

# Dalyellup District Centre

Economic Report and Impact Statement

March 2012

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## Executive Summary

1. Dalyellup is a growing suburb approximately 9 km south of Bunbury. There are three main residential areas in Dalyellup comprising Dalyellup Beach, Dalyellup East and Dalyellup South. On completion, over 17,000 residents will live in Dalyellup.
2. The proposed Dalyellup District Centre provides 20,000 sq.m of retail floorspace and whilst consistent with the Interim Greater Bunbury Commercial Centres Strategy, it represents a 5,000 sq.m increase over the Capel Town Planning Scheme. This report updates and supersedes the District Centre Economic Report prepared by Urbis in November 2010.
3. For the purposes of this report, Urbis has assumed a two staged development of the Dalyellup Town Centre. The first stage is proposed to include a full line supermarket (3,500 to 4,500 sq.m), a mini major and specialty shops. The second stage is proposed to add a discount department store (DDS) (6,000 to 8,000 sq.m), a full line supermarket (3,500 sq.m), two mini majors and specialty shops. Several non-retail uses are also proposed for both stages including a 10,000 to 13,000 sq.m major home improvement store/showrooms. The first and second stages are expected to have their first full year of trading in 2014 and 2021 respectively.
4. The trade area population for Dalyellup Town Centre is forecast to grow at a strong rate over the next 10 years to reach over 50,400 residents by 2021. The majority of this growth is forecast to occur in the primary trade area, which will reach almost 20,000 people by 2021.
5. The total retail expenditure of the trade area is forecast to increase by \$151 million from \$471 million in 2011 to \$612 million by 2021. The primary sector is forecast to have the strongest growth in spending, which will create strong demand for the Dalyellup District Centre.
6. The main existing and proposed competitive developments of relevance to the Dalyellup Town Centre include the Bunbury CBA, the Bunbury Forum, The Parks Centre, the proposed expansion of Eaton Fair to include a DDS, and a proposed DDS at the Busselton Power Centre, as well as Treendale existing and proposed development are also considered.
7. Based on benchmark per capita provision and existing and proposed retail floorspace, we have calculated that there will be additional retail supportable within the main trade area. This additional space will be sufficient to support a supermarket by 2014 and two full-line supermarkets and a DDS by 2021.
8. We estimated turnover for the District Centre through an iterative process informed by benchmark market shares, the turnover potential for the major stores at the proposed centre, the site's characteristics and the competitive environment. We estimate centre retail turnover of \$31 million in 2014 for stage 1 and \$95 million for stage 2.
9. The main economic impact of the additional 5,000 sq.m of retail floorspace is the likely level of turnover diverted to the proposed centre from existing retail facilities within and beyond the trade area through the additional 5,000 sq.m. The turnover diverted can be calculated from the increase in turnover for the proposed centre resulting from its increase to 20,000 sq.m of retail floorspace. We calculated the impact to be \$21 million in 2021, just 3.5% of the total trade area retail spending forecast for 2021. This represents a minor impact on the total retail market.
10. Another indicator of the likely impact is the share of total floorspace a new centre or expansion represents. The additional 5,000 sq.m constitutes 6.7% of total retail floorspace capacity for the main trade area, and less for the total trade area at 2021. This again points to a minor impact on the existing and future retail market. We further note that the 20,000 sq.m retail floorspace proposed for the Dalyellup is close to the average size of single discount department store based centres within Australia.
11. We do not believe that any specific centre will be materially affected by the expansion of the Dalyellup centre from 15,000 sq.m to 20,000 sq.m, based on the fact that the 5,000 sq.m represents an incremental increase in retail floorspace; the under provision of supermarket, DDS, and total retail floorspace in the primary and main trade areas; and the distance to, and the number and size of, Dalyellup's competitors.

12. In addition to assessing the impact of the proposed centre on the market, we have considered implications of the proposed shopping centre at Dalyellup. We believe that significant benefits will accrue to trade area residents as a community and as consumers and that retailers will also experience some benefits. Key benefits include a community focus, reducing the need to travel for convenience and some higher order shopping needs, employment generation, and increased choice. These benefits would be greater with the larger centre.

# 1 Introduction and Development Proposal

This report is an update to a report on the potential scale and timing of retail facilities in the Dalyellup District Centre, produced in November 2010 for Satterley Property Group. This report also considers the economic impacts on network activity centres of the proposed retail in the Dalyellup District Centre.

The planning policy context requires reference to:

- The Capel Town Planning Scheme (September 2007), which provides for a retail floorspace of 15,000 sq.m at the Dalyellup District Centre.
- The Interim Greater Bunbury Commercial Centres Strategy (April 2007), which allows for up to 20,000 sq.m of retail floorspace to be developed at the Dalyellup District Centre.
- The draft Activity Centres for Greater Bunbury Policy (June 2011).

The proposed scheme for the Dalyellup District Centre is 20,000 sq.m and whilst consistent with the Interim Greater Bunbury Commercial Centres Strategy, represents a 5,000 sq.m increase over the Capel Town Planning Scheme. Thus, this report focuses on the impacts of the net addition of 5,000 sq.m of retail floorspace.

In this report, the shop/retail component of the centre under the PLUC 5 definition is considered. A summary of the types of retail expenditure within the PLUC 5 shop/retail definition is provided in the Definitions section in the Appendix. The primary goods sold by a major home improvement (Hardware and Bulky Goods) store whilst regarded as retail in some sense, they are not categorised as retail floorspace under the classification within PLUC 5 and are therefore not relevant in considerations of retail impacts. Hardware and Bulky Goods are classified as showrooms under TPS7.

## BACKGROUND

The Dalyellup Town Centre's vision is described in the Dalyellup District Centre Outline Development Plan (August 2011) as:

*"Dalyellup district centre will be an attractive, diverse, safe and sustainable activity centre with a unique urban village character and will provide a focus for shopping, business, community and recreation activities for the use and enjoyment of the local community and wider district." (p13)*

Ultimately it is proposed to become a pedestrian friendly Town Centre with a variety of uses, both retail and non-retail, located in close proximity. The main street precinct is designated as the main focus of the retail development. It is proposed to have activated street frontages with a variety of uses attracting activity to make the centre a vibrant viable Town Centre.

A previous report analysing the potential for retail floorspace was completed by Shrapnel Urban Planning in 2007. This report identified demand for retail floorspace in Dalyellup over time and three stages of development as follows:

- Stage 1 by 2011 to comprise a 3,000 sq.m supermarket and 1,500 sq.m of specialty floorspace.
- Stage 2 between 2016-2021 to comprise a 6,000 sq.m DDS mini majors and specialty stores.
- Stage 3 beyond 2021 to comprise a smaller second supermarket (2,200 sq.m) and specialty shops, mini majors and showrooms comprising around 3,400 sq.m.
- Ultimately the report suggests a 17,500 sq.m of retail floorspace beyond 2026.

Following Shrapnel's review, the Urbis report (November 2010) demonstrated demand for 20,000 sq.m of retail for the Dalyellup centre. This report updates the November 2010 report to incorporate consideration of the impacts of the additional floorspace on other centres in the locality and updated information on retail approvals requested by the Department of Planning.

## DEVELOPMENT PROPOSAL AND STAGING

Satterley are proposing the ultimate development of a single DDS centre with two supermarkets and retail and non-retail specialty shops. The development will comprise 20,000 sq.m retail floorspace as well as approximately 24,050 sq.m non-retail uses. Refer Table 1.1.

The phasing of the development of this centre will ultimately be determined by a range of factors, including the rate of population growth achieved, retail market conditions, the decisions of major retailers, and the rate of construction.

For the purposes of this report, Urbis has assumed a two staged development as follows:

- The first stage is proposed to include a full line supermarket (3,500 to 4,500 sq.m, assumed to be 3,500 sq.m), a mini major (500 sq.m) and specialty shops (1,500 sq.m retail and 500 sq.m non retail). Additional uses in Stage 1 could include a tavern and mixed use/commercial building. We assume this stage is completed by the end of 2013 (financial year) and therefore this stage would have its first full year of trading in 2014.
- The second stage of development will add a DDS (6,000 to 8,000 sq.m, assumed to be 6,000 sq.m), a second full line supermarket (3,500 sq.m), two mini majors (1,000 sq.m) and specialty shops (a further 3,500 sq.m retail and 500 sq.m non retail). Additional other uses may include a medical centre, a 10,000 to 13,000 sq.m major home improvement store/showrooms (assumed to be 11,500 sq.m), a community building, and other business such as offices and local service use/private recreation. This stage is assumed to be completed to have its first full year of trading in 2021.

### Dalyellup Town Centre Proposed Floorspace, Mix and Staging

TABLE 1.1

	Stage 1	Stage 2 - Additional	Total
Supermarket	3,500	3,500	7,000
Discount Department Store		6,000	6,000
Mini Majors	500	1,000	1,500
Specialty Shops	<u>1,500</u>	<u>4,000</u>	<u>5,500</u>
<b>TOTAL RETAIL</b>	<b>5,500</b>	<b>14,500</b>	<b>20,000</b>
<b>Other Uses</b>			
-Shopfront (Banks etc)	500	500	1,000
-Tavern	750		750
-Mixed Use	3,000		3,000
-Community Building		3,000	3,000
-Major Home Improvement Store <sup>2</sup>		11,500	11,500
-Business		<u>4,800</u>	<u>4,800</u>
<b>Total Non Retail</b>	<b>4,250</b>	<b>15,000</b>	<b>24,050</b>
<b>Total Town Centre</b>	<b>9,750</b>	<b>29,500</b>	<b>44,050</b>

1. Residential and home office floorspace is not included

2. Assumption of 11,500 sq.m based on midpoint of range of 10,000 to 13,000 sq.m, identified by prospective tenants.

Source : Satterley; Urbis

## 2 Location and Access

### 2.1 SITE DESCRIPTION

The proposed Dalyellup District Centre is located in the Shire of Capel approximately 9 km south of the Bunbury Central Business Area (CBA). The 18 hectare site is located on flat land towards the east of the Dalyellup residential estate (refer Map 2.2).

The site is in close proximity to the Bussell Highway on the corner of the two main feeder roads into Dalyellup Estate, Norton Promenade and the proposed Parade Road South. The site will not have direct exposure to the Bussell Highway. Norton Promenade will, however, feed traffic from the north (Bunbury and Perth) into the Dalyellup Estate and Parade Road South will feed traffic from the south (Busselton, Margaret River) into the estate.

### 2.2 REGIONAL CONTEXT

The City of Bunbury is situated on a peninsular bordered by the Indian Ocean, Koombana Bay and the Leschenault Inlet approximately 179 km south of Perth. It is the main administrative and commercial centre for the south west region of Western Australia. The Greater Bunbury region comprises the surrounding municipalities of Harvey, Dardanup and Capel, which combined comprised a population of around 85,270 in 2010. All of the municipalities have experienced strong population growth over the past 10 years, with a large proportion of Greater Bunbury's population now located in the north and south of the expanding urban area.

The population of Greater Bunbury is forecast to grow to approximately 91,780 by 2021. These forecasts are based on the ABS Estimated Resident Populations for 2010, the Western Australian Department of Planning's 2012 Forecasts, and the ABS 2008 Population projections for the Department of Health and Ageing. (refer Map 2.1).

Greater Bunbury's economy is driven by mining, timber and agricultural industries and tourism. Overseas migration and relocation from rural districts of Western Australia has been the key driver for the strong population growth in Greater Bunbury. Underpinning the growth in Bunbury has been the resource boom in Western Australia. Alumina is the main export from Bunbury Port, while mineral sands are also an important commodity.

### 2.3 LOCAL CONTEXT

Dalyellup is a fast growing suburb south of Bunbury in the Shire of Capel. Currently the majority of the local population drive to employment areas further north in Bunbury, where the majority of their retail and entertainment needs are also met.

The Dalyellup locality comprises three major developments, Dalyellup Beach and Dalyellup East, currently being developed, and the proposed Dalyellup South. It is estimated that there will be approximately 5,952 lots on completion together with a further 296 aged housing units. The estimated population on completion is 16,966.

At the end of 2011, the Dalyellup Beach Estate had 2,500 dwellings with about 50 lots under construction, out of an expected 3,346 lots. A number of lots have been sold and developed at the 800 lot Tuarts Estate. Discussions with Satterley have indicated that their Dalyellup Beach Estate will be completed by 2019. They expect to bring on medium density buildings in 2012. It is expected that Dalyellup Beach and Dalyellup East will be substantially developed by 2016.

Dalyellup East and Dalyellup Beach Estates are distinctly different developments appealing to different demographics. Dalyellup Beach is a more expensive product with beach views, while Dalyellup East is a cheaper product aimed more at first home buyers.



There is an existing small scale local centre of around 1,600 sq.m located around 800 m west of the district centre site which will continue to provide local services into the future. The centre comprises approximately 1,300 sq.m GLA and 350 sq.m medical suites. The centre's composition includes:

- Pharmacy/Newsagent
- Deli
- Hairdresser
- Bunbury International School of Music
- 2 Medical Centres, a Dentist, and blood services
- Satterley Sales Office
- Capel Shire Library
- Community Centre with a play group

This centre is fully occupied at the time of writing.

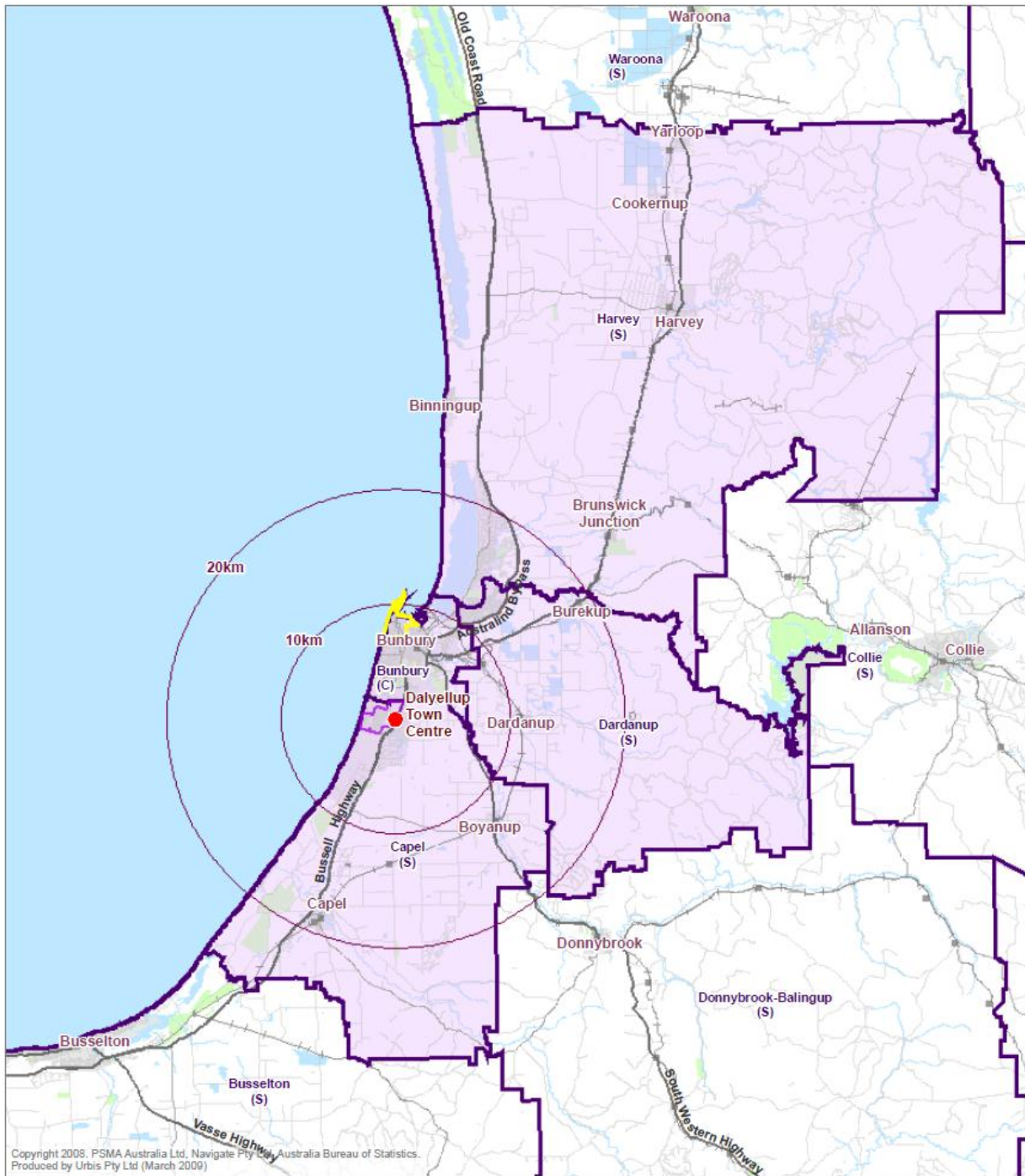
## 2.4 ROAD NETWORK

The existing road network is conducive to a retail development at Dalyellup. However, the road network is likely to change in the future due particularly to the planned construction of the Bunbury Outer Ring Road.

The Bunbury Outer Ring Road (BORR) will be a highway linking the four major highways coming from Bunbury (namely the Perth Bunbury Highway, South Western Highway, Boyanup Picton Road and the Bussell Highway) to a planned Bunbury Port Access Road. The BORR will provide an effective bypass of Bunbury for inter-regional traffic. The BORR can potentially have both positive and negative effects on the proposed centre at Dalyellup:

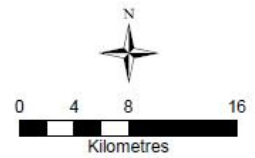
- It will make the Dalyellup Centre more accessible to residents in the north; and
- Its link with the Bussell Highway is proposed to be slightly south of the proposed Dalyellup Centre, meaning the centre would be bypassed by passing traffic.

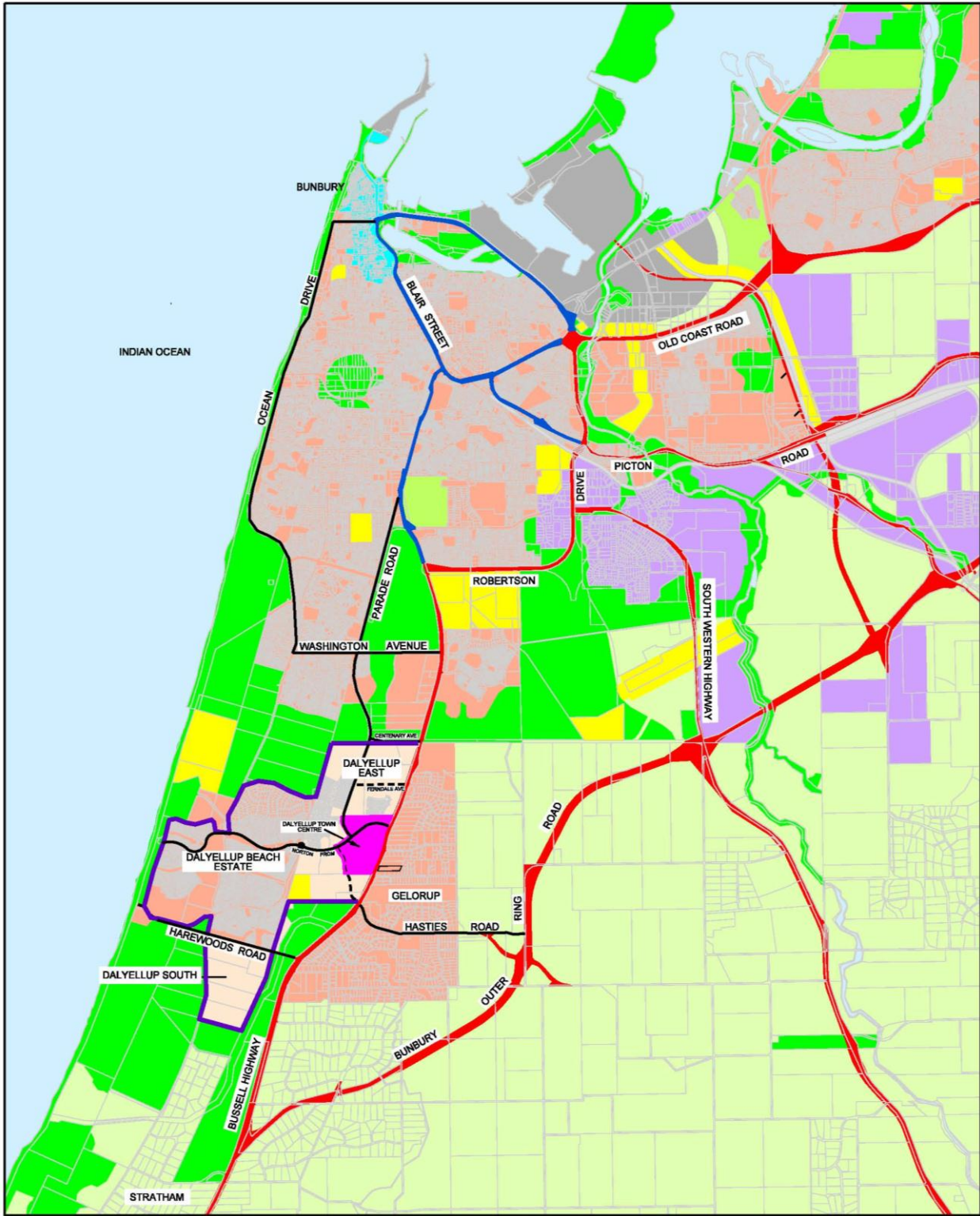
We envisage that BORR will be developed in the next 10 years, in three stages. The first stage (the Central Stage) is expected to be opened to traffic by April 2013.



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- |                            |                   |            |
|----------------------------|-------------------|------------|
| Dalyellup/Tuarts Estate    | Railway Station   | River      |
| Bunbury CBA                | Railway Line      | Waterbody  |
| Greater Bunbury Urban Area | Highway / Freeway | Park       |
| LGA Boundary               | Road              | Urban Area |
| Dalyellup Town Centre      |                   |            |





### REGIONAL CONTEXT PLAN DALYELLUP DISTRICT CENTRE

1:20,000 @ A1 or 1:30,000 @ A3  
ALL DISTANCES ARE IN METRES

REVISION	DESCRIPTION	DRAFTER	DATE

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ORIGINAL DRAFTER:	K.S.
CREATED DATE:	16.11.2010
AERIAL DATA:	
CADASTRAL DATA:	MGA
TOPOGRAPHIC DATA:	

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## 3 Trade Area Definition

The definition of the trade area for a proposed centre is determined by a number of factors including the strength and attraction of the centre; the proximity and relative strength of competing centres; the accessibility of the subject centre; physical barriers such as rivers railways and freeways; and drive times. The Dalyellup trade area is influenced in particular by the road infrastructure and competitive environment described below and shown in Map 3.1.

- The **primary sector** is bound by Washington Ave to the north, Fishermans Rd to the south and Jules Rd to the east. It encompasses the Dalyellup to the west and low density special residential and rural residential development east of Bussell Highway. The majority of the proposed centre's turnover (up to two thirds) is expected to come from the primary sector.
- The **secondary north sector** comprises the suburbs of Withers, Carey Park and extends north to South Bunbury. Access to Dalyellup from the secondary north sector is predominantly via the Bussell Highway meaning the retail offer at Dalyellup will need to be strong and convenient enough to detract these residents from heading north to Bunbury. It is restricted from further expansion north by competing retail developments.
- The **secondary east sector** includes the town of Boyanup and is bound by the Preston River to the east and Boyanup Road to the south. It is restricted from further expansion by distance and lack of population to the south and east. Residents in this sector have convenient access north into Bunbury along the South Western Highway, meaning Dalyellup will need to provide a substantial offer to penetrate this market.
- The **secondary south sector** extends 28 km south of Dalyellup and includes the townships of Capel. This sector incorporates the remainder of the Capel municipality with the main access route to the centre via the Bussell Highway.
- The **tertiary west sector** is based around the Busselton township approximately 40 km south west of Dalyellup. This sector is primarily included for the inclusion of DDS at the centre, as a point of difference from the retailing in Busselton and its convenient location on the Bussell Highway.

### 3.1 POPULATION TRENDS AND FORECASTS

Dalyellup's trade area population has been growing rapidly since 1991 and is forecast to continue doing so. The main points regarding the trade area's population are:

- The existing population of the total trade area (2011) is 39,720, having grown from 21,020 in 1991. The primary trade area comprises 13,540 residents, while the main trade area comprises 28,790 residents, with the balance in the tertiary area.
- The majority of the population increase between 1991 and 2011 has been in the primary trade area (Dalyellup) and the tertiary trade area (Busselton).
- The population in the total trade area is forecast to grow by 10,690 people to 50,410 by 2021, a growth rate of 2.4% per annum, including 19,910 in the primary trade area and 37,380 in the main trade area.
- 60% of growth in the total trade area is expected in the primary trade area, particularly between now and 2016 when development of the Dalyellup Beach and East Dalyellup should be nearing completion. High density and retirement living will be a driver of growth in the longer term. Over this period, growth is expected to be around 660 people per annum. Recent NDA data confirms that there will continue to be strong growth in the primary trade area population over the next five years.
- The population growth rate is forecast to decline in the total trade area, reflecting a similar increase in numbers over a larger population base. The downward growth trend is consistent with the wider Statistical Local Areas.

## Trade Area Population

DALYELLUP TRADE AREA 1991-2021

TABLE 3.1

Trade Area Sector	Actual Residential Population <sup>1</sup>				Forecast Population		
	1991	1996	2001	2006	2011	2016	2021
<b>Primary Trade Area</b>							
• Primary	2,190	4,460	6,310	10,250	13,540	16,790	19,910
<b>Secondary Trade Area</b>							
• Secondary North	10,550	9,980	9,880	9,700	10,570	11,320	12,020
• Secondary East	1,180	1,120	1,140	1,240	1,330	1,400	1,480
• Secondary South	<u>2,220</u>	<u>2,420</u>	<u>2,870</u>	<u>2,990</u>	<u>3,350</u>	<u>3,670</u>	<u>3,970</u>
Total Secondary	13,950	13,520	13,890	13,930	15,250	16,390	17,470
<b>Main Trade Area</b>	<b>16,140</b>	<b>17,980</b>	<b>20,200</b>	<b>24,180</b>	<b>28,790</b>	<b>33,180</b>	<b>37,380</b>
Tertiary Trade Area	<u>4,880</u>	<u>5,420</u>	<u>8,010</u>	<u>9,750</u>	<u>10,930</u>	<u>12,030</u>	<u>13,030</u>
<b>Total Trade Area</b>	<b>21,020</b>	<b>23,400</b>	<b>28,210</b>	<b>33,930</b>	<b>39,720</b>	<b>45,210</b>	<b>50,410</b>

### Average Annual Change (No.)

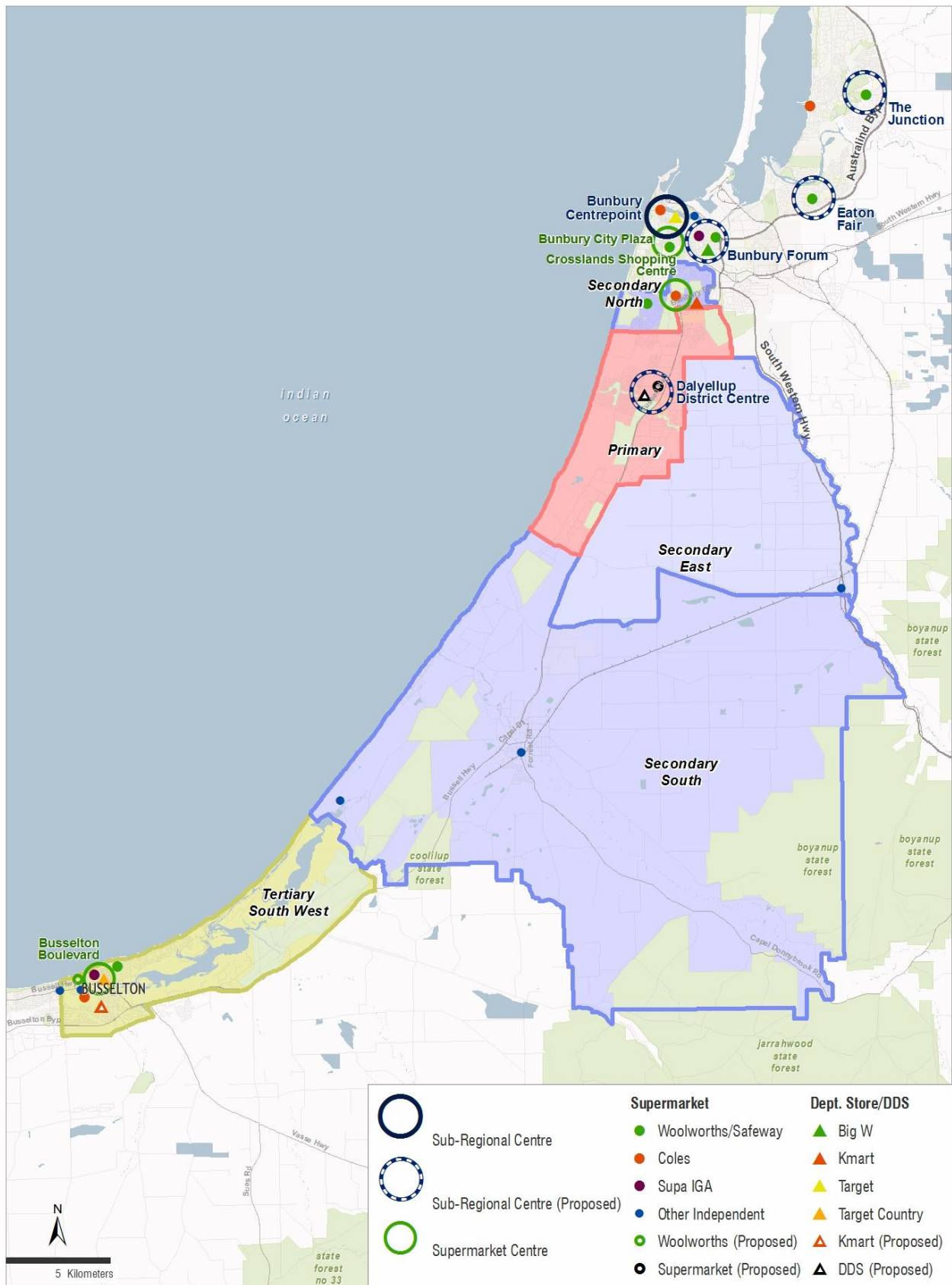
	1991-96	1996-01	2001-06	2006-11	2011-16	2016-21
<b>Primary Trade Area</b>	<b>450</b>	<b>370</b>	<b>790</b>	<b>660</b>	<b>650</b>	<b>620</b>
<b>Secondary Trade Area</b>						
• Secondary North	-110	-20	-40	170	150	140
• Secondary East	-12	4	20	20	10	20
• Secondary South	<u>40</u>	<u>90</u>	<u>20</u>	<u>70</u>	<u>60</u>	<u>60</u>
Total Secondary	-80	70	0	260	220	220
<b>Main Trade Area</b>	<b>370</b>	<b>440</b>	<b>790</b>	<b>920</b>	<b>870</b>	<b>840</b>
Tertiary Trade Area	<u>110</u>	<u>520</u>	<u>350</u>	<u>240</u>	<u>220</u>	<u>200</u>
<b>Total Trade Area</b>	<b>480</b>	<b>960</b>	<b>1,140</b>	<b>1,160</b>	<b>1,090</b>	<b>1,040</b>

### Average Annual Change (%)

	1991-96	1996-01	2001-06	2006-11	2011-16	2016-21
<b>Primary Trade Area</b>	<b>15.3%</b>	<b>7.2%</b>	<b>10.2%</b>	<b>5.7%</b>	<b>4.4%</b>	<b>3.5%</b>
<b>Secondary Trade Area</b>						
• Secondary North	-1.1%	-0.2%	-0.4%	1.7%	1.4%	1.2%
• Secondary East	-1.0%	0.4%	1.7%	1.4%	1.0%	1.1%
• Secondary South	<u>1.7%</u>	<u>3.5%</u>	<u>0.8%</u>	<u>2.3%</u>	<u>1.8%</u>	<u>1.6%</u>
Total Secondary	-0.6%	0.5%	0.1%	1.8%	1.5%	1.3%
<b>Main Trade Area</b>	<b>2.2%</b>	<b>2.4%</b>	<b>3.7%</b>	<b>3.6%</b>	<b>2.9%</b>	<b>2.4%</b>
Tertiary Trade Area	2.1%	8.1%	4.0%	2.3%	1.9%	1.6%
<b>Total Trade Area</b>	<b>2.2%</b>	<b>3.8%</b>	<b>3.8%</b>	<b>3.2%</b>	<b>2.6%</b>	<b>2.2%</b>

1. as at June

Source : ABS Cdata 1991, 1996, 2001 and 2006; ABS, Regional Population Growth, Australia, Electronic Delivery (3218.0.55.001); WA Tomorrow, WA Department of Planning, 2012; Statistical Local Area Population Projections, 2007 to 2027, for the Department of Health and Ageing, ABS, 2008; Urbis"



## 3.2 DEMOGRAPHIC PROFILE

Table A.2 in the Appendix details the key socio-economic characteristics of the trade area population derived from the 2006 Census of Population and Housing. These have an influence over the scale and nature of retail appropriate for residents. For example, a trade area with a large number of families on lower incomes is more likely to spend at DDSs, where single professionals are more likely to be department store shoppers. The key points to note from the Dalyellup trade area include:

- Average household incomes vary across trade area sectors with primary trade area incomes (\$78,087) considerably higher than the non-metropolitan Western Australia average (\$66,328). Incomes are lowest in the secondary north (-20%) and tertiary south west (-15%) trade area sectors.
- Despite the higher household incomes in the primary trade area, average per capita incomes are closer to the average, due largely to the larger proportion of families.
- The average age across the trade area of 36 is consistent with the average. However, in the primary trade area the average age is significantly younger at 31.
- Consistent with the average age, the primary trade area has a much lower proportion of residents over the age of 60 in comparison to the benchmark. Other sectors are relatively consistent with the benchmark.
- A large proportion of trade area (particularly primary trade area) residents are currently purchasing their own homes. The socio-economic profile of the Dalyellup trade area indicates a growing primary sector of young families with relatively strong incomes, while the more established secondary and tertiary sectors have lower incomes and a profile more in-line with the regional Western Australian average.

## 3.3 RETAIL SPENDING

Retail spending estimates outlined in this report are derived from MarketInfo 2010, a model developed by MDS Market Data Systems Pty Ltd. The data is based on information from the national ABS Household Expenditure Survey (HES), the census of Population and Housing and other information services (i.e. ABS, National Accounts, Australian Taxation Statistics, etc.). The model uses micro simulation techniques to combine propensity to spend on particular commodities, with socio-economic characteristics of individuals to derive per capita spending estimates on a small area basis (i.e. Census Collect or District (CCD) level). On the basis of MarketInfo 2010 data, this section of the report details the level of retail spending in per capita and total dollar in terms, generated by the population in the Dalyellup Trade Area.

Further, the retail spending estimates outlined in this report represent the categories of retail goods and services that are served by retailers under the PLUC 5 definition. A summary of the types of retail expenditure within the PLUC 5 retail definition is provided in Table A1 in the Appendix. Throughout this report PLUC 5 retail expenditure is referred to as retail expenditure or spending.

### 3.3.1 RETAIL SPENDING PER CAPITA

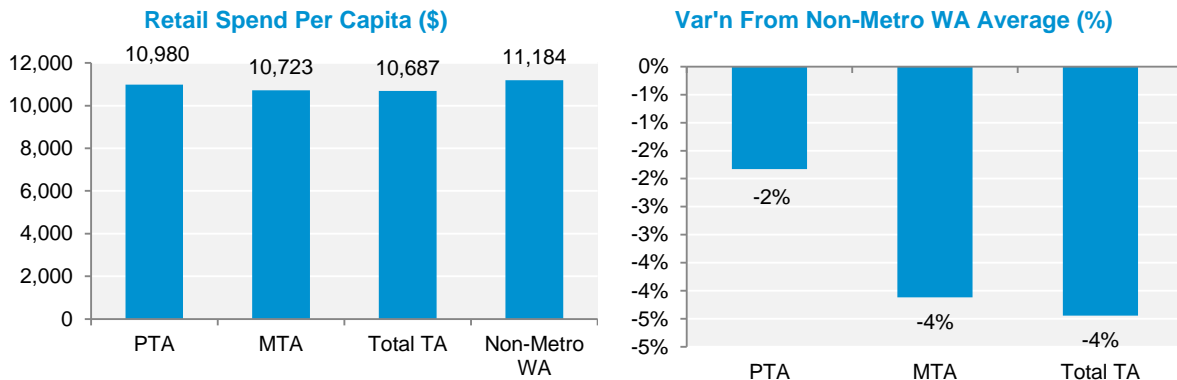
The level of retail spending by individuals is primarily determined by income, which in turn is influenced by a number of other factors, including household structure, age profile and home ownership levels of trade area residents.

Chart 2.1 details average per capita spending levels throughout the Dalyellup Trade Area. Average per capita retail spending levels of the main trade area (\$10,723) are 4.1% below the non-metropolitan WA average. The WA average is high, however, due to the large number of residents in mining areas earning high incomes. Average per capita spending levels in the primary sector at \$10,980 are only 1.8% below the average due partly to the high wealth residents of Dalyellup Beach, its young age profile and high labour force participation rate.

## Dalyellup District Centre TA Retail Spending Per Capita

VARIATION FROM NON-METRO WA, \$2011, EX. GST

CHART 3.1



Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

### 3.3.2 TOTAL RETAIL SPENDING MARKET

The retail market generated by trade area residents is estimated at \$304 million (constant \$2011 excluding GST), including \$145 million in the primary trade area (refer Table 3.2).

Growth in retail spending has been forecast with regard to:

- Real growth in per capita spending levels, driven by income growth and overall wealth effects (assumed to be 0.8% per annum for food and 2.1% per annum for non-food between 2011 and 2021).
- Growth in the trade area population, previously identified as 2.4% per annum on average between 2011 and 2021.
- Retail Price Inflation (RPI), which is the component of the Consumer Price Index (CPI) that relates to retail goods and services (excluded in this instance through use of constant \$2011).

The retail market is expected to increase by 3.9% per annum on average to reach \$471 million by 2014 and \$612 million by 2021. Total growth in the trade area is expected to be \$151 million between 2011 and 2021. Total trade area retail spending growth is forecast to be highest in the primary trade area. Spending growth forecast for the secondary sectors is substantially lower than the primary and tertiary sectors due to the substantially lower population growth caused by being fully developed or rural areas.



## Retail Spending , 2011-2021 (\$2011 million, Exc GST)

DALYELLUP TRADE AREA

CHART 3.2

Year	Primary TA	Secondary Trade Area				Main TA	Tertiary TA	Total TA
		North	East	South	Total			
2011	<b>145.2</b>	107.4	14.9	36.4	158.7	<b>303.8</b>	114.5	<b>418.3</b>
2014	<b>145.2</b>	107.4	14.9	36.4	158.7	<b>303.8</b>	114.5	<b>418.3</b>
2014	<b>172.8</b>	116.1	15.9	40.1	172.1	<b>345.0</b>	126.0	<b>471.0</b>
2016	<b>193.1</b>	122.6	16.7	42.8	182.1	<b>375.1</b>	134.5	<b>509.6</b>
2021	<b>247.1</b>	139.6	18.9	49.7	208.2	<b>455.3</b>	156.4	<b>611.7</b>
<b>Average Annual Growth<sup>1</sup></b>								
2011-14	6.0%	2.6%	2.3%	3.2%	2.7%	4.3%	3.2%	4.0%
2014-21	5.2%	2.7%	2.5%	3.1%	2.8%	4.0%	3.1%	3.8%
2011-21	5.5%	2.7%	2.4%	3.1%	2.8%	4.1%	3.2%	3.9%
<b>Share of Total Trade Area</b>								
2011	34.7%	25.7%	3.6%	8.7%	37.9%	72.6%	27.4%	100.0%
2014	36.7%	24.7%	3.4%	8.5%	36.5%	73.2%	26.8%	100.0%
2016	37.9%	24.1%	3.3%	8.4%	35.7%	73.6%	26.4%	100.0%
2021	40.4%	22.8%	3.1%	8.1%	34.0%	74.4%	25.6%	100.0%

1. Assumes average annual per capita growth of 1.4% in 2011-2016 and 1.5% thereafter, with different growth rates for each product group.

2. Current year is financial year ; Forecast years are financial years

Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

Table A.2 in the Appendices estimates the total food and groceries markets (supermarkets) and DSTM markets (DDS) generated by residents in the main trade area. The F&G market is expected to increase from \$125 million in 2011 to \$174 million in 2021 in the main trade area, equating to average annual growth of 3.5%. The DSTM market is expected to experience growth of 4.9% per annum between 2011 and 2021 in the main trade area, which results in an increase of \$82 million from current spending levels.

The spending market in the trade area represents a substantial existing and future retail market able to support retail facilities in Dalyellup. Given the location of the centre in proximity to expected population growth, the new centre at Dalyellup should be able to capture most of the growth in the primary trade area and some of the secondary sectors. The scale, retail offer, and relative access and attractiveness of the development will determine the extent to which other markets are penetrated.

## 4 Review of Competition

This section reviews the retail environment in which the proposed retail centre at Dalyellup would operate and details the existing and likely future retail centres of competitive relevance in the region (refer Map 3.1 and Table 4.4).

### 4.1 RETAIL HIERARCHY & PLANNING CONTEXT

There are several relevant planning documents, including regional and local government schemes. Regional schemes, such as the one for Greater Bunbury, cover more than one local government area. Regional schemes set out broad land use zones and identify land for regional purposes. There are only 3 regional schemes in Western Australia, with not every local government area covered. Local government schemes set out the way land is to be used and developed within a locality, and apply state and regional planning policies. The relevant documents are as follows:

The **Interim Greater Bunbury Commercial Centres Strategy** (April 2007) provides the planning framework for the hierarchy of retail centres in the region. The proposal is consistent with this strategy, which allows up to 20,000 sq.m of retail floorspace to be developed (Dalyellup is a Major District Centre). The Interim Strategy is the current retail policy until superseded by the final version of the Activity Centres for Greater Bunbury Policy.

TABLE 4.1– EXISTING GREATER BUNBURY RETAIL HIERARCHY

HIERARCHICAL LEVEL	MAXIMUM SHOPPING FLOORSPACE (SQ.M NET LETTABLE AREA)
Strategic Regional Centre	Unlimited
Major District Centres	20,000
Minor District Centres	7,500
Neighbourhood Centres	4,500
Local Centres	1,000
Minor Local Centres	300

Source: Interim Greater Bunbury Commercial Centres Strategy (April 2007).

The **Draft Activity Centres for Greater Bunbury Policy (June 2011)** contains the following retail hierarchy:

TABLE 4.2 – PROPOSED GREATER BUNBURY RETAIL HIERARCHY

HIERARCHICAL LEVEL	CENTRES IN GREATER BUNBURY	MAIN ROLE/FUNCTION
City Centre	Bunbury CBD	Largest activity centre. Greatest range of higher order services. Largest commercial component.
Strategic Regional Centre	Bunbury Forum, Dalyellup, Eaton Fair, Parks Centre, Treendale	Service sub-regional catchments and offer a more limited range of services than City Centre.
Neighbourhood Centre	Australind, Bunbury City Plaza, Glen Iris, Kingston, Minninup Forum	Provide for daily and weekly shopping needs, community facilities, and a small range of convenience services.

HIERARCHICAL LEVEL	CENTRES IN GREATER BUNBURY	MAIN ROLE/FUNCTION
Special Centre	Bunbury Regional and St John of God Hospitals, Edith Cowan and South West Institute of Technology	
Town Centre	Major: Capel, Dardanup, Harvey Minor: Burekup, Boyanup, Brunswick Junction, Roelands	Main Country Activity Centres. Multi-purpose centres that provide the full range of services required for their communities.

Source: Draft Activity Centres for Greater Bunbury Policy (June 2011).

The draft policy also includes targets for a mix of land uses, with those centres over 15,000 sq.m required to have 30% of their total retail and mixed use land floorspace as mixed land uses (office/business; health/welfare/community services; entertainment/recreation/culture (excludes outdoor areas)).

The proposed centre at Dalyellup is a strategic regional centre under the draft Activity Centres Policy. The proposed centre also has more than the required share of mixed land uses stipulated in the draft policy. Mixed land uses represent 39% of the total retail and mixed used land floorspace of the proposed centre (refer Table 4.3).

TABLE 4.3 – PROPOSED MIXED LAND USE AT DALYELLUP

USE	FLOORSPACE	SHARE OF TOTAL
Retail	20,000	61%
Mixed Land Use	12,550	39%
<b>Total Retail and Mixed Land Use</b>	<b>32,550</b>	<b>100%</b>

The **Capel Town Planning Scheme** (2007) provides for a maximum floorspace of 15,000 sq.m for the Dalyellup District Centre:

*“The subdividing land owners of Lots 803 and 9012 Norton Promenade shall make provision for the future development of a District Centre generally in accordance with an endorsed Local Structure Plan for this Precinct. In accordance with the Usher, Gelorup & Dalyellup District Structure Plan, the District Centre shall make provision for a maximum of 15,000 square metres of gross leasable retail floor space area as well as provision for other uses such as, but not necessarily limited to, medical centre, service station and sites for other non-retail commercial uses such as a tavern, commercial recreation, service-commercial, showroom warehouse, residential and offices.”*

Shire of Capel District Planning Scheme, Town Planning Scheme No. 7, September 2007

## 4.2 BULKY GOODS RETAILING

Initial proposals for Dalyellup included provision for up to 15,500 sq.m of showrooms. Tenant interest has since revealed a demand for a home improvement centre (hardware/bulky goods), which is shown on the current concept plan (Appendix B).

The **Interim Greater Bunbury Commercial Centres Strategy** (April 2007) states that bulky goods retailing should be located within District Centres or within designated mixed business areas.

The **Draft Activity Centres for Greater Bunbury Policy (June 2011)** states that bulky goods retail is in general unsuited to the walkable catchment or the core of activity centres. Bulky goods retail is preferably on the edge-of-centre sites integrated with, but not within, the walkable catchment or core activity precincts.

The proposed bulky goods retail component at Dalyellup is located on the edge of the retail centre and mixed uses, separated by a road. It is located just off the Bussell Highway, providing strong car access, and has its own carparking.

## Dalyellup Competition

TABLE 4.4

	TA Sector	Retail GLA (Sq.m)	Dist. <sup>1</sup> From Centre (km.)	Major Tenants	
				Food	Non Food
<u>Strategic Regional Centre<sup>2</sup></u>					
<b>Bunbury CBA</b>					
Bunbury Centrepoint Strip	Beyond	16,815	9.8	Coles (4,163)	Target (7,100)
	Beyond	60,000	9.8		
Sandridge Rd/ Blair St	Beyond	<u>38,000</u>	8.8		Bunnings, Harvey Norman
<b>Total Bunbury CBA</b>		<b>114,815</b>			
<u>Major District Centre</u>					
Bunbury Forum	Beyond	19,000	11.1	Woolworths (3,842), IGA (2,985)	Big W (8,290)
<u>Minor District Centre</u>					
Parks Centre (Crosslands)	Secondary North	9,764	6.9	Coles (2,974)	Kmart (3,866)
Bunbury City Plaza	Beyond	3,644	8.7	Woolworths (2,059)	
Eaton Fair	Beyond	5,000	17.2	Woolworths (3,500)	
Collie Central	Beyond	4,510	61.8	Woolworths (3,094)	
The Junction at Treendale	Beyond	7,297	19.0	Woolworths (3,493)	Best & Less (860)
Australind SC	Beyond	7,709	19.2	Coles (3,335)	
<u>Neighbourhood Centre</u>					
Minninup Forum	Secondary North	2,500	7.0	Woolworths (1,600)	
Supa IGA - Donnybrook	Beyond	2,500	34.4		
Other Busselton	Tertiary South West	4,734		Woolworths (2,874)	Target Country (1,860)
<u>Local Centre</u>					
IGA Bunbury	Secondary North	1,300	8.7		
Capel	Secondary South	3,000	22.4	IGA (1,000)	
Foodland - Brunswick	Tertiary South West	500	34.4		
Dewsons Harvey - IGA	Beyond	1,200	44.0		
Foodland Harvey - IGA	Beyond	750	44.0		
<u>Other (Busselton)</u>					
Busselton Central SC	Tertiary South West	7,366	46.4	IGA (4,578)	Best & Less (1,190)
Busselton SC	Tertiary South West	3,744	46.9	Coles (2,833)	
Other Busselton	Tertiary South West	<u>10,000</u>	46.0	Woolworths (2,874)	Target Country (1,860)
<b>Total Busselton</b>		<b>21,110</b>			
<b>Proposed Retail Developments</b>					
The Junction at Treendale (stage 2)		12,700			DDS
Eaton Fair	Beyond	14,000	17.2		DDS, Supermarket
Bunbury Forum (Stage 2)	Beyond	16,200	11.1		DS
Busselton Power Centre	Tertiary South West	31,550	46.5		DDS, Bulky Goods
Woolworths (u/c)	Tertiary South West	3,000	46.0		

1. Distance measured by most direct route

2. We note that the Greater Bunbury Activities Centre Strategy uses a slightly different activity centres categorisation. The categorisation does not materially affect our analysis.

Source : Urbis

## STRATEGIC REGIONAL CENTRES

The Bunbury Strategic Regional Centre (refer Map 4.1) comprises an area around the main roads into Bunbury (Sandridge Road, Forrest Avenue and Blair Street) right up to the CBA. It incorporates the greatest concentration of retail facilities (approximately 114,000 sq.m) within the region comprised of:

- **Bunbury Centrepoint:** a sub-regional centre of 16,800 sq.m anchored by a Target DDS and a Coles supermarket. The centre anchors the eastern end of the CBA, however is restricted by a lack of parking. Bunbury Centrepoint is the main comparison shopping destination in the CBA.
- The **Bunbury Strip** comprises an area around Victoria St, Stirling St and Stephen St and incorporates 32,000 sq.m of retail space. The area west of Centrepoint comprises the majority of the higher order retailing including the recently refurbished Stirling Centre, with majors such as Crazy Clarks and Priceline. The majority of Bunbury's services and commercial space is also in this precinct.
- To the south of the CBA there is a concentration of bulky goods and showroom floorspace (approximately 38,000 sq.m retail space) which comprises the remainder of the Bunbury Strategic Regional Centre. The majority of these are located along Sandridge Street and Blair Street and include tenants such as Bunnings, Harvey Norman and Spotlight.

## MAJOR DISTRICT CENTRE

**Bunbury Forum** is the major shopping centre outside the CBA. Comprising about 19,000 sq.m and anchored by a Big W DDS, and Woolworths and IGA supermarkets. The centre is easily accessed via the Bussell and South West Highways.

Bunbury Forum already has approval to expand to 31,000 square metres of retail floor space and was seeking approval for another 5,000 sq.m of retail space to accommodate a department store. Its application to accommodate a department store was refused and this project has been deferred.

## MINOR DISTRICT CENTRE

- The **Parks Centre (Crosslands Shopping Centre)** at 9,760 sq.m is the closest (6.9 km). Located in the Secondary North trade area sector it is anchored by a Coles supermarket (2,974 sq.m), a small Kmart (4,000 sq.m) and 20 specialty stores. This centre is poorly laid out with Coles and Kmart being separated by internal roads, however we understand the centre performs well largely because of the current lack of adequate shopping south of Bunbury.

Other minor District Centres include:

- **Bunbury Plaza** is located 8.7 km north of Dalyellup on the corner of Spencer St and Forrest Ave. This aged centre comprises a Woolworths supermarket and 18 specialty stores and despite parking difficulties and a poor appearance, appears to trade reasonably well.
- **Australind Shopping Centre** is located 11 km north west of Dalyellup. The centre has a retail component of approximately 6,200 sq.m, including a Coles supermarket and 32 retail specialty shops. This centre is unlikely to be frequented by trade area residents due to its distance from the subject site.
- **Eaton Fair** is located approximately 11 km from Dalyellup and comprises 5,000 sq.m of retail space, anchored by a Woolworths supermarket with 23 specialty stores.

Eaton Fair has received approval for a large expansion, taking it to a total floorspace of about 31,000 sq.m. The expansion will include a DDS and another full-line supermarket. We estimate 19,000 sq.m of retail in total with this expansion and the balance being non-retail use. This centre is of limited competitive relevance given the distance of the centre and more convenient shopping options. Construction on Eaton Fair is expected to begin in 2012.

- **Collie Central** is located approximately 50km from Dalyellup and comprises around 4,500 sq.m of retail space anchored by Woolworths and serving the local community.
- **Treendale** is planned residential community located 19 km north of Dalyellup between Bunbury and Australind. Its recently completed centre is anchored by a Woolworths supermarket and a small Best & Less and supported by 28 retail specialties. This centre is of limited competitive relevance given the distance of the centre and more convenient shopping options.

A second stage of development is also planned for this centre, to include additional specialty shops and a new discount department store. However, this project has been deferred and we would not expect a DDS to be developed at Treendale given the approved DDS at Eaton Fair as the market in the northern Bunbury area would not be able to support two DDSs.

## NEIGHBOURHOOD CENTRE

The only Neighbourhood centre of relevance to Dalyellup is Minnip Forum, located 7 km north of Dalyellup in the secondary north trade area sector. This centre is quite dated in appearance and is anchored by a small (1,600 sq.m) Woolworths, primarily serving local convenience needs.

## LOCAL CENTRE

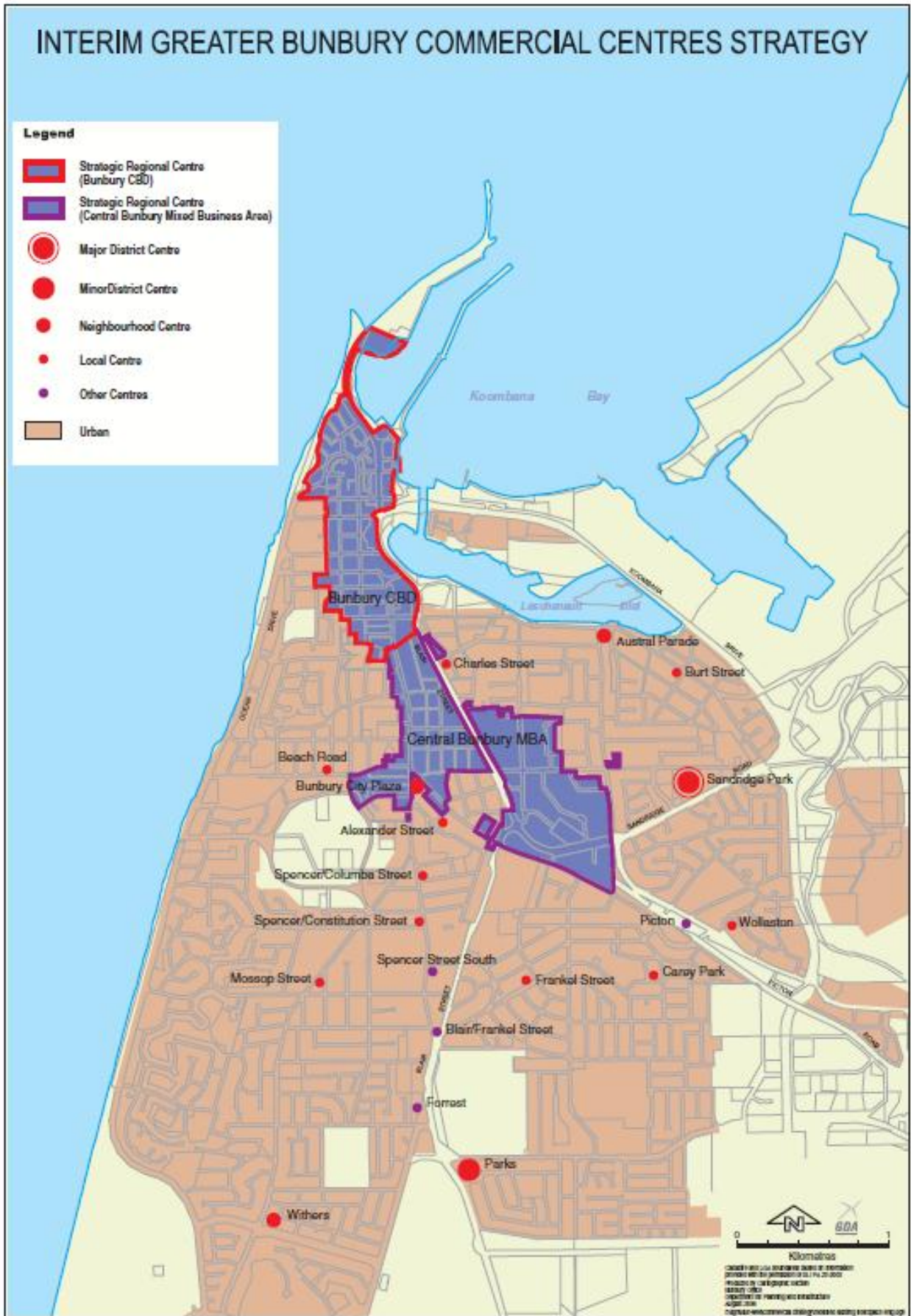
There are two local centres of some relevance to Dalyellup. These will primarily serve local convenience needs and comprise:

- An IGA supermarket on the corner of Gwinda Street and Mondak Place, located 8.7 km north of Dalyellup.
- The Capel Township (22.4 km south of Dalyellup) comprises approximately 3,000 sq.m of retail floorspace anchored by an IGA supermarket.

## BUSSELTON

Busselton is not described in the Interim Greater Bunbury Commercial Centres Strategy, but in the Shire of Busselton Local Commercial Planning Strategy.

The town contains around 21,000 sq.m of retail floorspace, including a Target Country and approximately 10,300 sq.m in supermarket floorspace. A DDS and bulky goods centre of approximately 31,550 sq.m has been approved in Busselton. It is likely the DDS will be a 7,500 sq.m Kmart. The timing of this centre is uncertain. A second Woolworths is also under construction, with completion proposed for August 2012.



Source: Interim Greater Bunbury Commercial Centres Strategy (Western Australia Planning Commission)

## 5 Retail Demand

We have assessed the broad retail potential for Dalyellup by determining the total capacity for floorspace both across the trade area and the Bunbury Urban Area (includes Bunbury, Harvey, Dardanup, Capel municipalities) in order to determine indicative turnover potential for a DDS and supermarket. An analysis of the potential for other uses is also provided.

### 5.1 FLOORSPACE PROVISIONS

Table 5.1 shows the total existing and proposed floorspace for supermarkets, DDSs and total retail floorspace across the Bunbury Urban Area and the Dalyellup District Centre's primary and main trade areas between 2011 and 2021. The table compares this existing and proposed floorspace to the total potential supportable floorspace (total capacity). The difference is the potential supportable addition in floorspace for supermarkets, DDSs and total retail between 2011 and 2021.

Potential supportable floorspace for supermarkets and discount department stores is calculated by applying per capita provision of supermarkets and discount department stores benchmarks to the forecast populations for the Bunbury Urban Area and to Dalyellup District Centre's primary and main trade areas. The supportable total retail floorspace is based on the per capita provision for total retail in the Bunbury Urban Area in 2011, which assumes that demand and supply are in balance. The total potential supportable floorspace is a guide only, with some regional areas naturally having retail below or above the average per capita provisions.

The main points from this analysis are discussed below. Chart 5.1 summarises the results.

### 5.2 BUNBURY URBAN AREA

The Bunbury urban area currently appears well provided for in regards to supermarkets, DDS and total retail floorspace and based on current proposals, at least for the next 5 years. This space is, however, a considerable distance from Dalyellup, resulting in the areas to the south (main trade area) being underprovided in retail space.

Assuming the non-metro Australian average for supermarket provision, 361 sq.m per 1,000 residents, there is a small oversupply of supermarket space. This small oversupply is expected to continue to 2021, based on proposed developments.

Using the regional Australian average of 203 sq.m of DDS floorspace per 1,000 residents, the Bunbury Urban Area is currently oversupplied by around 1,400 sq.m with DDS floorspace. However, higher provisions are not unusual for regional towns serving regional catchments. Therefore Bunbury's provision of around 219 sq.m per 1,000 residents is not unreasonable.

Chart 5.2 highlights the DDS provision for some other major regional centres across Australia compared with Bunbury (LGA provision). As can be seen, the existing provision in Bunbury is close to the average. Given these towns lack a department store and serve wide catchments, a higher provision of DDS floorspace is supportable. If the proposed DDS at Treendale in addition to Eaton Fair is constructed, Bunbury will have well above the average provision of DDS floorspace. This analysis does not assume an additional DDS in Dalyellup.

The Bunbury Urban Area currently has a retail floorspace provision of around 2.0 sq.m per person (includes bulky goods). This is somewhat lower than the Australian average of around 2.1 sq.m per person. After including the proposed expansion at Treendale, by 2021 there will be demand for an additional 13,500 sq.m of retail space.



## 5.3 TRADE AREA

Given the growth of the trade area and the absence of proposed retail developments, the trade area centre for Dalyellup has quite different characteristics to that of the wider Bunbury Urban Area. Based on this analysis, within the trade area there is existing potential for floorspace comprising at least one supermarket and other specialty stores that fits with the proposed Dalyellup District Centre.

Supermarkets are currently underprovided for by about 5,000 sq.m across the trade area. This indicates there is strong potential for supermarkets within the trade area.

Assuming the average provision of 203 sq.m per 1,000 residents across regional towns, the Dalyellup primary trade area can currently support nearly 3,000 sq.m of DDS floorspace. By 2021, this increases to 4,000 sq.m. However, given The Parks Centre Kmart is in the secondary north sector, the main trade area can support slightly less floorspace currently and 3,700 sq.m by 2021. This indicates there is potential for a small DDS within the primary sector.

There is a significant undersupply of retail floorspace across the primary and main trade areas. Chart 5.1 indicates there is significant existing potential for a substantial amount of floorspace within the main trade area, which will increase over time with population growth.

### Bunbury and Dalyellup Trade Area Retail Floorspace Provision

TABLE 5.1

	<u>Bunbury Urban Area<sup>1</sup></u>			<u>Primary Trade Area</u>			<u>Main Trade Area</u>		
	Existing and Planned Floorspace	Total Potential Capacity	Over/ Under Capacity	Existing and Planned Floorspace	Total Potential Capacity	Over/ Under Capacity	Existing and Planned Floorspace	Total Potential Capacity	Over/ Under Capacity
<b><u>Supermarket<sup>2</sup></u></b>									
2011	31,778	31,685	-93	0	4,888	4,888	6,874	10,393	3,519
2012	35,278	32,473	-2,805	0	5,121	5,121	6,874	10,706	3,832
2014	38,778	34,195	-4,583	0	5,590	5,590	6,874	11,342	4,468
2016	38,778	35,918	-2,860	0	6,060	6,060	6,874	11,977	5,103
2021	38,778	40,222	1,444	0	7,188	7,188	6,874	13,493	6,619
<b><u>DDS<sup>3</sup></u></b>									
2011	19,256	17,817	-1,439	0	2,749	2,749	3,866	5,844	1,978
2012	19,256	18,260	-996	0	2,880	2,880	3,866	6,020	2,154
2014	25,256	19,229	-6,027	0	3,144	3,144	3,866	6,378	2,512
2016	25,256	20,198	-5,058	0	3,408	3,408	3,866	6,735	2,869
2021	25,256	22,618	-2,638	0	4,042	4,042	3,866	7,588	3,722
<b><u>Total Retail<sup>4</sup></u></b>									
2011	176,192	176,192	0	300	27,180	26,880	1,300	57,793	56,493
2012	182,629	180,571	-2,058	300	28,477	28,177	1,300	59,534	58,234
2014	192,129	190,150	-1,979	300	31,087	30,787	1,300	63,067	61,767
2016	192,129	199,728	7,599	300	33,696	33,396	1,300	66,600	65,300
2021	192,129	223,662	31,533	300	39,970	39,670	1,300	75,031	73,731

1. Includes Bunbury, Capel, Dardanyup and Harvey municipalities

2. Assumes non-metro Australian average of 361 sq.m per 1,000 residents

3. Assumes non-metro Australian average of 203 sq.m per 1,000 residents

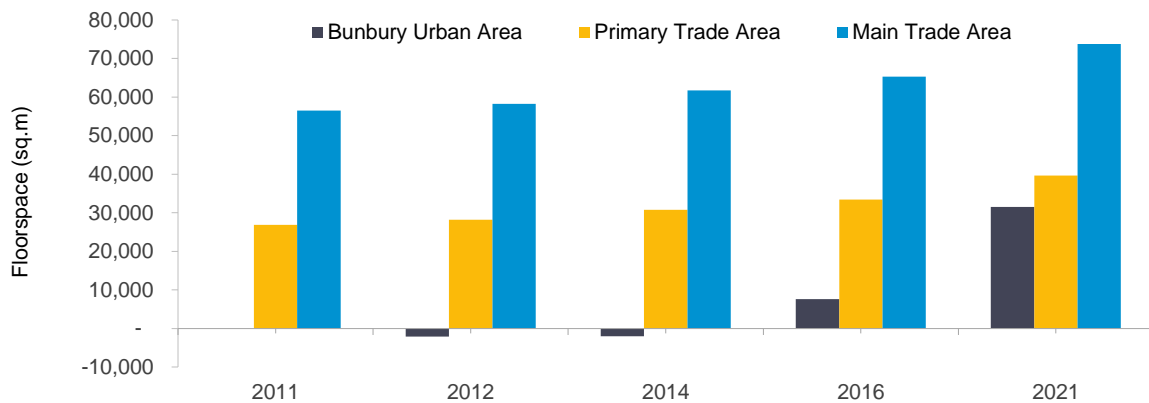
4. Assumes Bunbury average of 2.0 sq.m per person

Source : Urbis

## Dalyellup Main Trade Area

EXISTING AND SUPPORTABLE RETAIL FLOORSPACE

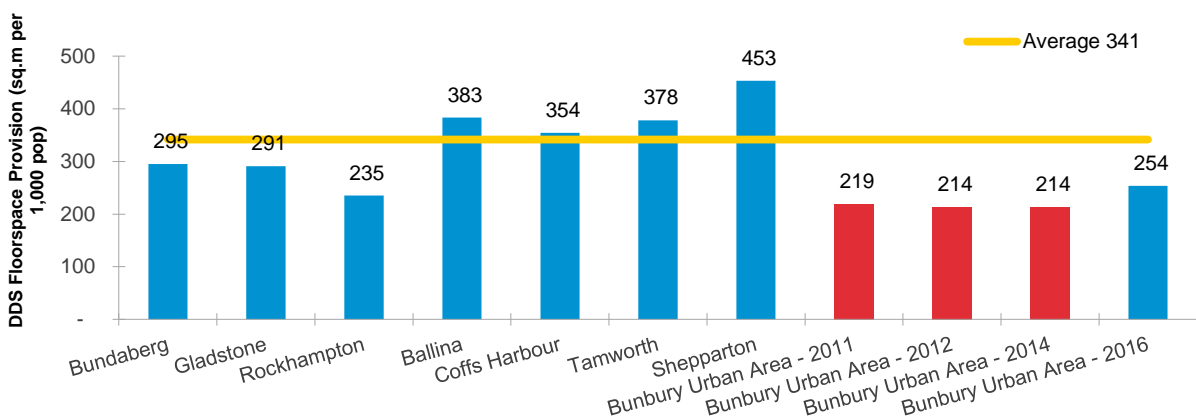
CHART 5.1



Source : Urbis

## Comparable Rates of Supermarket Floorspace Provision

CHART 5.2



1. Bunbury Urban Area excludes Dalyellup

Source : ABS Census of Population and Housing; Urbis

## 5.4 TURNOVER POTENTIAL AND MARKET SHARES

A market share approach has been used to determine a broad potential turnover at specific points in time for the proposed centre at Dalyellup. The first full year of trading for the first stage of the Dalyellup District Centre is assumed to be 2014, with the second stage assumed to be 2021.

The process to estimate turnover for the District Centre has been an iterative process informed by:

- Benchmark market shares for neighbourhood and single DDS centres;
- The turnover potential of the major stores at the proposed centre i.e. the supermarkets and the discount department store, based on benchmarks and comparable stores;
- The site characteristics of the proposed centre; and
- The competitive environment.

The main competitive assumptions used in this analysis include:

- Eaton Fair is expanded to include a full-line supermarket, a DDS, cinemas, and additional specialty stores in 2013. Bunbury Forum either does not expand to include a DDS or includes a DDS after 2021. A new DDS (assumed to be Kmart) will be present in Busselton at the Power Centre by 2016.
- A Woolworths supermarket will also be developed on a separate site in Busselton in 2012.

Given Dalyellup's location and catchment relative to these proposed developments, it is unlikely any of these developments will have serious impacts on the overall viability of retail at Dalyellup and vice versa. Eaton Fair is 14 km away from Dalyellup, with the Bunbury CBA in between. Busselton is 44 km away from Dalyellup. Eaton Fair primarily serves markets north of the Bunbury CBA, while the proposed retail at Busselton will primarily serve the region around Busselton.

## MARKET SHARES

Estimated market shares, together with turnover estimates of the majors, provide a means of estimating turnover at the centre and the economic impacts of a net addition of 5,000 sq.m retail floorspace. Tables 5.2 and 5.3 below illustrate the estimated likely share of food and non-food spending generated by trade area residents, with an allowance for residents beyond the trade area, and the resulting retail turnover for the proposed Dalyellup District Centre at Stage 1 (2014) and with Stage 2 (2021). The key points to note are as follows:

### STAGE 1

- The Dalyellup District Centre will be the most convenient centre and provide the highest quality offer for residents in the primary and secondary east trade sectors.
- Therefore, Stage 1 is estimated to achieve solid market shares for food in the primary (25%) and secondary east (20%) trade sectors.
- Non-food retail will have lower market shares because of the limited non-food offer compared to the regional centre of the Bunbury CBA and major district centres within Bunbury.
- An allowance has been made for a minor amount of business to be generated from beyond the trade area reflecting the local convenience offer of stage 1 of development.
- Stage 1 of the centre is expected to generate about \$31 million in turnover in 2014, with most revenue generated by the supermarket. This turnover estimate reflects increased competition from Eaton Fair and the supermarket in Busselton in a small reduction in market shares for the beyond area.
- Stage 1 will be viable provided there are an appropriate number of specialty shops, specialties are local convenience type retail and the centre follows good design principles.

## Dalyellup Forecast Market Shares, 2014 (\$2011, ex GST)

TABLE 5.2

Sector	Retail Spending (\$M)			Forecast Market Shares (%)			Total Centre Retail Turnover (\$M)		
	F	NF	Total	F	NF	Total	F	NF	Total
<b>Primary Trade Area</b>	<b>70.8</b>	<b>80.6</b>	<b>151.3</b>	<b>25.0%</b>	<b>8.0%</b>	<b>16.0%</b>	<b>17.7</b>	<b>6.4</b>	<b>24.1</b>
<b>Secondary Trade Area</b>									
• Secondary North	54.2	50.7	105.0	3.0%	1.0%	2.0%	1.6	0.5	2.1
• Secondary East	7.1	7.3	14.4	20.0%	5.0%	2.0%	1.4	0.4	1.8
• Secondary South	<u>17.9</u>	<u>18.3</u>	<u>36.2</u>	<u>8.0%</u>	<u>0.5%</u>	<u>2.0%</u>	<u>1.4</u>	<u>0.1</u>	<u>1.5</u>
Total Secondary	79.3	76.4	155.6	5.7%	1.3%	3.5%	4.5	1.0	5.4
<b>Main Trade Area</b>	<b>150.0</b>	<b>156.9</b>	<b>307.0</b>	<b>14.8%</b>	<b>4.7%</b>	<b>9.6%</b>	<b>22.2</b>	<b>7.4</b>	<b>29.6</b>
Tertiary Trade Area	57.7	55.8	113.6	0.0%	0.0%	0.0%	0.0	0.0	0.0
Total Trade Area	207.7	212.8	420.5	10.7%	3.5%	7.0%	22.2	7.4	29.6
Turnover from Beyond Trade Area				4.5%	4.5%		1.0	0.3	1.4
<b>Total Retail</b>							<b>23.2</b>	<b>7.8</b>	<b>31.0</b>

Source : Urbis

### STAGE 2

- Stage 2 will result in a more comprehensive offer and will therefore achieve increased draw from the secondary and tertiary trade area sectors.
- A dual supermarket offer will retain a high proportion of the primary sector retail expenditure in food and non-food and a solid market share from the secondary trade area sectors with an average market share of 18.8%.
- Market shares for non-food retail will be higher across the sectors with the offer of a discount department store, averaging 14.4% across the main trade area.
- The centre will have good exposure, located off the Bussell Highway and with a greater offer will be able to attract more business from beyond through passing traffic.
- Stage 2 of development is expected to generate turnover of around \$95 million. Turnover of this size will be adequate to support the scale of development proposed.
- Stage 2 will be viable provided it has an appropriate offer for a discount department based centre, the specialties are a mix of local convenience with some higher order retailing e.g. apparel, and the centre has good design principles and layout.

## Dalyellup Forecast Market Shares, 2021 (\$2011, ex GST)

TABLE 5.3

Sector	Retail Spending (\$M)			Forecast Market Shares (%)			Total Centre Retail Turnover (\$M)		
	F	NF	Total	F	NF	Total	F	NF	Total
<b>Primary Trade Area</b>	<b>101.1</b>	<b>121.3</b>	<b>222.3</b>	<b>33.0%</b>	<b>18.0%</b>	<b>24.8%</b>	<b>33.3</b>	<b>21.8</b>	<b>55.2</b>
<b>Secondary Trade Area</b>									
• Secondary North	63.5	73.6	137.1	12.0%	10.0%	10.9%	7.6	7.4	15.0
• Secondary East	8.2	9.6	17.8	30.0%	15.0%	2.0%	2.5	1.4	3.9
• Secondary South	21.6	25.1	46.7	15.0%	10.0%	2.0%	3.2	2.5	5.7
Total Secondary	93.3	108.3	201.6	16.0%	10.4%	12.2%	13.3	11.3	24.6
<b>Main Trade Area</b>	<b>194.4</b>	<b>229.5</b>	<b>423.9</b>	<b>24.0%</b>	<b>14.4%</b>	<b>18.8%</b>	<b>46.7</b>	<b>33.1</b>	<b>79.8</b>
Tertiary Trade Area	70.1	81.1	151.2	4.0%	4.0%	4.0%	2.8	3.2	6.0
<b>Total Trade Area</b>	<b>264.5</b>	<b>310.6</b>	<b>575.1</b>	<b>18.7%</b>	<b>11.7%</b>	<b>14.9%</b>	<b>49.5</b>	<b>36.4</b>	<b>85.9</b>
Turnover from Beyond Trade Area				10.0%	10.0%		5.5	4.0	9.5
<b>Total Retail Centre</b>							<b>55.0</b>	<b>40.4</b>	<b>95.4</b>

Source : Urbis

### SUPERMARKET POTENTIAL

Given the estimated market shares and having regard to the Urbis 2010-11 Averages for the typical share of turnover in a single supermarket based centre, we would expect the 3,500 sq.m supermarket proposed in stage 1 to trade at about \$24 million in 2014. In stage 2, given the market shares and having regard to the Urbis 2010-11 Averages for the typical share of turnover in a single DDS based centre, we would expect the proposed two full-line supermarkets in 2021 to trade at around \$43 million in 2021.

### DDS POTENTIAL

Given the estimated market shares and having regard to the Urbis 2010-11 Averages for the typical share of turnover in a single DDS based centre, we would expect the DDS to trade at \$19 million in 2021.

We note that the additional potential for a DDS in the primary and main trade areas is 4,000 sq.m, but this is only a guide. In addition, many centres bring on floorspace ahead of demand to boost residential demand in a mixed-use development and many retailers enter to lock in a site.

### BULKY GOODS AND SHOWROOMS

There would be a demand at Dalyellup for bulky goods and showrooms for local services such as automotive services and accessories, garden supplies, pool supplies, and indoor health and recreation. There may also be demand for bulky goods and showroom uses drawing from a wider area.

## 6 Impact Analysis

As 15,000 sq.m of retail floorspace proposed at the Dalyellup District Centre is consistent with the Shire of Capel Town Planning Scheme, even though the Interim Greater Bunbury Strategy allows for 20,000 sq.m, we therefore consider the likely economic impacts of the additional 5,000 sq.m at the Dalyellup District Centre only. This additional 5,000 sq.m represents an incremental increase in retail floorspace at the centre.

### 6.1 REGIONAL IMPACTS

The main economic impact of the additional 5,000 sq.m of retail floorspace is the likely level of turnover diverted to the proposed centre through this additional 5,000 sq.m from existing retail facilities within and beyond the trade area. The turnover diverted can be calculated from the increase in turnover for the proposed centre as it goes from 15,000 sq.m to 20,000 sq.m of retail floorspace.

Our approach to evaluating the impacts is as follows:

- Estimate the composition of the additional 5,000 sq.m.
- Forecast the market shares for the centre with 15,000 sq.m of retail floorspace at 2021.
- Calculate the difference in turnover between the centre operating with 15,000 sq.m retail floorspace and the centre with the proposed 20,000 sq.m and consider the impacts on other centres of the difference in market shares for the Dalyellup District Centre.

#### **Food and Non-Food Components of the Additional 5,000 sq.m**

In the second stage of the development at the Dalyellup District Centre, 14,500 sq.m of retail floorspace is proposed to be added, which includes a supermarket, DDS, mini-majors, as well as speciality floorspace. The additional 5,000 sq.m would be part of this.

The composition of the additional 5,000 sq.m should arguably be representative of the 14,500 sq.m added at stage 2 as the retailers are required in proportion for the expansion to be feasible. Thus the 5,000 sq.m would include some DDS, supermarket, mini-major and speciality floorspace, rather than a specific retailer or type of retailer. In contrast, removing one of the major retailers would be expected to have a different pattern of impacts.

We assume therefore that 25% of the additional floorspace is food and that 75% of the additional floorspace is non-food. Of the additional 5,000 sq.m, 1,250 sq.m would be food and 3,750 sq.m would be non-food.

#### **Market Shares for the 15,000 sq.m Centre**

We have estimated the market shares for the centre with the 15,000 sq.m of retail floorspace in the same way as the 20,000 sq.m previously:

The proposed 20,000 sq.m centre will have 8,000 sq.m of food, based on two supermarkets and 25% of the specialities (Urbis 2010/11 averages for a single DDS based centre)). The centre will roughly have 12,000 sq.m of non-food, based on the DDS, the mini-majors and 75% of the specialities<sup>1</sup>. The 15,000 sq.m. centre on a pro-rata basis would have a total of 6,750 sq.m of food and 8,250 of non-food.

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<sup>1</sup> There will be food components in the DDS and non-food components in the supermarkets, but these are small and not of material interest.

We have then estimated the market shares for the centre with 15,000 sq.m of retail floorspace in relation to the estimated market shares for the 20,000 sq.m centre. We assume that the 15,000 sq.m centre has the same proportion of the 20,000 sq.m centre's market shares as it does of the 20,000 sq.m centre's food and non-food retail floorspace. Thus, the market shares fall in proportion to the decline in floorspace for the 15,000 sq.m centre.

There are, of course, other factors than floorspace that could impact the proportion of market shares held by the 15,000 sq.m relative to the 20,000 sq.m centre. The larger floorspace may result in growth in the market (supply induced demand), growth in penetration into the market through better retailing (a more effective offer) as well as more floorspace, and some cannibalisation of turnover and hence market shares of existing floorspace when adding more floorspace to a centre.

We assume that the decline in food and non-food market shares are distributed evenly across the trade area sectors. This assumption reflects the fact that a smaller centre would not result in any significant loss of a major tenant.

## Dalyellup Forecast Market Shares, 2021 (\$2011, ex GST)

15,000 SQ.M RETAIL FLOORSPACE

TABLE 6.1

Sector	Retail Spending (\$M)			Forecast Market Shares (%)			Total Centre Retail Turnover (\$M)		
	F	NF	Total	F	NF	Total	F	NF	Total
<b>Primary Trade Area</b>	<b>101.1</b>	<b>121.3</b>	<b>222.3</b>	<b>27.8%</b>	<b>12.4%</b>	<b>19.4%</b>	<b>28.1</b>	<b>15.0</b>	<b>43.1</b>
<b>Secondary Trade Area</b>									
• Secondary North	63.5	73.6	137.1	10.1%	6.9%	8.4%	6.4	5.1	11.5
• Secondary East	8.2	9.6	17.8	25.3%	10.3%	2.0%	2.1	1.0	3.1
• Secondary South	<u>21.6</u>	<u>25.1</u>	<u>46.7</u>	<u>12.7%</u>	<u>6.9%</u>	<u>2.0%</u>	<u>2.7</u>	<u>1.7</u>	<u>4.5</u>
Total Secondary	93.3	108.3	201.6	13.5%	7.2%	9.4%	11.2	7.8	19.0
<b>Main Trade Area</b>	<b>194.4</b>	<b>229.5</b>	<b>423.9</b>	<b>20.3%</b>	<b>9.9%</b>	<b>14.7%</b>	<b>39.4</b>	<b>22.8</b>	<b>62.2</b>
Tertiary Trade Area	70.1	81.1	151.2	3.4%	2.8%	3.0%	2.4	2.2	4.6
Total Trade Area	264.5	310.6	575.1	15.8%	8.1%	11.6%	41.7	25.0	66.8
Turnover from Beyond Trade Area				10.0%	10.0%		4.6	2.8	7.4
<b>Total Retail Centre</b>							<b>46.4</b>	<b>27.8</b>	<b>74.2</b>

Source : Urbis

### Impacts

The impact of the additional 5,000 sq.m at the Dalyellup centre is the difference in turnover between the 20,000 sq.m retail floorspace centre and the 15,000 sq.m retail floorspace centre. We have calculated this to be about \$21.2 million, with \$8.3 million in the food market and \$12.6 million in the non-food market (refer Table 6.2).

## Impact of the Additional 5,000 sq.m, 2021

DALYELLUP DISTRICT CENTRE, (\$2011 M, EX GST)

TABLE 6.2

Turnover at 20,000 sq.m Retail Floorspace	95.4
Turnover at 15,000 sq.m Retail Floorspace	<u>74.2</u>
<b>Impact of the Additional 5,000 sqm</b>	<b>21.2</b>
<b>% of Total Trade Area Retail Market</b>	<b>3.5%</b>
<b>Food Market</b>	
Food Turnover at 20,000 sq.m Retail Floorspace	55.0
Food Turnover at 15,000 sq.m Retail Floorspace	<u>46.4</u>
<b>Impact on Food Market</b>	<b>8.6</b>
<b>% of Total Trade Area Food Market</b>	<b>2.8%</b>
<b>Non-food Market</b>	
Non-food Turnover at 20,000 sq.m Retail Floorspace	40.4
Non-food Turnover at 15,000 sq.m Retail Floorspace	<u>27.8</u>
<b>Impact on Non-Food Market</b>	<b>12.6</b>
<b>% of Total Trade Area Non-food Market</b>	<b>4.2%</b>

Source: Urbis

This analysis shows that the additional 5,000 sq.m at the Dalyellup District Centre will have only a minor impact on the existing and currently proposed centres in the total trade area and beyond. A 10% or greater diversion from other retail centres is generally considered to be material. The impacts of the additional 5,000 sq.m are far below this and within acceptable levels. The turnover from the additional 5,000 sq.m constitutes just 3.5% of the total trade area retail spending forecast for 2021. It equates 2.8% of the total trade area food retail spending and to 4.2% of the total trade area non-food retail spending.

Another indicator of the likely economic impact is the share of total floorspace a new centre or expansion represents. The additional 5,000 sq.m constitutes 6.7% of total retail floorspace capacity we forecast for the main trade area, and less for the total trade area. This share represents only a minor impact on the total floorspace in the main trade area in 2021.

We further note that the 20,000 sq.m retail floorspace proposed for the Dalyellup is close to the average size of single discount department store based centres within Australia. According to the Urbis 2010-11 Averages, the average single discount department store based centre is 21,370 sq.m (total centre). The Dalyellup District Centre at 20,000 sq.m of retail will therefore be a typically sized discount department store based centre.

We do not believe that any centre will be materially affected by the expansion of the Dalyellup centre from 15,000 sq.m to 20,000 sq.m. This is based on:

- The nature of the additional 5,000 sq.m. It represents an incremental increase in retail floorspace and would be composed of a wide mix of retail, rather than a major store or retailer. Thus, its addition would not have a disproportionate impact on the Dalyellup centre's turnover and market shares.
- The under-provision of supermarket, DDS, and total retail floorspace in the primary and main trade areas (refer section 5). This under-provision is only expected to grow over time with population growth and spending growth.
- The Dalyellup centre's competition. The only retail in the area is a small scale local centre of around 1,600 sq.m located around 800m west of the district centre site. This centre will not be materially impacted by the proposed Dalyellup District Centre as the centre is mostly non-retail and the retailers at this centre may even benefit from the Dalyellup District Centre as it will act to retain retail spending in the local area by reducing the need for shopping trips outside of Dalyellup.

The centre's other competitors are at a distance, of a large size and number, so that the specific impacts on a centre of the \$21 million total impact would constitute a small percentage of their turnover.



- Growth in the spending market. Each of the centres in the trade area and beyond can expect to benefit from the forecast strong increase in the spending market between 2011 and 2021, estimated at \$151 million or 4.1% annual growth.

## 6.2 OTHER CONSIDERATIONS

There will be benefits of the proposed development for the community, consumers, and retailers. These benefits are expected to occur even in the event of the smaller centre, but will be greater in the case of the larger centre.

The community and social needs met by the proposed development include:

- Additional employment
- The provision of additional services
- A community focus and sense of place
- Reducing the need to travel

A key aim from the consumer perspective is that shoppers should have easy access to the widest range of retail facilities at the earliest possible time. The current and future residents of the primary and main trade areas are considered to have a deficiency in access to supermarkets and discount department stores. The proposed centre will reduce the need for current and future residents to travel outside the area to satisfy their convenience, and some of their higher order, shopping needs.

Specifically, the key benefits to consumers in the main trade area from this proposal will be:

- Convenient access to convenience shopping needs.
- Increased choice. The development of the centre will improve the choice of supermarkets and discount department stores, and to a lesser extent, specialty shops in the trade area.
- Potential increased price competition from additional shopping facilities, leading to cheaper prices for consumers.

Retail is an important sector in the Australian economy. It provides benefits in terms of employment and access to goods and services, amongst others. Retail is a dynamic industry that needs to respond and evolve to the changing patterns of consumer behaviour, distribution, and business requirements. Specific benefits of this proposal include anchors to stimulate retail development in the local area, an opportunity for new retailers to enter the market, and modern facilities and fit outs in the stores at the centre.

In addition to assessing the impact of the proposed centre on the market, we have considered the other implications of the proposed shopping centre at Dalyellup. We believe that significant benefits will accrue to trade area residents as a community and as consumers and that retailers will also experience some benefits. Key benefits include a community focus, reducing the need to travel for convenience and some higher order shopping needs, employment generation, and increased choice.

## Appendix A

## Additional Tables

# Key Socio-Economic Characteristics of the Trade Area Population, 2006

DALYELLUP

TABLE A.1

Characteristics	Primary TA	Secondary Trade Area			Total	Main TA	Tertiary Total	Total TA	Non-Metro WA Average	Australia Average	Capital Cities Average	Non-Metro Australia Average
		North	East	South								
<b>Household Income</b>												
\$Nil	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
\$1-\$26,000	10%	27%	19%	19%	25%	20%	26%	22%	21%	21%	18%	25%
\$26,000-\$52,000	21%	31%	27%	27%	30%	26%	28%	27%	27%	26%	25%	29%
\$52,000-\$88,400	35%	27%	31%	35%	29%	31%	27%	30%	27%	27%	27%	27%
\$88,400 - \$104,000	12%	5%	7%	7%	6%	8%	6%	7%	7%	7%	7%	6%
\$104,000 - \$130,000	10%	5%	9%	5%	5%	7%	5%	6%	6%	7%	8%	5%
\$130,000+	11%	4%	6%	6%	5%	7%	6%	7%	10%	11%	14%	7%
Average Household Income	\$78,087	\$52,863	\$67,678	\$63,420	\$56,256	\$64,407	\$56,499	\$61,980	\$66,328	\$67,525	\$73,148	\$57,959
Var'n from Non-Metro WA Avg	17.7%	-20.3%	2.0%	-4.4%	-15.2%	-2.9%	-14.8%	-6.6%	n.a.	1.8%	10.3%	-12.6%
Var'n from Australian Avg.	15.6%	-21.7%	0.2%	-6.1%	-16.7%	-4.6%	-16.3%	-8.2%	-1.8%	n.a.	8.3%	-14.2%
Average Household Size	3.0	2.3	2.7	2.6	2.4	2.6	2.5	2.6	2.6	2.6	2.6	2.5
<b>UR Personal Income</b>												
\$Nil	9%	6%	8%	8%	7%	8%	5%	7%	7%	8%	8%	7%
\$1 - \$20,800	32%	44%	36%	38%	42%	38%	42%	39%	38%	37%	34%	42%
\$20,800 - \$41,600	25%	27%	28%	27%	27%	26%	31%	27%	26%	27%	26%	28%
\$41,600 - \$83,200	28%	19%	22%	23%	20%	23%	19%	22%	21%	22%	24%	19%
\$83,200 +	8%	3%	6%	5%	4%	5%	4%	5%	8%	7%	8%	4%
UR Avg. Per Capita Income	\$26,029	\$22,888	\$25,303	\$23,940	\$23,361	\$24,500	\$23,042	\$24,069	\$25,925	\$26,191	\$27,978	\$23,040
UR Per Capita Income Var'n	+0.4%	-11.7%	-2.4%	-7.7%	-9.9%	-5.5%	-11.1%	-7.2%	+0.0%			
<b>Age Distribution</b>												
Aged 0-14	27%	19%	20%	24%	20%	23%	22%	23%	22%	20%	19%	21%
Aged 15-19	8%	7%	8%	6%	7%	8%	6%	7%	7%	7%	7%	7%
Aged 20-34	20%	21%	13%	14%	19%	19%	16%	18%	18%	20%	22%	17%
Aged 35-49	25%	20%	26%	25%	22%	23%	21%	23%	23%	22%	22%	22%
Aged 50-64	14%	18%	23%	20%	19%	17%	17%	17%	18%	18%	17%	19%
Aged 65+	6%	14%	11%	11%	13%	10%	18%	12%	12%	13%	12%	15%
Average Age	31	38	38	36	38	35	39	36	36	37	37	38
Dependency Ratio <sup>1</sup>	33%	33%	31%	35%	34%	33%	40%	35%	35%	33%	32%	36%

1. Dependency ratio refers to the proportion of the population between 0-14 and over 65 years.

Source : ABS Census of Population and Housing 2006, Cdata 2006; Urbis

# Key Socio-Economic Characteristics of the Trade Area Population, 2006

DALYELLUP

TABLE A.1

Characteristics	Primary TA	Secondary Trade Area			Total	Main TA	Tertiary TA	Total TA	Non-Metro WA Average	Australia Average	Capital Cities Average	Non-Metro Australia Average
		North	East	South								
<b>Household Composition (%)</b>												
Couples with no children	28%	26%	37%	33%	28%	28%	31%	29%	31%	27%	25%	29%
Family with children <15	46%	26%	26%	33%	27%	34%	29%	33%	31%	29%	29%	29%
Family with children >15	12%	14%	17%	12%	13%	13%	10%	12%	11%	15%	17%	13%
<i>Total Family (with children)</i>	<i>57%</i>	<i>39%</i>	<i>42%</i>	<i>45%</i>	<i>41%</i>	<i>47%</i>	<i>39%</i>	<i>45%</i>	<i>42%</i>	<i>44%</i>	<i>45%</i>	<i>41%</i>
Group Household	2%	4%	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%
Lone Person	12%	30%	17%	18%	27%	21%	26%	23%	24%	24%	24%	25%
Other	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>Housing Status</b>												
Owner <sup>1</sup>	24%	25%	41%	38%	29%	27%	32%	29%	33%	35%	33%	38%
Purchaser <sup>1</sup>	54%	32%	43%	39%	34%	42%	29%	38%	32%	35%	37%	32%
Renter <sup>1</sup>	22%	42%	16%	23%	36%	31%	38%	33%	33%	29%	29%	29%
<b>Housing Costs (% Income)</b>												
Mortgage Repayments <sup>2</sup>	22%	25%	20%	24%	24%	24%	29%	25%	22%	27%	27%	26%
Rent Payments <sup>2</sup>	14%	16%	10%	11%	14%	14%	16%	14%	11%	16%	17%	15%
<b>Car Ownership</b>												
% 0 Cars	2%	10%	3%	1%	8%	6%	9%	7%	7%	10%	11%	8%
% 1 Car	24%	42%	23%	27%	37%	32%	38%	34%	34%	38%	38%	37%
% 2 Cars +	74%	48%	74%	72%	55%	62%	53%	59%	59%	52%	51%	54%
<b>Labour Force</b>												
Labour Force Participation	71%	61%	68%	65%	62%	66%	62%	65%	66%	65%	66%	62%
% Unemployed	3%	6%	4%	3%	5%	4%	4%	4%	4%	5%	5%	6%
% White Collar Occupations	59%	48%	53%	54%	50%	54%	57%	55%	57%	68%	71%	62%
% Blue Collar Occupations	41%	52%	47%	46%	50%	46%	43%	45%	43%	32%	29%	38%
<b>Birthplace</b>												
Australian Born	81%	84%	83%	86%	84%	83%	84%	83%	83%	76%	70%	87%
Overseas Born	19%	16%	17%	14%	16%	17%	16%	17%	17%	24%	30%	13%
• Asia	1%	1%	1%	0%	1%	1%	1%	1%	1%	6%	8%	1%
• Europe	10%	10%	12%	10%	10%	10%	11%	10%	10%	10%	12%	7%
• Other	7%	5%	4%	3%	4%	6%	4%	5%	5%	8%	10%	4%

1. 'Other' Tenure Types have not been included.

2. As a percentage of household income.

Source : ABS Census of Population and Housing 2006, Cdata 2006; Urbis

# Food and Non-Food Spending, 2011-2021 (\$2011, Ex GST)

DALYELLUP MAIN TRADE AREA

TABLE A.2

Year	F&G \$M	Total Food \$M	DSTM \$M	Total Non-Food \$M	Total Retail \$M
2011	124.9	161.8	133.6	142.1	303.8
2014	138.5	180.4	155.2	164.6	345.0
2016	148.4	193.7	171.3	181.5	375.1
2021	173.5	227.5	215.7	227.8	455.3

## Average Annual Growth<sup>1</sup>

2011-16	3.5%	3.7%	5.1%	5.0%	4.3%
2016-21	3.2%	3.3%	4.7%	4.7%	3.9%
2011-21	3.3%	3.5%	4.9%	4.8%	4.1%

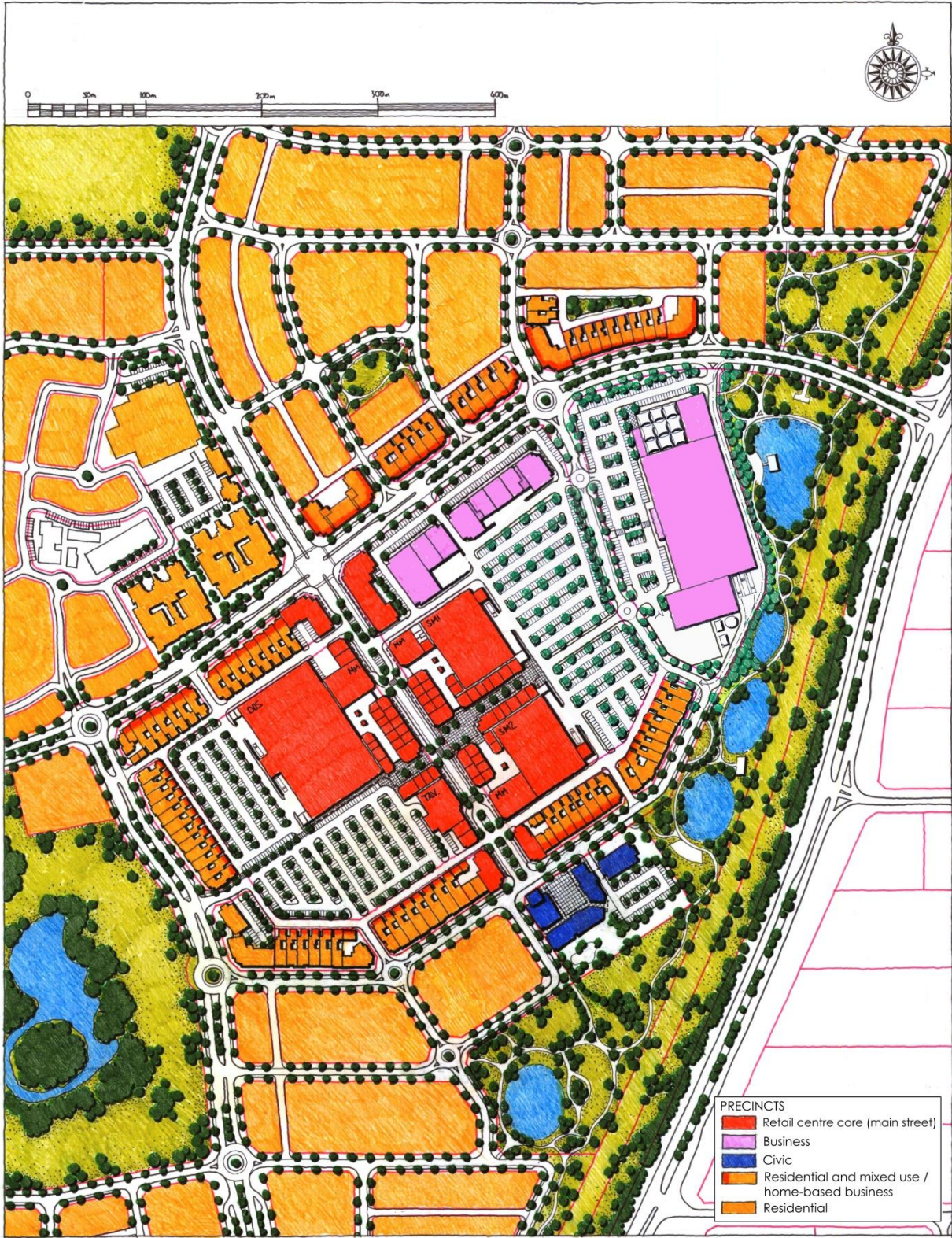
1. Assumes average annual per capita growth of 1.4% in 2011-2016 and 1.5% thereafter, with different growth rates for each product group.

2. Current year is financial year ; Forecast years are financial years

Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

## Appendix B

## Town Centre Concept Plan



**DALYELLUP TOWN CENTRE - CONCEPT PLAN**  
 March 2012

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 23.03.2012



CHAPPELL  
 LAMBERT  
 EVERETT

# Definitions



The following definitions have been adopted for the purposes of this report:

1. **PLUC 5 Shop/Retail** covers:

TABLE 1 – PLUC 5 SHOP/RETAIL

PRODUCT GROUP	COMMODITY ITEMS
Food Retail	Food, Groceries, Tobacco, Liquor
Food Catering	Take-Away, Meals
Apparel	Clothing, Footwear, Jewellery, Accessories
Homewares	Household, TV/Sound, Small Electricals, Manchester
Bulky Goods	Furniture, Large Electricals
General/Leisure	Books, Music, Sports, Toys, Chemist, News
Services	Hairdresser, Optician, Film Processing, Dry Cleaning, Video Hire, Repairs

2. **PLUC 5 Other Retail** covers:

TABLE 2 – PLUC 5 OTHER RETAIL

COMMODITY ITEMS	
Motor Vehicles and Accessories	Aircraft and Marine Craft and Accessories
Equipment Hire	Hardware
Builders suppliers	Fuel, Wood, Ice, Chemicals, Coal
Garden Supplies	Floor Coverings
Farm Supplies	Paint, Glass, Wallpaper, Light Fittings
Swimming Pools	Livestock

These are predominantly wholesale, despite the fact that a small proportion may be shop/retail orientated.

3. **Non-Retail** refers to various store types, services and expenditure categories that are not classified as shop/retail or other retail in PLUC 5. The non-retail component includes the following tenancy types among others:

TABLE 3 – NON- RETAIL

Travel Agency	Lottery & Gaming
Banks and Building Societies	Medical and Dental Services
Cinemas	Offices
Financial and Property Services	Post Office
Amusements	Drinking Places – Hotels, Taverns

4. The **Food & Groceries (F&G)** market refers to the market relevant to supermarkets, and comprises spending on take home food and groceries. Some non-supermarket traders, including fresh food specialties, milk bars and convenience stores and to a limited extent non-food stores such as Discount Department Stores (DDSs), also compete for F&G spending. The F&G category includes food items only and therefore does not include the general merchandise items sold in supermarkets. The F&G category also excludes spending on liquor. Where a specific supermarket competes for bottled liquor spending, the analysis takes this component into account separately.
5. **The Department Store Type Merchandise (DSTM)** market specifically refers to the market relevant to department stores and DDSs. It comprises expenditure on department store and DDS type merchandise, all of which is included in the defined retail market. More specifically it comprises expenditure on :
  - Clothing and Accessories including all clothing, footwear, clothing accessories, jewellery and cosmetics.
  - Furniture, Floor Coverings and Major Electrical including all furniture, floor coverings, televisions, refrigerators, and other large electrical appliances.
  - General Merchandise including books, printed material, toys, hardware items, small electrical appliances, bikes, photographic equipment, etc.

This category excludes spending on food items which these stores also stock, such as confectionery, soft drinks, tobacco, tea and coffee and other consumable items.
6. **Financial Years.** Analysis throughout this report relates to financial years (ending June) unless otherwise specified.

## ABBREVIATIONS

The following abbreviations are used in this report:

ABS	Australian Bureau of Statistics
CBA	Central Business Area
CCD	Census Collect or District
DDS	Discount Department Store
DSTM	Department Store Type Merchandise
F&G	Food & Groceries
GLA	Gross Leasable Area
GST	Goods and Services Tax
HES	Household Expenditure Survey
NLA	Net Lettable Area

## GOODS AND SERVICES TAX (GST)

The tax package has had differential effects on turnover by various categories of retailers as a result of changes in prices and consumer demand.

These effects have been estimated by Urbis and from 2001 the spending market and turnover forecasts presented in this report are exclusive of GST.

## MARKETINFO

Spending estimates provided in this report are based on the MarketInfo 2010 micro simulation model developed by MDS Market Data Systems. MarketInfo 2010 is based on the Household Expenditure Survey and Australian National Accounts. Given that the estimates are based on survey data they will be subject to sampling variability.

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