



Wollongong Central

Prepared by GPT Research

March 2009



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Wollongong Central Overview

- The Region (Why Wollongong?)
- The Centre
- Location/Trade Area
- Trade Area Residents
 - Population
 - Retail Expenditure
 - Socio-demographics
 - Income
- Customer Snapshot
 - Customer Profile
 - Customer Behaviour



2 March 2009

The Wollongong region has a lot to offer

- Small scale and local character
- Relaxed and friendly atmosphere
- Good access to natural assets – local beaches, green escarpment
- A first class university education
 - UOW twice named as Australian University of the Year¹
- Popular tourist destination
 - Strong growth during the September 2008 quarter²;
 - Increase in international overnight visitors (up 26.1%) and their expenditure (up 4.5%)
- Easy access to Sydney
- Great place to buy a home and raise a family

¹ 'Why Wollongong?', 19/05/2008, Accessed 09.03.09, Wollongong City Council, <http://www.wollongong.nsw.gov.au/business/whywollongong.asp>

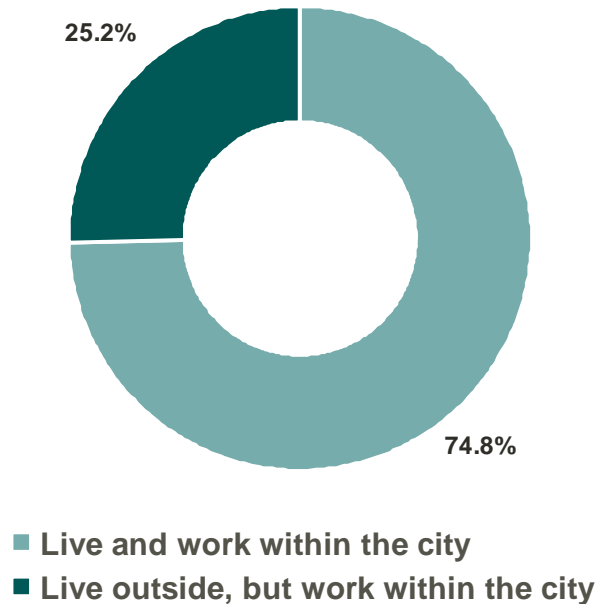
² 'Profile Illawarra', Insight for Business & Government, December 2008, Illawarra Regional Information Service

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Who works here....

Residential Location of Workers in Wollongong City¹



- 69,961 workers in Wollongong City¹
 - 74.8% live within the city itself
- Shift in employment trends²
 - Decline in blue collar employment (29.9% in 2006 vs. 31.5% in 2001)
 - Increase in Upper White/White Collar employment (68.4% in 2006 vs. 66.4% in 2001)

1. ABS, Journey to Work, unpublished data, 2006; 'Where do workers come from?', Community Profile, Wollongong City Council

2. Wollongong City Council Community Profile, 2006 and 2001 Enumerated Census information for Wollongong City, 18.08.08, id.consulting pty ltd
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Wollongong Central Centre Overview

- Prominent CBD location
- Comprehensive retail mix of fashion, food and services retailers catering to the needs of shoppers throughout the Illawarra region and beyond
- Only Myer and David Jones in the Illawarra region
- Centre performance (Jan 09)¹
 - Centre MAT per sq.m \$5,740
 - Specialty MAT per sq.m \$9,278
(specialties <400 sq.m)
 - Moving Annual Traffic 10.6 million (approximately)

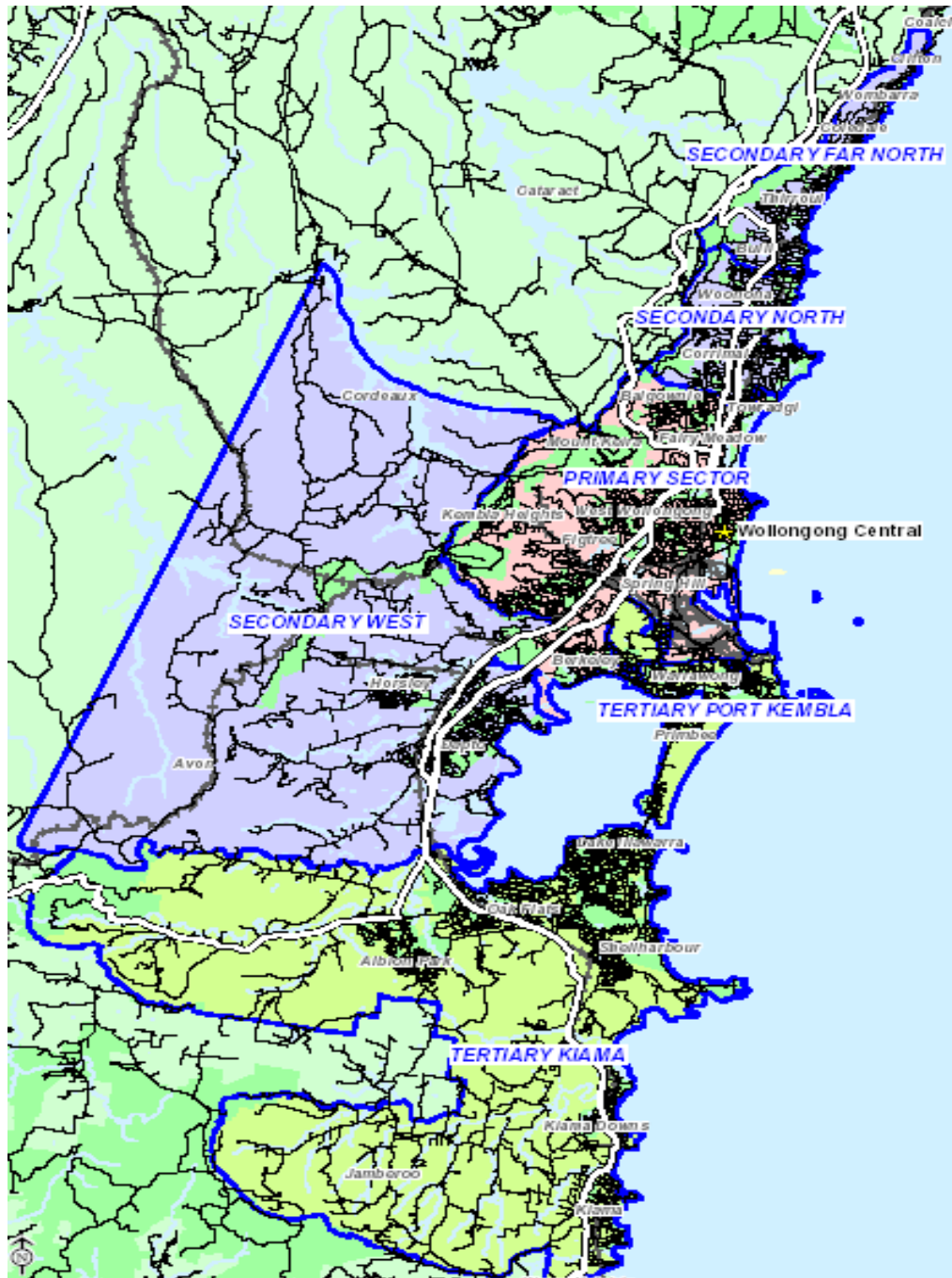
¹ GPT External Sales Results, 31.01.09, GPT Research.

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Wollongong Central Trade Area

- Located in the heart of Wollongong's city centre approximately 90km and less than 70 minutes drive south of the Sydney CBD.¹
- The total trade area generally encompasses the entire Illawarra region, extending from Thirroul in the north to Kiama in the south.¹



¹ Wollongong Central Economic Impact Assessment, May 2007, MapInfo Dimasi.



Trade Area Residents Population

- Trade Area Population (June 2008)¹
 - Main Trade Area 170,860 people
 - Total Trade Area 277,090 people
- Population growth is expected to be around 1.0% per annum 2008-2016¹
- The total trade area population is projected to increase to 299,550 and the main trade area population is projected to increase to around 183,840 persons by 2016¹

¹ Wollongong Central Economic Impact Assessment, May 2007, MapInfo Dimasi.

7 March 2009





Trade Area Residents Retail Expenditure

- Total estimated retail expenditure generated by the total trade area population for the year to June 2008 was estimated at \$3.1 billion, including \$2.0 billion from the main trade area population.¹
- Retail expenditure is projected to grow by 4.5% per annum to \$4.4 billion for the total trade area and \$2.8 billion for the main trade area by 2016.¹

¹ Wollongong Central Economic Impact Assessment, May 2007, MapInfo Dimasi.

Trade Area Residents Socio-Demographic Profile

- The socio-demographic profile of trade area residents compared to Sydney benchmarks are characterised by¹
 - High levels of home ownership
 - High proportion of Australian-born residents

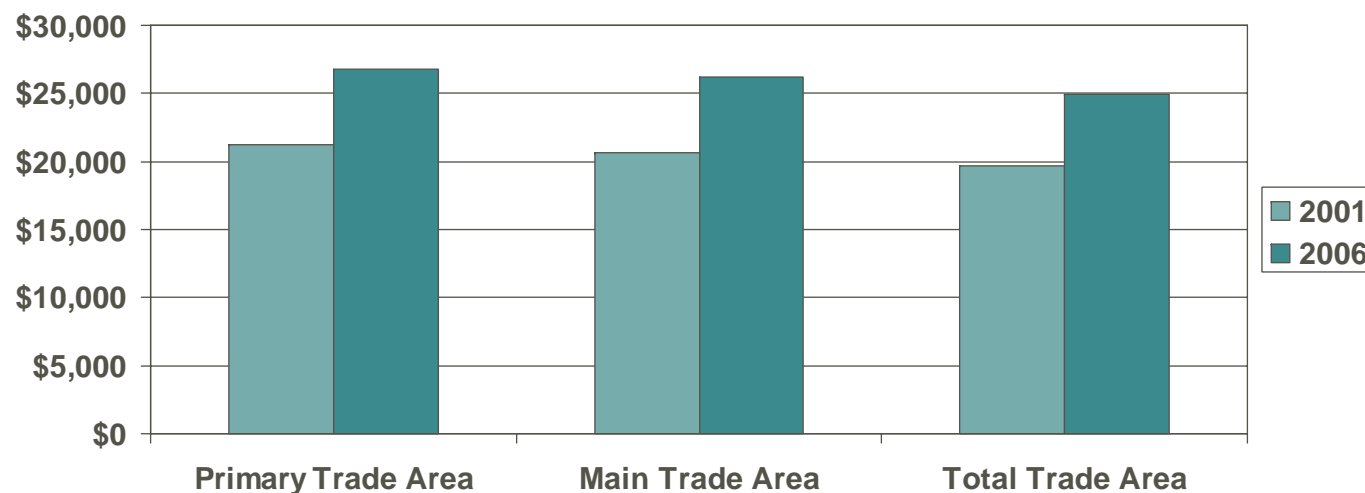
¹ ABS Census of Population and Housing 2006; Applied and interpreted by GPT Research

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Trade area per capita income levels have grown relative to Sydney¹

Wollongong Central Average Per Capita Income 2001-2006¹



Wollongong Central's main trade area average per capita incomes have grown faster than the Sydney average between 2001-06:¹

Wollongong MTA Growth = 27.2%

Sydney Growth = 23.9%

¹ ABS Census of Population and Housing 2001 & 2006; MapInfo Dimasi; Applied and interpreted by GPT Research

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Wollongong Central – Customer Snapshot

Customer Profile

■ Occupation¹

- Upper White Collar	17%
- White Collar	24%
- Blue Collar	9%
- Retired/Pensioner	19%
- Home duties	11%
- Student	14%
- Unemployed	5%

■ Household Type¹

- Teens	12%
- Young Families	13%
- Older Families	16%
- SINKS (single income no kids)	27%
- DINKS (double income no kids)	10%
- Mature Households	22%

- Approximately half of all shoppers live in a household with children.¹

¹ The Wollongong Central Customer – Market Profile, May 2003, IRIS.

Wollongong Central – Customer Snapshot

Customer Behaviour

- Length of Stay at Wollongong Central¹
 - Average length of stay is 1.6 hours
 - 38% visit more than once per week
- Main Purpose of Visiting Wollongong Central¹
 - Shop for clothes 19%
 - Homewares/Leisure 12%
 - Top Up Grocery 12%
- Main Reason for Visiting Wollongong CBD¹
 - To Shop 66%
 - Pay bills/
visit professional services 14%
 - Visit friend/relative 7%

¹ The Wollongong Central Customer – Market Profile, May 2003, IRIS.

12 March 2009



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