


Wendouree Centre Overview

Stockland Wendouree is a sub-regional centre anchored by Kmart, Coles and Woolworths, situated 110km west of Melbourne.

Located in the major regional city of Ballarat, 110km west of Melbourne, this sub-regional town centre includes Kmart, Coles, Woolworths, two mini-majors such as Cotton On Mega and The Reject Shop, plus more than 100 specialty stores and the regional library.

 **27,790sqm**
GLA

 **1,223**
Car spaces

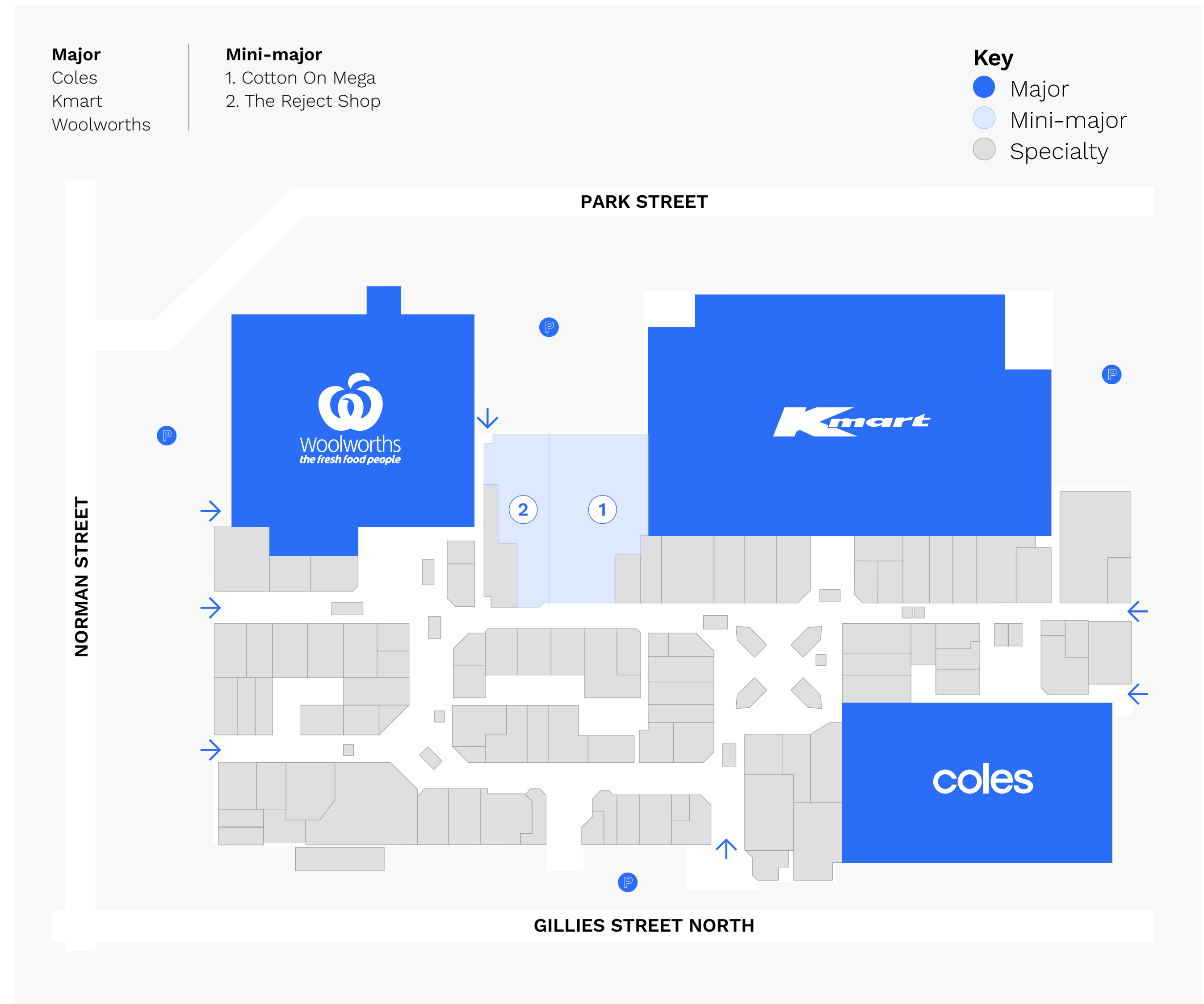
 **103**
Specialty no.

 **5.02M**
MAT traffic

 **\$239.67M**
MAT sales

 **\$9,019**
Specialty sales \$PSM

 **\$48.00**
Average spend



Stockland Wendouree
P: 03 5339 5131
stockland.com.au/wendouree
Stockland Wendouree,
Cnr Norman & Gillies Streets, Wendouree Vic 3355

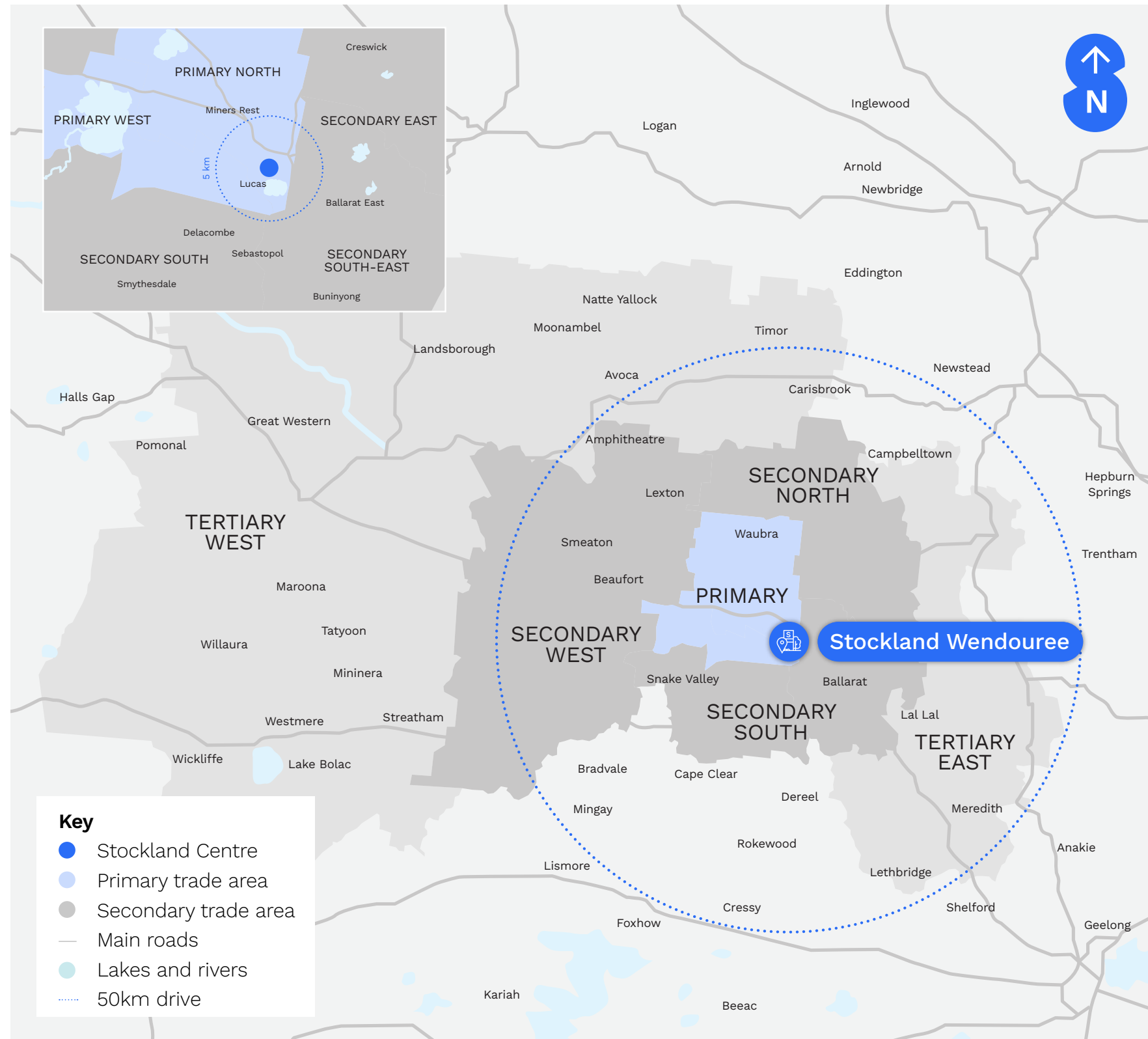
Information is accurate as at 30 June 2024. Centre map is indicative only and subject to change. Does not include ATMs. Cinemas are included as majors. Specialty stores are less than 400 square metres GLA. Mini-majors are greater than 400 square metres GLA. Pad and S Connect sites are not included in the specialty count. Specialty sales \$PSM as per MLA. Figures provided are inc GST.

Wendouree Centre Overview



Stockland Wendouree is forecast to service a main trade area population of 147,669 people by 2026. The average household income of \$93,242 in the main trade area is in line with the non-metro Victoria average. The main trade area is made up of 40.4% couples with dependent children and the average age is 40.5 years.

Trade Area Map



Avg. household income
\$93,242
in main trade area



Couples with dependent children
40.4%
of main trade area



Average age
40.5
in main trade area



Forecast population
147,669
in main trade area
by 2026

Characteristics	Primary Sectors			Secondary Sectors				Main TA	Tertiary Sectors		Total TA	Rest of Vic. Avg.	Aust Avg.
	North	West	East	North	South	South-east	West		East	West			
Income Levels													
Average Per Capita Income	\$46,120	\$55,300	\$56,118	\$44,564	\$47,810	\$49,697	\$42,119	\$49,575	\$52,144	\$40,794	\$48,210	\$48,475	\$55,301
Per Capita Income Variation	-4.9%	14.1%	15.8%	-8.1%	-1.4%	2.5%	-13.1%	2.3%	7.6%	-15.8%	-0.5%	n.a.	n.a.
Average Household Income	\$84,104	\$114,311	\$109,406	\$82,221	\$99,660	\$89,119	\$76,539	\$93,242	\$96,738	\$74,217	\$89,964	\$91,365	\$109,594
Household Income Variation	-7.9%	25.1%	19.7%	-10.0%	9.1%	-2.5%	-16.2%	2.1%	5.9%	-18.8%	-1.5%	n.a.	n.a.
Average Household Size	2.3	2.8	2.5	2.2	2.7	2.2	2.2	2.4	2.3	2.1	2.3	2.3	2.5
Age Distribution (% of Pop'n)													
Aged 0-14	17.3%	23.9%	19.5%	15.9%	20.5%	16.8%	13.1%	18.3%	15.9%	14.4%	17.4%	17.3%	18.0%
Aged 15-19	6.0%	8.0%	5.6%	4.4%	6.3%	5.7%	5.3%	6.0%	4.6%	4.7%	5.7%	5.5%	5.7%
Aged 20-29	12.8%	11.8%	10.0%	7.4%	14.0%	13.7%	8.4%	12.6%	7.2%	9.7%	11.6%	11.0%	13.3%
Aged 30-39	11.8%	14.1%	12.4%	10.1%	13.4%	12.7%	9.3%	12.6%	10.8%	10.6%	12.1%	11.9%	14.6%
Aged 40-49	11.3%	13.8%	12.3%	11.9%	12.5%	12.3%	12.8%	12.4%	13.5%	10.9%	12.2%	11.8%	13.0%
Aged 50-59	12.8%	11.0%	13.5%	14.9%	12.3%	12.3%	15.7%	12.6%	17.0%	14.2%	13.2%	13.2%	12.5%
Aged 60+	27.9%	17.4%	26.8%	35.3%	21.1%	26.5%	35.3%	25.6%	30.9%	35.5%	27.8%	29.4%	23.0%
Average Age	41.8	35.3	41.1	45.8	37.7	41.2	46.6	40.5	44.6	46.1	41.8	42.5	39.5
Housing Status (% of H'hlds)													
Owner/Purchaser	65.6%	71.7%	78.6%	83.3%	81.5%	64.0%	84.4%	70.2%	83.8%	76.3%	72.4%	74.4%	67.4%
Renter	33.5%	27.7%	19.8%	14.0%	17.1%	34.5%	12.0%	28.4%	14.5%	21.2%	25.9%	23.6%	30.8%
Birthplace (% of Pop'n)													
Australian Born	91.1%	85.2%	93.2%	90.4%	90.7%	89.8%	91.3%	89.9%	86.5%	90.4%	89.7%	88.2%	72.0%
Overseas Born	8.9%	14.8%	6.8%	9.6%	9.3%	10.2%	8.7%	10.1%	13.5%	9.6%	10.3%	11.8%	28.0%
• Asia	3.7%	8.0%	1.5%	0.8%	3.3%	3.3%	0.4%	3.6%	1.3%	2.9%	3.3%	3.6%	12.1%
• Europe	3.1%	3.2%	3.5%	6.3%	3.6%	4.1%	5.4%	3.9%	8.2%	3.9%	4.2%	5.0%	7.2%
• Other	2.2%	3.6%	1.8%	2.5%	2.4%	2.9%	2.9%	2.7%	4.0%	2.7%	2.8%	3.2%	8.7%
Family Type (% of Pop'n)													
Couple With Dep't Children	34.7%	52.6%	47.1%	35.8%	45.9%	36.6%	32.9%	40.4%	37.3%	30.9%	38.5%	38.9%	44.2%
Couple With Non-Dep't Children	6.2%	5.8%	7.2%	7.1%	8.1%	6.0%	6.7%	6.5%	7.7%	7.2%	6.7%	7.1%	7.7%
Couple Without Children	25.5%	19.7%	25.4%	30.6%	23.8%	24.7%	31.5%	24.7%	30.2%	30.3%	26.1%	27.3%	23.8%
Single With Dep't Children	11.8%	11.2%	6.2%	7.2%	9.9%	10.7%	7.5%	10.3%	6.9%	9.3%	9.7%	8.8%	8.6%
Single With Non-Dep't Children	5.1%	2.7%	2.8%	4.1%	3.6%	4.6%	4.7%	4.1%	3.8%	4.4%	4.1%	3.9%	4.0%
Other Family	1.3%	0.6%	0.7%	1.0%	1.0%	1.0%	0.8%	1.0%	0.7%	1.2%	1.0%	0.9%	1.0%
Lone Person	15.4%	7.5%	10.6%	14.2%	7.7%	16.4%	15.9%	13.3%	13.3%	16.7%	13.9%	13.1%	10.8%

Trade Area Population

Population	Actual				Forecast			
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors								
• North	18,787	19,229	19,566	19,716	20,316	20,816	21,316	21,816
• West	8,685	12,109	16,538	17,388	21,388	26,388	31,388	35,388
Total Primary	27,472	31,338	36,104	37,104	41,704	47,204	52,704	57,204
Secondary Sectors								
• East	9,324	9,921	10,665	10,815	11,415	11,915	12,415	12,665
• North	7,096	7,488	7,858	7,908	8,108	8,358	8,608	8,858
• South	12,551	14,363	17,771	18,521	21,521	25,771	30,021	34,271
• South-east	54,885	57,420	58,872	59,222	60,222	61,222	62,222	63,222
• West	3,833	4,289	4,449	4,499	4,699	4,799	4,899	4,999
Total Secondary	87,689	93,481	99,615	100,965	105,965	112,065	118,165	124,015
Main Trade Area								
	115,161	124,819	135,719	138,069	147,669	159,269	170,869	181,219
Tertiary Sectors								
• East	12,545	13,282	14,023	14,173	14,773	15,773	16,773	18,023
• West	32,350	32,934	33,134	33,154	33,234	33,334	33,434	33,534
Total Tertiary	44,895	46,216	47,157	47,327	48,007	49,107	50,207	51,557
Total Trade Area	160,056	171,035	182,876	185,396	195,676	208,376	221,076	232,776

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.