

# Baldivis Centre Overview




## Stockland Baldivis thrives as a retail town centre in one of Western Australia's strongest growth corridors.

Stockland Baldivis is a thriving town centre that is anchored by a full-line ALDI, Coles, Woolworths, Kmart, two mini-majors including Red Dot and The Continental, more than 97 specialty stores and a main street restaurant precinct. There is ~8 hectares of land adjacent for future development.



 **32,909sqm**  
GLA

 **1,442**  
Car spaces

 **97**  
Specialty no.

 **4.48M**  
MAT traffic

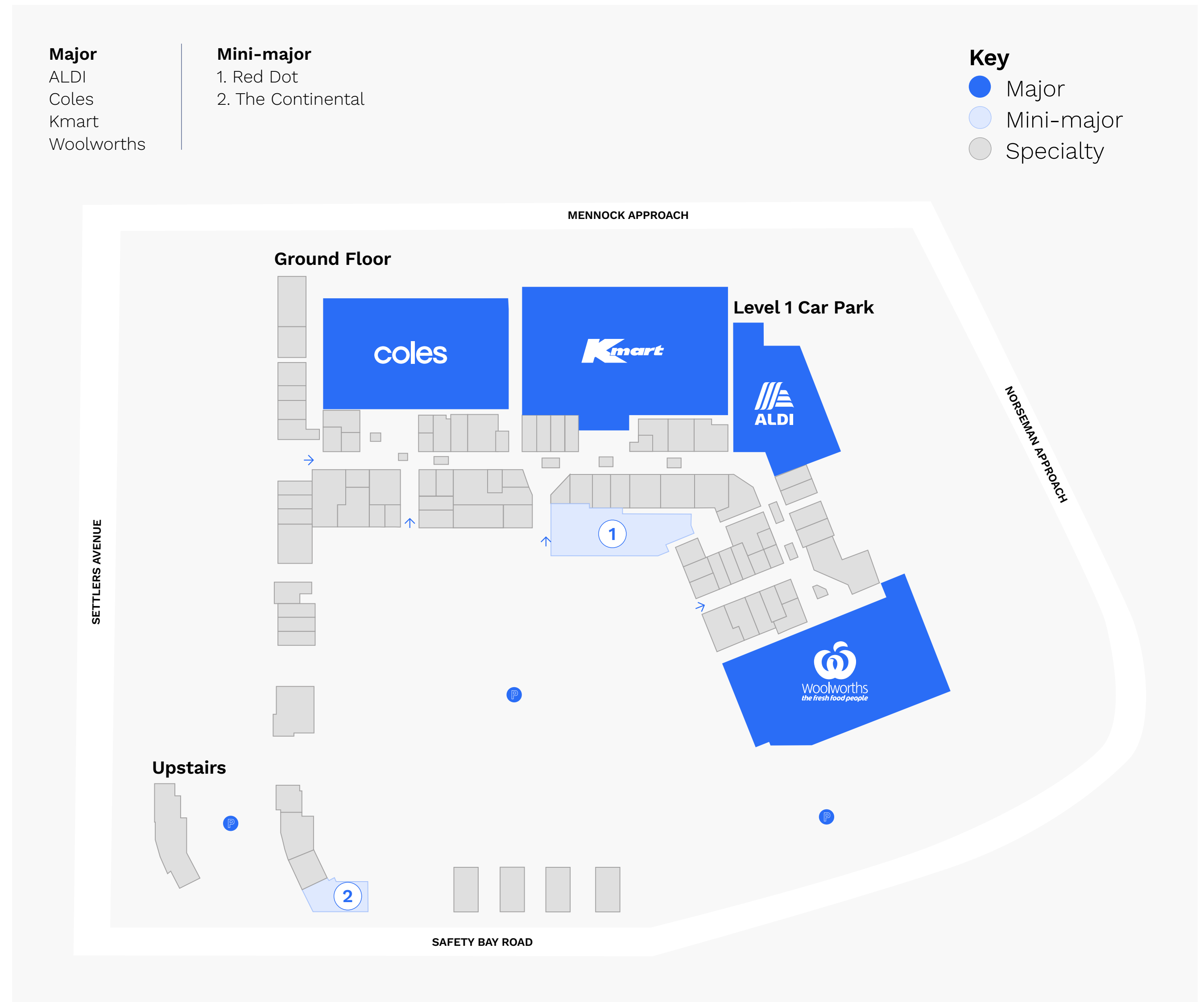
 **\$316.28M**  
MAT sales

 **\$9,864**  
Specialty sales \$PSM

 **\$65.90**  
Average spend

**Stockland Baldivis**  
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Stockland Baldivis,  
20 Settlers Avenue, Baldivis WA 6171

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.

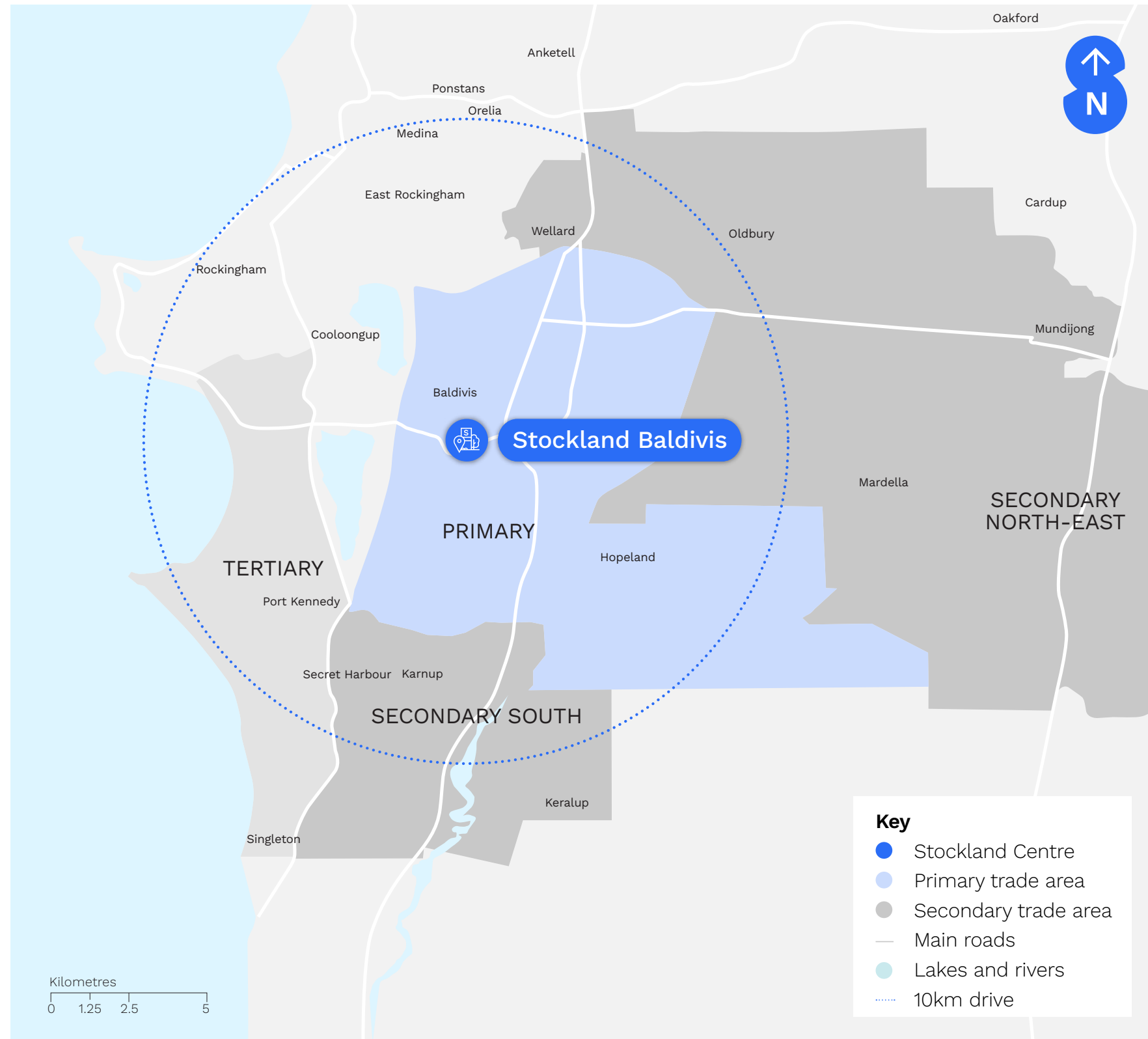


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The population in the Baldivis main trade area is forecast to grow at an average rate of 4.3% per annum between 2022-2026. The average age in the primary catchment is 32.4 years, compared to the Greater Perth average of 38.6 years, with an average household income of \$120,616. Couples with dependent children make up 56.9% of the primary trade area.

## Trade Area Map



Avg. household income  
**\$120,711**  
 in main trade area

Couples with dependent children  
**56.8%**  
 of main trade area

Average age  
**32.9**  
 in main trade area

Forecast population  
**79,927**  
 in main trade area by 2026

Characteristics	Primary Sectors	Secondary Sectors		Main TA	Tertiary Sectors	Total TA	Greater Perth Avg.	Aust Avg.
		North-East	South					
<b>Income Levels</b>								
Average Per Capita Income	\$59,082	\$56,994	\$58,440	\$58,415	\$54,896	\$56,562	\$58,917	\$55,301
Per Capita Income Variation	0.3%	-3.3%	-0.8%	-0.9%	-6.8%	-4.0%	n.a.	n.a.
Average Household Income	\$120,616	\$120,953	\$120,439	\$120,711	\$110,772	\$115,424	\$114,361	\$109,594
Household Income Variation	5.5%	5.8%	5.3%	5.6%	-3.1%	0.9%	n.a.	n.a.
Average Household Size	2.9	3.1	3.0	3.0	2.8	2.9	2.5	2.5
<b>Age Distribution (% of Pop'n)</b>								
Aged 0-14	26.4%	22.5%	25.7%	25.1%	22.4%	23.7%	18.8%	18.0%
Aged 15-19	6.5%	5.2%	6.5%	6.1%	7.4%	6.8%	5.8%	5.7%
Aged 20-29	13.1%	14.2%	15.8%	13.6%	12.0%	12.8%	13.1%	13.3%
Aged 30-39	18.6%	19.6%	16.8%	18.8%	13.2%	15.9%	15.3%	14.6%
Aged 40-49	13.3%	14.3%	11.6%	13.5%	14.0%	13.7%	13.4%	13.0%
Aged 50-59	10.0%	11.6%	10.1%	10.5%	14.2%	12.4%	12.4%	12.5%
Aged 60+	12.1%	12.6%	13.4%	12.3%	16.9%	14.7%	21.1%	23.0%
Average Age	32.4	34.0	32.4	32.9	36.2	34.6	38.6	39.5
<b>Housing Status (% of H'holds)</b>								
Owner/Purchaser	76.5%	82.0%	80.9%	78.3%	76.4%	77.3%	71.7%	67.4%
Renter	22.1%	16.7%	19.1%	20.4%	22.7%	21.6%	26.7%	30.8%
<b>Birthplace (% of Pop'n)</b>								
Australian Born	67.4%	68.3%	74.1%	67.9%	70.0%	69.0%	63.4%	72.0%
Overseas Born	32.6%	31.7%	25.9%	32.1%	30.0%	31.0%	36.6%	28.0%
• Asia	4.6%	12.0%	2.0%	6.9%	2.4%	4.6%	12.5%	12.1%
• Europe	14.4%	8.9%	14.3%	12.6%	17.6%	15.1%	13.1%	7.2%
• Other	13.7%	10.8%	9.6%	12.6%	10.0%	11.3%	11.1%	8.7%
<b>Family Type (% of Pop'n)</b>								
Couple With Dep't Children	56.9%	56.7%	54.8%	56.8%	47.3%	51.9%	46.4%	44.2%
Couple With Non-Dep't Children	5.5%	7.0%	8.1%	6.1%	8.3%	7.2%	7.3%	7.7%
Couple Without Children	18.2%	20.6%	19.4%	19.0%	20.5%	19.7%	22.8%	23.8%
Single With Dep't Children	10.6%	7.4%	10.3%	9.6%	12.2%	11.0%	8.4%	8.6%
Single With Non-Dep't Children	2.1%	2.6%	2.1%	2.3%	3.6%	2.9%	3.5%	4.0%
Other Family	0.6%	0.6%	0.2%	0.6%	0.8%	0.7%	1.0%	1.0%
Lone Person	6.1%	5.1%	5.1%	5.7%	7.4%	6.6%	10.5%	10.8%

## Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sector	16,889	33,048	42,490	44,390	51,990	63,490	73,490	82,490
Secondary Sectors								
• North-East	11,736	15,954	20,323	21,223	24,823	28,823	33,323	38,323
• South	744	1,426	1,814	1,914	3,114	5,114	7,114	9,614
Total Secondary	12,480	17,380	22,137	23,137	27,937	33,937	40,437	47,937
<b>Main Trade Area</b>	<b>29,369</b>	<b>50,428</b>	<b>64,627</b>	<b>67,527</b>	<b>79,927</b>	<b>97,427</b>	<b>113,927</b>	<b>130,427</b>
Tertiary Sector	57,565	60,368	62,725	63,075	64,475	66,225	67,725	68,475
<b>Total Trade Area</b>	<b>86,934</b>	<b>110,796</b>	<b>127,352</b>	<b>130,602</b>	<b>144,402</b>	<b>163,652</b>	<b>181,652</b>	<b>198,902</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.