



WEINAM CREEK PDA RETAIL ECONOMIC IMPACT ASSESSMENT

Prepared for Redland Investment Corporation

JANUARY 2020

UPDATED AUGUST 2020 TO REFLECT
BROADWATER TERRACE PROPOSAL

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EXECUTIVE SUMMARY

- The analysis and findings of this report support the conclusion that the proposed Weinam Creek retail floorspace (including a full-line supermarket) would have a net community benefit.
- The analysis of trading impacts indicates that the level of trade diversion from existing and planned activity centres would be within the bounds of a normal and healthy competitive environment and the viability and role of individual centres would not be threatened. As a result, the sustainability of the centre hierarchy in the Redland Bay LGA would be maintained and more so enhanced through the provision of a new centre and broader range retail shops and community and commercial facilities.
- The proposed Weinam Creek development would also have a range of benefits for the community including:
 - The provision of a new full-line supermarket that would address a gap for this type of retailing in Redland Bay and surrounding suburbs. Moreton Bay Island residents and commuters using the Redland Bay Marina Ferry Terminal would benefit from improved access and convenience when shopping for groceries and related goods and services.
 - The new supermarket would also be expected to drive stronger price competition which should result in keener prices for everyday shopping needs. This benefits all types of households and provides a large share of income to be directed to other activities and expenses.
 - The proposed Weinam Creek development would include a 3,200 supermarket and approximately 3,600 sq.m of specialty shops. This provision of shops would sufficiently support linked convenience-based shopping trips and establishment of a new retail hub but would also see residents continuing to use other locations for their shopping needs.
 - A key benefit for the community will be the creation of a new retail centre for Redland Bay; in particular, it will deliver the a full-line supermarket to the what will still be an underserved trade area even with the Redland Bay Shopping Centre (Broadwater Terrace) supermarket expansion proceeding. The proposed development will, deliver a high-quality mixed-use development and improved public realm for shopping, working and socialising. Improvements to the land uses surrounding the existing ferry terminal would further contribute to the development of an appealing, safe and vibrant hub for the mainland and Moreton Bay Island communities.
 - Due to the fragmentation of Karragarra, MacLeay, Lamb and Russell Islands, as well as, their geographical size and population densities, they cannot individually support a full-line supermarket offer. As such, the geographical context of the subject site offers a strategic opportunity to support this regional area by enabling island residents to do their main grocery shop immediately before departing for home.
 - The delivery of a full-line supermarket at the subject site also offers island residents an affordable alternative to smaller island supermarkets, whilst not being a detriment to their operation as residents will still frequent these stores for convenience.
 - With a calculated under-provision of supermarket space even following the addition of the proposed store, the total Primary Trade Area will support a full-line supermarket at the subject site without impeding the redevelopment of Broadwater Terrace, Redland Bay District Centre.
 - The ongoing operation of the facilities within the proposed retail floorspace (particularly within the supermarket) would also create a significant number of new jobs, many of which could be occupied by local residents (especially the younger demographic which is a key employee segment for retail shops and services).
 - Overall, the proposed supermarket-anchored Weinam Creek development will generate a range of benefits for the community whilst enhancing the activity centre hierarchy in the Redland Bay LGA. In this regard, it is an appropriate development.

INTRODUCTION

Urbis has been commissioned by Redland Investment Corporation to assess the need for a supermarket at the Weinam Creek Priority Development Area (PDA), as well as, the impact the new offering will have on existing centres within and surrounding the Trade Area.

The Weinam Creek PDA master plan will include:

- More open space
- New pedestrian and cycle ways
- Rejuvenation of existing parkland
- More car parks
- Improved drop off and storage facilities for island residents and visitors
- A new boat ramp to separate emergency and public access
- A mix of residential and retail spaces including cafes, restaurants and a potential supermarket
- Potential for a medical precinct.

The focus of this assessment is the economic impacts and benefits of the retail component of the master plan.

REPORT STRUCTURE

This report has been structured as follows:

- **Section 1 Development Context** – provides an overview of the subject site, its surrounding land uses, planning framework and proposed development.
- **Section 2 Trade Area Analysis** – provides an overview of the current and forecast population within the defined trade area, including a summary of the key demographic characteristics. As well as, an analysis of the retail spending generated by residents of the trade area, including estimating the current size and forecast spending market for a 10-year period.
- **Section 3 Local Retail Hierarchy** – an assessment of the existing retail centres within the trade area and beyond, including any proposed developments within the future supply pipeline.
- **Section 4 Retail Impact Assessment** – a review of retail floorspace (by centre) and its current performance, as well as, analysis of the subject centre's potential turnover and impact on existing centres.
- **Section 5 Conclusion** – this section details the key findings from the above analysis and impact assessment.

1. DEVELOPMENT CONTEXT

LOCATION CONTEXT

PLANNING FRAMEWORK

WEINAM CREEK PDA MASTERPLAN &
PROPOSED SUPERMARKET

LOCATION CONTEXT

OVERVIEW

- The subject site is located approximately 45 minutes from the Brisbane Central Business District (CBD), 10 minutes from Victoria Point and is currently a major gateway to the adjacent Redland Islands.
- The Weinam Creek master plan, which will be delivered in stages, will transform the waterfront of Redland Bay, improve the usability of the transport hub, attract visitors, create jobs and drive economic development in the area. The project will create a dynamic destination in its own right - as well as an effective transport hub and gateway to the islands.
- Council-owned subsidiary Redland Investment Corporation is working with Council to develop stage one of the project which will provide valuable infrastructure for the community, including ground-level car parks and a footbridge connecting the Moores Road site to the Redland Bay Marina. The footbridge will provide more direct access to the marina, accommodating foot traffic and bicycles as well as mobility scooters.

WEINAM CREEK PDA BOUNDARY



PLANNING FRAMEWORK

- The Weinam Creek PDA was declared at the request of the Redland City Council on 21 June 2013. With a Development Scheme approved by the State Government in May 2014. The total master plan development will provide a mix of residential, commercial, retail and community facilities, as well as, upgraded public realm and green-space (see the map overleaf).
- The Redland City Council's 'Redland City Plan 2018' designates the Weinam Creek PDA as a Major Centre which is intended to act as a new gateway to the Redland Island. It is planned that the development along with Toondah Harbour "*will play an important role in providing housing and lifestyle choices. They are to be transformed as vibrant mixed use centres with day and night time activity*".¹
- Current project status includes:
 - *Economic Development Queensland (EDQ) has recently approved the development application DEV2018/991 for the construction of a car park at Moores Road, footbridge and the connecting pathway.*
 - *The Pre-Construction stage has commenced, with civil work planned to begin from the week commencing 21 October 2019. Construction is anticipated to be completed by April 2020 and open to the public.*
 - *Civil works on nine residential lots on Moores Road is now complete, including the widening of Moores Road and the shared pathway. The final steps will be the electrical works, particularly moving overhead cables underground.*
 - *Designs and reporting for the masterplan are also underway to determine infrastructure, service upgrades and design concepts. Once finalised, the proposed masterplan application will be lodged for approval. This will include the proposed full-line supermarket.*¹
- The purpose of the PDA is to reinforce Weinam Creek as a community focus and a regional gateway to the Southern Moreton Bay Islands including Macleay, Lamb, Karragarra and Russell islands.

¹Redland City Council

WEINAM CREEK PDA – COMMITTED DEVELOPMENT BY LAND USE/ZONE

Zone	Land Use
Zone 1	Parking (Surface)
	Boat Parking (Surface)
	Low Density Residential
	Balance Lot (assumed Medium Density)
Zone 2	Medium Density Residential
	High Density Residential
Zone 3	Parking (Surface)
	Parking (Multi-Storey)
	Storage
	High Density Residential
	First Storey Commercial
	Ground Floor Retail
	High Density Residential
	Full-line Supermarket
	Specialty Retail
Zone 4	Mixed-use
	Community Facilities
Zone 5 - 10	Medium Density Residential

Source: Redland Investment Corporation; RPS

WEINAM CREEK PDA MAP BY ZONE

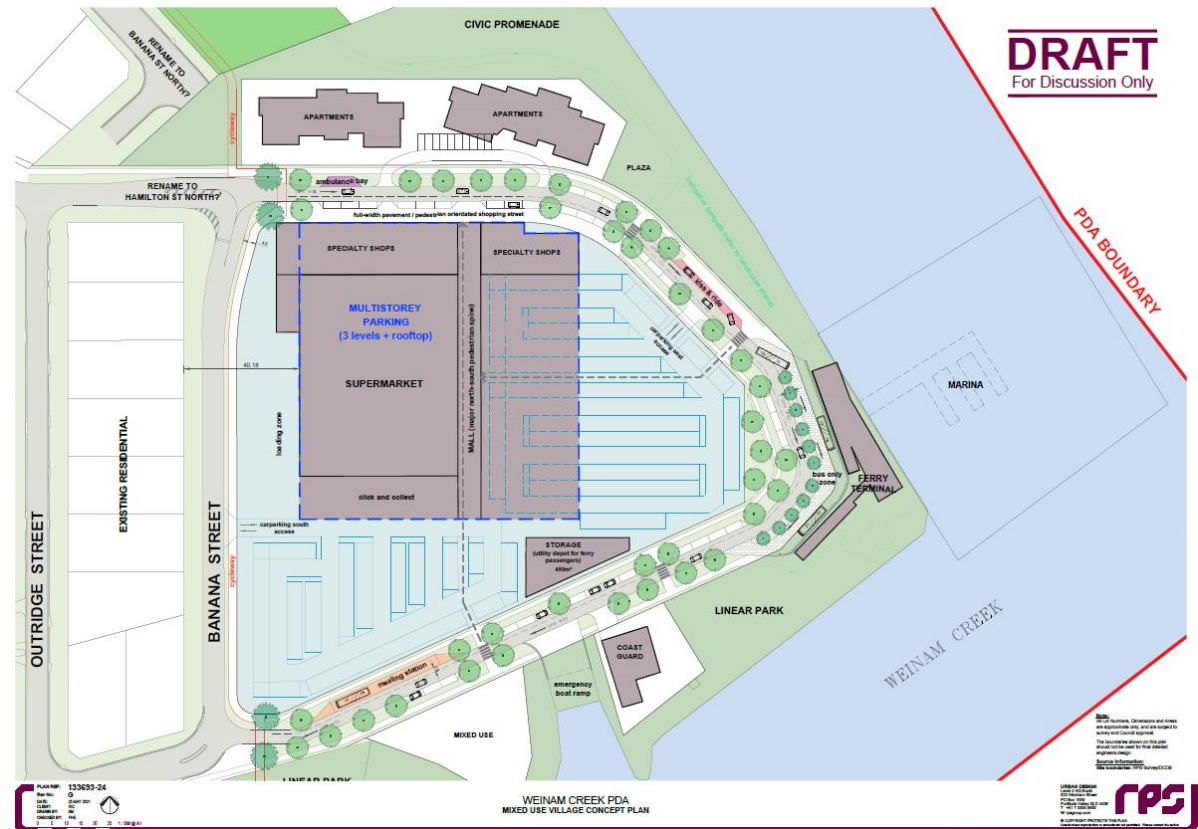


PROPOSED DEVELOPMENT

INSIGHTS

- The total Weinam Creek PDA is expected to deliver approximately 6,800 sq.m of retail floorspace, including a full-line supermarket.
- The proposed supermarket development is located on the ground level of the carparking facility as identified in Zone 3 on the previous map.
- The site is located adjacent the Redland Ferry Terminal and is envisioned to provide a convenient retail offer for the future on-site residents, wider suburb of Redland Bay, as well as, the surrounding region and Islands.
- The initial plans for the proposed development include a full-line supermarket offering of 3,200 sq.m GLA that will be supported by surrounding specialty retail and car parking (at-grade and multi storey).
- The adjacent plans are preliminary only and could be developed further to optimise the level of activity and access. As such, the findings of this impact assessment are not based specifically on this plan. This assessment assumes the final supermarket and specialty shop design will be optimised for accessibility and parking.
- The final plans may vary from the adjacent scheme and subsequently result in flow on effects to this assessment of potential turnover for retail space at the subject site. Having said this, minor changes to the design of the retail precinct will have an immaterial effect on the impacts calculated in this report, and will certainly not change the key findings.

PROPOSED SUPERMARKET & RETAIL OFFER



2. TRADE AREA ANALYSIS

TRADE AREA DEFINITION

RESIDENT POPULATION

DEMOGRAPHIC CHARACTERISTICS

TRADE AREA RETAIL SPENDING

WEINAM CREEK TRADE AREA

INSIGHTS

The trade area defined for the subject site is shown in adjacent map and is referred to as the Weinam Creek Trade Area. Urbis has considered a range of factors in defining the residential trade area, including:

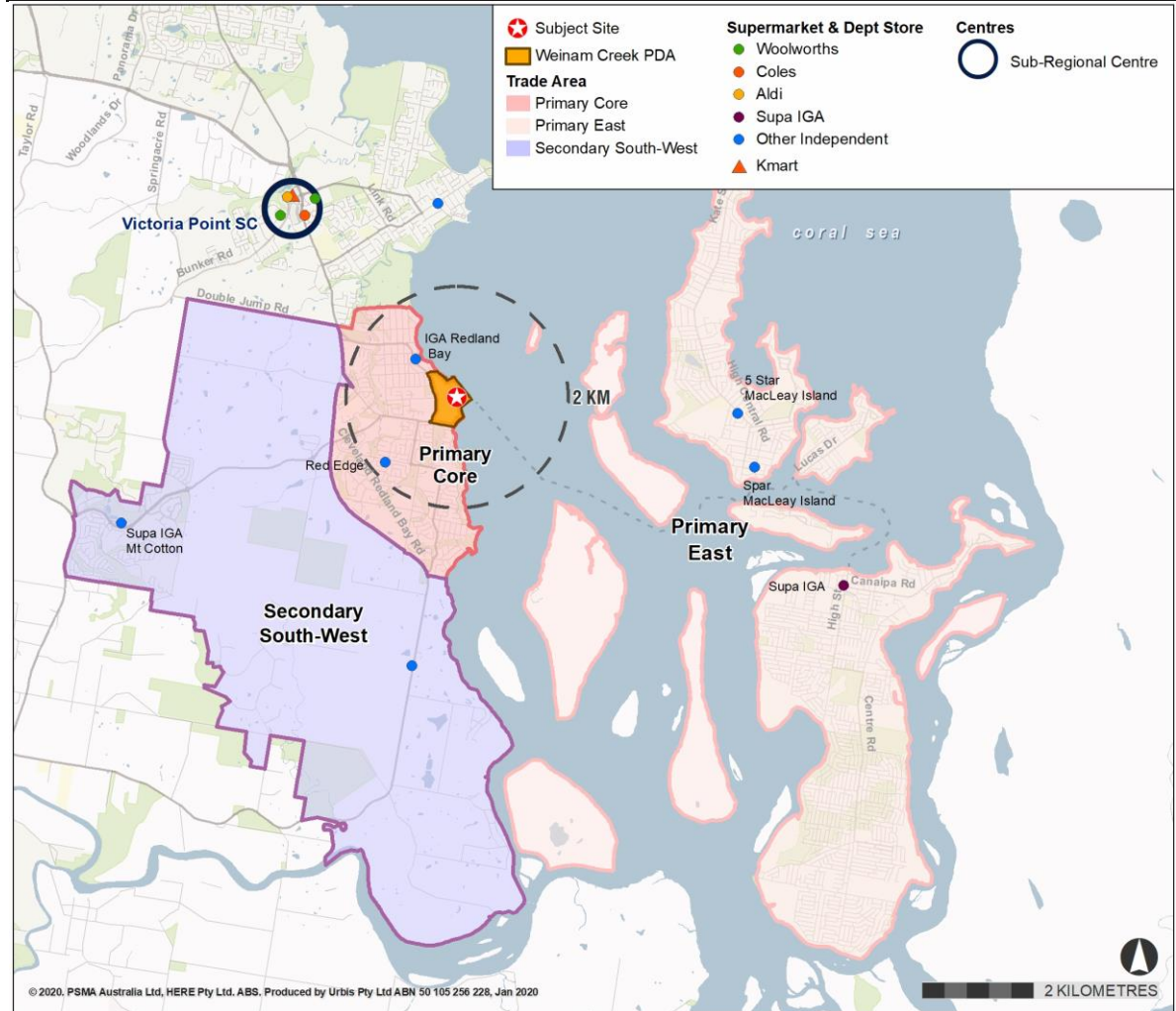
- The site location and accessibility (by road and ferry);
- Quality and relative offer of supermarkets within the region;
- Physical and geographical barriers, including Cleveland Redland Bay Road, surrounding conservation areas and Moreton Bay.

In defining the trade area, we have based this on ABS Statistical Area 1 (SA1) boundaries (see Appendix A for full list). The Weinam Creek Trade Area is divided into the following sectors:

- **The Primary Core** sector is bounded by the Redland Bay Golf Club to the north, Moreton Bay to the east and Cleveland Redland Bay Road to the west and south. This sector is envisioned to be the area from which the proposed development's retail tenants will draw most of its trade. Currently, only the small Red Edge Shopping Centre and IGA Redland Bay service the sector.
- **The Primary East** sector encompasses the Moreton Islands of Karragarra, MacLeay, Lamb and Russell. Given the location of the proposed development at the gateway (Ferry terminal) to these islands and that there is no full-line offering within this sector, a supermarket and other retail at the subject site will draw from this sector as people move from the mainland to and from the islands.
- **The Secondary South-west** sector includes the remainder of the suburb of Redland Bay, and residential pockets of Mount Cotton and Carbrook.

The primary and secondary sectors combine to form the main trade area for retail facilities at the site.

WEINAM CREEK TRADE AREA BOUNDARY



POPULATION

INSIGHTS

- In projecting the future residential growth within the Weinam Creek Trade Area, we have based our analysis on the official Queensland Government Statistician's Office (QGSO) population projections 2018 edition for the Statistical Area 2 level. These projections have been rebased using the projected growth distributed to SA1s based on new dwelling approvals. The future residential development on site and major projects across the Trade Area (e.g. Shoreline, Lend Lease) have additionally been taken into account.
- Within the Main Trade Area, the 2019 population is estimated at just under 30,000 residents, with approximately 75% of those within the total Primary sector (Core plus East).
- The Primary Core sector is an established residential area and largely developed with limited greenfield sites remaining, it is expected to have solid growth over the next 10-years increasing at 2.3% to 2.7% per annum to reach 18,880 residents by 2029.
- The individual islands comprising the Primary East sector will be unable to support a full-line offering, as such the subject site will strongly draw from this sector as people move from the mainland to and from the islands.
- These Primary sectors will be the immediate population accessing the retail offer at the site on a regular basis.
- The Main Trade Area is expected to grow from 29,790 residents to 39,410 residents over the next 10-years to 2029. The Weinam Creek PDA masterplan is expected to drive growth in the Primary sector with the significant Shoreline residential project (3,800 lots) driving growth in the Secondary South-West sector.

POPULATION PROJECTIONS 2014 - 2029

	Population (no.) ¹			
	2014	2019	2025	2029
Primary:				
Core	13,180	15,040	17,190	18,880
East	6,200	6,610	7,500	8,270
Total Primary	19,370	21,640	24,690	27,160
Secondary:				
Secondary South-West	6,660	8,150	10,470	12,250
Main Trade Area	26,030	29,790	35,160	39,410
	Annual Population Growth (%)			
	2014-2019	2019-2025	2025-2029	
Primary:				
Core		2.7%	2.3%	2.4%
East		1.3%	2.1%	2.5%
Total Primary		2.2%	2.2%	2.4%
Secondary:				
Secondary South-West		4.1%	4.3%	4.0%
Main Trade Area		2.7%	2.8%	2.9%
	Annual Population Growth (no.)			
	2014-2019	2019-2025	2025-2029	
Primary:				
Core		372	358	423
East		82	148	193
Total Primary		454	508	618
Secondary:				
Secondary South-West		298	387	445
Main Trade Area		752	895	1,063

1. As at June

Source: QGSO; ABS; Urbis

DEMOGRAPHIC PROFILE

INSIGHTS

- The adjacent table outlines the demographic profile for residents within the Weinam Creek Trade Area, compared with the Greater Brisbane average. Key demographic characteristics include:
- Lower per capita income levels** for the residents within the Main Trade Area (\$34,810), which is 8% lower than the Greater Brisbane average (\$37,693).
- Despite the overall trade area also having a **slightly lower average household income** compared to Greater Brisbane (\$96,367), the Primary Core sector has a higher average at \$103,479 (+7% relative to Brisbane).
- The age profile for residents is **representative of an older population in comparison to Greater Brisbane (36yrs)**, with an average age of between 39yrs to 40yrs.
- The age distribution of each sector highlights the proliferation of young families across the trade area, with **high proportions of children aged 0 -14yrs** in the Primary Core (21.8%) and Secondary South-West sectors (27.1%). As these children complete school they are **leaving the trade area to seek employment and tertiary education opportunities**. This is resulting in lower proportions of residents aged 15-24yrs across the trade area.
- Due to its island context, the Primary East sector is dominated by mature aged and retired residents with 45.1% being aged over 60. This results in lower income levels.

DEMOGRAPHIC PROFILE – WEINAM CREEK TRADE AREA

	Weinam Creek Trade Area				
	Primary Core	Primary East	Secondary South-West	Main Trade Area	Greater Brisbane
Income Metrics:					
Per Capita Income	\$36,610	\$24,024	\$40,144	\$34,810	\$37,693
Var. From Brisbane Average	-3%	-36%	+7%	-8%	
Avg. H'hold Income	\$103,479	\$43,159	\$119,000	\$88,750	\$96,367
Var. From Brisbane Average	+7%	-55%	+23%	-8%	
% H'hold Income +\$130,000	28.6%	2.0%	37.7%	22.7%	25.7%
Age Profile:					
Aged 0-14	21.8%	11.2%	27.1%	20.8%	19.6%
Aged 15-24	12.2%	6.6%	10.4%	10.4%	14.0%
Aged 25-39	17.0%	8.6%	25.8%	17.4%	22.1%
Aged 40-59	28.7%	28.4%	26.5%	28.0%	26.0%
Aged 60+	20.4%	45.1%	10.2%	23.4%	18.3%
Average Age	37.5	50.4	31.3	38.8	36.1
Household Metrics:					
% Families (with children under 15)	40.1%	22.4%	51.0%	39.3%	40.2%
% Rented	29.7%	44.0%	16.9%	30.9%	28.0%
Average Household Size	2.88	1.96	3.09	2.65	2.68
Other Metrics:					
% White Collar Workers	66.3%	59.9%	68.7%	66.4%	70.9%
% Overseas Born	21.4%	25.2%	20.3%	21.9%	27.8%

Source: ABS Census (2016); Urbis

CURRENT RETAIL SPENDING – YEAR ENDING 30 JUNE 2019

INSIGHTS

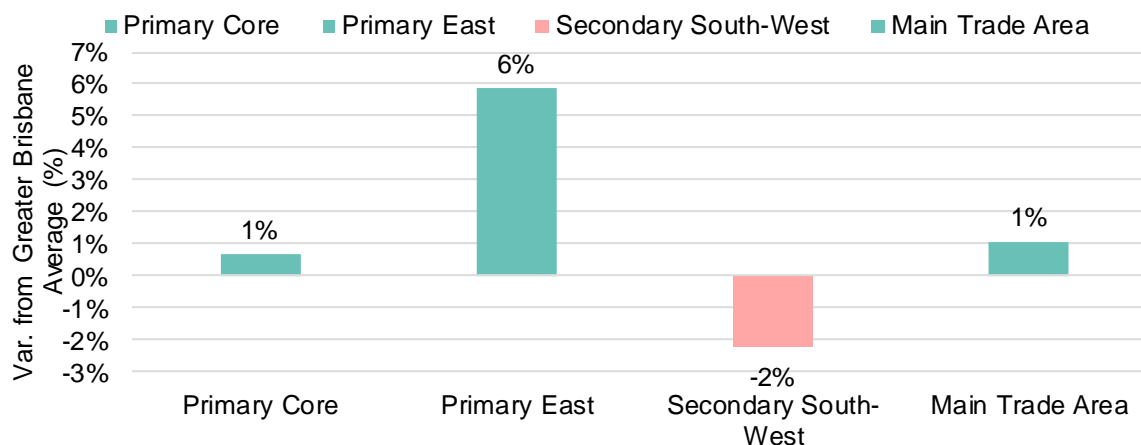
- To understand the potential for a supermarket and other retail offer at the subject site, we have analysed the retail spending capacity of residents within the trade area, with a focus on food and grocery (F&G) spending (e.g. fresh food and groceries) as the key market for supermarkets.
- The adjacent table shows the spend per capita and total spend on F&G and total retail spending within the Weinam Creek Trade Area. Retail spending estimates provided in this report are based on the MarketInfo micro simulation model developed by MDS Market Data Systems, updated by Urbis to a 2019 financial year base. MarketInfo is based on the Household Expenditure Survey and Australian National Accounts.
- On a per capita basis, total retail spending for the Main Trade Area is on par with the Brisbane average, with the Primary Core 2% higher. Total retail spending in 2019 for the Main Trade Area is estimated at \$398.5 million, of which \$204.7 million (51%) is generated from the Primary Core sector.
- The Primary East sector has the largest variance from Greater Brisbane with total retail spending 8% lower at \$12,451 per capita.
- Analysing the spending market for the F&G product group, the total trade area is estimated at \$157.3 million or \$5,280 per capita in 2019. This is approximately 1% higher than Greater Brisbane (\$5,224 per capita).
- Despite the Primary East sector having the lowest overall spending capacity, they spend a large share of their budget on F&G, to the extent that they spend 6% more than average in that category. This is likely the result of the islands having limited restaurant and take-away offerings, so residents' tend to purchase groceries and cook at home.

CURRENT SPEND ON F&G AND TOTAL RETAIL (INCL. GST)

		Spend Per Capita (\$)		Var. (%) to Brisbane Avg.		Total Spend (\$M)	
	Population (2019)	F&G	Total Retail	F&G	Total Retail	F&G	Total Retail
Primary:							
Core	15,040	\$5,259	\$13,783	+1%	+2%	\$79.1	\$204.7
East	6,610	\$5,529	\$12,451	+6%	-8%	\$36.5	\$81.6
Total Primary	21,640	\$5,344	\$13,375	+2%	-1%	\$115.6	\$286.4
Secondary:							
Secondary South-West	8,150	\$5,109	\$13,905	-2%	+2%	\$41.6	\$112.1
Main Trade Area	29,790	\$5,280	\$13,520	+1%	-0%	\$157.3	\$398.5
Greater Brisbane		\$5,224	\$13,578				

Source : ABS; MarketInfo; Urbis

F&G SPEND VARIANCE FROM GREATER BRISBANE



Source : ABS; MarketInfo; Urbis

FORECAST RETAIL SPENDING – 2019 TO 2029

INSIGHTS

- This section outlines the current and forecast retail expenditure by total retail and F&G spending over the next 10 years to 2029.
- The size of the F&G market across the Main Trade Area is expected to grow from \$157 million currently to \$189 million by 2025 and \$216 million by 2029 (\$2019).
- The majority of this growth is expected to occur in the Primary Core sector. This sector is expected to increase from \$79 million in 2019 to \$104 million by 2029.
- Across the Main Trade Area, total retail spending is forecast to increase from just under \$400 million to over \$600 million in 2029 (\$2019). Of this, the Total Primary sector is forecast to make up 61% of this growth.
- Annual growth is forecast to average around 4.2% per annum to 2029, driven by population growth of 2.8% per annum, with spending per capita rates also expected to increase independent of inflation.
- The continued growth in the size of the retail market creates opportunities for new retail facilities to serve the area, while also allowing existing centres to grow.

FORECAST F&G AND TOTAL RETAIL SPENDING (INCL. GST \$2019M)

	F&G	Total Retail	Annual Growth	= Pop Growth	+ Spend Per Capita
Primary Core:					
2019	\$79.1	\$204.7			
2025	\$92.7	\$254.0	3.7%	2.3%	1.4%
2029	\$103.5	\$294.0	3.7%	2.4%	1.3%
Primary East:					
2019	\$36.5	\$81.6			
2025	\$42.4	\$99.6	3.4%	2.1%	1.3%
2029	\$47.5	\$115.3	3.7%	2.5%	1.2%
Total Primary:					
2019	\$115.6	\$286.4			
2025	\$135.1	\$353.6	3.6%	2.2%	1.3%
2029	\$151.0	\$409.3	3.7%	2.4%	1.3%
Secondary South-West:					
2019	\$41.6	\$112.1			
2025	\$54.3	\$154.9	5.5%	4.3%	1.4%
2029	\$64.7	\$191.6	5.5%	4.0%	1.3%
Main Trade Area:					
2019	\$157.3	\$398.5			
2025	\$189.3	\$508.5	4.1%	2.8%	1.4%
2029	\$215.7	\$600.8	4.3%	2.9%	1.3%

Source : ABS; MarketInfo; Urbis

3. LOCAL RETAIL HIERARCHY

EXISTING CENTRES

NEED FOR RETAIL FLOORSPACE

COMPETITIVE RETAIL ENVIRONMENT

- This section provides a detailed overview of the retail centres within the trade area and beyond, providing commentary on each centre's role in the local hierarchy. These centres have been identified and categorised as per the Redland City Council's 'Redland City Plan 2018'.
- Urbis have undertaken a site tour and detailed survey of the existing centre floorspace provided within the Trade Area as well as just beyond. From this we estimate there is approximately **64,100 sq.m of retail floorspace within the Weinam Creek Trade Area and just beyond across eight key centres.**
- The table below provides a summary of the retail floorspace by product group, with each centre type comprised of the following precincts:
 - **Principal Centres** – Victoria Point, incorporating the Victoria Point Shopping Centre, Lakeside Victoria Point and Victoria Point Town Centre properties;
 - **District Centres** - Broadwater Terrace Redland Bay;
 - **Local Centres** - Valley Way Mount Cotton, Southsea Terrace MacLeay Island, High Street Russel Island and Colburn Avenue Victoria Point;
 - **Neighbourhood Centres** - School of Arts Road Redland Bay and High Central Road MacLeay Island.
- The map overleaf provides the geographical location of each Centre in context to the subject site, with images and layout plans of selected centres to follow.

ESTIMATED EXISTING CENTRE FLOORSPACE BY PRODUCT GROUP

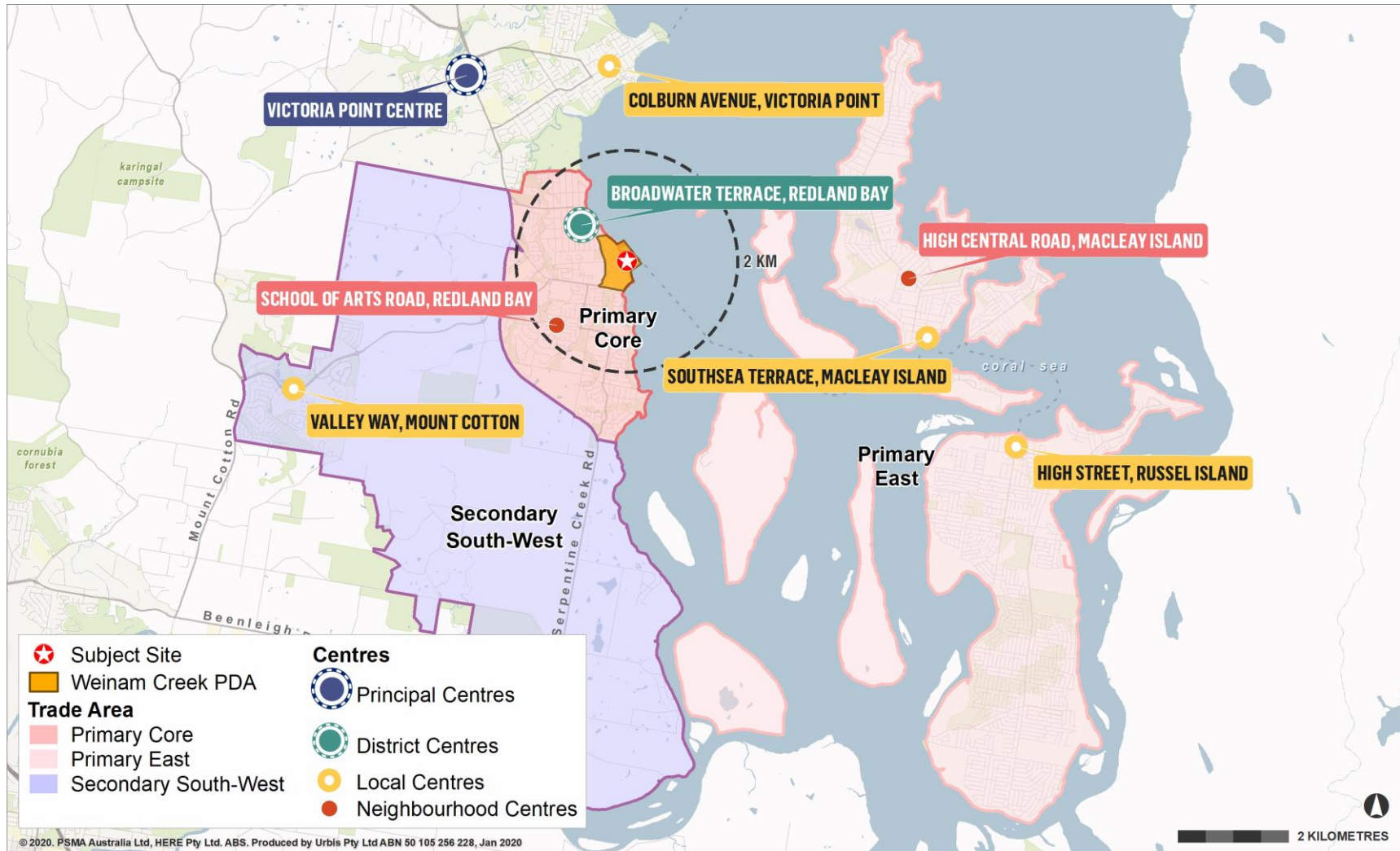
Product Group	Subject Site	Principal Centres	District Centres	Local Centres	Neighbourhood Centres
Majors	4,000	33,100	400	4,600	700
Food Specialties	1,400	7,500	1,100	2,800	700
Non-food Specialties	1,400	7,900	1,000	2,100	300
Total Retail	6,800	48,500	2,500	9,500	1,700

Source: Urbis; Redland Investment Corporation; Property Council of Australia; External

*Figures may slightly differ due to rounding.

- A review of development applications and approvals reveals there are two known future supermarkets within the planning pipeline, including:
 - The recently approved redevelopment of the Broadwater Terrace, Redland Bay District Centre is currently under construction. The redeveloped centre will include a full-line supermarket (Woolworths), bottle shop, and other retail specialities and is expected to open 2023/2024. The existing IGA and some specialty shops will be demolished, resulting in an estimated net increase of floorspace of approximately 2,730 sq.m (*Note: at the time of the original version of this report in January 2020, while the potential for a redevelopment of this centre was known, there were no formal applications or publicly-available plans. With an application now made, the update of this report specifically considers the potential for, and impact of, the Weinam Creek retail offer, under the assumption the Broadwater Terrace redevelopment is completed*).
 - A proposed full line supermarket as part of the Shoreline (Lendlease) Town Centre and is expected to open between 2025 and 2027. This store is expected to draw the majority of its trade from the on site population within the new estate. Note the Weinam Creek subject site is not dependent on Shoreline's onsite population and will not impact the ability for Shoreline to proceed in future. Development of the Shoreline store will be after the first full year of trade for the subject development and therefore is not included in subsequent impact calculations which are as at 2025. However, the opening of this store is included in the analysis of supermarket floorspace provisioning on page 22.

EXISTING CENTRES – MAP



EXISTING RETAIL CENTRES- CATCHMENT

District Centre – Broadwater Tce, Redland Bay



Local Centre – Valley Way, Mount Cotton



Local Centre – Southsea Tce, MacLeay Island



Local Centre – High St, Russel Island



Neighbourhood Centre – School of Arts Rd, Redland Bay



Neighbourhood Centre – High Central Rd, MacLeay Island



EXISTING RETAIL ENVIRONMENT - BEYOND

Principal Centre - Victoria Point Shopping Centre



Principal Centre - Lakeside Victoria Point

Principal Centre - Victoria Point Town Centre



Local Centre - Colburn Ave, Victoria Point



THE NEED FOR SUPERMARKET SPACE – MAIN TRADE AREA

INSIGHTS

- To understand the supermarket provision for the Weinam Creek Trade Area, Urbis has utilised a top-down approach that uses a supermarket floorspace benchmark for Greater Brisbane based on population on a per capita basis. This exercise provides an indication of the capacity or need of the area to support more supermarkets.
- We estimate there is currently 5,510 sq.m of supermarket floorspace across six stores within the trade area. A further net increase of 2,730 sq.m of floorspace will be added by 2024 with the Redland Bay District Centre redevelopment and an assumed 3,500 sq.m by 2029 associated with the Shoreline Town Centre.
- Applying the Greater Brisbane benchmark of 365 sq.m per 1,000 people, this reflects current support for 10,870 sq.m of supermarket floorspace. This reflects a **current supermarket floorspace deficiency of round 5,360 sq.m.**
- As a consequence of the significant under provision of supermarket floorspace, residents are **currently travelling beyond the trade area for a full-line supermarket offer**. Specifically, this is often to Victoria Point, 10 or more minutes drive away.
- Even following the addition of a full-line supermarket at the Redland Bay District Centre, a deficiency of more than 4,000 sq.m will exist. The proposed Weinam Creek store, potentially delivered in 2025, will therefore still leave the area with a below average provision of supermarket floorspace.
- Due to the significant undersupply and strong average spend per capita on F&G, **we would expect full-line supermarkets can be supported and trade well at both Redland Bay District Centre and Weinam Creek.**

SUPERMARKET FLOORSPACE PROVISIONING (2019 – 2029)

Weinam Creek Catchment (2019 – 2029)

	Unit	2019	2024	2025	2029
Weinam Creek Trade Area Population	No.	29,790	34,265	35,160	39,410
Total Supermarket Floorspace	sq.m	5,510	8,240	11,440	14,940
Resultant Provision Trade Area Supermarket Floorspace	sq.m / 1,000 residents	185	240	325	379
Greater Brisbane Supermarket Floorspace Provision @ 365 sq.m per 1,000 residents	sq.m / 1,000 residents	365	365	365	365
Supportable Supermarket Floorspace @ Greater Brisbane benchmark	sq.m	10,870	12,510	12,830	14,380
Surplus / (Deficiency)	sq.m	(5,360)	(4,270)	(1,390)	560

Source: ABS; QGSO; MarketInfo; Urbis



As a general rule-of-thumb, a full-line supermarket generally requires 8,000-10,000 people in its catchment (not shared with other stores) to be sustained. With 30,000 residents already in the main trade area, including 15,000 in the Primary Core, there would appear to be significant capacity, and indeed need for Multiple large supermarket in this area.

THE NEED FOR SUPERMARKET SPACE – PRIMARY TRADE AREA

INSIGHTS

- Taking the above analysis further, we have considered the extent of supermarket supply specifically within the primary trade area sectors. This helps to understand if the market can support both the proposed Weinam Creek supermarket and the expansion of Redland Bay District Centre.
- We estimate there is currently 3,010 sq.m of supermarket floorspace across five stores within the Primary sectors. There is one known future supermarket within the planning pipeline (aside from the subject site 3,200 sq.m). This is the redevelopment of the Redland Bay District Centre which will comprise a 3,165 sq.m supermarket. This will replace the existing IGA, resulting in a net supermarket floorspace increase of 2,730 sq.m.
- As such, applying the Greater Brisbane supermarket benchmark reflects current support for 7,900 sq.m of supermarket floorspace in 2019, increasing to 9,910 sq.m by 2029. This reflects a **current supermarket floorspace deficiency of approximately 4,890 sq.m.**
- Even allowing for the addition of a 3,200 sq.m supermarket at the subject site and another full-line supermarket at Redland Bay District Centre, the provision of supermarket space in the primary trade area will be just in line with the **Brisbane Benchmark**. With continued population growth it is expected that a deficiency of supermarket floorspace will again emerge over the time to 2029.

SUPERMARKET FLOORSPACE PROVISIONING (2019 – 2029)

Weinam Creek Catchment (2019 – 2029)

	Unit	2019	2024	2025	2029
Total Primary Population	No.	21,640	24,182	24,690	27,160
Total Supermarket Floorspace	sq.m	3,010	5,740	8,940	8,940
Resultant Provision Trade Area Supermarket Floorspace	sq.m / 1,000 residents	139	237	362	329
Greater Brisbane Supermarket Floorspace Provision @ 365 sq.m per 1,000 residents	sq.m / 1,000 residents	365	365	365	365
Supportable Supermarket Floorspace @ Greater Brisbane benchmark	sq.m	7,900	8,830	9,010	9,910
Surplus / (Deficiency)	sq.m	(4,890)	(3,090)	(70)	(970)

Source: ABS; QGSO; MarketInfo; Urbis



The total Primary Trade Area will support a full-line supermarket at the subject site as well as a full-line supermarket at Redland Bay District Centre. There will be a remaining deficit of 970 sq.m of supermarket floorspace in 2029.

REGIONAL BENEFITS

- As detailed on the previous slide, a full-line supermarket at the subject site will provide a much-needed role in servicing an undersupplied trade area and will complement the Redland Bay District Centre, providing two full-line supermarkets, expanding consumer choice, but still providing floorspace in line with metropolitan benchmarks.
- Additionally, being located at the Redland Bay Ferry terminal the subject site acts as the gateway to the Moreton Islands and **will play a significant role in supporting the Island residents.**
- Due to the fragmentation of Karragarra, MacLeay, Lamb and Russell Islands, as well as, their geographical size and population densities means that they cannot individually support a full-line supermarket offer. As such, the geographical context of **the subject site offers a strategic opportunity to support this regional area** by enabling island residents to do their main grocery shop immediately before departing for home.
- The delivery of a full-line supermarket at the subject site also **offers island residents an affordable alternative** to smaller island supermarkets, whilst not being a detriment to their operation as residents will still frequent these stores for convenience.
- The proposed Weinam Creek centre will provide the added convenience for island residents to do their supermarket shopping at the major ferry terminal, enabling them to shop without having access to a car or other transport on the mainland, or to shop immediately before/after getting on or off the ferry.

4. RETAIL IMPACT ASSESSMENT

METHODOLOGY & ASSUMPTIONS

SUBJECT SITE FLOORSPACE & PERFORMANCE

SUBJECT CENTRE TURNOVER POTENTIAL

IMPACT ON TRADE AREA CENTRES

EMPLOYMENT BENEFITS

TRADING IMPACTS ANALYSIS SCOPE & CONTEXT

- An impact assessment can reasonably be expected to provide an indication of the trading environment and average trading conditions which retailers are likely to operate within, and implications for likely turnover declines or turnover gains, on average, for the retailers involved. Because an impact assessment seeks to forecast how groups of people are likely to alter their shopping behaviour in response to a given change in the competitive environment, it is not possible to be so precise as to estimate exactly what will happen to each individual retailer, or each group of retailers in each location.
- It is therefore not possible in any impact assessment of this type to estimate precisely what will be the trading impacts on any specific individual retailer. The impact on any one individual retailer, or any small group of retailers in a given location, would depend on many factors, some of which are within their control. The actions which each of these retailers take will determine the eventual impact on each of them, and furthermore the actions which they each take will also determine the eventual impact on the other retailers involved.
- All of these factors need to be kept in mind when considering the likely impact of any relocation and expansion of a retailer within the existing retail network. Existing retailers are not passive participants, but rather will play a major role in the eventual impact which they will experience.
- It should also be noted that the effects of new competition on individual businesses or centres are not a relevant planning consideration in most situations. The relevant consideration in planning terms relates to the ongoing ability for a centre to continue to provide for the needs of the community which they serve, and to ensure that new development does not fundamentally undermine the viability (or resulting trading levels) and role of existing and planned centres, particularly their role as community focal points for a range of needs. The sustainability of the activity centre hierarchy is of paramount importance, not simply the one-off percentage trading impact. Of note, a centre can have a significant percentage impact but still be viable given the resulting trading levels are still within viable and sustainable levels.

METHODOLOGY & ASSUMPTIONS

KEY ASSUMPTIONS

- Key assumptions applied to the assessment of the trading impact are summarised below:
 - Base year: FY2019
 - Year of centre launch: 2024
 - First full year of trade/Impact year: FY2025
 - Dollar value: constant 2019 dollar (i.e. excluding inflation) including GST
- Refer to Appendix B for additional detail on the trading impacts methodology.

IMPACT ASSESSMENT METHODOLOGY

The methodology employed to assess the trading impact of the proposed full-line supermarket and specialty retail stores on local retail facilities is explained below:

- We have assumed the development will be fully operational by 2024. Therefore FY2025 will be the first year of operation as well as the year against which any impacts are assessed. This timing assumption is also in line with the anticipated delivery timeframe of 2019-2029 for the entire Weinam Creek PDA.
- Based on the assumed retail floorspace distribution by category (food retail, food catering, other non-food) for the proposed retail space and the average trading level likely to be achieved for each of these categories, the turnover performance and the indicative market share for each category within and from beyond the trade area are then estimated. The turnover generated by the proposed retail development and its relative market share will provide the basis on which the impact on trading performance of surrounding centres is assessed.
- A high-level assessment of the indicative turnover and market share changes that could occur to each individual centre most likely to be impacted is then carried out. This is based on the principle that if residents choose to direct some of their retail expenditure to the subject site development, they will reduce their expenditure at other centres in a similar proportion to their usage of each centre, reflected by each centre's market share from the trade area. The impact analysis therefore details the turnover change, or net impact, which is expected for each centre, expressed as a reduction in turnover and as a percentage of the turnover level for the impact year. This is a one-off impact, with centres expected to capture a share of market growth in subsequent years, noting they will all benefit from market growth prior to the new development being delivered too.
- In forecasting the impact on these individual centres, Urbis have estimated the potential turnover increase or decrease of each centre under two cases:
 - **Case 1 – No development at the subject site.** In this case, we consider turnover growth of each centre based on its current market share and the change of this share due to changes in the local competitive landscape. We have allowed for the expansion of the Redland Bay District Centre on Broadwater Terrace based on plans lodged with Council. This will result in an increased turnover for this centre and impact other centres in the network to an extent.
 - **Case 2 – The proposed retail offer is developed at the subject site.** In this case, the market share of each centre is likely to change as a result of direct competition from the subject centre. The impact on each key individual centre is therefore measured by the **turnover change** in both dollar value and percentage terms **against Case 1** and relative to the **current turnover level**.

MARKET NEED AND DEMAND ASSESSMENT

Our assessment of the market need and demand for retail facilities as part of the Weinam Creek master plan, and hence the impact of its delivery takes into account the following factors:

- **Existing Shortfall of Full-Line Supermarkets.** In the trade area there is a shortfall in the quantum of supermarket floorspace and type of supermarkets (i.e. full-line). Currently, there is an estimated 185 sq.m of supermarket floorspace per 1,000 residents within the trade area which is only about 50% of the Greater Brisbane average. Even with the redevelopment of the Redland Bay District Centre on Broadwater Terrace proceeding, there is still capacity for two full-line supermarkets in the trade area.
- **Greater Choice and Convenience.** Given the shortfall in supermarket floorspace, residents are travelling further and longer than necessary for food and grocery shopping. Specifically, it is estimated that a large number of residents are travelling outside of the trade area to Victoria Point for their supermarket spend and other basic daily needs. Even with a full-line offer at Broadwater Terrace, a choice of supermarket brands in the local area will be welcomed by consumers.
- **Providing convenient options** for regular shopping trips associated with food and groceries is highly important for time poor consumers, recognising people are generally working longer hours and there is an increasing number of women (and both parents) in the workforce. There are clearly social and environmental benefits from providing the best possible accessibility to supermarkets. For residents of the local islands, the ability to undertake supermarket shopping in a full-line store at the ferry terminal will eliminate the need to have access to transport on the mainland which is currently the case and will still be the case even with the new Broadwater Terrace development.
- The development will also provide a **broader range of specialty shops and services** that will provide the opportunity for linked trips in one location. This provides a further level of convenience for shoppers.
- The proposed development will therefore **better fulfil the shopping needs** of trade area residents, provide them with access to more convenient shopping options and would be also expected to underpin greater price competition. All of these are tangible and important benefits for the community.
- **Future Market Growth.** Expenditure by trade area residents on retail goods and services is forecast to increase by \$110 million to 2025 and a further \$924 million to 2029 (\$2019 including GST). This growth in the retail market will support the improving performance of existing retailers and drive demand for new retail floorspace, including the proposed Weinam Creek development.
- The **site is centrally located** within Redland Bay and at the existing ferry terminal which enables easy and convenient access for both mainland residents and those travelling from the Moreton Bay Islands.
- The site also enjoys **good public transport access** with numerous bus routes passing the site and currently servicing the ferry terminal.
- In the Redland City Council's Local Planning Strategy (Redland City Plan 2018) **the Weinam Creek PDA is designated as a Major Centre** which is intended to act as a new gateway to the Redland Island. It is planned that the development along with Toondah Harbour “*will play an important role in providing housing and lifestyle choices. They are to be transformed as vibrant mixed use centres with day and night time activity.*” The scale of the proposed retail development is supportable by market demand and would adequately underpin the intended role of the Weinam Creek PDA within the activity centres hierarchy.
- **Improvements to Redland Bay's retail centre offering.** Currently Redland Bay comprises a mix of older/dated retail offerings that are not well integrated with one another and do not provide an appealing destination/hub for the community. The proposed development, with the mix of shops, commercial space, community facilities and integrated housing will provide the critical investment and infrastructure to create a new centre for Redland Bay and a superior place for shopping, socialising and working.

SUBJECT SITE FLOORSPACE & PERFORMANCE

KEY INSIGHTS

- The indicative composition of the proposed retail by category as well as the anticipated trading performance are presented in the table adjacent.
- In estimating the likely distribution of retail floorspace, Urbis have been provided with estimates by Redland Investment Corporation and also referred to our in-house database for comparable centres.
- This table provides the indicative building area allocated to Food Retail, Food Catering and Non Food categories likely to constitute the retail space of the centre. This includes around 54% of total retail floorspace being anchored by a Food Retail tenants (including the supermarket and some fresh food specialities) with around 13% being Food Catering (cafes, takeaways or restaurants) and the remainder 33% Non-Food tenants.
- We have also referred to in-house evidence of performance of other comparable centres in each category, with adjustments made to estimate the likely performance levels for the proposed development, given its access to population, market positioning and scale. Competition introduced through the expansion of the Broadwater Terrace centre is also included.
- Total turnover therefore is estimated at around \$61.1 million for the first full year of operation (i.e. assumed to be FY2024/25) in constant 2019 dollar inclusive of GST. Almost 70% or some \$41.7 million is estimated to come from Food Retail spending.
- Based on the above retail floorspace distribution and the estimated turnover for each category in the impact year, the potential market shares for each category of the proposed centre across the trade area and trading performance potential for 2025 are detailed overleaf.

INDICATIVE FLOORSPACE DISTRIBUTION & CENTRE PERFORMANCE 2025

Category	Floorspace (sq.m)	Estimated Avg. Trading Level (\$/sq.m)	Turnover (\$M)
Food Retail	3,700	\$11,300	\$41.7
Food Catering	850	\$6,300	\$5.3
Non-Food	2,250	\$6,300	\$14.1
Total Retail	6,800	\$9,000	\$61.1
Non-Retail	1,500		
Total Floorspace	8,300		

Source: Urbis; Redland Investment Corporation
 *Figures may slightly differ due to rounding.

SUBJECT CENTRE TURNOVER POTENTIAL

SUBJECT SITE TURNOVER POTENTIAL 2025¹

Sector	Market (\$M)				Market Share Potential (%)				Turnover Potential (\$M)			
	Food Retail	Food Catering	Non-Food	Total Retail	Food Retail	Food Catering	Non-Food	Total Retail	Food Retail	Food Catering	Non-Food	Total Retail
Primary Core	\$106.1	\$26.9	\$121.0	\$254.0	20.9%	11.9%	7.4%	13.5%	\$22.2	\$3.2	\$8.9	\$34.3
Primary East	\$47.2	\$8.8	\$43.6	\$99.6	15.1%	11.7%	6.6%	11.0%	\$7.1	\$1.0	\$2.9	\$11.0
Secondary South-West	\$62.8	\$17.1	\$75.0	\$154.9	8.6%	4.6%	2.9%	5.4%	\$5.4	\$0.8	\$2.2	\$8.4
Main Trade Area	\$216.2	\$52.8	\$239.6	\$508.5	16.1%	9.5%	5.8%	10.6%	\$34.8	\$5.0	\$14.0	\$53.7
Beyond					12%	12%	12%	12%	\$4.7	\$0.7	\$1.9	\$7.3
Total Weinam Creek PDA									\$39.5	\$5.7	\$15.9	\$61.1

1. Centre turnover in constant \$2019 dollar inclusive of GST.

Source: Urbis

- Total turnover generated from within the Trade Area is estimated at some \$53.7 million in 2025. With the Primary Trade Area population still growing at 2025, turnover at the new centre generated by residents in this sector (Core and East) is projected to be \$45.3 million at this time, with approximately \$8.4 million drawn from the Secondary Trade Area.
- Ultimately, while the Secondary Trade Area is a large market geographically, most of the business for the proposed centre will still come from the Primary Trade Area, given its projected population growth and lack of retail offer catering to its immediate market, even allowing for the expansion of the Broadwater Terrace centre in the Primary Core. Furthermore, the subject site is the key gateway to the Moreton Islands.
- In market share terms, the proposed centre is forecast to capture approximately 13.5% of the available Primary Core spend and 11% of the available Primary East spend, compared to 5.4% captured of total retail spending for the Secondary South-West Trade Area residents.
- A further 12% of trade (\$7.3 million in 2025) is expected to be drawn from residents living beyond the trade area which is typical of a comparable centre to the proposed due to trade likely generated by visitors to the area, including those visiting family and friends on the islands.

IMPACT ON TRADE AREA CENTRES

CALCULATION STEPS TO ASSESS TRADING IMPACT

The potential dollar impact from the proposed centre on surrounding centres is detailed in the table adjacent. As stated in Section 3, the eight existing centres listed in the table are most likely to be impacted, due primarily to their relative closer proximity to the subject site and their competitive position within the trade area. Steps taken to arrive at the dollar impact as well as in percentage terms are summarised below.

- **Column (1)** – current turnover for centres is estimated with reference to Urbis' internal database and our market knowledge of trading performance for comparable centres in the region.
 - **Columns (2) & (3)** - turnover in Cases 1 (without new centre i.e. pre-development) & 2 (post development) is calculated based on the estimated market share of each centre within the trade area and the likely change in these shares as a result of the proposed centre development, distributed to each centre at a product group level. Allowance for impacts of other proposed developments are made in Column 2.
 - **Columns (4) & (5)** – the turnover difference between the 'development' scenario and current performance and between the 'development' scenario and what turnover would otherwise be without the proposed development respectively.
 - **Columns (6) & (7)** – the percentage change in turnover for each centre in both 'no development' & 'development' cases relative to current performance of that centre.
 - **Columns (8), (9) & (10)** – the average trading level (turnover per sq.m) for each centre currently, in 2025 without the subject development and in 2025 with the subject development.
- Key insights from this analysis are presented overleaf.

INDICATIVE TRADING IMPACT ON TRADE AREA CENTRES 2025¹

Trade Area	Est. Retail Turnover (\$M)			Turnover Inc./Dec. (\$M)		Impact		Est. Retail Turnover (\$psm)		
	Existing	Pre-Dev	Post-Dev.	Existing	Pre-Exp	2019	2025	Existing	Pre-Dev	Post-Dev.
	2019	2025	2025	2019	2025			2019	2025	2025
	(1)	(2)	(3)	(4)=(3)-(1)	(5)=(3)-(2)	(6)=(4)/(1)	(7)=(5)/(2)	(8)	(9)	(10)
Trade Area										
Broadwater Terrace Redland Bay	18.6	51.6	44.3	+25.7	-7.3	+137.8%	-14.1%	7,183	9,844	8,457
Valley Way Mount Cotton	45.4	57.2	53.1	+7.8	-4.1	+17.1%	-7.1%	9,531	12,015	11,162
Southsea Terrace MacLeay Island	10.6	12.4	11.5	+0.9	-0.9	+8.4%	-7.5%	8,957	10,488	9,705
High Street Russel Island	18.7	21.4	19.6	+0.9	-1.8	+4.8%	-8.3%	8,973	10,254	9,405
School of Arts Road Redland Bay	11.1	12.5	11.7	+0.5	-0.8	+4.7%	-6.6%	8,598	9,631	8,999
High Central Road MacLeay Island	2.7	3.1	2.9	+0.2	-0.3	+6.0%	-8.3%	6,260	7,241	6,638
Other Centres										
Victoria Point (All centres)	325.8	371.1	345.0	+19.2	-26.1	+5.9%	-7.0%	6,717	7,651	7,113
Colburn Avenue Victoria Point	10.1	11.1	10.9	+0.8	-0.2	+8.0%	-2.2%	6,850	7,558	7,395
Paradise Gardens (Future)		46.1	45.6	+45.6	-0.5		-1.0%	-	8,085	8,004
Total Impact on Listed Centres	766.1	925.1	862.4	+77.1	-36.6	+10.1%	-4.0%			

1. Centre turnover in constant \$2019 dollar inclusive of GST.

Source: Urbis

IMPACT ON TRADE AREA CENTRES

KEY INSIGHTS

- Key insights from the impact assessment are summarised below.
 - **Higher dollar impacts on the larger centre nearby** – The most significant dollar impact is on the Principal Centre of Victoria Point (-\$26.1 million) which offers a wider range of goods and services in the trade area. However, due to the size and performance of the centre, the impact is minor at only 7% less than what it would otherwise have achieved had the proposed centre not been developed.
 - **Will not impede the sustainable operation of Redland Bay District Centre** – The highest percentage impact will be experienced by the closest and most directly comparable centre following its expansion being the Redland Bay District Centre on Broadwater Terrace. The impact relative to what might otherwise be achieved at 14.7%, while higher than other centres, is expected when the majority of the impact will be on the proposed full-line supermarket. However, critically, this will not impact the sustainability of the expanded centre. The proposed expansion in the District will add a full-line supermarket into a trade area that is recognised as having a severe under supply of such stores. Initially, without competition, it is forecast to trade very strongly, increasing the turnover per sq.m for the centre from around \$7,200 per sq.m to over \$9,800 per sq.m, making it one of the strongest performing centres of a similar scale in the region. While the Weinam Creek proposal following a year or more later will result in some transfer of trade, the District Centre will still trade at a strong and clearly sustainable \$8,500 per sq.m, with total centre turnover almost 140% above current levels.
 - **Trading impacts considered minor** – The percentage impact relative to Case 1 where the subject centre is not developed is less than 10% for all other centres. Impacts of this level are moderate and well within the bounds expected in a competitive market, particularly in a situation where it has been identified that other centres have been benefitting from an undersupply of supermarket floorspace in the area.
 - **All centres to trade above current levels** – Critically, all centres assessed are expected to trade at higher levels in 2025 than they did in 2019, even with the addition of the proposed centre and Weinam Creek and the expansion of Broadwater Terrace. With the additional residents at the subject development and continued population growth across all sectors within the Trade Area, the market across the trade area expanding, supporting the growth of existing centres and the addition of the new centre. If the centres are viable and sustainable now, then they will certainly remain so in future with a higher turnover level.
 - **Negligible impact on centres outside of the trade area** – the percentage impact of 1% to 7% on other retail locations beyond the defined trade area is modest when taking into account their relative size. While the majority of this trading impact are likely to be directed towards Victoria Point due to its large size and the draw as the one of the key principal centres within the Redland LGA currently, the percentage impacts are reasonable and not expected to affect its sustainability. Any impact of such small scale will be absorbed quickly by the centre without affecting its trading performance and the ability to continue to grow. A range of other centres will experience a minor impact that will not undermine the ability of the centre to continue to operate, noting all will trade above current levels, ensuring sustainability. Impacts of the assessed scale will be offset by market growth within a couple of years.
 - **No impact on the role of centres in the Activity Centre hierarchy** – Based on the above, the addition the new retail centre will not undermine the role nor operation of other centres within the hierarchy. Currently, the eight small centres within the trade area provide the only existing day-to-day offers including food, non-food, retail services and other co-located community facilities and services. With the proposed centre to primarily focus on the new retail market supported by the Weinam Creek PDA and offering a convenient but ultimately modest convenience offer for residents in the rest of the trade area, it will only capture a small share of the established market. This area remains underserved regardless, as evidenced by what are understood to be strong trading levels of the supermarkets within Victoria Point and SUPA IGA at Mount Cotton. Development of the subject centre will not impact on the ability for further expansion of existing facilities given continued growth, including the expansion of Broadwater Terrace. As mentioned earlier, the impact on individual retailers is not typically a concern in planning for activity centres. An economic impact is not considered untenable unless the role of a centre is threatened. This is certainly not the case here, with ultimately, the range of goods and services provided to the community enhanced.

EMPLOYMENT BENEFITS

KEY INSIGHTS

- The Weinam Creek retail floorspace will generate significant economic benefits during operation of the development (see Appendix C for detailed methodology).
- **At completion**, the number of direct jobs for the project were estimated by referring to industry benchmarks and Urbis' experience in staffing requirements for different land uses. Direct jobs are entered into REMPLAN to produce an estimate for indirect jobs and direct and indirect Gross Value Added (GVA).
- It is estimated that the retail floorspace would have the capacity to provide for approximately **357 jobs in total (FTE)** on an ongoing basis. This includes 295 direct jobs and 62 indirect jobs.
- These jobs are estimated generate a total of **\$29.8 million GVA to the State per annum**.

EMPLOYMENT GENERATION – WEINAM CREEK PDA RETAIL

Annual Benefit	Direct	Indirect	Total
Operational Employment ¹	295	62	357
Operational GVA ¹	\$20.2m	\$9.6m	\$29.8m

¹Full-time equivalent (FTE) jobs for the equivalent of one year of employment during operation.

²Annual benefits measured in constant M\$ 2019 dollar value including GST.

Source: REMPLAN; Redland Investment Corporation; Urbis

5. CONCLUSION

CONCLUSION

- The analysis and findings of this report support the conclusion that the proposed Weinam Creek retail floorspace (including a full-line supermarket) would have a net community benefit.
- The analysis of trading impacts indicates that the level of trade diversion from existing and planned activity centres would be well with the bounds of a normal and healthy competitive environment and the viability and role of individual centres would not be threatened. As a result, the sustainability of the centre hierarchy in the Redland Bay LGA would be maintained and more so enhanced through the provision of a new centre and broader range retail shops and community and commercial facilities.
- The proposed Weinam Creek development would also have a range of benefits for the community including:
 - The provision of a new full-line supermarket that would address a gap for this type of retailing in Redland Bay and surrounding suburbs. This gap will exist even after the expansion of the District Centre on Broadwater Terrace.
 - Moreton Bay Island residents and commuters using the Redland Bay Marina Ferry Terminal would benefit from improved access and convenience when shopping for groceries and related goods and services, without the need for additional transport.
 - The new supermarket would also be expected to drive stronger price competition which should result in keener prices for everyday shopping needs. This benefits all types of households and provides a large share of income to be directed to other activities and expenses. Two full-line supermarkets in the Primary Core will enhance this healthy competition.
 - The proposed Weinam Creek development would include a 3,200 supermarket and approximately 3,600 sq.m of specialty shops. This provision of shops would sufficiently support linked convenience-based shopping trips and establishment of a new retail hub but would also see residents continuing to use other locations for their shopping needs.
 - A key benefit for the community will be the creation of a new retail centre for Redland Bay; in particular, it will deliver another full-line supermarket (along with the Broadwater Terrace expansion) to the underserved trade area. The proposed development will deliver a high-quality mixed-use development and improved public realm for shopping, working and socialising. Improvements to the land uses surrounding the existing ferry terminal would further contribute to the development of an appealing, safe and vibrant hub for the mainland and Moreton Bay Island communities.
 - Due to the fragmentation of Karragarra, MacLeay, Lamb and Russell Islands, as well as, their geographical size and population densities means that they cannot individually support a full-line supermarket offer. As such, the geographical context of the subject site offers a strategic opportunity to support this regional area by enabling island residents to do their main grocery shop immediately before departing for home.
 - The delivery of a full-line supermarket at the subject site also offers island residents an affordable alternative to smaller island supermarkets, whilst not being a detriment to their operation as residents will still frequent these stores for convenience.
 - The ongoing operation of the facilities within the proposed retail floorspace (particularly within the supermarket) would also create a significant number of new jobs, many of which could be occupied by local residents (especially the younger demographic which is a key employee segment for retail shops and services).
 - Overall, the proposed supermarket anchored Weinam Creek development will generate a range of benefits for the community whilst enhancing the activity centre hierarchy in the Redland Bay LGA. In this regard, it is an appropriate, and indeed needed development.

APPENDIX A

TRADE AREA SA1 LIST

TRADE AREA SA1 LIST

Sector Name	2016 SA1 Code Long	SA2 Name
Primary Core	30102100901	Redland Bay
Primary Core	30102100902	Redland Bay
Primary Core	30102100903	Redland Bay
Primary Core	30102100904	Redland Bay
Primary Core	30102100905	Redland Bay
Primary Core	30102100906	Redland Bay
Primary Core	30102100907	Redland Bay
Primary Core	30102100908	Redland Bay
Primary Core	30102100912	Redland Bay
Primary Core	30102100913	Redland Bay
Primary Core	30102100914	Redland Bay
Primary Core	30102100915	Redland Bay
Primary Core	30102100916	Redland Bay
Primary Core	30102100917	Redland Bay
Primary Core	30102100920	Redland Bay
Primary Core	30102100922	Redland Bay
Primary Core	30102100923	Redland Bay
Primary Core	30102100924	Redland Bay
Primary Core	30102100925	Redland Bay
Primary Core	30102100926	Redland Bay
Primary Core	30102100927	Redland Bay
Primary Core	30102100928	Redland Bay
Primary Core	30102100931	Redland Bay
Primary Core	30102100932	Redland Bay
Primary Core	30102100933	Redland Bay
Primary Core	30102100934	Redland Bay
Primary Core	30102100935	Redland Bay

Sector Name	2016 SA1 Code Long	SA2 Name
Primary East	30102152701	Redland Islands
Secondary East	30102152702	Redland Islands
Secondary East	30102152703	Redland Islands
Secondary East	30102152704	Redland Islands
Secondary East	30102152706	Redland Islands
Secondary East	30102152707	Redland Islands
Secondary East	30102152709	Redland Islands
Secondary East	30102152710	Redland Islands
Secondary East	30102152712	Redland Islands
Secondary East	30102152715	Redland Islands
Secondary East	30102152717	Redland Islands
Secondary East	30102152718	Redland Islands
Secondary East	30102152720	Redland Islands
Secondary East	30102152723	Redland Islands
Primary East	30102152724	Redland Islands
Secondary South-West	30102100909	Redland Bay
Secondary South-West	30102100910	Redland Bay
Secondary South-West	30102100911	Redland Bay
Secondary South-West	30102101101	Sheldon - Mount Cotton
Secondary South-West	30102101110	Sheldon - Mount Cotton
Secondary South-West	30102101114	Sheldon - Mount Cotton
Secondary South-West	30102101116	Sheldon - Mount Cotton
Secondary South-West	30102101117	Sheldon - Mount Cotton
Secondary South-West	30102101118	Sheldon - Mount Cotton
Secondary South-West	30102101119	Sheldon - Mount Cotton
Secondary South-West	30102101120	Sheldon - Mount Cotton
Secondary South-West	30102101121	Sheldon - Mount Cotton
Secondary South-West	31105132410	Cornubia - Carbrook

APPENDIX B

TRADING IMPACTS

METHODOLOGY

TRADING IMPACTS METHODOLOGY

- Shopper behaviour is related to the satisfaction of particular requirements, and decisions regarding where to shop are based on the sum total of a number of judgements, including relative accessibility, the availability of particular traders, convenience, variety, carparking, and others. As a result, residents like to spread their purchases across a wide variety of shopping centres and areas, and to use the full range of facilities available to satisfy particular needs.
- The method of analysis used to assess the impacts on individual centres from a retail development is based on a “competitive usage” model. This model is based on the principle that if shoppers choose to direct some of their retail expenditure to the subject development proposal then they will reduce their expenditure at other centres in direct proportion to their usage of each centre or location, as reflected by each centre’s market share from the various trade area sectors. In assessing the potential impacts on other centres in the hierarchy we have adopted a “turnover allocation approach”.
- The assessment of impacts on specific retail centres relies upon an understanding of the existing turnover and level of usage of centres in the trade area and beyond. The model estimates the degree to which various shopping locations within and beyond the trade area are used for retail shopping by allocating a proportion of turnover to each trade area sector (i.e. source of sales). These estimates result in market share calculations for each competitive centre and thereby form the basis by which the impact of the proposed retail development is distributed to all other centres used by residents of the trade area.
- It is also relevant to consider the dollar impacts in relation to the turnover that would potentially be generated by these and other shopping centres over the intervening period. The impact analysis therefore details the turnover loss or net impact which is expected for each centre/location, expressed as a reduction in turnover and as a percentage of the turnover level for each centre in 2025.

APPENDIX C

EMPLOYMENT BENEFIT METHODOLOGY

EMPLOYMENT BENEFIT ANALYSIS METHODOLOGY

Analysis presented in this report (employment benefit section) uses REMPLAN economic modelling to assess current and potential economic impacts. REMPLAN is an Input-Output model that captures inter-industry relationships within an economy. It can assess the area-specific direct and flow-on implications across industry sectors in terms of employment, output and value-added, allowing for analysis of impact at the local level being Redland City, and for the state more generally.

- Key points regarding the workings or terminology of the model are as follows:
- REMPLAN uses either the value of investment or employment generation as the primary input. For this analysis, the value of total upfront investment has been used as the key input to assess the benefits of the construction phase, whereas future employment in the project is the input to assessing the on-going economic benefits of the operation phase.
- Outputs from the model include employment generated through the project and economic Gross Value Added (GVA) at the state level.
- Employment is calculated on a full-time equivalent (FTE) basis over the life of the construction phase; or in terms of the on-going operations, total on-going jobs accommodated within a project.
- Gross Value Added or GVA is a measure of the value of goods and services produced in an area, industry or sector of an economy during a certain period of time. In this case, GVA represents the total economic contribution of the project.
- Both the direct and indirect benefits are modelled for employment and value added:
 - *Direct* refers to the effect felt within the industry as a result of the investment. For example, the construction phase will directly result in the creation of construction jobs.
 - *Indirect* effects are those only felt within industries that supply goods to the industries directly affected, consumption induced impacts have not be quantified and are excluded from this analysis.
- Economic benefits are modelled for the on-going operation phases. The employment and value-added numbers are presented on an annualised basis. On-going benefits accrue each year of operation.
- It should be noted that the results presented are estimates only based on the existing state of economic activity in the area. Due to the static nature of input-output modelling, they have the potential to overstate the actual effects. **It must be noted that operational jobs are not necessarily new jobs, but rather an estimate of jobs to be housed within the development, this analysis does not account for the geographical re-location of employment and subsequent GVA.** Nonetheless, the analysis still reflects the fact that employment growth and economic value added will be positive for the region.



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