August 2025

Woolworths Strathfieldsaye, City of Greater Bendigo

ADVERTISED PLAN

Economic Impact Assessment

Prepared for Woolworths Pty Ltd

locationiq.com.au

Contents

Introduction

This report presents an independent assessment of the need and demand for a proposed Woolworths supermarket-based shopping centre at Strathfieldsaye in the City of Greater Bendigo. The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as Woolworths Strathfieldsaye throughout the remainder of this report.

This report is structured and presented in **five sections** as follows:

- **Section 1** details the location of the proposed Woolworths Strathfieldsaye site and provides a summary of the planned development scheme.
- **Section 2** outlines the trade area likely to be served by the subject development, including current and projected population and retail spending levels over the period to 2041. A review of the socio-economic profile of the trade area population is also provided.
- **Section 3** summarises the current and future competitive retail environment within the surrounding region.
- **Section 4** outlines an assessment of the sales potential for the proposed Woolworths Strathfieldsaye and provides an overview of the range of economic impacts, both positive and negative that may result from development at the subject site.
- **Section 5** summarises the key conclusions of the impact analysis for the proposed Woolworths Strathfieldsaye.

Executive Summary

The key points to note from this independent economic impact assessment for the proposed Woolworths Strathfieldsaye, include:

1 **High Profile, Accessible Location:** The subject site for the proposed Woolworths Strathfieldsaye development is within the Strathfieldsaye Town Centre which is the main retail and commercial precinct. The site is at the south-western corner of Aspley Street and Blucher Street, to the immediate north of Strathfieldsaye Shopping Centre and the adjacent shops.

2 **Planned Development Scheme**: The development is planned to total 4,669 sq.m across a single level with convenient car parking. The retail component is anchored by a full-line Woolworths supermarket of 3,800 sq.m (including a Direct to Boot (DTB)) and a small provision of shops. The supermarket will be a modern offer, which would allow for a full weekly shop. A total of 209 retail car bays, including six for Direct to Boot. The first full year of trading would indicatively be FY2028.

3 **Main Trade Area**: The defined main trade area for the proposed Woolworths Strathfieldsaye is generally limited by the Bendigo urban area to the east and extends up to 2 km around the subject site and up to 40 km to the west to capture the town of Heathcote. This is the area from which the proposed development would capture most customers and sales.

4 **Main Trade Area Population:** The Woolworths Strathfieldsaye main trade area population is currently estimated at 20,876 (2025) and is projected to increase at an average annual growth rate of 2.0% to 28,836 by 2041. Over the same period, the Rest of Victoria and Australian average annual growth rates are 2.0% and 1.4% respectively. Population projections are consistent with those from the National Forecasting Program by .id – informed decisions. The primary sector population of 15,563 is projected to increase by 7,450 persons to 23,013 persons in 2041. This reflects an average annual growth rate of 2.5% - higher than the main trade area and benchmarks.

5 **Socio-economic Profile:** The socio-economic profile of the main trade area population reflects an affluent, Australian born, traditional family-based population. The primary sector will continue to attract younger families, reflecting the new housing. The main trade area population would value the convenience of supermarket facilities located close to their place of residence.

6 **Retail Expenditure:** The total retail expenditure level is currently estimated at $403.1 million and is projected to increase at an average rate of 2.8% to $636.4 million by 2041. All figures presented in this report are in constant dollars and include GST. The largest spending market is supermarket spending at $125.2 million.

7 **Competition:** There are currently no full-line supermarkets (i.e. larger than 2,500 sq.m) in the main trade area. The only supermarkets are Strathfieldsaye Champions IGA + Liquor of 2,354 sqm at the adjacent site and Heathcote Champions IGA + Liquor of 1,850 sq.m. Beyond the main trade area, the nearest full-line supermarkets (including the nearest full-line Woolworths) are Kennington/Strathdale, 6.4 km to the west.

8 **Main Trade Area Supermarket Floorspace Provision (2025):** The main trade area supermarket floorspace provision is currently 204 sq.m per 1,000 persons, which is substantially lower than the Rest of Victoria benchmark (423 sq.m per 1,000 persons). The Australian average is 347 sq.m per 1,000 persons.

9 **Supermarket Demand:** A major full-line supermarket allows customers to undertake a full weekly shop and is any supermarket larger than 3,200 sq.m. A population of around 8,000 – 10,000 persons is typically required to support one major full-line supermarket, which indicates the main trade area population of almost 21,000 persons could currently support a full-line supermarket, with none provided. This simple analysis highlights the need for a full-line supermarket to serve the daily and weekly needs of surrounding residents. The main trade area population is projected to grow strongly by ~8,000 persons to 2041. The proposed Woolworths Strathfieldsaye will result in an increased level of facilities and services available to the local community. Based on inspection and industry information, all supermarkets in the surrounding area are understood to trade strongly, highlighting the under supply of floorspace. There is clear demand for a full-line supermarket at Strathfieldsaye now based on the size of the population and the distance to the nearest full-line supermarket. This demand will only increase in the future with continued strong population growth.

10 **Main Trade Area Supermarket Floorspace Provision (2028):** With the opening of the proposed Woolworths Strathfieldsaye of 3,800 sq.m, the main trade area supermarket floorspace provision at 363 sq.m per 1,000 persons will still be substantially below the benchmark in FY2028 and continue to decrease over the forecast period.

11 **Retail Forecast Sales:** Forecast sales for the proposed development are $50.7 in FY2028, including Woolworths supermarket sales of $44.6 million. All sales are in constant dollars and include GST.

12 **Overall Impacts:** Overall, the proposed Woolworths Strathfieldsaye development would not impact on the viability or continued operation of any existing or proposed supermarket based centre within the main trade area

or the surrounding region. Any impacts will likely be absorbed within the first few years of trading of the proposed development, given that convenience retail shopping patterns adjust relatively quickly.

13 **Impacts on Retail Hierarchy:** The proposed development will provide additional choice and competition for retail facilities within the region. The proposed Woolworths Strathfieldsaye will provide a major full-line supermarket-based development which would benefit the local community by increasing the ability of the population to shop locally. Woolworths Strathfieldsaye is well positioned to serve the convenience needs of the population and provide an alternate supermarket location which is easily accessible. Further, the Woolworths Strathfieldsaye development will enhance the surrounding retail and non-retail offer by retaining retail spending locally that is currently escaping to facilities beyond the main trade area (generate a positive uplift).

14 **Largest Impact (Dollars $M):** All impacts would not threaten the future viability of any shopping centres or precincts. The largest impact in dollar terms would fall on retail floorspace at Kennington/Strathdale at -$20.4 million or -9%. Most of this impact is on the Woolworths supermarket which is the nearest full-line supermarket to Strathfieldsaye. It is emphasised that Woolworths is committed to be the operator of the supermarket at the Strathfieldsaye site. The existing Woolworths supermarket network would be expected to absorb a proportion of the projected impacts from the opening of a new Woolworths at Strathfieldsaye. Woolworths has assessed the levels of impact on the existing and future Woolworths store network, with only a moderate reduction in trading volumes that would not compromise the future viability of other Woolworths supermarkets.

15 **Largest Impact (Percentage %):** The largest impact in percentage terms at -22.5% or -$12.2 million would fall on the retail in Strathfieldsaye, and mainly on the Champions IGA + Liquor. This supermarket is understood to trade strongly, reflecting the large and growing population and the distance to the nearest full-line supermarkets. The primary sector population at almost 16,000 persons is well above the typical threshold to support a full-line supermarket – with only the Champions IGA + Liquor. The primary sector population has increased by almost 4,000 persons over the past decade and strong population growth is projected to 2041. Impacts in this order are common when there is an established strong trading supermarket that serves a large and growing population and a new supermarket opens. Strathfieldsaye Champions IGA + Liquor would still trade at viable levels and would have the ability to capture sales growth post the opening of Woolworths Strathfieldsaye.

16 **Enhance the Existing nearby Retail:** The design of the proposed development, including a full-line supermarket (with Direct to Boot) and a small provision of complementary shops, as well as easily accessible car parking, will be highly convenient for local families who would visit on a regular basis. It is not uncommon for residents to visit nearby or adjoining retail and non-retail shops before and or after shopping at supermarkets. It is likely residents would spend at nearby facilities due to the increased convenience of shopping before and or after completing their weekly supermarket shopping needs, resulting in the proposed development retaining a significant proportion of that escape spending, benefiting the surrounding retail and non-retail shops.

17 **Net Community Benefit:** A substantial net community benefit would result from the development of the proposed Woolworths Strathfieldsaye. Offset trading impacts on some existing retailers, there are very substantial, positive impacts including: Improved access to a range of retail facilities for residents, improved choice of location and price competition, and employment generation. In total, the proposed Woolworths Strathfieldsaye is likely to generate 643 jobs directly and indirectly. This includes youth employment opportunities with retail developments employing many younger staff.

18 **Conclusion:** The planned Woolworths Strathfieldsaye development is a plan for now and the future. Retail planning is typically lumpy in nature given the large size and cost involved in construction. The proposed site would offer a high level of convenience. Residents of the region should be provided with a choice of food and grocery items within proximity of their homes. The opening of the proposed Woolworths Strathfieldsaye development will provide the only major full-line supermarket offer, benefiting customers by providing a full range products, pricing competition, and an increased range of services.

1 Background

This section of the report reviews the regional and local context of Woolworths Strathfieldsaye and provides a summary of the planned development scheme.

1.1. Regional and Local Context

i. Strathfieldsaye is a growing suburb of the City of Bendigo, ~9 km to the south-east of the Bendigo City Centre (refer Map 1.1).

ii. The subject site for the proposed Woolworths Strathfieldsaye development is within the Strathfieldsaye Town Centre which is the main retail and commercial precinct. The site is at the south-western corner of Aspley Street and Blucher Street, to the immediate north of Strathfieldsaye Shopping Centre and the adjacent shops (refer Map 1.2).

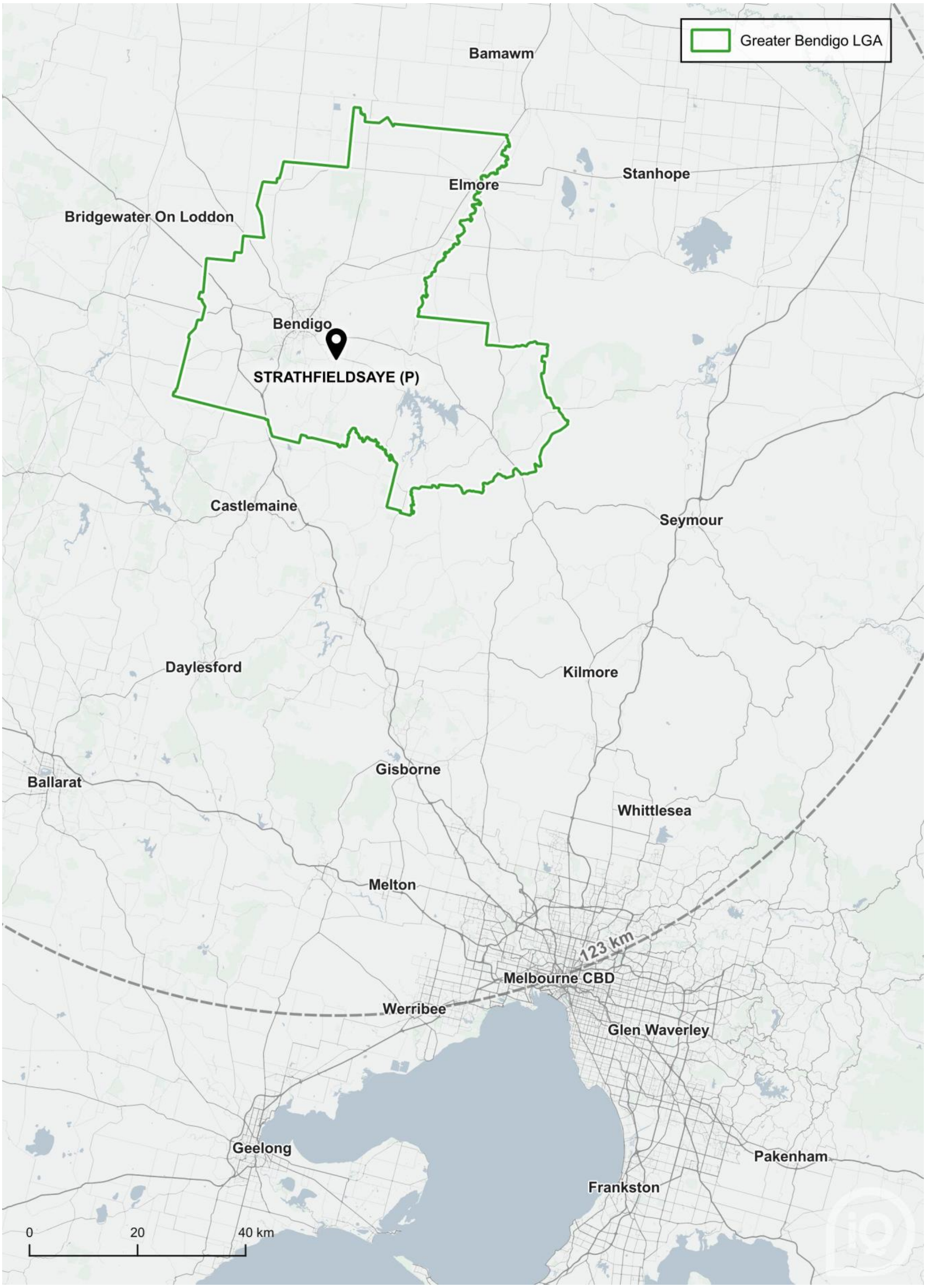
iii. Bulcher Street connects to Wellington Street in the south, which is the major traffic route through the urban area and connects to the Bendigo urban area in the west and smaller rural towns in the east.

iv. Other key points to note include:

- Strathfieldsaye Shopping Centre is based on Champions IGA + Liquor and four shops. The development is served by at grade car parking.
- To the east of Strathfieldsaye Shopping Centre is Strathfieldsaye Hub which provision of six retail and non-retail shops.
- Strathfieldsaye Primary Health and UFS Pharmacy, a BP service station, and Emu Creek Health Professionals to the east of Blucher Street and north of Wellington Street.
- Brady Bunch Early Learning Centre to the immediate west.
- St Francis of the Fields primary school to the east with 616 students.
- Strathfieldsaye Primary School is to the west with 565 students. Keogh Oval, Strathfieldsaye Community Hub, Strathfieldsaye Kindergarten, Strathfieldsaye Bowls Club and JG Edwards Oval are also in this precinct.
- Braidie's Tavern at the south-western corner of Wellington Street and Blucher Street.
- A Goodstart Early Learning Centre and car wash on the northern side of Wellington Street, to the east of Uxbridge Street. Forage café is to the east.

v. Overall, the proposed Woolworths Strathfieldsaye site enjoys a high profile site as part of the Strathfieldsaye Town Centre, making it easily accessible for the local and wider region population.

MAP 1.1. REGIONAL CONTEXT



MAP 1.2. LOCAL CONTEXT

1.2. Planned Development Scheme

i. Figure 1.1 illustrates the layout of the proposed Woolworths Strathfieldsaye development, with Table 1.1 detailing the indicative composition. The development is planned to total 4,669 sq.m across a single level with convenient car parking.

ii. Key points to note include:

- The retail component is anchored by a full-line Woolworths supermarket of 3,800 sq.m, including Direct to Boot (DTB). The supermarket will be a modern offer, which would allow for a full weekly shop.
- A provision of specialty shops and a kiosk of 869 sq.m.
- At grade car parking with 209 car bays, including six for DTB.

iii. The development is targeted to open in late 2027. For the purposes of this assessment, the full year of trading would indicatively be FY2028.

iv. Supermarkets are typically defined in planning documents and Courts as:

> *"Grocery and dry goods stores of at least 500 sq.m, with smaller stores classified as food stores."*

v. Supermarkets offer a broad range of items not typically included in smaller sized stores such as a bakery, butcher, seafood, and fresh produce segments.

vi. Overall, the proposed development will provide a modern, full-line Woolworths supermarket and a small provision of complementary shops. The car parking ratio at 4.5 car spaces per 100 sq.m is in line with the typical ratio for similar shopping centres of 4 – 5 car spaces per 100 sq.m.

vii. The subject development would be a small, traditional retail shopping centre. The *Urbis Retail Averages 2023/24* indicate that a typical single supermarket based shopping centre is 6,893 sq.m in size, with a supermarket of 3,545 sq.m, and a provision of complementary shops of 3,348 sq.m. The planned Woolworths Strathfieldsaye would be 2,224 sq.m smaller, including a provision of complementary shops that is 2,479 sq.m or 26% of the typical average for a single supermarket based shopping centre.

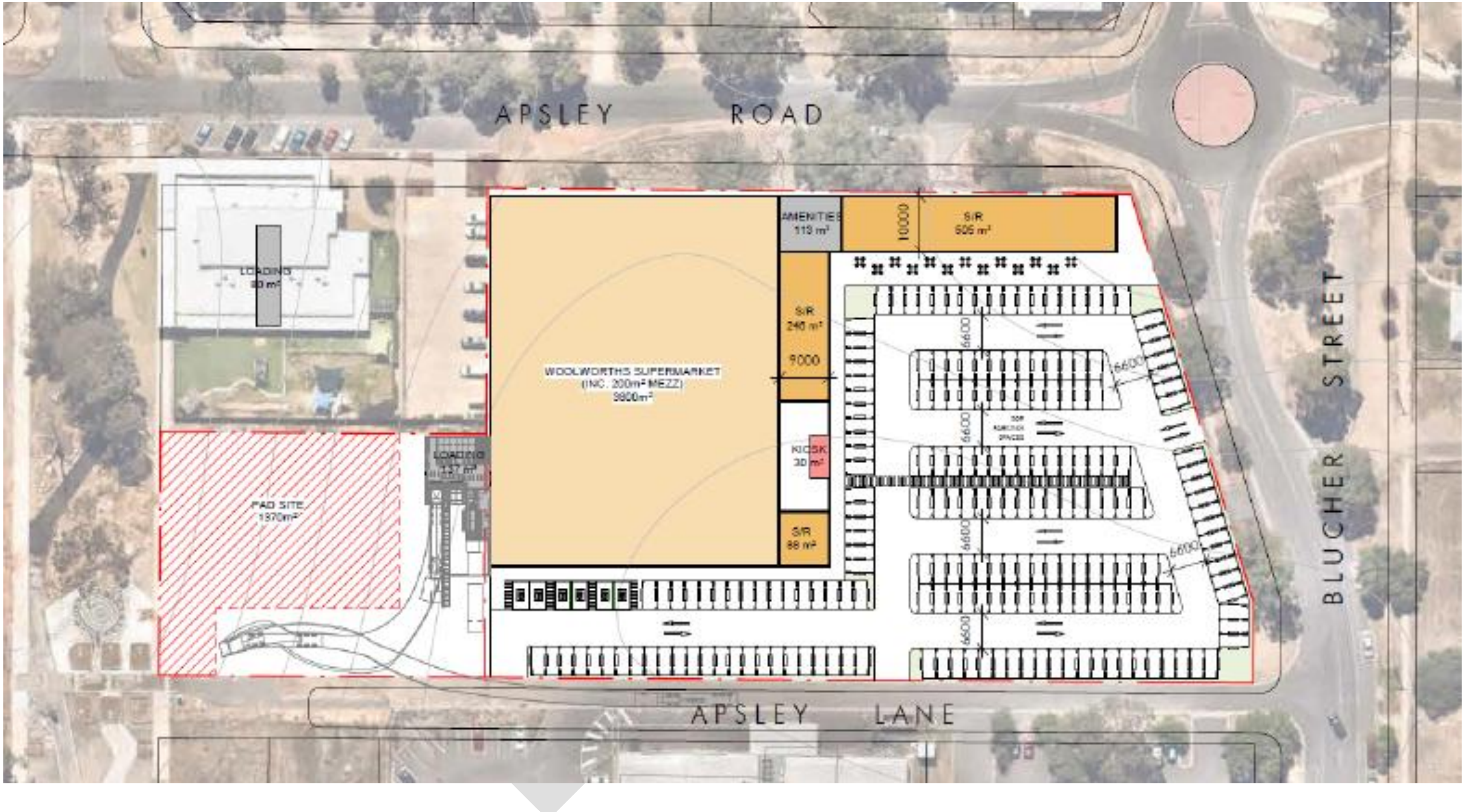
TABLE 1.1. PROPOSED WOOLWORTHS STRATHFIELDSAYE – INDICATIVE COMPOSITION

Component	GLA (sq.m)	% of Total
Woolworths (including DTB)	3,800	81.4%
Specialty Floorspace	869	18.6%
Total Centre	**4,669**	**19%**
Car Parking		
Car Parking	203	
DTB	6	
Total Parking	**209**	

Source: Woolworths

DTB = Direct to Boot

FIGURE 1.1. WOOLWORTHS STRATHFIELDSAYE - INDICATIVE DEVELOPMENT PLAN



2 Trade Area Analysis

This section of the report provides a review of the trade area likely to be served by Woolworths Strathfieldsaye, including current and projected population and retail spending levels over the period to 2041. A review of the socio-economic profile of the trade area population is also provided.

2.1. Trade Area Definition

i. The trade area served by Woolworths Strathfieldsaye has been defined taking into consideration the following:

- Map 2.1 shows Azira mobile phone visitation data for Strathfieldsaye Shopping Centre (i.e. Champions IGA and shops).
- The scale and composition of the proposed development.
- The provision of existing and planned competitive facilities throughout the surrounding area.
- Regional and local accessibility.
- The pattern of urban development throughout the region.
- Significant physical barriers.

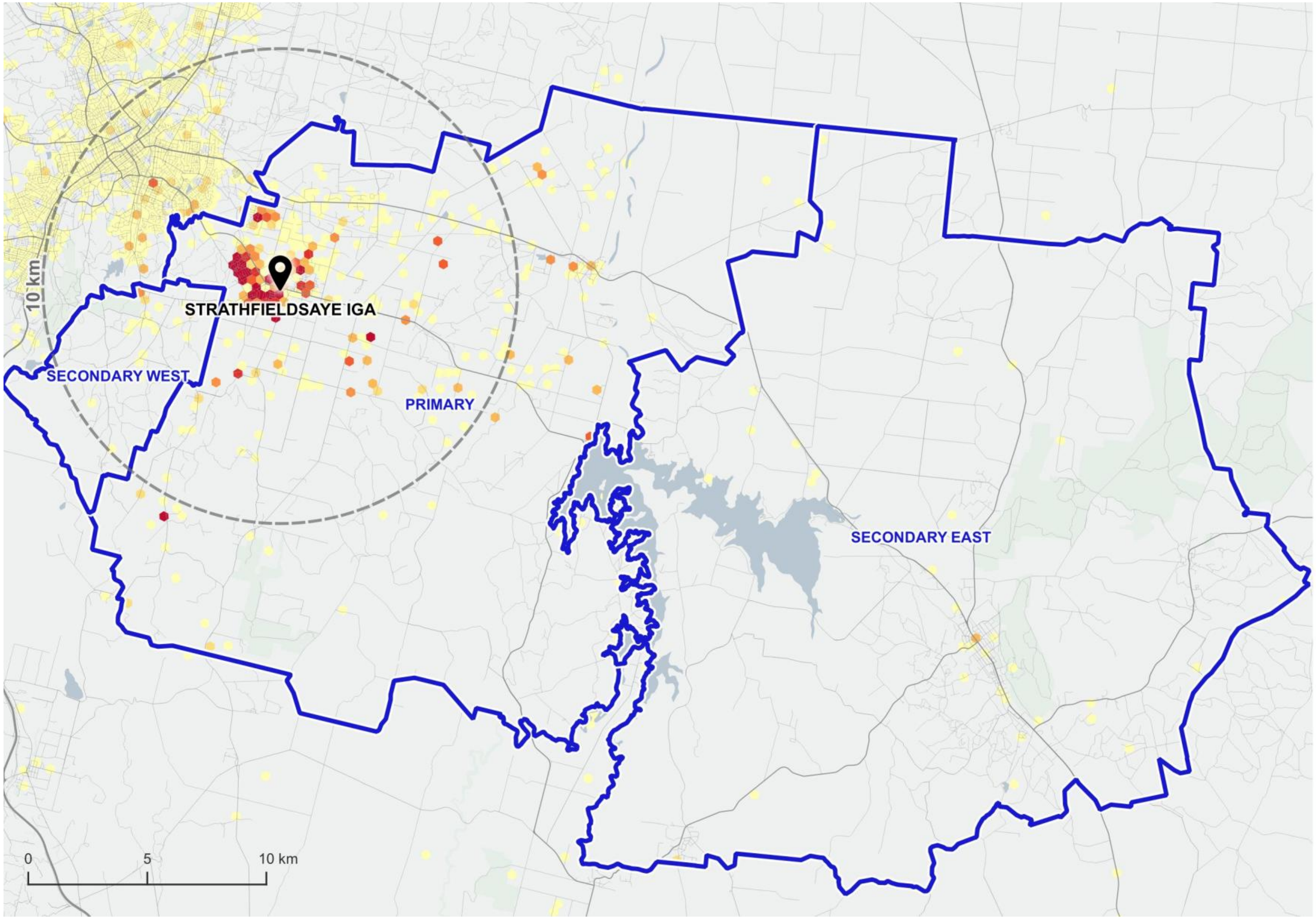
ii. The trade area defined for the proposed development is also based on the experience of Location iQ, which has been established and refined over many years across many similar assessments. Location iQ has also been provided with existing store customer data (including exit-survey results, transaction data, mobile phone ping data and the like), which assists in the refinement and cross-checking of trade area boundaries for existing situations and can then be utilised for future scenarios.

iii. The trade area defined for the proposed Woolworths Strathfieldsaye development is based on Australian Bureau of Statistics (ABS) SA1 statistical areas, which is common convention for trade area definitions given SA1's are the smallest unit area released in Census data. SA1s typically have a population of between 200 and 800 persons, with an average population size of approximately 400 persons.

iv. Map 2.2 illustrates the defined main trade area for the proposed Woolworths Strathfieldsaye which is generally limited by the Bendigo urban area to the east and extends up to 2 km around the subject site and up to 40 km to the west to capture the town of Heathcote. This is the area from which the proposed development would capture most customers and sales.

v. It is observed in any established population area that residents/customers move freely between different shopping facilities depending on choice, offer, complementary trip purposes, place of work, place of education, place of recreation and the like. It is not unreasonable to expect consumers to make choices about their shopping patterns based on these types of criteria and conversely, it is highly unlikely that residents would just undertake shopping at their closet facility all the time.

MAP 2.1. STRATHFIELDSAYE SHOPPING CENTRE – AZIRA MOBILE VISITATION DATA, JULY 2024 – 2025

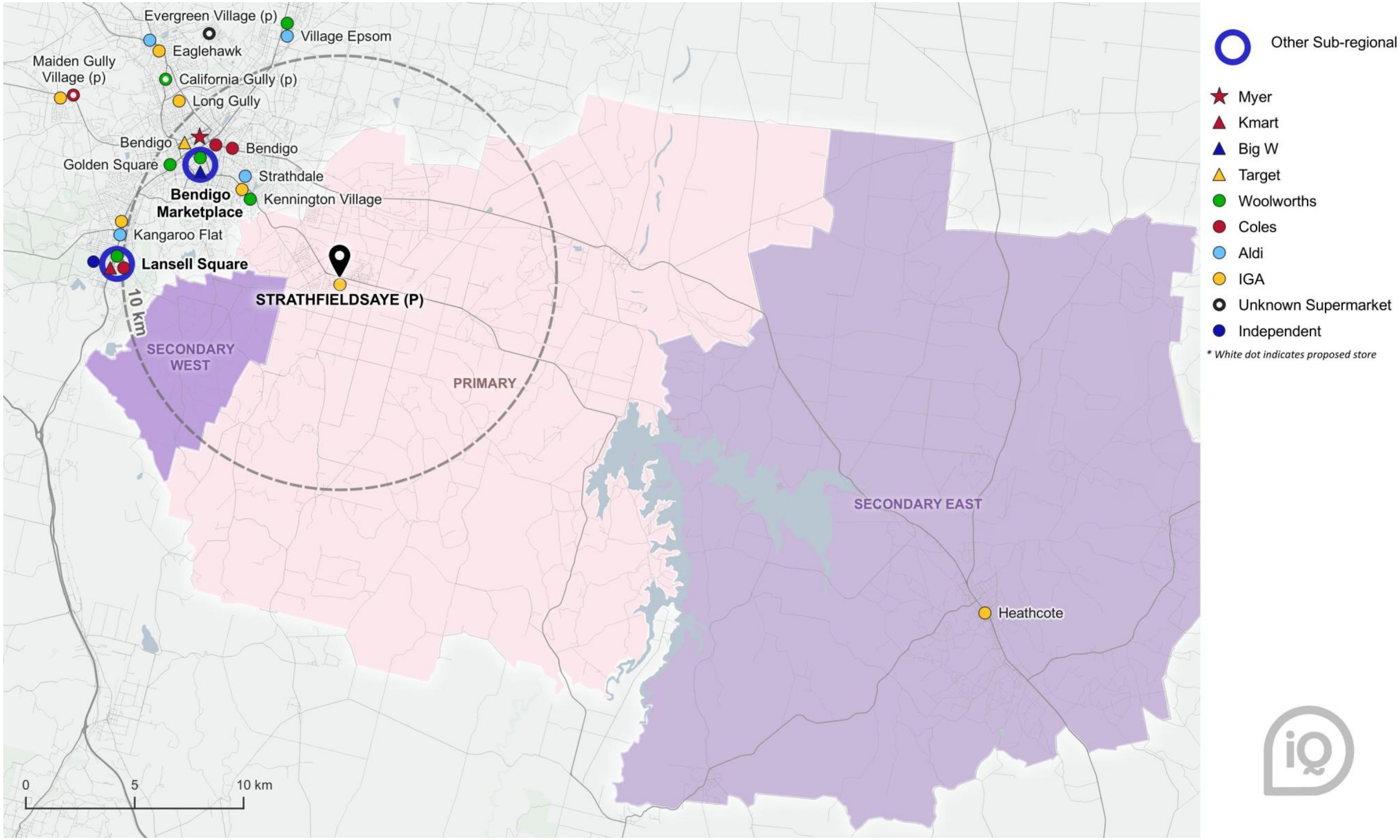


Visits to Strathfieldsaye IGA (July 2024-25)

- < 50
- 50 - 100
- 100 - 200
- 200 - 300
- 300 - 400
- 400 - 500
- > 500

** Based on Mobile Phone Data from Azira*

MAP 2.2. WOOLWORTHS STRATHFIELDSAYE MAIN TRADE AREA & COMPETITION



2.2. Main Trade Area Population

i. Table 2.1 details the Woolworths Strathfieldsaye main trade area current and projected population levels by sector. This information is sourced from the following:

- The 2011, 2016 and 2021 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS).

- New dwelling approvals statistics from the ABS from 2011/12 to 2023/24 (refer Charts 2.1 to 2.3), which indicate an average of 172new dwellings were approved for the main trade area annually over this period, including an average of 139 across the primary sector (80.9% of the total).

- Population projections at the Statistical Area a (SA1) level from the National Forecasting Program by .id – informed decisions. This information is published online here – https://forecast.id.com.au/bendigo?WebID=270

- Investigations by this office into new residential developments in the region.

ii. The Woolworths Strathfieldsaye main trade area population is currently estimated at 20,876 (2025) and is projected to increase at an average annual growth rate of 2.0% to 28,836 by 2041. Over the same period, the Rest of Victoria and Australian average annual growth rates are 2.0% and 1.4% respectively. Population projections are consistent with those from the National Forecasting Program by .id – informed decisions.

iii. The primary sector population of 15,563 is projected to increase by 7,450 persons to 23,013 persons in 2041. This reflects an average annual growth rate of 2.5% - higher than the main trade area and benchmarks.

iv. The City of Bendigo Managed Growth Strategy (MGS) – October 2024 builds on and implements key recommendations of various State, Regional and Local planning strategies and policies by planning for the long-term growth of Greater Bendigo, Victoria's second most populated regional municipality. The MGS helps to demonstrate the role that Greater Bendigo can play in the region to support state and federal investment. The MGS directs residential development to locations that are well serviced and will be able to better support population and economic growth. The MGS, along with background documents including the Housing and Neighbourhood Character Strategy (HNCS), provide the strategic basis to introduce planning tools to enable the delivery of more housing in established areas with existing infrastructure, transport, and facilities.

v. In relation to Strathfieldsaye, the MGS outlines the following:

- There are currently four identified greenfield areas in Greater Bendigo. These are Marong, Huntly, Strathfieldsaye and Maiden Gully. Each of these areas has been identified for many years as residential growth areas and have featured in housing capacity calculations.

- The UGB is proposed to be expanded in Huntly and Strathfieldsaye to help manage immediate to medium-term housing needs. Rezonings in these locations will need to be the subject of separate and future detailed strategic assessments.

- Strathfieldsaye (page 19) is shown to have developable lots of 2,152 with housing capacity for 367 homes. As a growth area, Strathfieldsaye has 39 hectares that could yield 426 lots.

- As well as the Capacity Analysis, the State Government publishes its own data on greenfield land capacity as well as large infill sites of over one hectare. Strathfieldsaye is identified to have:
  - Unzoned lots: 429
  - Zoned lots: 1,167
  - Proposed: 285 lots
  - Total supply: 1,881 lots
- Over the longer term there will be insufficient greenfield land to meet growth projections which is why the MGS has identified two areas of Huntly and Strathfieldsaye for future growth. To make better use of available land future structure plans will need to start to move towards a minimum of 15 dwellings per hectare or higher, particularly for development located near commercial centres and services.

vi. As shown on Map 2.3 there are a number or residential developments currently underway and planned in Strathfieldsaye.

TABLE 2.1. MAIN TRADE AREA POPULATION, 2011 – 2041

Population	Actual			Forecast					*Change*
	2011	2016	2021	2025	2026	2031	2036	2041	*2025-41*
Primary Sector	9,795	11,772	13,963	15,563	16,013	18,263	20,513	23,013	*7,450*
Secondary Sectors									
• East	3,536	3,726	4,048	4,248	4,298	4,448	4,598	4,748	*500*
• West	852	909	1,025	1,065	1,075	1,075	1,075	1,075	*10*
Total Secondary	4,388	4,635	5,073	5,313	5,373	5,523	5,673	5,823	*510*
Main Trade Area	**14,183**	**16,407**	**19,036**	**20,876**	**21,386**	**23,786**	**26,186**	**28,836**	***7,960***

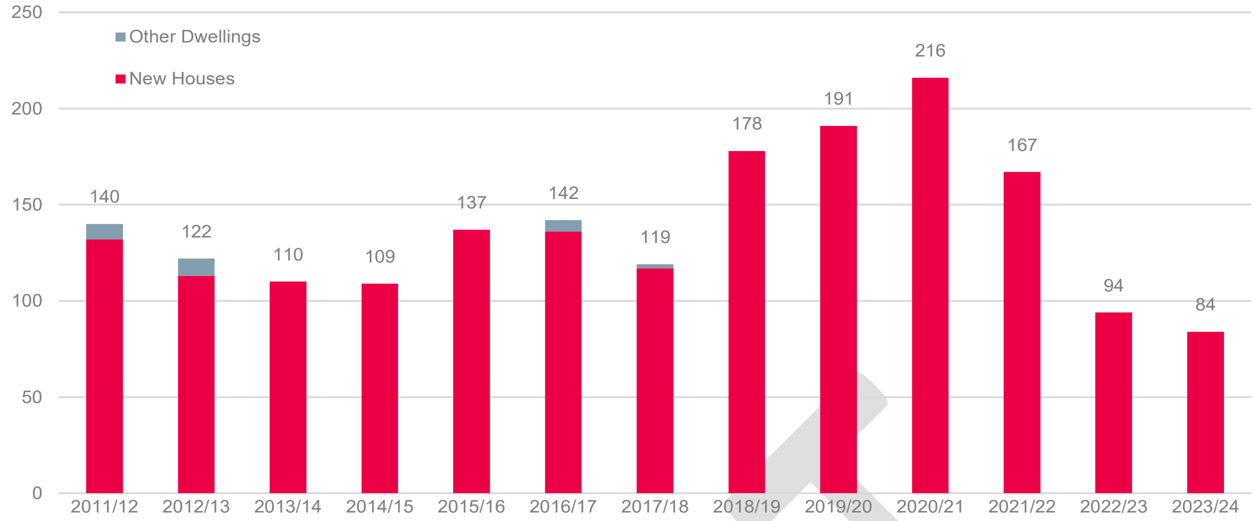
Average Annual Change (No.)	Actual		Forecast					*Change*
	2011-16	2016-21	2021-25	2025-26	2026-31	2031-36	2036-41	*2025-41*
Primary Sector	395	438	400	450	450	450	500	*466*
Secondary Sectors								
• East	38	64	50	50	30	30	30	*31*
• West	11	23	10	10	0	0	0	*1*
Total Secondary	49	88	60	60	30	30	30	*32*
Main Trade Area	**445**	**526**	**460**	**510**	**480**	**480**	**530**	***498***

Average Annual Change (%)	Actual		Forecast					*Change*
	2011-16	2016-21	2021-25	2025-26	2026-31	2031-36	2036-41	*2025-41*
Primary Sector	3.7%	3.5%	2.7%	2.9%	2.7%	2.4%	2.3%	2.5%
Secondary Sectors								
• East	1.1%	1.7%	1.2%	1.2%	0.7%	0.7%	0.6%	0.7%
• West	1.3%	2.4%	1.0%	0.9%	0.0%	0.0%	0.0%	0.1%
Total Secondary	1.1%	1.8%	1.2%	1.1%	0.6%	0.5%	0.5%	0.6%
Main Trade Area	**3.0%**	**3.0%**	**2.3%**	**2.4%**	**2.1%**	**1.9%**	**1.9%**	**2.0%**
Rest of Vic.	*1.3%*	*1.3%*	*1.2%*	*1.6%*	*2.1%*	*2.1%*	*2.1%*	*2.0%*
Australian Average	*1.6%*	*1.2%*	*2.1%*	*1.8%*	*1.6%*	*1.3%*	*1.2%*	*1.4%*

All figures as at June and based on 2021 SA1 boundary definition.

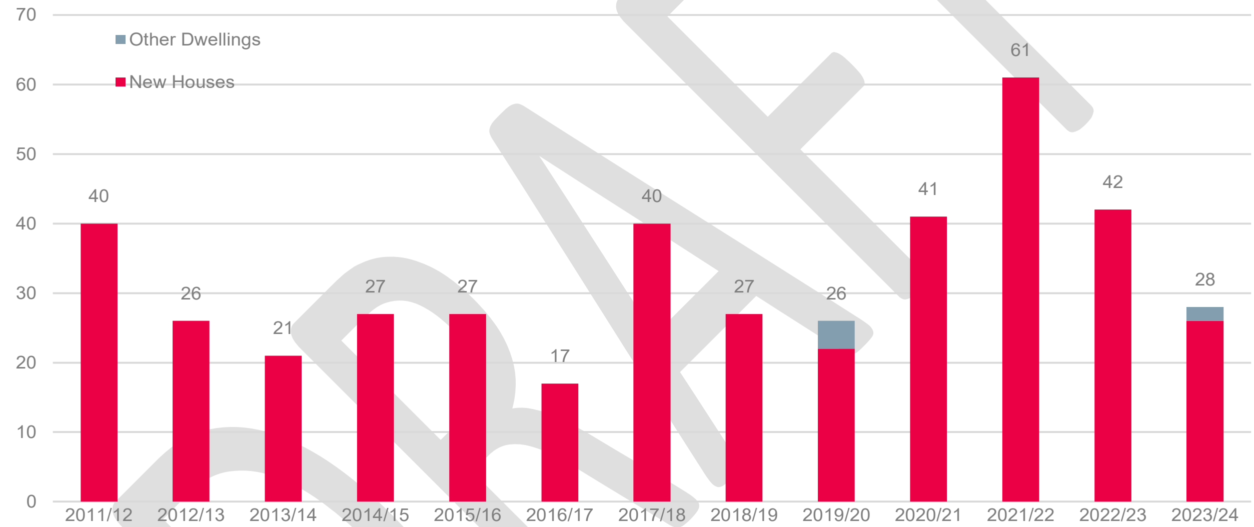
Sources : ABS, National Forecasting Program by .id – informed decisions, Vic. DELWP

CHART 2.1. PRIMARY SECTOR NEW DWELLING APPROVALS, 2011/12 – 2023/24



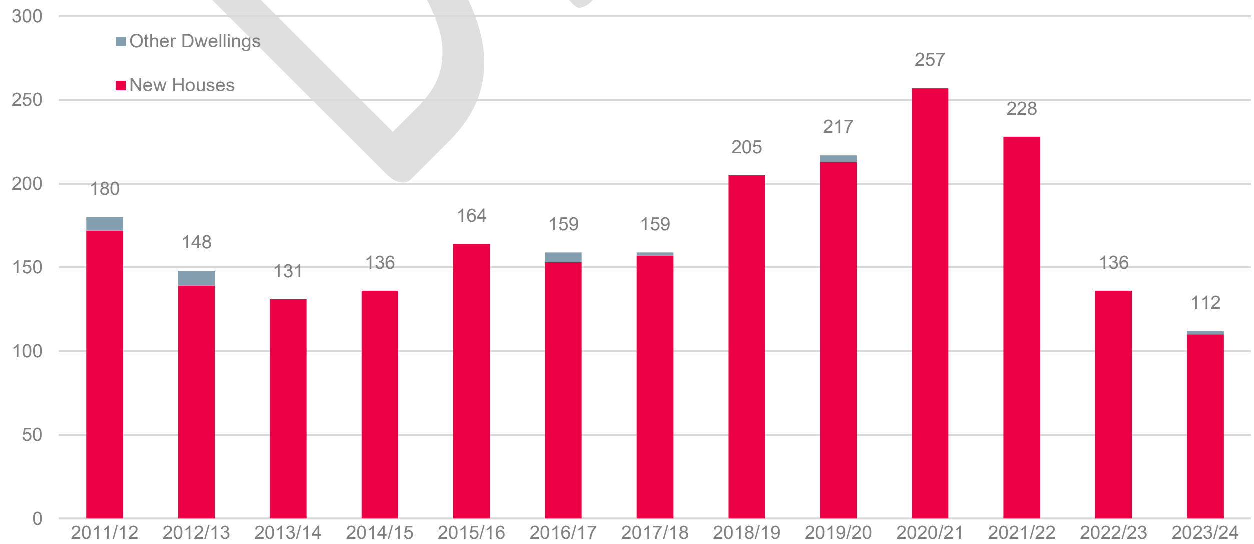
Source: ABS

CHART 2.2. COMBINED SECONDARY SECTORS NEW DWELLING APPROVALS, 2011/12 – 2023/24



Source: ABS

CHART 2.3. MAIN TRADE AREA NEW DWELLING APPROVALS, 2011/12 – 2023/24



Source: ABS

MAP 2.3. STRATHFIELDSAYE RESIDENTIAL ESTATES

Estate

PhotoMap by nearmap.com

2.3. Socio-economic Profile

i. Table 2.2 summarises the socio-economic characteristics of the Woolworths Strathfieldsaye main trade area population by sector, compared with the Rest of Victoria benchmarks. This information is based on the 2021 Census of Population and Housing, with key points to note include:

- Average per capita (12.9%) and household income levels (23.7%) levels across the main trade area are higher than the Rest of Victoria benchmark. Across the primary sector, average income levels are even higher than the benchmarks.
- The average age of the main trade area residents (40.5 years) is younger than the Rest of Victoria benchmark (42.5 years). Across the primary sector the average age is younger at 37.6 years.
- The main trade area consists of predominantly homeowners, representing 89.5% of households, including 91.2% across the primary sector.
- The proportion of traditional family households (i.e., couples with dependent children) across the main trade area is higher than the benchmark (51.0% vs 38.9%). Across the primary sector, traditional families account for 57.2% of households.

ii. Overall, the socio-economic profile of the main trade area population reflects an affluent, Australian born, traditional family-based population. The primary sector will continue to attract younger families, reflecting the new housing. The main trade area population would value the convenience of supermarket facilities located close to their place of residence.

TABLE 2.2. MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2021 CENSUS

Characteristic	Primary Sector	Secondary Sectors East	Secondary Sectors West	Main TA	Rest of Vic. Average
People					
Age Distribution (% of Pop'n)					
Aged 0-14	23.5%	12.4%	23.1%	**21.1%**	17.3%
Aged 15-19	7.2%	3.0%	4.5%	**6.2%**	5.5%
Aged 20-29	8.4%	5.8%	7.7%	**7.8%**	11.0%
Aged 30-39	11.7%	7.3%	8.1%	**10.6%**	11.9%
Aged 40-49	15.0%	11.2%	14.5%	**14.2%**	11.8%
Aged 50-59	13.1%	17.0%	14.9%	**14.0%**	13.2%
Aged 60+	21.0%	43.4%	27.0%	**26.1%**	29.4%
Average Age	37.6	50.9	40.3	**40.5**	42.5
Birthplace (% of Pop'n)					
Australian	93.0%	88.6%	93.0%	**92.1%**	88.2%
Overseas	7.0%	11.4%	7.0%	**7.9%**	11.8%
• Asia	2.1%	0.9%	2.1%	**1.8%**	3.6%
• Europe	2.7%	7.7%	3.3%	**3.7%**	5.0%
• Other	2.3%	2.9%	1.6%	**2.4%**	3.2%
Family					
Average Household Size	3.0	2.0	2.8	**2.7**	2.3
Family Type (% of Pop'n)					
Couple with dep't children	57.2%	25.3%	56.6%	**51.0%**	38.9%
Couple with non-dep't child.	7.8%	7.5%	4.4%	**7.5%**	7.1%
Couple without children	22.4%	37.8%	28.0%	**25.7%**	27.3%
Single with dep't child.	6.3%	5.4%	3.2%	**5.9%**	8.8%
Single with non-dep't child.	1.7%	4.4%	2.8%	**2.3%**	3.9%
Other family	0.2%	1.7%	0.6%	**0.5%**	0.9%
Lone person	4.4%	17.9%	4.5%	**7.0%**	13.1%
Employment					
Income Levels					
Average Per Capita Income	$58,376	$39,879	$66,428	**$54,743**	$48,475
Per Capita Income Variation	20.4%	-17.7%	37.0%	**12.9%**	n.a.
Average Household Income	$127,349	$70,240	$135,845	**$112,990**	$91,365
Household Income Variation	39.4%	-23.1%	48.7%	**23.7%**	n.a.
Housing					
Tenure Type (% of Dwellings)					
Owned	91.2%	84.1%	93.2%	**89.5%**	74.4%
Rented	8.1%	13.4%	4.1%	**9.3%**	23.6%
Other Tenure Type	0.6%	2.4%	2.7%	**1.2%**	2.0%

Sources: ABS Census of Population and Housing 2021

2.4. Main Trade Area Retail Expenditure

i. The estimated retail expenditure capacity of the Woolworths Strathfieldsaye main trade area population is based on information sourced from CommBank iQ Retail Spend Insights.

CommBank iQ Retail Spend Insights is a new dataset that was first released in April 2023 (Calendar Year 2022) and is to be released for each Financial Year and Calendar Year going forward (i.e. released every six months). The dataset was initially adopted by the three leading economic property consultants in Australia, including Location iQ. The dataset has now been more widely adopted and has become industry standard. Retail Spend Insights is a modelled view of retail spend per capita across Australia. It is provided at the SA1 level allowing for the creation of bespoke catchments to facilitate a view on resident spend by category for the area.

The dataset is based on de-identified, privacy treated retail banking transactions, normalised to be representative of the Australian population. Transactions may include purchases and refunds from credit card, debit card, EFTPOS cards, BPay and direct debit. CommBank iQ Retail Spend Insights excludes cash and buy now pay later services (CBNPL). The data provides the average annual spend (for FY2024) across 82 categories for people aged 18 years and older. The data is also split out by instore and online transactions. Location iQ has adjusted the raw data for the population aged under 15 years as well as allowing for the inclusion of CBNPL.

ii. Charts 2.2 - 2.4 illustrate the retail spending levels per person across main trade area, compared with the Rest of Victoria averages in 2024/25. As shown, main trade area per capita supermarket expenditure is 9.2% higher than the benchmark.

iii. Table 2.3 outlines the total retail expenditure levels generated by the main trade area population. The total retail expenditure level is currently estimated at $403.1 million and is projected to increase at an average rate of 2.8% to $636.4 million by 2041. All figures presented in this report are in constant dollars and include GST.

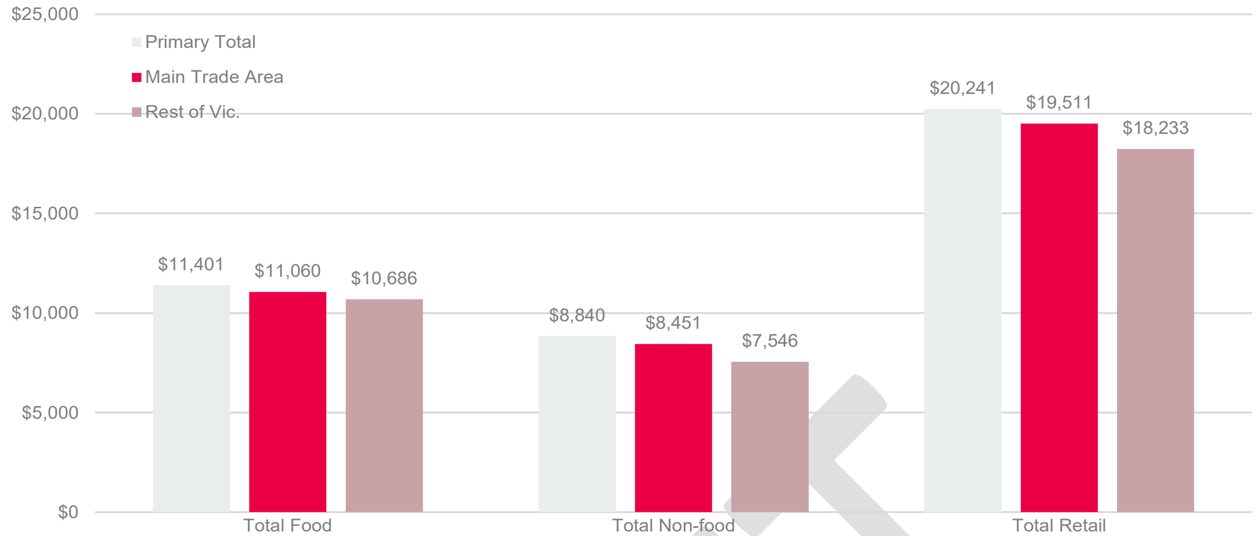
iv. The projected growth rate in retail spending for the main trade area considers the following:

- Real growth in retail spending per capita of 0.0% is assumed over the period to 2026. From 2027 real growth per capita is assumed at 0.5% annually for food retail and 1.0% for non-food retail over the period to 2046.

- Main trade area population growth is projected at 2.0% per annum.

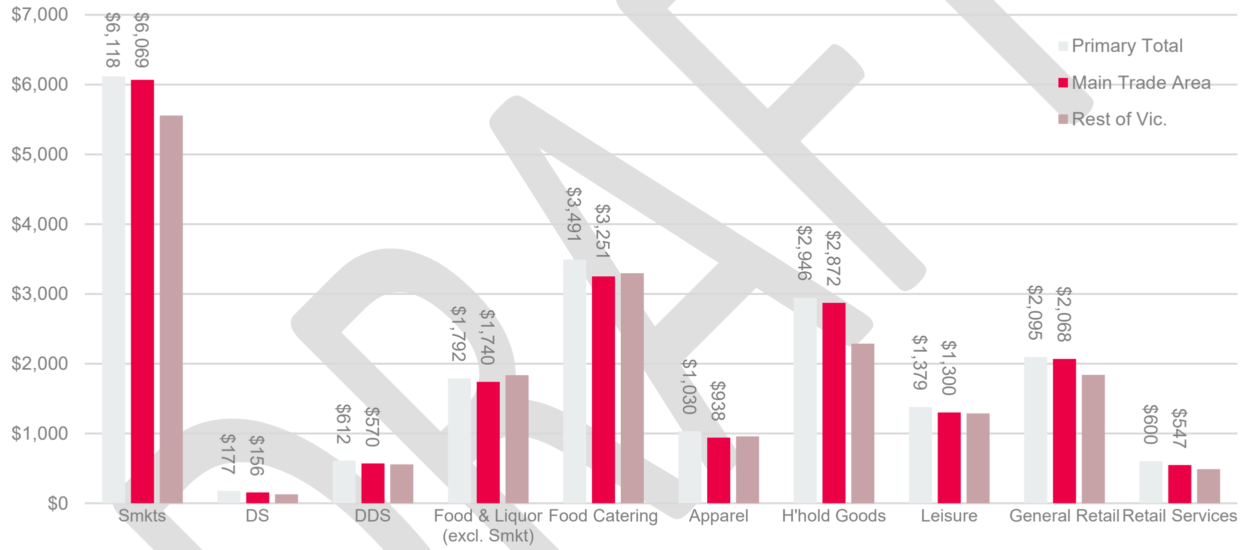
v. Table 2.4 outlines retail spending levels by commodity group. The largest spending market is supermarket spending at $125.2 million.

CHART 2.4. MAIN TRADE AREA RETAIL EXPENDITURE PER CAPITA, 2024/25



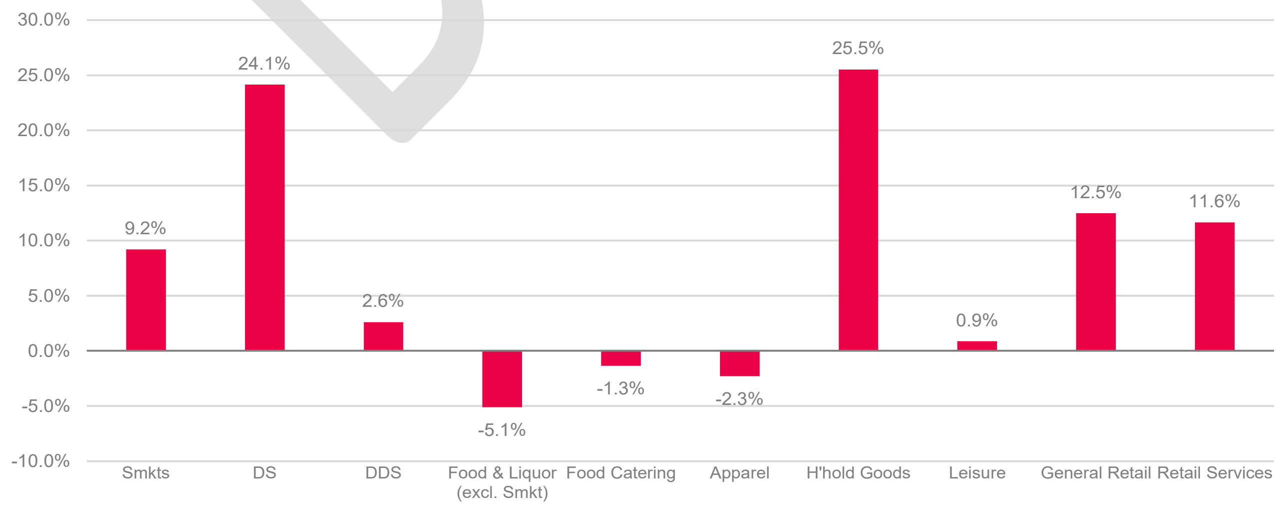
Source: CommBank iQ

CHART 2.5. MAIN TRADE AREA RETAIL EXPENDITURE PER CAPITA, 2024/25



Source: CommBank iQ

CHART 2.6. MAIN TRADE AREA RETAIL EXPENDITURE PER CAPITA, 2024/25



Source: CommBank IQ

TABLE 2.3. MAIN TRADE AREA RETAIL EXPENDITURE, 2025 – 2041

Y/E June	Primary Sector	Secondary Sectors East	Secondary Sectors West	Main TA
2025	310.8	72.8	19.5	403.1
2028	339.8	75.4	20.0	435.2
2031	376.4	78.8	20.4	475.6
2036	440.4	84.6	21.3	546.3
2041	514.0	90.8	22.1	626.9
2042	524.1	91.8	15.3	631.2
2043	528.3	92.5	7.3	628.0
2044	532.5	93.2	3.5	629.1
2045	536.7	93.9	1.6	632.3
2046	541.0	94.7	0.8	636.4
Expenditure Growth				
2025-28	29.0	2.6	0.4	32.1
2028-31	36.6	3.3	0.5	40.5
2031-36	64.0	5.8	0.8	70.6
2036-41	73.6	6.2	0.9	80.7
2025-41	203.3	18.0	2.6	223.9
Average Annual Growth Rate				
2025-28	3.0%	1.2%	0.7%	2.6%
2028-31	3.5%	1.5%	0.8%	3.0%
2031-36	3.2%	1.4%	0.8%	2.8%
2036-41	3.1%	1.4%	0.8%	2.8%
2025-41	3.2%	1.4%	0.8%	2.8%

**Constant 2024/25 dollars & including GST*
Source : CommBank iQ, Location iQ

TABLE 2.4. MAIN TRADE AREA RETAIL EXPENDITURE BY KEY COMMODITY GROUP, 2025 – 2041

Y/E June	Supermarket	Department Store	Discount Dept Store	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2025	125.2	3.2	11.8	35.9	67.2	19.4	59.3	26.9	42.7	11.3
2028	134.7	3.5	12.7	38.7	72.9	21.1	64.1	29.1	46.1	12.3
2031	145.8	3.8	13.8	41.9	80.3	23.2	70.5	32.1	50.7	13.5
2036	164.9	4.3	15.6	47.4	93.3	27.0	81.8	37.3	58.8	15.8
2041	186.2	4.9	17.7	53.6	108.5	31.5	94.8	43.3	68.1	18.3
Expenditure Growth										
2025-28	9.5	0.3	0.9	2.7	5.6	1.6	4.8	2.2	3.5	1.0
2028-31	11.1	0.3	1.1	3.2	7.4	2.2	6.4	2.9	4.6	1.3
2031-36	19.0	0.5	1.9	5.5	13.1	3.8	11.3	5.2	8.1	2.2
2036-41	21.4	0.6	2.1	6.2	15.1	4.4	13.0	6.0	9.3	2.6
2025-41	61.0	1.7	5.9	17.7	41.2	12.0	35.5	16.4	25.4	7.0
Average Annual Growth Rate										
2025-28	2.5%	2.6%	2.5%	2.5%	2.7%	2.7%	2.6%	2.7%	2.6%	2.7%
2028-31	2.7%	2.8%	2.8%	2.7%	3.3%	3.3%	3.2%	3.3%	3.2%	3.3%
2031-36	2.5%	2.6%	2.6%	2.5%	3.1%	3.1%	3.0%	3.1%	3.0%	3.1%
2036-41	2.5%	2.6%	2.5%	2.5%	3.0%	3.1%	3.0%	3.0%	3.0%	3.1%
2025-41	2.5%	2.7%	2.6%	2.5%	3.0%	3.1%	3.0%	3.0%	3.0%	3.1%

**Constant 2024/25 dollars & including GST*
Source : CommBank iQ, Location iQ

3 Competitive Environment

This section of the report provides a summary of the existing and future competitive developments within the region. The key retail facilities provided throughout the main trade area and surrounding region are illustrated on Map 2.2, with the composition of these facilities summarised in Table 3.1.

TABLE 3.1. COMPETITIVE FACILITIES

Retail Floorspace	Shopfront GLA	Non-Food Majors				Supermarkets				Distance (km)
		Myer	Kmart / K Hub	Big W	Target	WOW	Coles	Aldi	IGA	
Within the Main Trade Area										
Strathfieldsaye	5,246									-
• Strathfieldsaye SC	2,746	-	-	-	-	-	-	-	2,354	
• Other	2,500	-	-	-	-	-	-	-		
Heathcote	5,850	-	-	-	-	-	-	-	1,850	40.7
Beyond the Main Trade Area										
Strathdale and Kennington	20,400									6.4
• Kennington Village	7,500	-	-	-	-	4,000	-	-	-	-
• Strath Village	8,950	-	-	-	-	-	-	-	3,700	-
• Strath Hill Centre	1,700	-	-	-	-	-	-	-	-	-
• Other	2,250	-	-	-	-	-	-	1,750	-	-
Bendigo City Centre	110,400									9.4
• Bendigo Marketplace	25,200	-	-	7,785	-	4,457	-	-	-	-
• Hargreaves Mall	30,000	10,195	-	-	-	-	-	-	-	-
• Lyttleton Centre	5,200	-	-	-	-	-	4,000	-	-	-
• Other	50,000	-	-	-	5,800	-	-	-	-	-
McIvor Road Coles	2,922	-	-	-	-	-	2,922	-	-	9.9
Golden Square Woolworths	3,488	-	-	-	-	3,488	-	-	-	11.0
Lansell Square	23,498	-	6,505	-	-	4,000	4,225	-	-	15.1

Source: Location IQ Database

3.1. Within the Main Trade Area

i. Within the main trade area, retail facilities include:

Strathfieldsaye

- Champions IGA + Liquor of 2,354 sq.m anchors Strathfieldsaye Shopping Centre together with four shops. The shopping centre is served by at grade car parking. Based on inspection, Champions IGA + Liquor is trading strongly, reflecting the large main trade area (and specifically primary sector) population, and the distance to the nearest supermarkets.

- To the east of Strathfieldsaye Shopping Centre is Strathfieldsaye Hub which provision of six retail and non-retail shops.

- Strathfieldsaye Primary Health and UFS Pharmacy, a BP service station, and Emu Creek Health Professionals to the east of Blucher Street and north of Wellington Street.
- Braidie’s Tavern at the south-western corner of Wellington Street and Blucher Street.
- A Goodstart Early Learning Centre and car wash on the northern side of Wellington Street, to the east of Uxbridge Street. Forage café is to the east.

Heathcote

- Heathcote is 40.7 km to the south-east of Strathfieldsaye. The retail and non-retail offer is along High Street around the Chauncey Street intersection.
- Champions IGA + Liquor is 1,850 sq.m and there are a small provision of complementary retail shops including Gaffney’s Bakery, BWS, Top Dog Liquor, etc.

3.2. Beyond the Main Trade Area

i. Beyond the defined main trade area, the relevant retail facilities are as follows:

Strathdale and Kennington

- At Strathdale and Kennington, 6.4 km to the west, Woolworths (4,000 sq.m), IGA (3,700 sq.m) and Aldi (1,750 sq.m) are provided in separate developments together with a provision of shops.

Bendigo City Centre

- The Bendigo City Centre is 9.4 km to the west and is centred around Hargreaves Mall which is focused between Williamson Street and Mitchell Street. This strip provides a large range of chain and independent retailing. Key points to note include:
  - Bendigo Marketplace encompasses more than 25,000 sq.m of floorspace and is based on Big W, Woolworths of 4,457 sq.m, and shops.
  - Myer is between the Midland Highway and Hargreaves Mall (Street). The store was the first for Myer and is provided across two levels with total area in the order of 10,000 sq.m.
  - A full-line Coles supermarket anchors Lyttleton Centre on the corner of Myers Street and Williamson Street.
  - A free-standing Target of 5,800 sq.m is along King Street.
  - Mini-majors in the City Centre include First Choice Liquor, Kathmandu, JB Hi-Fi, Chemist Warehouse, and The Reject Shop.
- Overall, the Bendigo City Centre is a retail, civic, and administrative precinct comprising in-excess of 80,000 sq.m of retail floorspace.

East Bendigo

- A free-standing Coles of 2,922 sq.m (with Liquorland) on the McIvor Highway, 9.9 km to the west.

Golden Square

- A free-standing Woolworths of 3,488 sq.m (with BWS), 11 km to the west.

Kangaroo Flat

- At Kangaroo Flat in the southern part of the Bendigo urban area, Lansell Square is based on Kmart, Coles, and Woolworths. The total centre is ~23,500 sq.m, with MAT of $160 million. An expansion of Lansell Square was completed in June 2015 which resulted in the addition of 5,000 sq.m comprising an expanded Coles and Woolworths along with further specialty shops (2,100 sq.m).

3.3. Summary

i. There are currently no full-line supermarkets in the main trade area. The only supermarkets are IGA + Liquor Strathfieldsaye of 2,354 sqm at the adjacent site and Heathcote IGA of 1,850 sq.m.

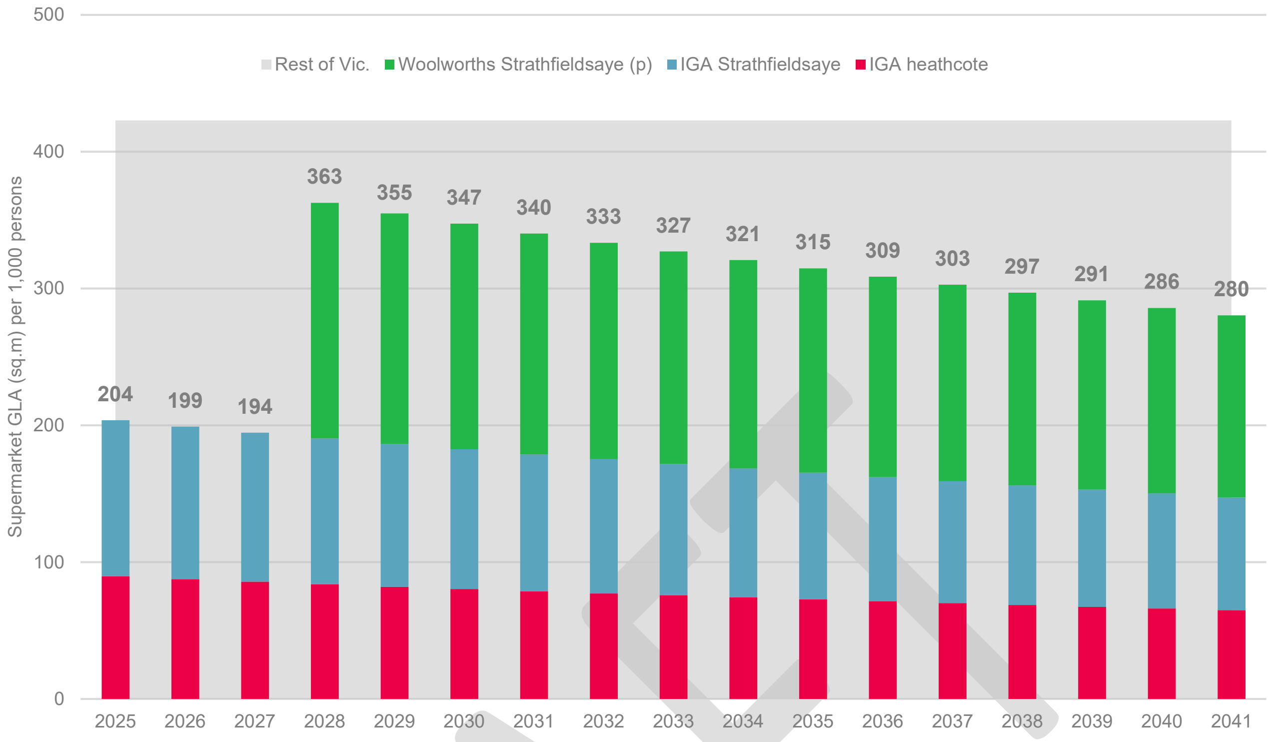
ii. Beyond the main trade area, the nearest full-line supermarkets (including the nearest full-line Woolworths) are at Strathdale and Kennington, 6.4 km to the west.

iii. Chart 3.1 provides a summary of the supermarket floorspace provision per 1,000 persons across the main trade area, as compared with the Rest of Victoria benchmark. As shown, the main trade area supermarket floorspace provision is currently 204 sq.m per 1,000 persons, which is substantially lower than the Rest of Victoria benchmark (423 sq.m per 1,000 persons). The Australian average is 347 sq.m per 1,000 persons.

iv. A full-line supermarket allows customers to undertake a weekly shop and is any supermarket larger than 2,500 sq.m, with a major full-line supermarket 3,200 sq.m and larger. A population of around 8,000 – 10,000 persons is typically required to support one full-line supermarket, which indicates the main trade area population of almost 21,000 persons could currently support a full-line supermarket, with none provided.

v. With the opening of the proposed Woolworths at Strathfieldsaye of 3,800 sq.m, the main trade area supermarket floorspace provision at 363 sq.m per 1,000 persons will still be well below the benchmark in FY2028 and continue to decrease over the forecast period.

CHART 3.1. MAIN TRADE AREA SUPERMARKET FLOORSPACE PROVISION, 2025 – 2041



4 Assessment of Potential

This section of the report considers the sales potential for the proposed Woolworths Strathfieldsaye as well as the likely trading and other impacts that can be anticipated following the construction of the proposed development.

4.1. Sales Overview

i. To assess the potential economic benefits and impacts that may arise from the proposed Woolworths Strathfieldsaye development, the net additional sales level which the development is projected to achieve are outlined.

ii. The sales performance of any retail facility, be it an individual store or a collection of stores provided in a shopping centre or precinct, is determined by a combination of the following critical factors:

- The composition and quality of the facility, including the major trader or traders; the specialty mix; centre layout and configuration; ease of accessibility and parking; and the overall feel of the centre.
- The size of the available trade which the facility serves.
- The location and strength of competitive retail facilities.

iii. The sales potential for Woolworths Strathfieldsaye is now considered accounting for these factors.

4.2. Methodology

i. Assessing a proposed retail development fundamentally requires an understanding of a variety of factors and methodologies, including:

- Retail turnover;
- Market shares;
- Retail supply, demand, and impacts.

ii. Location iQ adopt an evidence-based model that has been tested and refined over more than 10 years and across a range of clients. The model uses all available data, including the Location iQ proprietary database of supermarket and shopping centre tenant size and sales figures.

iii. Location iQ has undertaken more than 100 retail needs assessments/economic impact assessments in Australia over the last decade, adopting a similar methodology as presented in this report for the high-level overview of retail demand. A range of other property consulting firms also adopt the approach outlined by Location iQ.

4.3. Supermarket Sales Potential

i. The proposed full-line Woolworths supermarket at the subject site is indicated to be 3,900 sq.m with Direct to Boot (DTB) facilities. Supermarkets generate sales primarily from the supermarket spend category, as discussed, and measured in Section 2 of this report.

ii. Table 4.1 details the potential for a full-line Woolworths supermarket at Strathfieldsaye. The calculations in this Table go through a series of steps, commencing with the available supermarket expenditure; and then concluding with the likely sales which main trade area supermarkets can expect to generate.

iii. Forecast sales are detailed, noting that supermarkets are defined as grocer and dry goods stores of at least 500 sq.m. Smaller, foodstores less than 500 sq.m are excluded from this analysis.

iv. The assessment detailed in Table 4.1 is based on the experience of many comparable analyses in locations throughout Australia, as follows:

- For the main trade area defined earlier in this report, the total supermarket spending market is estimated at $125.2 million for the year to June 2025. The total supermarket spending market for the main trade area population is projected to increase to $134.7 million by FY2028, and further to $186.2 million by FY2041 (constant 2024/25 dollars).

- The next step in the analysis is to estimate the likely proportion of total supermarket spending which can be retained by main trade area supermarkets; specifically in this case, the proportion of expenditure that can be retained by the existing IGA supermarkets at Strathfieldsaye and Heathcote and the proposed Woolworths at Strathfieldsaye, compared with spending directed to supermarkets beyond the main trade area.

- The level of retained spending is currently estimated at 36.5%. Currently, 63.5% or almost $80 million of main trade area supermarket spending is escaping to supermarkets beyond the main trade area.

- The opening of Strathfieldsaye Woolworths will increase the level of retained spending to almost 60% in FY2028. Hence 40% of main trade area supermarket spending ($54.4 million) would continue to be attracted by supermarkets beyond the main trade area.

- Additionally, supermarket sales are likely to be attracted from beyond the defined main trade area. This proportion of sales is estimated at 7.5%, or $6.5 million in FY2028.

v. The steps detailed above generate the annual estimates of total supermarket spending available to supermarkets within the main trade area at $86.8 million in FY2028.

vi. Forecast sales for the full-line Woolworths supermarket are $44.6 million in FY2028, representing a sales productivity of $11,743 per sq.m, in line with the national benchmarks and increasing over time with population growth in the main trade area. The two IGA supermarkets within the main trade area will achieve sales averaging around $10,000 per sq.m in FY2028.

TABLE 4.1. WOOLWORTHS STRATHFIELDSAYE SUPERMARKET ANALYSIS, 2025 – 2041

	Financial Year				
	2025	2028	2031	2036	2041
Spending to Smkts ($M)					
Primary Sector	93.9	102.4	112.5	129.7	149.2
Secondary Sectors					
• East	25.6	26.5	27.4	29.1	30.8
• West	5.7	5.8	5.9	6.1	6.2
Total Secondary	31.3	32.3	33.3	35.1	37.0
Main Trade Area	**125.2**	**134.7**	**145.8**	**164.9**	**186.2**
Supermarket Spending Retained by TA Smkts					
Primary (@ 30% incr. to 60% in 27/28)	28.2	61.5	67.5	77.8	89.5
Secondary Sectors					
• East (@ 65% incr. to 67.5% in 27/28)	16.6	17.9	18.5	19.6	20.8
• West (@ 15% incr. to 17.5% in 27/28)	0.9	1.0	1.0	1.1	1.1
Total Secondary	17.5	18.9	19.5	20.7	21.8
Main Trade Area	**45.7**	**80.3**	**87.0**	**98.5**	**111.4**
Supermarket Sales from Beyond TA (@ 10% decr. to 7.5% in 27/28)	5.1	6.5	7.1	8.0	9.0
Total Supermarket Sales for TA Smkts	**50.7**	**86.8**	**94.1**	**106.5**	**120.4**
Smkt Floorspace in TA (sq.m)	4,204	8,004	8,004	8,004	8,004
Average Trading Level ($/sq.m)	12,071	10,849	11,755	13,306	15,046
Distribution of TA Smkt Sales					
Woolworths Strathfieldsaye Smkt	0.0	44.6	48.8	55.9	63.9
Other TA Supermarkets**	50.7	42.2	45.3	50.6	56.5
Total TA Smkt Sales	**50.7**	**86.8**	**94.1**	**106.5**	**120.4**

**Constant 2024/25 dollars & including GST*

4.4. Total Retail Sales Potential

i. Table 4.2 outlines forecast sales for the proposed Woolworths Strathfieldsaye development in FY2028 (the assumed first full year of opening). Key points to note are as follows:

- **GLA**: In total, retail floorspace of 4,669 sq.m is planned, based on a full-line Woolworths supermarket (3,800 sq.m) and a small provision of shops (869 sq.m). Table 1.1 (previously) summarises the composition of the development.
- **Total retail forecast sales** are $50.7 million in FY2028. Key components of retail sales are as follows:

– **Supermarket**: $44.6 million (or $11,743 per sq.m).

– **Retail Specialty**: $6.1 million (or $7,000 per sq.m).

ii. Retail forecast sales for the proposed development reflect the following:

- The size of the existing IGA at Strathfieldsaye and the distance to the nearest full-line supermarkets beyond the main trade area.
- The Woolworths Strathfieldsaye main trade area population is currently estimated at 20,876 (2025) and is projected to increase at an average annual growth rate of 2.0% to 28,836 by 2041. The primary sector population of 15,563 is projected to increase to 23,013 persons.
- Typically, one major full-line (>3,200 sq.m) supermarket is provided for every 8,000 – 10,000 persons, indicating that a full-line supermarket is supportable, with none currently provided. Future population growth across the main trade area of ~8,000 persons to 2041 (including 7,450 additional persons in the primary sector) is strong.
- The centrally located, easily accessible nature of the site.
- The convenience offer of the retail component.

TABLE 4.2. TOTAL RETAIL CENTRE FORECAST SALES, FY2028

Component	GLA (sq.m)	Forecast Sales ($'000)	Forecast Sales ($/sq.m)
Woolworths (including DTB)	3,800	44,622	11,743
Specialty Floorspace	869	6,083	7,000
Total Centre	**4,669**	**50,705**	**10,860**

** Constant $2025 and including GST*
DTB = Direct to Boot

4.5. Sales Impacts

i. This sub-section of the report outlines the likely sales impacts on competitive retail facilities because of the additional sales generated by the proposed Woolworths Strathfieldsaye.

ii. It is important to note that impacts outlined in this report are indicative as it is difficult to precisely project the sales impact of the opening of a new store/centre on existing retail facilities. Several factors can influence the impact on individual centres/retailers, including but not limited to:

- Refurbishment/improvements to existing centres.
- Expansions to existing centres.
- Loyalty programs of existing retailers.
- The existing centre mix and how it competes with the proposed development.

iii. For these reasons and other similar factors, sales impacts outlined in this report should be used as a broad indication.

iv. The following factors are typically considered when assessing the potential impacts of a new supermarket-based development on each existing facility or centre:

- The distance of the (impacted) centre, by road, from the proposed development.
- The size of the centre, in terms of total retail floorspace.
- The amount of supermarket floorspace, and brands of these supermarkets.
- The quality of offer and unique attributes including 24 hour trade etc.
- The role and function of the centre.
- Relative accessibility and convenience compared with the proposed retail development.
- The estimated performance of the centre (in current sales) and future performance (in the impact year), accounting for any future developments in the region that may also impact on the future sales of existing centres.
- The share of available expenditure which the centre attracts from the identified main trade area of the proposed development. A centre may not be situated in the identified main trade area of the proposed development, but its main trade area may extend to include parts, or all, of the main trade area. For example, the main trade area for large regional shopping centres typically includes circa 250,000 persons. Such a trade area is likely to include (partially or completely) trade areas for surrounding smaller convenience-based centres, sub-regional centres, retail strips and stand-alone supermarkets.

v. The following key principles are then relied on when assessing the dollar (and percentage) impacts that are likely to be absorbed by existing facilities/centres:

- The greatest impacts are typically absorbed by the closest comparable centres. For example, a new Woolworths supermarket is generally likely to impact the closest nearby Woolworths supermarket to the greatest extent, followed by impacts on other comparable supermarkets (e.g. Coles), and at the lower end of the spectrum, smaller scale supermarkets/foodstores, which serve much more limited roles.

- Impacts on smaller local supermarkets/foodstores tend to be smaller in scale, as these stores normally attract a lower market share of available main trade area expenditure and perform a different role and function within the hierarchy, often serving the local walkable catchments surrounding them, and/or serving more specialised/discerning needs (e.g. a smaller IGA).

4.5.1. Sales Impact Modelling

i. Table 4.3 outlines the projected sales impacts from the proposed Woolworths Strathfieldsaye development. The steps involved in assessing the sales and impacts on competitive centres are presented as follows:

- **Step 1**: Estimate sales levels for existing centres in the 2024/25 financial year.

- **Step 2**: Forecast sales are presented for existing and proposed developments in FY2028, the first full year of trading for the Woolworths Strathfieldsaye. These projections allow for retail market growth and are presented in constant 2024/25 dollars (i.e., excluding inflation).

- **Step 3**: Outline the change in sales at each centre in FY2028 resulting from retail sales generated by Woolworths Strathfieldsaye. All sales are expressed in constant 2024/25 dollars.

- **Step 4**: Show the impact on sales on competitive centres in FY2028, both in dollar terms and as a percentage of sales.

ii. Generally, retail trading impacts between -10% to -15% are considered by the industry to be high but acceptable, with impacts less than -10% considered relatively moderate, and impacts less than -5% generally considered minor/negligible. Other factors such as trading performance; expansions/refurbishments of centres; potential loss of services to the community; expected growth; and overall net community benefit should be considered.

4.5.2. Sales Impact Overview

i. The key information outlined in Table 4.3 is summarised as follows:

- Forecast sales for the proposed development are $50.7 in FY2028, including Woolworths supermarket sales of $44.6 million.

- All impacts would not threaten the future viability of any shopping centres or precincts.

- The largest impact in dollar terms would fall on retail floorspace at Kennington/Strathdale at -$20.4 million or -9%. Most of this impact is on the Woolworths supermarket which is the nearest full-line supermarket to Strathfieldsaye. It is emphasised that Woolworths is committed to be the operator of the supermarket at the Strathfieldsaye site. The existing Woolworths supermarket network would be expected to absorb a proportion of the projected impacts from the opening of a new Woolworths at Strathfieldsaye. Woolworths has assessed the levels of impact on the existing and future Woolworths store network, with only a moderate reduction in trading volumes that would not compromise the future viability of other Woolworths supermarkets.

- The largest impact in percentage terms at -22.5% or -$12.2 million would fall on the retail in Strathfieldsaye, and mainly on the Champions IGA + Liquor. This supermarket is understood to trade strongly, reflecting the large and growing population and the distance to the nearest full-line supermarkets. The primary sector population at almost 16,000 persons is well above the typical threshold to support a full-line supermarket – with only the Champions IGA + Liquor. The primary sector population has increased by almost 4,000 persons over the past decade and strong population growth is projected to 2041. Impacts in this order are common when there is an established strong trading supermarket that serves a large and growing population and a new supermarket opens. Strathfieldsaye Champions IGA + Liquor would still trade at viable levels and would have the ability to capture sales growth post the opening of Woolworths Strathfieldsaye.

- The impact on Heathcote is -6%, or -$2.8 million. Most of this impact will be on the Champions IGA + Liquor which serves a population of over 4,000 persons. Woolworths Strathfieldsaye will be the nearest full-line supermarket.

- Most centres and precincts would achieve similar or higher forecast sales in FY2028 post the opening of the Woolworths Strathfieldsaye development compared to current sales. Given these projected impact levels, the viability of these facilities would not be threatened.

TABLE 4.3. WOOLWORTHS STRATHFIELDSAYE PROJECTED IMPACTS, FY2028

	Unit	Estimated 2025	Projected 2028 Pre Dev.	Projected 2028 Post Dev.	Impact 2028 $M	Impact 2028 %
Woolworths Strathfieldsaye Site	***$M***	***n.a.***	***n.a.***	**50.7**	***n.a.***	***n.a.***
Within the Main Trade Area						
Strathfieldsaye	$M	49.4	54.0	41.9	-12.2	-22.5%
Heathcote	$M	44.5	46.1	43.3	-2.8	-6.0%
Beyond the Main Trade Area						
Strathdale and Kennington	$M	213.6	226.6	206.2	-20.4	-9.0%
Bendigo City Centre	$M	707.7	751.0	743.5	-7.5	-1.0%
McIvor Road Coles	$M	40.0	42.4	39.7	-2.8	-6.5%
Golden Square Woolworths	$M	68.6	72.8	72.1	-0.7	-1.0%
Lansell Square	$M	188.6	200.1	196.1	-4.0	-2.0%

**Constant 2024/25 dollars & including GST*

[1] Proposed centres and expansions assumed to be trading for a full year by FY2028

4.5.3. Sales Impact Summary

i. Given these projected impact levels, the viability of any centres or precincts would not be threatened. Most centres and precincts would achieve similar or higher forecast sales in FY2028 post the opening of the Woolworths Strathfieldsaye development compared to current sales. Given these projected impact levels, the viability of these facilities would not be threatened.

ii. Overall, the planned Woolworths Strathfieldsaye would not impact on the viability or continued operation of any existing in the surrounding region. The highest impacts are on strong trading supermarkets that would continue to trade at sustainable levels – with the ability to grow in future years with continued population growth.

iii. In addition, the proposed development only includes a small provision of complementary shops, and residents will continue to frequent other centres/shops in the surrounding area for a variety of tenants that are not likely to be provided as part of the proposed development.

iv. In summary, when impacts are considered in the context of the size, performance and role and function of surrounding centres, these impacts would be unlikely to result in a material reduction of retail service provision. The proposed development would add to the range of services in the region.

v. Woolworths Strathfieldsaye will form part of the Strathfieldsaye Town Centre and therefore enhance it (generate a positive uplift) because of an expanded range of services and also increase retained spending that is currently escaping the main trade area.

4.6. Employment and Consumer Impacts

i. The proposed Woolworths Strathfieldsaye would result in a range of important economic benefits which will be of direct benefit to the local community. These key positive employment and consumer impacts include:

ii. These key positive employment and consumer impacts include:

- The provision of a wider range of retail facilities near residents' homes.
- Increased convenience and price competition for residents.
- Improved customer amenity, design, and aesthetic for the residents by way of a new and modern development.

Ongoing Employment Generation

- Table 4.4 summarises the projected level of ongoing employment likely to be generated by the Woolworths Strathfieldsaye development. The employment benchmarks (jobs per 1,000 sq.m) used to calculate the indicative total jobs generated is based on typical floorspace and employment yield benchmarks.
- The proposed development is projected to employ 242 persons. Taking a conservative view and allowing for an estimated 10% of the total increase to result due to reduced employment at existing facilities, net additional jobs are estimated at 218.

Construction

- Construction of the Woolworths Strathfieldsaye is indicated to incur total capital costs of $30 million (including GST), generating significant employment within the construction and associated industries during the development of the project.

- By using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and a deflated estimated total capital cost of construction of $12 million (i.e., in 1996/97 dollars), it is estimated that the construction period of the proposed development would directly create some 84 full-time, part time and temporary jobs over the development timeline (refer Table 4.5).

Multiplier Effect

- Overall, it is estimated that the proposed development will directly generate the following jobs (refer Table 4.6):

  - Ongoing Employment from planned floorspace: 218 jobs

  - Construction Phase: 84 jobs

- In addition to this direct employment, multiplier effects will flow through the local economy and indirectly generate additional employment opportunities through ancillary businesses/suppliers that support the development and services, as well as additional consumption expenditure by workers employed within the precinct (spending wages).

- Again, by using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and adjusting for inflationary and other changes to present, it is estimated that an additional 341 jobs will be created indirectly.

iii. Overall, the proposed Woolworths Strathfieldsaye is likely to generate 643 jobs directly and indirectly.

TABLE 4.4. NET ADDITIONAL ESTIMATED PERMANENT EMPLOYMENT

Component	Total Floorspace (sq.m)	Employment Potential		
		Employm. per 1,000 sq.m	Indic. Total Jobs	Net Increase[1]
Retail				
Supermarket	3,800	50.0	190	171
Retail Specialty Shops	869	60.0	52	47
Total Retail	**4,669**		**242**	**218**

1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development
Source : Australian National Accounts: Input-Output Tables 1996-97

TABLE 4.5. ESTIMATED CONSTRUCTION EMPLOYMENT

Metric	Total
Estimated Capital Costs of Construction	
Estimated Capital Costs 2024/25 ($M)*	$30.0
Estimated Capital Costs 1996/97 ($M)	$12.00
Direct Employment Generation	
Construction Jobs per $1 million (2024/25)	2.80
Total Construction Jobs[1]	**84**

Source : Australian National Accounts: Input-Output Tables 1996-97
Employment totals include both full-time and part-time work. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year

TABLE 4.6. EMPLOYMENT SUMMARY

Metric / Category	Est. Net Employment Increase[1]	Employment Multiplier Effects	Total Employment
Ongoing Employment from Planned Floorspace			
Total Retail Floorspace	218	207	**425**
Construction Phase			
Direct Employment Generation	84	135	**219**
Net Additional Employment	**302**	**341**	**643**

Source : Australian National Accounts: Input-Output Tables 1996-97
1. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 10% of the total increase

5 Needs Analysis

The final section of this report summarises the key conclusions of the impact analysis for the proposed Woolworths Strathfieldsaye.

'Need' or 'Community Need' in a planning sense is a relative concept that relates to the overall wellbeing of a community. A use is needed, for example, if it would, on balance, improve the services and facilities available in a locality. The reasonable demands and expectations of a community are important, therefore, in assessing need.

Several important factors that relate to need, particularly economic need, include:

- Population and supermarket demand.
- Consumer trends.
- Location.
- Impacts on existing retail facilities.
- Impacts on retail hierarchy.
- Net community benefits.

5.1. Population and Supermarket Demand

i. The Woolworths Strathfieldsaye main trade area population is currently estimated at 20,876 (2025) and is projected to increase at an average annual growth rate of 2.0% to 28,836 by 2041. This rate of population growth is consistent with the National Forecasting Program by .id – informed decisions prepared at a small area level.

ii. Typically, one major full-line (>3,200 sq.m) supermarket is provided for every 8,000 – 10,000 persons, indicating a full-line supermarket is supportable, with none currently provided. The projected population growth to 2041 of ~8,000 persons (including 7,450 persons across the primary sector) is strong.

iii. Beyond the main trade area, the nearest supermarkets (including the nearest full-line Woolworths) are at Kennington/Strathdale, 6.4 km to the west.

iv. This simple analysis highlights the need for an additional full-line supermarket to serve the daily and weekly needs of surrounding residents. The proposed development would therefore result in an increased level of facilities and services available to the local community.

v. Based on inspection and industry information, all supermarkets in the surrounding area are understood to trade strongly, highlighting the under supply of floorspace. Trading levels will increase in the future with population growth.

5.2. Consumer Trends

i. Retail facilities in Australia, such as the proposed development, play fundamental roles in the economies of Australia's metropolitan areas, having developed around the need to meet consumer demand. The nature of consumer demand continues to develop and evolve, reflecting social changes within society, such as:

- Increasing time pressures on working families.
- Population and income growth.
- The evolution of new retail formats and traders.
- Competitive retail developments and precincts.

ii. The demands of retailers, as well as consumers, combine to add pressure for additional retail floorspace in existing retail precincts.

iii. There is a strong need for supermarket facilities within proximity to the homes of main trade area residents, with consumers visiting supermarkets two to three times a week on average.

iv. Over the past decade, there has been an increasing trend towards convenience shopping. This trend has been largely driven by broader social trends that have resulted in consumers becoming more time poor, such as longer working hours and an increase in the number of women in the labour force.

v. Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping. As a result, there is growing demand for convenience shopping facilities to meet the needs of residents.

vi. The design of the proposed development, including a full-line Woolworths supermarket (with Direct to Boot) and a small provision of complementary shops, as well as easily accessible car parking, will be highly convenient for local families who would visit on a regular basis.

vii. It is not uncommon for residents to visit nearby or adjoining retail and non-retail shops before and or after shopping at supermarkets. It is likely residents would spend at nearby facilities due to the increased convenience of shopping before and or after completing their weekly supermarket shopping needs, resulting in the proposed development retaining a significant proportion of that escape spending, benefiting the surrounding retail and non-retail shops.

5.3. Location

i. Woolworths have been seeking a new supermarket opportunity within the area for several years to better serve the community.

ii. The proposed site is easily accessible. Importantly, with less than 900 sq.m of specialty shops, the development would not provide a large shopping centre that would compete with these uses from the existing networks of shopping centres and retail strips.

iii. The subject development would be a small, traditional retail shopping centre. The Urbis Retail Averages 2023/24 indicate that a typical single supermarket based shopping centre is 6,893 sq.m in size, with a supermarket of 3,545 sq.m, and a provision of complementary shops of 3,348 sq.m. The planned Woolworths Strathfieldsaye would be 2,224 sq.m smaller, including a provision of complementary shops that is 2,479 sq.m or 26% of the typical average for a single supermarket based shopping centre.

iv. It is observed in any established population area that residents/customers move freely between different shopping facilities depending on choice, offer, complementary trip purposes, place of work, place of education, place of recreation and the like. It is not unreasonable to expect consumers to make choices about their shopping patterns based on these types of criteria and conversely, it is highly unlikely that residents would just undertake shopping at their closet facility all the time.

v. Woolworths is committed to be the operator of the supermarket at the Strathfieldsaye site. The existing Woolworths supermarket network would be expected to absorb a significant proportion of the projected impacts from the opening of a new Woolworths at Strathfieldsaye.

vi. The planned Woolworths Strathfieldsaye development is a plan for now and the future. Retail planning is typically lumpy in nature given the large size and cost involved in construction. The proposed site would offer a high level of convenience.

vii. Residents of the region should be provided with a choice of food and grocery items within proximity of their homes. The opening of the proposed Woolworths Strathfieldsaye development will provide the only major full-line supermarket offer, benefiting customers by providing a full range products, pricing competition, and an increased range of services.

5.4. Impacts on Existing Retailers

i. The analysis of impacts provided in the previous section of this report shows the projected impacts on other retailers throughout the area from the proposed development would not threaten the viability or continued operation of any centre/precinct.

ii. Any impacts will likely be absorbed within the first few years of trading of the proposed development, given that convenience retail shopping patterns adjust relatively quickly. Following the development of Woolworths Strathfieldsaye, most competing centres and precincts will trade at levels which are similar of higher than current levels and will have access to population growth going forward

iii. Strathfieldsaye Woolworths forecast sales are $50.7 million in FY2028, including Woolworths supermarket sales of $44.6 million.

iv. All impacts would not threaten the future viability of any shopping centres or precincts.

v. The largest impact in dollar terms would fall on retail floorspace at Kennington/Strathdale at -$20.4 million or -9%. Most of this impact is on the Woolworths supermarket which is the nearest full-line supermarket to Strathfieldsaye. It is emphasised that Woolworths is committed to be the operator of the supermarket at the Strathfieldsaye site. The existing Woolworths supermarket network would be expected to absorb a proportion of the projected impacts from the opening of a new Woolworths at Strathfieldsaye. Woolworths has assessed the levels of impact on the existing and future Woolworths store network, with only a moderate reduction in trading volumes that would not compromise the future viability of other Woolworths supermarkets.

vi. The largest impact in percentage terms at -22.5% or -$12.2 million would fall on the retail in Strathfieldsaye, and mainly on the Champions IGA + Liquor. This supermarket is understood to trade strongly, reflecting the large and growing population and the distance to the nearest full-line supermarkets. The primary sector population at almost 16,000 persons is well above the typical threshold to support a full-line supermarket – with only the Champions IGA + Liquor. The primary sector population has increased by almost 4,000 persons over the past decade and strong population growth is projected to 2041. Impacts in this order are common when there is an established strong trading supermarket that serves a large and growing population and a new supermarket opens. Strathfieldsaye Champions IGA + Liquor would still trade at viable levels and would have the ability to capture sales growth post the opening of Woolworths Strathfieldsaye.

vii. The impact on Heathcote is -6%, or -$2.8 million. Most of this impact will be on the Champions IGA + Liquor which serves a population of over 4,000 persons. Woolworths Strathfieldsaye will be the nearest full-line supermarket.

viii. In summary, when impacts are considered in the context of the size, performance and role and function of surrounding centres, these impacts would be unlikely to result in a material reduction of retail service provision. The proposed development would add to the range of services in the region.

ix. Woolworths Strathfieldsaye will form part of the Strathfieldsaye Town Centre and therefore enhance it (generate a positive uplift) because of an expanded range of services and increase retained spending that is currently escaping the main trade area.

5.5. Impacts on Retail Hierarchy

i. Strathfieldsaye is defined as a Large Activity Centre, which is the second highest designation behind Central City. Other Large Activity Centres include Eaglehawk, Epsom, Heathcote, Kangaroo Flat, Kangaroo Flat South, Strathdale, Maiden Gully (Future) and Huntly. Epsom, Kangaroo Flat South, Strathdale/Kennington. And Maiden Gully (Coles under construction) all have at least one full-line supermarket and in most cases a full-line supermarket and another smaller supermarket.

ii. Large Activity Centres are designated to:

> *Encourage a range of economic, social and some civic activities, together with goods and services to meet the daily and weekly needs of their suburban catchments.*

iii. The proposed development will provide additional choice and competition for retail facilities within the region and result in reduced drive times.

iv. The proposed Woolworths Strathfieldsaye will provide a major full-line supermarket-based development which would benefit the local community by increasing the ability of the population to shop locally.

v. Woolworths Strathfieldsaye is well positioned to serve the convenience needs of the population and provide an alternate supermarket location which is easily accessible. Further, the Woolworths Strathfieldsaye development will enhance the surrounding retail and non-retail offer by retaining retail spending locally that is currently escaping to facilities beyond the main trade area (generate a positive uplift).

vi. Typically, one major full-line (>3,200 sq.m) supermarket is provided for every 8,000 – 10,000 persons, indicating that a full-line supermarket is supportable, with none currently provided. The projected population growth to 2041 of ~8,000 persons (including 7,450 persons across the primary sector) is strong.

5.6. Net Community Benefits

i. It is the conclusion of this report that a substantial net community benefit would result from the development of Woolworths Strathfieldsaye, offsetting the trading impacts on some existing retailers, there are very substantial positive impacts including the following:

- Improvement in the range of retail facilities that would be available to residents.
- The proposed development would improve choice of location and allow for price competition.
- There is clear demand for a full-line supermarket at Strathfieldsaye now based on the size of the population and the distance to the nearest full-line supermarket. This demand will only increase in the future with continued strong population growth.
- The addition of the proposed development would also result in the retention of spending currently being directed to other supermarkets beyond the main trade area, thereby reducing the need for residents to travel further afield for their supermarket and convenience-based shopping needs.
- It is not uncommon for residents to visit nearby or adjoining retail and non-retail shops before and or after shopping at supermarkets. It is likely residents would spend at nearby facilities due to the increased convenience of shopping before and or after completing their weekly supermarket shopping needs. Resulting in the proposed development retaining a significant proportion of escape spending, benefitting the surrounding retail and non-retail shops.
- The creation of additional employment which would result from the project, both during the construction period, and more importantly, on an ongoing basis once the development is complete and operational. In total, the proposed Woolworths Strathfieldsaye is likely to generate 643 jobs directly and indirectly. This includes youth employment opportunities with retail developments employing many younger staff.

ii. It is concluded that the combination of the substantial positive economic impacts serves to more than offset the trading impacts that could be anticipated for a small number of existing and proposed retail stores, particularly supermarkets, in the region. Further, the impacts would not threaten the viability of any retail facilities/centres.

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