

Ocean Grove Economic Analysis

Final Report

City of Greater Geelong
April 2015



Independent insight.



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1 INTRODUCTION

1.1 Background

As part of the Structure Planning process for the township of Ocean Grove, the City of Greater Geelong seeks to understand the potential for establishing retail and other commercial floorspace in the north-east growth area at Grubb Road.

1.2 Purpose

The main purpose of this study is to provide an assessment of retailing in this catchment at a formative stage in its development.

This report focuses on:

- Demand estimates for retail uses within the study area
- Estimated extent of retail (floorspace m²) which could be supported within the study area and on each of the subject sites;
- Retail typologies best suited to each site
- Other potential commercial uses

1.3 Structure

The remainder of this report is structured as follows:

Section 2 will detail the context for this study, including a definition of the study area, policy context and retailing.

Section 3 includes the site assessments which form part of the supply analysis in the study area.

Section 4 contains the core demand analysis, including tables of development patterns over time and assumptions.

Section 5 includes a discussion for Bulky Goods retail uses.

Section 6 contains a discussion of service industry based economic uses

Section 7 details the main findings of this report.

2 CONTEXT

This section provides a description of the study area and a review of relevant strategic planning policy.

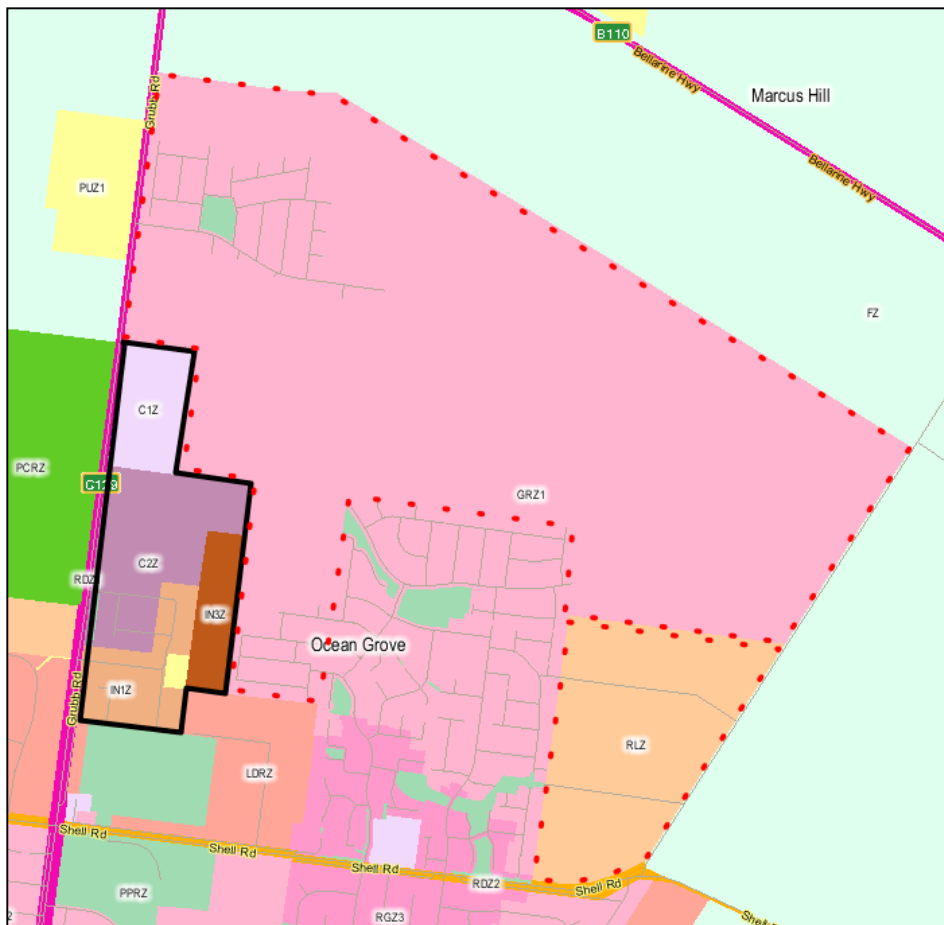
2.1 Study area

Ocean Grove is the principal coastal town of the Bellarine Peninsula which is expected to accommodate significant residential growth in the future. The town is located approximately 20 kilometres from Geelong CBD and approximately 110 kilometres from metropolitan Melbourne.

Figure 1 below marks the study area (black line boundary) within the context of the surrounding area. For the purposes of the economic assessment, this report considers the broader Ocean Grove and Barwon Heads Townships – including all areas earmarked for future residential development.

It is expected that both the General Residential Zone 1 areas and the Rural Living Zone area (dotted red line boundary) are likely to develop over a 25 year timeframe out to 2041.

FIGURE 1 STUDY AREA AND SURROUNDS – ZONING



Source: City of Greater Geelong Planning Scheme

2.2 Policy context

Ocean Grove Structure Plan 2007

The Ocean Grove Structure Plan facilitates the expansion of Ocean Grove in the designated north-east growth area. The Plan states that while the existing Town Centre will be the key focus for retail activity in Ocean Grove, a new activity centre to the north abutting Grubb Road is required to meet longer term residential demand. The Structure Plan also acknowledges that a new Neighbourhood Activity Centre (NAC) on Grubb Road should not significantly compromise the viability and primacy of the Ocean Grove Town Centre. Constraints in the development of Ocean Grove Market Place (secondary retail centre in the township) have also been recognised. The Structure Plan map, shown in Figure 2 below, identifies the study area as suitable for industrial uses, restricted retail uses and a Neighbourhood Activity Centre.

FIGURE 2 OCEAN GROVE STRUCTURE PLAN 2007



Source: City of Greater Geelong Ocean Grove Structure Plan 2007

Kingston Downs Estate

The Kingston Downs Estate forms part of the designated north-east growth area in Ocean Grove. The approved Kingston Downs Estate Development Plan provides a framework to guide future use and development. This residential estate will accommodate approximately 2,200 dwellings and will include local retail facilities and employment opportunities. Population growth in this estate will drive the demand for retail facilities in the local area.

Figure 3 shows the approved development plan for the estate, including the activity centre, restricted retail precinct and industrial precinct. (The existing industrial land adjoins the southern boundary of the bulky goods precinct.)

FIGURE 3 KINGSTON DOWNS ESTATE DEVELOPMENT PLAN



Source: Kingston Downs DP

Oakdene Estate

To the north of the Kingston Downs Estate, the Oakdene Estate will deliver a further 1,000 dwellings. The Oakdene Estate forms part of the north-east growth area.

FIGURE 4 OAKDENE ESTATE DEVELOPMENT PLAN

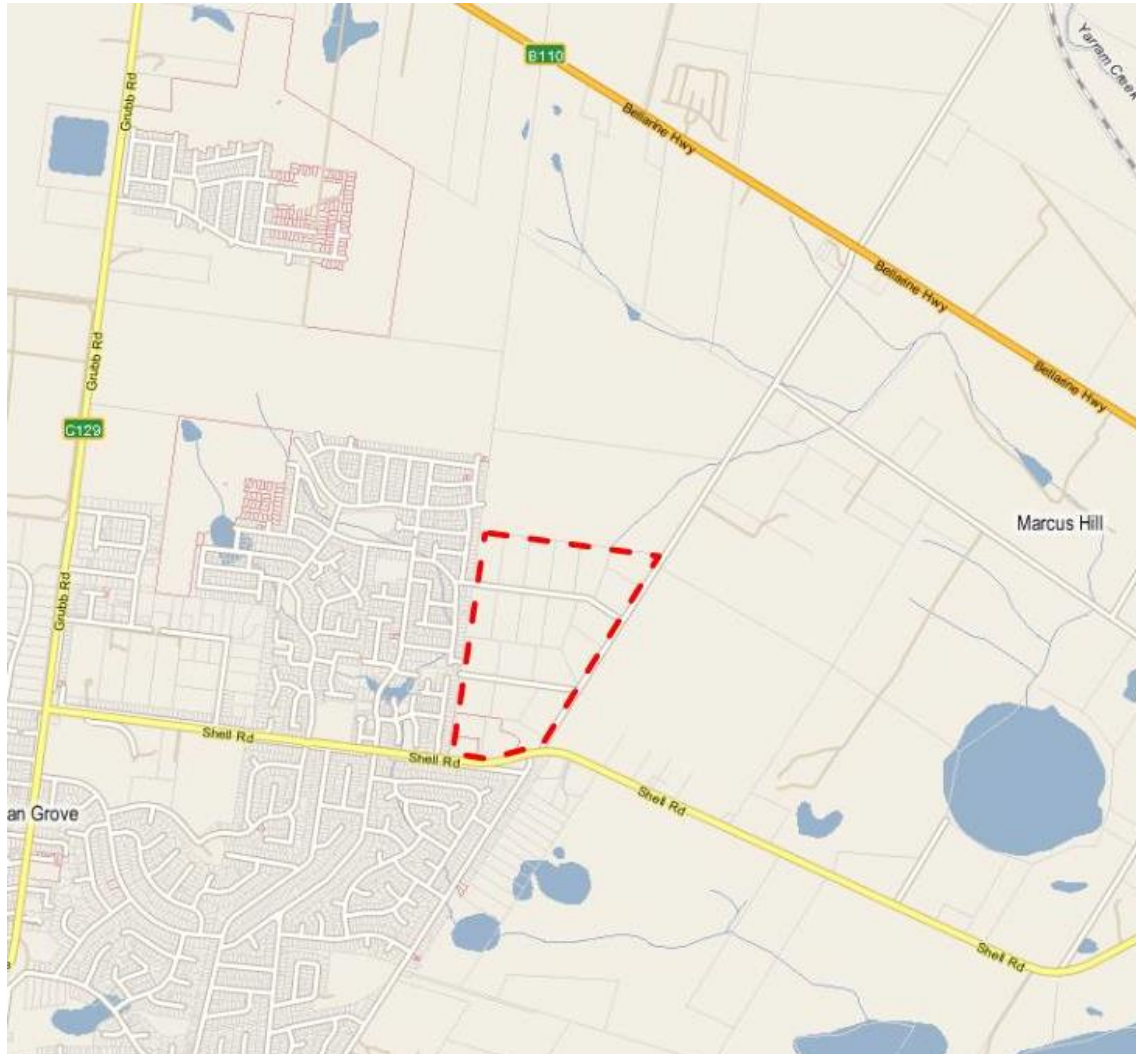


Source: Oakdene DP

Threthowan Avenue, Ocean Grove

Land within the Threthowan Avenue/Ocean Grand Drive area is the subject of an application to rezone the land from Rural Living Zone to the General Residential Zone (Schedule 1). This area is expected to yield 430 dwellings at full development.

FIGURE 5 THRETHOWAN AVENUE ESTATE AREA



Source: City of Greater Geelong

3 SUPPLY ANALYSIS

This section reviews retailing supply in the local context. Observations from site visits are also used to help arrive at various conclusions later in the report.

3.1 Centres in region

Significant centres in the region include:

1. Ocean Grove Town Centre (Town Centre)
2. Ocean Grove Marketplace (Neighbourhood Activity Centre)
3. Barwon Heads Town Centre (Town Centre)
4. Point Lonsdale (Town Centre)
5. Queenscliff (Town Centre)
6. Leopold (Sub-Regional Centre)
7. Drysdale (Neighbourhood Activity Centre)
8. Newcomb Central (Neighbourhood Activity Centre)
9. Bellarine Village (Neighbourhood Activity Centre)

Floorspace numbers for all of these centres are summarised in Figures 6 and 7. For a separate analysis of Bulky Goods floorspace, see Section 5.

It is expected that a future Neighbourhood Activity Centre at Grubb Road is likely to capture significant trade from the Ocean Grove Town Centre, Ocean Grove Marketplace and Barwon Heads Town Centre.

FIGURE 6 RETAIL FLOORSPACE (SQM) IN SURROUNDING ACTIVITY CENTRES (CURRENT)

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality	Total
Ocean Grove TC	2,711	1,840 ¹	937	7,675	2,420	15,583
Ocean Grove MP	3,511	-	565	816	862	5,754
Barwon Heads TC	430 ²	-	273	3,968	5,257	9,928
Point Lonsdale	191 ^{3 4}	-	191	626	191	1,199
Queenscliff	660 ^{5 6}	-	660	2,160	660	4,140
Leopold ⁷	3,018	-	1,150	1,134	1,595	6,897
Drysdale	3,956	-	709	4,378	3,122	12,165
Armstrong Creek MAC	-	-	-	-	-	-
All Centres	14,477	1,840	4,485	20,757	14,107	55,666

Source: SGS, City of Greater Geelong, SGS retail floorspace audits

¹ An 1,800sqm Target is a mini-major and does not qualify as a DDS – but nonetheless, can still sell some similar goods, with the focus usually on apparel

² This is a grocery store

³ Assumption. Numbers derived from Ocean Grove UDF

⁴ This IGA is not technically defined as a supermarket, but a grocery store

⁵ Assumption. Numbers derived from 2006 Geelong Retail Strategy

⁶ This IGA is not technically defined as a supermarket, but a grocery store

⁷ Possible expansion of Leopold including ALDI, Kmart is taken account of in the modelling

FIGURE 7 RETAIL FLOORSPACE (SQM) IN SURROUNDING ACTIVITY CENTRES (BY 2051⁸)

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality	Total
Ocean Grove TC	2,711	1,840 ⁹	937	7,675	2,420	15,583
Ocean Grove MP	4,261	-	640	1,261	1,093	7,255
Barwon Heads TC	430 ¹⁰	-	273	3,968	5,257	9,498
Point Lonsdale	191 ^{11 12}	-	191	626	191	1,008
Queenscliff	660 ^{13 14}	-	660	2,160	660	3,480
Leopold ¹⁵	4,563	5,500	1,150	1,134	1,595	13,942
Drysdale ¹⁶	7,790	-	709	4,378	3,122	15,999
Jetty Road NAC	3,000	-	-	-	-	3,000
Armstrong Creek MAC ¹⁷	7,000	18,000	5,000	5,000	5,000	40,000
All Centres	30,606	25,340	9,560	26,202	19,338	109,765

Source: SGS, City of Greater Geelong, SGS retail floorspace audits

⁸ All planned expansion of centres between 2014 and 2051 assumed to be completed by 2030.

⁹ An 1,800sqm Target is a mini-major and does not qualify as a DDS – but nonetheless, can still sell some similar goods, with the focus usually on apparel

¹⁰ This is a grocery store

¹¹ Assumption. Numbers derived from Ocean Grove UDF

¹² This IGA is not technically defined as a supermarket, but a grocery store

¹³ Assumption. Numbers derived from 2006 Geelong Retail Strategy

¹⁴ This IGA is not technically defined as a supermarket, but a grocery store

¹⁵ Proposed expansion of Leopold including ALDI, Kmart is taken account of in the modelling.

¹⁶ This assumes there is a retail expansion in Drysdale.

¹⁷ Armstrong Creek is not part of the Bellarine Peninsula, but will become a Sub-Regional Centre and competitor for any potential Sub-Regional Centre on Grubb Road. All other proposed centres in Armstrong Creek are not listed here as there is little to no economic relationship between those centres and any centre in Ocean Grove.

3.2 Retail centres

A land use survey and site visit was conducted to develop a stocktake of existing retail floorspace in Ocean Grove. The site visit explored the Ocean Grove Town Centre, Ocean Grove Marketplace, Barwon Heads and a local shopping node at Madeley Street, Ocean Grove.

Ocean Grove Town Centre

The Ocean Grove Town Centre is the primary retail node in the Ocean Grove Township.

Ocean Grove Town Centre is presently zoned Commercial 1. The centre features major anchors, a plaza, an arcade and a wide range of speciality stores. The centre is relatively pedestrian friendly with many cafes and restaurants offering outdoor seating options. As a popular tourist destination, Ocean Grove Town Centre enjoys high tourist visitation – particularly during the summer months.

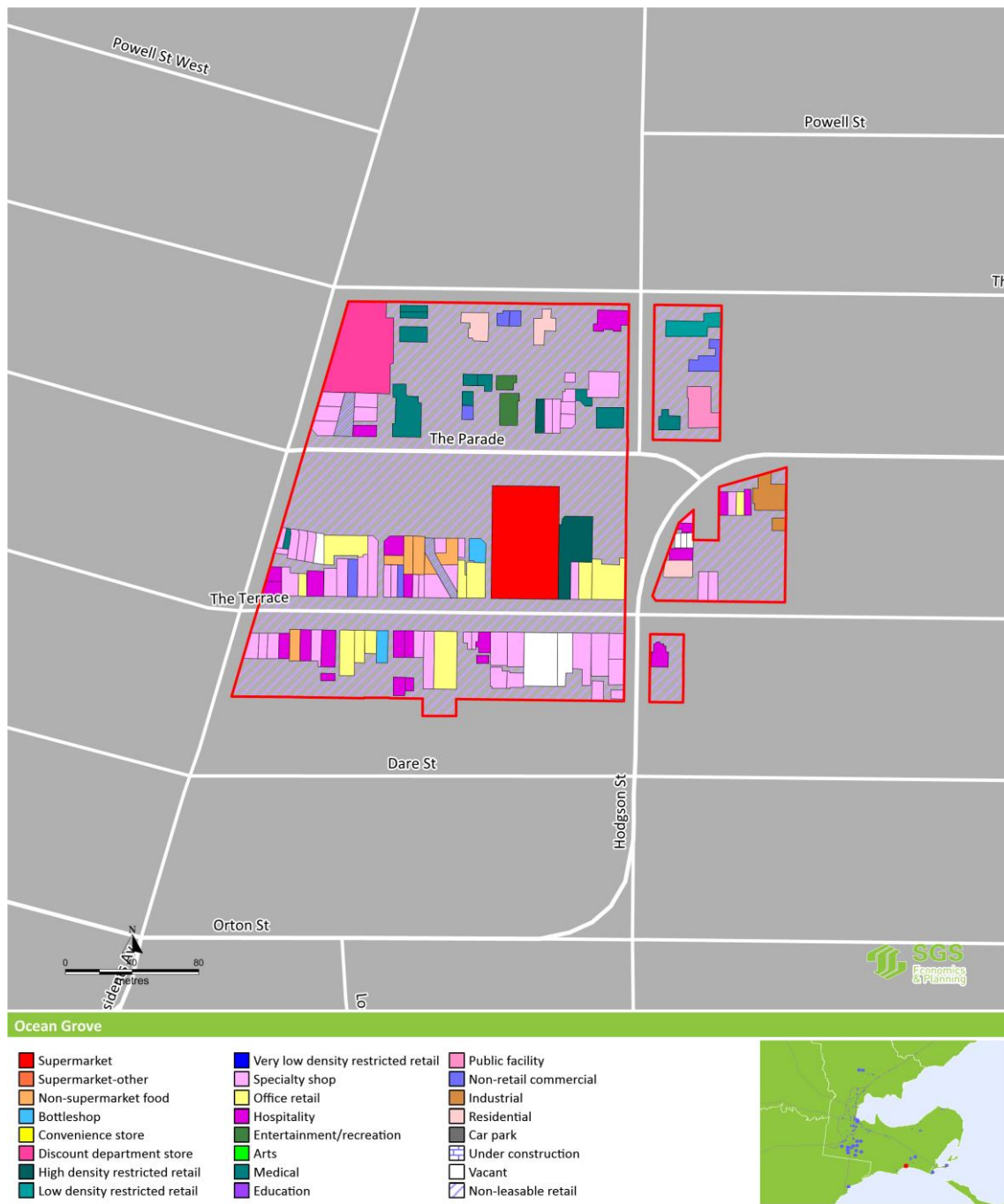
The centre also possesses bank branches, local estate agent offices, a post shop and various fashion outlets. Vacancy rates are generally quite low, and only observed in the Mixed Use Zoned area on The Parade opposite the Town Centre.

FIGURE 8 OCEAN GROVE TOWN CENTRE



Source: SGS Site visit

FIGURE 9 OCEAN GROVE TOWN CENTRE FLOORSPACE COMPOSITION



Ocean Grove Marketplace

This centre is an enclosed mall located on Commercial 1 Zoned land along Shell Road. It is defined as supermarket anchored Neighbourhood Activity Centre and is located a few kilometres north-east of the Ocean Grove Town Centre. It is also a few kilometres south-east from the proposed Grubb Road NAC.

The supermarket anchor tenant is Woolworths. Other noteworthy business activities include healthcare (chemist, medical clinic, pathology clinic, and massage parlour), fast food chains (KFC, Subway) and speciality retail stores. The centre is in good aesthetic condition and enjoys high visitation from local residents and also residents from townships to the east. Consequently, the vacancy rates are low with only two observed vacant shopfronts.

A further 2,000sqm retail floorspace expansion has been approved for this centre.

FIGURE 10 OCEAN GROVE MARKETPLACE



Source: SGS Site visit

FIGURE 11 OCEAN GROVE MARKETPLACE FLOORSPACE COMPOSITION



Barwon Heads Town Centre

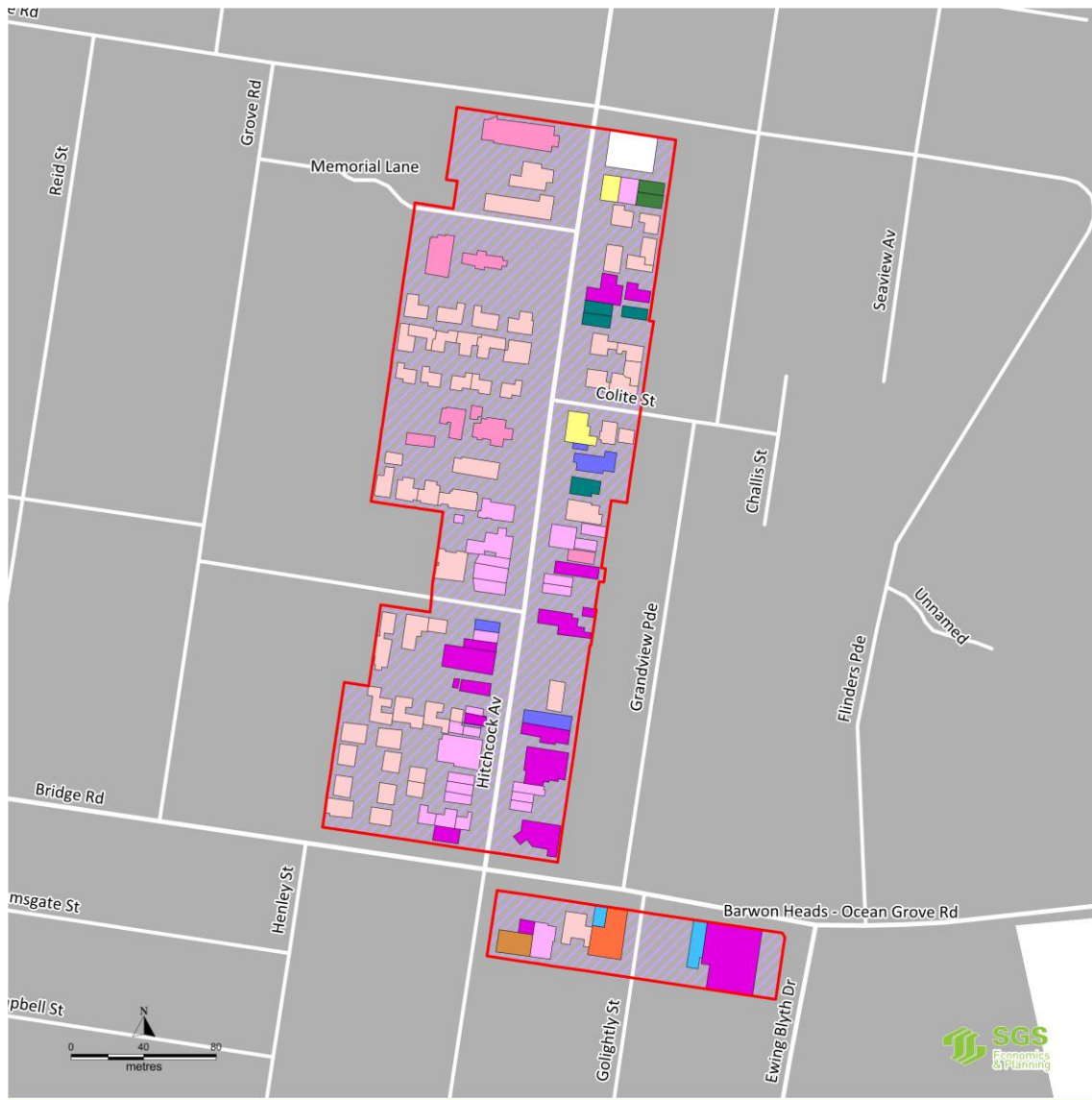
Barwon Heads Town Centre is located in a precinct zoned both Commercial 1 and Mixed Use. The shops mostly run along Hitchcock Avenue with some along Bridge Road. The centre contains a small IGA, a bottleshop (Thirsty Camel) and the Barwon Heads Pharmacy. Its major attractions are the numerous cafes, restaurants and surf focused specialty retail outlets mainly catering to the tourists visiting the area. There is also an interesting selection of arts and crafts shops.

FIGURE 12 BARWON HEADS TOWN CENTRE



Source: SGS Site visit

FIGURE 13 BARWON HEADS TOWN CENTRE FLOORSPACE COMPOSITION



Barwon Heads

- | | | |
|---|--|--|
| ■ Supermarket | ■ Very low density restricted retail | ■ Public facility |
| ■ Supermarket-other | ■ Specialty shop | ■ Non-retail commercial |
| ■ Non-supermarket food | ■ Office retail | ■ Industrial |
| ■ Bottleshop | ■ Hospitality | ■ Residential |
| ■ Convenience store | ■ Entertainment/recreation | ■ Car park |
| ■ Discount department store | ■ Arts | ■ Under construction |
| ■ High density restricted retail | ■ Medical | ■ Vacant |
| ■ Low density restricted retail | ■ Education | ■ Non-leasable retail |



Madeley Street Local Centre, Ocean Grove

Strip shops form this local centre which is located in a largely residential area. It contains a milk bar, speciality food and clothing centre, hairdressing salon and professional service providers (accounting services). This centre is not likely to significantly affect proposed retail in the study area.

FIGURE 14 MADELEY STREET SHOPPING CENTRE



Source: SGS Site visit

3.3 Other precincts

The Commercial 2, Industrial 1 and Industrial 3 Zoned lands in the southern parts of the study area are presently best described as a light industrial park predominantly occupied by service industries, including auto repairs, small scale manufacturing and construction. Other activities include wholesalers and large storage spaces and warehouses.

The pattern of development and land uses in this precinct is similar to that observed in other light industrial precincts across Greater Geelong, with businesses attracted to the large lots.

3.4 Supply Implications

Weekly retailing in this region is split between the Ocean Grove Town Centre and Marketplace, whilst tourist expenditure is split between Ocean Grove TC and Barwon Heads TC. Given the low vacancy levels, all Centres are trading reasonably well with a diverse range of shops reflecting the local demographic and tourist destination profile. Woolworths have also indicated that their store in the Marketplace is trading at standard levels. Existing supply is therefore operating at an effective rate based on current demand.

Given the primary role of the Ocean Grove Town Centre within the defined retail hierarchy, including other existing centres, there is a need to ensure that any new retail offering in the Grubb Road NAC should not significantly compromise the existing trading levels in these centres. The Kingston Downs Estate and Oakdene Estate are located at least three to five kilometres away from any of these centres and will require local retail provision to service the needs of future residents.

4 DEMAND ANALYSIS

This section focuses on drivers of demand which will support retailing in the study area. Utilising population projections and scenarios, this section discusses likely catchments, expenditure, floorspace, need and the impact of new retail floorspace in Ocean Grove growth area.

4.1 Development scenarios

Three scenarios of retail development have been modelled. These are:

- Scenario 1: A single full line supermarket of 3,600sqm¹⁸
- Scenario 2: A full line supermarket of 3,600sqm plus a small supermarket of 1,500sqm¹⁹
- Scenario 3: A full line supermarket of 3,600sqm, a small supermarket of 1,500sqm plus a Discount Department Store of 5,500sqm.

The full details of those scenarios are shown in Figure 15 (anchor plus ancillary shop floorspace). The quantum of specialty floorspace has been calculated by applying average specialty to supermarket anchor ratios found in existing NACs (for Scenarios 1 and 2) and Sub-Regional Centres (for Scenario 3) across Greater Geelong through a comprehensive land use audit undertaken in 2014.

FIGURE 15 MODELLING SCENARIOS

Scenario	Supermarket and Grocery Stores	DDS/MM	Bulky Goods ²⁰	Specialty - Food Retailing	Specialty - Other Retailing	Hospitality	Total Floorspace
1	3,600	0	-	1,400	3,300	1,400	9,700
2	5,100	0	-	2,100	4,600	2,000	13,800
3	5,100	5,500	-	2,200	6,500	2,800	22,100

4.2 Resident demand

Greenfield development

Population growth near Grubb Road over the next 35 years is anticipated to predominantly be generated by new development in three Greenfield Estates summarised in Section 2.2 of this report. These are

- Kingston Downs Estate
- Oakdene Estate
- Threthowan Avenue

Assuming an average of 2.4 residents per dwelling, the expected yield from these Greenfield Estates is summarised in Figure 16 below.

¹⁸ 3,600sqm is the assumed preferred supermarket size. It has been derived in consultation with the two major supermarket chains Coles and Woolworths. Coles has a preferred Greenfield development model of 2,900sqm to 4,000sqm (3,450sqm), whilst Woolworths's is 3,200sqm to 4,200sqm (3,700sqm). The average of these averages is 3,575sqm – or 3,600sqm if rounding up.

¹⁹ 1,500sqm is the assumed preferred supermarket size of ALDI – derived from consultation with ALDI.

²⁰ See section 5

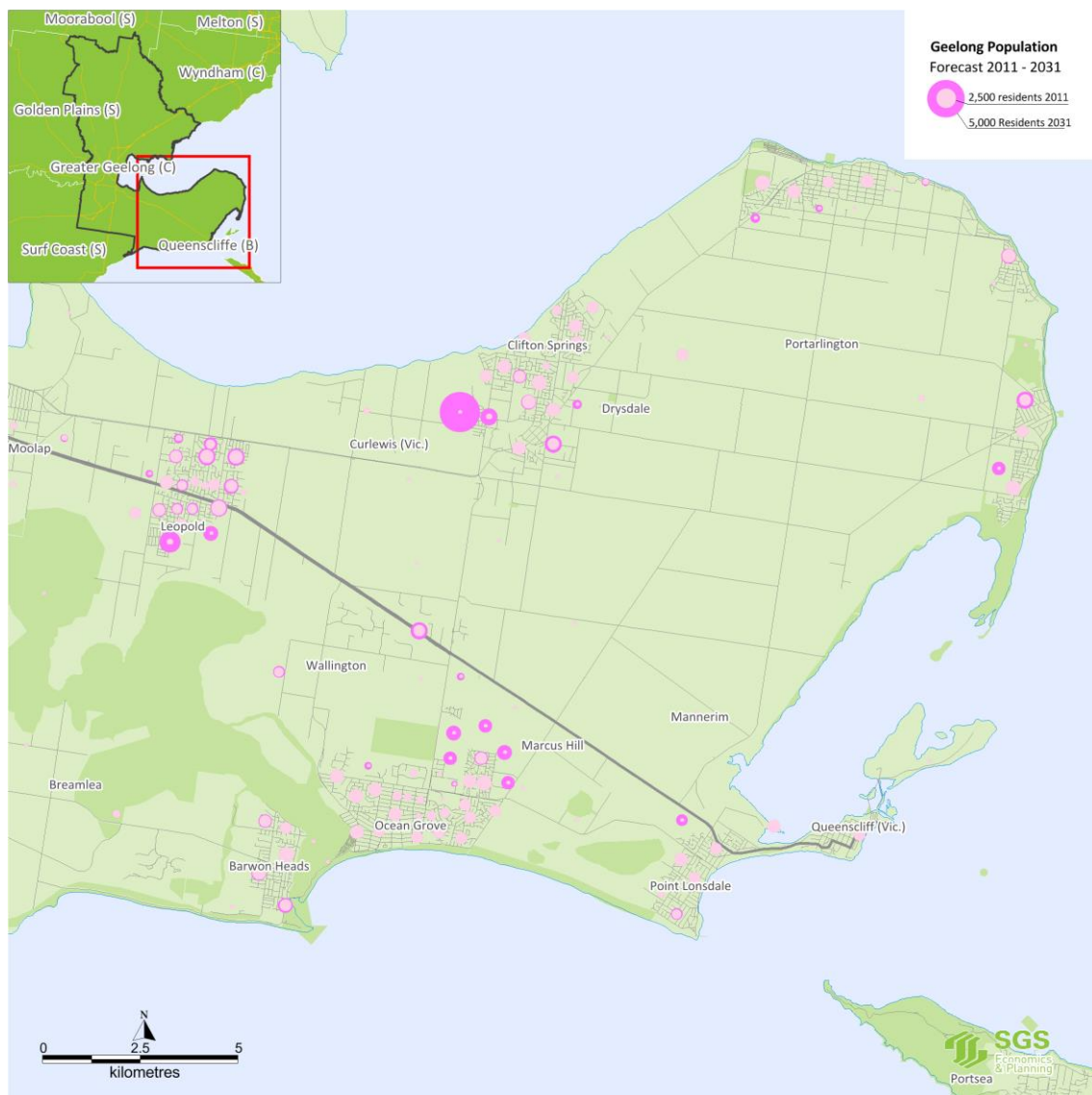
FIGURE 16 DWELLING YIELD AND POPULATION GROWTH

	Dwelling Growth	Population Growth
Kingston Downs Estate	2,200	5,280
Oakdene Estate	1,000	2,400
Thethowan Avenue	430	1,032
PTA + STA	3,630	8,712

Population projections and trade areas

Figure 17 below maps the distribution of population growth expected in the Bellarine Peninsula.

FIGURE 17 POPULATION GROWTH – BELLARINE PENINSULA



Figures 19, 21, 23 and 25 below summarise population growth in the trade areas under various development scenarios. These are accompanied by the respective trade area maps in Figures 18, 20, 22 and 24. Note that different typologies of retail development at Grubb Road will result in different spatial catchments. As a result, the population (and subsequently the trade) that is captured under each development scenario will vary for Primary, Secondary and Tertiary Trade Areas.

Note that this modelling has been undertaken based on travel times under the existing road network.

FIGURE 18 SCENARIO 1 TRADE AREAS

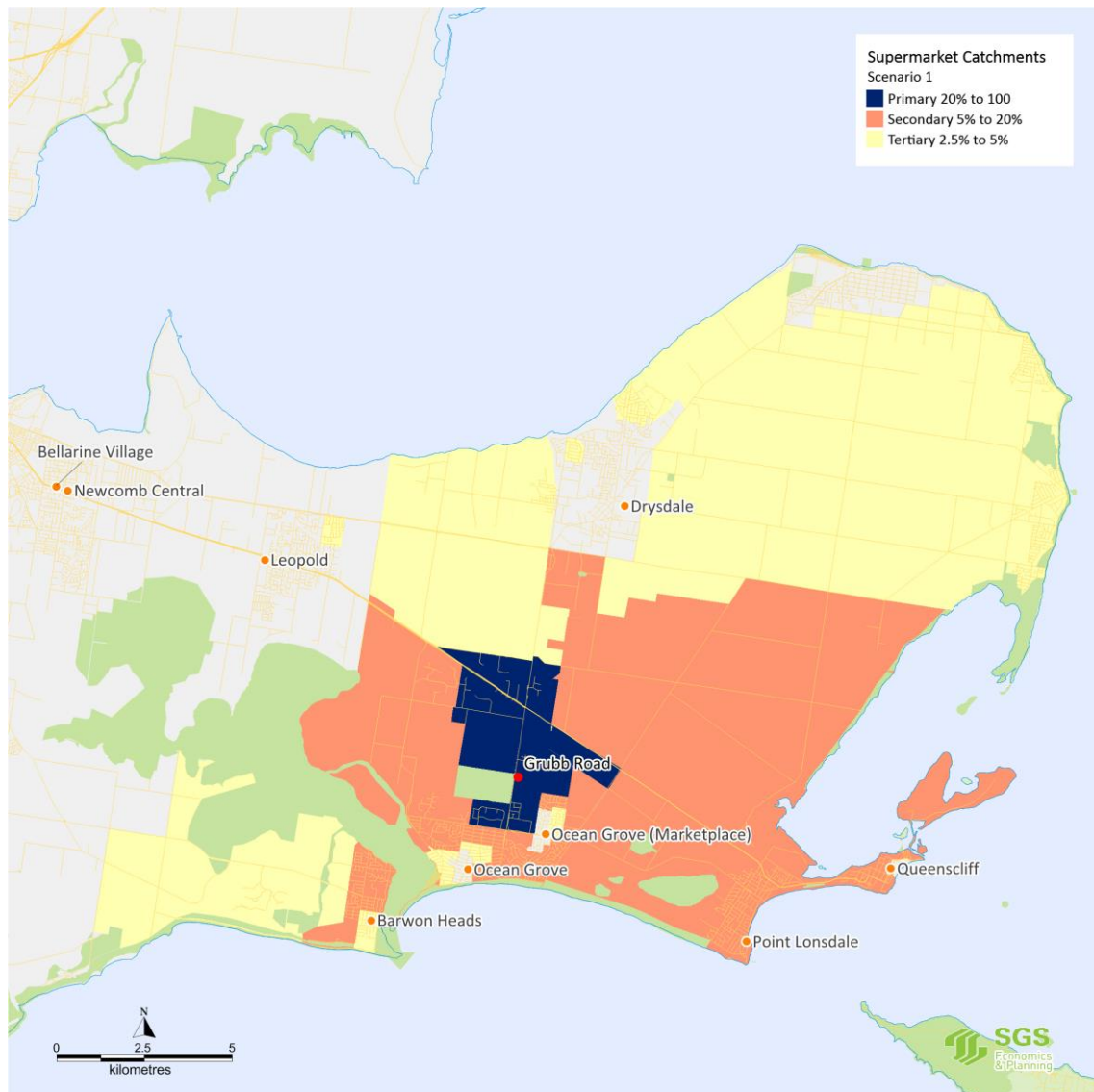


FIGURE 19 SCENARIO 1 POPULATION PROJECTIONS

Population	2014	2021	2031	2041	2051
Primary	1,618	2,701	4,628	8,262	10,269
Secondary	16,071	17,292	18,678	19,711	22,542
Tertiary	12,539	15,349	18,942	20,720	21,636
Total	30,228	35,342	42,248	48,693	54,447

FIGURE 20 SCENARIO 2 TRADE AREAS

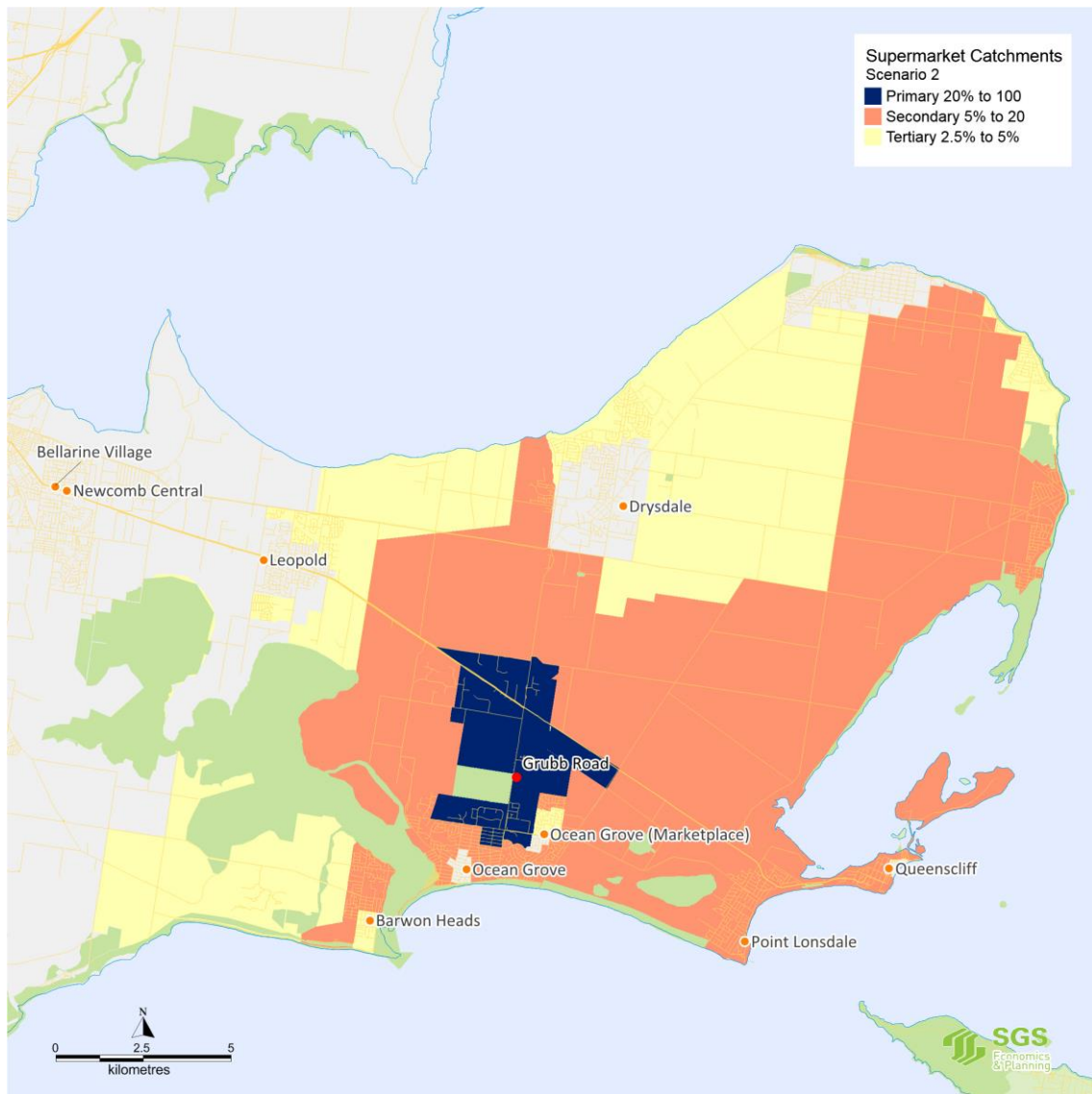


FIGURE 21 SCENARIO 2 POPULATION PROJECTIONS

Population	2014	2021	2031	2041	2051
Primary	2,396	3,554	5,555	9,208	11,407
Secondary	20,548	24,027	28,793	31,116	34,746
Tertiary	13,292	14,969	16,472	18,005	18,655
Total	36,236	42,550	50,820	58,329	64,808

FIGURE 22 SCENARIO 3 TRADE AREAS (SUPERMARKET)

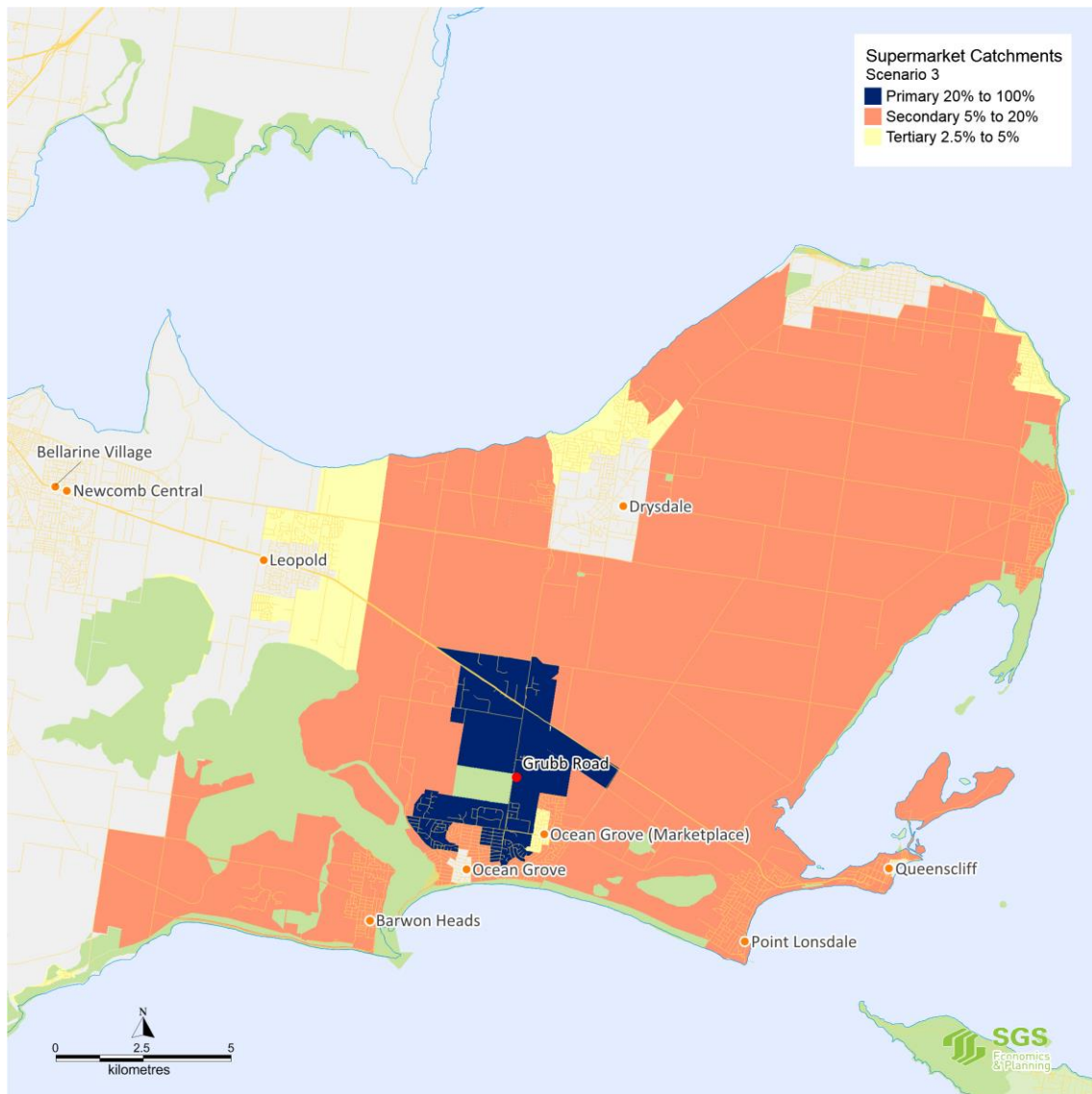


FIGURE 23 SCENARIO 3 POPULATION PROJECTIONS (SUPERMARKET)

Population	2014	2021	2031	2041	2051
Primary	4,947	6,081	8,050	11,657	14,367
Secondary	21,430	25,178	29,966	32,513	35,572
Tertiary	12,585	14,475	16,887	18,660	19,645
Total	38,962	45,734	54,903	62,830	69,583

FIGURE 24 SCENARIO 3 TRADE AREAS (DDS)

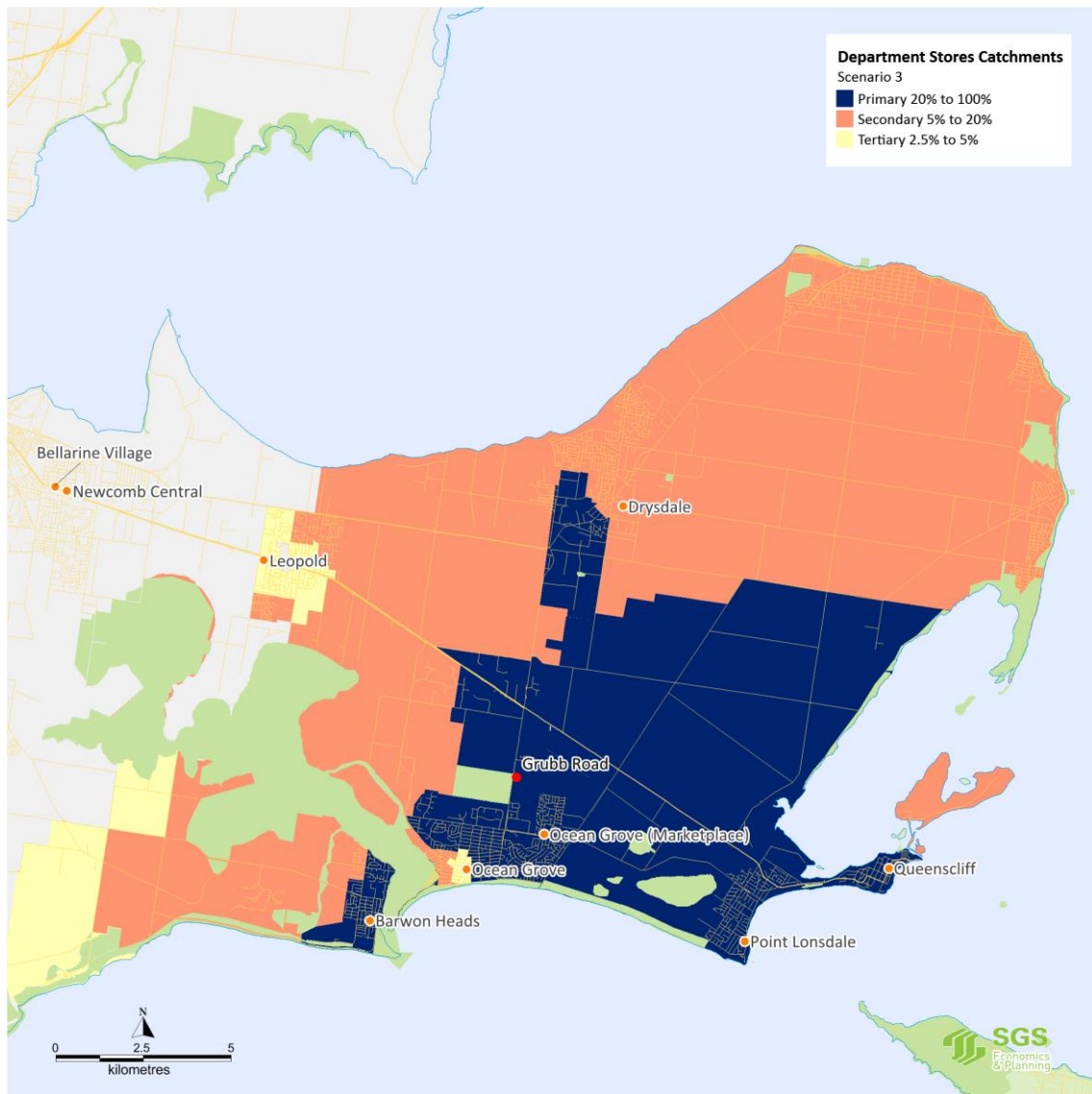


FIGURE 25 SCENARIO 3 POPULATION PROJECTIONS (DDS)

Population	2014	2021	2031	2041	2051
Primary	22,098	24,723	28,896	33,811	39,245
Secondary	24,524	29,709	36,569	40,449	42,991
Tertiary	5,501	5,879	6,164	6,683	7,231
Total	52,123	60,311	71,629	80,943	89,467

Retail expenditure – per capita

An overview of the projected retail expenditure per capita is shown in Figure 26 below. Marketinfo data has been sourced for existing (2014) expenditure.

To estimate the changing patterns of retail spending, regression analysis was performed on retail turnover data from 1985 to 2011 as published in the ABS Retail Trade publication (8501.0). This enabled an estimate of how real growth in state expenditure per capita has changed over time and is likely to change in the future. Such growth levels have been estimated out to 2051 based on current estimates of per capita expenditure levels in the trade area (Marketinfo).

Note that the numbers in Figure 26 are averages across the entire trade area.

FIGURE 26 TRADE AREA PROJECTED SPENDING PER CAPITA (2014 \$)

	2014	2021	2031	2041	2051
FRESH FOOD	\$2,471	\$2,763	\$3,181	\$3,515	\$3,870
GROCERIES (FOOD&NON-FOOD)	\$2,078	\$2,320	\$2,666	\$2,943	\$3,237
PHARMA& TOILETR.& COSMETICS	\$907	\$1,067	\$1,294	\$1,476	\$1,670
TOBACCO	\$524	\$588	\$680	\$753	\$831
BOTTLESHOP	\$673	\$746	\$851	\$935	\$1,024
RESTAURANTS & CAFES	\$989	\$1,167	\$1,420	\$1,623	\$1,839
TAKE-AWAY	\$660	\$723	\$813	\$885	\$961
CLOTHING & SHOES	\$1,138	\$1,326	\$1,594	\$1,808	\$2,036
FURNITURE & WHITEGOODS	\$992	\$1,138	\$1,347	\$1,514	\$1,691
MANCHESTER & HOME DECORATION	\$367	\$424	\$507	\$572	\$642
ELECTRONIC HOME ENTERTAINMENT	\$1,696	\$1,986	\$2,400	\$2,732	\$3,084
NEWSAGENT & LOTTO	\$425	\$373	\$298	\$238	\$174
HARDWARE & GARDENING	\$810	\$927	\$1,095	\$1,230	\$1,372
PERSONAL ITEMS & SERVICES	\$856	\$978	\$1,152	\$1,291	\$1,439
TOTAL RETAIL	\$14,587	\$16,527	\$19,298	\$21,515	\$23,870

Source: MarketInfo, ABS Retail Trade Publication

Retail expenditure – total

Total projected retail expenditure is calculated by multiplying the population projections with the per capita expenditure projections. These numbers are documented in Appendix A.

Retail expenditure – commodity to store type conversion

The expenditure numbers are categorised by commodity types. For modelling purposes, these are converted to floorspace types. Figure 27 below documents the assumptions used to convert expenditure from commodity to store type. These assumptions are derived from years of retail land audits and analyses that SGS has conducted across Australia.

For instance, 79% of fresh food spending is captured by supermarkets, whilst the other 21% ends up in Specialty Stores. Note that this does not equate to 79% and 21% floorspace – because the supermarkets and specialty stores typically possess different Retail Turnover Densities (RTDs).

FIGURE 27 COMMODITY TO STORE TYPE CONVERSIONS²¹

	Super-market	DDS/MM	Bulky Goods	Specialty - Food	Specialty - Other	Hospitality
FRESH FOOD	79%	0%	0%	21%	0%	0%
GROCERIES (FOOD&NON-FOOD)	79%	0%	0%	21%	0%	0%
PHARMA& TOILETR.& COSMETICS	16%	0%	0%	0%	84%	0%
TOBACCO	21%	0%	0%	79%	0%	0%
BOTTLESHOP	21%	0%	0%	79%	0%	0%
RESTAURANTS & CAFES	0%	0%	0%	0%	0%	100%
TAKE-AWAY	0%	0%	0%	0%	0%	100%
CLOTHING & SHOES	1%	34%	0%	0%	65%	0%
FURNITURE & WHITEGOODS	0%	8%	62%	0%	30%	0%
MANCHESTER & HOME DECORATION	0%	8%	62%	0%	30%	0%
ELECTRONIC HOME ENTERTAINMENT	0%	8%	71%	0%	21%	0%
NEWSAGENT & LOTTO	0%	0%	0%	0%	100%	0%
HARDWARE & GARDENING	0%	0%	73%	0%	27%	0%
PERSONAL ITEMS & SERVICES	0%	8%	0%	0%	92%	0%

Capture

From here, it becomes a matter of capture – that is, the proportion of expenditure that is captured by the retail development on Grubb Road. The capture has been estimated using the SGS Retail Gravity Model. Figure 28 below summarises the average level of expenditure captured by each trade area under the three development scenarios.

FIGURE 28 AVERAGE CAPTURE OF TRADE AREAS UNDER EACH SCENARIO

Population	Scenario 1	Scenario 2	Scenario 3 Supermarket Component	Scenario 3 DDS Component
Primary (20% to 100%)	41.2%	41.4%	39.5%	42.1%
Secondary (5% to 20%)	9.8%	10.6%	10.9%	13.4%
Tertiary (2.5% to 5%)	3.5%	3.7%	3.6%	3.6%

²¹ The results of the conversion are not presented in this report to reduce repetition (would require a further 12 tables – four for each scenario), but can be easily provided if required. It is simply the apportionment of commodity trade from the tables in Appendix A into store types.

Total trade captured

Total trade captured (from all trade areas) is summarised in Figures 29 to 31 below.

FIGURE 29 SCENARIO 1 TOTAL TRADE CAPTURED

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
2021	\$20,513,461	\$0	\$7,690,145	\$10,044,249	\$4,146,315
2031	\$30,824,224	\$0	\$11,240,021	\$14,785,673	\$5,843,714
2041	\$49,284,733	\$0	\$17,400,914	\$23,795,870	\$9,105,460
2051	\$65,434,531	\$0	\$22,937,112	\$31,883,013	\$12,059,580

FIGURE 30 SCENARIO 2 TOTAL TRADE CAPTURED

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
2021	\$27,101,990	\$0	\$10,682,258	\$13,447,285	\$5,651,613
2031	\$39,958,799	\$0	\$15,366,070	\$19,679,987	\$7,934,790
2041	\$62,068,532	\$0	\$23,137,448	\$31,247,575	\$12,182,907
2051	\$81,885,947	\$0	\$30,302,906	\$41,765,364	\$16,079,036

FIGURE 31 SCENARIO 3 TOTAL TRADE CAPTURED

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
2021	\$31,862,355	\$18,226,974	\$12,951,987	\$20,583,902	\$8,132,508
2031	\$46,401,752	\$26,387,707	\$18,470,031	\$29,294,932	\$11,341,041
2041	\$70,676,476	\$39,930,003	\$27,383,265	\$43,860,805	\$17,049,224
2051	\$92,796,483	\$53,496,191	\$35,725,103	\$57,867,751	\$22,385,164

Retail Turnover Densities

Retail Turnover densities (RTDs) are a commonly used tool in retail economics. They represent the total turnover of the shop discounted by the floorspace area of the shop. They enable a consistent comparison of a shop/centres 'performance', similar to a housing density measure.

However, RTDs do (and should) vary significantly for a range of reasons by location and store type. This is due largely to varying cost inputs and performance. This means a store with a low RTD is not necessarily less profitable. Therefore, RTDs should always be used at a strategic level (such as this project), as a guide and with consideration of the local market fundamentals.

The following two charts present some RTD averages to provide some guide as to how they vary for different segments of the market and spatially. As you can see from Figure 32, supermarkets typically

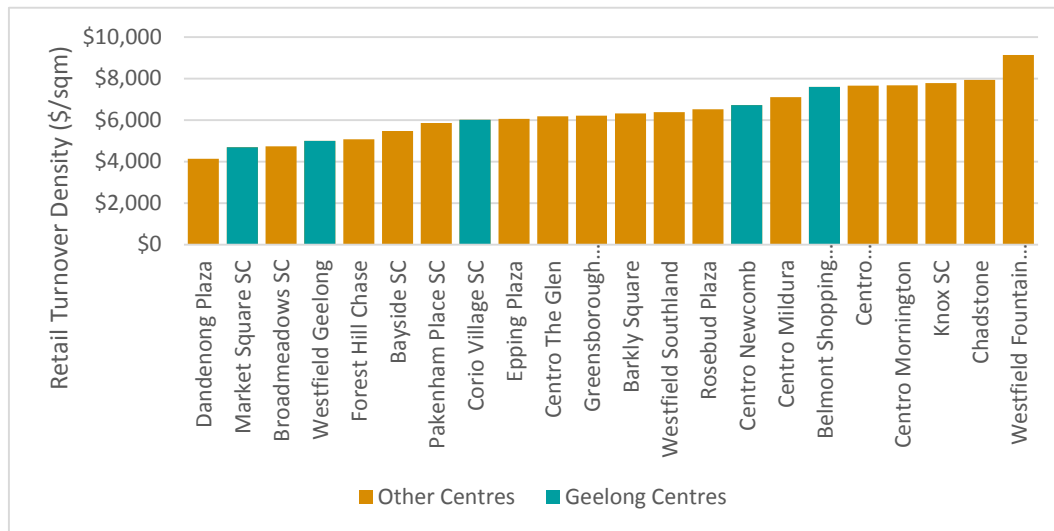
perform around \$9,000-11,000 per square metre. Conversely, Department stores perform at around \$2,000-4,000 per square metre. Overall, Centre RTDs can vary significantly based on the store mix and the rents. More accessible locations typically generate more customers and in turn have both higher RTDs and higher rents.

FIGURE 32 RETAIL TURNOVER DENSITY AVERAGES FOR DIFFERENCE CENTRE TYPES



Source: Retail Averages - Urbis (2010)

FIGURE 33 RETAIL TURNOVER DENSITY FOR SELECTION OF CENTRES



Source: Australian Shopping Centre Database – Property Council of Australia

A brief analysis of recent ‘shop’ property sales suggests that property prices and in turn rents are likely to be significantly lower in Geelong compared with Metropolitan Melbourne. This will vary from centre to centre. Nonetheless, it highlights the fact that shops in Geelong will not have as high rents as in Melbourne, on average, and as such will not need to have the same level of RTD to be profitable.

FIGURE 34 MEDIAN SHOP PROPERTY PRICE COMPARISON

	Melbourne	Regional Vic	Geelong
Median Price p/sqm	\$4,100	\$666	\$1268
Percent of Melbourne		16%	31%

Source: A Guide to Property Prices – Valuer General

Using network wide floorspace data and expenditure information, regional level RTDs can also be estimated (see Figure 35 below). This highlights that in general Geelong’s current RTDs (2014) are significantly lower than the Victorian average (largely skewed by Melbourne) (Option 2). However, based on the variability of RTDs across the state and an understanding of where Geelong fits into the economy, SGS would not expect that Geelong should perform at the same level as Victoria.

Cognisant of some features that are unique to retailing in Geelong, SGS has created an ‘optimal’ RTD (Option 3) level for Geelong which sits between where Geelong is now and Victorian averages. This represents a level where centres on average would be performing well. While this would vary on a store/centre bases, it provides a robust benchmark across the network for strategic level planning.

FIGURE 35 TARGET RTDS

	Supermarket and Grocery Stores	Department Stores	Bulky Goods	Specialty – Food & Drink	Specialty – Non food	Hospitality
2014	\$9,682	\$2,532	\$2,031	\$8,613	\$2,529	\$3,072
Option 1 – Do Nothing (2031)	\$15,378	\$4,293	\$3,630	\$13,218	\$4,065	\$4,735
Option 2 – Victorian Average	\$10,800	\$4,500	\$2,900	\$7,200	\$6,600	\$5,800
Option 3 – Optimal	\$10,000	\$3,500	\$3,000	\$9,000	\$4,000	\$4,000

4.3 Supportable Floorspace

Figure 36 to 38 highlights the level of supportable floorspace under each scenario.

For example, in Scenario 1 (Figure 36), whilst 3,600sqm of supermarket will be built, the level of trade that this supermarket can realistically capture is only just over 2,000sqm by 2021. However, as the residential population of its primary trade area grows, the level of supportable floorspace increases significantly – to the point of overtrading after 2031. Note that large supermarket chains are often willing to construct larger floorspace supermarkets in the early stages of development in a Greenfield precinct as a long term investment through locking up strategic sites in Activity Centres (which could eventually overtrade – as these tables demonstrate).

FIGURE 36 SUPPORTABLE FLOORSPACE IN SCENARIO 1

	Supermarket and Grocery Stores	Department Stores	Specialty - Food Retailing	Specialty - Other Retailing	Hospitality	Total
2021	2,051	-	769	1,004	415	4,239
2031	3,082	-	1,124	1,479	584	6,269
2041	4,928	-	1,740	2,380	911	9,959
2051	6,543	-	2,294	3,188	1,206	13,231

FIGURE 37 SUPPORTABLE FLOORSPACE IN SCENARIO 2

	Supermarket and Grocery Stores	Department Stores	Specialty - Food Retailing	Specialty - Other Retailing	Hospitality	Total
2021	2,710	-	1,068	1,345	565	5,688
2031	3,996	-	1,537	1,968	793	8,294
2041	6,207	-	2,314	3,125	1,218	12,864
2051	8,189	-	3,030	4,177	1,608	17,003

For Scenario 2, which supports two supermarkets at 3,600 sq.m and 1,500 sq.m respectively, the supportable floorspace will only be achieved between the period 2031 and 2041. (This means that Scenario 2 is unlikely to trade at standard RTDs until this period.)

FIGURE 38 SUPPORTABLE FLOORSPACE IN SCENARIO 3

	Supermarket and Grocery Stores	Department Stores	Specialty - Food Retailing	Specialty - Other Retailing	Hospitality	Total
2021	3,186	1,823	1,295	2,058	813	9,176
2031	4,640	2,639	1,847	2,929	1,134	13,190
2041	7,068	3,993	2,738	4,386	1,705	19,890
2051	9,280	5,350	3,573	5,787	2,239	26,227

For Scenario 3, which supports two supermarkets at 3,600 sq.m and 1,500 sq.m respectively, the supportable floorspace will only be achieved between the period 2031 and 2041. For the DDS component of 5,500 sq.m, the supportable floorspace will only be achieved after 2051. (This means that Scenario 3 is unlikely to trade at standard RTDs until this period.)

4.4 Tourism expenditure

Figure 39 below summarises the estimate for the proportion of total trade that is attributable to tourism spending for relevant centres. Note that these numbers are based off the level of employment in tourism related industries for those particular locations.

The figure shows that a significant proportion of trade in the Ocean Grove Town Centre is underpinned by tourist expenditure. This is higher for hospitality in particular.

A retail centre on Grubb Road is not expected to capture significant levels of tourism expenditure.

FIGURE 39 PROPORTION OF TOTAL TRADE FROM TOURIST EXPENDITURE²²

Name	Supermarket and Grocery Stores	Department Stores	Specialty - Food Retailing	Specialty - Other Retailing	Hospitality	Total
Bellarine Village	1%		2%	7%	26%	2%
Newcomb Central	1%		2%	7%	26%	2%
Ocean Grove (Marketplace)	1%		1%	4%	20%	4%
Ocean Grove	1%	10%	2%	8%	29%	8%
Drysdale	0%		1%	3%	15%	7%
Barwon Heads	1%		2%	8%	28%	20%
Leopold	0%	4%	1%	3%	15%	6%
Queenscliff	1%		2%	7%	28%	7%
Point Lonsdale	1%		2%	7%	27%	7%

4.5 Impact

The impact of each development scenario has been modelled through the SGS Retail Gravity Model.

The principal factors in determining the proportion of trade captured at Grubb Road are:

- The attractiveness, size and type of floorspace in other centres;
- Travel times (not distances) between Grubb Road, other centres and zones of residency.

The modelling has been conducted for the years 2021, 2031, 2041 and 2051. In total, the model has been run on 12 occasions (three scenarios for four time intervals) to:

- a) Determine how much retail expenditure could be captured from surrounding centres under each scenario;
- b) Determine when (if ever) each development scenario becomes appropriate (see impact analysis).

The impacts for each scenario are discussed below.

Base Case

The Base Case Scenario (or Scenario 0) is the baseline modelling of what occurs to the levels of trade (measured using RTD in this case instead of Moving Annual Turnover to account for floorspace expansions in centres such as Ocean Grove Marketplace) if there is no development on Grubb Road.

Note that negative percentages reflect the negative impact, whilst positive percentages show the extent of growth in RTD for that centre. Growth usually occurs when (a) a centre increases in size or (b) the local population catchment expands.

²² These numbers have been scaled using tourism related job numbers in and near each centre. Source: ABS JTW data 2011

Loss of trade is also possible in the base case scenario. This is usually due to the expansion of nearby existing centres or the development of new centres that is not offset by sufficient growth in population or expenditure within that timeframe.

The growth in trade is shown in Figures 40 to 43.

FIGURE 40 2014 TO 2021 TRADE WITHOUT ANY DEVELOPMENT ON GRUBB ROAD

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	8%	13%	10%	12%	15%
Ocean Grove MP	9%		10%	6%	10%
Barwon Heads TC	18%		18%	19%	17%
Point Lonsdale	10%		13%	12%	12%
Queenscliff	12%		14%	11%	8%
Leopold	7%		13%	-4%	25%
Drysdale	-17%		-8%	18%	27%
Jetty Road	-		-	-	-
Armstrong Creek MAC	-		-	-	-

FIGURE 41 2014 TO 2031 TRADE WITHOUT ANY DEVELOPMENT ON GRUBB ROAD

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	28%	36%	28%	31%	35%
Ocean Grove MP	37%		35%	25%	31%
Barwon Heads TC	31%		31%	35%	39%
Point Lonsdale	38%		43%	38%	35%
Queenscliff	41%		46%	34%	26%
Leopold	44%	39% ²³	51%	32%	68%
Drysdale	18%		27%	60%	75%
Jetty Road	47%		55%	47%	50%
Armstrong Creek MAC ²⁴	44%	41%	48%	43%	38%

²³ This is effectively growth between 2018 and 2031

²⁴ Effectively growth between 2020 and 2031

FIGURE 42 2014 TO 2041 TRADE WITHOUT ANY DEVELOPMENT ON GRUBB ROAD

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	53%	62%	51%	53%	58%
Ocean Grove MP	73%		67%	47%	56%
Barwon Heads TC	49%		49%	55%	65%
Point Lonsdale	74%		80%	71%	63%
Queenscliff	79%		87%	61%	47%
Leopold	88%	84%	96%	70%	117%
Drysdale	48%		59%	99%	118%
Jetty Road	89%		97%	86%	92%
Armstrong Creek MAC	140%	129%	148%	132%	129%

FIGURE 43 2014 TO 2051 TRADE WITHOUT ANY DEVELOPMENT ON GRUBB ROAD

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	100%	116%	98%	102%	103%
Ocean Grove MP	125%		116%	89%	98%
Barwon Heads TC	60%		62%	72%	95%
Point Lonsdale	111%		118%	106%	93%
Queenscliff	119%		129%	92%	70%
Leopold ²⁵	128%	127%	136%	105%	162%
Drysdale	78%		89%	137%	161%
Jetty Road	129%		141%	125%	133%
Armstrong Creek MAC ²⁶	227%	208%	238%	208%	194%

Figures 44 to 46 below summarise the supply and demand equation for supermarkets, DDS and Specialty + Hospitality in the base case for the Bellarine Peninsula. Note that the geographic area of the Bellarine Peninsula for *retail purposes* is defined as the extent of trade areas under the maximum development scenario (Scenario 3) as shown in Figure 24.

Figure 44 shows that there is sufficient supply of supermarkets across the Bellarine up to 2021. By 2031 however, a significant undersupply begins to emerge.

²⁵ Growth from 2031 to 2041 for Leopold's DDS component

²⁶ Growth from 2031 to 2051, as Armstrong Creek is not assumed to be developed until 2030.

FIGURE 44 BASE CASE SUPERMARKET RETAIL SUPPLY AND DEMAND CONCORDANCE

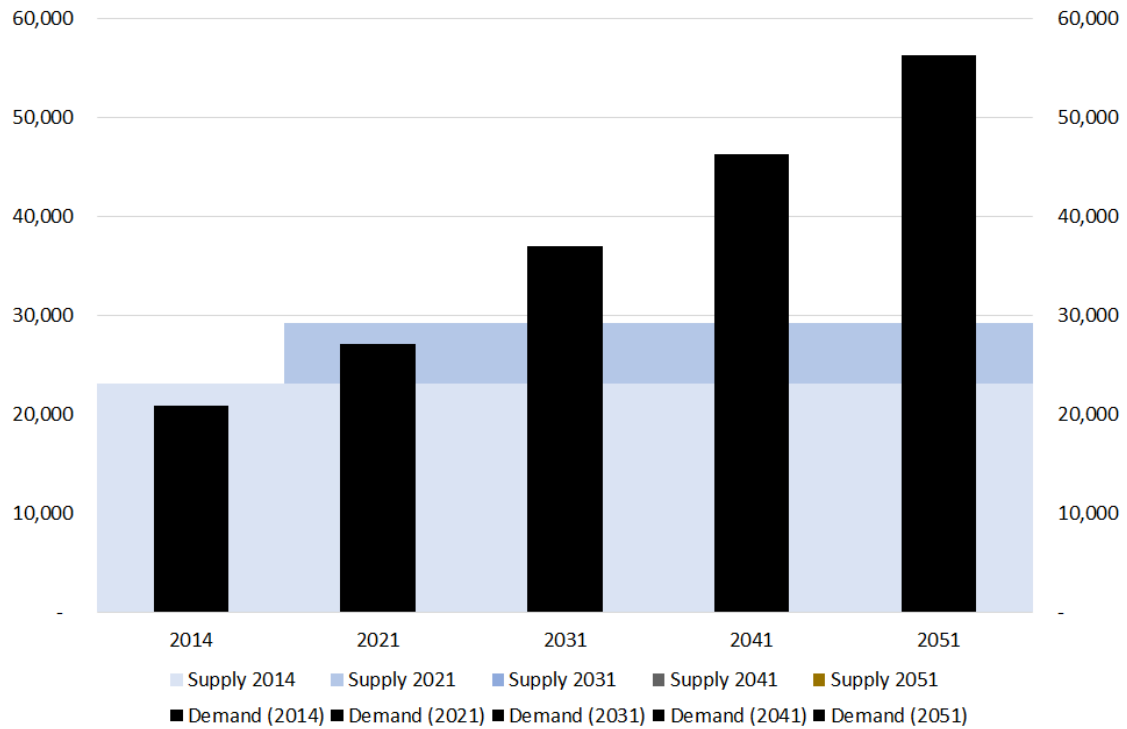


Figure 45 shows that residents of the Bellarine Peninsula have generally been accessing Department Store and Discount Department Stores in other areas. Whilst some DDS floorspace is planned for Leopold in the near future, some undersupply will still exist. This is expected to continue increasing in the future.

FIGURE 45 BASE CASE DEPARTMENT STORE/DDS/MINI-MAJOR RETAIL SUPPLY AND DEMAND CONCORDANCE

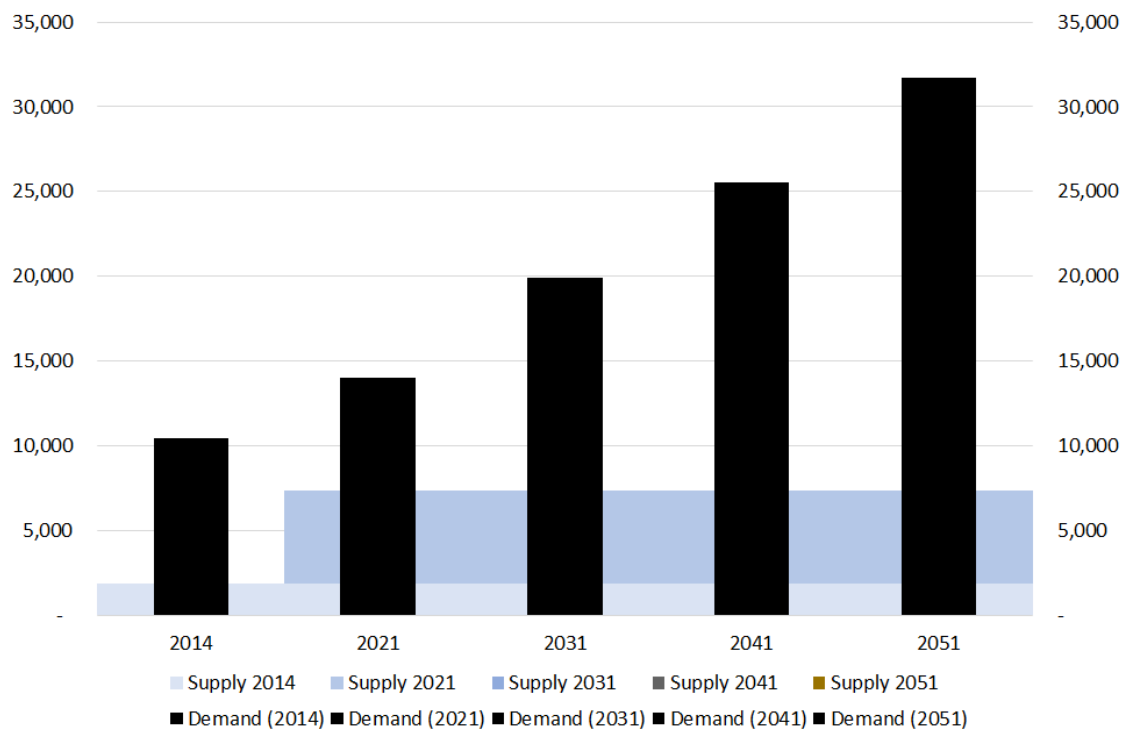
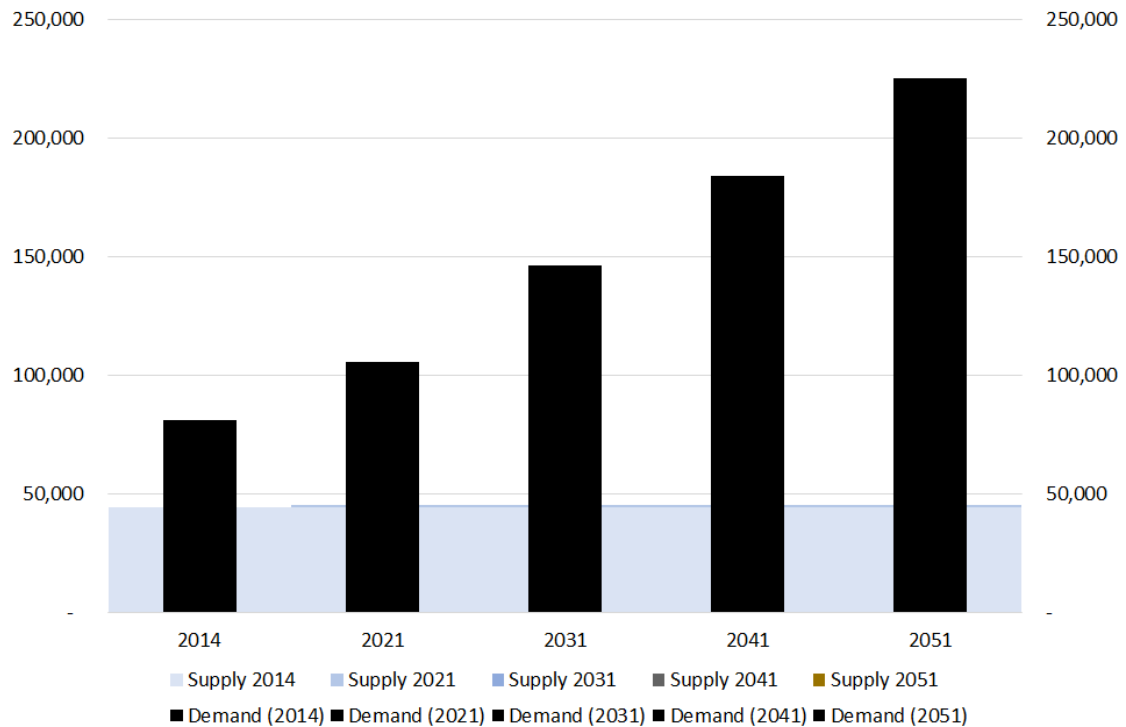


Figure 46 below shows that demand significantly exceeds the supply of floorspace for specialty and hospitality retailing on the Bellarine – with minimal floorspace planned in the future for this store type.

FIGURE 46 BASE CASE SPECIALTY+HOSPITALITY RETAIL SUPPLY AND DEMAND CONCORDANCE



Scenario 1 – Supermarket plus speciality/hospitality

Scenario 1 comprises one full line supermarket (3,600sqm) plus a mix of specialty shops and hospitality. The impact modelling undertaken considers:

1. The extent to which the new centre impacts on other centres in the network by capturing trade, then
2. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many centres are overtrading. In other words, a 15% impact on a centre which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the **net impact** which is of greatest significance to this analysis, and is ultimately benchmarked with which to assess the merits or otherwise of new floorspace.

Figures 47, 49, 51 and 53 show the extent to which the new centre impacts on other centres in the network by capturing trade, then Figures 48, 50, 52 and 54 demonstrate the extent to which that impact is offset by background growth. The level of background growth was outlined in Figures 40 to 43 under the base case.

FIGURE 47 2021 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-9%	-3%	-10%	-4%	-4%
Ocean Grove MP	-10%		-11%	-6%	-5%
Barwon Heads TC	-5%		-5%	-1%	-2%
Point Lonsdale	-7%		-6%	-3%	-2%
Queenscliff	-4%		-5%	-1%	-1%
Leopold	-3%		-3%	-1%	-1%
Drysdale	-3%		-3%	-1%	-1%
Jetty Road	-4%		-2%	-2%	-3%
Armstrong Creek MAC	-1%	0%	-1%	-1%	0%

FIGURE 48 2021 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE ²⁷

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-1%	10%	-1%	8%	10%
Ocean Grove MP	-1%		-1%	0%	5%
Barwon Heads TC	13%		14%	18%	15%
Point Lonsdale	3%		7%	9%	9%
Queenscliff	7%		9%	10%	7%
Leopold	4%		10%	-5%	24%
Drysdale	-20%		-11%	17%	26%
Jetty Road	-4%		-2%	-2%	-3%
Armstrong Creek MAC	-1%	0%	-1%	-1%	0%

²⁷ This is effectively the impact of Grubb Road (which is a negative effect on trade in those centres) plus the background growth of population and expenditure (which is a positive effect on trade in those centres)

FIGURE 49 2031 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-10%	-3%	-11%	-5%	-4%
Ocean Grove MP	-11%		-12%	-6%	-5%
Barwon Heads TC	-4%		-5%	-1%	-2%
Point Lonsdale	-7%		-6%	-3%	-2%
Queenscliff	-5%		-6%	-1%	-1%
Leopold	-3%	1%	-3%	-1%	-1%
Drysdale	-3%		-3%	-1%	-1%
Jetty Road	-4%		-2%	-2%	-3%
Armstrong Creek MAC	-1%		-1%	0%	0%

FIGURE 50 2031 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	18%	33%	18%	27%	31%
Ocean Grove MP	26%		24%	19%	26%
Barwon Heads TC	26%		27%	34%	37%
Point Lonsdale	31%		36%	35%	32%
Queenscliff	36%		40%	32%	25%
Leopold	41%	38%	48%	30%	67%
Drysdale	15%		24%	59%	74%
Jetty Road	43%		53%	45%	46%
Armstrong Creek MAC	43%	41%	47%	42%	38%

FIGURE 51 2041 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-12%	-4%	-12%	-5%	-5%
Ocean Grove MP	-13%		-13%	-6%	-6%
Barwon Heads TC	-5%		-5%	-2%	-2%
Point Lonsdale	-8%		-7%	-3%	-2%
Queenscliff	-7%		-7%	-2%	-1%
Leopold	-4%	-1%	-4%	-2%	-1%
Drysdale	-3%		-3%	-1%	-1%
Jetty Road	-5%		-2%	-2%	-4%
Armstrong Creek MAC	-1%	0%	-1%	0%	0%

FIGURE 52 2041 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	41%	58%	38%	48%	53%
Ocean Grove MP	60%		54%	41%	51%
Barwon Heads TC	44%		44%	53%	63%
Point Lonsdale	67%		73%	68%	61%
Queenscliff	73%		79%	60%	46%
Leopold	84%	83%	92%	68%	115%
Drysdale	45%		55%	98%	117%
Jetty Road	84%		95%	84%	88%
Armstrong Creek MAC	139%	129%	147%	131%	128%

FIGURE 53 2051 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-12%	-4%	-13%	-5%	-5%
Ocean Grove MP	-14%		-14%	-7%	-6%
Barwon Heads TC	-5%		-5%	-2%	-3%
Point Lonsdale	-8%		-8%	-3%	-3%
Queenscliff	-7%		-8%	-2%	-1%
Leopold	-4%	-1%	-4%	-2%	-2%
Drysdale	-3%		-3%	-1%	-1%
Jetty Road	-6%		-2%	-2%	-4%
Armstrong Creek MAC	-1%	0%	-1%	0%	0%

FIGURE 54 2051 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	88%	112%	85%	96%	99%
Ocean Grove MP	111%		102%	83%	93%
Barwon Heads TC	56%		57%	70%	92%
Point Lonsdale	104%		111%	103%	91%
Queenscliff	112%		121%	90%	69%
Leopold	123%	126%	132%	103%	161%
Drysdale	74%		85%	136%	160%
Jetty Road	123%		139%	123%	128%
Armstrong Creek MAC	226%	208%	237%	208%	193%

Scenario 2 – Supermarkets plus Speciality/Hospitality

Scenario 2 comprises one full line supermarket (3,600sqm), a small supermarket (1,500sqm) plus a mix of specialty shops and hospitality. The impact modelling undertaken considers:

1. The extent to which the new centre impacts on other centres in the network by capturing trade, then
2. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many centres are overtrading. In other words, a 15% impact on a centre which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the **net impact** which is of greatest significance to this analysis, and is ultimately benchmark with which to assess the merits or otherwise of new floorspace.

Figures 55, 57, 59 and 61 show the extent to which the new centre impacts on other centres in the network by capturing trade, then Figures 56, 58, 60 and 62 demonstrate the extent to which that impact is offset by background growth. The level of background growth was outlined in Figures 40 to 43 under the base case.

FIGURE 55 2021 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-12%	-4%	-14%	-6%	-6%
Ocean Grove MP	-13%		-15%	-8%	-7%
Barwon Heads TC	-6%		-7%	-2%	-3%
Point Lonsdale	-9%		-9%	-4%	-3%
Queenscliff	-6%		-7%	-2%	-1%
Leopold	-4%		-4%	-2%	-2%
Drysdale	-4%		-4%	-1%	-1%
Jetty Road	-6%		-2%	-2%	-4%
Armstrong Creek MAC	-1%	-1%	-2%	-1%	0%

FIGURE 56 2021 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-4%	9%	-4%	6%	9%
Ocean Grove MP	-4%		-5%	-2%	3%
Barwon Heads TC	12%		12%	18%	14%
Point Lonsdale	1%		5%	8%	8%
Queenscliff	6%		8%	9%	7%
Leopold	3%		9%	-5%	23%
Drysdale	-21%		-12%	17%	26%
Jetty Road	-6%		-2%	-2%	-4%
Armstrong Creek MAC	-1%	-1%	-2%	-1%	0%

FIGURE 57 2031 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-13%	-4%	-14%	-6%	-6%
Ocean Grove MP	-14%		-15%	-8%	-7%
Barwon Heads TC	-6%		-7%	-2%	-3%
Point Lonsdale	-9%		-9%	-3%	-3%
Queenscliff	-7%		-8%	-2%	-1%
Leopold	-4%	-1%	-4%	-2%	-2%
Drysdale	-4%		-4%	-1%	-1%
Jetty Road	-5%		-2%	-2%	-4%
Armstrong Creek MAC	-1%	-1%	-1%	-1%	0%

FIGURE 58 2031 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	15%	31%	14%	25%	29%
Ocean Grove MP	23%		20%	16%	24%
Barwon Heads TC	24%		25%	33%	37%
Point Lonsdale	29%		34%	34%	31%
Queenscliff	34%		38%	32%	25%
Leopold	40%	38%	47%	30%	67%
Drysdale	14%		23%	59%	73%
Jetty Road	41%		53%	45%	45%
Armstrong Creek MAC	42%	41%	46%	42%	38%

FIGURE 59 2041 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-15%	-5%	-16%	-7%	-6%
Ocean Grove MP	-16%		-17%	-9%	-8%
Barwon Heads TC	-6%		-7%	-2%	-3%
Point Lonsdale	-10%		-10%	-4%	-3%
Queenscliff	-8%		-9%	-2%	-1%
Leopold	-5%	-2%	-5%	-2%	-2%
Drysdale	-4%		-5%	-2%	-2%
Jetty Road	-7%		-3%	-2%	-5%
Armstrong Creek MAC	-1%	0%	-1%	0%	0%

FIGURE 60 2041 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	38%	57%	35%	47%	52%
Ocean Grove MP	56%		50%	38%	49%
Barwon Heads TC	42%		42%	53%	62%
Point Lonsdale	64%		70%	67%	60%
Queenscliff	71%		77%	59%	46%
Leopold	83%	82%	91%	67%	115%
Drysdale	44%		54%	97%	116%
Jetty Road	82%		95%	83%	87%
Armstrong Creek MAC	66%	62%	67%	62%	65%

FIGURE 61 2051 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-15%	-5%	-16%	-7%	-6%
Ocean Grove MP	-17%		-18%	-9%	-8%
Barwon Heads TC	-7%		-7%	-2%	-3%
Point Lonsdale	-10%		-10%	-4%	-4%
Queenscliff	-9%		-10%	-2%	-1%
Leopold	-6%	-2%	-5%	-2%	-2%
Drysdale	-4%		-5%	-2%	-2%
Jetty Road	-7%		-3%	-3%	-5%
Armstrong Creek MAC	-1%	0%	-1%	0%	0%

FIGURE 62 2051 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	85%	111%	82%	95%	97%
Ocean Grove MP	108%		98%	81%	91%
Barwon Heads TC	54%		55%	69%	91%
Point Lonsdale	101%		108%	102%	90%
Queenscliff	110%		118%	89%	69%
Leopold	122%	126%	131%	102%	160%
Drysdale	73%		84%	135%	160%
Jetty Road	122%		138%	123%	127%
Armstrong Creek MAC	127%	118%	128%	116%	112%

Scenario 3 – Discount Department Store, Supermarkets plus Speciality /Hospitality

Scenario 3 comprises a Discount Department Store (5,500sqm), one full line supermarket (3,600sqm), a small supermarket (1,500sqm) plus a mix of speciality shops and hospitality. The impact modelling undertaken considers:

1. The extent to which the new centre impacts on other centres in the network by capturing trade, then
2. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many centres are overtrading. In other words, a 15% impact on a centre which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the **net impact** which is of greatest significance to this analysis, and is ultimately benchmark with which to assess the merits or otherwise of new floorspace.

Figures 63, 65, 67 and 69 show the extent to which the new centre impacts on other centres in the network by capturing trade, then Figures 64, 66, 68 and 70 demonstrate the extent to which that impact is offset by background growth. The level of background growth was outlined in Figures 40 to 43 under the base case.

FIGURE 63 2021 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-14%	-17%	-16%	-14%	-8%
Ocean Grove MP	-15%		-17%	-21%	-11%
Barwon Heads TC	-8%		-8%	-5%	-4%
Point Lonsdale	-11%		-10%	-9%	-5%
Queenscliff	-7%		-8%	-4%	-1%
Leopold	-4%	-6%	-5%	-4%	-2%
Drysdale	-4%		-5%	-4%	-2%
Jetty Road	-5%		-2%	-2%	-4%
Armstrong Creek MAC	-2%	-2%	-2%	-2%	-1%

FIGURE 64 2021 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-6%	-4%	-7%	-2%	6%
Ocean Grove MP	-7%		-8%	-14%	0%
Barwon Heads TC	10%		10%	15%	13%
Point Lonsdale	-1%		3%	3%	7%
Queenscliff	5%		6%	8%	6%
Leopold	2%	-6%	8%	-7%	23%
Drysdale	-22%		-13%	14%	25%
Jetty Road	-5%		-2%	-2%	-4%
Armstrong Creek MAC	-2%	-2%	-2%	-2%	-1%

FIGURE 65 2031 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-15%	-17%	-17%	-14%	-8%
Ocean Grove MP	-16%		-18%	-20%	-11%
Barwon Heads TC	-8%		-8%	-5%	-4%
Point Lonsdale	-11%		-11%	-9%	-5%
Queenscliff	-8%		-9%	-4%	-1%
Leopold	-5%	-5%	-5%	-4%	-2%
Drysdale	-5%		-5%	-4%	-2%
Jetty Road	-5%		-2%	-2%	-4%
Armstrong Creek MAC	-2%	-2%	-2%	-2%	-1%

FIGURE 66 2031 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	13%	19%	12%	17%	27%
Ocean Grove MP	21%		18%	5%	21%
Barwon Heads TC	23%		23%	31%	36%
Point Lonsdale	27%		32%	29%	30%
Queenscliff	33%		37%	30%	25%
Leopold	39%	34%	46%	28%	66%
Drysdale	13%		22%	56%	73%
Jetty Road	41%		53%	45%	45%
Armstrong Creek MAC	42%	39%	46%	41%	38%

FIGURE 67 2041 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-17%	-18%	-18%	-15%	-9%
Ocean Grove MP	-19%		-20%	-21%	-11%
Barwon Heads TC	-8%		-8%	-5%	-4%
Point Lonsdale	-12%		-11%	-9%	-5%
Queenscliff	-10%		-11%	-4%	-1%
Leopold	-6%	-6%	-6%	-5%	-3%
Drysdale	-5%		-6%	-4%	-2%
Jetty Road	-7%		-3%	-2%	-5%
Armstrong Creek MAC	-2%	-2%	-2%	-2%	-1%

FIGURE 68 2041 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	35%	44%	32%	38%	49%
Ocean Grove MP	54%		47%	26%	45%
Barwon Heads TC	41%		41%	50%	61%
Point Lonsdale	62%		69%	62%	58%
Queenscliff	70%		76%	57%	45%
Leopold	82%	78%	90%	65%	114%
Drysdale	43%		53%	94%	116%
Jetty Road	82%		95%	83%	87%
Armstrong Creek MAC	65%	61%	67%	61%	65%

FIGURE 69 2051 IMPACT OF GRUBB ROAD IN ISOLATION

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	-18%	-18%	-19%	-15%	-9%
Ocean Grove MP	-20%		-20%	-21%	-11%
Barwon Heads TC	-8%		-8%	-5%	-5%
Point Lonsdale	-12%		-12%	-9%	-5%
Queenscliff	-11%		-12%	-5%	-1%
Leopold	-6%	-6%	-6%	-5%	-3%
Drysdale	-5%		-6%	-5%	-2%
Jetty Road	-7%		-3%	-3%	-5%
Armstrong Creek MAC	-1%	-1%	-1%	-1%	0%

FIGURE 70 2051 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Centre	Supermarket and Grocery Stores	DDS/Mini-major	Specialty - Food	Specialty -Other	Hospitality
Ocean Grove TC	83%	98%	79%	86%	94%
Ocean Grove MP	105%		96%	68%	87%
Barwon Heads TC	52%		53%	66%	90%
Point Lonsdale	99%		107%	97%	88%
Queenscliff	108%		117%	87%	68%
Leopold	121%	121%	130%	100%	159%
Drysdale	72%		83%	132%	159%
Jetty Road	122%		138%	123%	127%
Armstrong Creek MAC	126%	117%	128%	115%	112%

4.6 Findings

The analysis in this section has demonstrated that a mid-sized supermarket is likely to suffice for this growth area by 2021, while a full line supermarket is not required until 2031 (see Figure 36). Should Council be concerned about the early delivery of supermarket floorspace and a potential impact on existing centres, it could enforce this outcome through the use of floorspace caps that gradually allow for an increase in floorspace provision in line with demand.

However, the impact analysis demonstrates that by 2021, a development on Grubb Road comprising one full line supermarket of 3,600sqm, one small supermarket of 1,500sqm plus one Discount Department Store of 5,500sqm, with 11,500sqm of ancillary development would not result in significant adverse impacts on the surrounding centres network. The analysis also demonstrates that a centre of this size is likely to under-trade, with the supermarkets not likely to trade at standard RTDs until after 2031, and the DDS not likely to trade at standard RTDs until after 2051.

From an ‘impact basis’ perspective, a Sub-Regional Centre on Grubb Road may still be appropriate providing there is sufficient policy justification underpinning such a large centre being developed in a growth area precinct and the need to compete with existing town centres in terms of built form.

Note that whilst there appears to be severe net impacts on Drysdale, most of this impact would not be due to retail development on Grubb Road²⁸ and is a result of competition between Coles, Aldi and Woolworths in that catchment.

The approximate quantum of land required under each scenario is outlined below. The assumed site occupancy ratio is 40%, whilst there is a public domain allowance of 23%.

²⁸ Woolworths have also indicated that in 2014 (the base year of modelling) the Drysdale supermarket is trading at almost double the standard RTD for a full-line supermarket of its size.

FIGURE 71 LAND AREA REQUIREMENTS

	Floorspace (sqm)	Site Area (Ha)	Total Estate (Ha)
Scenario 1	9,700	2.4	3.0
Scenario 2	13,800	3.5	4.2
Scenario 3	22,100	5.5	6.8

5 BULKY RETAIL

5.1 Supply

SGS's retail audit found Bulky Goods floorspace in the following locations (in descending order) in Figure 72. The highlighted locations are directly relevant to this analysis on the Bellarine Peninsula – although some are not significant bulky goods precincts (e.g. Portarlington).

FIGURE 72 BULKY RETAIL FLOORSPACE GROWTH (CONFIRMED) ACROSS THE RETAIL NETWORK

Name	2014	2021	2031	2041	2051
Central Geelong	45,162	45,162	45,162	45,162	45,162
Moorabool/Fyans Homemaker precinct	31,297	31,297	31,297	31,297	31,297
Anakie Road	28,519	28,519	28,519	28,519	28,519
Geelong Gateway Homemaker precinct	26,022	26,022	26,022	26,022	26,022
Armstrong Creek Town Centre	0	12,500	25,000	25,000	25,000
Waurm Ponds Homemaker Retail	23,532	23,532	23,532	23,532	23,532
Corio SC	0	18,471	18,471	18,471	18,471
Geelong West Homemaker precinct	16,651	16,651	16,651	16,651	16,651
Leopold	0	12,300	12,300	12,300	12,300
Sharon Court	10,519	10,519	10,519	10,519	10,519
Bellarine Highway (Newcomb)	9,886	9,886	9,886	9,886	9,886
Surf Coast Highway	8,161	8,161	8,161	8,161	8,161
West Fyans Street	7,940	7,940	7,940	7,940	7,940
Grubb Road North ²⁹	10,400	10,400	10,400	10,400	10,400
Anakie Road	4,453	4,453	4,453	4,453	4,453
Belmont	4,238	4,238	4,238	4,238	4,238
Torquay ³⁰	10,000	10,000	10,000	10,000	10,000
Pakington Street (Geelong West)	1,758	1,758	1,758	1,758	1,758
Gregory Avenue	1,725	1,725	1,725	1,725	1,725
Hicks Street	1,693	1,693	1,693	1,693	1,693
Existing Bulky Retail on Grubb Road	1,541	1,541	1,541	1,541	1,541
Drysdale	1,138	1,138	1,138	1,138	1,138
Ocean Grove Town Centre	318	318	318	318	318
Portarlington	86	86	86	86	86
Total	245,039	288,310	300,810	300,810	300,810
Relevant Region Total	33,369	58,169	70,669	70,669	70,669

²⁹ Includes 5,700sqm of Mitre 10, 1,900sqm Wallington WRG and 2,800sqm Van Loon's plant nursery. Note that the presence of bulky retail on Grubb Road North has been retrospectively considered. Whilst the presence of this bulky goods retail will have some minimal effect on the outcome of the impact analysis, the retail model was not rerun for this purpose.

³⁰ Includes 6,500sqm Bunnings and 3,500sqm Mitre 10

5.2 Scenarios

Three scenarios for bulky goods retail development have been modelled for both capture and impact:

- Scenario 1: 10,000sqm
- Scenario 2: 20,000sqm
- Scenario 3: 30,000sqm

This is over and above a base case (or Scenario 0) where there is no bulky retail floorspace constructed at Grubb Road.

5.3 Catchments

The catchments for the three scenarios of bulky goods retail development on Grubb Road have been mapped in Figures 73 to 75.

FIGURE 73 BULKY RETAIL SCENARIO 1 CATCHMENTS (10,000 SQ.M)

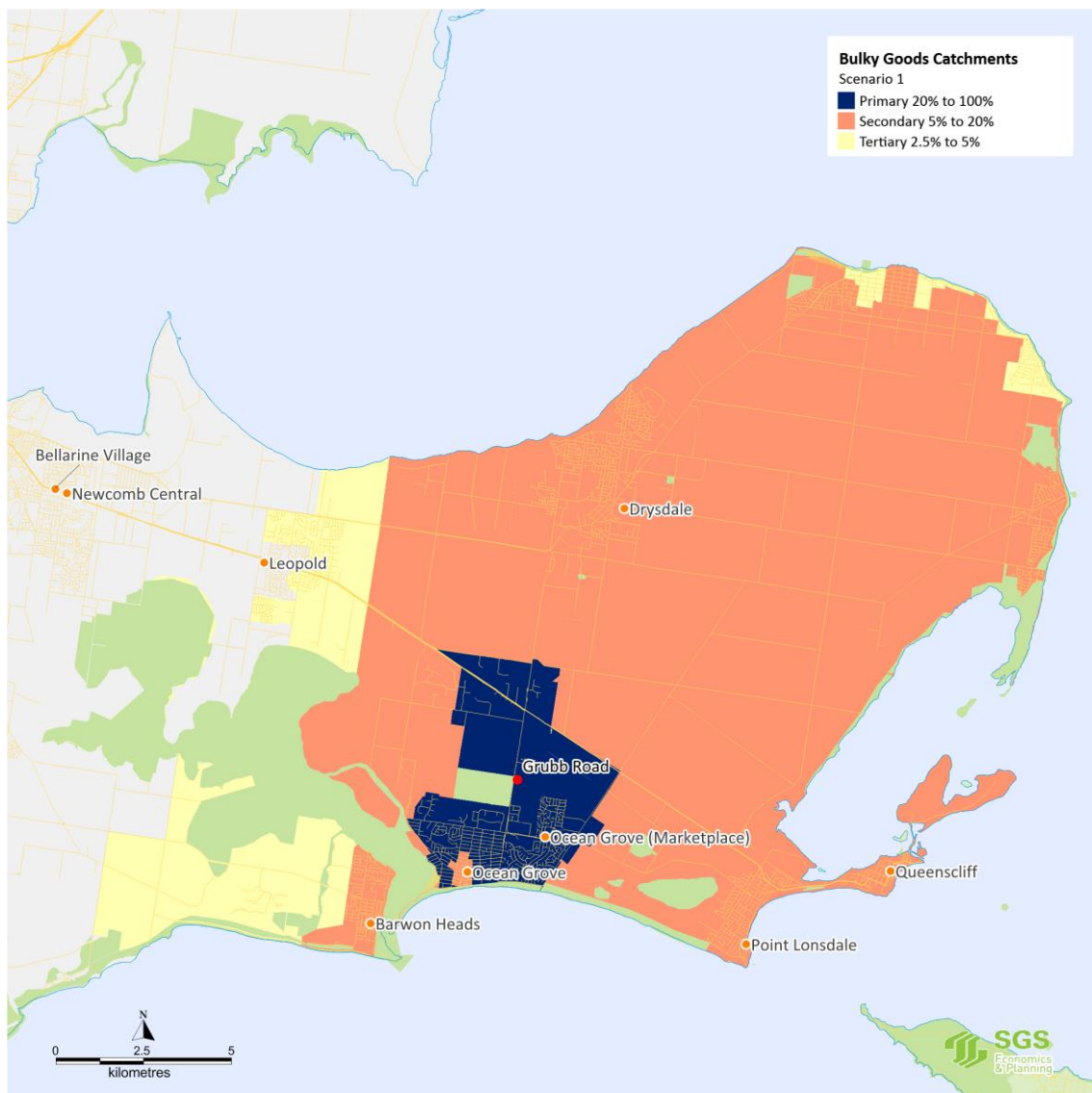


FIGURE 74 BULKY RETAIL SCENARIO 2 CATCHMENTS (20,000 SQ.M)

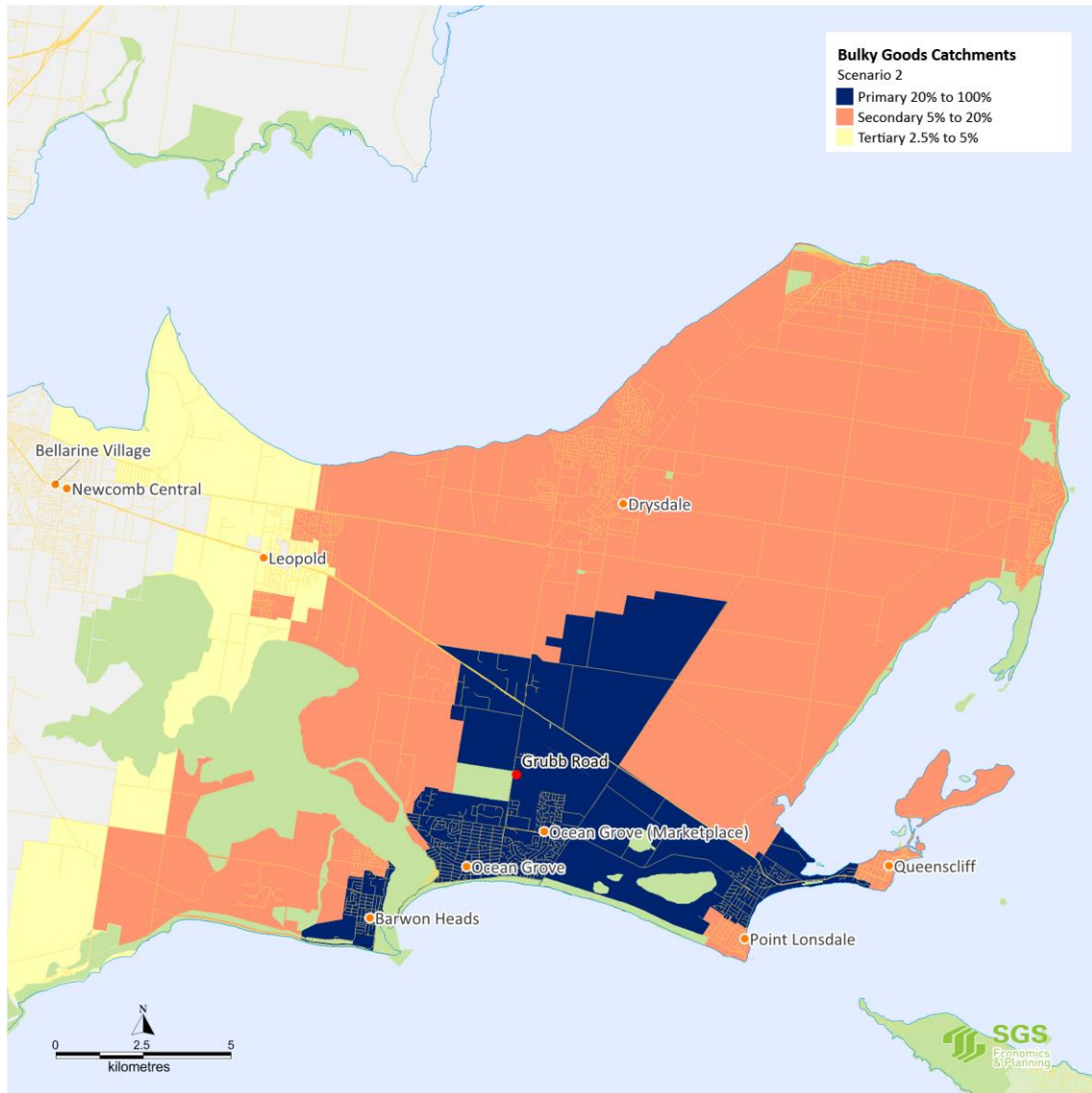
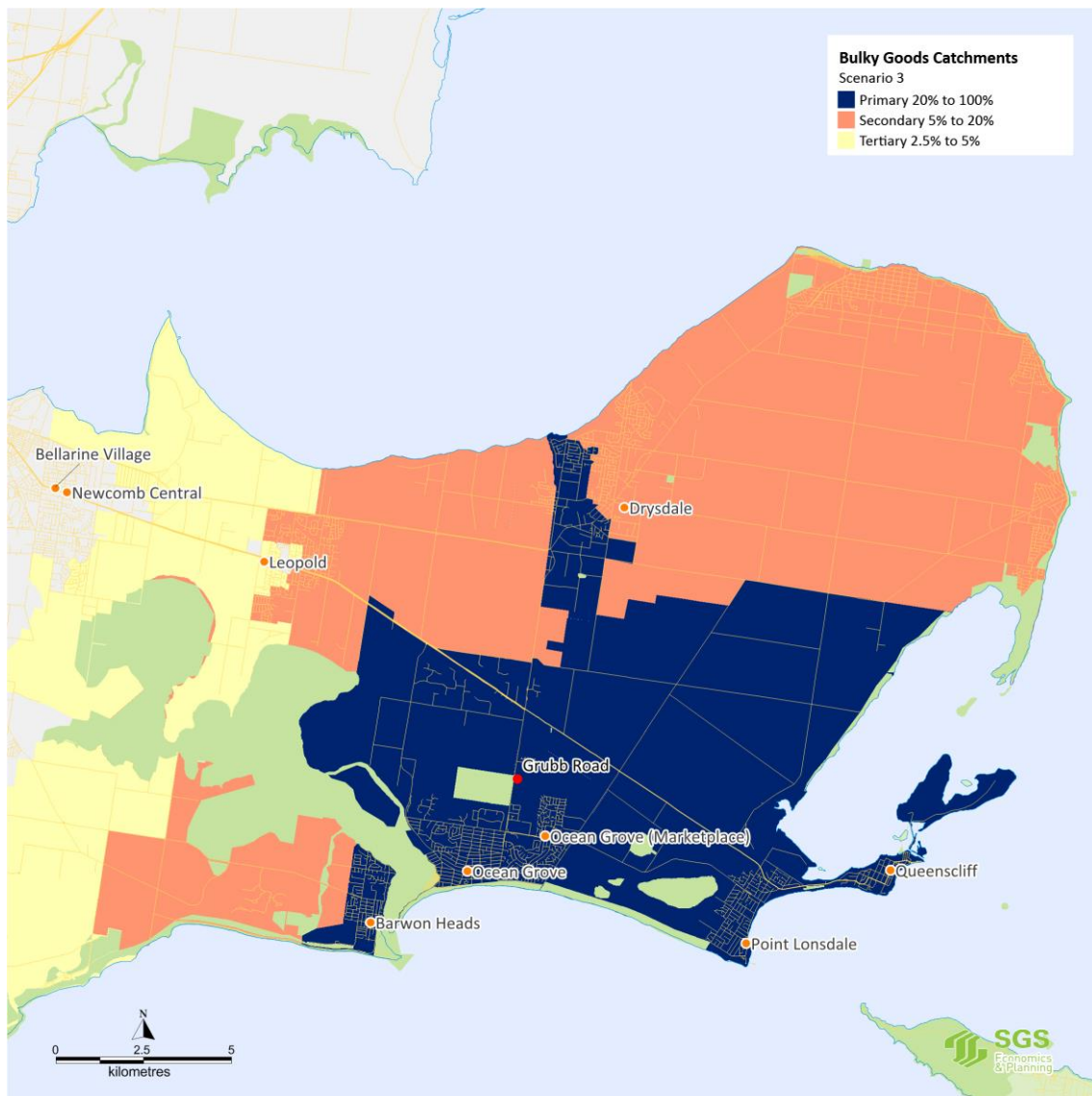


FIGURE 75 BULKY RETAIL SCENARIO 3 CATCHMENTS (30,000 SQ.M)



5.4 Impact

The impact of each bulky goods development scenario has been modelled through the SGS Retail Gravity Model.

Principal factors in determining the proportion of trade captured at Grubb Road are principally:

- The quantum of bulky retail floorspace in other centres (bulky retail is generally quite a homogenised commodity. Attractiveness does not vary greatly between the centres beyond the quantity of floorspace.)
- Travel times (not distances) between Grubb Road, other bulky retail centres and zones of residency.

The modelling has been conducted for the years 2021, 2031, 2041 and 2051. In total, the model has been run on 12 occasions (three scenarios for four time intervals) to:

- a) Determine how much retail expenditure could be captured from under each scenario

- b) Determine when (if ever) each development scenario becomes appropriate (see impact analysis).

The impacts for each scenario are discussed below.

Base Case

The Base Case Scenario (or Scenario 0) is the baseline modelling of what occurs to the levels of trade (measured using RTD in this case instead of Moving Annual Turnover to account for floorspace expansions in centres such as Leopold) if there is no development on Grubb Road.

Note that negative percentages reflect the negative impact, whilst positive percentages show the extent of growth in RTD for that centre. Growth usually occurs when (a) a centre increases in size or (b) the local population catchment expands.

Loss of trade is also possible in the base case. This is usually due to the expansion of nearby existing centres or the development of new centres that is not offset by sufficient growth in population or expenditure within that timeframe.

FIGURE 76 TRADE WITHOUT ANY BULKY RETAIL DEVELOPMENT ON GRUBB ROAD

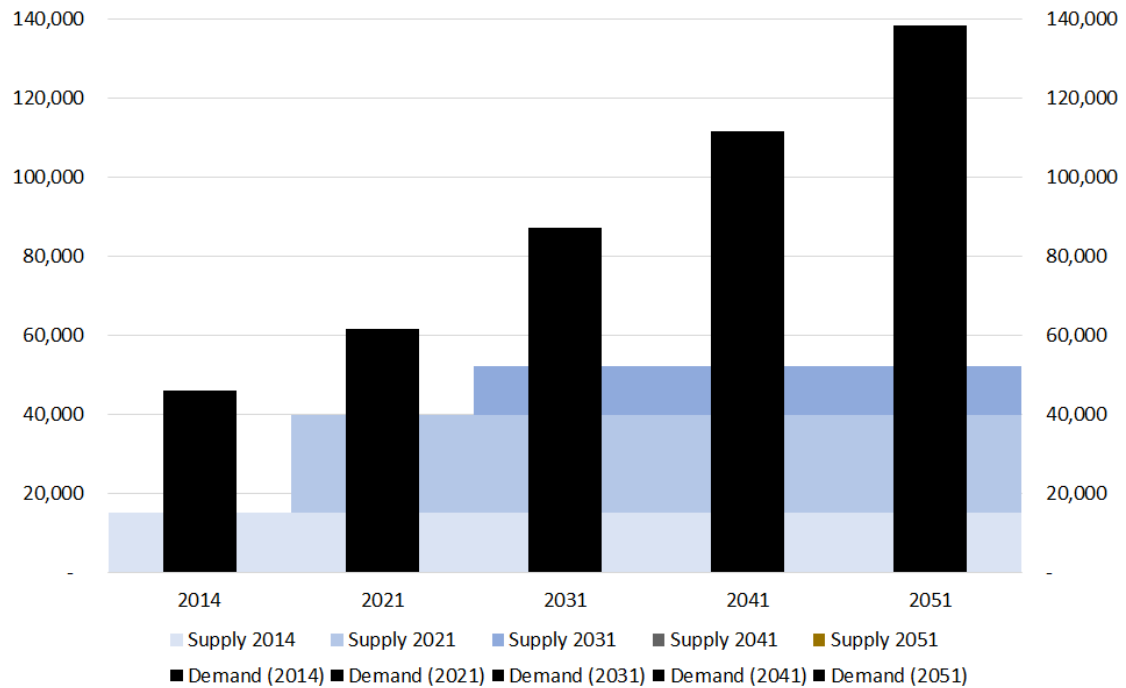
Name	2021	2031	2041	2051
Armstrong Creek Town Centre		50%	146%	235%
Leopold		41%	88%	133%
Bellarine Highway (Newcomb)	12%	50%	101%	148%
Torquay	13%	47%	89%	133%
Drysdale	25%	74%	119%	166%
Ocean Grove Town Centre	10%	30%	52%	106%
Portarlinton	12%	34%	71%	120%

Figure 77 below summarises the supply and demand equation for bulky retail in the base case for the Bellarine Peninsula. The level of supply in this chart is comprised of bulky goods centres in:

- Leopold
- Drysdale
- Ocean Grove Town Centre
- Portarlinton

Figure 77 demonstrates that demand significantly exceeds supply for all periods in this trade area; effectively highlighting the need for Bulky Retail floorspace – perhaps on Grubb Road – to the service a growing population.

FIGURE 77 BASE CASE BULKY GOODS RETAIL SUPPLY AND DEMAND CONCORDANCE



Scenario 1 - 10,000 sq.m

Scenario 1 comprises 10,000sqm of Bulky Goods floorspace. The impact modelling undertaken considers:

1. The extent to which the new bulky goods floorspace impacts on other centres in the network by capturing trade, then
2. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many bulky goods stores are overtrading. In other words, a 15% impact on a bulky goods precinct which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the **net impact** which is of greatest significance to this analysis, and is ultimately benchmark with which to assess the merits or otherwise of new floorspace.

FIGURE 78 IMPACT OF GRUBB ROAD IN ISOLATION (BY YEAR OF FLOORSPACE CONSTRUCTION)

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-2%	-2%	-2%	-2%
Leopold	-5%	-5%	-6%	-7%
Bellarine Highway (Newcomb)	-4%	-5%	-5%	-6%
Torquay	-1%	-1%	-1%	-1%
Drysdale	-5%	-5%	-6%	-6%
Ocean Grove Town Centre	-18%	-18%	-18%	-18%
Portarlington	-4%	-4%	-4%	-4%

FIGURE 79 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-2%	48%	144%	234%
Leopold	-5%	36%	82%	127%
Bellarine Highway (Newcomb)	8%	46%	95%	142%
Torquay	12%	46%	88%	132%
Drysdale	20%	68%	114%	160%
Ocean Grove Town Centre	-8%	12%	33%	88%
Portarlington	9%	30%	68%	116%

Scenario 2 - 20,000 sq.m

Scenario 2 comprises 20,000sqm of Bulky Goods floorspace. The impact modelling undertaken considers:

1. The extent to which the new bulky goods floorspace impacts on other centres in the network by capturing trade, then
2. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many bulky goods stores are overtrading. In other words, a 15% impact on a bulky goods precinct which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the **net impact** which is of greatest significance to this analysis, and is ultimately benchmark with which to assess the merits or otherwise of new floorspace.

FIGURE 80 IMPACT OF GRUBB ROAD IN ISOLATION (BY YEAR OF FLOORSPACE CONSTRUCTION)

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-3%	-3%	-3%	-3%
Leopold	-8%	-9%	-9%	-10%
Bellarine Highway (Newcomb)	-7%	-7%	-8%	-9%
Torquay	-2%	-2%	-2%	-2%
Drysdale	-10%	-10%	-10%	-11%
Ocean Grove Town Centre	-28%	-28%	-29%	-29%
Portarlinton	-7%	-7%	-7%	-7%

FIGURE 81 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-3%	47%	143%	233%
Leopold	-8%	33%	79%	123%
Bellarine Highway (Newcomb)	5%	43%	93%	139%
Torquay	11%	45%	87%	131%
Drysdale	15%	64%	109%	155%
Ocean Grove Town Centre	-19%	2%	23%	77%
Portarlinton	6%	27%	65%	113%

Scenario 3 - 30,000 sq.m

Scenario 3 comprises 30,000sqm of Bulky Goods floorspace. The impact modelling undertaken considers:

3. The extent to which the new bulky goods floorspace impacts on other centres in the network by capturing trade, then
4. The extent to which that impact is offset by background growth.

The second consideration is important, because we are measuring the extent of impact on trade compared to 2014 levels.

So whilst the first consideration highlights the direct impact of the new floorspace at a particular year in the future (in isolation), the level of trade in the Bellarine Peninsula will have already increased to the point where many bulky goods stores are overtrading. In other words, a 15% impact on a bulky goods precinct which is already overtrading by 50% in a future year is not an impact of great concern.

So it is the net impact which is of greatest significance to this analysis, and is ultimately benchmark with which to assess the merits or otherwise of new floorspace.

FIGURE 82 IMPACT OF GRUBB ROAD IN ISOLATION (BY YEAR OF FLOORSPACE CONSTRUCTION)

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-4%	-4%	-4%	-4%
Leopold	-11%	-11%	-12%	-13%
Bellarine Highway (Newcomb)	-9%	-9%	-10%	-11%
Torquay	-2%	-2%	-2%	-2%
Drysdale	-14%	-14%	-15%	-15%
Ocean Grove Town Centre	-36%	-36%	-36%	-37%
Portarlinton	-10%	-10%	-10%	-10%

FIGURE 83 NET IMPACT OF GRUBB ROAD IN ADDITION TO THE BASE CASE

Name	2021	2031	2041	2051
Armstrong Creek Town Centre	-4%	46%	142%	232%
Leopold	-11%	30%	76%	121%
Bellarine Highway (Newcomb)	3%	41%	90%	137%
Torquay	10%	45%	87%	130%
Drysdale	11%	59%	105%	151%
Ocean Grove Town Centre	-26%	-6%	15%	70%
Portarlinton	3%	24%	62%	110%

5.5 Findings

The analysis demonstrates that there is a significant shortfall of bulky goods retail floorspace in the Bellarine Peninsula. This shortfall will be approximately 20,000sqm by 2021 – and should be a supportable quantum for the precinct on Grubb Road. By 2031, the shortfall grows to approximately 30,000sqm.

After 2031, demand is likely to grow significantly. It should be a policy decision thereafter that identifies the extent of appropriate bulky goods retail development on Grubb Road beyond existing supply. Note that it may be more appropriate to ensure that other Townships such as Drysdale accommodates its reasonable share of Bulky Retail floorspace – once the Regional supply shortfall exceeds 30,000sqm of floorspace.

The approximate quantum of land required under each scenario is outlined below. The assumed site occupancy ratio is 40%, whilst there is a public domain allowance of 23%.

FIGURE 84 LAND AREA REQUIREMENTS

	Floorspace (sqm)	Site Area (Ha)	Total Estate (Ha)
Scenario 1	10,000	2.5	3.1
Scenario 2	20,000	5.0	6.2
Scenario 3	30,000	7.5	9.2

6 SERVICE INDUSTRY

This section presents a set of indicative industrial floorspace, land and jobs needs for the entire Ocean Grove – Barwon Heads resident population of 29,910 at full development.

It is generally unfeasible to attract and locate all forms of industry (particularly Manufacturing, Freight/Logistics, Wholesaling and Utilities) into a town such as Ocean Grove simply because many of these activities will gravitate to established nodes which offer business and infrastructure advantages. Those activities also tend to generate much higher levels of amenity impacts from both traffic and pollution.

A more efficient and likely outcome for Ocean Grove would be to focus on developing industries which can not only create local jobs, but also serve the needs of the local population. These include:

- **Repairs.** Comprising traditional low impact activities including photocopying, auto-repairs, panel beating and spray painting. Reliant on passing trade along a main road – which Grubb Road does possess.
- **Construction.** Typically associated with any form of development, construction is often considered a ‘footloose’ job because the work usually follows the contracts. Nonetheless in Greenfield locations, building and ancillary activities are often sustainable for decades during significant population (or employment) growth periods.

Population to employment ratios are a reasonable means for estimating land use demand for these industries because they are the only industrial activities which are predominantly population driven. SGS has established ratios of population to employment for Repairs and Construction services across local industrial nodes in Greenfield corridors of Victoria³¹.

The population of the Ocean Grove and Barwon Heads Township areas are defined below in Figure 85, with the distribution of population growth (along with Industrial Land Supply) displayed in Figure 86.

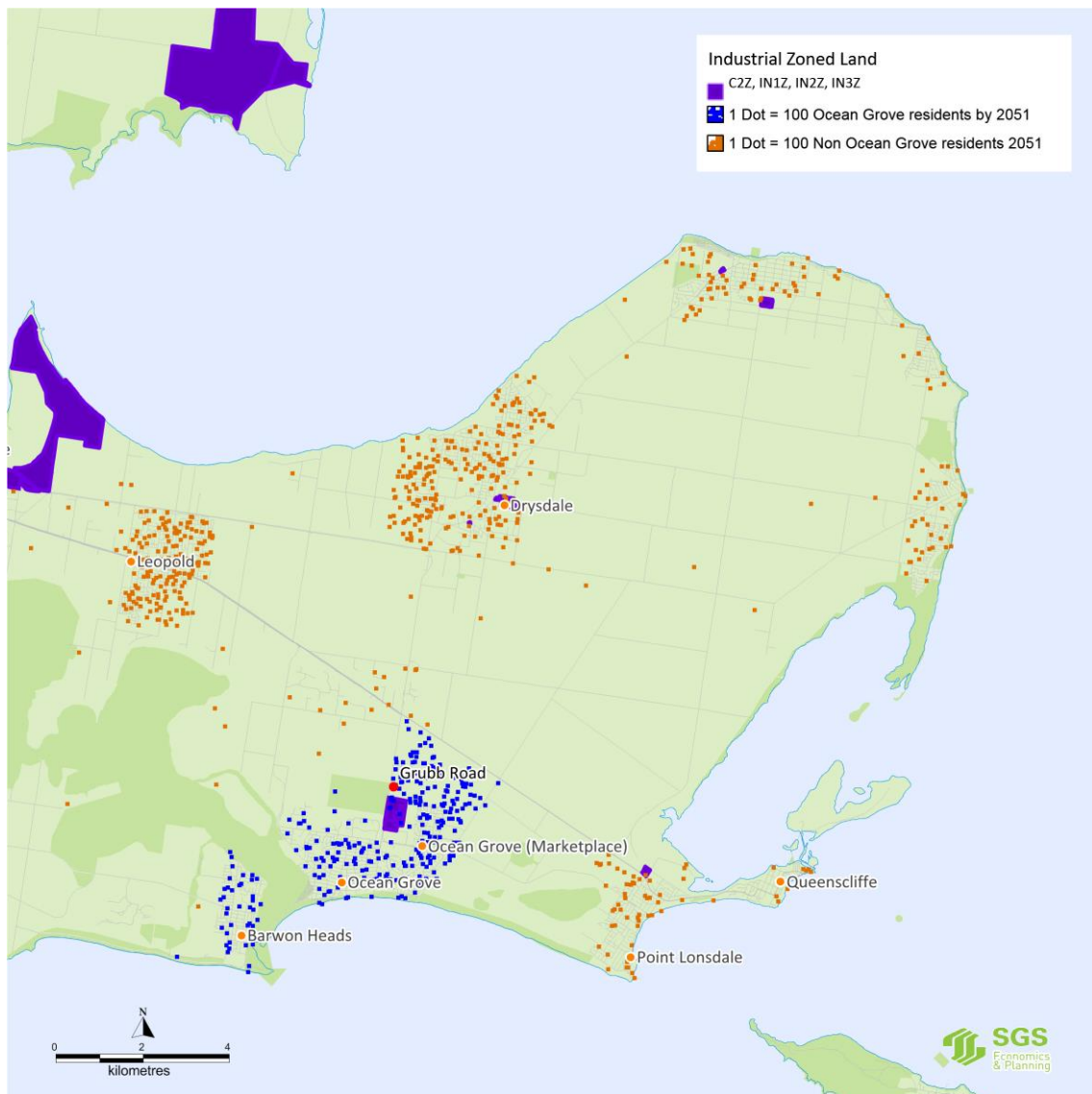
FIGURE 85 OCEAN GROVE & BARWON HEADS POPULATION PROJECTIONS

	2014	2021	2031	2041	2051
Barwon Heads	3,988	4,215	4,269	4,265	4,277
Ocean Grove	13,884	15,748	17,990	21,913	26,727
Total	17,872	19,963	22,259	26,178	31,004

Note that in Figure 86, only the blue dots are relevant to this discussion. This is because whilst in theory it would be possible for Grubb Road’s industrial zoned lands to play a Sub-Regional role across the Bellarine, it would be inefficient for residents of other Townships to travel tens of kilometres for those services. A more efficient outcome would be for each Township to provide adequate local service industry for its own residents. It is noted, that Townships such as Drysdale in particular may require more land for local service industry in the future.

³¹ For industrial projections of Regional or Sub-Regional scale precincts, SGS utilises a more complex employment projection methodology

FIGURE 86 BELLARINE PROJECTIONS & INDUSTRIAL LAND SUPPLY



Population to employment ratios for local service industry are:

- Repairs: 1 job for every 230 residents
- Construction: 1 job for every 200 residents

Figure 87 shows the employment growth figures using the above ratio yields.

FIGURE 87 GRUBB ROAD EMPLOYMENT PROJECTIONS

Jobs	2014	2021	2031	2041	2051
Repairs	77	86	95	112	133
Construction	90	101	112	132	156
Total	167	186	208	244	289

Floorspace to job ratios can then be applied. These are:

- Repairs: 55sqm of floorspace for every job
- Construction: 150sqm of floorspace for every job

Figure 88 shows the floorspace projections using the above ratio yields.

FIGURE 88 GRUBB ROAD FLOORSPACE (SQM) PROJECTIONS

Jobs	2014	2021	2031	2041	2051
Repairs	4,216	4,709	5,251	6,175	7,314
Construction	13,519	15,101	16,838	19,802	23,453
Total	17,735³²	19,810	22,088	25,977	30,767

Site area to floorspace ratios can then be applied. These are:

- Repairs and Construction: 60% site coverage for both

Figure 89 shows the site area projections using the above ratio yields.

FIGURE 89 GRUBB ROAD SITE AREA (HA) PROJECTIONS

Jobs	2014	2021	2031	2041	2051
Repairs	0.703	0.785	0.875	1.029	1.219
Construction	2.253	2.517	2.806	3.300	3.909
Total	2.956	3.302	3.681	4.330	5.128

Finally, a public domain allowance also needs to be considered. This is:

- Repairs and Construction: 23% land over and above the site area.

Figure 90 shows the total industrial projection using the above public domain allowance.

FIGURE 90 GRUBB ROAD SITE AREA (HA) PROJECTIONS

Jobs	2014	2021	2031	2041	2051
Repairs	0.864	0.965	1.076	1.266	1.499
Construction	2.771	3.096	3.452	4.059	4.808
Total	3.636	4.061	4.528	5.325	6.307

By 2051, this precinct is likely to support over 30,000sqm of local service industry floorspace equating to the requirement of a 6.3 ha precinct.

³² This demand figure has been sense checked against what is currently in the precinct. At present there is 15,418sqm of service industry floorspace found on Grubb Road.

7 CONCLUSIONS

7.1 Likely demand and impact

Demand

The likely demand for Activity Centre retail floorspace on Grubb Road by 2021 is approximately 2,000sqm (a small supermarket). By 2031, demand will be approximately 3,100sqm (a full line supermarket). Growth in demand will accelerate significantly after 2031 to the point where a 5,500sqm Discount Department Store would be economically viable by 2051 (along with two supermarkets plus ancillary retail floorspace).

Impact

The impact of retail development is limited due to the relatively isolated location of this centre. As a result, the impact analysis undertaken for this report suggests that a Sub-Regional Centre on Grubb Road will not significantly harm trading levels in any other centre in the retail network.

The development of a Sub-Regional Centre at Grubb Road could therefore be appropriate providing there is sufficient policy justification underpinning such a large centre being developed in a growth area precinct.

7.2 Zoning mix and land requirement

If the maximum Activity Centre (Section 4 – full line supermarket (3,600 sq.m) small supermarket (1,500 sq.m) and Discount Department Store (5,500 sq.m)) and Bulky Goods (Section 5- 30,000 sq.m)) precinct scenarios are developed, the quantum of land required is summarised below. This land requirement would not change whether this quantum of floorspace is developed in 2021 or 2051.

Figure 91 includes consideration of the industrial land needs outlined in Section 6.

FIGURE 91 FINAL FLOORSPACE AND SITE AREA REQUIREMENTS

	Floorspace (sqm)	Typical Site Area (Ha)	Total Estate (Ha) Demand ³³	Total Estate (Ha) Supply
AC (C1Z)	22,100	5.5	6.8	9.7
Bulky Goods (C2Z)	30,000	7.5	9.2	15.5 ³⁴
Industrial (IN1Z, IN3Z)	30,767	5.1	6.3	18.8
Total	82,867	18.1	22.3	44.0

³³ Includes public domain allowances

³⁴ Note that this excludes 5ha of C2Z land which is already occupied by existing uses

7.3 Floorspace caps

Given the quantum of excess land supply shown in Figure 91, Council may wish to consider the implementation of retail floorspace caps as a means of restricting development. However, the use of retail floorspace caps could only be used for 'shop' retail under the Commercial 1 Zone.

An alternative option to consider is to 'back-zone' the existing Commercial and/or Industrial zoned land to an alternative zone. However, this would require a further strategic planning investigation as to the need for and appropriateness of alternative land uses in this area.

A planning scheme amendment would be required to implement either of the above strategies.

APPENDIX A – TRADE AREA EXPENDITURE

FIGURE 92 PRIMARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 1)

	2014	2021	2031	2041	2051
FRESH FOOD	\$3,997,758	\$7,463,588	\$14,722,023	\$29,043,603	\$39,745,761
GROCERIES (FOOD&NON-FOOD)	\$3,362,799	\$6,267,446	\$12,339,180	\$24,313,655	\$33,238,146
PHARMA& TOILETR.& COSMETICS	\$1,468,094	\$2,881,075	\$5,989,872	\$12,197,574	\$17,147,225
TOBACCO	\$848,107	\$1,588,955	\$3,146,463	\$6,222,514	\$8,533,553
BOTTLESHOP	\$1,089,200	\$2,016,068	\$3,938,623	\$7,722,852	\$10,512,134
RESTAURANTS & CAFES	\$1,600,422	\$3,151,104	\$6,572,805	\$13,409,983	\$18,880,959
TAKE-AWAY	\$1,068,368	\$1,953,249	\$3,762,341	\$7,310,110	\$9,869,658
CLOTHING & SHOES	\$1,841,800	\$3,581,004	\$7,375,395	\$14,937,018	\$20,903,388
FURNITURE & WHITEGOODS	\$1,604,354	\$3,073,055	\$6,231,960	\$12,505,706	\$17,366,391
MANCHESTER & HOME DECORATION	\$593,440	\$1,146,220	\$2,344,763	\$4,729,745	\$6,596,870
ELECTRONIC HOME ENTERTAINMENT	\$2,743,846	\$5,364,137	\$11,109,470	\$22,572,591	\$31,674,013
NEWSAGENT & LOTTO	\$688,415	\$1,007,098	\$1,377,765	\$1,962,841	\$1,783,616
HARDWARE & GARDENING	\$1,310,184	\$2,504,647	\$5,068,723	\$10,158,710	\$14,092,225
PERSONAL ITEMS & SERVICES	\$1,384,596	\$2,640,676	\$5,330,709	\$10,667,701	\$14,779,383
TOTAL RETAIL	\$23,601,382	\$44,638,321	\$89,310,091	\$177,754,603	\$245,123,321

FIGURE 93 SECONDARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 1)

	2014	2021	2031	2041	2051
FRESH FOOD	\$39,708,266	\$47,782,436	\$59,416,152	\$69,290,542	\$87,247,924
GROCERIES (FOOD&NON-FOOD)	\$33,401,444	\$40,124,647	\$49,799,310	\$58,006,106	\$72,962,731
PHARMA& TOILETR.& COSMETICS	\$14,582,042	\$18,444,855	\$24,174,336	\$29,100,263	\$37,640,738
TOBACCO	\$8,423,934	\$10,172,606	\$12,698,713	\$14,845,313	\$18,732,434
BOTTLESHOP	\$10,818,619	\$12,907,013	\$15,895,765	\$18,424,732	\$23,075,715
RESTAURANTS & CAFES	\$15,896,401	\$20,173,598	\$26,526,977	\$31,992,759	\$41,446,546
TAKE-AWAY	\$10,611,711	\$12,504,842	\$15,184,312	\$17,440,036	\$21,665,385
CLOTHING & SHOES	\$18,293,923	\$22,925,849	\$29,766,125	\$35,635,871	\$45,886,081
FURNITURE & WHITEGOODS	\$15,935,455	\$19,673,922	\$25,151,371	\$29,835,388	\$38,121,840
MANCHESTER & HOME DECORATION	\$5,894,426	\$7,338,187	\$9,463,156	\$11,283,952	\$14,481,123
ELECTRONIC HOME ENTERTAINMENT	\$27,253,611	\$34,341,595	\$44,836,362	\$53,852,376	\$69,529,224
NEWSAGENT & LOTTO	\$6,837,769	\$6,447,514	\$5,560,477	\$4,682,833	\$3,915,305

HARDWARE & GARDENING	\$13,013,581	\$16,034,936	\$20,456,699	\$24,236,062	\$30,934,554
PERSONAL ITEMS & SERVICES	\$13,752,682	\$16,905,801	\$21,514,040	\$25,450,381	\$32,442,969
TOTAL RETAIL	\$234,423,867	\$285,777,801	\$360,443,796	\$424,076,612	\$538,082,570

FIGURE 94 TERTIARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 1)

	2014	2021	2031	2041	2051
FRESH FOOD	\$30,981,392	\$42,413,406	\$60,255,956	\$72,837,503	\$83,741,287
GROCERIES (FOOD&NON-FOOD)	\$26,060,650	\$35,616,077	\$50,503,188	\$60,975,420	\$70,030,239
PHARMA& TOILETR.& COSMETICS	\$11,377,277	\$16,372,316	\$24,516,023	\$30,589,897	\$36,127,895
TOBACCO	\$6,572,566	\$9,029,570	\$12,878,200	\$15,605,240	\$17,979,546
BOTTLESHOP	\$8,440,960	\$11,456,728	\$16,120,440	\$19,367,888	\$22,148,264
RESTAURANTS & CAFES	\$12,402,774	\$17,906,810	\$26,901,916	\$33,630,458	\$39,780,741
TAKE-AWAY	\$8,279,525	\$11,099,747	\$15,398,932	\$18,332,786	\$20,794,617
CLOTHING & SHOES	\$14,273,381	\$20,349,806	\$30,186,848	\$37,460,060	\$44,041,844
FURNITURE & WHITEGOODS	\$12,433,245	\$17,463,280	\$25,506,867	\$31,362,652	\$36,589,661
MANCHESTER & HOME DECORATION	\$4,598,980	\$6,513,638	\$9,596,911	\$11,861,574	\$13,899,103
ELECTRONIC HOME ENTERTAINMENT	\$21,263,956	\$30,482,833	\$45,470,092	\$56,609,063	\$66,734,731
NEWSAGENT & LOTTO	\$5,335,000	\$5,723,045	\$5,639,070	\$4,922,546	\$3,757,942
HARDWARE & GARDENING	\$10,153,525	\$14,233,184	\$20,745,840	\$25,476,698	\$29,691,243
PERSONAL ITEMS & SERVICES	\$10,730,190	\$15,006,196	\$21,818,126	\$26,753,178	\$31,139,033
TOTAL RETAIL	\$182,903,420	\$253,666,636	\$365,538,408	\$445,784,963	\$516,456,147

FIGURE 95 ALL TRADE AREAS PROJECTED TOTAL SPENDING (SCENARIO 1)

	2014	2021	2031	2041	2051
FRESH FOOD	\$74,687,417	\$97,659,430	\$134,394,132	\$171,171,648	\$210,734,972
GROCERIES (FOOD&NON-FOOD)	\$62,824,893	\$82,008,170	\$112,641,678	\$143,295,180	\$176,231,116
PHARMA& TOILETR.& COSMETICS	\$27,427,413	\$37,698,247	\$54,680,231	\$71,887,734	\$90,915,858
TOBACCO	\$15,844,607	\$20,791,131	\$28,723,377	\$36,673,066	\$45,245,533
BOTTLESHOP	\$20,348,778	\$26,379,809	\$35,954,829	\$45,515,472	\$55,736,114
RESTAURANTS & CAFES	\$29,899,597	\$41,231,512	\$60,001,697	\$79,033,200	\$100,108,246
TAKE-AWAY	\$19,959,604	\$25,557,838	\$34,345,584	\$43,082,932	\$52,329,660
CLOTHING & SHOES	\$34,409,104	\$46,856,659	\$67,328,368	\$88,032,949	\$110,831,313
FURNITURE & WHITEGOODS	\$29,973,054	\$40,210,257	\$56,890,198	\$73,703,745	\$92,077,892
MANCHESTER & HOME DECORATION	\$11,086,847	\$14,998,045	\$21,404,829	\$27,875,271	\$34,977,097
ELECTRONIC HOME ENTERTAINMENT	\$51,261,413	\$70,188,565	\$101,415,924	\$133,034,030	\$167,937,968
NEWSAGENT & LOTTO	\$12,861,184	\$13,177,657	\$12,577,312	\$11,568,221	\$9,456,863
HARDWARE & GARDENING	\$24,477,291	\$32,772,767	\$46,271,261	\$59,871,470	\$74,718,022
PERSONAL ITEMS & SERVICES	\$25,867,468	\$34,552,673	\$48,662,875	\$62,871,260	\$78,361,386
TOTAL RETAIL	\$440,928,669	\$584,082,758	\$815,292,295	\$1,047,616,178	\$1,299,662,038

FIGURE 96 PRIMARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 2)

	2014	2021	2031	2041	2051
FRESH FOOD	\$5,920,043	\$9,820,656	\$17,670,881	\$32,369,099	\$44,150,345
GROCERIES (FOOD&NON-FOOD)	\$4,979,769	\$8,246,761	\$14,810,749	\$27,097,571	\$36,921,563
PHARMA& TOILETR.& COSMETICS	\$2,174,014	\$3,790,945	\$7,189,658	\$13,594,197	\$19,047,462
TOBACCO	\$1,255,911	\$2,090,761	\$3,776,708	\$6,934,993	\$9,479,233
BOTTLESHOP	\$1,612,931	\$2,652,760	\$4,727,539	\$8,607,119	\$11,677,078
RESTAURANTS & CAFES	\$2,369,969	\$4,146,251	\$7,889,354	\$14,945,428	\$20,973,327
TAKE-AWAY	\$1,582,083	\$2,570,102	\$4,515,947	\$8,147,118	\$10,963,404
CLOTHING & SHOES	\$2,727,412	\$4,711,917	\$8,852,705	\$16,647,309	\$23,219,880
FURNITURE & WHITEGOODS	\$2,375,792	\$4,043,553	\$7,480,237	\$13,937,611	\$19,290,916
MANCHESTER & HOME DECORATION	\$878,791	\$1,508,207	\$2,814,425	\$5,271,302	\$7,327,929
ELECTRONIC HOME ENTERTAINMENT	\$4,063,198	\$7,058,179	\$13,334,725	\$25,157,155	\$35,184,095
NEWSAGENT & LOTTO	\$1,019,432	\$1,325,148	\$1,653,734	\$2,187,587	\$1,981,274
HARDWARE & GARDENING	\$1,940,174	\$3,295,637	\$6,084,001	\$11,321,884	\$15,653,911
PERSONAL ITEMS & SERVICES	\$2,050,366	\$3,474,625	\$6,398,463	\$11,889,154	\$16,417,219
TOTAL RETAIL	\$34,949,884	\$58,735,502	\$107,199,127	\$198,107,526	\$272,287,635

FIGURE 97 SECONDARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 2)

	2014	2021	2031	2041	2051
FRESH FOOD	\$50,770,049	\$66,393,049	\$91,592,744	\$109,382,806	\$134,483,026
GROCERIES (FOOD&NON-FOOD)	\$42,706,296	\$55,752,654	\$76,767,938	\$91,569,072	\$112,463,981
PHARMA& TOILETR.& COSMETICS	\$18,644,253	\$25,628,877	\$37,265,856	\$45,937,994	\$58,019,035
TOBACCO	\$10,770,643	\$14,134,698	\$19,575,653	\$23,434,973	\$28,873,975
BOTTLESHOP	\$13,832,430	\$17,934,120	\$24,504,056	\$29,085,483	\$35,568,663
RESTAURANTS & CAFES	\$20,324,762	\$28,030,942	\$40,892,560	\$50,504,118	\$63,885,267
TAKE-AWAY	\$13,567,882	\$17,375,309	\$23,407,319	\$27,531,031	\$33,394,794
CLOTHING & SHOES	\$23,390,177	\$31,855,156	\$45,885,857	\$56,255,175	\$70,728,319
FURNITURE & WHITEGOODS	\$20,374,696	\$27,336,649	\$38,772,000	\$47,098,469	\$58,760,601
MANCHESTER & HOME DECORATION	\$7,536,474	\$10,196,311	\$14,587,892	\$17,812,970	\$22,321,050
ELECTRONIC HOME ENTERTAINMENT	\$34,845,822	\$47,717,182	\$69,117,324	\$85,011,950	\$107,171,610
NEWSAGENT & LOTTO	\$8,742,609	\$8,958,734	\$8,571,732	\$7,392,372	\$6,035,009
HARDWARE & GARDENING	\$16,638,857	\$22,280,326	\$31,534,947	\$38,259,312	\$47,682,194
PERSONAL ITEMS & SERVICES	\$17,583,854	\$23,490,382	\$33,164,887	\$40,176,250	\$50,007,249
TOTAL RETAIL	\$299,728,804	\$397,084,388	\$555,640,765	\$669,451,974	\$829,394,773

FIGURE 98 TERTIARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 2)

	2014	2021	2031	2041	2051
FRESH FOOD	\$32,841,906	\$41,363,364	\$52,398,697	\$63,293,400	\$72,203,444
GROCERIES (FOOD&NON-FOOD)	\$27,625,661	\$34,734,319	\$43,917,670	\$52,985,639	\$60,381,499
PHARMA& TOILETR.& COSMETICS	\$12,060,513	\$15,966,981	\$21,319,181	\$26,581,616	\$31,150,207
TOBACCO	\$6,967,266	\$8,806,022	\$11,198,908	\$13,560,441	\$15,502,331
BOTTLESHOP	\$8,947,862	\$11,173,090	\$14,018,366	\$16,830,059	\$19,096,685
RESTAURANTS & CAFES	\$13,147,593	\$17,463,485	\$23,393,959	\$29,223,764	\$34,299,765
TAKE-AWAY	\$8,776,732	\$10,824,947	\$13,390,941	\$15,930,589	\$17,929,543
CLOTHING & SHOES	\$15,130,535	\$19,846,000	\$26,250,541	\$32,551,563	\$37,973,775
FURNITURE & WHITEGOODS	\$13,179,894	\$17,030,936	\$22,180,821	\$27,253,115	\$31,548,351
MANCHESTER & HOME DECORATION	\$4,875,161	\$6,352,378	\$8,345,492	\$10,307,318	\$11,984,090
ELECTRONIC HOME ENTERTAINMENT	\$22,540,912	\$29,728,160	\$39,540,880	\$49,191,418	\$57,540,044
NEWSAGENT & LOTTO	\$5,655,381	\$5,581,358	\$4,903,746	\$4,277,531	\$3,240,174
HARDWARE & GARDENING	\$10,763,271	\$13,880,809	\$18,040,622	\$22,138,415	\$25,600,395
PERSONAL ITEMS & SERVICES	\$11,374,566	\$14,634,683	\$18,973,084	\$23,247,634	\$26,848,709
TOTAL RETAIL	\$193,887,252	\$247,386,532	\$317,872,910	\$387,372,503	\$445,299,012

FIGURE 99 ALL TRADE AREAS PROJECTED TOTAL SPENDING (SCENARIO 2)

	2014	2021	2031	2041	2051
FRESH FOOD	\$89,531,998	\$117,577,069	\$161,662,322	\$205,045,305	\$250,836,815
GROCERIES (FOOD&NON-FOOD)	\$75,311,725	\$98,733,734	\$135,496,357	\$171,652,282	\$209,767,042
PHARMA& TOILETR.& COSMETICS	\$32,878,779	\$45,386,803	\$65,774,696	\$86,113,808	\$108,216,705
TOBACCO	\$18,993,820	\$25,031,481	\$34,551,269	\$43,930,406	\$53,855,539
BOTTLESHOP	\$24,393,222	\$31,759,970	\$43,249,962	\$54,522,662	\$66,342,426
RESTAURANTS & CAFES	\$35,842,325	\$49,640,678	\$72,175,873	\$94,673,310	\$119,158,360
TAKE-AWAY	\$23,926,697	\$30,770,359	\$41,314,207	\$51,608,739	\$62,287,741
CLOTHING & SHOES	\$41,248,124	\$56,413,073	\$80,989,103	\$105,454,047	\$131,921,974
FURNITURE & WHITEGOODS	\$35,930,382	\$48,411,137	\$68,433,058	\$88,289,195	\$109,599,868
MANCHESTER & HOME DECORATION	\$13,290,426	\$18,056,896	\$25,747,809	\$33,391,590	\$41,633,069
ELECTRONIC HOME ENTERTAINMENT	\$61,449,932	\$84,503,521	\$121,992,929	\$159,360,522	\$199,895,749
NEWSAGENT & LOTTO	\$15,417,423	\$15,865,240	\$15,129,213	\$13,857,490	\$11,256,458
HARDWARE & GARDENING	\$29,342,302	\$39,456,772	\$55,659,570	\$71,719,610	\$88,936,499
PERSONAL ITEMS & SERVICES	\$31,008,785	\$41,599,689	\$58,536,435	\$75,313,038	\$93,273,177
TOTAL RETAIL	\$528,565,940	\$703,206,422	\$980,712,802	\$1,254,932,003	\$1,546,981,420

FIGURE 100 PRIMARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 3)

	2014	2021	2031	2041	2051
FRESH FOOD	\$54,599,793	\$68,316,284	\$91,920,394	\$118,856,603	\$151,896,229
GROCERIES (FOOD&NON-FOOD)	\$45,927,765	\$57,367,664	\$77,042,557	\$99,499,997	\$127,026,101
PHARMA& TOILETR.& COSMETICS	\$20,050,647	\$26,371,279	\$37,399,166	\$49,916,747	\$65,531,486
TOBACCO	\$11,583,106	\$14,544,144	\$19,645,680	\$25,464,708	\$32,612,650
BOTTLESHOP	\$14,875,853	\$18,453,625	\$24,591,714	\$31,604,617	\$40,174,184
RESTAURANTS & CAFES	\$21,857,923	\$28,842,925	\$41,038,843	\$54,878,350	\$72,157,293
TAKE-AWAY	\$14,591,350	\$17,878,627	\$23,491,053	\$29,915,532	\$37,718,837
CLOTHING & SHOES	\$25,154,572	\$32,777,918	\$46,050,003	\$61,127,514	\$79,886,401
FURNITURE & WHITEGOODS	\$21,911,623	\$28,128,521	\$38,910,698	\$51,177,733	\$66,369,072
MANCHESTER & HOME DECORATION	\$8,104,974	\$10,491,672	\$14,640,076	\$19,355,776	\$25,211,236
ELECTRONIC HOME ENTERTAINMENT	\$37,474,352	\$49,099,425	\$69,364,575	\$92,374,953	\$121,048,461
NEWSAGENT & LOTTO	\$9,402,092	\$9,218,245	\$8,602,395	\$8,032,635	\$6,816,437
HARDWARE & GARDENING	\$17,893,978	\$22,925,729	\$31,647,755	\$41,573,004	\$53,856,205
PERSONAL ITEMS & SERVICES	\$18,910,259	\$24,170,837	\$33,283,527	\$43,655,971	\$56,482,315
TOTAL RETAIL	\$322,338,287	\$408,586,895	\$557,628,436	\$727,434,140	\$936,786,906

FIGURE 101 SECONDARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 3)

	2014	2021	2031	2041	2051
FRESH FOOD	\$60,593,960	\$82,093,940	\$116,328,797	\$142,191,321	\$166,394,974
GROCERIES (FOOD&NON-FOOD)	\$50,969,885	\$68,937,262	\$97,500,320	\$119,034,497	\$139,150,952
PHARMA& TOILETR.& COSMETICS	\$22,251,882	\$31,689,695	\$47,330,084	\$59,716,735	\$71,786,575
TOBACCO	\$12,854,742	\$17,477,327	\$24,862,365	\$30,464,109	\$35,725,581
BOTTLESHOP	\$16,508,980	\$22,175,251	\$31,121,760	\$37,809,446	\$44,008,876
RESTAURANTS & CAFES	\$24,257,566	\$34,659,810	\$51,936,235	\$65,652,432	\$79,044,825
TAKE-AWAY	\$16,193,242	\$21,484,291	\$29,728,832	\$35,788,748	\$41,319,162
CLOTHING & SHOES	\$27,916,133	\$39,388,390	\$58,278,050	\$73,128,474	\$87,511,690
FURNITURE & WHITEGOODS	\$24,317,162	\$33,801,327	\$49,242,985	\$61,225,285	\$72,704,109
MANCHESTER & HOME DECORATION	\$8,994,768	\$12,607,575	\$18,527,580	\$23,155,830	\$27,617,690
ELECTRONIC HOME ENTERTAINMENT	\$41,588,424	\$59,001,530	\$87,783,538	\$110,510,617	\$132,602,737
NEWSAGENT & LOTTO	\$10,434,288	\$11,077,331	\$10,886,662	\$9,609,656	\$7,467,078
HARDWARE & GARDENING	\$19,858,445	\$27,549,265	\$40,051,452	\$49,734,892	\$58,996,868
PERSONAL ITEMS & SERVICES	\$20,986,297	\$29,045,480	\$42,121,584	\$52,226,801	\$61,873,645
TOTAL RETAIL	\$357,725,773	\$490,988,474	\$705,700,245	\$870,248,840	\$1,026,204,762

FIGURE 102 TERTIARY TRADE AREA PROJECTED TOTAL SPENDING (SCENARIO 3)

	2014	2021	2031	2041	2051
FRESH FOOD	\$13,591,884	\$16,245,255	\$19,608,157	\$23,492,907	\$27,987,301
GROCERIES (FOOD&NON-FOOD)	\$11,433,100	\$13,641,730	\$16,434,466	\$19,666,927	\$23,404,911
PHARMA& TOILETR.& COSMETICS	\$4,991,339	\$6,270,952	\$7,977,868	\$9,866,423	\$12,074,358
TOBACCO	\$2,883,459	\$3,458,521	\$4,190,752	\$5,033,292	\$6,008,971
BOTTLESHOP	\$3,703,144	\$4,388,175	\$5,245,824	\$6,246,892	\$7,402,205
RESTAURANTS & CAFES	\$5,441,236	\$6,858,697	\$8,754,272	\$10,847,121	\$13,295,181
TAKE-AWAY	\$3,632,320	\$4,251,444	\$5,011,034	\$5,913,031	\$6,949,800
CLOTHING & SHOES	\$6,261,892	\$7,794,417	\$9,823,236	\$12,082,316	\$14,719,291
FURNITURE & WHITEGOODS	\$5,454,604	\$6,688,815	\$8,300,302	\$10,115,666	\$12,228,685
MANCHESTER & HOME DECORATION	\$2,017,624	\$2,494,865	\$3,122,973	\$3,825,816	\$4,645,240
ELECTRONIC HOME ENTERTAINMENT	\$9,328,736	\$11,675,586	\$14,796,624	\$18,258,608	\$22,303,514
NEWSAGENT & LOTTO	\$2,340,524	\$2,192,050	\$1,835,035	\$1,587,711	\$1,255,947
HARDWARE & GARDENING	\$4,454,465	\$5,451,618	\$6,750,995	\$8,217,219	\$9,923,155
PERSONAL ITEMS & SERVICES	\$4,707,455	\$5,747,699	\$7,099,933	\$8,628,933	\$10,407,023
TOTAL RETAIL	\$80,241,783	\$97,159,825	\$118,951,470	\$143,782,862	\$172,605,583

FIGURE 103 ALL TRADE AREAS PROJECTED TOTAL SPENDING (SCENARIO 3)

	2014	2021	2031	2041	2051
FRESH FOOD	\$128,785,637	\$166,655,478	\$227,857,348	\$284,540,831	\$346,278,504
GROCERIES (FOOD&NON-FOOD)	\$108,330,750	\$139,946,656	\$190,977,342	\$238,201,421	\$289,581,965
PHARMA& TOILETR.& COSMETICS	\$47,293,868	\$64,331,927	\$92,707,117	\$119,499,905	\$149,392,419
TOBACCO	\$27,321,307	\$35,479,992	\$48,698,797	\$60,962,109	\$74,347,202
BOTTLESHOP	\$35,087,977	\$45,017,052	\$60,959,298	\$75,660,955	\$91,585,264
RESTAURANTS & CAFES	\$51,556,725	\$70,361,432	\$101,729,350	\$131,377,904	\$164,497,299
TAKE-AWAY	\$34,416,912	\$43,614,362	\$58,230,919	\$71,617,311	\$85,987,799
CLOTHING & SHOES	\$59,332,597	\$79,960,725	\$114,151,289	\$146,338,303	\$182,117,382
FURNITURE & WHITEGOODS	\$51,683,389	\$68,618,663	\$96,453,986	\$122,518,684	\$151,301,867
MANCHESTER & HOME DECORATION	\$19,117,366	\$25,594,112	\$36,290,629	\$46,337,422	\$57,474,166
ELECTRONIC HOME ENTERTAINMENT	\$88,391,512	\$119,776,541	\$171,944,737	\$221,144,178	\$275,954,712
NEWSAGENT & LOTTO	\$22,176,905	\$22,487,627	\$21,324,093	\$19,230,002	\$15,539,463
HARDWARE & GARDENING	\$42,206,888	\$55,926,613	\$78,450,203	\$99,525,115	\$122,776,228
PERSONAL ITEMS & SERVICES	\$44,604,010	\$58,964,015	\$82,505,043	\$104,511,704	\$128,762,982
TOTAL RETAIL	\$760,305,843	\$996,735,194	\$1,382,280,151	\$1,741,465,843	\$2,135,597,252

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