186,726</b>	<b>192,976</b>	<b>199,226</b>	
<b>Tertiary Sectors</b>									
• North	32,488	34,761	36,299	36,799	39,999	44,999	49,999	54,999	
• South	4,736	4,899	4,948	4,968	5,368	5,868	9,368	12,868	
<b>Total Tertiary</b>	<b>37,224</b>	<b>39,660</b>	<b>41,247</b>	<b>41,767</b>	<b>45,367</b>	<b>50,867</b>	<b>59,367</b>	<b>67,867</b>	
<b>Total Trade Area</b>	<b>186,463</b>	<b>197,530</b>	<b>209,973</b>	<b>212,493</b>	<b>224,093</b>	<b>237,093</b>	<b>252,343</b>	<b>267,093</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.