

# Point Cook Centre Overview

## A four-quadrant town centre layout located 25km west of Melbourne CBD.

The centre is anchored by Target, Coles, Woolworths, ALDI, Dan Murphy's, Rebel Sport, seven mini-majors, over 100 specialty stores as well as commercial suites and services. A significant dining precinct lines the main road.



43,825sqm  
GLA

1,721  
Car spaces

109  
Specialty no.

9.46M  
MAT traffic

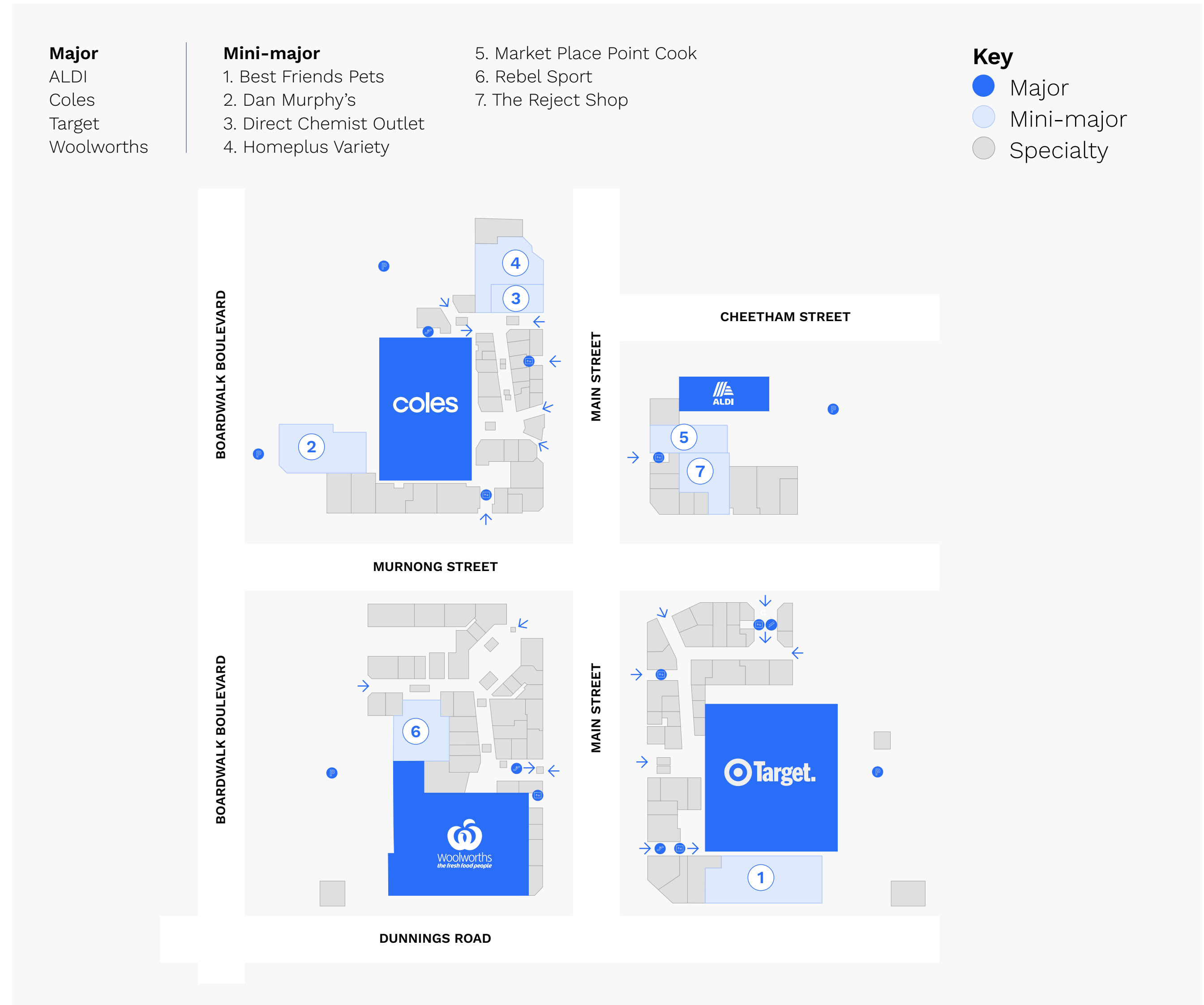
\$304.05M  
MAT sales

\$8,339  
Specialty sales \$PSM

\$28.90  
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.



# Point Cook Centre Overview



Stockland Point Cook's main trade area population is forecast to reach 124,994 people, including 84,243 within the primary trade area by 2026. The main trade area has an average household income of \$127,456, which is 10.1% higher than the Melbourne metro average and the primary trade area has an average income of \$135,645, which is 17.1% higher than the Melbourne metro average. The average age of the main trade area is 33.3 years and 60.8% of the main trade area is made up of couples with dependent children.

## Trade Area Map



Avg. household income  
**\$127,456**  
 in main trade area

Couples with dependent children  
**60.8%**  
 of main trade area

Average age  
**33.3**  
 in main trade area

Forecast population  
**124,994**  
 in main trade area by 2026

Characteristics	Primary Sector	Secondary Sectors		Main TA	Tertiary Sectors			Total TA	Greater Melbourne Avg.	Aust Avg.
		East	North		East	North	West			
<b>Income Levels</b>										
Average Per Capita Income	\$60,244	\$47,682	\$57,002	\$57,429	\$59,866	\$48,296	\$48,509	\$51,987	\$56,845	\$55,301
Per Capita Income Variation	6.0%	-16.1%	0.3%	1.0%	5.3%	-15.0%	-14.7%	-8.5%	n.a.	n.a.
Average Household Income	\$135,645	\$97,210	\$134,842	\$127,456	\$112,908	\$113,887	\$104,731	\$115,747	\$115,794	\$109,594
Household Income Variation	17.1%	-16.0%	16.4%	10.1%	-2.5%	-1.6%	-9.6%	0.0%	n.a.	n.a.
Average Household Size	3.1	2.4	3.2	3.0	2.3	3.2	2.8	3.0	2.6	2.5
<b>Age Distribution (% of Pop'n)</b>										
Aged 0-14	26.5%	16.2%	25.8%	24.7%	17.0%	26.1%	22.8%	24.3%	17.9%	18.0%
Aged 15-19	5.8%	4.7%	4.8%	5.5%	4.2%	5.2%	5.5%	5.3%	5.5%	5.7%
Aged 20-29	10.9%	12.0%	16.4%	11.9%	11.4%	14.9%	14.5%	13.7%	14.6%	13.3%
Aged 30-39	20.0%	15.3%	23.3%	19.7%	16.7%	22.7%	19.8%	20.7%	16.4%	14.6%
Aged 40-49	17.3%	13.0%	15.5%	16.3%	14.8%	13.1%	12.8%	14.1%	13.5%	13.0%
Aged 50-59	9.7%	14.2%	7.4%	10.1%	12.7%	8.2%	9.9%	9.5%	12.0%	12.5%
Aged 60+	9.7%	24.6%	6.7%	11.8%	23.2%	9.8%	14.9%	12.4%	20.1%	23.0%
Average Age	32.1	41.0	30.0	33.3	40.7	31.1	34.4	33.1	38.4	39.5
<b>Housing Status (% of H'holds)</b>										
Owner/Purchaser	67.7%	72.6%	61.1%	67.9%	65.2%	70.5%	66.7%	68.3%	68.2%	67.4%
Renter	31.0%	26.6%	38.4%	31.1%	33.4%	28.4%	32.4%	30.7%	30.3%	30.8%
<b>Birthplace (% of Pop'n)</b>										
Australian Born	48.2%	66.5%	41.2%	50.3%	67.1%	45.9%	60.1%	52.1%	63.8%	72.0%
Overseas Born	51.8%	33.5%	58.8%	49.7%	32.9%	54.1%	39.9%	47.9%	36.2%	28.0%
• Asia	33.5%	11.3%	44.6%	31.4%	12.3%	38.3%	24.8%	31.2%	18.9%	12.1%
• Europe	5.0%	12.8%	2.0%	5.9%	11.3%	3.1%	4.9%	4.9%	7.9%	7.2%
• Other	13.2%	9.4%	12.2%	12.4%	9.3%	12.7%	10.1%	11.8%	9.4%	8.7%
<b>Family Type (% of Pop'n)</b>										
Couple With Dep't Children	65.0%	39.3%	65.6%	60.8%	42.3%	63.3%	51.4%	58.3%	47.6%	44.2%
Couple With Non-Dep't Children	5.6%	11.4%	4.8%	6.5%	6.2%	5.9%	6.8%	6.3%	8.1%	7.7%
Couple Without Children	14.5%	21.7%	15.0%	15.8%	24.8%	14.6%	17.8%	16.3%	21.4%	23.8%
Single With Dep't Children	7.8%	8.6%	6.9%	7.8%	7.4%	8.1%	10.8%	8.7%	7.6%	8.6%
Single With Non-Dep't Children	2.3%	6.2%	2.3%	2.9%	4.4%	2.6%	4.4%	3.3%	4.0%	4.0%
Other Family	0.7%	1.2%	1.2%	0.9%	1.4%	1.1%	1.1%	1.1%	1.1%	1.0%
Lone Person	4.1%	11.6%	4.1%	5.4%	13.5%	4.4%	7.7%	6.0%	10.2%	10.8%

## Trade Area Population

Population	Actual				Forecast			
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sector	39,944	59,331	76,043	78,243	84,243	90,243	93,743	94,993
Secondary Sectors								
• East	19,565	20,106	19,743	19,793	19,993	20,243	20,493	20,743
• North	6,387	13,387	18,458	18,958	20,758	22,008	22,508	23,008
Total Secondary	25,952	33,493	38,201	38,751	40,571	42,251	43,001	43,751
<b>Main Trade Area</b>	<b>65,896</b>	<b>92,824</b>	<b>114,244</b>	<b>116,994</b>	<b>124,994</b>	<b>132,494</b>	<b>136,744</b>	<b>138,744</b>
Tertiary Sectors								
• East	15,447	16,706	17,392	17,542	18,142	18,892	19,392	19,892
• North	66,635	91,354	117,011	122,211	148,211	173,211	195,711	213,211
• West	59,876	69,044	84,430	86,930	98,930	113,930	126,430	138,930
Total Tertiary	141,958	177,115	218,833	226,683	265,283	265,283	341,533	372,033
<b>Total Trade Area</b>	<b>207,854</b>	<b>269,939</b>	<b>333,077</b>	<b>343,677</b>	<b>390,277</b>	<b>438,527</b>	<b>478,277</b>	<b>510,777</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.