Bannockburn

Retail study

PREPARED FOR **Victorian Planning Authority**

February 2020

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Executive summary

- Bannockburn is located in Central Victoria approximately 23 km from the Geelong CBD and 90 km from the Melbourne CBD, and has been identified as a future key regional centre as outlined in the *G21 Regional Growth Plan (2013)*. The surrounding region, identified as the Geelong Region Alliance (G21), has a population target of 500,000 by 2050 and is currently on track with a 2019 population of 332,000.
- The catchment considered available to be served by retail facilities in Bannockburn has been defined to include three primary sectors, two growth area sectors and two outer sectors which includes surrounding towns. The main trade area population, which covers the urban area and growth areas of Bannockburn, is estimated at 5,860 people at mid-2019. The resident population of the Bannockburn total trade area (including surrounding towns) is forecast to reach around 15,660 residents by 2036, including over 11,100 in the main trade area.
- The socio-demographic profile of the Bannockburn trade area is generally reflective of a growth area in regional Victoria, and includes a high-proportion of traditional family units in their early life stages, who are attracted to the area by the affordability and lifestyle on offer.
- The level of retail expenditure per household for the main trade area population in 2019 is estimated at $39,915, which is some 20% above the non-metropolitan Victorian average. The total retail expenditure capacity within the main trade area is forecast to grow extremely strongly, from $78 million at 2019 to $214 million at 2036, reflecting an average annual growth rate of 6.1% per annum over the forecast period. The primary sector population is expected to grow from $78 million in 2019, to $157 million at 2036.
- The retail facilities in the main trade area are concentrated within the Bannockburn Town Centre, centred on High Street. Bannockburn Plaza is the main shopping centre and is anchored by a Woolworths supermarket and supported by a BWS liquor store, newsagency and lotto, a BBQ chicken shop, a café and a florist, as well non-retail tenancies such as a real estate agency, post office and Bendigo Bank. There is a range of fresh food stores such as a bakery, butcher and a fruit and vegetable store, positioned opposite to Bannockburn Plaza. The remainder of the retail facilities in the Bannockburn Town Centre are located along High Street and mainly consist of restaurants including Chinese, Indian, Australian and Italian cuisine.
- The Geelong CBD, located 23 km south-east of Bannockburn, is the main hub for retailing and business services for the wider region. The Geelong CBD contains Westfield Geelong (anchored by a Myer department store, Target and Big W discount department stores and a Coles supermarket), Geelong Market Square (anchored by a Harris Scarfe discount department store), as well as a number of freestanding retailers throughout the CBD.
- Our analysis shows that as the growth areas in Bannockburn develops, there will be a need for another retail precinct in the town. At around 2038-2040, when the growth area south sector reaches a population of 3,000, it is considered that a small 1,500 sq.m centre anchored by a 500 sq.m foodstore would be supportable at a secondary location within the southern growth area. At 8,000 residents or by around 2058-2060, a centre anchored by a full-scale supermarket would be considered supportable.

Introduction

This report presents an independent retail study for Bannockburn, a regional town located in Victoria. The main purpose of the study is to determine the scale of retail facilities supportable in the town as a vast amount of land in the surrounding area is developed for residential housing.

The report has been prepared in accordance with instructions received from the Victorian Planning Authority and is structured as follows:

- **Section 1** provides an overview of the regional and local context of Bannockburn.
- **Section 2** examines the trade area that is served by retail facilities within Bannockburn, including estimates and projections of population and retail expenditure levels in the trade area, as well as detailing the socio-demographic profile of trade area population.
- **Section 3** reviews the competitive environment of the surrounding area.
- **Section 4** includes a retail floorspace demand analysis for the defined catchment
- **Section 5** provides a summary and our conclusions

Section 1: Regional context

Bannockburn is located in Central Victoria, approximately 23 km from the Geelong CBD and 90 km from the Melbourne CBD, as shown in Map 1.1. Bannockburn has been identified as a future key regional centre as outlined in the *G21 Regional Growth Plan* (2013).

The surrounding region, which is identified as the Geelong Region Alliance (G21), encompasses the municipalities of Colac Otway, Greater Geelong, Queenscliff, Surf Coast and Golden Plains. The G21 region has an estimated population target of 500,000 by 2050 and is currently on track to achieve this target with a 2019 population of 332,000.

The Golden Plains Shire is one of the fastest growing regional municipalities in Victoria. The resident population of Golden Plains Shire is projected to grow from around 23,900 to over 32,500 over the period to 2036 (according to *forecast.id* population projections prepared for the Golden Plains Shire in November 2017). The rate of population growth in the municipality is expected to average around 540 new residents per annum over the next two decades, reflecting a solid growth rate of around 2% per annum.

Midland Highway is a major traffic route which runs close to Bannockburn, and according to the VicRoads Traffic Volume Data (2019), has an average of 8,100 traffic movements per day. Midland Highway provides connectivity to the surrounding region, providing access to the towns of Lethbridge and Meredith to the north-west, and to Geelong to south-east.

Bannockburn Station, which is part of the Adelaide-Melbourne railway line, is located to the north-east of the main retail strip on High Street (refer Map 1.2). The train line divides the town into two sections, with the area to the south having more recent urban development. On the eastern outskirts of Bannockburn is Bannockburn Vineyards which was established in the 1970's, and there is also a large recreational reserve to the west of Bannockburn.

Map 1.1: Bannockburn

Regional context

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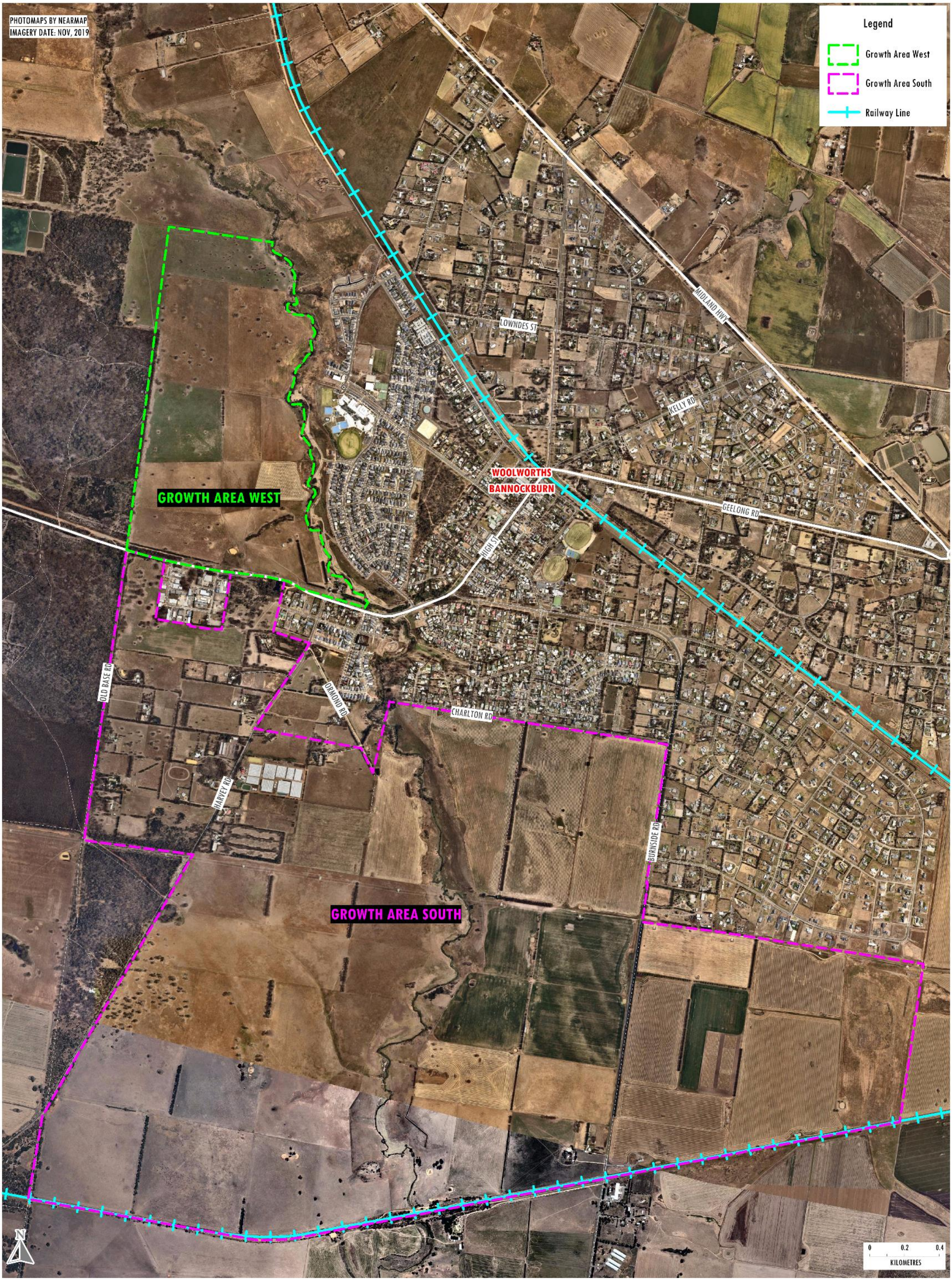

Map 1.2: Bannockburn

Urban and growth areas

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Section 2: Trade area analysis

This section of the report examines the trade area considered available to be served by retail facilities within Bannockburn and details the current and projected future trade area population levels, as well as the socio-demographic profile and the estimated retail expenditure generated by the catchment population.

2.1 Trade area definition

The extent of the trade area or catchment for any centre is shaped by a number of important factors, which are described as follows:

- The relative attraction of the centre in question as compared with alternative retail facilities. The factors that determine the strength and attraction of any shopping or activity centre are primarily the scale and composition of the centre, in particular the major trader (or traders) that are included within it; the layout, ambience and presentation of the centre; and carparking, including access and ease of use.
- While the strength and appeal of a centre directly impacts on the breadth of customer draw, the proximity and attraction of competitive retail centres serve to restrict a centre's ability to extend its trade area. Thus, the locations, compositions, quality and scale of competitive retail facilities all serve to define the extent of the trade area which the centre in question is effectively able to serve.
- The available road network and public transport service and how they operate to effect ease of use and access to the centre in question are also important factors impacting on its relative attractiveness.
- Significant physical barriers which are difficult to negotiate or which take considerable time to cross can often act to delineate the boundaries of the trade areas that are able to be served by specific centres.

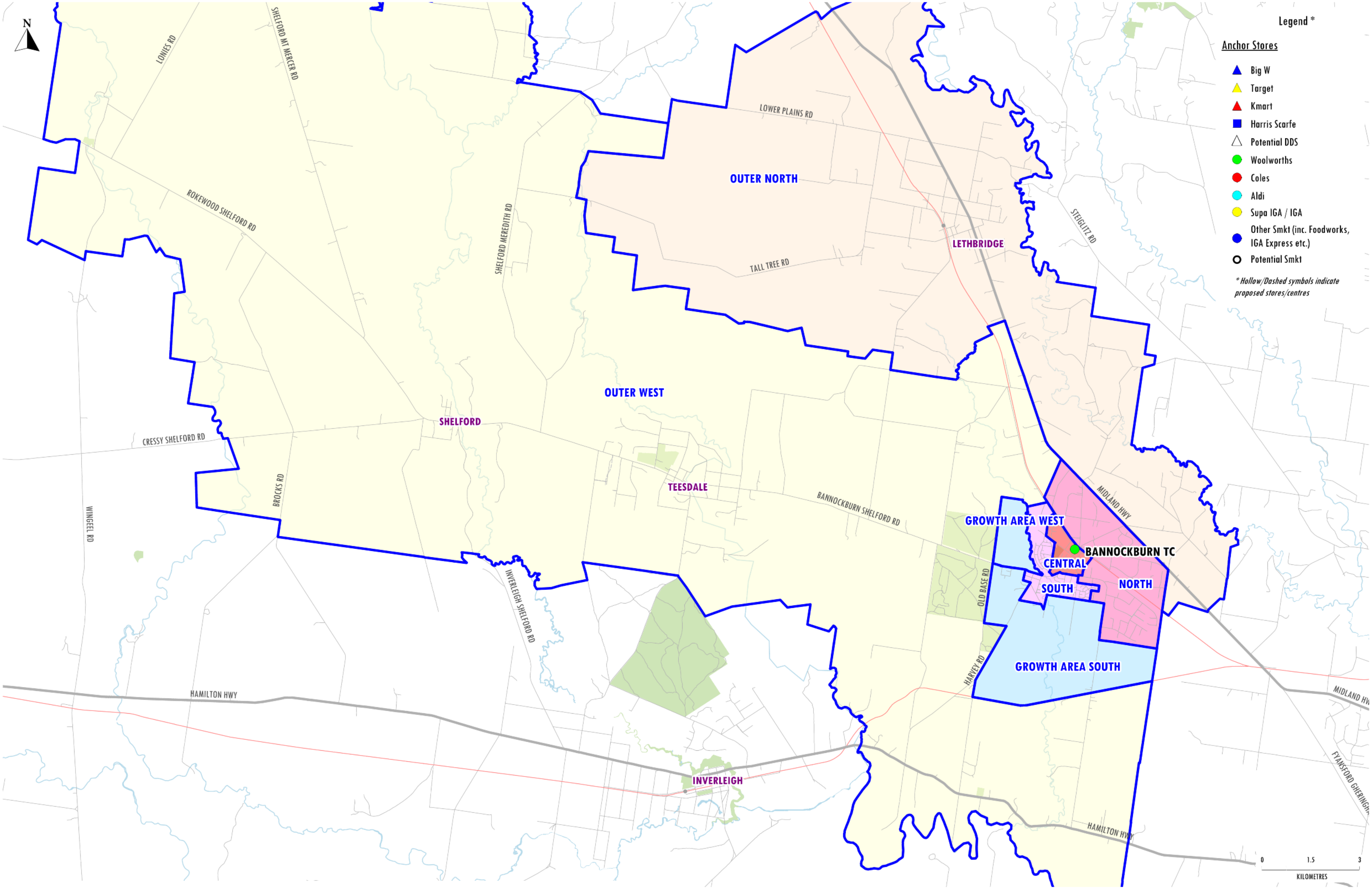
The catchment defined for Bannockburn reflects its relative size compared with other neighbouring towns in the area; the scale of the retail facilities within the Bannockburn Town Centre, particularly the inclusion of a Woolworths supermarket which serves the food, grocery and shopping needs of residents in the surrounding region; and the lack of competitive retail facilities in the surrounding region.

On this basis, the Bannockburn catchment has been defined to include three primary sectors (Bannockburn urban area), two growth area sectors and two outer sectors (surrounding towns), as illustrated on Map 2.1 and described as follows:

- The **primary central sector** consists of the Bannockburn Town Centre and the residential area to the north-east of the town centre, generally bounded by McPhillips Road in the north, Victoria Park in the east, Burnside Road in the south and the Bannockburn Bushland Reserve and Imperial Way in the west.
- The **primary north sector** contains the northern and eastern parts of Bannockburn, extending to Midland Highway and Glen Avon Drive.
- The **primary south sector** contains the remainder of the urban area in Bannockburn.
- The **growth area south sector** extends south from the primary sectors to the Western Standard Gauge Railway Line, as well as the area between Bannockburn Reserve and the primary south sector, to the south of Bannockburn-Shelford Road.

- The **growth area west sector** contains the area between Bannockburn Reserve and the primary south sector, to the north of Bannockburn-Shelford Road.
- The **outer north sector** contains the town of Lethbridge and surrounds.
- The **outer west sector** contains the towns of Teesdale and Shelford, extending to Warrambine Creek to the west.

The combination of the primary and growth area sectors is referred to as the main trade area throughout this report, while the combination of all sectors is referred to as the total trade area.



Map 2.1: Bannockburn

Trade area sectors

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2.2 Trade area population

Table 2.1 details the existing and projected population levels within the defined Bannockburn trade area. The information has been collected from a range of sources, including the following:

- Australian Bureau of Statistics (ABS) Census of Population and Housing (2016);
- ABS Dwellings Approvals and Estimated Residential Population Data (2017-2018);
- Victoria in Future 2019 population projections prepared by the Victorian Government;
- Forecast.id population projections prepared for the Golden Plains Shire in November 2017; and
- Other investigations of future residential development, undertaken by this office.

The total trade area population is estimated at 9,550 residents at 2019, including 5,860 residents in the primary sectors (Bannockburn urban area). Over the most recent intercensal period (2011 to 2016), the total trade area population increased by 5% or 370 residents per annum. The population of the Bannockburn total trade area is forecast to reach around 15,660 residents by 2036, including over 11,100 within the main trade area (urban and growth areas of Bannockburn). This reflects a strong average annual growth rate of 3.8% for the main trade area from 2019 to 2036.

Population growth in the main trade area is expected to be underpinned by greenfield residential estates within the area, summarised as follows:

- Residential estates such as the Somerset Estate, Willowbrae Estate Bannockburn and the Kelly Estate are expected to consist of over 750 dwellings upon completion, since the estates began construction in 2012.
- The key growth areas of Bannockburn, as shown on Map 2.1, will accommodate growth over the medium to long term. The growth area south sector has an estimated capacity for 7,500 dwellings, while the growth area west sector has an estimated capacity for 1,200 dwellings. It is assumed that development within the growth area south sector will begin in 3-5 years, followed by development in the growth area west sector.

The ongoing trend of residential estate development in the main trade area is expected to continue into available land, driving population growth in the area over the medium to long term.

Table 2.1 (a) Bannockburn trade area population, 2011-2036*								
	Estimated population				**Forecast population**			**Capacity**
Trade area sector	2011	2016	2019	2021	2026	2031	2036	**Population**
Primary sectors								
• Central	780	1,150	1,330	1,390	1,390	1,390	1,390	
• North	1,380	1,810	2,050	2,210	2,510	2,710	2,910	
• South	1,410	2,120	2,480	2,720	3,120	3,420	3,720	
Primary	3,570	5,080	5,860	6,320	7,020	7,520	8,020	
Growth area sectors								
• South	0	0	0	0	600	1,400	2,250	22,500
• West	0	0	0	0	100	450	850	3,600
Total growth areas	0	0	0	0	700	1,850	3,100	26,100
Main trade area	**3,570**	**5,080**	**5,860**	**6,320**	**7,720**	**9,370**	**11,120**	
Outer sectors								
• North	1,100	1,180	1,210	1,230	1,280	1,330	1,380	
• West	2,100	2,360	2,480	2,560	2,760	2,960	3,160	
Total outer	3,200	3,540	3,690	3,790	4,040	4,290	4,540	
Total trade area	**6,770**	**8,620**	**9,550**	**10,110**	**11,760**	**13,660**	**15,660**	

**As at June*
Source: ABS Census 2016; Victoria In Future 2019; Forecast.id; MacroPlan

Table 2.1 (b) Bannockburn trade area population, 2011-2036*						
	Average annual growth (no.)					
Trade area sector	2011-16	2016-19	2019-21	2021-26	2026-31	2031-36
Primary sectors						
• Central	74	60	30	0	0	0
• North	86	80	80	60	40	40
• South	142	120	120	80	60	60
Primary	302	260	230	140	100	100
Growth area sectors						
• South	0	0	0	120	160	170
• West	0	0	0	20	70	80
Total growth areas	0	0	0	140	230	250
Main trade area	**302**	**260**	**230**	**280**	**330**	**350**
Outer sectors						
• North	16	10	10	10	10	10
• West	52	40	40	40	40	40
Total outer	68	50	50	50	50	50
Total trade area	**370**	**310**	**280**	**330**	**380**	**400**
	Average annual growth (%)					
Trade area sector	2011-16	2016-19	2019-21	2021-26	2026-31	2031-36
Primary sectors						
• Central	8.1%	5.0%	2.2%	0.0%	0.0%	0.0%
• North	5.6%	4.2%	3.8%	2.6%	1.5%	1.4%
• South	8.5%	5.4%	4.7%	2.8%	1.9%	1.7%
Primary	7.3%	4.9%	3.9%	2.1%	1.4%	1.3%
Growth area sectors						
• South	0.0%	0.0%	0.0%	0.0%	18.5%	10.0%
• West	0.0%	0.0%	0.0%	0.0%	35.1%	13.6%
Total growth areas	0.0%	0.0%	0.0%	0.0%	21.5%	10.9%
Main trade area	**7.3%**	**4.9%**	**3.9%**	**4.1%**	**3.9%**	**3.5%**
Outer sectors						
• North	1.4%	0.8%	0.8%	0.8%	0.8%	0.7%
• West	2.4%	1.7%	1.6%	1.5%	1.4%	1.3%
Total outer	2.0%	1.4%	1.3%	1.3%	1.2%	1.1%
Total trade area	**5.0%**	**3.5%**	**2.9%**	**3.1%**	**3.0%**	**2.8%**

**As at June*
Source: ABS Census 2016; Victoria In Future 2019; Forecast.id; MacroPlan

2.3 Socio-demographic profile

The following Chart 2.1 and Table 2.2 detail the socio-demographic profile of the Bannockburn trade area population, based on the 2016 Census of Population and Housing, and compares these figures with the non-metropolitan Victorian and national averages. There were no residents in the growth area sectors at the time of the 2016 Census, therefore they have been excluded from the table. The key points to note are summarised as follows:

- The average age of total trade area residents, at 35.8 years, is lower than the non-metropolitan Victorian average of 37.6 years, underpinned by a higher representation of young children aged 0-4 years and a below average proportion of residents aged over 60 years.
- The average household size of the trade area is 2.9 persons, compared with 2.3 for non-metropolitan Victoria.
- Income levels per household across the total trade area are 28.7% above the non-metropolitan Victorian average on a per household basis, with above average incomes evident across most trade area sectors except for the primary central sector.
- Home ownership levels throughout the trade area are above the non-metropolitan Victorian average, driven by a higher proportion of homeowners with a mortgage.
- Trade area residents are predominantly Australian born at 88% of the total trade area population.
- Traditional families, i.e. couples with dependent children, account for 56% of households in the total trade area, which is above the non-metropolitan Victorian average of 40%, while the proportion of lone person households is lower than the non-metropolitan Victorian average, particularly in the primary north sector.
- The primary central sector has a similar socio-demographic profile to non-metropolitan Victoria, while the other primary sectors are dominated by young families.

Overall, the socio-demographic profile of the Bannockburn trade area is reflective of a growth area in regional Victoria, with a high proportion of traditional family units in their early life stages, who are attracted to the area by the affordability and the lifestyle on offer in the region.

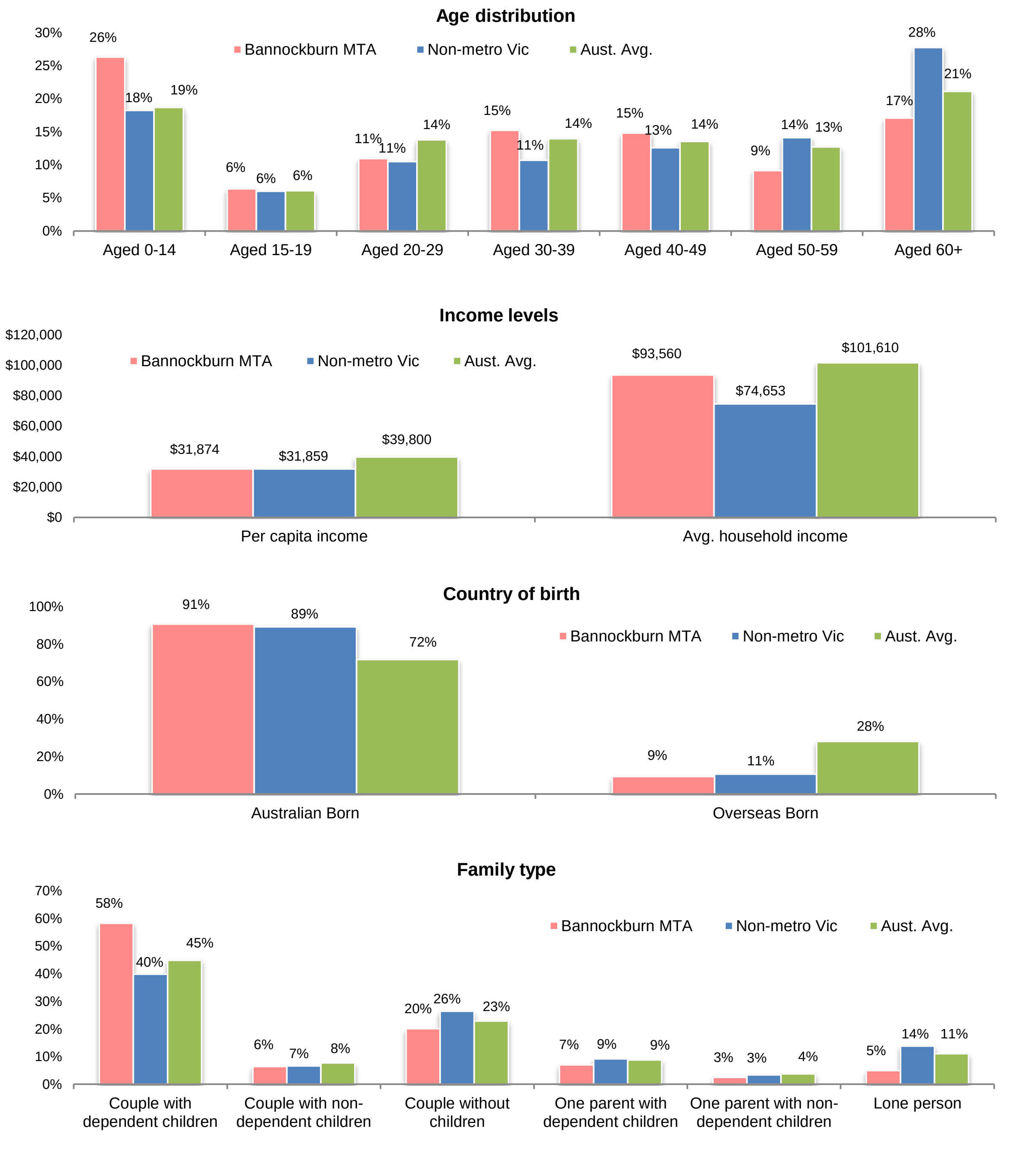
Table 2.2
Bannockburn main trade area - socio-demographic profile, 2016

Census item	Primary sectors Central	Primary sectors North	Primary sectors South	Primary sectors	Outer sectors	Total TA	Non-metro Vic avg.	Aust. avg.
Per capita income	$29,203	$33,727	$31,740	$31,874	$34,743	$33,054	$31,859	$39,800
Var. from Non-metro Vic bmark	*-8.3%*	*5.9%*	*-0.4%*	*0.0%*	*9.1%*	*3.8%*		
Avg. household income	$72,510	$105,811	$97,446	$93,560	$99,674	$96,106	$74,653	$101,610
Var. from Non-metro Vic bmark	*-2.9%*	*41.7%*	*30.5%*	*25.3%*	*33.5%*	*28.7%*		
Avg. household size	2.5	3.1	3.1	2.9	2.9	2.9	2.3	2.6
Age distribution (% of population)								
Aged 0-14	19.0%	27.2%	29.5%	26.3%	22.6%	24.8%	18.2%	18.7%
Aged 15-19	5.8%	7.5%	5.8%	6.4%	6.8%	6.6%	6.0%	6.1%
Aged 20-29	12.3%	8.2%	12.6%	11.0%	7.5%	9.5%	10.5%	13.8%
Aged 30-39	14.1%	13.7%	17.2%	15.3%	13.5%	14.5%	10.7%	14.0%
Aged 40-49	11.1%	17.6%	14.5%	14.8%	15.3%	15.0%	12.6%	13.5%
Aged 50-59	9.6%	10.4%	7.8%	9.2%	15.9%	11.9%	14.1%	12.7%
Aged 60+	28.3%	15.3%	12.6%	17.1%	18.4%	17.6%	27.7%	21.1%
Average age	41.8	34.1	31.3	34.7	37.5	35.8	41.7	38.6
Housing status (% of households)								
Owner (total)	73.8%	95.2%	87.8%	86.5%	90.6%	88.2%	74.1%	67.4%
• Owner (outright)	27.9%	31.0%	20.7%	26.0%	34.0%	29.4%	39.8%	31.9%
• Owner (with mortgage)	45.9%	64.2%	67.1%	60.5%	56.6%	58.8%	34.3%	35.5%
Renter	26.2%	4.8%	12.2%	13.5%	9.1%	11.7%	25.2%	31.8%
Birthplace (% of population)								
Australian born	87.0%	91.1%	92.3%	90.7%	88.3%	89.7%	89.3%	71.9%
Overseas born	13.0%	8.9%	7.7%	9.3%	11.7%	10.3%	10.7%	28.1%
• Asia	0.3%	0.4%	0.4%	0.3%	1.2%	0.7%	2.3%	11.2%
• Europe	9.7%	7.6%	5.8%	7.3%	8.7%	7.9%	6.0%	9.6%
• Other	3.0%	1.0%	1.6%	1.7%	1.8%	1.7%	2.4%	7.4%
Family type (% of population)								
Couple with dep't child.	46.0%	64.1%	61.5%	58.2%	52.6%	55.9%	39.9%	44.8%
Couple with non-dep't child.	6.2%	7.4%	5.8%	6.4%	10.0%	7.9%	6.7%	7.7%
Couple without child.	24.2%	18.2%	18.9%	20.1%	23.0%	21.3%	26.4%	22.8%
One parent with dep't child.	10.1%	3.4%	8.1%	7.1%	6.7%	6.9%	9.2%	8.8%
One parent w non-dep't chil	3.9%	2.7%	1.5%	2.5%	2.5%	2.5%	3.3%	3.7%
Lone person	9.3%	3.1%	3.6%	5.0%	4.8%	4.9%	13.8%	11.0%
Car ownership								
% 0 Cars	2.6%	0.0%	0.5%	0.9%	0.0%	0.5%	5.5%	7.7%
% 1 Car	35.9%	8.2%	16.9%	19.1%	15.0%	17.4%	34.2%	36.1%
% 2 Cars	44.1%	46.9%	59.9%	51.3%	44.3%	48.4%	38.9%	37.5%
% 3 Cars	11.9%	25.7%	15.2%	17.8%	22.3%	19.7%	13.6%	12.2%
% 4 plus Cars	5.5%	19.2%	7.5%	10.9%	18.3%	14.0%	7.9%	6.5%

Source: ABS Census of Population & Housing, 2016; MacroPlan

Chart 2.1

Bannockburn main trade area - socio-demographic profile, 2016



Source: ABS Census of Population & Housing, 2016; MacroPlan

2.4 Retail expenditure capacity

MacroPlan estimates retail expenditure capacity generated by trade area residents based on information sourced from Market Data Systems (MDS), which utilises the detailed micro-simulation model of household expenditure behaviour for all residents of Australia. The model takes into account information from a wide variety of sources, including the regular ABS Household Expenditure Survey, National Accounts Data, Census Data and other information.

MarketInfo data is considered to be an accurate, indeed the best available, detailed measure of retail expenditure capacity and behaviour, and is widely relied on in the retail industry. Total retail expenditure is detailed in a number of categories, as follows:

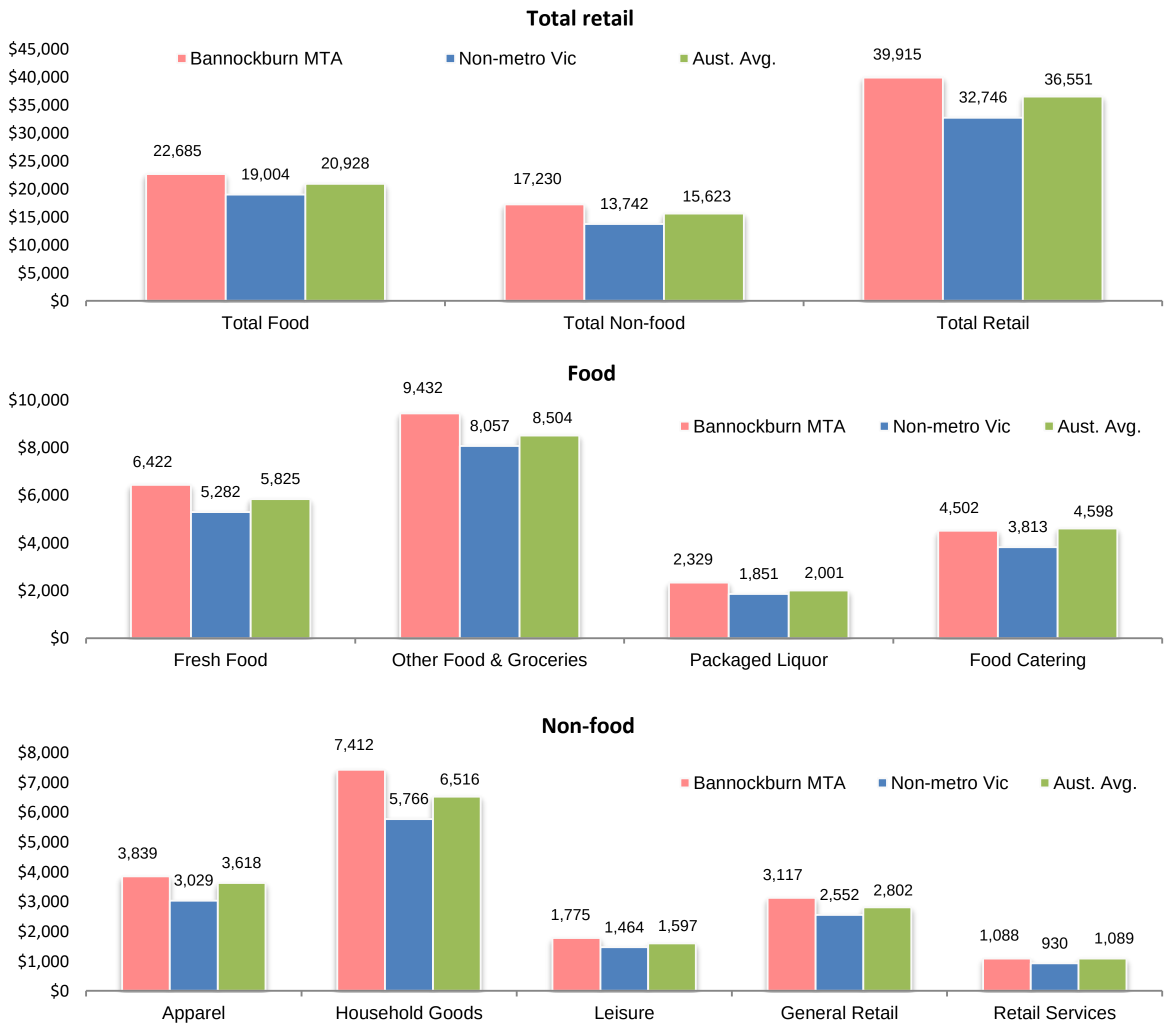
- Take-home food and groceries – goods typically sold in supermarkets and specialty fresh food stores.
- Packaged liquor – packaged beer, wine and spirits such as those purchased at bottle-shops and liquor outlets. The combination of take-home food and groceries and packaged liquor is referred to as FLG expenditure.
- Food catering – cafes, take-away outlets and restaurants, including liquor consumed on such premises.
- Apparel – clothing, footwear, fashion and accessories.
- Household goods – giftware, electrical, computers, furniture and homewares.
- Leisure – sporting goods, music, DVDs, games, books, magazines and newspapers.
- General retail space –pharmaceutical goods, cosmetics, toys, florists and mobile phones.
- Retail Services – retail services such as key cutting, shoe repairs, hair and beauty.

Chart 2.2 presents a comparison of retail spending behaviour of the Bannockburn main trade area residents with non-metropolitan Victorian and Australian averages. The level of retail expenditure per household for the main trade area population at 2019 is estimated at $39,915, which is some 22% above the non-metropolitan Victorian average. Per household spending by main trade area residents is above the non-metropolitan Victorian averages across all retail categories. The key reason for the above average retail spending per household is the fact that the average household size in the catchment is above average, and particularly that family households is the dominant household type in the area who typically spend more on retail than other households.

All retail spending estimates detailed in this report include GST.

Chart 2.2

Bannockburn main trade area - retail expenditure per household, 2018/19*



**Including GST*

Source: MarketInfo; MacroPlan

Table 2.3 presents estimates of total retail expenditure generated by the population within each sector of the Bannockburn main trade area over the forecast period to 2036, while Table 2.4 presents these estimates for the total trade area. All spending forecasts provided include retail inflation, which is assumed to average 1.5% per annum.

Total available retail expenditure within the main trade area is forecast to grow very strongly, from $78 million at 2019 to $214 million at 2036, reflecting a strong average annual growth rate of around 6.1% per annum over the forecast period. The combined primary sector population is expected to grow from $78 million in 2019 to $157 million at 2036.

Table 2.3
Bannockburn main trade area - retail expenditure ($M), 2019-2036*

Year ending		**Primary sectors**		**Primary**	**Growth area sectors**		**Main**
June	Central	North	South	**sectors**	South	West	**TA**
2019	18	28	32	78	0	0	78
2020	19	29	35	83	0	0	83
2021	20	31	37	88	0	0	88
2022	21	33	39	93	1	0	94
2023	21	35	41	97	3	0	100
2024	21	36	43	101	4	1	106
2025	22	38	45	105	6	1	113
2026	22	40	48	110	8	1	120
2027	23	42	50	114	11	2	127
2028	23	43	52	118	14	3	135
2029	24	45	54	123	17	5	144
2030	24	46	56	127	20	6	153
2031	25	48	59	132	23	7	162
2032	26	50	61	136	26	9	171
2033	26	52	63	141	30	10	181
2034	27	54	66	146	34	12	192
2035	27	56	68	151	38	14	203
2036	28	58	71	157	42	16	214
Average annual growth ($M)							
2019-2036	0.6	1.8	2.3	4.6	2.5	0.9	8.0
Average annual growth (%)							
2019-2036	2.6%	4.4%	4.8%	4.2%	n.a.	n.a.	6.1%

**Inflated dollars & including GST*
Source: MarketInfo; MacroPlan

Table 2.4
Bannockburn trade area - retail expenditure ($M), 2019-2036*

	Forecast retail spend ($M)					Avg. ann. growth	
Trade area	2019	2021	2026	2031	2036	($M)	(%)
Primary sectors							
• Central	18	20	22	25	28	0.6	2.6%
• North	28	31	40	48	58	1.8	4.4%
• South	32	37	48	59	71	2.3	4.8%
Primary	78	88	110	132	157	4.6	4.2%
Growth area sectors							
• South	0	0	8	23	42	2.5	0.0%
• West	0	0	1	7	16	0.9	0.0%
Total growth areas	0	0	10	30	57	3.4	0.0%
Main trade area	**78**	**88**	**120**	**162**	**214**	**8.0**	**6.1%**
Outer sectors							
• North	17	18	21	24	28	0.6	3.0%
• West	35	38	45	54	65	1.8	3.7%
Total outer	52	56	66	79	93	2.4	3.5%
Total trade area	**130**	**144**	**186**	**240**	**307**	**10**	**5.2%**

**Inflated dollars & including GST*
Source: MarketInfo; MacroPlan

Tables 2.5 and 2.6 detail the estimated retail spending capacity by retail category of the main trade area population and total trade area population respectively.

Table 2.5
Bannockburn main trade area - retail expenditure by category ($M), 2019-2036*

Year ending June	FLG	Food catering	Apparel	Household goods	Leisure	General retail	Retail services	**Total retail**
2019	35	9	7	14	3	6	2	78
2020	38	9	8	15	4	6	2	83
2021	40	10	8	16	4	7	2	88
2022	43	11	9	17	4	7	3	94
2023	46	11	9	18	4	8	3	100
2024	49	12	10	20	5	8	3	106
2025	52	13	11	21	5	9	3	113
2026	55	14	11	22	5	9	3	120
2027	59	15	12	23	6	10	3	127
2028	62	16	13	25	6	10	4	135
2029	66	17	13	26	6	11	4	144
2030	71	18	14	28	7	12	4	153
2031	75	19	15	29	7	12	4	162
2032	80	20	16	31	7	13	5	171
2033	84	22	17	32	8	14	5	181
2034	89	23	17	34	8	14	5	192
2035	95	24	18	36	9	15	5	203
2036	100	26	19	38	9	16	6	214
Average annual growth ($M)								
2019-2036	3.8	1.0	0.7	1.4	0.3	0.6	0.2	8.0
Average annual growth (%)								
2019-2036	6.3%	6.6%	5.7%	5.8%	5.8%	5.8%	6.1%	6.1%

**Inflated dollars & including GST*
Source: MarketInfo; MacroPlan

Retail expenditure category definitions:

- FLG: take-home food and groceries, as well as packaged liquor.
- Food catering: expenditure at cafes, take-away food outlets and restaurants.
- Apparel: clothing, footwear, fashion accessories and jewellery.
- Household goods: giftware, electrical, computers, furniture, homewares and hardware goods.
- Leisure: sporting goods, music, DVDs, computer games, books, newspapers & magazines, stationery and photography equipment.
- General retail: pharmaceutical goods, cosmetics, toys, florists, mobile phones and pets.
- Retail services: hair & beauty, optical goods, dry cleaning, key cutting and shoe repairs.

Table 2.6
Bannockburn total trade area - retail expenditure by category ($M), 2019-2036*

Year ending June	FLG	Food catering	Apparel	Household goods	Leisure	General retail	Retail services	**Total retail**
2019	59	15	12	24	6	10	4	130
2020	62	16	13	25	6	11	4	137
2021	66	17	14	27	6	11	4	144
2022	69	18	14	28	7	12	4	151
2023	73	19	15	29	7	12	4	160
2024	77	20	16	31	7	13	5	168
2025	81	21	17	32	8	13	5	177
2026	85	22	17	34	8	14	5	186
2027	90	23	18	36	9	15	5	196
2028	95	25	19	37	9	16	6	206
2029	100	26	20	39	9	16	6	217
2030	106	27	21	41	10	17	6	229
2031	111	29	22	43	10	18	6	240
2032	117	31	23	45	11	19	7	252
2033	123	32	24	48	11	20	7	265
2034	129	34	25	50	12	21	8	279
2035	136	36	26	52	13	22	8	292
2036	143	38	27	55	13	23	8	307
Average annual growth ($M)								
2019-2036	4.9	1.3	0.9	1.8	0.4	0.7	0.3	10.4
Average annual growth (%)								
2019-2036	5.3%	5.6%	4.8%	4.9%	4.9%	5.0%	5.2%	5.2%

**Inflated dollars & including GST*
Source: MarketInfo; MacroPlan

Section 3: Competition

This section of the report considers the competitive environment of Bannockburn. Table 3.1 provides a summary of the retail facilities in the surrounding area, while the previous Map 2.1 illustrates their locations relative to the subject site.

Table 3.1
Bannockburn - schedule of major retail facilities

Centre	Retail GLA (sq.m)	Major traders	Dist. by road from Bannockburn (km)
Within trade area			
Bannockburn	5,600		-
• Bannockburn Plaza	3,200	Woolworths	
• Balance	2,400		
Lethbridge	300		11.5
Teesdale	650		12.2
Beyond trade area			
Geelong CBD	130,000		23.4
• Westfield Geelong	52,000	Myer, Big W, Target, Coles	
• Geelong Market Square	18,000	Harris Scarfe	
• Balance	60,000		

Source: Property Council of Australia; MacroPlan

The retail facilities in the main trade area are concentrated within the **Bannockburn Town Centre**. Bannockburn Plaza is the main shopping centre and is anchored by a Woolworths supermarket and supported by a BWS liquor store, newsagency and lotto, a BBQ chicken shop, a café and a florist, with total retail floorspace of 3,200 sq.m. The centre also includes non-retail tenancies such as a real estate agency, a post office and Bendigo Bank. There is a range of fresh food stores such as a bakery, butchers and a fruit and vegetable store, positioned opposite to Bannockburn Plaza. The remainder of the retail facilities in the Bannockburn Town Centre are focussed on High Street, mainly consisting of restaurants including Chinese, Indian, Australian and Italian cuisine.

There are plans for the redevelopment of Bannockburn Plaza, which would include expanding the centre up to Victor Street and adding additional car parking. It is indicated that Woolworths supermarket will be increased to 3,600 sq.m and relocated to the corner of Victor Street and McPhillips Road, while specialty stores will be located along High Street and near Burns Street, with the main entrance and carpark on McPhillips Road. To our knowledge, these plans are currently awaiting development approval. The plans show the inclusion of approximately 4,500 sq.m of ground level floorspace (most likely to be retail) with a further approximately 3,000 sq.m of floorspace on the upper level.

In the nearby towns of Lethbridge and Teesdale, there is a limited provision of retail, with a small convenience store serving each town.

The Geelong CBD, located 23 km south-east of Bannockburn, is the main hub centre for retailing and business services for the wider region. The Geelong CBD contains Westfield Geelong (anchored by a Myer department store, Target and Big W discount department stores and a Coles supermarket), Geelong Market Square (anchored by a Harris Scarfe discount department store), as well as a number of freestanding retailers throughout the CBD. Harris Scarfe has recently been put into receivership and announced the closure of 40 percent of its stores, however both Harris Scarfe stores in Geelong will continue to trade.

Section 4: Floorspace demand analysis

This section of the report provides an analysis of the expected demand for retail floorspace generated by the catchment population. Modelling retail demand for a given area is imprecise and depends on a range of factors, therefore, the floorspace demand analysis presented in this section should be viewed as indicative.

Table 4.1 details the estimated amount of retail floorspace demand by residents in the defined main trade area. This retail floorspace demand would be served by existing and future retail facilities located in Bannockburn, particularly for their food, grocery and convenience-oriented needs; as well as facilities located beyond the trade area such as in Geelong, for their non-food discretionary needs. The retail floorspace demand figures are calculated by applying an average Retail Turnover Density (RTD) to the estimated available retail sales volume by category. The RTD is simply the level of sales per sq.m which retailers in each category typically achieve. Adopted RTD levels are the highest for food, liquor & groceries (FLG) retailers, including supermarkets, at $9,000 per sq.m, and average around $6,400 per sq.m.

Table 4.1
Bannockburn main trade area - Estimated retail floorspace demand (sq.m), 2019-2031

Year ending June	FLG	Food catering	**Total food**	Apparel	H'hold goods	Leisure	General retail	Retail services	**Total non-food**	**Total retail**
2019	3,944	1,352	**5,300**	1,665	3,405	577	869	386	**6,900**	**12,200**
2020	4,117	1,415	**5,530**	1,729	3,542	600	904	402	**7,180**	**12,710**
2021	4,279	1,475	**5,750**	1,789	3,671	621	937	418	**7,440**	**13,190**
2022	4,459	1,542	**6,000**	1,854	3,811	644	972	435	**7,720**	**13,720**
2023	4,657	1,614	**6,270**	1,926	3,963	670	1,011	453	**8,020**	**14,290**
2024	4,855	1,688	**6,540**	1,997	4,114	695	1,049	471	**8,330**	**14,870**
2025	5,053	1,762	**6,810**	2,068	4,265	720	1,087	490	**8,630**	**15,440**
2026	5,252	1,836	**7,090**	2,137	4,415	745	1,126	508	**8,930**	**16,020**
2027	5,468	1,917	**7,390**	2,214	4,577	772	1,167	528	**9,260**	**16,650**
2028	5,703	2,005	**7,710**	2,296	4,750	801	1,212	549	**9,610**	**17,320**
2029	5,938	2,093	**8,030**	2,377	4,923	831	1,256	571	**9,960**	**17,990**
2030	6,173	2,183	**8,360**	2,458	5,095	860	1,300	592	**10,310**	**18,670**
2031	6,409	2,272	**8,680**	2,538	5,267	888	1,344	614	**10,650**	**19,330**
2032	6,652	2,365	**9,020**	2,620	5,443	918	1,390	636	**11,010**	**20,030**
2033	6,903	2,462	**9,360**	2,704	5,624	948	1,436	659	**11,370**	**20,730**
2034	7,154	2,559	**9,713**	2,788	5,804	978	1,482	682	**11,734**	**21,446**
2035	7,406	2,656	**10,062**	2,870	5,983	1,008	1,529	705	**12,095**	**22,157**
2036	7,658	2,755	**10,413**	2,952	6,161	1,038	1,574	727	**12,454**	**22,866**
RTD*	9,000	6,500	**8,400**	4,500	4,250	6,000	7,000	5,500	**4,900**	**6,400**

**Retail Turnover Density - Turnover ($) per sq.m in 2019, growth assumed at 0.7% p.a*
Source: MarketInfo; MacroPlan

Total demand for retail floorspace by the main trade area population is estimated at 12,000 sq.m at 2019, with close to a half of this demand satisfied by facilities within Bannockburn and the remainder being directed to higher-order centres in the region, most likely throughout Geelong. By 2036, demand for retail floorspace by the main trade area population is estimated to approach 23,000 sq.m. If half of the demand continues to be directed to local facilities it would indicate that Bannockburn can sustain around **12,000 sq.m of retail floorspace at 2036.**

Table 4.2 details the estimated amount of retail floorspace demand by residents in the defined total trade area, served by retail facilities in Bannockburn, as well as the towns of Lethbridge, Teesdale, Shelford and surrounds.

Table 4.2
Bannockburn total trade area - Estimated retail floorspace demand (sq.m), 2019-2031

Year ending June	FLG	Food catering	**Total food**	Apparel	H'hold goods	Leisure	General retail	Retail services	**Total non-food**	**Total retail**
2019	6,564	2,301	**8,860**	2,755	5,668	974	1,428	638	**11,460**	**20,320**
2020	6,775	2,381	**9,160**	2,830	5,832	1,001	1,470	658	**11,790**	**20,950**
2021	6,976	2,458	**9,430**	2,900	5,986	1,026	1,509	676	**12,100**	**21,530**
2022	7,194	2,542	**9,740**	2,975	6,153	1,053	1,551	697	**12,430**	**22,170**
2023	7,430	2,632	**10,060**	3,057	6,331	1,083	1,596	718	**12,780**	**22,840**
2024	7,667	2,722	**10,390**	3,139	6,508	1,112	1,640	740	**13,140**	**23,530**
2025	7,904	2,814	**10,720**	3,219	6,684	1,141	1,685	762	**13,490**	**24,210**
2026	8,142	2,906	**11,050**	3,299	6,860	1,170	1,729	784	**13,840**	**24,890**
2027	8,397	3,004	**11,400**	3,385	7,047	1,202	1,777	807	**14,220**	**25,620**
2028	8,671	3,110	**11,780**	3,477	7,246	1,235	1,828	832	**14,620**	**26,400**
2029	8,945	3,217	**12,160**	3,568	7,444	1,268	1,879	857	**15,020**	**27,180**
2030	9,219	3,324	**12,540**	3,658	7,642	1,301	1,929	882	**15,410**	**27,950**
2031	9,494	3,432	**12,930**	3,747	7,838	1,334	1,979	907	**15,810**	**28,740**
2032	9,777	3,543	**13,320**	3,839	8,039	1,367	2,031	933	**16,210**	**29,530**
2033	10,067	3,658	**13,720**	3,932	8,245	1,402	2,084	959	**16,620**	**30,340**
2034	10,357	3,774	**14,131**	4,025	8,450	1,436	2,136	985	**17,032**	**31,163**
2035	10,649	3,890	**14,539**	4,117	8,654	1,469	2,188	1,012	**17,440**	**31,978**
2036	10,941	4,007	**14,948**	4,207	8,857	1,503	2,240	1,038	**17,846**	**32,793**
RTD*	9,000	6,500	**8,400**	4,500	4,250	6,000	7,000	5,500	**4,900**	**6,400**

**Retail Turnover Density - Turnover ($) per sq.m in 2019, growth assumed at 0.7% p.a*
Source: MarketInfo; MacroPlan

Section 5: Summary and conclusions

The population within the urban and growth areas of Bannockburn (e.g. the defined main trade area) is estimated at 5,860 residents in 2019. By 2036, the population of the Bannockburn main trade area is forecast to reach around 11,100, reflecting a strong average annual growth rate of 3.8% for the main trade area over the forecast period.

The retail facilities in the main trade area are concentrated within the Bannockburn Town Centre. Bannockburn Plaza is the main shopping centre and is anchored by a Woolworths supermarket. The remainder of the retail facilities in the Bannockburn Town Centre are focussed on High Street.

There are two major future growth areas of Bannockburn, which will accommodate growth over the medium to long term as the amount of developable land in the Bannockburn urban area is exhausted. The growth area south sector has an estimated capacity for 7,500 dwellings and is estimated to begin development within 3-5 years, while the growth area west sector has an estimated capacity for 1,200 dwellings with development expected to start at some year later.

By 2023, the population within the main trade area is estimated at 6,900 residents. The retail floorspace analysis indicates that the town can sustain around 7,000 sq.m of retail floorspace at this time, assuming half of the total retail floorspace demand by main trade area residents is directed to local facilities (refer Table 4.1). This indicates that the redevelopment of Bannockburn Plaza and expansion of the Woolworths supermarket to full-scale is supportable at that time.

By reviewing the retail facilities within comparable regional towns in Victoria, it can be observed that towns that had a population of at least 12,000 tend to be able to support two retail precincts, typically two retail strips or one retail strip and one shopping centre. Bairnsdale, located in East Gippsland, contains a retail strip on Princes Highway near Bairnsdale Station, as well as a supermarket-based centre in the north. Echuca/Moama are connected regional towns on the border of Victoria and New South Wales which contain three retail precincts – a retail strip on Murray Valley Highway, a large town centre on Northern Highway and a retail strip in Moama with a supermarket-based centre.

With the expansion of the Woolworths supermarket, Bannockburn will be sufficiently served in the medium term, although it is expected that as the growth areas in Bannockburn develop, there will be a need for a second retail precinct in the town. When the growth area south sector reaches a population of 3,000, it is considered that a small 1,500 sq.m centre anchored by a 500 sq.m foodstore would be supportable at a secondary location within the southern growth area. The population of the south growth area sector is estimated to reach sufficient levels by 2038 – 2040, at which point the main trade area would have an estimated population of over 12,000 residents.

An additional 1,000 sq.m of floorspace, for a total of 2,500 sq.m, would be supportable by the time the population in the southern growth area reaches 5,000 residents, around 2047-2049. At 8,000 residents or by around 2058-2060, a centre anchored by a full-scale supermarket would be considered supportable. It is expected the Bannockburn Town Centre will also increase its provision of retail floorspace during this time, likely supporting a second full scale supermarket and an Aldi supermarket in the long term.

A location on Burnside Road would act as an ideal site for the second retail precinct, due to its proximity and convenient access for the existing residents in Bannockburn's south, as well as future residents locating to the growth area south sector. Such a site will also provide easy access to the Bannockburn Town Centre, which is expected to continue its role as the primary retail facility serving Bannockburn and the surrounding rural towns.

MELBOURNE	SYDNEY	BRISBANE	GOLD COAST	PERTH
Level 16	Level 10	Level 1	Level 2	Level 1
330 Collins Street	580 George Street	310 Edward Street	89-91 Surf Parade	89 St Georges Terrace
Melbourne VIC 3000	Sydney NSW 2000	Brisbane QLD 4000	Broadbeach QLD 4218	Perth WA 6000
(03) 9600 0500	(02) 9221 5211	(07) 3221 8166	(07) 3221 8166	(08) 9225 7200

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