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# Bulky Goods Market Overview

Prepared for Northeast business  
Park Pty Ltd

292 Water St  
Spring Hill QLD 4000  
September 2007

**URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:**

Director	Chris Abery
Associate Director	Belinda Macintosh
Consultant	Sam Wood
Support Staff	JP Then
Job Code	BPE0076

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# Executive Summary

## Introduction

- The proposed Northeast Business Park is located within the Caboolture Shire suburb of Morayfield with direct access and frontage to the Bruce Highway.
- The overall mixed use site is proposed as an iconic development incorporating a number of uses in addition to bulky goods including a commercial business park, marina, residential, retail, golf course and conference facilities.
- The main trade area (MTA) incorporates parts of Caboolture, Pine Rivers and Caloundra Shires.
- The primary trade area includes the suburbs of Caboolture, Morayfield, Burpengary and Bellara. The secondary north trade area includes Beerwah and the Glass House Mountains. The secondary south trade area incorporates Narangba and Burpengary.

## Demand Drivers & Supply

- The main trade area population is currently estimated at 128,634 people, forecast to grow to 149,184 people by 2011 and further to 170,434 by 2016.
- The resident profile of the MTA is characterised by lower than average incomes and a higher proportion of young families and retirees when compared to the Brisbane benchmark.
- The region is characterised by high levels of housing construction and high levels of bulky goods spending from non-household sources.
- Per capita average retail spending is estimated at \$9,310, which is 12% lower than the Brisbane average. Per capita spending is slightly stronger in the key bulky goods category, estimated at \$1,158 per capita, which is some 9% below the equivalent figure for Brisbane.
- Spending on homemaker items is typically stronger in developing areas and spending on homemaker goods by trade area residents in 2007 is estimated at \$1,812 per capita, 12.3% below the Brisbane average.
- In constant 2007 dollars the MTA homemaker spending is forecast to grow from \$236.5 million in 2007 to \$471.8 million in 2021.
- There is a significant level of bulky goods floorspace both currently (70,000) and proposed (23,300) to be developed in the short term within and around the MTA. Some of these key bulky goods centres include the Morayfield Mega Centre, Morayfield Supa Centre, Zone at Rothwell and 321 Morayfield Road.
- Key requirements of bulky goods developments include (but are not limited to) excellent exposure to passing traffic, convenient access, being located amongst a critical mass of similar retailers, location within outer establishing areas experiencing high levels of housing growth, location on large flat sites and appropriate site area to provide an adequate variety of goods and services.

## Recommendations

- There is need and opportunity to cater for the regions growing demands with the introduction of a bulky goods development located in an optimal location within the Northeast Business Park.

- Our analysis suggests there will be an undersupply of bulky goods space in the MTA from approximately 2011 assuming all identified bulky good proposals are developed over the next three years
- It is likely that a staged development commencing in 2010/11 providing bulky goods related tenancies of up to 45,000 sq.m could be substantiated by 2021 within the MTA assuming no other major additions other than those identified in Section 4.
- Assuming a high quality development in an optimal location, it is possible that circumstances may change in regards to the total supportable scale and timing of development due to many macro economic factors such as population growth and retail spending which may increase demand from both retailers and consumers.

## Flexible Planning

The key to achieving the necessary diversity of uses for a location such as the proposed Northeast Business Park appears to be in the flexibility of the relevant land use planning guidelines. This approach is the way of the future and should governments have objectives of minimising trips and promoting employment in closer proximity to residents then these types of policies must be implemented. This approach could be achieved to great effect in the Northeast Business Park.

# 1 Background

Northeast Business Park Pty Ltd has requested Urbis to undertake an overview of the bulk goods market as part of their development investigations.

The overall mixed use site is proposed as an iconic development incorporating a number of uses in addition to bulky goods including a commercial business park, marina, residential, retail, conference facilities and golf course. This section of the report provides a brief report description and overview of the location and site attributes of the proposed Northeast Business Park Bulky Goods development.

This report is of relevance to the Environmental Impact Statement terms of reference section 2.1.

## 1.1 Report Purpose

Northeast Business Park Pty Ltd is proposing to develop a bulky goods/homemaker centre as part of a larger mixed use development at Morayfield. This report presents a high level market assessment identifying the general need for bulky goods type uses within the MTA of the subject site in Morayfield.

The key components of this initial study are to undertake an overview of the retail environment in the relevant region and an assessment of the site versus key success factors for traditional bulky goods development. These assessments and an appraisal of the demand for bulky goods space give rise to recommendations on likely supportable scale of bulky goods uses within the MTA.

Our assessment following has been undertaken on the basis that an estimate of developable GFA appropriate for bulky goods uses on the site has not been assessed and a development scheme has also not been identified.

## 1.2 Proponent

The proponent for the development is Northeast Business Park Pty Ltd, a Queensland registered company with shares held by the shareholders of Port Binnli Pty Ltd, Laing O'Rourke Caboolture Developments Pty Ltd and a number of smaller shareholders.

## 1.3 Project Description

Northeast Business Park (NEBP) is a multi-use marina and business park concept that will integrate marina facilities, appropriate business, industry, commercial, residential, heritage and recreational greenspace precincts providing a place to live, to work and to play in a master planned riverside precinct on the Caboolture River.

The Northeast Business Park's Values Statement together with diagrams which depict the locality and the development proposal are provided in the Appendices.

Situated on the southern bank of the Caboolture River approximately 8km inland from the coastline, adjacent to the Bruce Highway and 43km north of Brisbane CBD, the NEBP site encompasses 793 hectares of property which includes the following six land parcels ("the project area").

## BULKY GOODS ASSESSMENT

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- Lot 2 on RP902075
- Lot 10 on RP902079
- Lot 24 on SP158298
- Lot 7 on RP845326
- Lot 15 on RP902073
- Lot 12 on RP145197

The following components are incorporated into the NEBP development.

- Marina basin.
- Marine industry.
- Industrial.
- Commercial/mixed use.
- Residential.
- Apartments.
- Townhouses.
- Hotels.
- Golf residential.
- Environmental open space.
- Golf course.
- Recreational areas and sporting fields.
- Heritage park.

Of the 793 hectares, 44% (350 ha) will be developed. The remaining area (443 ha) will be set aside for open space, and active and passive recreational uses, including a heritage park. The project area is located on 9 kilometres of river frontage which will provide public access to parts of the Caboolture River.

The development provides an integrated mixed-used business park and marine precinct which combines land uses making the development more viable and sustainable. The business park will be capable of attracting local, national and international businesses, incorporating clusters of mixed and complementary industry and businesses, underpinned by a high quality residential development, and a state of the art marina and marine industries precinct.

The development will provide an important community and business focus for Caboolture and help to address a significant undersupply of marine facilities and associated uses. There is an identified lack of marina berths within Queensland, Southeast Queensland and particularly the immediate area.

Major landform adjustments that will occur to establish the NEBP will involve excavation of the marina basin to 3.5 metres below AHD. This will be undertaken using dry excavation techniques followed by inundation of the marina area. Fill obtained from the excavation of the marina basin and additional cuts within the property bounds will be used to raise ground levels within residential precincts to protect against flooding and storm surge. Additional flooding mitigation strategies include channels (grass managed) and diversion banks with no changes to flow velocities within the Caboolture River expected.

Following excavation of the marina basin, a lock will be established to connect the marina basin to the Caboolture River. Some dredging of the Caboolture River will be required with dredging occurring within the defined navigation channel.



## BULKY GOODS ASSESSMENT

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The majority of the project area previously supported exotic pine plantations and was utilised for forestry purposes, however it does contain some areas of ecological value, including remnant terrestrial vegetation, marine vegetation, Caboolture River frontage and tidal creeks. Environmental considerations incorporated into the design, construction and operation of the development to protect environmentally sensitive areas within and surrounding the project area will be analysed as part of the EIS process, with particular emphasis on marina design, construction and operation. Overall the development will be designed, constructed and operated with a net benefit to the environment and community through the implementation of sustainable development principles and practices.

Supporting infrastructure, such as wastewater, electricity, telecommunications and roads, associated with the NEBP development will require upgrading and in some cases extensions to existing infrastructure will be necessary. Proposed improvements to infrastructure include additional sewerage and electricity provisions to be incorporated into NEBP and internal roads through the development to service industrial and commercial precincts.

### 1.4 Site Location and Description

The proposed mixed-use development is broadly located within the Caboolture Shire suburbs of Morayfield and Burpengary, to the east of the Bruce Highway. The project site is bounded by Nolan Drive to the west, Farry Road to the south and the Caboolture River to the north. The proposed bulky goods development will be positioned approximately 38 kilometres from the Brisbane CBD (Map 1.1).

The bulky goods site is located east of the Bruce Highway, broadly bounded by the Highway, Nolan Dr to the east, and proposed district industry land to the north (refer to map 1.2). Once completed the subject site will benefit from direct access from the Bruce Highway and in turn a high level of passing trade from beyond the trade area.

### 1.5 Project Location Description

The NEBP project area is vacant privately owned land that is bound:

- to the north by 9km of Caboolture River frontage, with land on the opposite side of the river being primarily rural and used for forestry activity;
- to the west by the Bruce Highway, with land on the opposite side of Bruce Highway developed with residential and open space areas; and
- to the south and east by privately owned rural residential properties with lot sizes ranging from 1-20 ha, bushland, open grassland areas and limited agricultural and recreational land uses.

The project area is surrounded by areas of conservation significance as follows.

- The Deception Bay Declared Fish Habitat area, which extends along the entire length of the northern boundary, within the bounds of the Caboolture River. This area is protected by the *Fisheries Act 1995* due to the estuarine habitats that support commercial and recreational fisheries in close proximity to developing communities.
- The Habitat Protection Zone of the Moreton Bay Marine Park which is located within the Caboolture River and begins at the mid-northern boundary

## BULKY GOODS ASSESSMENT

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of the site then extends eastward along the Caboolture River. This area is protected by the *Marine Parks Act 2004* in order to:

- (a) conserve significant habitats, cultural heritage and amenity values of the marine park;
  - (b) maintain the productivity and diversity of the ecological communities that occur within the marine park; and
  - (c) provide for reasonable public use and enjoyment of the zone consistent with the conservation of the marine park.
- The Moreton Bay RAMSAR wetlands which traverse the same area within the Caboolture River as the Moreton Bay Marine Park. The Moreton Bay RAMSAR wetlands are protected pursuant to international conventions as they are one of only three extensive intertidal areas of seagrass, mangroves and saltmarsh on the eastern coast of Australia that provide habitat for water birds.
  - South East Queensland Wader Bird Sites are mapped approximately 500m to the east of the site. This area is protected via the JAMBA and CAMBA convention to protect habitats of Migratory Birds.

### 1.6 Project Area Description

The NEBP project area is relatively flat ranging in elevation from 3m AHD at the northern boundary to a knoll at 16.5m AHD towards the southern area of the site. Tidal levels of the Caboolture River, adjacent to the site are approximately 1.34m AHD for Highest Astronomical Tide and 0.81m AHD for Mean High Water Springs.

Raff Creek traverses the site and flows from the north east to the southwest boundary.

The site previously supported exotic pine plantations and was utilised for forestry purposes. As such, with the exception of a 1.3 ha area of endangered remnant vegetation located at the south west corner of the site, the majority of the site is devoid of native vegetation. The site is characterised by large expanses of disturbed grassland, some scattered trees, Paperbark (*Melaleuca quinquenervia*) communities, Eucalypt open forest and areas of marine vegetation which fringe the Caboolture River and associated waterways and constructed drainage channels that are tidally influenced.

The northern parts of the project area are mapped under the Caboolture Shire Plan 2005-2026 as containing the following areas of conservation significance.

- Catchment Protection Areas for the Protection of Waterways and Declared Fish Habitat Areas.
- Ecological Corridors to strengthen and improve links between areas of state, regional, local and other conservation significance and areas of conservation significance that may be degraded.
- Regional and State Conservation areas.
- Scenic Amenity Areas in which development is to be regulated such that adverse impacts on the scenic qualities of the area are minimised.

## 1.7 Key Development Themes

The development will provide the Caboolture community with access to natural watercourses, bushland and parklands whilst developing much needed marina berths and vessel maintenance facilities north of the Brisbane River in an ecologically sustainable manner by:

- commissioning technical studies to inform the design, construction and operation of the development to minimise adverse impacts on surrounding environmentally sensitive areas;
- providing managed mooring and boat maintenance facilities;
- restoring degraded river banks and wetlands;
- rediscovering historic cultural elements and providing access to the public;
- attracting tourism and multinational operators; and
- satisfying government agendas for environmental rehabilitation, marine industry reform, increased local employment, and balanced environmental, social and economic objectives.



## BULKY GOODS ASSESSMENT

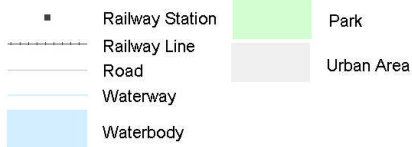
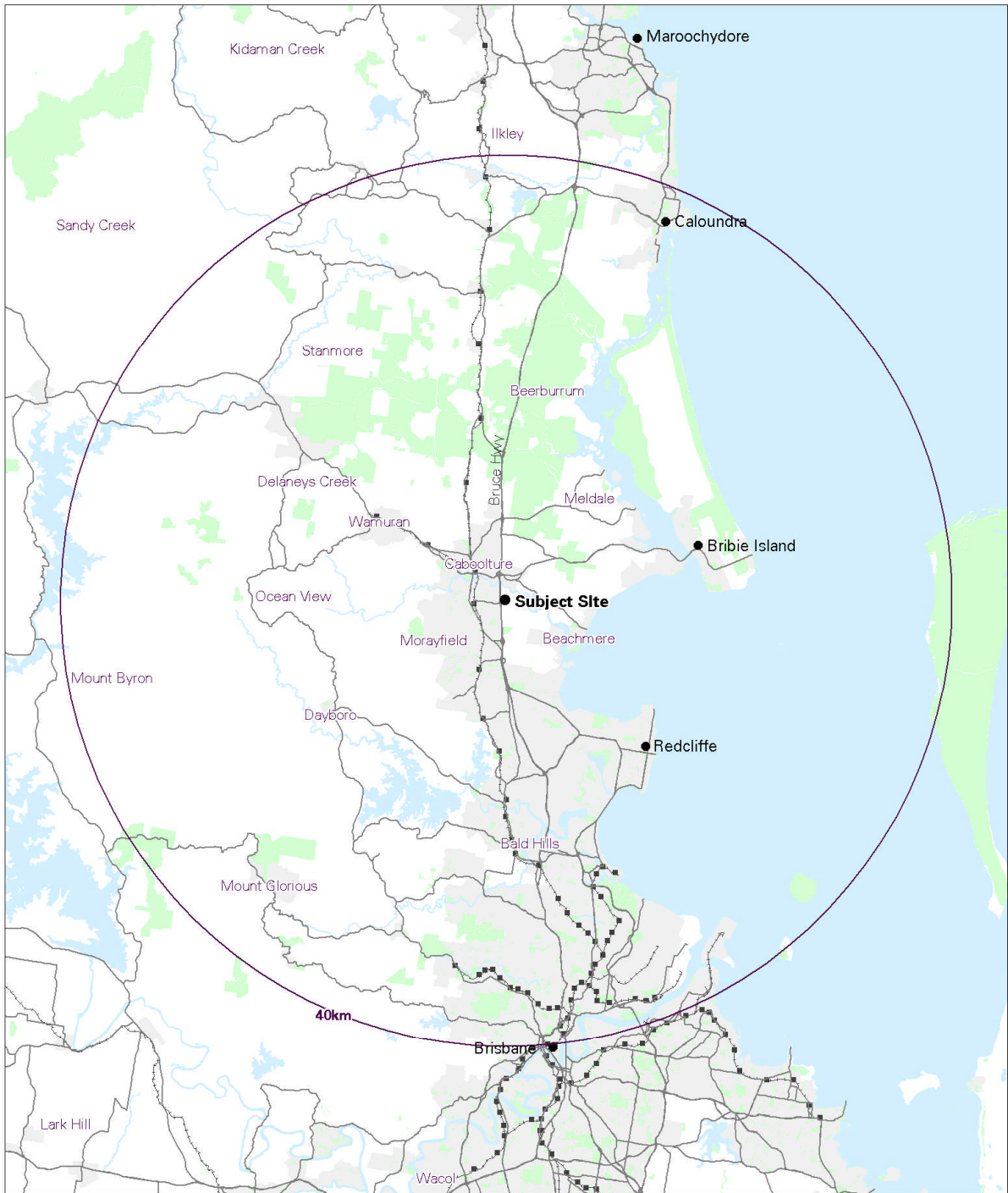
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### **Northeast Business Park Bulky Goods Regional Location**

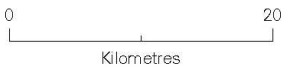
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BULKY GOODS ASSESSMENT



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## BULKY GOODS ASSESSMENT

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### **Northeast Business Park Bulky Goods Subject Site** **Map 1.2**

BULKY GOODS ASSESSMENT



- Railway Station
- Railway Line
- Road
- Waterway
- Waterbody
- Park
- Urban Area

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## 1.8 Key Development Requirements

Bulky goods retailers and other large format operators assess potential sites against a number of key criteria to best suit their needs and the consumers.

The location criteria for successful bulky goods centres are summarized as follows:

- Exposure – a well exposed site is easier for consumers to recall and locate, leading to a more successful and convenient centre.
- Accessibility – around 95% of trips to bulky goods retailing is undertaken by car. The site needs to be easily accessible from the surrounding road network, and as a result, a location on or close to a major highway is desirable. Most homemaker/bulky goods uses in Australia are situated close to a highway or major road.
- Parking – the availability of large flat sites for the development of bulky goods centres, to provide adequate car parking facilities is a key component to the overall success of these centres due to high levels of car usage.
- Critical Mass – preferred sites for homemaker retailing are generally part of a precinct that has strong drawing power as a result of a broad range of stores. This usually involves co-location of stores to create a critical mass of tenants. The combined appeal of stores promotes cross usage and comparison shopping. Consumers benefit through greater choice and convenience and retailers benefit through increased customer traffic.
- Available Market Size and Growth – the size of the market able to be served by a store from any particular site influences the potential of that store. In addition, growth in the available market is also an important consideration.
- Site Area – large format retailers require a site that is large enough to enable the development of the desired store size which is easily accessible from sufficient areas of car parking. Larger sites enable a wider range of goods to be offered in a more convenient fashion. The shape of the site is also important.

Based on the key site assessment criteria, the proposed bulky goods centre site offers significant benefits to both the retailer, and importantly, the consumer. The site will be well exposed, easily accessible, situated in a precinct with other retailers and will offer the land area to provide a full range of goods in a convenient environment. The key locational benefits of the site include:

- Significant benefit to both consumers and store operators from proximity to the Bruce Highway.
- The location provides the proposed centre and its retailers with exposure to a high level of passing vehicular traffic, a key pre-requisite for successful bulky goods centres.
- This centre would be expected to attract business from throughout the Caboolture, Pine Rivers and southern Caloundra Shires.
- The store will be co located with other complementary uses such as adjoining business industry and commercial uses.
- Central to a rapid developing area with high levels of new household formation, new housing construction and supporting commercial and industrial building activity.



## 2 Population and Demographics

Population and income levels are key determinants in quantifying the available retail spending generated by residents of a trade area and in turn ability of a market to support proposed new retail facilities. This section therefore considers the trade area likely to be served by the proposed bulky goods development, historic and forecast trade area population levels, and the demographic profile of the market.

### 2.1 Trade Area Definition

A trade area has been defined for the proposed Northeast business Park Bulky Goods development taking into consideration a number of factors including the existing and future competition, road access, residential development trends and geographical and physical barriers/features.

A review of trade areas served by other homemaker centres in Australia has also been taken into account and the key points to consider from this analysis are as follows:

- It is widely recognised that shoppers are willing to travel considerable distances to a strong destination centre, subject to the centre being easily accessible and providing a quality group of retailers. The configuration of the local and regional road network is therefore a key factor determining the relative attractiveness of competing homemaker centres.
- The benefits of co location, the growth and drawing power of larger consolidated centres offering a broader range of products, store types and national brands is now readily apparent.
- The extent of competition in the general region is also a strong influencing factor on the pattern of customer distribution.

In relation to the Northeast Business Park site, the key characteristics of the region and site which are likely to influence patterns of customer visitation are as follows :

- Road access to the centre, both from the Bruce Highway (north and south) and from Buchanan Rd (from the west).
- The concentration of homemaker retailing located to the west of the site along Morayfield Rd.
- The site will have good exposure to a high volume of passing traffic flows and as a result will become familiar to a large mobile market.
- The site will be located adjacent to the future business park as well as other significant commercial and residential development.

The trade area of the proposed bulky goods centre is shown in Map 2.1, and is defined to include three sectors as follows :

- The primary trade area extends from Elimbah in the north to Narangba in the south and from Mount Mee and Woodford in the west to Bribie Island in the east. The sector also includes the suburbs of Caboolture, Morayfield, Burpengary and Bellara.
- The secondary north trade area extends north to Peachester, east to Bribie Island, south to Beerburum and west to Woodford. The main townships within the trade area include Beerwah and Glass House Mountains.
- The secondary south trade area incorporates Narangba and Burpengary to Deception Bay.

## BULKY GOODS ASSESSMENT

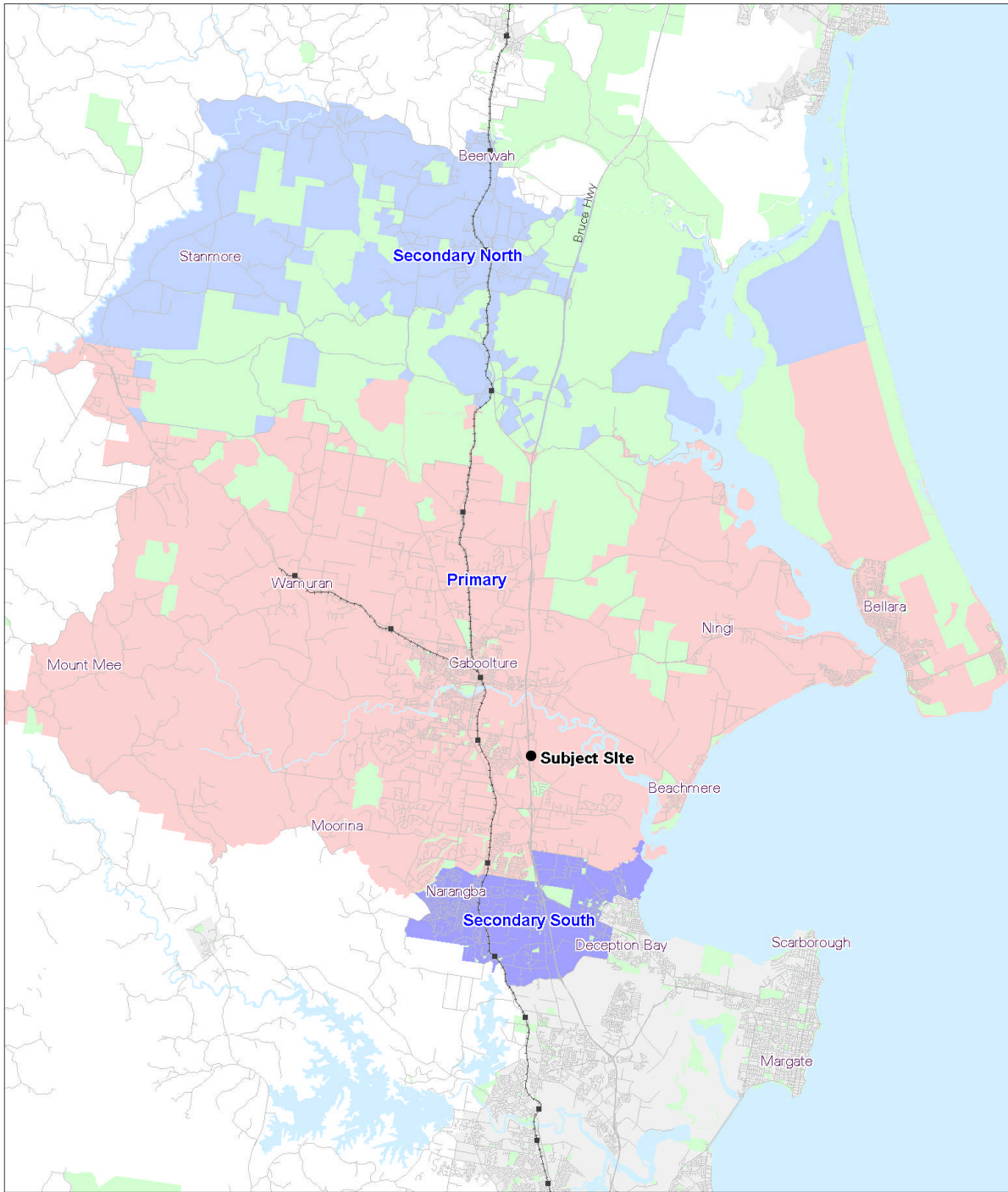
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### **Northeast Business Park Bulky Goods Centre Trade Area**

**ap 2.1**

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# BULKY GOODS ASSESSMENT



-  Railway Station
-  Railway Line
-  Road
-  Waterway
-  Waterbody
-  Park
-  Urban Area

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 Commonwealth of Australia as represented  
 by the ABS).  
 Produced by: Urbis Pty Ltd (June 2006)



## BULKY GOODS ASSESSMENT

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## 2.2 Trade Area Population Forecast

The basis for the estimates of current and forecast trade area population levels is the Statistical Local Area (SLA) at which official forecasts are estimated. Historical population levels are attainable at the Census Collector District (CCD) level, a small area usually including a few hundred households.

Table 2.1 details the historic and forecast population of the trade area. The MTA corresponds with the boundary of the Primary and Secondary trade areas.

In 2006, the population of the MTA is estimated at 128,634 people, including 99,590 in the primary trade area. Since 1991, the population has increased at an average of 4.6% per annum.

The MTA population is forecast to increase to 149,184 people by 2011, and further to 170,434 by 2016. This reflects average annual growth of 4,180 people or 2.9% per annum in the decade to 2016. At sector level, similar rates of growth are forecast for both the primary and secondary north trade areas to 2011, whilst the secondary south trade area is forecast to experience approximately double the proposed growth within the primary and secondary north sectors over the same period.

The majority of growth in the region is expected to occur as a result of various new and expansion of existing residential developments. These include

- Beachmere Sands Retirement Resort. Located on a 145 hectare site, the staged development program is expected to include a senior community of 800 independent living villas and apartments.
- North East Business Park. Situated on 760 hectares and proposed to include over 1000 residential dwellings, marina resort, marina, industrial park, and golf course.
- North Lakes. Further expansion is planned for the community of North Lakes with an expected 3600 new lots to be released over the next 8 years.
- Hastings Estate, Kallangur. 70 lot Villa World residential development. Construction began October 2006.
- Forest Ridge, Narangba Valley. 335 Hectare master planned community in the Narangba valley. 2,000 lots across 8 residential precincts. To include parks, educational facilities, town square, commercial and retail centre.
- Bayswater Resort, Deception Bay. Residential development to include 60 townhouses and villas on a six hectare site.
- Bellbrook Estate, Bellmere. Residential development to include 322 lots.
- Bridgeway Estate, Kallangur. Residential development to include more than 230 dwellings across five residential precincts.
- Central Lakes. Master planned residential community to include 1027 home sites.
- The Pines, Morayfield. Residential development on a 7 hectare site with 184 lots.

## BULKY GOODS ASSESSMENT

**Northeast Business Park Bulky Goods  
Trade Area Population, 1991-2021**

**Table 2.1**

Trade Area Sector	Estimated Resident Population <sup>1</sup>						
	1991	Actual			Forecast		
		1996	2001	2006	2011	2016	2021
<b>Primary Trade Area</b>	54,100	78,200	87,070	99,590	112,440	123,540	135,090
<b>Secondary Trade Area</b>							
• North	4,900	7,100	7,840	8,820	9,920	11,370	12,970
• South	6,700	10,700	14,410	20,224	26,824	35,524	43,224
Total Secondary	<u>11,600</u>	<u>17,800</u>	<u>22,250</u>	<u>29,044</u>	<u>36,744</u>	<u>46,894</u>	<u>56,194</u>
<b>Main Trade Area</b>	<b>65,700</b>	<b>96,000</b>	<b>109,320</b>	<b>128,634</b>	<b>149,184</b>	<b>170,434</b>	<b>191,284</b>
<b>Average Annual Change (No.)</b>							
		1991-96	1996-01	2001-06	2006-11	2011-16	2016-21
<b>Primary Trade Area</b>		4,820	1,774	2,504	2,570	2,220	2,310
<b>Secondary Trade Area</b>							
• North		440	148	196	220	290	320
• South		800	742	1,163	1,320	1,740	1,540
Total Secondary		<u>1,240</u>	<u>890</u>	<u>1,359</u>	<u>1,540</u>	<u>2,030</u>	<u>1,860</u>
<b>Main Trade Area</b>		<b>6,060</b>	<b>2,664</b>	<b>3,863</b>	<b>4,110</b>	<b>4,250</b>	<b>4,170</b>
<b>Average Annual Change (%)</b>							
		1991-96	1996-01	2001-06	2006-11	2011-16	2016-21
<b>Primary Trade Area</b>		7.6%	2.2%	2.7%	2.5%	1.9%	1.8%
<b>Secondary Trade Area</b>							
• North		7.7%	2.0%	2.4%	2.4%	2.8%	2.7%
• South		9.8%	6.1%	7.0%	5.8%	5.8%	4.0%
Total Secondary		<u>8.9%</u>	<u>4.6%</u>	<u>5.5%</u>	<u>4.8%</u>	<u>5.0%</u>	<u>3.7%</u>
<b>Main Trade Area</b>		<b>7.9%</b>	<b>2.6%</b>	<b>3.3%</b>	<b>3.0%</b>	<b>2.7%</b>	<b>2.3%</b>

1. as at June

Source : ABS Cdata 1991, 1996 and 2001; ABS, Regional Population Growth, Australia, Electronic Delivery (3218.0.55.001);

Source; PIFU Statistical Local Area Population Forecasts, Qld Govnt 2007; Urbis

## 2.3 Trade Area Socio-Economic Characteristics

The socio economic characteristics of the trade area residents are detailed in Table 2.2, which summarises information from the 2006 Census of Population and Housing. The key points to note from this analysis are as follows:

## BULKY GOODS ASSESSMENT

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- The average per capita income of trade area residents in 2006 was \$21,321, which was considerably lower than the average for Brisbane. Similar trends are also observed in average household income, where residents in the primary trade area earn almost 22% less than the Brisbane benchmark.
- The average household size in the trade area of 2.88 is slightly above the Brisbane average of 2.81 people per household.
- The average age of trade area residents is 37.4 years, which is older than the Brisbane benchmark of 35.9 years. The age profile is further characterised by higher proportions of children (aged 0-14) and retirees (aged 60+), which is reflected in the trade area's higher dependency ratio.
- Home ownership within the trade area is in line with the Brisbane benchmark of 68.1%.
- There is a significant socio economic variation in the different sectors adopted within the MTA. Bribie Island is characterised by a largely retiree population base, whereas the areas of Caboolture and Morayfield are emerging residential growth areas largely populated by younger households. This split artificially alters the socio-economic results of the MTA, as identified by per capita incomes which are driven lower by the retiree population.

In summary, the residents in the region have lower than average incomes and there are a higher number of young families and retirees.

# BULKY GOODS ASSESSMENT

## Northeast Business Park Bulky Goods

Table 2.2

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

Characteristics	Primary TA	Secondary TA	Main TA	Benchmarks
				Brisbane Average
Average Per Capita Income <sup>1</sup>	\$21,081	\$22,109	\$21,321	\$27,183
Var'n from Brisbane Average	-22.4%	-18.7%	-21.6%	+0.0%
<b>Household Income</b>				
\$0-\$13,000	7.9%	5.5%	7.4%	6.5%
\$13,000-\$18,200	8.6%	6.3%	8.1%	6.8%
\$18,200-\$26,000	8.5%	6.1%	8.0%	4.3%
\$26,000-\$33,800	14.1%	11.4%	13.5%	10.3%
\$33,800-\$41,600	8.1%	7.4%	7.9%	7.0%
\$41,600-\$52,000	8.6%	7.9%	8.5%	7.9%
\$52,000-\$62,400	13.6%	14.8%	13.9%	12.7%
\$62,400-\$72,800	7.1%	8.7%	7.4%	7.0%
\$72,800-\$88,400	7.7%	10.3%	8.2%	9.5%
\$88,400-\$104,000	5.7%	7.7%	6.2%	7.7%
\$104,000-\$130,000	5.2%	7.6%	5.7%	8.1%
\$130,000-\$156,000	2.9%	3.8%	3.1%	6.4%
\$156,000 plus	2.1%	2.5%	2.2%	5.7%
Average Household Income	\$59,807	\$67,557	\$61,487	\$76,304
Var'n from Brisbane Average	-21.6%	-11.5%	-19.4%	+0.0%
Average Household Size	2.84	3.06	2.88	2.81
<b>Age Distribution</b>				
Aged 0-4	6.4%	7.5%	6.7%	6.7%
Aged 5-9	7.2%	8.3%	7.5%	6.7%
Aged 10-14	7.9%	8.7%	8.1%	7.0%
Aged 15-19	7.1%	7.5%	7.1%	7.1%
Aged 20-24	5.4%	5.4%	5.4%	7.8%
Aged 25-29	4.9%	5.5%	5.0%	7.0%
Aged 30-34	5.8%	6.9%	6.0%	7.5%
Aged 35-39	6.6%	8.2%	7.0%	7.7%
Aged 40-44	7.2%	7.6%	7.3%	7.4%
Aged 45-49	6.9%	7.1%	6.9%	7.1%
Aged 50-55	6.7%	6.1%	6.6%	6.4%
Aged 55-59	6.8%	5.9%	6.6%	6.0%
Aged 60-64	6.0%	4.7%	5.7%	4.4%
Aged 65+	15.1%	10.5%	14.1%	11.2%
Average Age	38.2	34.7	37.4	35.9
Dependency Ratio <sup>2</sup>	42.7%	39.8%	42.0%	36.0%
<b>Housing Status</b>				
Owner/Purchaser	70.8%	78.0%	72.4%	68.1%
Renter	29.2%	22.0%	27.6%	31.9%

Rep. RPE0076-B01-270907-Bulky Goods  
1. Usual Residents

2. Dependency Ratio is the proportion of total population represented by people aged 0-14 and over 60

Source : ABS Census of Population and Housing 2001, Cdata 2001; Urbis



## BULKY GOODS ASSESSMENT

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## 3 Trade Area Spending

This section details our estimates of the total retail expenditure generated by the residents of the trade area, and specifically on homemaker related items.

### 3.1 Per Capita Spending

Retail spending per capita by trade area residents is derived using MarketInfo a micro simulation model developed by Market Data Systems Limited (MDS). This model which is based on information from the national ABS Household Expenditure Survey (HES) and the Census of Population and Housing, uses micro-simulation techniques to combine household's propensity to spend on particular commodities with the socio-economic characteristics of individuals to derive spending per capita estimates on a small area basis.

Whilst the level of retail spending on goods and services is primarily determined by income, it is also influenced to a lesser extent by a number of other population characteristics and local activity, such as the rate of new housing construction.

Table 3.1 provides a breakdown of the trade area retail spending by product group and compares this to the benchmark figures for Brisbane and Australia. Average per capita spending is estimated at \$9,310, which is 12% lower than the Brisbane average and 12% below the Australian benchmark. Per capita spending is slightly stronger in the key bulky goods category, estimated at \$1,158 per capita, which is some 9% below the equivalent figure for Brisbane.

**Northeast Business Park Bulky Goods** **Table 3.1**  
**MTA Average Retail Spending Per Capita by Product Group, 2007 (\$2007, ex GST)**

Product Group	Aust.	Brisbane	Bulky Goods MTA	Var'n From Benchmarks (%)	
				Aust.	Brisbane
Food Retail	4,468	4,321	4,151	-7%	-4%
Food Catering	1,319	1,262	963	-27%	-24%
Apparel	1,104	1,096	898	-19%	-18%
Homewares	778	845	654	-16%	-23%
Bulky	1,193	1,270	1,158	-3%	-9%
General/Leisure	1,266	1,308	1,097	-13%	-16%
Services	401	471	389	-3%	-17%
<b>Total Retail Spending</b>	<b>10,529</b>	<b>10,572</b>	<b>9,310</b>	<b>-12%</b>	<b>-12%</b>
DSTM Spending	4,341	4,518	3,807	-12%	-16%
Food	5,787	5,583	5,114	-12%	-8%
Non-Food	4,742	4,989	4,196	-12%	-16%

Source: MDS, MarketInfo 2004; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

## 3.2 Homemaker/Bulky Goods Market

For the purposes of this report, the spending market of most relevance to the range of retailers within the proposed bulky goods centre is referred to as the Homemaker/Bulky Goods Market. This market includes the following product categories:

- |                                  |                          |
|----------------------------------|--------------------------|
| ▪ Furniture                      | ▪ Manchester             |
| ▪ Whitegoods                     | ▪ Floor Coverings        |
| ▪ Small Appliances               | ▪ Recreational Equipment |
| ▪ Computer Hardware and Software | ▪ Auto Accessories       |
| ▪ Home Decoration                | ▪ Glassware              |
| ▪ Home Entertainment Equipment   | ▪ Tableware              |
| ▪ Communications                 | ▪ Hardware and Garden    |

The remaining retail expenditure covers all items referred to in this report as “other retail”. In a typical homemaker centre, other retail spending might include food catering in an on-site café, or apparel sales in a camping store and other general variety stores which retail food, clothing and other non-homemaker products are sold, e.g. Makro and the warehouse.

Homemaker centres also generate turnover or sales from the non-household sector. For example, this could include timber sales to builders, office supplies sold to businesses, or furniture sold to commercial operators. This type of spending, which is beyond the definition of retail spending, is referred to as “non-household sales” in this report.

With homemaker spending typically stronger in developing areas, spending on homemaker goods by trade area residents in 2007 is estimated at \$1,812 per capita, 12.3% below the Brisbane average, and 11.9% below the Australian average (refer Table 3.2). Per capita core homemaker spending is highest in the secondary south sector.

## BULKY GOODS ASSESSMENT

**Northeast Business Park Bulky Goods  
Homemaker Spending Per Capita, 2007 (\$2007)**

**Table 3.2**

Trade Area Sector	Homemaker Spending Per Capita \$	Var'n from Benchmarks	
		Aust. %	Brisbane %
<b>Primary Trade Area</b>	<b>1,827</b>	-11.2%	-11.6%
<b>Secondary Trade Area</b>			
• North	1,552	-24.5%	-24.9%
• South	1,854	-9.9%	-10.3%
Total Secondary	1,763	-14.3%	-14.6%
<b>Main Trade Area</b>	<b>1,812</b>	<b>-11.9%</b>	<b>-12.3%</b>
<b>Benchmarks</b>			
Australia Average	2,057	n.a.	-0.4%
Brisbane Average	2,066	+0.4%	n.a.

*Note : Spending market excludes GST*

*Source: MDS, MarketInfo 2004; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0);*

Table 3.3 details the current homemaker/bulky goods market at a more detailed level for the key categories of relevance to modern homemaker centres. While many of the categories are not exclusively provided by homemaker tenants, the proposed development would at least be expected to achieve a share in the listed product categories.

## BULKY GOODS ASSESSMENT

### Northeast Business Park Bulky Goods

**Table 3.3**

### Main Trade Area Homemaker Expenditure, 2007 (\$2007)

	Primary	Secondary	Main TA
Glassware, Tableware	7.5	2.1	9.6
Home Decoration	7.9	2.2	10.0
Home Entertainment Equipment	15.2	4.5	19.7
Computer Hardware & Software	15.7	4.7	20.4
Communications	2.5	0.7	3.2
Small Appliances	8.8	2.3	11.1
Manchester	10.4	2.8	13.2
Furniture	24.1	7.1	31.2
Floor Coverings	11.9	3.7	15.7
Whitegoods	24.5	6.9	31.4
Hardware, garden	<u>55.4</u>	<u>15.5</u>	<u>70.9</u>
<b>Total Homemaker Market</b>	<b>184.1</b>	<b>52.4</b>	<b>236.5</b>
Other Non-Food	218.0	59.5	277.6
<b>Total Non-food Spending</b>	<b>402.1</b>	<b>112.0</b>	<b>514.1</b>
<i>Share of Non-food Market</i>	<i>32.0%</i>	<i>33.0%</i>	<i>32.2%</i>
<b>Total Retail Spending</b>	<b>949.0</b>	<b>272.1</b>	<b>1,221.1</b>
<i>Share of Retail Market</i>	<i>13.6%</i>	<i>13.6%</i>	<i>13.6%</i>

Source : MDS, MarketInfo 2004; Urbis

Total Homemaker spending in the MTA amounts to \$236.5 million dollars as at 2007 (refer Table 3.3). The primary (\$184.1 million) trade area has the largest homemaker spending market whilst the secondary (\$52.4 million) trade area represents around a third of the size.

There is a number of different homemaker spending markets relevant to a bulky goods centre. These are identified as:

- Spending on homemaker goods by the household sector
- Spending on homemaker goods by the non-household sector
- Spending by both sectors on non-homemaker merchandise in typical homemaker centres.
- Spending by both sectors on non-homemaker uses or tenants i.e. fast food

## 3.3 Growth Trends in the Homemaker Market

## BULKY GOODS ASSESSMENT

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The level of spending on homemaker products is subject to significant fluctuations over time. These fluctuations occur in response to a number of short and long term factors, including the following :

- Macroeconomic factors (i.e. interest rates, wages growth, unemployment levels and business and consumer confidence) that serve to strengthen or weaken demand for new housing and associated building supplies and products, appliances fixtures and fittings. In particular, economic variations and policies that impact the housing market have a direct knock on effect on homemaker spending.
- Land release and cost and availability of new home sites and house prices.
- The impact of fashion and the growing interest in home renovation.
- Developments in the homemaker industry, both in terms of new product development and innovations in store development.
- Demand for and development of housing
- Price reductions due to deflation and manufacturing technology.
- New technologies in consumer goods and electronics which stimulates consumers to upgrade existing appliances .e.g. High Definition TV
- Appliances and products which cater to a growing awareness and demand for energy and water saving initiatives.

### 3.4 Trade Area Retail Spending Growth Potential

Total retail spending growth for the MTA is shown in Table 3.4. Within the MTA, homewares and bulky goods spending is anticipated to receive the highest level of spending growth between 2007 and 2016.

Total growth in retail spending and in particular homewares and bulky goods is expected to exceed percentage population growth. This demonstrates that overall retail spending per capita is forecast to increase and that a growing share of the spending purse will be dedicated to homewares and bulky goods products. This trend is often seen in establishing urban growth areas.

## BULKY GOODS ASSESSMENT

### Northeast Business Park Bulky Goods

Table 3.4

#### Trade Area Retail Spending by Product Group, 2007-2021 (\$2007 million, ex GST)

Year	Food Ret	Catering	Apparel	H'wares	Bulky	I/Leisure	Services	Total
2007	541.8	125.8	117.2	85.6	150.8	143.2	50.7	1,215.2
2008	564.8	134.1	125.0	98.5	165.0	151.7	53.2	1,292.2
2009	585.4	140.6	131.0	105.3	173.5	158.4	55.3	1,349.4
2010	604.9	146.1	136.2	110.5	180.6	164.4	57.3	1,399.8
2011	625.8	152.3	142.0	116.6	188.6	170.9	59.4	1,455.7
2012	647.0	159.7	149.3	124.7	198.6	178.6	61.7	1,519.6
2013	667.6	167.2	156.7	133.1	208.7	186.3	64.0	1,583.6
2014	689.1	175.0	164.6	142.0	219.4	194.3	66.4	1,650.8
2015	711.4	183.2	172.8	151.6	230.6	202.8	68.8	1,721.2
2016	734.6	191.9	181.5	161.7	242.4	211.6	71.4	1,795.2
2017	757.1	200.6	190.3	172.1	254.4	220.4	74.0	1,868.9
2018	778.6	209.2	199.1	182.9	266.4	229.1	76.5	1,941.8
2019	800.9	218.2	208.2	194.4	278.9	238.2	79.0	2,017.9
2020	823.9	227.6	217.8	206.6	292.1	247.7	81.7	2,097.3
2021	847.6	237.4	227.9	219.5	305.9	257.5	84.4	2,180.3
<b>Average Annual Growth<sup>1</sup></b>								
2007-10	3.7%	5.1%	5.1%	8.9%	6.2%	4.7%	4.1%	4.8%
2010-16	3.3%	4.6%	4.9%	6.6%	5.0%	4.3%	3.7%	4.2%
2011-21	3.1%	4.5%	4.8%	6.5%	5.0%	4.2%	3.6%	4.1%
2007-16	3.4%	4.8%	5.0%	7.3%	5.4%	4.4%	3.9%	4.4%
<b>Spending Distribution (2007)</b>								
Northeast Business Park	44.6%	10.3%	9.6%	7.0%	12.4%	11.8%	4.2%	100%
Brisbane Avg. (%)	40.9%	11.9%	10.4%	8.0%	12.0%	12.4%	4.5%	100%
Aust. Avg. (%)	42.4%	12.5%	10.5%	7.4%	11.3%	12.0%	3.8%	100%

1. Assumes average annual per capita growth of 1.6% in 2007-2010 1.4 and % thereafter, with different growth rates for each product group.  
Source: MDS, MarketInfo 2004; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

Total homemaker spending growth within the MTA is detailed in Table 3.5. Homemaker spending currently represents 19.5% of total retail spending, growing to 21.6% by 2021.

In constant 2007 dollars the MTA homemaker spending is forecast to grow from \$236.5 million in 2007 to \$471.8 million in 2021 (refer Table 3.5).

Spending increases over the forecast period is attributable to population growth and real increases in homemaker spending per capita.

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**Northeast Business Park Bulky Goods Trade Area  
Homemaker Spending, 2007-2021 (\$2007)**

**Table 3.5**

Year (end June)	Homemaker \$M	Other Retail \$M	Total Retail \$M	Homemaker % Total %
2007	236.5	907.7	<b>1,215.2</b>	19.5%
2008	254.0	963.1	<b>1,292.2</b>	19.7%
2009	267.2	1,003.8	<b>1,349.4</b>	19.8%
2010	278.2	1,040.3	<b>1,399.8</b>	19.9%
2011	290.6	1,080.4	<b>1,455.7</b>	20.0%
2012	305.9	1,125.2	<b>1,519.6</b>	20.1%
2013	321.4	1,169.9	<b>1,583.6</b>	20.3%
2014	337.8	1,216.7	<b>1,650.8</b>	20.5%
2015	355.1	1,265.7	<b>1,721.2</b>	20.6%
2016	373.3	1,317.1	<b>1,795.2</b>	20.8%
2017	391.8	1,367.9	<b>1,868.9</b>	21.0%
2018	410.3	1,418.0	<b>1,941.8</b>	21.1%
2019	429.8	1,470.1	<b>2,017.9</b>	21.3%
2020	450.3	1,524.4	<b>2,097.3</b>	21.5%
2021	471.8	1,580.9	<b>2,180.3</b>	21.6%
<b>Average Annual Growth :</b>				
2007-2010	5.6%	4.6%	<b>4.8%</b>	
2010-2021	4.9%	3.9%	<b>4.1%</b>	
2007-2021	5.1%	4.0%	<b>4.3%</b>	

*Note : Spending market excludes GST*

*Source: MDS, MarketInfo 2004; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0);*



## 4 Retail Hierarchy

The retail hierarchy of the region is examined below to identify the size, location and competitive relevance of key competing shopping destinations, particularly homemaker/bulky goods retailers. Map 4.1 illustrates the location of homemaker/bulky goods retailers in and around the trade area.

### 4.1 Existing Homemaker Centres/Precincts

Homemaker precincts within the MTA take on two different forms

- Purpose built, integrated homemaker centres with multiple tenancies and shared car parking
- Stand alone units occupying a single site, office dispersed in a linear form along major roads or highways.

A homemaker centre is a single purpose planned centre containing a number of separate retail units, the majority of which sell goods for the home. Using this definition, there are a limited number of dedicated homemaker centres within close proximity to the subject site. However, there are a number of traditional retail centres with homeware components and individual retailers dispersed along major roads and highways.

A summary of the major homemaker centres and precincts serving the trade area and beyond is provided below and can be viewed on Map 4.1, 4.2 and 4.3. Table 4.1 displays all relevant existing supply for the trade area.

#### 4.1.1 Caboolture/Morayfield

A substantial amount of bulky goods floorspace exists along Morayfield Rd, Caboolture.

##### *Morayfield Mega Centre*

Recently opened in late 2006, Morayfield Mega Centre is an 8 unit development with GFA of 15,100 sq/m. Major tenants include Wide World of Lights, Clarke Rubber and Autobarn. The Mega Centre is currently 75% leased.

##### *Morayfield Supa Centre*

Stages 1 and 2 are completed adding bulky good GFA of approximately 16,000 sq/m. Anchor tenant is Makro Warehouse with a GFA of 5,000 sq/m. Other bulky good tenants include Fantastic Furniture, Aussie Living, Dial a bed, Sleep City Beacon Lighting and others. Approximately 95% of the centre is leased.

##### *Other Tenants*

Other major bulky good retailers are situated along Morayfield Road. These include Bunnings, Harvey Norman, Betta Electrical, The Good Guys, BBQ Galore plus many others.

#### 4.1.2 Beerwah, Woodford & Bribie Island

No major bulky good centres exist within these areas. However, stand-alone tenants exist such as Retravisio, Mitre 10 and Thrifty Link. Refer to Map 4.1 and Table 4.1 for details. Residents within these areas would be likely to travel to Morayfield Road to purchase any significant bulky items.

#### 4.1.3 Redcliffe Shire and Deception Bay

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The majority of the bulky goods floorspace within the Redcliffe/Deception Bay precinct is along Deception Bay Road. This area is located to the south of the secondary south trade area and needs to be understood

### *Zone at Rothwell*

The Zone at Rothwell is anchored by Wow Sight and Sound and includes other tenants such as Clark Rubber, Freedom, Carpet Call, Andersons and Cyrus Carpets. The centre opened in 2005 and has limited vacancies.

### *Other Tenants*

Other major bulky good retailers situated within the Redcliffe and Deception Bay Shire include Bunnings Mitre 10, Kippa Ring Hardware, Supercheap Auto plus others.

## 4.2 Under Construction and Proposed Centres

### 4.2.1 Within Trade Area

#### *321 Morayfield Rd*

Expected to be completed over three stages, 321 Morayfield Rd will add in the order of 23,000 sq.m of bulky goods showroom to the region. Construction is underway and is expected to continue until 2009. Stage 1 is currently available for sale.

### 4.2.2 Outside Trade Area

#### *675 Deception Bay Rd, Deception Bay Homemaker Centre*

The Homemaker centre is expected to be completed in two stages, with stage one (consisting of two buildings) nearing completion. Stage two is expected to add an additional 2,000 sq.m. of GFA to the centre. A number of tenants have commenced trading.

#### *Rothwell Homemaker Centre*

Expected to be completed in late 2007, the Rothwell Homemaker Centre will add 7,395 sq.m. to the region, with Harvey Norman as the anchor tenant. The centre developed by Bunnings, will be located next to an existing Bunnings superstore.

#### *Northlakes Bulky Goods Centre*

Westfield has allocated 20,000 sq.m of bulky goods to its planned expansion of the Retail sector of North Lakes, due to be operational by 2010.

Refer to Table 4.1 or Map 4.3 for further details.

## BULKY GOODS ASSESSMENT

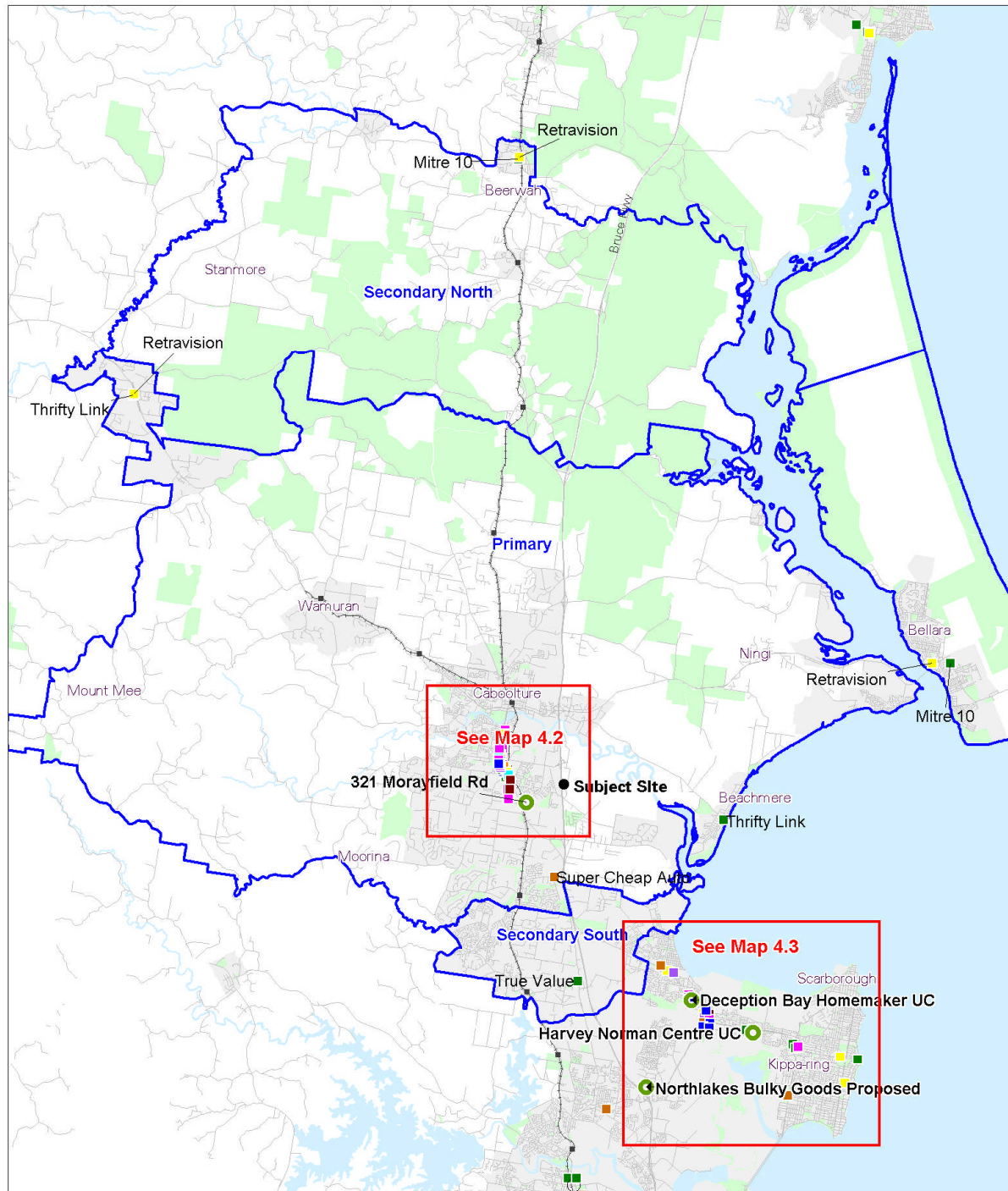
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### Trade Area Competition

**M**

**ap 4.1**

# BULKY GOODS ASSESSMENT



- |                   |                           |            |
|-------------------|---------------------------|------------|
| Electrical        | Proposed Homemaker Centre | Road       |
| Flooring          | Railway Station           | Park       |
| Furniture         | Railway Line              | Urban Area |
| Hardware & Garden | Waterway                  |            |
| Lighting          | Waterbody                 |            |
| Manchester        |                           |            |
| Miscellaneous     |                           |            |
| Outdoor           |                           |            |
| Sporting          |                           |            |
| all others        |                           |            |

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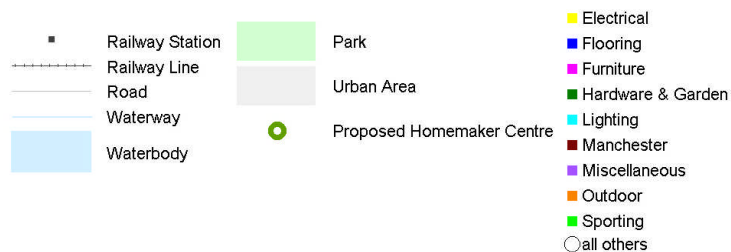
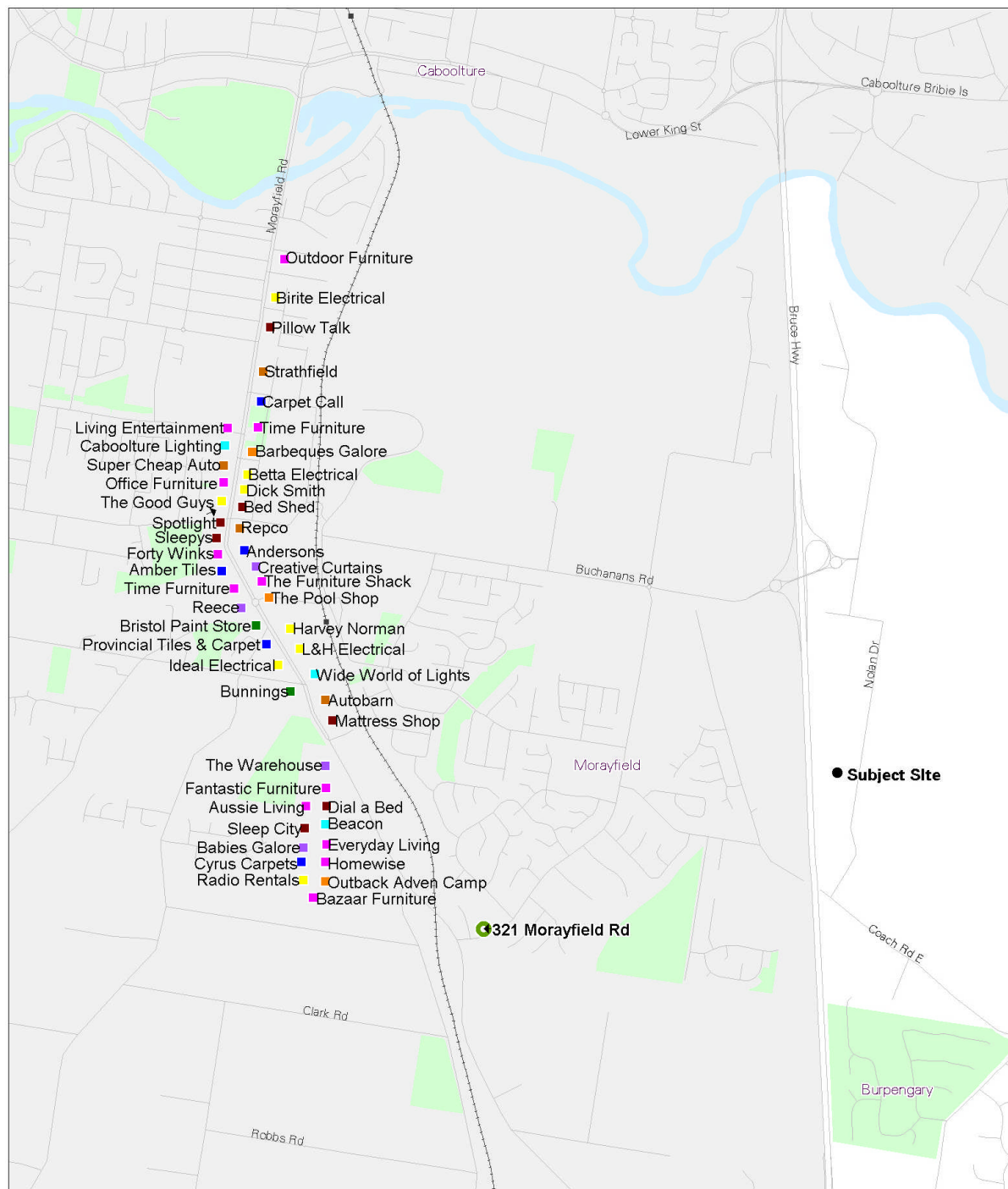
## BULKY GOODS ASSESSMENT

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**Morayfield/Caboolture Competition**  
**ap 4.2**

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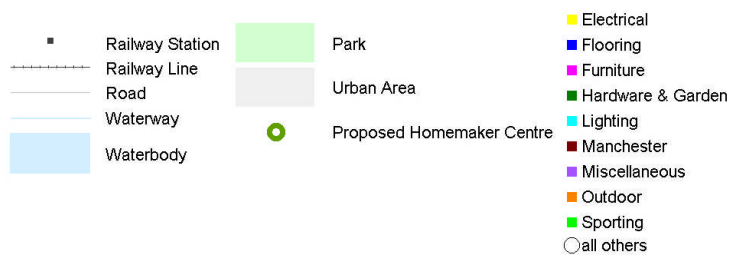
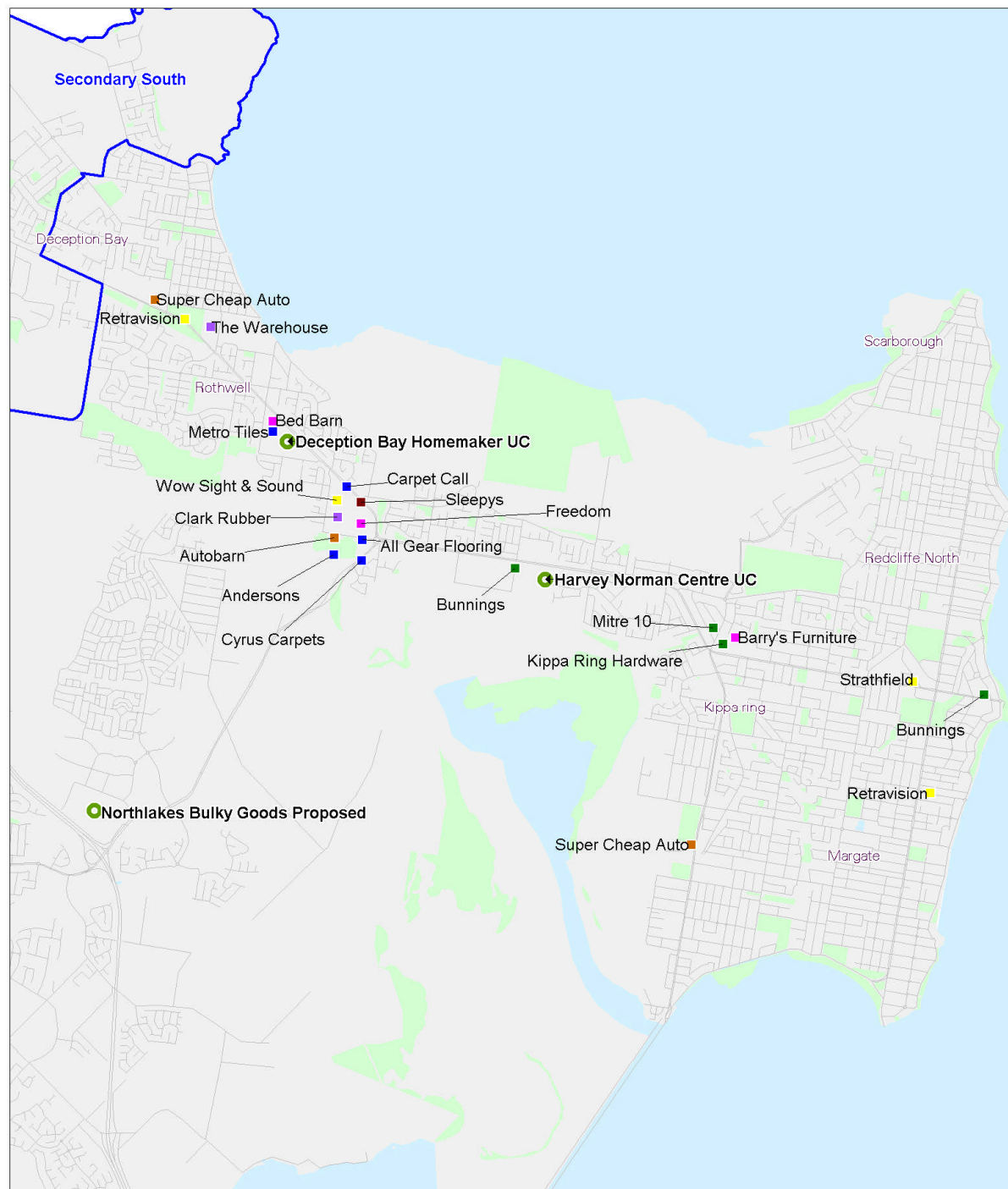
**Deception Bay/ Redcliffe Competition**

**M**

**ap 4.3**



## BULKY GOODS ASSESSMENT



Source: StreetPro © MapInfo Australia Pty Ltd  
2004. All rights reserved. Census Statistical  
Data & Digital Statistical Boundaries Data supplied  
by the ABS (intellectual property rights owner the  
Commonwealth of Australia as represented  
by the ABS).  
Produced by: Urbis Pty Ltd (June 2006)



## BULKY GOODS ASSESSMENT

**Northeast Business Park Bulky Goods Competition**

**Table 4.1**

Centre	GFA (Sq.m)	GFA Excluding Vacant, and Auto (Sq.m)	Major Traders/Comments
<b>Current Bulky Goods Supply Within TA</b>			
<i>Morayfield</i>			
Morayfield Mega Centre	14,673	3,673	Autobarn, Wideworld of lights, Clark Rubber
Morayfield Supa Centre	13,800	13,800	Makro Warehouse, The Warehouse, Aussie Living, Beacon Lighting
Other (Morayfield Rd)	38,250	35,925	Sleep City, Aussie Living
			Bunnings, Harvey Norman, Betta Electrical, The Good Guys, BBQ Galore, Super Cheap Auto
<i>Other Bulky Goods</i>			
Beerwah	1,000	1,000	Retravisio, Mitre 10
Woodford	1,000	1,000	Retravisio, Thrifty Link
Bribie Island	1,450	1,450	Retravisio, Mitre 10
<b>Total existitng within Trade Area</b>	<b>70,173</b>	<b>56,848</b>	
<b>Proposed Developments Within TA</b>			
321 Morayfield Rd, Morayfield	23,300		Stage 1: Three bulky good showrooms with GFA of 1,360 sq/m, 1,050 sq/m and 890 sq/m. Due for completion in 2008. Stage 2: A further 11,000 sq/m due for completion 2008. Stage 3: Due in 2009, a further 9,000 sq/m.
<b>Total Exisitng &amp; Proposed within TA</b>	<b>93,473</b>	<b>80,148</b>	
<b>Outside Trade Area</b>			
<i>Deception Bay/Redcliffe</i>			
Deception bay Homemaker Centre	1,600	600	Super Cheap Auto, Bed Barn, Metro Tiles
Zone Rothwell	11,151	9,440	Clark Rubber, Wow Sight and Sound, Freedom, AutoBarn, Carpet Call
Kipparing Village	1,860	600	Mitre 10, Strathfield
Other	2,100	1,100	
<b>Total Existing Deception Bay/Redclifi</b>	<b>16,711</b>	<b>11,740</b>	
<b>Proposed Developments</b>			
Deception Bay Homemaker Centre, 675 Deception Bay Rd	3,800		Currently in stage 1 of construction which will include two buildings with floor area from 65 sq/m to 1,345 sq/m. Stage 2 (currently awaiting DA) will add an additional 1,944 sq/m
Rothwell Homemaker Centre, Rothwell	7,395		Rothwell Homemaker centre has a total GFA of 7,395 sq/m. Harvey Norma is committed to a 10 year lease for this area. Due for completion in 2007.
Northlakes Bulky Goods	20,000		Westfield planning to construct a bulky goods centre with 20,000 sq/m of G
<b>Sub Total Proposed</b>	<b>31,195</b>		
<b>Total Exisitng and Proposed (map 4.</b>	<b>47,906</b>	<b>42,935</b>	

Source : Caloundra, Caboolture, Pine Rivers and Redcliffe Council; Urbis

The total existing floorspace within the trade area currently measures 70,173 sq.m of which 13,325 sq.m are either vacant or used as auto uses (e.g. Super Cheap Auto), which isn't included in the homemaker spending market. The proposed bulky goods space within the trade area amounts to 23,300 sq.m, making the total existing and proposed bulky goods floorspace within the trade area 80,148 sq.m.

## 5 Market Potential and Capacity

This section of the report outlines an assessment of the need, demand and potential impact of the proposed bulky goods development, to be located at the Northeast Business Park.

### 5.1 Bulky Goods Potential

The trade area demand for bulky goods retail space is calculated in the following section. By combining population with homemaker spending per capita, the size of the trade area core homemaker market is assessed.

Northeast Business Park Bulky Goods Centre Under/Over Supply of Homemaker Floor Space (constant \$2007)						Table 5.1
	Unit	2007	2010	2013	2016	2021
Population	No.	130,530	142,637	155,174	168,134	189,069
Exp. Per Person on Homemaker Goods	\$	1,812	1,950	2,072	2,220	2,495
Total Resident Homemaker Expenditure	\$M	236.5	278.2	321.4	373.3	471.8
<b>Total Homemaker spending to bulky goods stores (@ 75 %)</b>	<b>\$M</b>	<b>177.4</b>	<b>208.6</b>	<b>241.1</b>	<b>280.0</b>	<b>353.8</b>
Average Trading Level	\$/sq.m	3,750	3,750	3,750	3,750	3,750
Bulky/Homemaker Floorspace Demand (residents)	sq.m	47,308	55,634	64,290	74,667	94,358
Bulky/Homemaker Floorspace Demand (non-household sales @ 25%) <sup>1</sup>	sq.m	9,462	11,127	12,858	14,933	18,872
<b>Homemaker Floorspace Demand</b>	<b>sq.m</b>	<b>56,770</b>	<b>66,761</b>	<b>77,148</b>	<b>89,600</b>	<b>113,229</b>
plus nonhomemaker floorspace (@ 10%) <sup>2</sup>	sq.m	5,677	6,676	7,715	8,960	11,323
<b>Total Floorspace Demand for Bulky Goods Centres</b>	<b>sq.m</b>	<b>62,447</b>	<b>73,438</b>	<b>84,863</b>	<b>98,560</b>	<b>124,552</b>
Existing and Proposed Supply	sq.m	56,848	80,148	80,148	80,148	80,148
<b>Under/Over Supply<sup>3</sup> of Bulky Space</b>		<b>-5,599</b>	<b>6,710</b>	<b>-4,715</b>	<b>-18,412</b>	<b>-44,404</b>

1. Spending by trade and business  
3. nonhomemaker floorspace in a typical Bulky Goods Centre represents 10% of total floorspace  
2. A negative number represents under supply (based on average trading levels)  
Source : Urbis

As outlined in Section 3, there is strong demand by residents for homemaker type goods in the defined trade area. In 2007, trade area residents are forecast to spend just over \$236.5 million on homemaker products. Population and real spending growth will drive further growth in demand to \$278.2 million by 2010, which represents strong growth of \$42 million (over the 2007-2010 period) or 5.6% per annum (in constant dollar terms).

The general need for bulky goods retail within the MTA of the subject site has been determined in Table 5.1 and further detailed below:

- A relatively high proportion (75.0%) of the trade area homemaker spending will go to bulky goods stores whilst the remaining 25.0% will be spent in more traditional retail centres and stores such as Kmart and Big W. In 2007, \$177.4 million will be spent on homemaker products at bulky goods stores by trade area residents, growing to \$353.8 million by 2021.
- Applying homemaker industry trading benchmarks (i.e. \$3,750 per sq.m) to the forecast growth in resident spending results in demand for bulky/homemaker space from residents. This average trading level reflects an optimal good quality tenant mix and excellent design, access and location.

## BULKY GOODS ASSESSMENT

- In addition to the demand from trade area residents, an allowance of an additional 20% of all homemaker sales has been made for non resident sales. This is suitable for an area where substantial population and housing growth is occurring. A significant proportion of bulky goods sales would be made through fit out of new houses (carpets, blinds, paint etc) as well as sales to commercial premises.
- Homemaker centres also generate other retail expenditure (apart from homemaker goods) and non-retail related turnover, for example sales of apparel in camping stores. This typically represents an average of 10% of floorspace in a bulky goods centre.
- Taking all of this into account it can be seen that the trade area currently demands 62,447 sq.m of bulky goods space. By taking away the current provision of bulky space we can see that the trade area is currently undersupplied by approximately 5,599 sq.m based on industry benchmarks.
- As discussed in Section 4, a significant amount of bulky goods space on Morayfield Road is planned to come online by 2010. By adding this space to existing supply, the homemaker/bulky goods space demanded by the trade area in 2010 reflects an oversupply amount of approximately 6,710 sq.m, falling to a deficiency of 18,400 sq.m in 2016 and 44,400 sq.m in 2021.

As a further check method to this assessment, the national non-metropolitan 2007 benchmark of bulky goods space per capita is generally in the order of 0.5 square metres per capita. This benchmark is generally deemed an acceptable per capita provision of bulky goods space from which to draw a broad comparison.

Based on a forecast population of 130,530 persons in 2007, reflects demand for bulky/homemaker floorspace of approximately 65,000 sq.m. Compared to Table 5.1, demand for bulky/homemaker floorspace for residents within the trade area of approximately 63,000, sq.m, which suggests that our analysis is relatively in line with broad industry benchmarks.

Assuming the bulky goods benchmark retail provision of 0.5 sq.m grows at a rate of approximately 5% every three years, the trade area population could reasonably be expected to support a bulky goods provision of approximately 75,000 sq.m in 2010, 85,500 in 2013, 98,000 in 2016 and approximately 116,000 sq.m in 2021. This further supports our analysis in Table 5.1 which suggests that between 2011 and 2021 the MTA may support an additional 45,000 sq.m of bulky goods space.

It has to be remembered whilst the above table represents a good estimate of the demand for homemaker floorspace, the assessment does not take into consideration microeconomic features of the site such as site access, layout, parking and overall position. The analysis was based on how much floorspace the total trade area can support assuming an optimum location for bulky goods within the overall Northeast Business Park locality.

### 5.1.1 Summary

- As outlined previously, there is need and opportunity to cater to the regions long term growth in the MTA with the introduction of a bulky goods development located in an optimal location within the Northeast Business Park.
- Our analysis suggests that there will be an undersupply of bulky goods space in the MTA from approximately 2011 assuming all identified bulky goods proposals are developed over the next three years and that no major additional space is developed within the trade area to 2021.

## BULKY GOODS ASSESSMENT

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- It is likely that a staged development commencing in 2010/2011 providing bulky goods related tenancies of up to 45,000 sq.m could be substantiated by 2021 within the MTA assuming no major bulky goods additions to the catchment other than those discussed in Section 4.
- Assuming a high quality development in an optimal location, it is possible that circumstances may change in regards to the total supportable scale and timing of development due to many macro economic factors such as population growth and retail spending which may increase demand from both retailers and consumers.
- The key to achieving the necessary diversity of uses for a location such as the proposed Northeast Business Park appears to be in the flexibility of the relevant land use planning guidelines. This approach is the way of the future and should governments have objectives of minimising trips and promoting employment in closer proximity to residents then these types of policies must be implemented. This approach could be achieved to great effect in the Northeast Business Park.

## 6 Appendices

### 6.1 1A Values Statement

#### Value Statement

Northeast Business Park is committed to socially, economically and ecologically sustainable development. The company promotes a distinctly Queensland style of design advocating sustainable and responsible development with a community focus.

Our vision encompasses:

#### Ecological

1. Responsible development which satisfies Government agendas for Environmental rehabilitation, Marine Industry reform, Increased local employment, and balanced environmental social and economic objectives.
2. Regenerative development repairing Caboolture River's river bank ecology, wetlands plains, natural bushland and rediscovering historic Cultural elements of the site. Encouraging public access to these areas for the enjoyment of all.

#### Economic

3. World class development creating the best industry, employment and community spaces creatively linked through innovative physical & social infrastructure.
4. Industry focused development creating the first purpose designed marine industry precinct in response to Government agenda bringing marine industry clusters, jobs and training
5. Sustainable development through creation of 17,000 permanent local jobs by Global, National and local businesses which will locate to NBP, assisting to stem the outflow of commuters who leave Caboolture Shire to work elsewhere.
6. Tourist development created through leisure craft berthing, Championship class golf course, regenerated Heritage precinct and supporting retail and dining experience.

## BULKY GOODS ASSESSMENT

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### Social

7. Psychographic development through creation of diverse residential formats which reflect the emerging trends in family living in Australian society (multi level, high density low rise, combined work& live, first family detached & larger detached residential formats).
8. Inclusive development through Integration with Caboolture town centre of public transportation, education & learning and local public facilities.
9. Community development through communication networks, town centre creation, life long learning, skills & learning hubs for youth and adults.

The following presents more details of each of the above areas.

### Ecological

- NBP will satisfy Queensland Government development policy and provide a net benefit to the Caboolture Shire and the Moreton Bay region by (1) improving the polluted water quality of Caboolture River and Moreton Bay (2) restoring degraded river banks and wetlands (3) eradicating noxious weeds and contaminated land (4) providing the first planned marine industry precinct (5) providing local jobs for local diverse communities in a sustainable development.
- Less than half of the total available land will be developed making this development one of the most environmentally balanced communities in Australia providing access to large areas of natural watercourses, bushland and open space to the wider community.
- The site is currently environmentally degraded and the development will restore the site for the enjoyment of all including Caboolture River bank restoration, wetlands restoration, provision of riparian buffer zones.
- The Caboolture River has high levels of pollutants from an upstream water treatment plant – this development will assist in decontaminating the Caboolture River which will benefit the Moreton Bay Marine Park. This will be done through utilizing high nutrient water from the treatment plant into NBP and using it for irrigation and grey water supply.
- The development will be responsible to its environment by creating zero impact on flooding to surrounding property.

### Economic

- NBP will create and combine individual industries, communities, employment opportunities and leisure pursuits in such a way that the resultant development will contribute more to the community than the sum of the individual parts.

## BULKY GOODS ASSESSMENT

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- The project will directly address Government's concerns over the maritime industry and provide a unique location for marine industry and marine leisure with over 3,000 jobs and \$230m of value adding to Queensland.
- The industrial sites offer the best transportation links to both Brisbane and the Sunshine Coast available with direct access to the motorway.
- Master planning of the industrial precinct will ensure that commercial/ industrial activity is developed in such a way as to become an asset to the overall development and not a detractor. Road treatment, setbacks, landscaping strips, buffer zones and use of the natural topography will create the environment where residents, marine industry employees, marine leisure and car or public transport visitors and commercial employees can integrate and enjoy the facilities.
- The scale of the industrial development site means that individual company's needs concerning size, aspect, infrastructure and layout can be accommodated in the development. The site is envisaged to become home for major multinational operators as well as medium sized entities and small businesses.
- Global, National and Local commercial and industrial companies will make NBP the location of their latest facilities providing employment opportunities for 14,700 jobseekers during construction and 17,000 permanent employees on completion.
- A world class golf course, excellent marina berthing and servicing facilities, café society dining facilities and mixed use development will ensure NBP becomes an attractor to tourists by road and sea.
- Special measures will be applied to maximize the number of people who work and live in the new community in an effort to reduce the current exodus of workers who commute out of Caboolture daily.

### **Social**

- The development will take the best ideas from around the world and apply them to a large and unique development site to create a world class community.
- This will be achieved firstly through excellence in the execution of each individual precinct and secondly by providing excellent infrastructure (physical and social) that links precincts together.
- A community in excess of 8,000 permanent residents will be established
- The project aims to be attractive to a wide cross section of residents through the provision of multi level apartments, low rise apartments and both small and large housing blocks for single dwellings.



## BULKY GOODS ASSESSMENT

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- For the resident seeking to work from an attractive home environment and house marine leisure craft locally, NBP will present one of the only opportunities in Queensland to do so.
- Social infrastructure will be provided in unison with Caboolture City, whether it is provision for facilities on NBP or contributing to the expansion of off site facilities.
- Transportation links will ensure residents and the workforce will be integrated into the Caboolture community and access to NBP from rail and bus links is integrated into the local public transportation infrastructure.

The diagrams on the following pages depict the locality of the site and the proposed development

