

Rockhampton Centre Overview



Located between Maroochydore and Mackay, Stockland Rockhampton is anchored by Woolworths, Coles, Kmart and Big W.

It is home to ~15 mini-majors, including TK Maxx, Cotton On Mega, JB Hi-Fi, City Beach, Rebel Sport, Timezone, Anaconda and more than 160 specialty stores, a swim school, a six-screen BCC Cinema and Green Leaves Early Learning Centre. The centre features an all-weather casual dining precinct, The Terrace.



58,966sqm
GLA

2,850
Car spaces

159
Specialty no.

6.60M
MAT traffic

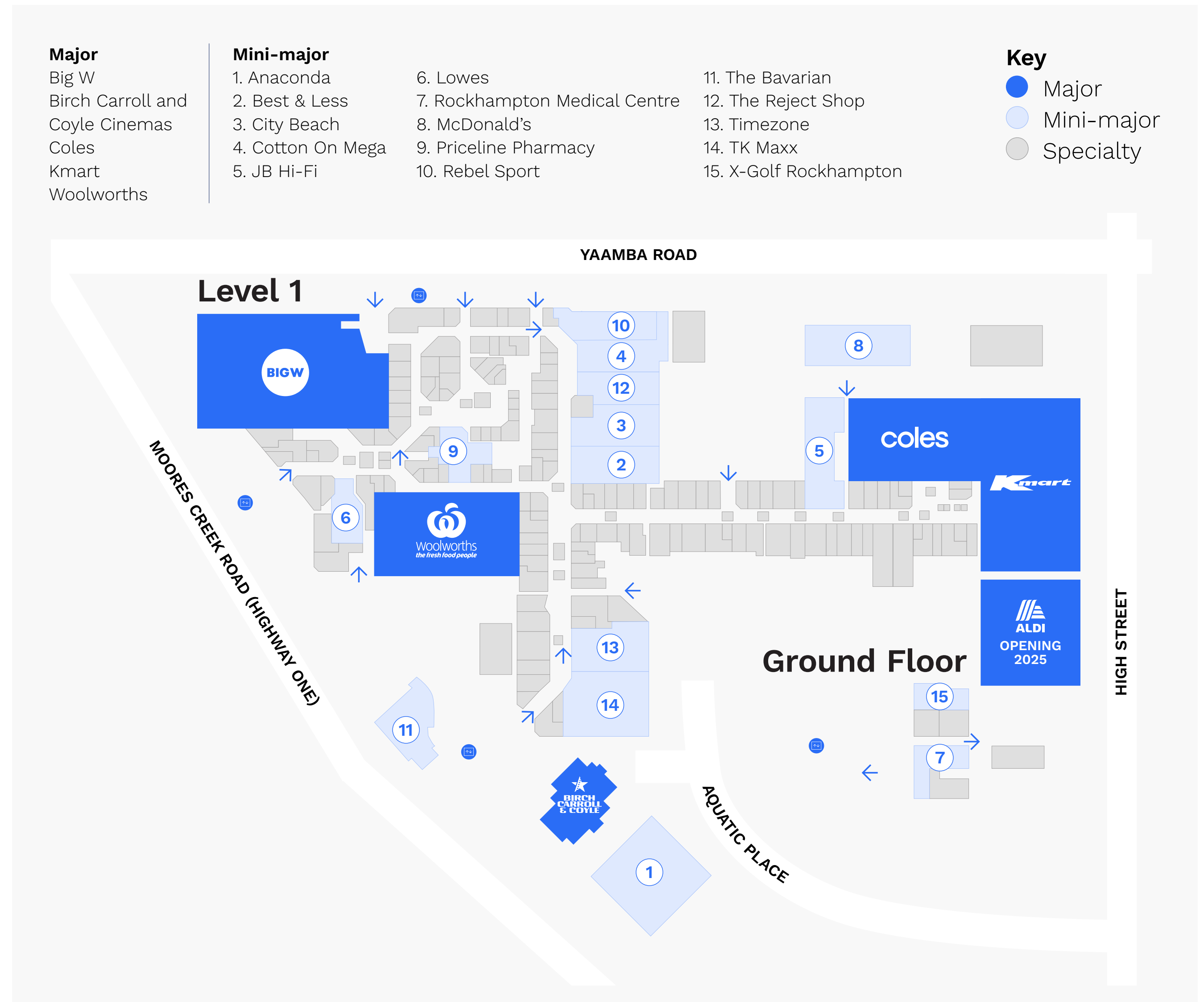
\$446.86M
MAT sales

\$11,060
Specialty sales \$PSM

\$62.30
Average spend

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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.

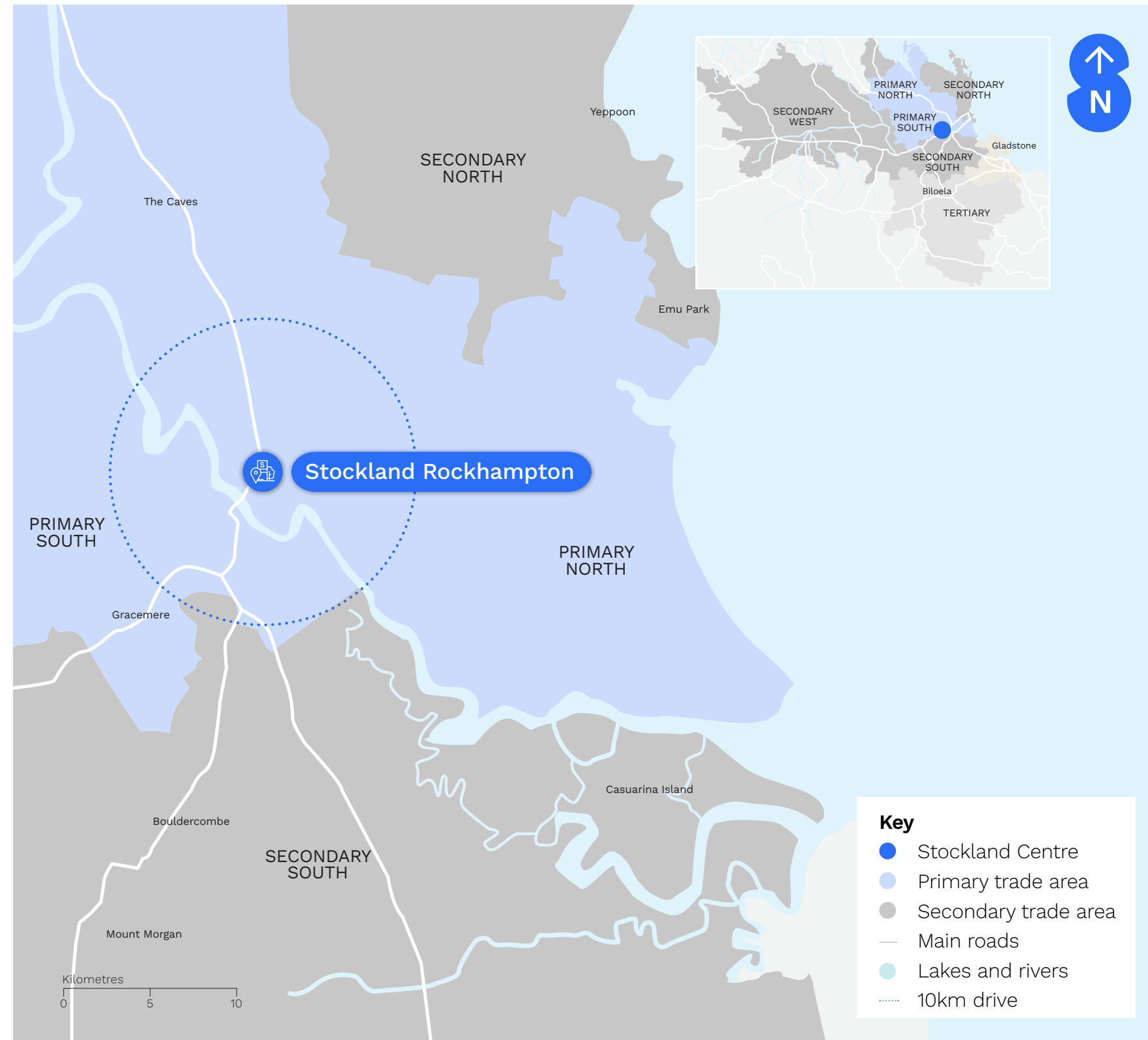


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Stockland Rockhampton is forecast to service a total trade area population of 232,268 by 2026. The total trade area has an average household income of \$104,136, which is 6.5% higher than the non-metro QLD average, and a large proportion of the population is couples with dependent children at 43.3% in the total trade area.

Trade Area Map



Avg. household income
\$102,847
in main trade area



Couples with dependent children
42.1%
of main trade area



Average age
38.5
in main trade area



Forecast population
161,929
in main trade area
by 2026

Characteristics	Primary Sectors		Secondary Sectors			Main TA	Tertiary Sectors		Total TA	Rest of Qld Avg.	Aust Avg.
	North	South	North	South	West		Biloela	Gladstone			
Income Levels											
Average Per Capita Income	\$51,723	\$51,930	\$54,226	\$43,048	\$67,101	\$54,966	\$56,820	\$56,227	\$55,383	\$50,592	\$55,301
Per Capita Income Variation	2.2%	2.6%	7.2%	-14.9%	32.6%	8.6%	12.3%	11%	9.5%	n.a.	n.a.
Average Household Income	\$98,486	\$98,220	\$101,761	\$78,033	\$122,048	\$102,847	\$108,384	\$106,706	\$104,136	\$97,780	\$109,594
Household Income Variation	0.7%	0.4%	4.1%	-20.2%	24.8%	5.2%	10.8%	9.1%	6.5%	n.a.	n.a.
Average Household Size	2.5	2.5	2.5	2.3	2.6	2.5	2.4	2.5	2.5	2.4	2.5
Age Distribution (% of Pop'n)											
Aged 0-14	19.8%	20.9%	17.7%	16.3%	23.1%	20.2%	21.0%	22.1%	20.7%	18.1%	18.0%
Aged 15-19	6.2%	7.1%	6.2%	5.4%	5.8%	6.3%	5.5%	6.7%	6.3%	5.9%	5.7%
Aged 20-29	13.5%	13.0%	9.4%	7.8%	14.6%	12.6%	11.4%	11.7%	12.3%	11.9%	13.3%
Aged 30-39	13.9%	13.5%	11.0%	9.2%	16.2%	13.6%	14.1%	13.7%	13.6%	12.7%	14.6%
Aged 40-49	12.4%	11.8%	12.4%	11.9%	13.5%	12.5%	12.7%	13.7%	12.8%	12.7%	13.0%
Aged 50-59	12.1%	12.1%	14.5%	15.7%	12.7%	12.8%	13.7%	13.7%	13.1%	13.2%	12.5%
Aged 60+	22.2%	21.5%	28.7%	33.7%	14.1%	22.0%	21.5%	18.4%	21.1%	25.5%	23.0%
Average Age	38.5	37.8	42.4	44.9	34.4	38.5	38.5	36.7	38.0	40.7	39.5
Housing Status (% of H'holds)											
Owner/Purchaser	69.7%	62.8%	73.8%	80.1%	48.1%	65.2%	63.4%	62.9%	64.5%	66.6%	67.4%
Renter	28.9%	35.5%	24.1%	15.4%	47.2%	32.5%	31.1%	36.2%	33.3%	31.3%	30.8%
Birthplace (% of Pop'n)											
Australian Born	89.8%	91.8%	88.8%	95.0%	88.7%	90.0%	92.0%	86.9%	89.3%	81.5%	72.0%
Overseas Born	10.2%	8.2%	11.2%	5.0%	11.3%	10.0%	8.0%	13.1%	10.7%	18.5%	28.0%
• Asia	4.9%	2.7%	1.2%	0.7%	2.9%	3.2%	3.6%	3.4%	3.3%	4.1%	12.1%
• Europe	1.6%	1.9%	4.6%	1.9%	1.7%	2.3%	1.4%	3.1%	2.4%	5.8%	7.2%
• Other	3.6%	3.6%	5.4%	2.4%	6.8%	4.6%	3.0%	6.6%	5.0%	8.6%	8.7%
Family Type (% of Pop'n)											
Couple With Dep't Children	41.8%	39.8%	39.0%	33.8%	49.0%	42.1%	45.7%	45.9%	43.3%	40.1%	44.2%
Couple With Non-Dep't Children	7.0%	6.2%	6.9%	7.5%	5.0%	6.4%	6.5%	5.5%	6.2%	6.7%	7.7%
Couple Without Children	24.0%	22.1%	30.1%	29.4%	21.6%	24.5%	26.1%	23.1%	24.2%	27.0%	23.8%
Single With Dep't Children	11.3%	13.6%	8.8%	9.1%	10.2%	11.0%	7.1%	11.3%	10.9%	10.1%	8.6%
Single With Non-Dep't Children	4.1%	4.7%	3.5%	4.8%	2.4%	3.8%	2.5%	2.8%	3.5%	3.9%	4.0%
Other Family	1.0%	1.4%	0.8%	1.3%	1.0%	1.1%	1.0%	0.7%	1.0%	1.0%	1.0%
Lone Person	10.8%	12.3%	10.8%	14.0%	10.9%	11.3%	11.1%	10.6%	11.1%	11.2%	10.8%

Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors								
• North	52,768	54,674	55,584	55,834	56,834	58,584	60,334	62,084
• South	29,368	31,686	32,137	32,287	32,887	33,887	35,137	36,637
Total Primary	82,136	86,360	87,721	88,121	89,721	92,471	95,471	98,721
Secondary Sectors								
• North	24,124	26,016	27,914	28,314	30,314	32,814	35,814	39,314
• South	7,291	7,096	6,915	6,935	7,135	7,635	8,135	8,885
• West	36,639	35,504	34,659	34,679	34,759	35,009	35,509	36,009
Total Secondary	68,054	68,616	69,488	69,928	72,208	75,458	79,458	84,208
Main Trade Area	150,190	154,976	157,209	158,049	161,929	167,929	174,929	182,929
Tertiary Sectors								
• Biloela	13,174	12,886	12,216	12,236	12,316	12,566	12,816	13,066
• Gladstone	52,844	55,956	56,673	56,823	58,023	59,773	61,773	63,773
Total Tertiary	66,018	68,842	68,889	69,059	70,339	72,339	74,589	76,839
Total Trade Area	216,208	223,818	226,098	227,108	232,268	240,268	249,518	259,768

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.