ESSENTIAL ECONOMICS

City of Swan

Retail Needs Assessment

Prepared for

City of Swan

by

Essential Economics Pty Ltd

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Authorship

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Contents

EXECUTIVE SUMMARY

Context for Retailing in Swan

1 **Retailing is the 2nd largest employer in the City if Swan**, accounting for 12% of total jobs in the municipality. The City contains a large number of retail-based activity centres, ranging from Midland which serves a higher-order role for residents and those living beyond the municipality, to smaller neighbourhood centres and serving more localised catchments, and individual shops providing convenience items.

2 **Retail policy in the City of Swan is subject to the strategic objectives of the Western Australian Planning Commission**, and in particular State Planning Policy 4.2. This policy promotes the consolidation of residential and commercial land uses in activity centres. The Commercial Centres Strategy 2004 is the current local policy implemented in the City of Swan, and is now in the process of being updated to reflect State Planning Policy 4.2.

Population and Retail Spending Trends

3 **The resident population in the City of Swan is approximately 112,960 persons in 2010**, having increased from 97,450 persons in 2006, and 85,090 persons in 2001. Analysis by i.d. Consulting shows substantial variation in the population growth patterns for individual small areas within the City of Swan, with recent population growth concentrated in Ellenbrook, Midland, Altone and Bullsbrook.

4 **The City of Swan's resident population is forecast to increase from an estimated 114,560 persons in 2011, to 153,640 persons in 2021, and then to 190,240 persons by 2031.** Forecasts prepared by i.d. Consulting show that the population growth will be concentrated in the small areas of the Urban Growth Corridor, Ellenbrook, Bullsbrook and Midland. Some established areas such as Altone and Ballajura are expected to experience population decline.

5 **Average per capita retail spending by residents in the City of Swan is estimated at $11,670** in 2011 and includes $6,870 on food merchandise, $4,520 on non-food merchandise and $280 on retail services. In comparison, across metropolitan Perth average per capita retail spending by residents is $12,020. Total retail spending by residents of the City of Swan is estimated at $1,398 million in 2011, and this is forecast to increase to $3,235 million by 2031 due to a mixture of population growth and increased spending per capita associated with economic and income growth (all figures expressed in 2011 dollars and inclusive of GST).

Swan Retail Profile

6 **In 2011, total retail floorspace in the City of Swan is approximately 319,400m^2**, and this comprises 89,600m^2 in food retail categories; 212,300m^2 in non-food retail categories; and 17,500m^2 in retail services. Midland Strategic Metropolitan Centre plays a vitally important role in the City of Swan, with total retail floorspace of approximately 134,500m^2 comprising more than 40% of total retail floorspace.

Retail Needs Assessment

7 **In 2011, retail in the City of Swan generated total sales of approximately $1,524 million**, of which $1,053 million, or 69% was to residents of the City of Swan. The balance of retail sales is so-called 'captured spending' from non-residents of the City of Swan, and which accounts for approximately $470 million of sales in 2011. This captured spending represents an important contribution to the City of Swan's economy and is generated from the regional roles served by Midland and the homemaker retail at Malaga, as well as from tourist visitation in the Swan Valley etc.

8 **Escape spending refers to the extent to which retail spending by residents within a particular region is directed to retail locations outside that region.** In 2011, a total of approximately $345 million in retail spending by residents in the City of Swan 'escapes' to retail facilities outside the municipality. This represents approximately 25% of total retail spending by the City's residents, which is a moderate degree of escape spending in the context of a metropolitan municipality.

9 **Opportunities for new retail development in the City of Swan** will be generated over coming years through:

- Population growth which creates additional demand for retail goods and services
- Real growth in per capita retail spending resulting from income and economic growth
- Opportunities to attract additional levels of 'captured' spending to the City of Swan, including from tourists and other visitors
- Opportunities to reduce escape spending by providing a broad range of convenient and accessible retail facilities for local residents.

10 **Potential retail floorspace growth in the City of Swan over the period to 2031 is forecast at between 241,000m^2 and 280,700m^2** taking into account the results of a detailed household survey program, forecasts of population and retail spending, and the consultants own experience in undertaking similar assessments across Australia. This retail floorspace growth is expected to be distributed across a hierarchy of retail centres across the City of Swan, which includes a mix of existing and proposed new centres.

11 The future retail centres hierarchy serving the City of Swan is based on the hierarchy applied in the State Planning Policy 4.2 and includes:

Strategic Metropolitan Centre

Midland Strategic Metropolitan Centre

Secondary Centre

Ellenbrook Secondary Centre

District Centre

Bullsbrook (emerging), Albion (potential), The Broadway (potential).

Neighbourhood Centre

Guildford, Altone Park, Amazon Drive, The Springs, Glenview Markets, Ballajura City, Ballajura Marketplace, Stratton Park, Gidgegannup, Woodlake, Aveley (under construction), West Swan East (proposed), West Swan West (proposed), Caversham (proposed), Upper Swan (proposed).

Local Centre

Various

Mixed Business Area (Retail)

Malaga.

Principles for Retail policy in Swan

12 The following principles have been identified as having an important bearing on the future development of a viable and sustainable network of activity centres in Swan:

- Refine the Centre hierarchy: ensure that the hierarchy applying in the City of Swan reflects the intended role and function of each centre.
- Support the retail hierarchy: use the hierarchy as the basis for the application of town planning policy and decision making for development applications, as well as for other Council initiatives.
- Maximise the retention of retail expenditure: Economic and community benefits can be realised through the creation of a vibrant, viable and sustainable network of centres which offers a wide range of shopping formats and environments, and which retains a high proportion of the available spending by residents in the City of Swan.
- Consolidate activities in centres: support the concept of clustering activity in centres, in order to realise benefits through shared infrastructure provision, encouraging vibrant centres, and co-locating complementary business activities in order to help generate employment.
- Recognise the importance of the Midland Strategic Metropolitan Centre: Midland is the most significant shopping destination in the City, accounting for some 42% of total

occupied retail floorspace in the City. Ongoing attention will need to be given to Midland to ensure that the centre can improve as a location for shopping, business activity, community service delivery and for a range of entertainment activities.

- Encourage a wide mix of activities: successful activity centres are characterised by a wide range of uses that assist in attracting people to the centre and delivery a range of services such as retail, entertainment, business services, and community facilities.
- Consolidate the network of neighbourhood centres: The principle of supermarket-based centres as the basis for network planning should be used to inform new structure plans for emerging urban communities including Albion, Ellenbrook and Bullsbrook. In planning these new growth areas to encourage a sustainable centres hierarchy, the City of Swan should avoid identifying a dense structure of (potentially under-performing) small neighbourhood and local centres.
- Promote integrated development: The City of Swan should encourage land use and development that is integrated with transport infrastructure (principally bus services) so that activity centres are well-served by public transport alternatives, and have potential to improve the amenity of centres by reducing car-based traffic.
- Encourage well-planned homemaker clusters: In the future, new development of this type should be encouraged to co-located in an integrated manner, forming new homemaker centres rather than disjointed ribbon development along major roads. This would be aided by a strategic review of zoning controls and zone boundaries, and may include the nomination of particular land/sites for a larger future integrated development.

INTRODUCTION

Background

The City of Swan has commissioned Essential Economics to prepare this *Retail Needs Assessment* in order to identify the demand and supply trends for retailing in the City of Swan, and to provide the basis for subsequent strategic planning initiatives.

The study will inform the preparation of a *Local Planning Strategy*, and will provide the basis for structure plans that will be prepared for individual activity centres. The results will also generate input to an overarching *City of Swan Activity Centres Policy* that will provide guidance on statutory planning mechanisms to support appropriate retail development.

The City has an existing Commercial Centres Strategy (June 2004), and it is now opportune to review the extent of retail development that has occurred since then, and incorporate more recent forecasts of population growth and the spatial pattern of housing development in order to assess future retail needs.

Recommendations for a future network of activity centres have been prepared with reference to *State Planning Policy 4.2 Activity Centres for Perth and Peel*, which describes the State government's regional planning framework as it relates to activity centres in the metropolitan region.

Objective

The objectives of this study, as articulated in the Study Brief, are:

1. Prepare a Retail Needs Assessment to support the City's emerging Local Planning Strategy, which is consistent with the relevant provisions of Western Australian Planning Commission's *Statement of Planning Policy 4.2 Activity Centres for Perth and Peel*; and
2. Provide the basis for preparing a City of Swan Activity Centres policy which is capable of application in the statutory arena.

This Report

This report is structured in the following chapters:

Chapter 1: **<u>Context for Retailing in the City of Swan</u>**
Presents a description of the retail sector in Swan, including its economic importance, the regional retail context, trends in the retail industry, and relevant policies that are expected to influence retail development in Swan.

Chapter 2: **Population and Retail Spending Trends**

Presents analysis of recent population trends and available forecasts for the municipality and for individual neighbourhoods/suburbs, describes the current socio-demographic make-up of the population, and presents estimates of current and forecast expenditure capacity on retail goods and services.

Chapter 3: **Swan Retail Profile**

Presents a detailed description of the current operation of Swan's retail sector, including an overview of retail floorspace provision by centre, and a detailed profile of each centre in terms of features, performance, and identification of key issues.

Chapter 4: **Retail Needs Assessment**

Presents analysis of existing market share performance and escape spending, forecasts of future retail demand, and opportunities for local-level development to serve that demand.

Chapter 5: **Directions for Retailing in Swan**

Provides recommendations on an appropriate network of centres to serve the existing and future retail needs of the community, in accordance with State Planning Policy 4.2, and with details of centre development opportunities over time as the population in each centre's respective catchment grows.

An **Appendix** is also provided that summarises the findings of market research that was undertaken as part of the study process.

The Study Area

The Study Area for the purpose of this project comprises the whole of the City of Swan, as shown in Figure 1. A larger frame of reference is examined where appropriate, in order to understand the in-flows and out-flows of retail expenditure between Swan and the surrounding region.

Local level analysis has been undertaken for particular small areas, as defined in the City of Swan Population Projections (id Consulting, 2010). These boundaries are shown in Figure 2.

Figure 1: Study Area - City of Swan

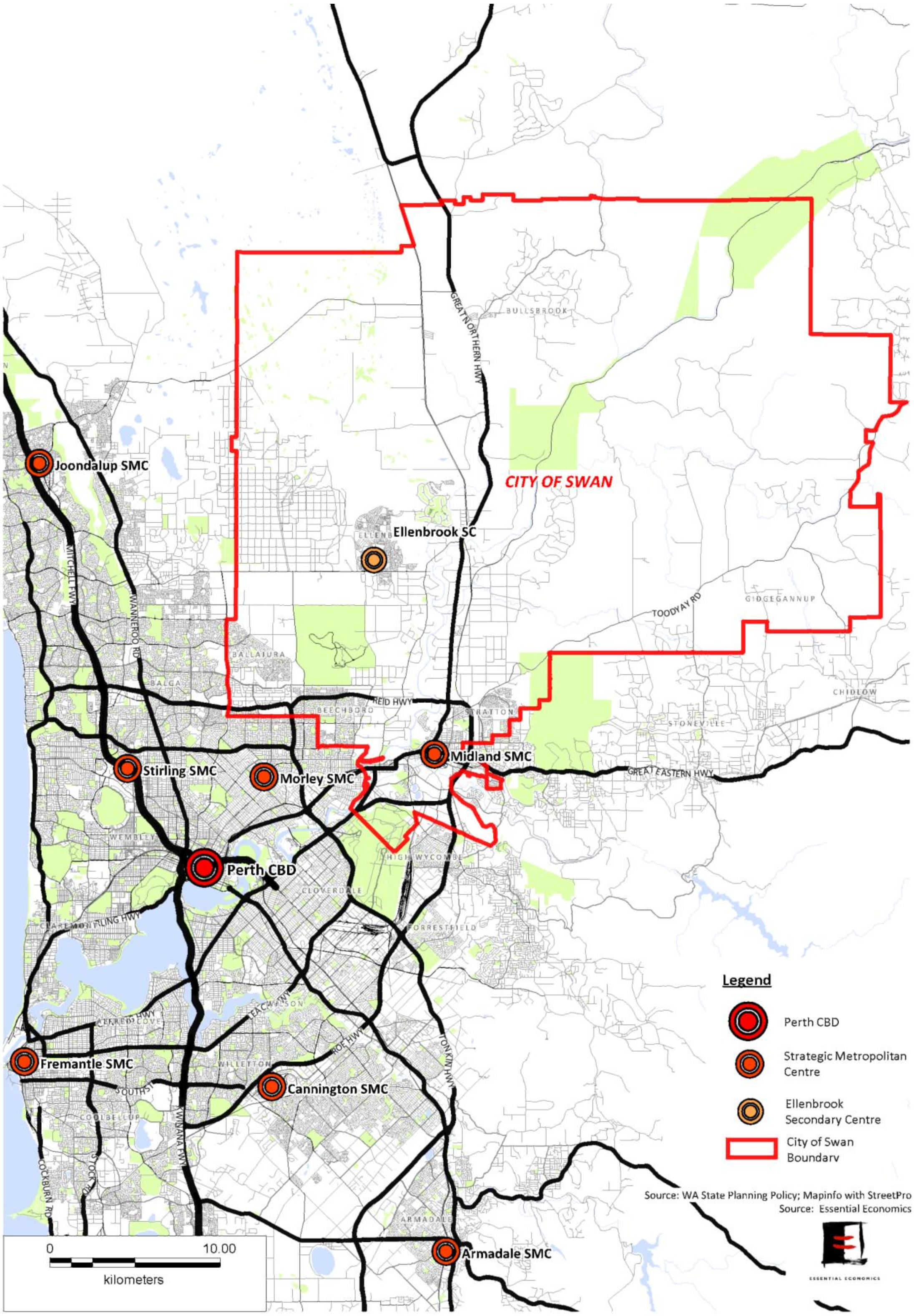
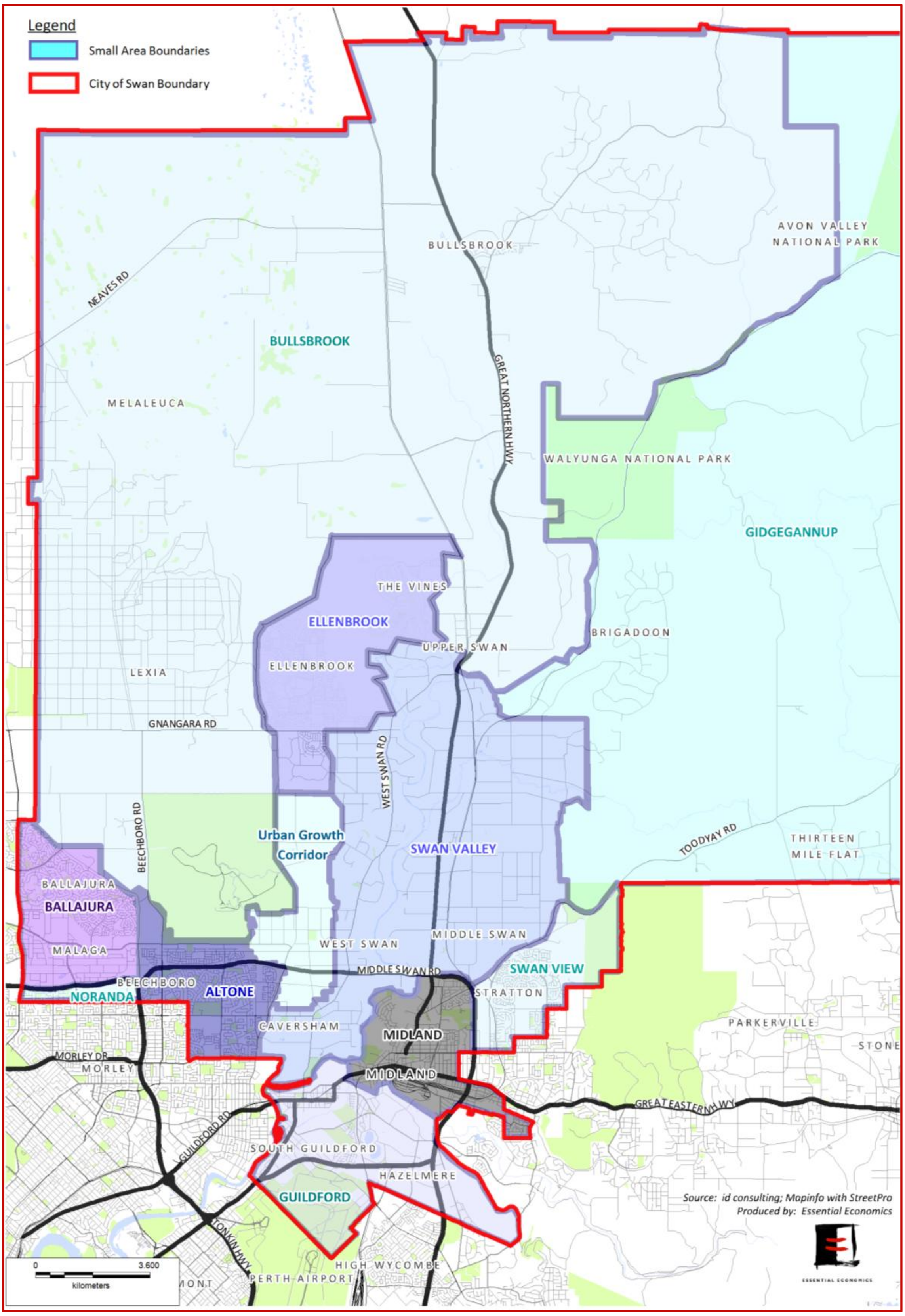


Figure 2: Small Area Boundaries, City of Swan



Terms and Definitions

Retail Activity

Retail activity is defined in this report as the *Retail Trade* industry division according to the industry classifications used by the Australian Bureau of Statistics (ABS) in the Australian and New Zealand Standard Industry Classification 2006 (ANZSIC2006), but modified to exclude:

- Motor vehicle and motor vehicle parts retailing
- Garden supplies retailing
- Marine equipment retailing
- Non-store retailing.

The definition used in this report is consistent with other approaches in undertaking retail-economic analysis in Australia.

It is important to note that a range of non-retail uses often operate in conjunction with and/or adjacent to many retail traders. These uses include cinemas, offices, travel agencies, lotto and gaming outlets, banks and other financial institutions, equipment hire and garden supplies, and so on. For the purposes of this project, these non-retail functions are not explicitly assessed; however, their presence and association with the retail sector is recognised where appropriate in the analysis and recommendations.

Retail Categories

In this report, retail floorspace and retail expenditure is divided into three broad product categories and a number of sub-categories. These categories and sub-categories are defined as follows:

- **Food retailing**, including the following sub-categories:
  - Food, liquor and groceries (FLG), which comprises household spending on take-home food, groceries and liquor. This type of spending is usually directed to retail stores including supermarkets, fresh food stores, bakeries, butchers, etc.
  - Food catering, which includes household spending at cafes, restaurants and take-away food outlets.
- **Non-food retailing**, including the following sub-categories:
  - Homemaker retailing, which comprises household spending on bulky merchandise and homewares, which are increasingly associated with large-format stores found in bulky goods precincts such as Fifteenth Street.
  - Other non-food, which comprises household spending on apparel, leisure and general merchandise.
- **Retail services**, which comprises household spending on services such as hair dressing, dry cleaning, video hire, and optometry.

Convenience and Comparison Retailing

In retail analysis, a distinction is often made between **convenience** and **comparison** retailing. This distinction is useful in describing the role and function of different retail centres.

Convenience retailing typically refers to shopping that meets the day-to-day needs of consumers, and includes retail formats which are accessed most regularly by consumers. Most typically, this includes retail shops which are visited on a daily or weekly basis, or shopping for basic and low cost goods or services for which convenience, rather than price, is the key consideration. Convenience retail store types include:

- supermarket, grocery and related shopping
- take home liquor sales
- basic retail services such as hairdressing and video rentals
- the sale of basic household items.

Generally, convenience retailing is undertaken at locations that are the most accessible to residents. Stores selling convenience retail goods are typically present across all levels of a retail hierarchy, from a small local corner store serving a small local catchment, through to a hairdresser at a large regional centre serving an extensive catchment.

Comparison retailing typically refers to shopping that is occasional in nature, and involves consumers visiting multiple stores, or undertaking their own product and pricing research, before making a purchase. Examples of comparison shopping include:

- homemaker or bulky goods retailing
- shopping for clothes and accessories
- homewares, electronics and home entertainment.

Generally, comparison retailing is most often found at larger retail centres, and in homemaker retail precincts. Due to the discretionary nature of comparison retailing, and the willingness of consumers to travel long distances in order to undertake it, an important direction of retail policy in the City of Swan is ensuring that local residents undertake a high share of comparison shopping within the municipality, and that centres such as Midland, which contain a large amount of comparison retailing, attract patronage from across a wide geographic area.

Where appropriate, this Retail Needs Assessment identifies opportunities to encourage a hierarchy of centres that meets the convenience retail needs of local residents, and the comparison shopping needs of residents of the City of Swan and the surrounding region.

Retail Floorspace Provision and Western Australia Standard Land Use Classification (WASLUC)

This report relies on information from the Perth Land Use and Employment Survey (PLUES) 2008, prepared by the Department of Planning and implemented over the period 2007-2008. Data from the PLUES provides detailed information (floorspace and employment) on the primary use of each building, and is classified according to the Western Australia Standard Land Use Classification (WASLUC) and an auxiliary land use code. For reporting purposes, a Planning Land Use Category (PLUC) is assigned to each WASLUC, modified as appropriate by the auxiliary code.

Customised data for the City of Swan has been obtained from the Department of Planning, and has been re-coded to align with the expenditure classifications used in this report.

Survey

In June 2011, a household telephone survey was undertaken as a key source of information for use in the preparation of the Retail Needs Assessment. A total of 700 surveys were undertaken across the City of Swan and in adjacent areas within urban Perth, as well as across a large rural hinterland. These surveys provided important information on current retail spending patterns, and the views of the community on other issues relevant to retailing in the City of Swan.

More detail on the survey is provided in an Appendix to this report.

1 CONTEXT FOR RETAILING IN SWAN

This Chapter provides the underlying context for the preparation of the Swan Retail Needs Assessment, and includes reference to local and regional trends of relevance, and wider industry trends that are expected to influence retail development over the next twenty or so years. The Chapter also presents a review of planning policies that are relevant for retailing in Swan.

1.1 Local Context

The City of Swan is located on the north-eastern edge of the metropolitan region, and consists of established urban development, newly-developing suburbs, and a rural periphery to the north and east (refer Figure 1, p3).

The City contains a resident population of approximately 113,000 persons (estimate for 2010), and has experienced population growth averaging 3.3% per year over the last four years. This growth rate is substantially above the metropolitan average, highlighting the City's role as a growth area for residential development.

Housing development is forecast to continue to occur at a rapid rate, with the most recent forecasts (by id consulting) predicting an increase of over 75,000 residents for the period 2011 to 2031, at an average rate of 2.6% per year.

Of an estimated 37,820 jobs in Swan in 2006 (ABS Census of Population and Housing), the retail industry was the second largest employer and accounted for 4,650 jobs, or 12% of total employment (refer Table 1.1), thereby illustrating the importance of retailing to the municipality.

As described later in more detail, the City contains a large number of retail-based activity centres, ranging from Midland, which serves a higher-order role for residents and those living beyond the municipality, to smaller neighbourhood centres serving more localised catchments, and individual shops providing daily convenience items. Homemaker development is currently focussed on the area around Midland, but other concentrations are occurring, especially on industrial land in Malaga.

Due to its location on the urban edge, centres in Swan have a role in providing shopping, business, entertainment, administrative and community services to a wider region that extents outside the metropolitan area. This regional role is most significant for Midland, which is defined as a strategic metropolitan centre and draws people from beyond the municipal boundary. Homemaker/bulky goods precincts have a similar wide geographic catchment; however, lower-order centres tend to serve smaller geographic areas that do not extend beyond the City of Swan to the north and east (although they do in some cases extend southwards and westwards into other metropolitan municipalities).

On the other hand, Swan's proximity to other major shopping destinations elsewhere in Perth means that residents within the municipality direct some of their shopping in-board to centres such as Morley, Cannington and the Perth CBD. Moreover, people in the rural fringe may choose to bypass Midland in order to undertake their higher-order shopping at these other centres.

The development of an appropriate network of attractive, vibrant and competitive activity centres in Swan has potential to *maximise* the opportunity of capturing retail spending from people who live outside the immediate municipal area, while also *minimising* the extent to which expenditure is lost (i.e. 'escapes') to other centres in the metropolitan area. This would have the effect of generating employment locally in retailing, while also indirectly supporting employment generation associated with other activity centre functions (entertainment, business services, residential development, etc). These are the underlying aims of an effective activity centres policy.

Table 1.1: Number of Jobs in City of Swan, by Industry Division, 2006

Industry	**City of Swan**	
	Number	Share
Agriculture, Forestry and Fishing	567	1%
Mining	387	1%
Manufacturing	7,059	19%
Electricity, Gas, Water and Waste Services	308	1%
Construction	3,404	9%
Wholesale Trade	2,446	6%
Retail Trade	4,653	12%
Accommodation and Food Services	1,944	5%
Transport, Postal and Warehousing	1,838	5%
Information Media and Telecommunications	293	1%
Financial and Insurance Services	522	1%
Rental, Hiring and Real Estate Services	671	2%
Professional, Scientific and Technical Services	1,365	4%
Administrative and Support Services	829	2%
Public Administration and Safety	2,946	8%
Education and Training	2,800	7%
Health Care and Social Assistance	2,686	7%
Arts and Recreation Services	380	1%
Other	2,724	7%
Total Industry	**37,822**	**100%**

Source: ABS 2006 Census of population and Housing, Essential Economics

1.2 Trends in the Retail Sector

A number of important trends in retailing need to be considered in assessing the prospects for the retail sector in Swan. These trends relate to the structure and size of the industry, demographic spending and behavioural patterns, the emergence of new retail formats that respond to these changes, and the advent of technological innovations which influence future retail activity.

Retail Industry Background

Retail is one of the most diverse of industries, with individual retailers ranging from single owner-operators to family businesses, medium-scale operations, national chains, large supermarket and department store corporations, big-box/bulky goods retailers, and the like.

It is this variety of retail offering that makes retailing a dynamic and exciting industry, and a profitable one for those who offer the right mix of goods and services to a market that demands them. A well-functioning and efficient retail sector which meets the needs of consumers can make a substantial contribution to an area's economic strength, in addition to enhancing the general lifestyle, interests and well-being of a community.

While the diversity of retailing is likely to continue, fundamental shifts are occurring in the structure of the retail industry which need to be taken into account. In particular, a trend over the past 20 years has been for smaller operators to lose market share to the retail 'giants' such as supermarket chains, department stores, national homemaker chains, and so on. These larger operations, increasingly agglomerated under single ownership (e.g. Woolworths and Wesfarmers) do not always seek locations in the traditional shopping strip – they often prefer an enclosed shopping centre or free-standing sites with good exposure.

There are signs, however, that traditional strip and town centre centres are recapturing some market share through re-focused and improved marketing, as well as a growing preference by consumers for 'main street' style shopping compared with enclosed shopping centres.

Consumer Behaviour and Demographics

The shopping public are continually redefining their demands for goods and services (in terms of types of goods and services demanded and the total level of expenditure on retail items), and their expectations of the way in which these are sold to them. New considerations are being applied to shopping 'decisions': for example, competition for people's disposable income from an increasing range of activities and products (travel, dining-out, gambling, mobile phones, internet access and a whole range of other activities), and higher levels of personal debt which can make shoppers more price-conscious.

The types of retail goods and services purchased by shoppers are also constantly evolving. For example, since the mid-1990s a general shift has occurred in retailing which places increased focus on entertainment and leisure merchandise and services, rather than traditional household items, clothing and the like. Consumers are also being attracted to places where retail purchases can be made in a time-efficient manner.

Other examples of retail trends include the development of 'category killer' outlets and homemaker centres where a large range of particular types of merchandise are available for browsing in a single store or group of stores. Midland attracts these types of retail formats due to its location at the confluence of the Great Eastern Highway and the Great Northern Highway, where these stores are exposed to large numbers of passing motorists.

New Forms of Retailing

New forms of retailing have become evident in Australia over the past decade, and these activities are of relevance in planning for retail development in Swan. Of special interest is large format retailing and in particular "homemaker" retailing.

Homemaker retailers tend to seek large affordable sites which enjoy high exposure to main road traffic and which are conveniently located to serve large regional catchments; often (although not always), these sites are located outside existing centres. In Swan, homemaker development is concentrated in Midland along the Great Eastern Highway and on Clayton Street south of the railway line; and in the Malaga industrial precinct where land values are low.

Homemaker precincts contain a variety of operators, from small lighting shops of 500m^2 (often serving the trades sector) to larger national furniture chains of 3,000m^2. Some tenants are even larger, for example the Bunnings hardware superstore (up to around 14,000m^2 in total) or the large Harvey Norman outlet (up to 7,000m^2 including electrical and furniture franchises).

Homemaker retailers tend to be largely involved in retail categories such as furniture, bedding, hardware, and other items which tend to require large display areas and also involve merchandise that, in general terms, can be difficult to carry home - hence the need for plentiful at-grade car parking located directly outside the retail store. These homemaker stores should not be confused with large-format retailers such as supermarkets and discount department stores which predominantly sell day-to-day retail products which are more appropriately represented in a traditional retail centre setting.

Homemaker retailers can locate in or adjoining existing centres as long as a suitable site is available in terms of affordability, size, convenient shopper access, good exposure, adequate car parking, etc. Often, these retailers enjoy co-locating with similar or complementary activities.

The high growth in retail spending on homemaker-type merchandise is supported by recent trends in housing construction which, in turn, are encouraged by historically-low interest rates (even taking into account recent interest rate increases) and by Federal and State Government stimulus policies. A trend towards lifestyle purchases has also contributed to the popularity of homemaker retailing. As a result, over the past 10 years the growth in spending on bulky merchandise and homewares categories has been well-above the growth experienced in other retail product categories and well-above long-term historical trends in retail spending growth.

An important trend in the City of Swan is the development of homemaker type retailers in industrial estates, and particularly in Malaga. This is of particular relevance as it is largely occurring outside of any strategic policy-making, essentially taking advantage of access to relatively affordable and available industrial land. Ad hoc development of such sites is likely to lead to a number of community dis-benefits, associated for example with inefficient provision of shared infrastructure, an increase in the number of disjointed trips (mainly by car) leading to adverse environmental effects, and potential to attract retail uses which should properly be located at or close to centres in order to consolidate their role as the focus for shopping and business activity.

Local Convenience Centres

Small local centres which traditionally provided a limited range of day-to-day convenience retailing to a local catchment have come under increased competition, and have been in decline over at least the past two decades. Across Australia, the viability of traditional, small convenience-based local strips in established suburban areas have in many instances been undermined by a combination of changing retail formats, consumer spending patterns and lifestyle trends.

Consumer preference for convenient multi-purpose trips and greater reliance on the motor vehicle has increased the popularity of modern convenience stores attached to petrol stations. Service stations continue to increase the breadth of in-store product, with chains such as Coles Express and BP introducing new store formats, sometimes including café and bakery sections. Customer loyalty programs with affiliated supermarkets and incentives of cheaper petrol contribute to the popularity of these stores.

On the other hand, the level of convenience experienced at supermarkets has also increased, with the advent of express lanes, self-service check-out and convenient parking. Supermarkets are the dominant retail format for attracting a share of spending on convenience groceries, with industry data (ABS Retail Industry Survey) showing that up to 75% of all spending on food, liquor and groceries is captured by supermarkets.

These trends have been to the detriment of local centres, with many struggling to be viable and attract the required amount of investment in order to present the centres to a satisfactory level.

Online Retailing

The nature of retailing has changed substantially in some sectors due to the growth of online retailing that does not require a ‘bricks and mortar’ presence. The embrace of internet and e-commerce is seen as a significant challenge to existing retail operations, and has potential to significantly affect the retail landscape. Some recent commentaries suggest that this sector already accounts for a significant share of total consumption expenditure on retail goods and services, and will grow even more strongly as the number of people born into the internet-era continues to increase.

The total size of the online shopping market is inherently difficult to calculate, and is made even more so by the popularity of purchases for consumer goods on sites such as eBay where sellers are not necessarily commercial enterprises.

A range of estimates have been prepared by various private companies and analysts in recent times. For example, IbisWorld estimates that the total size of the Australian online shopping market is in the order of $5 billion, and that the volume of total online shopping for goods is just 3.7% of total consumer goods retailing (Online Shopping in Australia, IbisWorld, May 2011). Other sources quoted in the recent Issues Paper put out by the Productivity Commission as part of their current analysis of the Economic Structure and Performance of the Australian Retail Industry (March 2011) suggest a range of estimates in the order of 3-6% of total retail sales, although these estimates refer mainly to online selling by Australian-based retailers.

The impact of online shopping affects different parts of the industry disproportionately. For example, one estimate (by Southern Cross Equities) is that 4% of total retail sales (excluding food and groceries) is captured by Australian online retailers, and that another 2% is captured by offshore retailers; however, Citi Investment Research and Analysis (2010) estimate that just 1% of grocery and alcohol sales in Australia are made online.

According to IbisWorld, the key sectors for online retailing are:

- Computer and electrical goods
- Published media, including books, magazines, music, video and ringtones
- Jewellery and fashion accessories
- Software and apps
- Cosmetics, fragrances and personal care products
- Clothing, sporting equipment and toys
- Food, groceries and alcohol

The overall implication is that online retailing will continue to account for a sizeable proportion of total consumer spending on retail goods and services.

Trading Hours

An issue of particular relevance to the retail sector in the City of Swan is the current restriction on shop trading hours.

Even allowing for recent changes to regulations, trading hours in Western Australia are more restricted than in all other states of Australia. Any future changes to trading hour regulations have potential to create changes in the way consumers undertake their shopping in the City of Swan.

For example, Midland currently is classified as a special trading precinct. This allows shops to have additional opening hours on Sundays and public holidays, and gives Midland an important market advantage over other centres which remain subject to more rigorous trading restrictions. Any changes to trading hour regulations will have implications for Midland in terms of how the centre operates as an important regional retailing destination.

At present, considerable uncertainty exists as to whether regulations on trading hours will change, and what form any change is likely to take. The City of Swan will need to respond rapidly to any changes in trading hour regulations, and ensure that where change occurs, the retail sector in Swan is well-positioned to benefit.

1.3 Policy Context

A broad review of relevant planning policy as it relates to centre development is provided below, with reference to the State Planning Policy 4.2 and the City of Swan Commercial Centres Strategy 2004. A detailed review of <u>all</u> relevant planning policies and statutory controls has not been undertaken in this study, but would be expected to be included in any subsequent development of an Activity Centres Policy for the City of Swan. These other planning policies would include, among others:

- Directions 31 Spatial Framework for Perth and Peel
- State Planning Policy 3 Urban Growth and Settlements
- Metropolitan Region Planning Scheme
- City of Swan Local Planning Scheme No 17
- City of Swan Urban Growth Policy
- City of Swan draft Housing Strategy.

State Planning Policy 4.2 Activity Centres for Perth and Peel

State planning policies are prepared by the Western Australian Planning Commission to set out strategic priorities in relation to particular regions and/or particular land use activities.

Planning Policy 4.2 applies to the Perth and Peel region, and specifies the broad planning requirement for the planning and development of new activity centres and the redevelopment and renewal of existing centres in the region. The policy reflects the WAPC’s intention to encourage and consolidate residential and commercial development in activity centres so that they contribute to a balanced network, and is prepared in the context of broader land use planning goals as described in Directions 2031.

Those aspects of State Planning Policy 4.2 as it relates to centre development in the City of Swan are as follows:

- Activity centres are acknowledged as having an important role as a location for social and community interaction, and as places where retail, business and other services can co-locate in order to generate productivity gains.
- Retail, commercial health, education, entertainment, cultural, recreational and community facilities and higher-density housing should be concentrated in centres in a compact urban form.
- Higher-order centres should aim to have a diversity of uses – they should not develop in a manner that results in a predominantly single-purpose centre.
- Non-retail employment should be encouraged to provide opportunities for the clustering of compatible businesses which can lead to greater productivity and more efficient use of infrastructure and services.
- Activity centre development should be planned according to a hierarchy of centre roles and characteristics (refer Table 1.2).
- Activity centres should be planned in line with transit-oriented principles, with high trip-generating activities planned for locations close to public transport access.
- Major health, welfare, community services, entertainment, recreation commercial and cultural facilities that are likely to attract significant numbers of employees or users should generally be located in or adjacent to activity centres.
- Bulky goods retailing (homemaker retail) should be clustered, where possible, at locations adjacent to or in close proximity to activity centres and the regional road and public transport networks.
- Encroachment of bulky goods retail into residential and industrial zones should be avoided, and ad hoc development and linear development along regional roads should be discouraged.
- Local governments should review the land use permissibility of bulky goods retail to reduce its potential dispersal throughout industrial zones and to ensure the retention of affordable land for industrial uses.
- A sequential approach to planning for bulky goods development is adopted, comprising a sequence of preferred locations:
    - Edge of centre sites (although not within the centre core)
    - Where it is demonstrated that sufficient suitable sites in or adjacent to activity centres are not available, out-of-centre mixed business or equivalent zones integrated with established and well-located bulky goods nodes
    - In limited circumstances where it is demonstrated that sufficient suitable sites in or adjacent to activity centre or within or integrated with existing bulky goods nodes are not available, other out-of-centre mixed business or equivalent zones.

- Commercial uses in industrial zones should be limited to those serving a convenience or local role, or as an ancillary use associated with a primary industrial activity.
- Local planning strategies, local planning schemes, district structure plans and activity centre structure plans should be informed by an analysis of the retail needs of the community.

The Table below summarises the activity centre hierarchy contained in the State Planning Policy 4.2, while the designation of centres in the City of Swan in accordance with this hierarchy is identified in Chapter 3.

In addition to the hierarchy levels shown in Table 1.2, the policy recognises that *Directions 2031* identifies the need for a Primary Centre tier in the activity centre hierarchy. While there are no centres that currently perform this Primary Centre function, it is also acknowledged that some of the strategic metropolitan centres will develop and justifiably emerge as Primary Centres in the future.

Table 1.2: Activity Centre Hierarchy and Main Roles and Characteristics

Centre types	Main role/function	Retail types	Office uses	Service population area
Perth Capital City	Largest activity centre, with intensely concentrated development and wide range of higher-order services.	Department store/s, discount department stores, supermarkets, specialty shops.	Major offices, Commonwealth and State government agencies	Greater metropolitan region
Strategic Metropolitan centres	Multi-purpose centres with a diversity of uses, offering the full range of economic and community services.	Department store/s, discount department stores, supermarkets, specialty shops.	Major offices, State government agencies	150,000 – 300,000 persons
Secondary centres	Similar to strategic metropolitan centres but serving smaller catchments and with a more limited range of services.	Department store/s, discount department store/s, supermarkets, specialty shops.	Major offices, professional and service businesses	Up to 150,000 persons
District centres	Greater focus on daily and weekly needs and serve smaller catchments in which the local community role is strong.	Discount department stores, supermarkets, convenience goods, small scale comparison shopping, personal services, some specialty shops.	District level offices and local professional services	20,000 – 50,000 persons
Neighbourhood centres	Provide for daily and weekly household shopping needs, community services and a small range of other convenience services.	Supermarket/s, personal services, convenience shops.	Local professional services.	2,000 – 15,000 persons (about 1km radius)

Source: WAPC, State Planning Policy 4.2

Commercial Centres Strategy 2004

The Commercial Centres Strategy (the 'Strategy') was adopted by the City of Swan in June 2004 with the objective of providing the basis for the planning and development of commercial centres within Swan for the subsequent 15 year planning period (although with the target year 2016 used as the basis for most retail demand forecasts).

The Strategy identifies a centres hierarchy that was developed to accord with the *Metropolitan Centres Policy* (Statement of Planning Policy 4.2) in force at that time, in which Midland was identified as a Strategic Regional Centre, and Ellenbrook as a Regional Centre.

The Metropolitan Centres Policy identified the possible development of three District Centres, at Ellenbrook, Egerton and Albion; the Commercial Centres Strategy concluded that only the Albion centre was supportable, with District Centre status likely to be attainable after 2016.

The locations of existing and possible future neighbourhood and local centres were also identified in the Strategy, as were mixed business areas that had a particular role as a location for bulky goods/showroom retailing for a regional catchment.

The Strategy summarises the results of a retail needs assessment, and provides recommendations on the distribution of centre development across the municipality. In total, the report forecasts demand for an additional 120,000m^2 of supportable retail development from 2004 until 2016, and this is distributed across the hierarchy broadly according to metropolitan-wide average floorspace provision ratios:

- Regional centres: 0.61m^2 net leasable area per capita
- District centres: 0.40m^2 net leasable area per capita
- Neighbourhood and local centres: 0.53m^2 net leasable area per capita

Consideration is also given to the potential centre development options when catchments are anticipated to be at full development (i.e. after 2016).

Recommendations are also made on matters of centre planning and design, integration of uses, precinct planning, and development criteria to be used as a guide for preparing centre plans and assessing development proposals. These recommendations are provided separately for each level of the hierarchy.

Overall, the Strategy has provided a solid base for centre planning since 2004; however, it is in need of review in light of recent population growth trends and developments that have occurred since that time. A new Retail Demand Assessment would also provide an appropriate basis for the preparation of a suite of planning documents including a new Local Planning Strategy, an Activity Centres Policy and structure plans for existing and new centres throughout the municipal area.

1.4 Conclusion

In view of the strong population growth being experienced in the City of Swan (and predicted to continue over at least the next 15 years), and the dynamic nature of the retail industry, it is opportune to prepare an updated analysis of Swan's retail sector as input to the range of strategic planning documents planned or underway. This Retail Needs Assessment builds on work already prepared as part of the *Commercial Centres Strategy* in 2004, and has been designed to reflect the policy intent contained in the WAPC's *State Planning Policy 4.2 Activity Centres for Perth and Peel*.

2 POPULATION AND RETAIL SPENDING TRENDS

This Chapter presents a review of population changes in the City of Swan, which forms an important input to the subsequent analysis of existing retail performance and retail development potential. Demographic features of the municipal population are also considered, as they provide a basis for establishing the current and likely future retail expenditure potential in the identified catchments.

The analysis is undertaken at two levels:

- At the regional level, population and socio-demographic features are analysed for the City of Swan, for the surrounding eastern metropolitan region and for the metropolitan area as a whole;
- At the local level, analysis of population and housing development trends, and population projections, are undertaken for individual neighbourhoods as defined by id consulting (refer City of Swan Population Projections, Forecast.id).

2.1 Population and Socio-Economic Trends

Regional Population Trends

The resident population in the City of Swan consisted of approximately 112,960 persons in 2010, having increased from 97,450 persons in 2006, and 85,090 persons in 2001, as shown in Table 2.1. These figures are from the latest series of the ABS Regional Population Growth publication (Cat. No. 3218.0).

Population growth has occurred at a rate of 2.7% over the most recent period for which data is available (2009-2010), and this compares with a growth rate of 2% per year in the eastern metropolitan region, and 3.1% for the metropolitan area overall.

The rate of population growth has declined from a peak of approximately 4.5% over the year 2007-2008, but continues to be at very high levels, with average growth of 3.3% over the four year period 2006-2010. Since 2001, growth rates in Swan have been consistently higher than those for the eastern metropolitan region or for Perth as a whole, underlining Swan’s role as a growth area for housing development.

Table 2.1: Population Growth in Swan and Metropolitan Perth, 2001 to 2010

	2001	2006	2007	2008	2009	2010
Population (No.)						
City of Swan	**85,090**	**97,450**	**101,130**	**105,710**	**110,020**	**112,960**
Eastern Metropolitan Region	239,910	258,610	264,200	271,200	278,740	284,340
Perth Metropolitan Region	1,393,000	1,485,820	1,518,750	1,559,180	1,606,830	1,658,520
Average Annual Growth (%)						
City of Swan		**2.7%**	**3.8%**	**4.5%**	**4.1%**	**2.7%**
Eastern Metropolitan Region		1.5%	2.2%	2.6%	2.8%	2.0%
Perth Metropolitan Region		1.3%	2.2%	2.7%	3.1%	3.2%
Average Annual Growth (No.)						
City of Swan		**+2,470**	**+3,680**	**+4,580**	**+4,310**	**+2,940**
Eastern Metropolitan Region		+3,740	+5,590	+7,000	+7,540	+5,600
Perth Metropolitan Region		+18,560	+32,930	+40,430	+47,650	+51,690

Source: Australia Bureau of Statistics
Note: Totals subject to rounding

Local Area Population Trends

Analysis by id consulting (refer City of Swan, Forecast.id) shows that there is substantial variation in population growth patterns for individual small areas in the City of Swan, with the most significant growth areas over the period 2006 to 2010 being:

- Ellenbrook (+11,560 persons)
- Midland (+1,570 persons)
- Altone (+860 persons)
- Bullsbrook (+730 persons).

More established parts of the municipality in the south and west experienced much slower or even declining population levels over the same period:

- Ballajura (-70 persons)
- Swan Valley (-40 persons).

Detailed information on population trends for the period 2006 to 2010 for individual areas as identified by id consulting are shown in Table 2.2, and is based on geographic areas as shown in Figure 2 (refer p4).

Table 2.2: Local Population Trends by Small Area, 2006 - 2010

Area	2006	2007	2008	2009	2010	2006-2010
Estimated resident population						
Ellenbrook	15,020	17,760	21,190	24,430	26,580	+11,560
Altone	20,980	21,420	21,630	21,780	21,840	+860
Ballajura	19,990	19,980	20,010	19,980	19,920	-70
Midland	10,720	10,950	11,510	12,050	12,290	+1,570
Swan View	9,850	9,950	10,040	10,170	10,310	+460
Guildford	5,540	5,550	5,570	5,570	5,660	+120
Bullsbrook	4,830	4,960	5,140	5,380	5,560	+730
Swan Valley	5,590	5,600	5,590	5,570	5,550	-40
Gidgegannup	3,020	3,050	3,130	3,220	3,270	+250
Noranda	1,460	1,460	1,470	1,460	1,460	+0
Urban Growth Corridor	450	450	420	410	510	+60
City of Swan	**97,450**	**101,130**	**105,700**	**110,020**	**112,960**	**+15,510**
Average growth (number) per year						
Ellenbrook		2,740	3,430	3,240	2,150	2,890
Altone		440	210	150	60	220
Ballajura		-10	30	-30	-60	-20
Midland		230	560	540	240	390
Swan View		100	90	130	140	120
Guildford		10	20	0	90	30
Bullsbrook		130	180	240	180	180
Swan Valley		10	-10	-20	-20	-10
Gidgegannup		30	80	90	50	60
Noranda		0	10	-10	0	0
Urban Growth Corridor		0	-30	-10	100	20
City of Swan		**3,680**	**4,580**	**4,310**	**2,940**	**3,880**
Average growth (rate) per year						
Ellenbrook		18.2%	19.3%	15.3%	8.8%	12.9%
Altone		2.1%	1.0%	0.7%	0.3%	0.8%
Ballajura		-0.1%	0.2%	-0.1%	-0.3%	-0.1%
Midland		2.1%	5.1%	4.7%	2.0%	2.8%
Swan View		1.0%	0.9%	1.3%	1.4%	1.3%
Guildford		0.2%	0.4%	0.0%	1.6%	0.9%
Bullsbrook		2.7%	3.6%	4.7%	3.3%	3.2%
Swan Valley		0.2%	-0.2%	-0.4%	-0.4%	-0.2%
Gidgegannup		1.0%	2.6%	2.9%	1.6%	1.8%
Noranda		0.0%	0.7%	-0.7%	0.0%	0.1%
Urban Growth Corridor		0.0%	-6.7%	-2.4%	24.4%	10.8%
City of Swan		**3.8%**	**4.5%**	**4.1%**	**2.7%**	**3.3%**

Source: City of Swan Population Projections (id consulting, April 2010)
Note: Data by id consulting may not align exactly with the most recent estimates by the ABS (refer Table 2.1)
Figures may not add due to rounding

Analysis of ABS data on residential dwelling approvals over the period 2006 to 2010 is shown in Table 2.3 and is illustrated in Figure 3. The information highlights the very significant levels of housing development that have occurred in recent years in Ellenbrook (averaging 700 new dwelling per year). Substantial residential housing activity is also occurring in Midland, associated with infill development and a number of individual projects such as Midland Central.

Table 2.3: Dwelling Approvals by Small Area, 2006 to 2010

Small Area	2006	2007	2008	2009	2010	Avg Annual Approvals 2006-2010
Ellenbrook	1,016	533	561	813	578	*700*
Altone	78	23	59	84	19	*53*
Ballajura	6	6	6	47	12	*15*
Midland	176	295	186	114	259	*206*
Swan View	18	3	10	5	53	*18*
Guildford	9	15	31	77	80	*42*
Bullsbrook	25	30	31	30	13	*26*
Swan Valley	16	7	9	8	8	*10*
Gidgegannup	21	46	26	13	25	*26*
Noranda	2	1	3	1	4	*2*
Urban Growth Corridor	5	2	2	0	5	*3*
City of Swan	**1,365**	**958**	**919**	**1,191**	**1,047**	***1,096***

Source: Essential Economics & ABS New Dwelling Approvals

Population Forecasts

The City of Swan's resident population is forecast to increase from an estimated 114,560 persons in 2011, to 153,640 persons in 2021 and then to 190,240 persons in 2031, representing an overall increase of 75,670 persons over this twenty year period.

According to the forecasts prepared by id Consulting (refer Table 2.4), the main areas for population growth comprise:

- Urban Growth Corridor (+28,690 persons)
- Ellenbrook (+19,500 persons)
- Bullsbrook (+15,900 persons)
- Midland (+5,080 persons).

Some established areas such as Altone and Ballajura are predicted to continue to experience population decline.

Figure 3: New Dwelling Approvals, 2006-2010

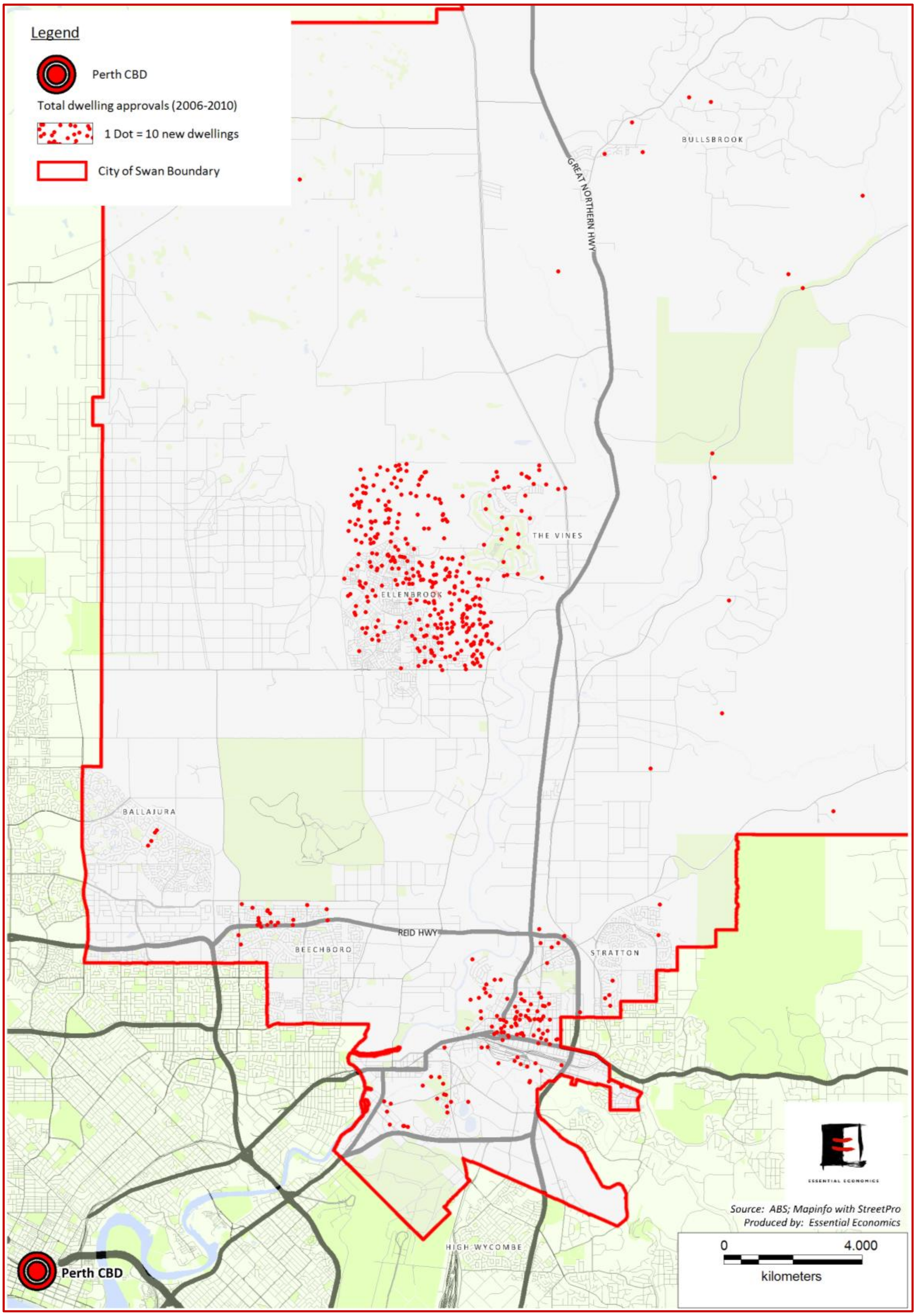


Table 2.4: Population Projections, City of Swan by Small Area, 2011 - 2031

Area	2011	2016	2021	2026	2031	2011-2031
Population (No.)						
Ellenbrook	27,560	37,150	44,190	47,400	47,060	+19,500
Altone	21,810	22,020	21,710	21,530	21,420	-390
Ballajura	19,870	19,790	19,770	19,640	19,390	-480
Midland	12,320	13,470	14,670	16,030	17,400	+5,080
Swan View	10,490	11,600	12,470	13,080	12,850	+2,360
Guildford	5,800	6,330	6,710	7,040	7,370	+1,570
Bullsbrook	5,660	6,570	7,980	12,490	21,560	+15,900
Swan Valley	5,540	5,560	5,630	5,650	5,680	+140
Gidgegannup	3,300	3,670	4,290	5,180	6,550	+3,250
Noranda	1,460	1,470	1,480	1,490	1,510	+50
Urban Growth Corridor	750	6,420	14,740	23,020	29,440	+28,690
City of Swan	**114,560**	**134,050**	**153,640**	**172,550**	**190,230**	**+75,670**
Average Annual Growth (%)						
Ellenbrook		6.2%	3.5%	1.4%	-0.1%	2.7%
Altone		0.2%	-0.3%	-0.2%	-0.1%	-0.1%
Ballajura		-0.1%	0.0%	-0.1%	-0.3%	-0.1%
Midland		1.8%	1.7%	1.8%	1.7%	1.7%
Swan View		2.0%	1.5%	1.0%	-0.4%	1.0%
Guildford		1.8%	1.2%	1.0%	0.9%	1.2%
Bullsbrook		3.0%	4.0%	9.4%	11.5%	6.9%
Swan Valley		0.1%	0.3%	0.1%	0.1%	0.1%
Gidgegannup		2.1%	3.2%	3.8%	4.8%	3.5%
Noranda		0.1%	0.1%	0.1%	0.3%	0.2%
Urban Growth Corridor		53.6%	18.1%	9.3%	5.0%	20.1%
City of Swan		**3.2%**	**2.8%**	**2.3%**	**2.0%**	**2.6%**
Average Annual Growth (No.)						
Ellenbrook		+1,920	+1,410	+640	-+70	+980
Altone		+40	-60	-40	-20	-20
Ballajura		-20	0	-30	-50	-20
Midland		+230	+240	+270	+270	+250
Swan View		+220	+170	+120	-50	+120
Guildford		+110	+80	+70	+70	+80
Bullsbrook		+180	+280	+900	+1,810	+800
Swan Valley		+0	+10	+0	+10	+10
Gidgegannup		+70	+120	+180	+270	+160
Noranda		+0	+0	+0	+0	+0
Urban Growth Corridor		+1,130	+1,660	+1,660	+1,280	+1,430
City of Swan		**+3,900**	**+3,920**	**+3,780**	**+3,540**	**+3,780**

Source: City of Swan Population Projections, id Consulting, April 2010

A more detailed examination of the projections shows that a shift in population growth is predicted to occur, with the urban development front moving northwards from Ellenbrook to Bullsbrook as available land is exhausted. This shift is likely to begin over the period 2021 to 2026. Prior to this time, Ellenbrook will continue to be the main location for growth, with average growth in Bullsbrook reaching 1,810 persons per year after 2026.

The completion of the City of Swan Housing Strategy (now in draft form) is likely to encourage a higher level of infill development in the established parts of the municipality. This may have the effect of altering the patterns of population growth across the region, and may lead to a greater overall level of population growth if new housing developments attract people who might not otherwise have moved into the area.

2.2 Demographic Profile

The socio-demographic characteristics of residents in Swan are summarised in Table 2.5. Some of the main features are as follows:

- Overall, the City of Swan is characterised by relatively large households containing younger-than-average residents, mainly housed in traditional detached dwellings. The municipality has a relatively low proportion of residents in white collar occupations.
- Ellenbrook is characterised by a young population living in mainly detached dwellings, and with a high participation rate indicating that the majority of homes contain dual-income families.
- Midland has a more significant proportion of non-detached dwellings, and this reflects the role of the suburb in housing smaller families (families with no children, singe person households) in higher-density housing. The suburb also has a higher share of assisted housing and people on government benefits (not shown in the Table).

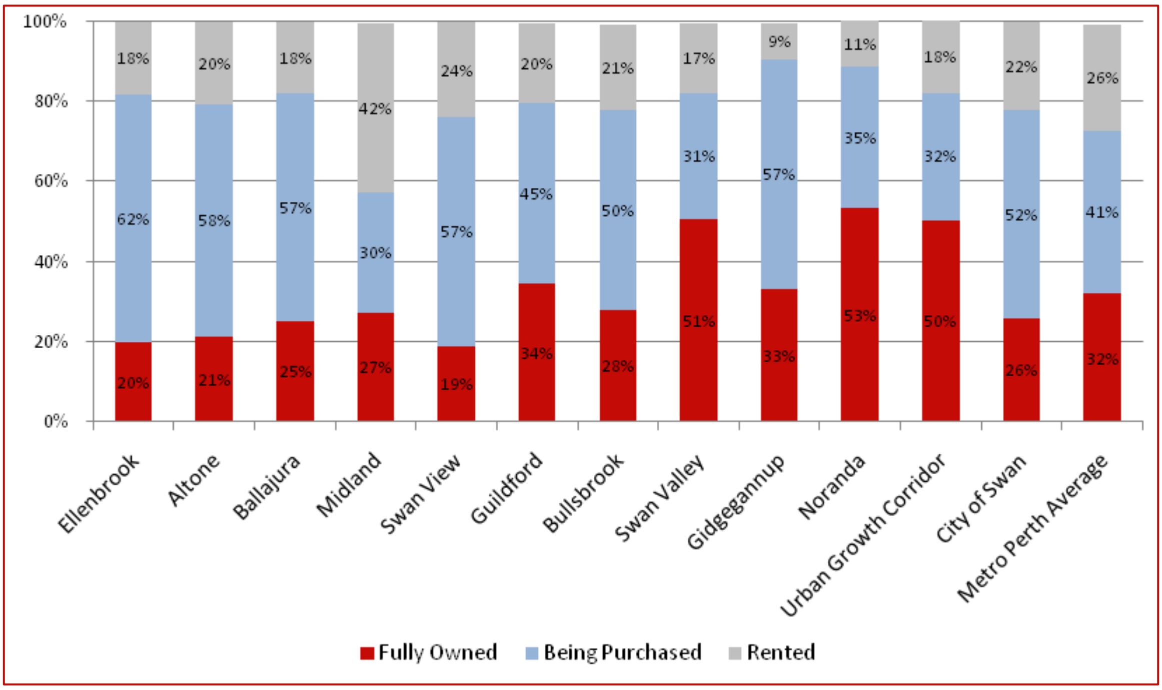
Table 2.5: City of Swan, Socio-Demographic Features 2006

	Avg. H'hold Size	Median Age	Born in Australia	Detached Dwellings	Labour Force Participation Rate	'White Collar' Employment*	'Blue Collar' Employment**
Ellenbrook	3.0	30	70.3%	93.1%	74.4%	65.7%	34.3%
Altone	2.8	31	64.8%	91.1%	70.2%	54.8%	45.2%
Ballajura	3.1	31	66.4%	94.3%	71.5%	61.1%	38.9%
Midland	2.2	38	72.1%	81.2%	58.0%	53.5%	46.5%
Swan View	2.8	30	79.2%	86.8%	71.3%	57.2%	42.8%
Guildford	2.4	38	73.3%	91.9%	65.3%	65.7%	34.3%
Bullsbrook	2.8	36	76.5%	98.8%	70.7%	54.8%	45.2%
Swan Valley	2.6	39	76.4%	90.8%	61.1%	61.5%	38.5%
Gidgegannup	3.0	39	75.8%	83.2%	72.8%	66.2%	33.8%
Noranda	2.8	40	57.5%	91.3%	67.5%	71.6%	28.4%
Urban Growth Corrido	2.7	41	77.0%	82.8%	68.9%	63.6%	36.4%
City of Swan	**2.8**	**33**	**70.2%**	**90.2%**	**69.2%**	**59.9%**	**40.1%**
Metro Perth Average	**2.5**	**36**	**66.2%**	**79.1%**	**67.3%**	**67.5%**	**32.5%**

Source: ABS 2006 Census of Population and Housing
Note: Totals subject to rounding
* Blue Collar Occupations include Managers & Professionals and Clerical & Sales workers
** White Collar Occupations include Technicians & Trades workers, Machinery Operators & Drivers & Labourers & related workers

Figure 4 shows the variation in housing tenure across the City, and highlights the role of suburbs such as Ellenbrook, Swan View, Altone and Ballajura as locations for home-buyers with mortgages. The data also shows the much more significant rental market in Midland.

Figure 4: Housing Tenure in City of Swan, 2006



Source: ABS Census of Population and Housing 2006

2.3 Retail Spending Levels

Average Per Capita Retail Spending

Estimates of average per capita retail spending by residents in the City of Swan have been prepared with reference to the *MarketInfo 2009* micro-simulation model; this model uses data from the ABS Household Expenditure Survey, ABS Population and Housing Census, and a range of other socio-economic indicators, and provides estimates of retail spending on a small area basis.

As shown in Table 2.6, average per capita retail spending by Swan residents is approximately -3% below the metropolitan average for Perth, although larger variations appear for small area data.

For 2011 the average per capita retail spending in the City of Swan as a whole is estimated to be approximately $11,670 and comprises:

- Approximately $6,870 on food merchandise;
- Approximately $4,520 on non-food merchandise; and

- Approximately $280 on retail services.

In comparison, the average per capita spending in metropolitan Perth is estimated at $12,020.

Generally, lower levels of average retail spending are shown for newly-developing suburbs where a large proportion of income is spent on housing. Areas such as Noranda and the Urban Growth Corridor – where a larger proportion of homes are fully-owned – have average retail spending levels slightly above the metropolitan average.

Table 2.6: Average Per Capita Retail Spending by Small Area, 2011

	Food	Non-Food	Services	Total Retail
Per Capita Spending ($2011)				
Ellenbrook	$6,610	$4,220	$240	$11,070
Altone	$6,270	$4,000	$230	$10,500
Ballajura	$6,280	$4,950	$310	$11,540
Midland	$6,080	$4,790	$290	$11,160
Swan View	$6,240	$5,490	$350	$12,080
Guildford	$6,530	$4,840	$300	$11,670
Bullsbrook	$6,420	$4,610	$290	$11,320
Swan Valley	$6,400	$4,790	$310	$11,500
Gidgegannup	$7,080	$4,520	$300	$11,900
Noranda	$7,340	$4,680	$300	$12,320
Urban Growth Corridor	$7,120	$5,360	$330	$12,810
City of Swan	**$6,870**	**$4,520**	**$280**	**$11,670**
Metro Perth	*$6,870*	*$4,830*	*$320*	*$12,020*
Var'n from Metro Perth Average (%)				
Ellenbrook	-4%	-13%	-25%	-8%
Altone	-9%	-17%	-28%	-13%
Ballajura	-9%	+2%	-3%	-4%
Midland	-11%	-1%	-9%	-7%
Swan View	-9%	+14%	+9%	+0%
Guildford	-5%	+0%	-6%	-3%
Bullsbrook	-7%	-5%	-9%	-6%
Swan Valley	-7%	-1%	-3%	-4%
Gidgegannup	+3%	-6%	-6%	-1%
Noranda	+7%	-3%	-6%	+2%
Urban Growth Corridor	+4%	+11%	+3%	+7%
City of Swan	**+0%**	**-6%**	**-13%**	**-3%**

Source: MarketInfo; Essential Economics

Total Available Retail Spending 2011

Residents in the City of Swan are estimated to spend (in round terms) $1,398 million on retail merchandise in 2011 (expressed in constant 2011 dollars) and this includes $733 million on food merchandise, $617 million on non-food merchandise, and $48 million on retail services.

These estimates are summarised in Table 2.7, which provides a breakdown for individual areas.

Table 2.7: Total Retail Spending by Residents in the City of Swan, 2011

	Food	Non-Food	Services	Total Retail
Total Spending by Category ($2011)				
Ellenbrook	$182 m	$163 m	$12 m	$357 m
Altone	$137 m	$111 m	$8 m	$256 m
Ballajura	$125 m	$107 m	$8 m	$240 m
Midland	$75 m	$55 m	$5 m	$135 m
Swan View	$65 m	$55 m	$4 m	$124 m
Guildford	$38 m	$32 m	$3 m	$73 m
Bullsbrook	$36 m	$30 m	$2 m	$69 m
Swan Valley	$35 m	$29 m	$3 m	$67 m
Gidgegannup	$23 m	$21 m	$2 m	$46 m
Noranda	$11 m	$9 m	$1 m	$21 m
Urban Growth Corridor	$5 m	$5 m	$0 m	$11 m
City of Swan	**$733 m**	**$617 m**	**$48 m**	**$1,398 m**

Source: MarketInfo; Essential Economics

Forecast Total Available Retail Spending

Total annual retail spending by residents in the City of Swan is forecast to increase substantially over the period 2011 to 2031, due to the combination of population growth and ongoing real growth in average per capita retail spending.

By 2021, total available retail spending is forecast to be in the order of $2,211 million per annum, and this is then forecast to increase to $3,235 million per annum by 2031.

Forecast growth in total retail spending by residents in the City of Swan will support an increase in turnover performance for existing traders, as well as providing opportunities for new retail development within the municipality.

Table 2.8 summarises the forecast growth in retail spending growth by Swan residents and by small area, taking into account the population projections presented in Table 2.4, and average per capita retail spending estimates as shown in Table 2.6. An allowance has been made for real growth in per capita spending that reflects long-term historical trends in Australia and current economic conditions.

The most significant increases in retail expenditure are expected to occur in the following areas:

- Ellenbrook – an additional $473 million in annual retail spending over the period 2011-2031
- Urban growth corridor – an additional $552 million in annual retail spending over the period 2011-2031
- Bullsbrook – an additional $285 million in annual retail spending over the period 2011-2031
- Midland – an additional $120 million in annual retail spending over the period 2011-2031

Table 2.8: Forecast Total Retail Spending by Residents in the City of Swan, 2011 - 2031 ($2011)

	2011	2016	2021	2026	2031	Av. Growth pa 2011-2031
Total Spending ($2011)						
Ellenbrook	$357 m	$517 m	$664 m	$770 m	$830 m	+5.3%
Altone	$256 m	$277 m	$295 m	$315 m	$340 m	+1.4%
Ballajura	$240 m	$257 m	$277 m	$297 m	$318 m	+1.4%
Midland	$135 m	$157 m	$184 m	$217 m	$255 m	+3.2%
Swan View	$124 m	$147 m	$171 m	$193 m	$206 m	+3.0%
Guildford	$73 m	$85 m	$97 m	$110 m	$125 m	+2.8%
Bullsbrook	$69 m	$86 m	$112 m	$190 m	$354 m	+7.0%
Swan Valley	$67 m	$72 m	$79 m	$85 m	$93 m	+1.6%
Gidgegannup	$46 m	$54 m	$69 m	$90 m	$123 m	+4.6%
Noranda	$21 m	$22 m	$24 m	$26 m	$29 m	+1.6%
Urban Growth Corridor	$11 m	$97 m	$240 m	$406 m	$563 m	+27.6%
City of Swan	**$1,398 m**	**$1,772 m**	**$2,211 m**	**$2,700 m**	**$3,235 m**	**+4.5%**

Source: Essential Economics, MarketInfo

2.4 Conclusion

The main conclusions from the analysis presented in this Chapter are:

1 The retail sector in the City of Swan serves a municipal population of some 114,560 persons in 2011, with significant growth expected to occur over the next 15 to 20 years. Current projections are for the total population in Swan to reach 153,640 persons in 2021, thereafter increasing to 190,240 persons by 2031. This represents a total of over 75,000 new residents over the period 2011 to 2031.

2 Total available retail spending is currently (2011) estimated at approximately $1,398 million per annum, but is expected to increase to $2,211 million pa in 2021, and to $3,235 million in 2031.

3 The most significant increase in expenditure capacity is forecast to occur in newly-developing suburbs such as Ellenbrook, the Urban Growth Corridor, and Bullsbrook.

4 Increases in expenditure capacity will generate demand for new retail provision, including facilities provided locally to serve neighbourhood and district catchments, and facilities located in metropolitan centres for higher-order comparison shopping and homemaker precincts. Some of the additional expenditure capacity will be directed to major shopping areas outside the City of Swan, although to some degree this will be balanced by inc-coming spending from rural municipalities to the north and east.

3 SWAN RETAIL PROFILE

This Chapter presents an overview of the major retail centres in the City of Swan, and comprises a description of each centre's retail role and key feature, and a summary of important issues facing each centre.

The information presented in this Chapter has been drawn from:

- Field visits to retail activity centres in the City of Swan and in the balance of the region
- Review of data from previous reports
- Consultation with selected stakeholders
- Review of floorspace and tenancy data.

Specific commentary is provided for the main centres in the region. Local centres and other smaller retail nodes were visited in the development of this Strategy, and guidelines of a more generalised nature are provided in relation to these centres.

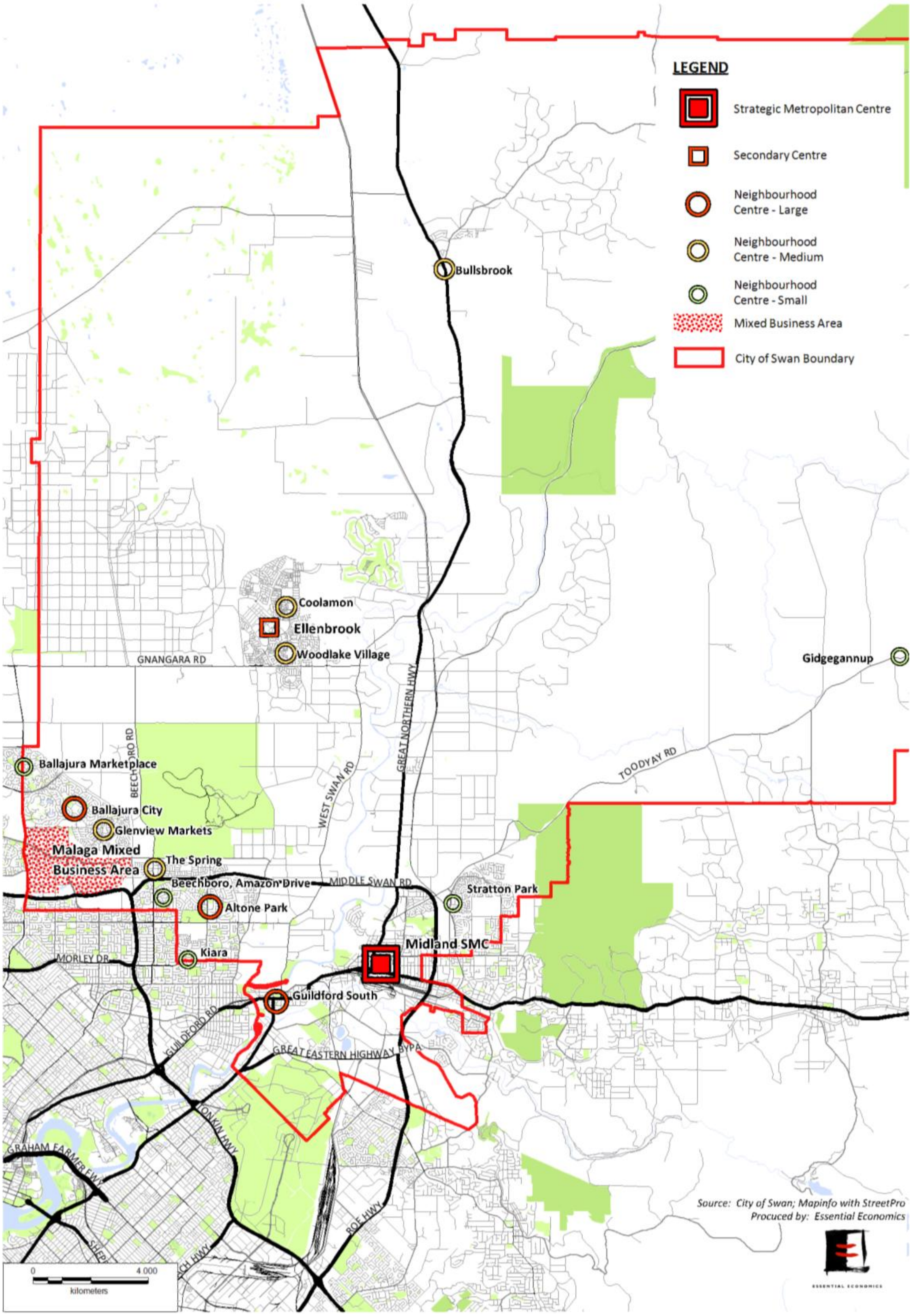
Table 3.1 presents a summary of the retail hierarchy serving the City of Swan. The table applies centre hierarchy definitions as set out in State Planning Policy 4.2, but with neighbourhood centres defined according to the Commercial Centres Strategy 2004. The location of each centre is shown in Figure 5.

Table 3.1: Current Centres Hierarchy Description

Level in Hierarchy	No. of Centres in Swan	Typical Role and Function
Strategic Metropolitan Centre	1	Full range of regional shopping, office, administration, social, entertainment, leisure and community services. Includes department store, discount department store(s), mini major(s), supermarket(s) and extensive range of specialty shops and discretionary retailing.
Secondary Centre	1	Wide range of regional shopping, office, entertainment and community facilities, although predominantly a retail function. Includes discount department store(s), mini major(s), supermarket(s) and specialty shops.
District Centre	0	Provide the weekly shopping and service needs of the suburban population. Includes supermarket(s), mini major(s) and specialties.
Neighbourhood Centre	13	Based on a supermarket as the main anchor tenant and provides a range of supporting shops and services.
- Large	3	Full-line supermarket and extensive range of supporting shops and services
- Medium	5	Major supermarket and range of supporting shops and services.
- Small	5	Convenience supermarket and limited range of supporting specialty shops.
Local Centres	numerous	Supplement the day-to-day convenience shopping needs of the community
Mixed Business Areas	1	Provide a wide range of bulk retail and service commercial outlets.

Source: State Planning Policy 4.2, Commercial Centres Strategy 2004

Figure 5: City of Swan Retail Hierarchy 2011



3.1 Existing Retail Floorspace Provision

Estimates of current retail provision in the City of Swan have been prepared for the purposes of this analysis, and are based on available information from existing published and unpublished reports and data sources. The main source of data is the *Perth Commercial Land Use Survey 2008* (surveys in Swan undertaken in 2007/8), supplemented by floorspace surveys undertaken by Essential Economics in March 2011 and by information from the City of Swan.

Table 3.2: City of Swan Retail Floorspace Provision, 2011

Centre	Food	Non Food	Services	Total
Strategic Metropolitan Centre				
Midland Gate	11,500m2	34,200m2	2,500m2	48,200m2
Midland Activities Area	12,400m2	17,700m2	1,600m2	31,700m2
Great Eastern Highway	1,600m2	18,600m2	900m2	21,100m2
Midland Railway Yards	1,300m2	31,700m2	500m2	33,500m2
Total Midland	**26,800m2**	**102,200m2**	**5,500m2**	**134,500m2**
Secondary Centre				
The Shops	10,900m2	18,160m2	2,300m2	31,360m2
Balance	1,000m2	2,440m2	400m2	3,840m2
Total Ellenbrook	**11,900m2**	**20,600m2**	**2,700m2**	**35,200m2**
Neighbourhood Centres - Large	-	-	-	-
Guildford	900m2	8,800m2	200m2	9,900m2
Altone Park	5,600m2	300m2	300m2	6,200m2
Ballajura City	4,800m2	500m2	200m2	5,500m2
Total Neighbourhood Centre-Large	**11,300m2**	**9,600m2**	**700m2**	**21,600m2**
Neighbourhood Centres - Medium				
Woodlake Village	2,000m2	400m2	200m2	2,600m2
The Springs	4,400m2	500m2	200m2	5,100m2
Coolamon	0m2	0m2	300m2	300m2
Bullsbrook	1,300m2	500m2	100m2	1,900m2
Glenview Markets	3,400m2	100m2	0m2	3,500m2
Total Neighbourhood Centre-Medium	**11,100m2**	**1,500m2**	**800m2**	**13,400m2**
Neighbourhood Centres - Small				
Stratton Park	1,400m2	200m2	100m2	1,700m2
Gidgegannup	500m2	200m2	100m2	800m2
Amazon Drive, Beechboro	1,500m2	0m2	100m2	1,600m2
Kiara	900m2	0m2	100m2	1,000m2
Ballajura Marketplace	1,500m2	100m2	100m2	1,700m2
Total	**5,800m2**	**500m2**	**500m2**	**6,800m2**
Rural Areas and Local Shops	11,000m2	6,700m2	1,200m2	18,900m2
Mixed Business Area				
Malaga	11,700m2	71,200m2	6,100m2	89,000m2
Total City of Swan	**89,600m2**	**212,300m2**	**17,500m2**	**319,400m2**

Source: Planning WA; Essential Economics
Note: Measures occupied floorspace in retail categories only. Excludes non-retail business categories including automotive, garden supplies, marine supplies, business supplies etc.

Table 3.2 shows that in 2011 total retail floorspace in the City of Swan is approximately 319,400 m^2, and this comprises 89,600 m^2 in food retail categories; 212,300 m^2 in non-food retail categories; and 17,500 m^2 in retail services.

Midland Strategic Metropolitan Centre plays a vitally important shopping role in the City of Swan, with total retail floorspace in that centre of approximately 134,500m^2 representing more than 40% of total retail floorspace in the municipality.

The other large concentrations of retail floorspace in the City of Swan are the Ellenbrook Secondary Centre (35,200m^2) and the Malaga Mixed Business Area (89,000m^2).

3.2 Current Retail Sales

Retail facilities in the City of Swan achieve total sales in the order of $1,524 million, as shown in Table 3.3. This (rounded) figure includes:

- $649 million in food turnover
- $827 million in non-food turnover, and
- $49 million in services turnover.

In this context, total retail turnover comprises sales that are attributable to residents of the City of Swan, and to non-residents, including tourists.

These estimates have been prepared by applying appropriate estimates of average turnover productivity (i.e. dollar sales per sq. metre) to the retail floorspace estimates shown in Table 3.2. Where possible, the turnover estimates are based on published sales data from the Property Council of Australia, and other industry media sources including SCN and Inside Retailing magazines, and from an assessment of turnover performance gathered from floorspace surveys conducted by Essential Economics. The figures presented in Table 3.3 should be regarded as a fair and reasonable approximation of existing trading conditions in the City of Swan.

Table 3.3: City of Swan Retail Turnover, 2011 ($2011)

Centre	Food	Non Food	Services	Total
Strategic Metropolitan Centre				
Midland Gate	$104 m	$239 m	$9 m	$352 m
Midland Activities Area	$87 m	$66 m	$4 m	$158 m
Great Eastern Highway	$11 m	$65 m	$2 m	$79 m
Midland Railway Yards	$8 m	$111 m	$1 m	$121 m
Total Midland	**$210 m**	**$482 m**	**$18 m**	**$709 m**
Secondary Centre				
The Shops	$82 m	$95 m	$7 m	$185 m
Balance	$6 m	$10 m	$1 m	$16 m
Total Ellenbrook	**$87 m**	**$105 m**	**$9 m**	**$201 m**
Neighbourhood Centres - Large				
Guildford	$5 m	$20 m	$1 m	$25 m
Altone Park	$43 m	$2 m	$1 m	$46 m
Ballajura City	$35 m	$2 m	$1 m	$38 m
Total Neighbourhood Centre-Large	**$83 m**	**$24 m**	**$2 m**	**$109 m**
Neighbourhood Centres - Medium				
Woodlake Village	$13 m	$2 m	$1 m	$15 m
The Springs	$40 m	$3 m	$1 m	$43 m
Coolamon	$0 m	$0 m	$1 m	$1 m
Bullsbrook	$9 m	$2 m	$0 m	$11 m
Glenview Markets	$27 m	$0 m	$0 m	$28 m
Total Neighbourhood Centre-Medium	**$89 m**	**$7 m**	**$2 m**	**$98 m**
Neighbourhood Centres - Small				
Stratton Park	$9 m	$1 m	$0 m	$10 m
Gidgegannup	$3 m	$1 m	$0 m	$4 m
Amazon Drive, Beechboro	$11 m	$0 m	$0 m	$11 m
Kiara	$5 m	$0 m	$0 m	$6 m
Ballajura Marketplace	$10 m	$0 m	$0 m	$10 m
Total	**$38 m**	**$2 m**	**$1 m**	**$42 m**
Rural Areas and Local Shops	$72 m	$28 m	$3 m	$103 m
Homemaker Retail				
Malaga Industrial Area	$70 m	$178 m	$14 m	$262 m
Total City of Swan	**$649 m**	**$827 m**	**$49 m**	**$1,524 m**

Source: Essential Economics

3.3 Strategic Metropolitan Centre

The Strategic Metropolitan centre serving the City of Swan and other parts of North Eastern Perth is the Midland centre. As the highest-order retail centre in the City of Swan, Midland extends its trading influence across the municipality, and is also the main service centre for a wide range of commercial, administrative and community functions not found elsewhere in the region.

Midland Strategic Metropolitan Centre

Location

The Midland Strategic Metropolitan centre is approximately 16km north-east of the Perth CBD, and 6km north of Perth International Airport. The centre is located in the southern part of the City of Swan.

Midland is highly accessible to the surrounding regional transport network, including:

- The Midland line of the Transperth metropolitan network which terminates in the centre
- The Great Eastern Highway, which runs directly through the centre and is an important link between Perth and rural areas located to the east
- The Great Northern Highway, which begins in the centre and links Midland to the Swan Valley and areas of Western Australia further north
- The Roe Highway and the Reid Highway, which meet at the eastern edge of the centre and provide access to the northern and southern portions of the Perth metropolitan area
- The Transperth bus network, which uses Midland as a major interchange.

These transport connections are an important competitive advantage for the Midland centre and help the centre retain its role as an important regional attractor for retail and other services.

Centre Role and Function

As a well-established centre which has undergone a number of major stages of development over the past hundred years, Midland contains various areas or precincts which have distinct roles and functions within the broader operation of the centre. For the purposes of this Retail Study, these precincts are described as follows:

1 **Midland Gate**

Midland Gate shopping centre is an internalised shopping complex that is the primary retail destination in Midland for traditional higher-order retailing (i.e. excluding bulky goods). The centre contains Big W, Target and Kmart discount department stores, Coles and Woolworths supermarkets, cinemas and approximately 170 retail specialty shops. It is understood that an expansion to the Midland Gate centre is being proposed by the owners Colonial First State.

2 **Traditional Town Centre ("Activities Area")**

This is the traditional main-street style component of the Midland centre and includes shops primarily oriented towards the Great Eastern Highway, Victoria Street and The Crescent, although street-based retailing is also apparent in a number of cross streets. The Activities Area also includes the Centrepoint centre, which incorporates a Woolworths supermarket and specialty shops. At the western edge of the Activities Area is a complex fronting the Great Eastern Highway incorporating bulky goods type traders. Parts of the centre are currently undergoing streetscape and other improvements being undertaken by the Midland Redevelopment Authority and Council. The town centre also includes a range of office, community and other non-retail functions, and incorporates some residential dwellings.

3 **Great Eastern Highway**

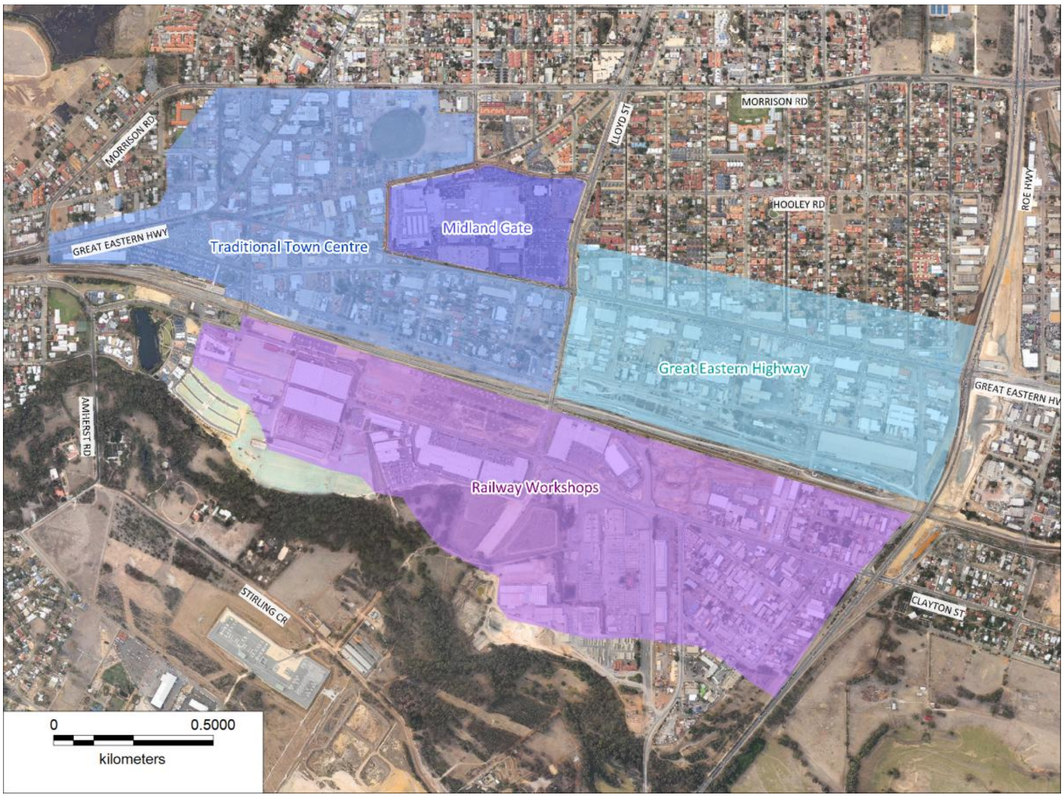
The area located on the Great Eastern Highway east of Lloyd Street is an important bulky goods retailing destination, as well as housing a range of other types of businesses, including non-retail showrooms, car yards and trade supplies tenancies.

4 **Railway Workshops**

The former Midland Railway Workshops are located to the south of the existing railway and are being redeveloped by the Midland Redevelopment Authority. A number of recent homemaker and showroom developments are located at the eastern end of the precinct, near the intersection of Lloyd Street and Clayton Street, and these house national brand tenants including Harvey Norman, Freedom and JB Hi Fi.

The location of each of these main precincts is shown in Figure 6.

Figure 6: Precincts in Midland



The Midland centre incorporates an estimated 134,500m^2 of retail floorspace, making it one of the largest concentrations of retailing in Perth outside the CBD. This level of floorspace provision means that the centre is not only important for residents of Swan, but also serves a wider community which includes people living in adjacent rural municipalities to the north and east, and to some degree to the south (in Kalamunda and Mundaring).

As shown in Figure 7, the core catchment served by Midland extends across the municipal area as well as including parts of neighbouring local government areas to the south, comprising inner suburbs such as High Wycombe, Maida Vale, Forrestfield, Kalamunda and Helena Valley, and settlements along the Great Eastern Highway (Greenmount, Mundaring, Stoneville, Mount Helena, Sawyers Valley, Chidlow, etc). Importantly, market research undertaken during the course of this study indicates that the core catchment does not include the residential suburb of Ballajura – residents in this suburb tend to visit other major centres to the west (Morley Galleria, Mirrabooka Square, etc).

Figure 7 only shows the core catchment served by Midland. Beyond this region, the centre serves secondary and tertiary catchments which extend north along the Great Northern and Brand highway corridors towards towns such as Chittering and Gingin; and eastwards along the Great Eastern Highway and Toodyay Road.

Midland's higher-order retail role is shown by survey results indicating that the centre is more commonly identified as a major shopping destination for 'discretionary' retail purchases and comparison shopping such as clothing and footwear, homewares and major household items. These are typically categories well represented in larger, higher-order shopping centres.

In contrast, a lower share of survey respondents identified Midland as a destination for the day-to-day retail product categories of food and grocery shopping and convenience items. These survey results are summarised in Table 3.4.

Figure 7: Midland Indicative Trade Area Catchment

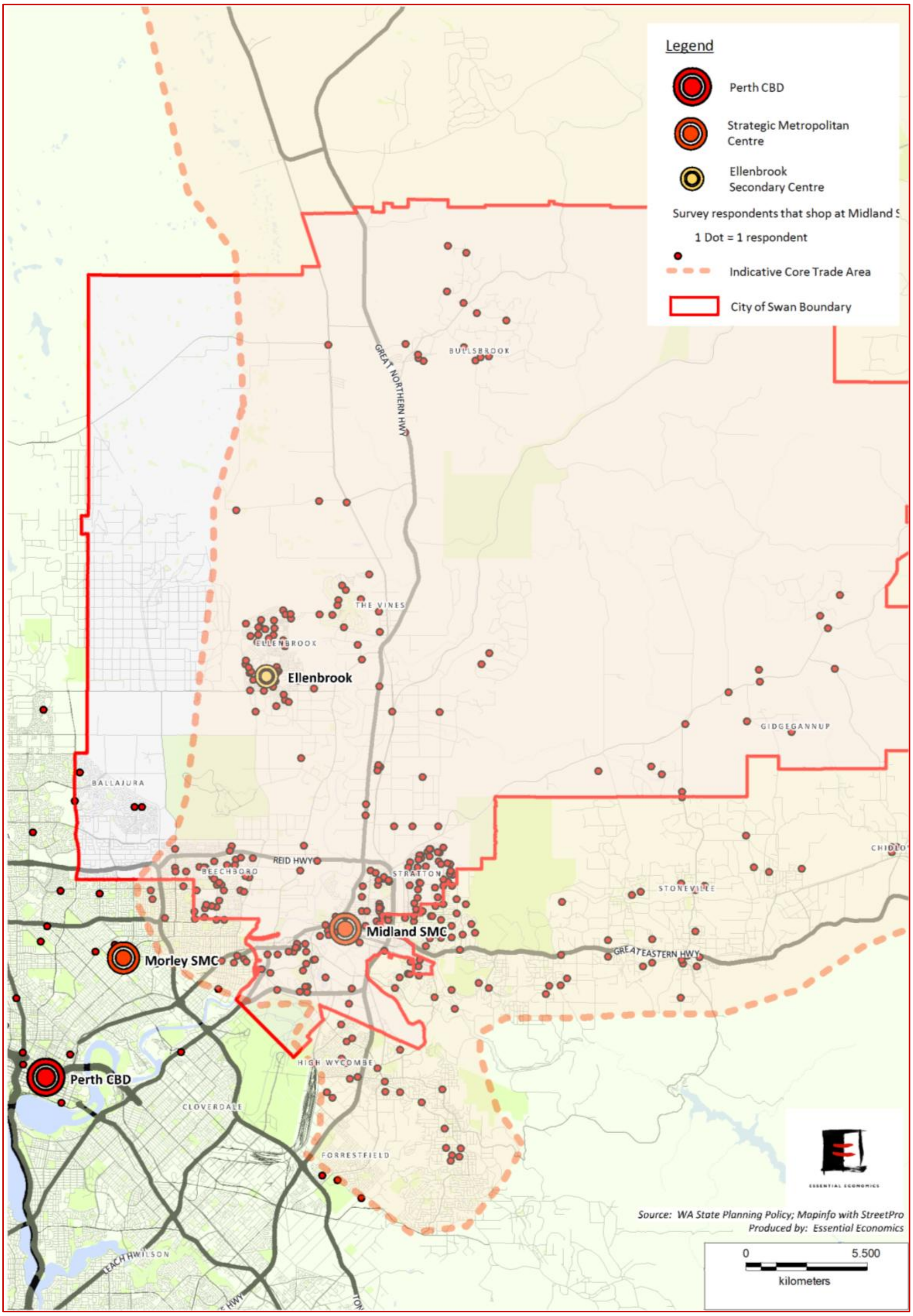


Table 3.4: Midland as a Major Destination for Shopping - by Category (Share of Respondents)

Food and Grocery Shopping	Convenience Items	Clothing and Footwear	Homewares	Major Household Items
42%	28%	56%	59%	53%

Source: Field Force phone survey May 2011. 700 respondents.

Centre Performance

Total retail turnover generated by the Midland Strategic Metropolitan Centre is estimated at approximately $709 million in 2011, comprising approximately $210 million in food sales, $482 million in non-food sales and $18 million in retail services.

In terms of total floorspace and total turnover, Midland is one of the largest retail centres in Perth. However, turnover performance varies markedly across the centre as a whole.

Midland Gate shopping centre is one of the top performing centres in Australia in terms of retail sales generated per square metre of leasable floorspace. In early 2011, the 'Big Guns' edition of Shopping Centre News magazine identified Midland Gate as having the 12th highest sales per square metre of the 89 such centres analysed across Australia. The centre has no vacant tenancies, other than those shops being re-fitted to accommodate a new tenant.

The traditional town centre (identified as the Activities Area) has greater variation in trading performance compared with Midland Gate. Parts of the Activities Area are characterised by low levels of customer activity and a number of vacant tenancies, even where there have been street improvements such as in Helen Street and the Old Great Northern Highway.

The Great Eastern Highway precinct contains bulky goods traders who benefit from the exposure to high levels of passing traffic, although the relative importance of this precinct as a destination has been lowered to some degree by the new development occurring in Clayton Street/Lloyd Street.

A wide range of national brand tenants have located in the former Railway Workshop precinct, which means that the precinct, and the Midland centre more generally, has consolidated its role as an important location for the purchase of bulky goods in north-east metropolitan Perth.

Main Features and Issues

Midland plays an important role as the Strategic Metropolitan Centre serving the City of Swan, the broader north-east region of metropolitan Perth and a large rural hinterland. The centre contains a wide range of shops not found elsewhere in the region, and is one of the most important retail centres in the metropolitan area as measured by total floorspace and retail sales.

Nevertheless, a number of issues can be identified, including the relatively poor retail performance in the traditional street-based areas of the centre, which in some parts of the centre is characterised by poor presentation and sub-standard building stock. Streetscape works and redevelopment of selected parcels of land have generated some improvements in centre performance, although efforts to revitalise the Activities Area precinct are expected to continue for some time.

From the phone survey undertaken in May 2011, shoppers who use the Midland centre identified the following as their key reasons for using the centre (in order of importance):

- Close to home - 50%
- Good selection of major stores (Kmart, Big W, Bunnings etc) - 31%
- Has everything I need - 21%
- Closest large centre - 9%
- Easy to park/free parking - 6%.

These results indicate that, although the range of goods and services available in Midland is important, convenience and accessibility are still critical.

In terms of the likes and dislikes of shoppers at Midland, Table 3.5 shows that the range of shops and retail products at Midland is identified as an important factor in attracting patronage to the centre. Furthermore, the range of non-retail facilities is also cited as a positive factor.

Dislikes identified by respondents include poor parking facilities, although parking issues are also regularly cited as a dislike for similar sized centres across Australia where traffic and parking congestion is relatively typical. Most important for Midland are the perceptions of the centre in relation to personal safety and crime/drug issues.

Table 3.5: Likes and Dislikes of Midland as a Place to Shop - Respondents who Shop at Midland

Likes	Dislikes
Good range of goods and services - 33%	Poor parking facilities - 25%
Alternative/different shops - 20%	Unsafe/personal safety - 22%
Good shopping atmosphere - 14%	Difficulty getting around by car - 13%
Good range of non-retail facilities (banks etc) - 14%	Unattractive shopping atmosphere - 10%
Adequate car parking - 13%	Crime/drug issues - 9%

Source: Essential Economics

Other issues relevant to the future operation of Midland as a retail destination include:

- the important role of the Midland Redevelopment Authority in the revitalisation process
- the significant opportunities to promote residential development within, and on the edge of, the Midland centre
- the opportunity for the Midland Strategic Metropolitan Centre to develop as a highly integrated retail precinct which maximises the synergies between retailers in the centre
- the future of shop trading restrictions in the centre and across the retail sector.

3.4 Secondary Centre

Ellenbrook is defined as a Secondary Centre according to State Planning Policy 4.2. The centre is an important location for retail, business and other community services for residents living in the northern parts of the municipality, and in particular the Ellenbrook growth area.

Ellenbrook

Location

The Ellenbrook centre is located 12.5km north of the Midland Strategic Metropolitan Centre and is centrally located to the surrounding Ellenbrook residential growth area. The centre includes the following retail components:

- "The Shops", which is an internalised shopping centre located on a large land parcel on the south-east corner of The Promenade and Main Street
- A town square and street-based development along both sides of Main Street which is located adjacent to The Shops
- A commercial and showroom precinct on the north-west corner of The Promenade and The Broadway.

Centre Role and Function

Ellenbrook contains a total of approximately 35,200m^2 of retail floorspace, with approximately 90% of this floorspace located in The Shops. This floorspace estimate takes into account the recent Stage 2 development of The Shops ,which added approximately 20,000m^2 of floorspace to the centre including a Big W discount department store, Coles supermarket and approximately 60 specialty shops.

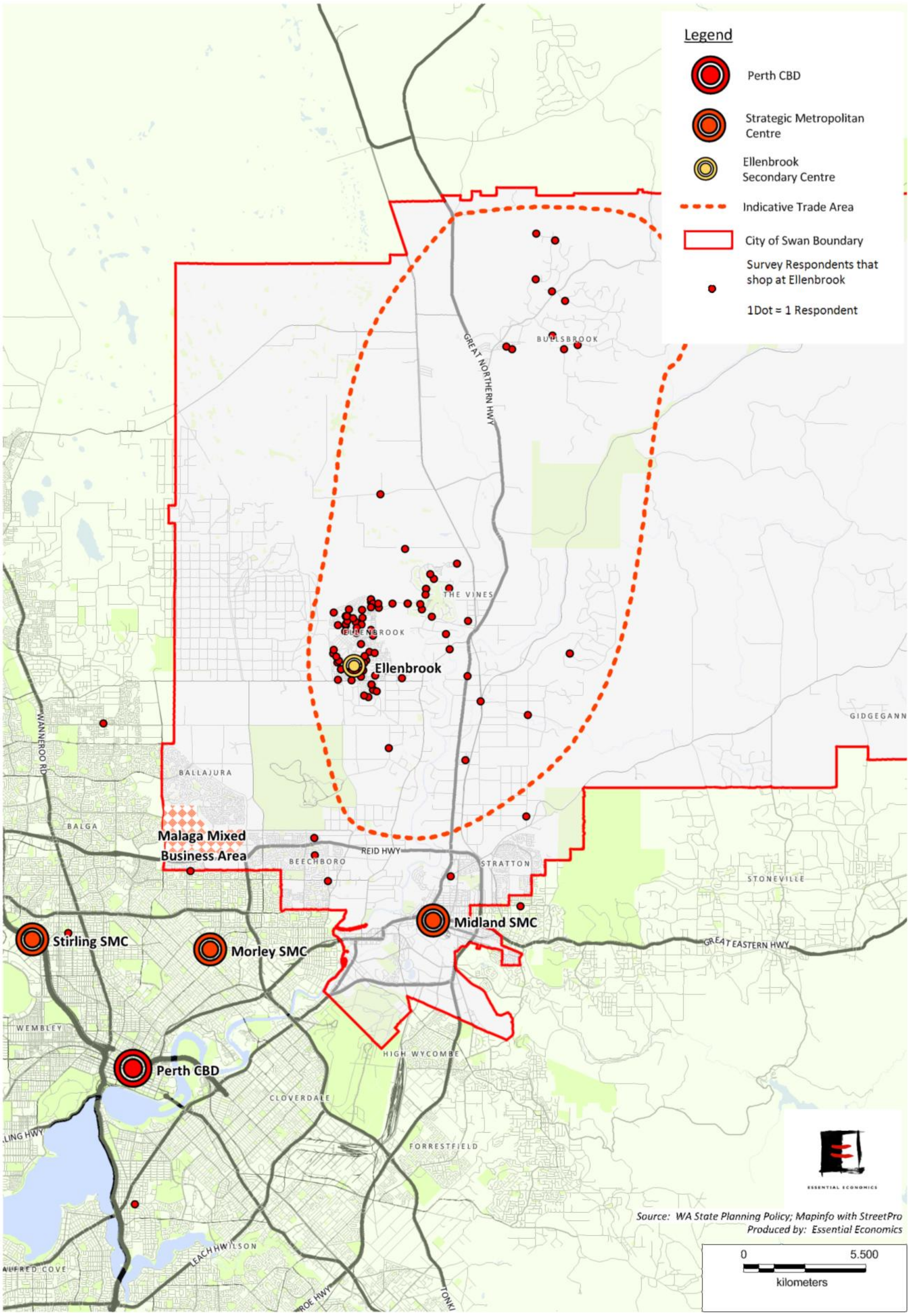
The recent expansion significantly enhances the range of retail products and services available at the Ellenbrook centre, and increases the self-sufficiency of the Ellenbrook growth area by reducing the need for residents to travel to more distant centres for some of their higher-order retail needs. Ellenbrook also draws patronage from residents located in the Swan Valley and from a surrounding rural hinterland.

The catchment served by Ellenbrook is shown in Figure 8.

Total retail turnover generated by Ellenbrook Secondary Centre is estimated at approximately $200 million in 2011 (annualised to allow for recent Stage 2 development), comprising approximately $87 million in food sales, $105 million in non-food sales and $9 million in retail services.

As an establishing centre in a new urban growth area, the trading performance of the Ellenbrook centre is expected to improve over time, associated with population and retail spending growth in the surrounding residential growth area.

Figure 8: Ellenbrook Indicative Trade Area Catchment



The recently opened Stage 2 development at The Shops was characterised by strong levels of tenant interest and the attraction of a range of new national brand tenants to the centre. However, the overall levels of activity and vibrancy in the precinct adjacent to the Town Square and Main Street are below optimal levels.

Main Features and Issues

Ellenbrook is a centre which is partway through its development cycle, and this is reflected in the current role and operation of the centre.

There is considerable capacity for additional retail development, and in the short to medium term this is expected to include development of a new bulky goods retailing precinct to the east of the existing The Shops centre, as well as further stages of development at The Shops.

Over time, the precinct centred on Main Street should become an important and vibrant community space, containing a selection of convenience and food retailers and a limited range of specialist non-food tenants and retail services.

Key issues for the future of the Ellenbrook centre include:

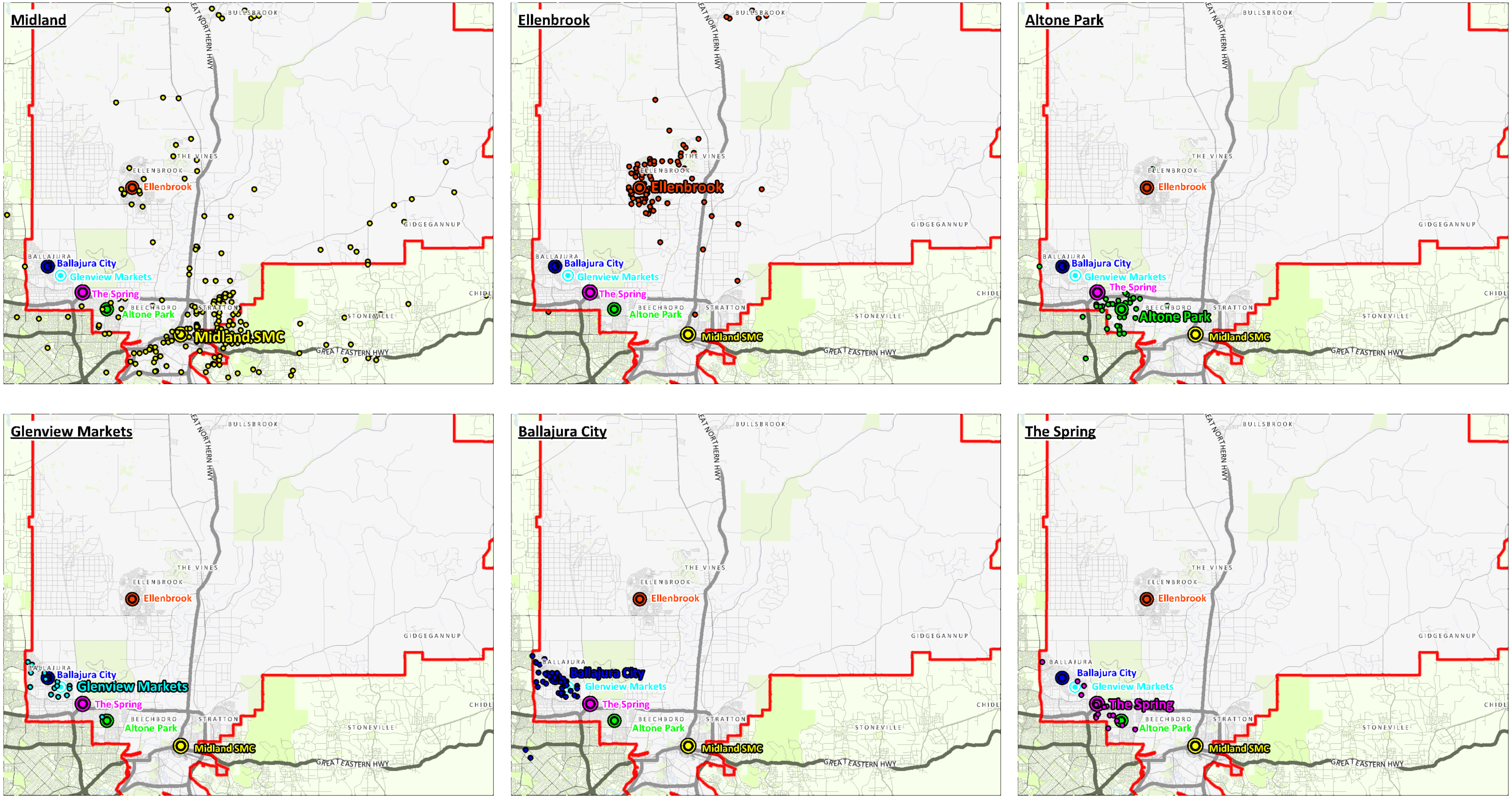
- The degree to which Ellenbrook will serve the long-term residential growth expected for Albion and Bullsbrook
- Ensuring that the centre develops and operates in an integrated manner
- The relationship between the Ellenbrook Secondary Centre and new centres that will be constructed in the surrounding region, and how a more sophisticated retail hierarchy can be created to serve residents in this growth area.

3.5 Neighbourhood Centres - Large

According to the hierarchy adopted in the Commercial Centres Strategy 2004, Large Neighbourhood centres are defined as centres with approximately 4,500m^2 to 6,500m^2 in retail floorspace (NLA), although they can vary in size and function depending on their role and the surrounding retail context. Typically, Large Neighbourhood Centres provide a weekly grocery shopping role through the provision of a supermarket and may also have a range of non-food and retail services shops, as well as limited a range of non-retail commercial and community facilities.

Figure 9 presents a summary of the core catchments served by centres that contain major supermarkets, and is based on market research identifying the location at which respondents mainly undertake weekly grocery shopping. For reference, the map also shows the catchment served by grocery shopping facilities at the larger centres Midland and Ellenbrook.

Figure 9: **Survey respondents who mainly undertake grocery shopping at selected centres with full-line supermarkets**



Source: City of Swan; Field Force; Mapinfo with StreetPro
Produced by: Essential Economics, 2011

Guildford

Location

The Guildford neighbourhood centre is located approximately 4km south-west of the Midland Strategic Metropolitan Centre in a well-established urban area characterised by heritage buildings.

Just 2km to the south of the centre is the Perth International Airport, while the centre is also directly served by the Guildford railway station.

Centre Role and Function

Although nominated as a Large Neighbourhood activity centre, Guildford does not contain a major supermarket operator.

A particular emphasis of the Guildford centre is on serving a leisure/tourism market associated with the strong heritage values present in the centre and surrounding residential areas. This role is supported by the provision of a number of cafes/restaurants, antique stores, specialist fashion boutiques and bookstores etc. Only a limited level of convenience retailing is provided to serve local residents.

Total retail turnover generated by Guildford is estimated at approximately $25 million in 2011. Although the centre is a well known and successful destination for tourist and leisure oriented retailing, the centre serves only a limited role in directly meeting the retailing needs of residents of the City of Swan. Many local residents use the nearby centres at Bassendean and Midland for their day-to-day retail requirements.

Main Features and Issues

The Guildford centre has successfully developed a niche as a specialist tourism and leisure destination, utilising the pleasant heritage buildings and streetscape. Retaining and enhancing this role will be important to the future performance of the centre in view of the reality that the centre has only a modest role in meeting the day-to-day retail needs of local residents.

Altone Park

Location

Altone Park is located approximately 6.5km north-west of the Midland Strategic Metropolitan Centre, and is centred on Altone Road which is an important north-south connector road. Immediately south-west is the Altone Park golf course and the Altone Park Leisure Centre and Library operated by the City of Swan.

Centre Role and Function

Altone Park is a single-ownership shopping centre operated by Centro. The centre is anchored by a Woolworths supermarket and a Supa IGA. The centre serves an important role in providing a comprehensive range of grocery and day-to-day retailing to residents in the surrounding suburbs.

The centre also has a service station, a McDonalds and a pub/tavern fronting Altone Road, and a child care centre and a home support services community facility are located on adjacent parcels.

Total retail turnover at Altone Park is estimated at approximately $46 million in 2011. This trading level is generally consistent with industry benchmarks, although at the lower end of normal expectations.

Main Features and Issues

Altone Park serves an important role in meeting the neighbourhood shopping needs of surrounding residents. Parts of the centre are dated in appearance, and in general the centre would benefit from a refurbishment program.

For the City of Swan, it will be important to support the continued trading success of Altone Park, having regard for the important neighbourhood role of the centre and the location of competing neighbourhood centres in the adjacent municipality. A strongly performing centre at Altone Park will assist in reducing escape spending and will also have flow-on benefits for adjacent community facilities.

Ballajura City

Location

Ballajura City is centrally located with respect to the well-established suburb of Ballajura, and is located approximately 11.5km north-west of the Midland Strategic Metropolitan Centre. The Ballajura public library, an aquatic centre and associated community facilities are located immediately adjacent to the centre.

Centre Role and Function

Ballajura City is anchored by an IGA supermarket and contains a total of approximately 5,500m^2 of retail floorspace including specialty shops. The centre has an emphasis on food retailing and provides grocery and day-to-day retailing facilities to residents in the surrounding suburbs.

Main Features and Issues

Although the centre has a low vacancy rate, the overall levels of activity and visitation to the centre are relatively modest for a centre of its size. This is due to factors including the relatively run-down IGA supermarket which anchors the centre, and strong levels of competition from other nearby centres, including Glenview Market which is just 1km to the south-east.

3.6 Neighbourhood Centres - Medium

According to the hierarchy adopted in the Commercial Centres Strategy 2004, Medium Neighbourhood centres are typically in the range of 3,500m^2 to 4,500m^2 in size, although they can vary in size and function depending on their role and the surrounding retail context.

Woodlake Village

Location

Woodlake Village is located approximately 1km south-east of the Ellenbrook Secondary Centre in the original residential development stages of the Ellenbrook growth area. The centre consists of an enclosed shopping centre located adjacent to a small mainstreet-style retail and commercial area.

Centre Role and Function

Woodlake Village is anchored by a small IGA supermarket and contains a total of approximately 2,600m^2 of retail floorspace including specialty shops. The centre provides a localised convenience retailing role for surrounding residents, with the main weekly grocery shopping needs being met by the nearby Ellenbrook centre.

Main Features and Issues

The Woodlake Village centre is located in the oldest part of the Ellenbrook growth area and at present has relatively low levels of vibrancy and activity. Parts of the centre are also relatively run-down in appearance.

The Springs

Location

The Springs is a new shopping centre located in the Bennet Springs residential estate in Beechboro. The centre is approximately 8.5km north-west of the Midland Strategic Metropolitan Centre and occupies a prominent position on Beechboro Road North, midway between Marshall Road and the Reid Highway.

Centre Role and Function

The Springs is anchored by a new full-line Woolworths supermarket and contains a range of supporting specialty shops including fresh food, takeaway food and other convenience categories. Part of the centre is located in an internal mall, while the balance of the centre is oriented towards Bridgeman Drive.

A total of approximately 5,100m^2 of retail floorspace is currently trading at the centre, although this is expected to increase as additional tenancies are occupied (noting the centre's recent opening). The centre also incorporates a bar/bistro located on the north side of Bridgeman Drive.

Main Features and Issues

The Springs shopping centre is well-placed to provide a strong neighbourhood shopping role to residents of Beechboro and Beechboro North due to the presence of a full-line supermarket and broad range of supporting specialty shops. Accessibility and exposure of the centre is excellent due to the prominent location, and this will assist the centre in generating consumer awareness and sales from passing trade.

Over time, the centre will operate as a large neighbourhood shopping precinct with a strong role in the provision of weekly grocery retailing to its catchment.

Coolamon

Location

Coolamon is nominated a Neighbourhood Centre - Medium in the Commercial Centres Strategy 2004, and is located just 1km north-east of the Ellenbrook Secondary Centre. Coolamon is located within a residential area with limited accessibility and exposure to major connector roads.

Centre Role and Function

Coolamon was originally nominated as a Neighbourhood Centre, although in reality the centre has developed as a localised destination for some lower-order commercial and community uses.

Main Features and Issues

The centre in functional terms does not operate as a neighbourhood centre as originally envisaged by policy.

Bullsbrook

Location

Bullsbrook is located on the Great Northern Highway approximately 24km north of the Midland Strategic Metropolitan Centre and 14km north-east of the Ellenbrook Secondary Centre.

Centre Role and Function

Bullsbrook contains just 1,900m^2 of retail floorspace including a small convenience supermarket. The centre provides basic convenience retailing to surrounding residents, and due to the highway location, also services passing trade.

Main Features and Issues

The Bullsbrook centre is a traditional small country town centre which provides for the basic needs of local residents. An important issue for the centre is the potential for long-term population growth in Bullsbrook which will create demand for additional retail facilities, and how the Bullsbrook centre will need to evolve in order to meet these demands.

Glenview Markets

Location

Glenview Markets is located in the suburb of Ballajura, approximately 10km north-west of the Midland Strategic Metropolitan Centre.

Centre Role and Function

Glenview Markets is anchored by a Woolworths supermarket and contains a small number of specialty shops, as well as a service station on a carpark pad site. The overall centre contains approximately 3,500m^2 of retail floorspace.

Main Features and Issues

Although the centre contains a Woolworths supermarket, the ability of the centre to meet the neighbourhood shopping needs of the surrounding community is limited by the lack of supporting specialty shops. This effectively means that the centre is primarily a supermarket-shopping based centre, lacking the broader range of retail and other services typically associated with a neighbourhood activity centre.

3.7 Neighbourhood Centres - Small

Small Neighbourhood centres are typically in the range of 1,500m^2 to 3,500m^2 in size, and generally comprise a small supermarket and a limited range of specialty shops and local services.

Within the City of Swan, a total of five Small Neighbourhood centres can be identified.

Stratton Park

Stratton Park is located approximately 6.5km north-east of the Midland Strategic Metropolitan Centre and is anchored by a Foodworks supermarket supported by approximately 12 specialty shops.

The centre provides a convenience retailing role for residents of the surrounding suburbs, although most weekly and grocery shopping trips are directed to other larger centres containing a more comprehensive food retailing offer. Parts of the centre are relatively dated in appearance, and the overall levels of activity in the centre are moderate.

Gidgegannup

The Gidgegannup centre is located approximately 42km north-east of the Midland Strategic Metropolitan Centre, in the small township of Gidgegannup. This small centre contains just 800m^2 of retail floorspace including basic convenience items for local residents, and traders serving passing traffic along Toodyay Road. The retail floorspace is fragmented between two locations approximately 400 metres apart, with poor integration between the various traders.

Amazon Drive

The Amazon Drive centre is located in the suburb of Beechboro approximately 8km north-west of the Midland Strategic Metropolitan Centre. This small centre contains approximately 1,600m^2 of retail floorspace including an IGA supermarket. The centre serves a basic convenience retailing role due to the presence of the large neighbourhood centres nearby at Altone Park and Central Beechboro (located in the City of Bayswater).

Kiara

The Kiara centre is located on the corner of Morley East Drive and Bottlebrush Drive, approximately 6km west of the Midland Strategic Metropolitan Centre. This centre includes small convenience supermarket and range of specialty shops, and has a total retail floorspace provision of approximately 1,000m^2 of occupied retail floorspace. The layout of the centre is disjointed, including tenancies facing onto Morley East Drive which have limited integration with other tenancies located to the north.

Ballajura Marketplace

Ballajura Marketplace is located on the corner of Alexander Drive and Illawarra Crescent North, approximately 14km north-west of the Midland Strategic Metropolitan Centre. Anchored by a small IGA supermarket, the centre provides basic convenience retailing to nearby residents and passing trade along Alexander Drive.

3.8 Local Centres

The City of Swan is served by a network of small local centres or facilities that provide for the walk-in daily shopping requirements of local communities. These facilities are in a number of formats, ranging from a single convenience store, to collections of 4-5 shops supported by a general store or mini-mart. In some cases, the role of the local convenience centre or facility is undertaken by a 24-hour convenience store associated with petrol filling stations.

These centres play an important local role, particularly for those members of the community who do not have ready access to car transport or public transport to larger centres.

Some local centres, particularly in the Swan Valley, also have a role in serving the needs of tourists, passing trade and other visitors.

3.9 Mixed Business Areas

Mixed Business Areas in the City of Swan include a wide range of non-retail employment-related uses including:

- Light industry
- Trade supplies
- Automotive sales and repairs
- Trade showrooms
- Warehousing and storage.

In addition to these non-retail functions, Mixed Business Areas also incorporate bulky goods/homemaker retailing, and some limited convenience retailing primarily focussed on meeting the needs of local workers and visitors.

Malaga

In terms of retailing, the most important Mixed Business Area is at Malaga which currently contains an estimated 89,000m^2 of retail floorspace, making it one of the most important homemaker retailing destinations in northern Perth.

Malaga is estimated to generate more than half of total sales from non-residents of the City of Swan, reflecting its location on the edge of the municipality and the accessibility of the area to residents of the City of Stirling, City of Wanneroo and the southern parts of the City of Joondalup.

Retail activities are mainly located along Marshall Road and Malaga Drive, where the Highway Service Zone allows for showroom uses (which include homemaker type retailing) as a permitted activity. Generally these retail uses have developed in an ad hoc manner, and this is at least partly due to the relatively restricted depth of the Highway Service Zone, which precludes the development of an integrated homemaker centre.

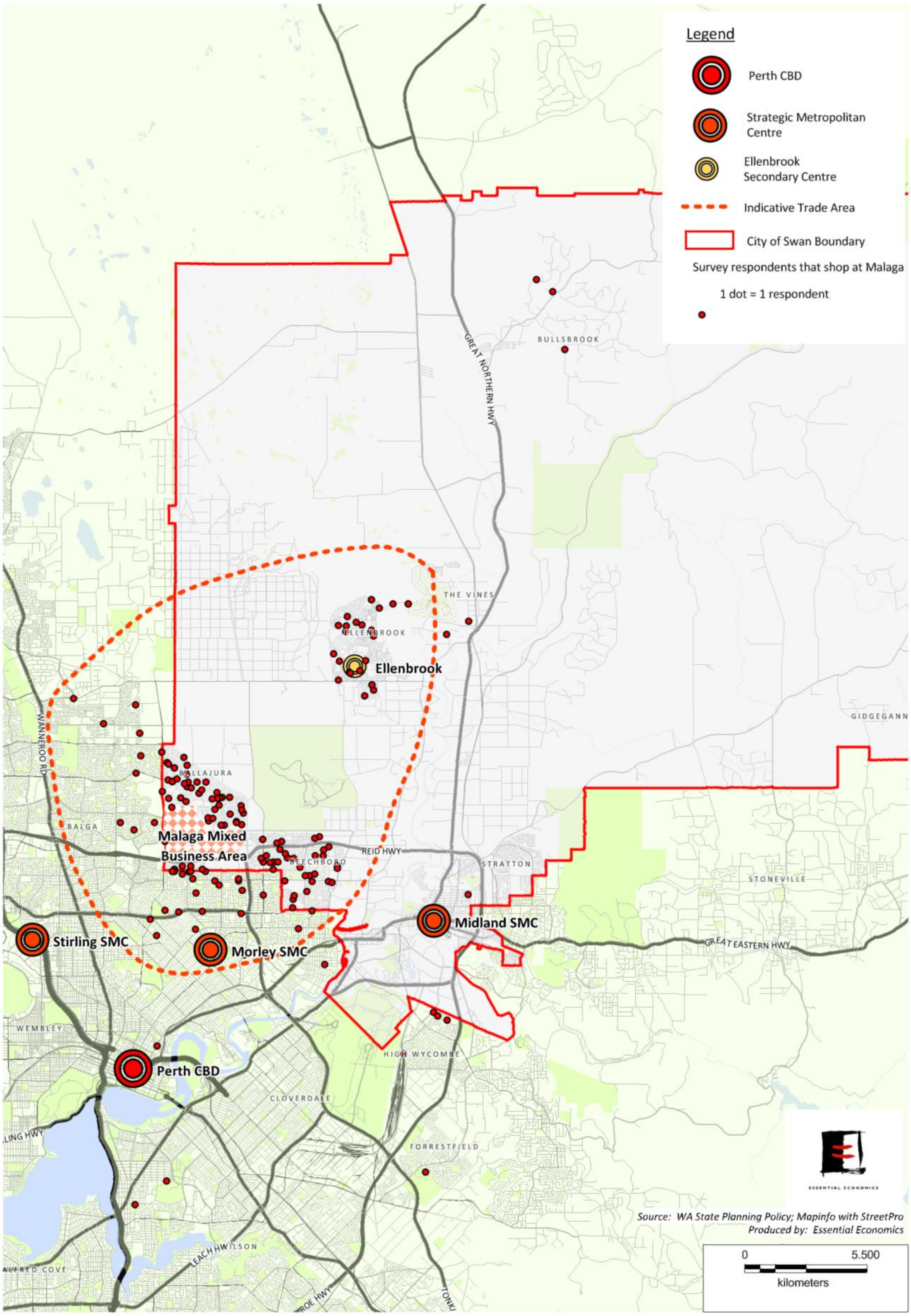
A recent proposal for a major homemaker precinct applies to land along Marshall Road near Guadalupe Drive; this centre is proposed to contain a total of approximately 38,000m^2 of homemaker/showroom uses.

3.10 Other

The balance of the City of Swan contains a number of other retail facilities which do not site neatly within the retail hierarchy. These include:

- The Malaga markets which is an important niche destination for food retailing and other specialist traders
- Standalone retailers such as restaurants and takeaway food located on major roads
- Selected restaurants, wineries etc in the Swan Valley and other areas serving primarily the tourist trade.

Figure 10: Malaga Indicative Trade Area Catchment



4 RETAIL NEEDS ASSESSMENT

This Chapter presents an economic analysis of the future outlook for the retail sector in the City of Swan, and includes the following components:

- Preparation of estimates of sales attributable to residents in the City of Swan
- Analysis of escape spending by residents in Swan that is directed to centres outside the municipality
- Analysis of future retail potential in the City of Swan, based on future increases in available retail spending due to growth population and per capita retail spending, and opportunities to retain this spending growth locally
- Discussion of the potential for growth in retail associated with regional spending growth and increases in tourism and other visitation
- Implications in terms of opportunities for additional retail provision across the centre hierarchy.

4.1 Retail Sales Attributable to City of Swan Residents

Shops in the City of Swan capture approximately $1,053 million of retail turnover that can be attributed to residents who live in the City, as shown in Table 4.1. This represents approximately 69% of total retail sales achieved by all retailers in the municipality.

The remaining 31% of retail sales in the City of Swan is derived from non-residents, and this accounts for approximately $470 million of turnover pa. This figure is referred to as 'captured spending', and represents an important contribution to the City of Swan's economy, in the form of opportunities for small business development, and the creation of local jobs and incomes.

The City of Swan generates a particularly high level of captured spending due to the following factors:

- Midland Strategic Metropolitan Centre – this centre serves a catchment extending into neighbouring municipalities and including a large rural hinterland. The recent development of new homemaker retailing in the centre also means that Midland now attracts approximately one-third of its sales from people who do not live in the City of Swan.
- Malaga Mixed Business Area - Malaga is located on the fringe of the City of Swan and has a large number of homemaker retailers that generate a significant proportion of their sales from residents in neighbouring municipalities. Malaga markets is also a niche destination, which attracts sales from customers living outside the City of Swan.
- Other - tourist-oriented retail located in the Swan Valley and in centres such as Guildford.

Table 4.1 Estimated Retail Sales Attributable to City of Swan Residents, 2011

Centre	Total Sales	% of Sales to Residents of City of Swan	Total Sales to Residents of City of Swan
Strategic Metropolitan Centre	$709 m	68%	$482 m
Secondary Centre	$201 m	95%	$191 m
Neighbourhood Centres - Large	$109 m	80%	$87 m
Neighbourhood Centres - Medium	$98 m	92%	$90 m
Neighbourhood Centres - Small	$42 m	70%	$29 m
Rural Areas and Local Shops	$103 m	80%	$82 m
Malaga Mixed Business Area	$262 m	35%	$92 m
Total City of Swan	**$1,524 m**	**69%**	**$1,053 m**

Source: Essential Economics

4.2 Escape Spending

’Escape spending’ refers to the extent to which retail spending by residents within a particular region is directed to retail locations outside that region. A high level of escape spending identifies a relative lack of conveniently-located retail facilities in the area, and may indicate latent demand for additional retail development. Alternatively, it may also indicate that the range and type of retail facilities in a region are not meeting the needs of local residents, and that residents are therefore shopping outside the catchment.

An important point is that by reducing escape spending (by increasing local retail sales activity), opportunities are created to increase locally-generated jobs, particularly for young people (who make up the majority of retail staff), leading to increased wages and salaries and a stimulus to the local economy.

The broad analysis of escape spending presented here is based on estimates of available spending by City of Swan residents (refer Chapter 2), and estimates of existing retail sales at shops in the City of Swan that are attributable to local residents (refer Table 4.1 above).

The escape spending analysis is presented in Table 4.2, and shows that in 2011 a total of approximately $345 million in retail spending by residents in the City of Swan ‘escapes’ to retail facilities located outside the municipality. This represents approximately 25% of total available retail spending by the City’s residents.

This level of escape spending – i.e., 25% of all retail spending by residents directed to retail facilities located outside the region – would be higher except for the location of major shopping facilities in the municipality that serve regional and sub-regional markets. These centres include Midland, Ellenbrook and the major concentrations of homemaker retail at Malaga and in parts of Midland.

Table 4.2 Escape Spending in the City of Swan, 2011 ($2011m)

Factor	Total
Total Sales	$1,524 m
Sales to City of Swan Residents	$1,053 m
Available Spending by Residents	$1,398 m
Escape Spending	$345 m
Escape Spending as % of Available Spending	25%

Source: Essential Economics

The analysis indicates that there is a moderate degree of escape spending from the City of Swan, although within reasonable expectations for a metropolitan area where spending patterns will regularly cross municipal boundaries (noting that for consumers administrative boundaries are irrelevant to their shopping decisions).

Because of the regional context (i.e. including the location of nearby major centres outside the municipality, spending directed to Perth CBD, etc), it is unreasonable to expect that escape spending in the City of Swan would fall significantly lower than current levels, although some reduction in escape spending should still be an objective of retail and centre planning policy.

Nevertheless, in the event that no new retail development is undertaken in the City of Swan, escape spending would be expected to increase due to growth in retail spending as a result of population growth and real growth in per capita retail spending.

4.3 Potential for Additional Retail Development

Opportunities for new retail development will be created in the City of Swan as a result of the following factors:

- Population growth, which generates additional demand for retail goods and services;
- Real growth in per capita retail spending, which is ongoing in an environment of economic growth, and which generates retail demand by existing and future residents;
- Opportunities for additional 'captured' spending from outside the City of Swan, including from tourists and other visitors; and
- Opportunities to increase the share of resident spending that is captured by retail facilities in the region (i.e., a reduction in escape spending).

These factors form the basis for this assessment of opportunities for new retail development in the region over the period 2011 to 2031.

<u>In view of the degree of uncertainty associated with longer-term spending forecasts (i.e. over a 20 year period), the following analysis should be seen as an indicative forecast, and should not form the basis of prescriptive policies limiting retail development.</u>

Forecast Retail Turnover

Retail spending by residents of the City of Swan is forecast at to increase by $1,837 million between 2011 and 2031 (refer Table 2.8).

Escape Spending

Based on current escape spending patterns, an estimated $1,384 million in additional annual retail spending is forecast to be retained by local retail facilities over the period 2011 to 2031. This effectively represents a Base Case scenario for the retail sector in the City of Swan.

An opportunity may exist for the City of Swan to generate a modest reduction in escape spending associated with:

- Continued improvements to existing centres
- The provision of new retail facilities and centres associated with urban growth areas.

Under the analysis shown in Table 4.3, a Growth Scenario is applied in which it is assumed that escape spending declines from its current level of 25% in 2011, to 17.5% in 2031. According to this outcome, an estimated $1,516 million in additional annual retail spending is forecast to be retained by local retail facilities over the period 2011 to 2031.

Table 4.3 City of Swan Forecast Growth in Retained Retail Spending, 2011 to 2031 ($2011)

Item	Base Case	Growth Scenario
Retail Spending ($m)		
2011-2016	+$374 m	+$374 m
2016-2021	+$439 m	+$439 m
2021-2026	+$490 m	+$490 m
2026-2031	+$535 m	+$535 m
Total Spending Growth	**+$1,837 m**	**+$1,837 m**
Retained Retail Spending Growth		
Level of Escape Spending	*25%*	*17.5%*
Retained Spending (Sales)		
2011-2016	+$282 m	+$309 m
2016-2021	+$331 m	+$362 m
2021-2026	+$369 m	+$404 m
2026-2031	+$403 m	+$441 m
Total Spending Growth Retained	**+$1,384 m**	**+$1,516 m**

Source: Essential Economics

According to the Growth Scenario, the City of Swan has the potential to reduce escape spending levels of new retail from 25% currently, to approximately 17.5% through the development of a comprehensive hierarchy of retail centres which meets the needs of residents and minimises the need to visit retail facilities located outside the municipality.

In particular, a reduction in escape spending will be associated with the development of retail centres and facilities which meet the needs of new residents living in the developing urban areas of the City of Swan. This includes the creation of a retail centre hierarchy which provides convenience retail in highly accessible locations within new communities in areas such as the Urban Growth Corridor and Upper Swan, as well as providing additional comparison shopping at larger centres such as Midland and Ellenbrook.

In the future, it is not realistic to consider the potential for a reduction in escape spending below approximately 17.5% in view of the proximity and relative accessibility of other centres in the Perth metropolitan area to residents of the City of Swan. In our experience undertaking similar retail assessments across Australia, a 17.5% rate of escape spending represents a strong result for a metropolitan local government area.

Captured Spending

An opportunity to support additional retail facilities will also arise from "captured" spending by visitors and tourists to the City of Swan. Approximately 31% of current retail turnover in the City of Swan is derived from captured spending, and this is reflected additional sales forecast in the Base Case scenario.

A higher allowance of 35% captured spending has been applied in the Growth scenario, with this additional captured spending potentially generated by outcomes including:

- Improvements to the Midland Strategic Metropolitan Centre which increase the degree to which the centre attracts trade from non-residents of the City of Swan
- Forecast increases to visitation levels, including tourism, over coming years
- Continued growth in the homemaker/bulky goods sector in Malaga (noting survey data indicates over half of total sales in Malaga are currently generated from outside the City of Swan)
- The ongoing role of Midland in serving a large rural and regional hinterland.

Based on the analysis shown in Table 4.4, it is estimated that the increase in total retail sales in the City of Swan over the period 2011 to 2031 will be approximately $2,002 million under the Base Case, and approximately $2,332 million under the Growth Scenario.

Table 4.4 City of Swan Forecast Retail Sales Growth, 2011 to 2031 ($2011m)

Item	Base Case	Growth Scenario
Retained Spending - Table 4.3		
2011-2016	+$282 m	+$309 m
2016-2021	+$330 m	+$362 m
2021-2026	+$369 m	+$404 m
2026-2031	+$403 m	+$441 m
Total Retained Spending Growth	**+$1,384 m**	**+$1,516 m**
Plus Sales from beyond City of Swan		
Share of Sales from Beyond CoS	*31%*	*35%*
Retail Sales Growth from beyond City of Swan		
2011-2016	+$126 m	+$166 m
2016-2021	+$148 m	+$195 m
2021-2026	+$165 m	+$217 m
2026-2031	+$180 m	+$238 m
Total Sales Growth From Beyond CoS	**+$618 m**	**+$816 m**
Retail Sales Growth in the City of Swan		
2011-2016	+$408 m	+$475 m
2016-2021	+$478 m	+$557 m
2021-2026	+$533 m	+$621 m
2026-2031	+$583 m	+$679 m
Total Sales Growth (CoS and Beyond)	**+$2,002 m**	**+$2,332 m**

Source: Essential Economics

In view of the forecast growth in retail, the opportunity for new retail floorspace has been calculated by applying average sales levels that reflect the requirement for new retail development – typically, these sales levels are higher than that achieved by established retailers, which recognises the additional costs borne by new retail shops (in building costs, fit-out stock, etc).

It is also important to note that not all new retail sales will necessarily be reflected in new retail development. An estimated 25% share of the growth in total sales shown in Table 4.4 will be directed to existing retail facilities in order to support continuing improvements in retail performance for these existing retailers.

Total sales to support new retail development over the period 2011 to 2031 is therefore estimated at approximately $1,501 million under the Base Case, and approximately $1,749 million under the Growth Scenario.

These calculations are presented in Table 4.5, and show that there is potential for between 241, 000m^2 and 280,700m^2 of additional retail floorspace in the City of Swan over the period 2011 to 2031.

Table 4.5 City of Swan Indicative Supportable Floorspace Growth, 2011 to 2031

Item	Base Case	Growth Scenario
Sale Available to New Retail Facilities, $million (@75% of total growth)		
2011-2016	$306 m	$356 m
2016-2021	$359 m	$418 m
2021-2026	$400 m	$466 m
2026-2031	$437 m	$509 m
Total Retail Sales	**$1,501 m**	**$1,749 m**
Additional Supportable Retail Floorspace, m2		
Floorspace Increase, m2		
2011-2016	+53,160m2	+61,920m2
2016-2021	+59,330m2	+69,100m2
2021-2026	+62,990m2	+73,370m2
2026-2031	+65,490m2	+76,270m2
Total Floorspace Growth	**+240,970m2**	**+280,660m2**

Source: Essential Economics

This retail floorspace forecast is very useful in guiding retail and activity centre policy in the City of Swan and provides an understanding of the likely magnitude of change in the retail sector which planning policies will need to accommodate in the future. However, this forecast should not be used as a prescriptive policy tool in making planning decisions about new retail facilities, as the forecast is presented as a *scenario* for future retail development and, as such, it is dependent on the underlying available data and the assumptions which have been described. Importantly, the potential to accommodate new retail facilities may change if there are general shifts in the retail environment, or if there are changes in the stated assumptions.

Some potential changes to circumstance which need to be recognised in the retail forecasts include the following:

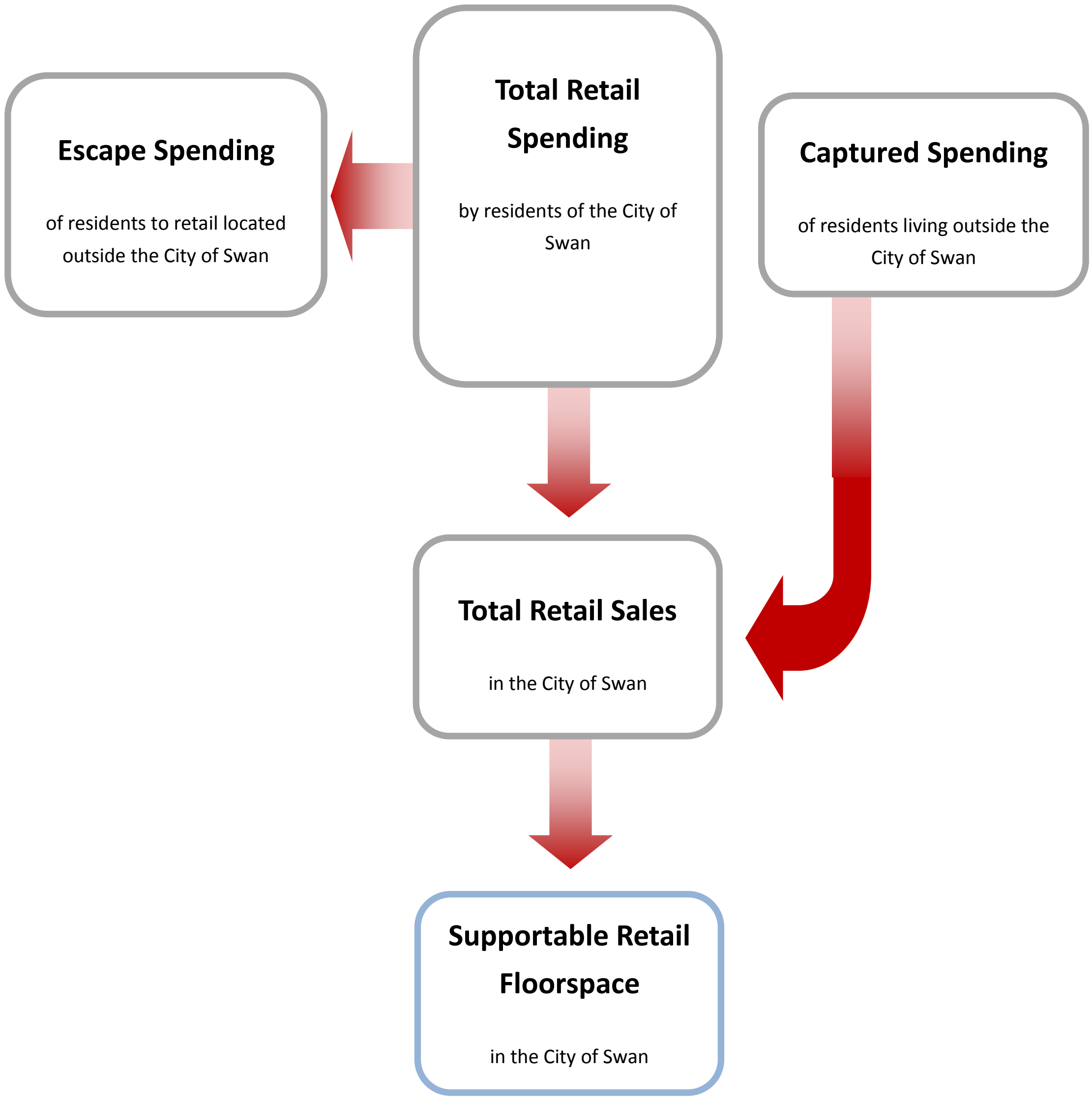
- There may be changes to population growth in the City of Swan, such as an increase or a slow-down in the growth of population numbers
- There may be unforeseen changes in the way that shoppers undertake their retail spending (e.g., a significant increase in the use of internet retailing may eventuate)
- There may be changes in government policy or the wider economic environment (e.g., increased interest rates) that may lead to unexpected impacts on the retail sector, leading to different expectations in terms of spending levels and sales achieved by retailers
- New retail facilities may or may not effectively meet the needs of residents in terms of meeting retail gaps, or in providing expected levels of service, or in retail design and presentation, and so on, with the likely result of pent-up spending or an increase in escape spending (mainly to other centres in adjacent municipalities)
- Proposed retail developments may have different expectations for average sales. For example, large-format homemaker retail development may require average sales levels below that required

to support specialist retail stores. While this analysis adopts an average sales level which is intended to reflect this situation, there may be cases where a greater amount of retail is supportable if a retail format with a relatively low average sales requirement is introduced.

Summary of Retail Spending Flows

In order to assist in understanding the analysis in this Chapter, the following diagram shows a summary of the spending flows that are relevant to the retail sector in the City of Swan and which are the basis for this Retail Needs Assessment.

Figure 11: Summary of Retail Spending Flows



4.4 Locations for Additional Retail Provision

The analysis presented in the preceding sections indicates that there is opportunity for substantial growth in retail provision in the City of Swan over the next 20 years and beyond, either in the form of new or expanded shopping facilities, or redevelopment of existing under-performing floorspace.

The following paragraphs present more detailed analysis and commentary on the potential for growth in retail floorspace provision across the retail hierarchy. The analysis is presented according to the Place Planning Areas used by the City of Swan as the basis for considering community planning and policy.

Altone Place Planning Area

2011 Population: 21,810 persons Retail Spending: $256 million

2031 Population: 21,420 persons Retail Spending: $340 million

Altone is forecast to experience slight population decline over the period to 2031 (refer Table 2.4) and, as such, demand for additional retail facilities is expected to be incremental in nature.

Previous analysis undertaken by the City of Swan and reflected in the Altone Place Plan identified the frustration of local residents with a lack of local retail facilities. However, recent development of The Springs shopping centre has enhanced the neighbourhood-level shopping facilities available to residents.

Nonetheless, residents of Altone are expected to continue directing a significant proportion of their retail spending to centres located in adjacent municipalities, including Morley, Central Beechboro and Noranda Shopping Village.

In order to reduce the level of spending escaping the City of Swan, it will be important to ensure that both Altone Park and The Springs continue to provide a strong supermarket and neighbourhood-level retailing offer. Furthermore, the Midland Strategic Metropolitan Centre has an opportunity to capture a higher market share of spending by Altone residents, and this would encourage the retention of spending and employment within the City of Swan.

Opportunities may exist to improve the appearance and trading performance of smaller centres in Altone such as Amazon Drive which provide convenience retailing to local residents.

Future Directions for Altone

1 Support a strong neighbourhood-retailing role for centres at Altone Park and The Springs, including efforts to re-invest in these centres through ongoing improvements to urban design and centre presentation.

2 Recognise the importance of the Midland Strategic Metropolitan Centre to residents of Altone, and support measures which encourage additional visitation and spending at Midland by residents. This would help to retain spending and employment within the City of Swan.

3 Improve the appearance and trading performance of lower-order centres, including Kiara and Amazon Drive, which currently have a relatively low standard of presentation and urban design relative to modern consumer expectations.

Table 4.6 Altone - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Neighbourhood Centres		
Altone Park	6,280m2	7,500m2
The Springs	5,100m2	6,500m2
Amazon Drive	1,600m2	2,000m2

Ballajura Place Planning Area

2011 Population: 19,870 persons Retail Spending: $240 million

2031 Population: 19,390 persons Retail Spending: $318 million

Ballajura is a relatively established urban area and is forecast to have a relatively stable population over the period 2011 to 2031. The area is served by the Ballajura City and Glenview Markets which provide residents of Ballajura with their neighbourhood retailing needs.

A policy priority relates to ensuring that both centres continue to meet the needs of residents, and that where appropriate measures to improve the quality and range of retail and other facilities in these centres are supported.

For residents of Ballajura, the adjacent Malaga Mixed Business Area is an important source of employment, and provides a range of retail functions regularly used by residents of Ballajura. This includes the Malaga Markets in addition to large format homemaker retailers.

Future Directions for Ballajura

4 Support a strong neighbourhood-retailing role for the Ballajura City and Glenview Markets centres including promoting opportunities for these centres to maintain a high standard of presentation and design. Where appropriate, encourage the intensification of retail and other activities at these centres.

5 Recognise the important role that the Malaga Mixed Business Area has for Ballajura in terms of both meeting the retail and other needs of residents, and in providing local employment

opportunities. Ensure that new retail development in Malaga does not unnecessarily undermine the existing role and function of centres in Ballajura.

Table 4.7 Ballajura - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Neighbourhood Centres		
Ballajura City	5,500m2	6,500m2
Glenview Markets	3,500m2	4,000m2
Ballajura Marketplace	1,700m2	2,000m2

Bullsbrook Place Planning Area

2011 Population: 5,660 persons Retail Spending: $69 million

2031 Population: 21,560 persons Retail Spending: $354 million

In view of the population growth forecast for Bullsbrook over the period to 2031 and beyond, the Bullsbrook region will need to be a particular focus for centres planning in the City of Swan.

The Bullsbrook Townsite Rural Strategy identifies existing capacity constraints in the current Bullsbrook town centre and a lack of identified land able to accommodate centre growth and development opportunities.

In the period to 2031, the Bullsbrook town centre is expected to require expansion to incorporate enhanced supermarket and other neighbourhood-level retail facilities. This will meet the needs of the growing local population which is expected increase by approximately 10,000 persons over the period 2011 to 2031, based on the development of an additional 3,500 dwellings at the Bullsbrook township by this time (source id Consulting - note this includes the township of Bullsbrook only and excludes population growth in the balance of the Bullsbrook Place Planning Area).

On this basis, the key priorities are to resolve the existing constraints in the Bullsbrook centre, and identify opportunities to accommodate retail and business growth. By 2031, potential is identified for the Bullsbrook centre to accommodate:

- A major supermarket operator
- Additional retail specialty floorspace
- Some lower-order mixed use showroom and trade/rural supplies.

On an indicative basis this may result in the centre accommodating approximately 8,000m^2 to 10,000m^2 of retail floorspace by 2031 - equivalent to a Large Neighbourhood centre. The actual timing for the initial development of a Large Neighbourhood Centre at Bullsbrook may be in the period 2021 to 2026, allowing for the early provision of retail facilities in a rapidly growing market. Development can then be subsequently staged according to market demand.

Over the longer-term (post-2031), Bullsbrook has potential to develop as a District Centre incorporating up to 20,000m^2 of retail floorspace. However, the timeframe for Bullsbrook to attain District centre status will be determined by the long term urban development outcomes. According to current planning framework for Bullsbrook, the scale of urban development is expected to be relatively modest until after 2031.

However, a new masterplan for the town is to be developed over the next 12 months. As a result, an updated review of the current and forecast retail needs of Bullsbrook may be required on the basis of the more updated and detailed development planning that will arise from the masterplan process. This assessment will also need to consider the opportunity for retail to serve the potential future development of large areas of industrial land at Bullsbrook which has been identified by the State Government in the Directions 2031 review.

Population growth is also expected to occur at the township of Upper Swan associated with new urban development identified in the North-East Corridor Extension Strategy. According to anticipated development rates, a neighbourhood activity centre will be operating in the town by 2031 in order to meet the basic retail needs of current and future residents.

Future Directions for Bullsbrook

6 As a matter of priority, a Structure Plan or other planning review mechanism should be initiated for Bullsbrook to determine the appropriate framework for the expansion of the centre. This framework should specifically consider:

- The current constraints to the current operations of retail and commercial floorspace in Bullsbrook and how these are appropriately managed in the short-term
- A medium-term framework for development of Bullsbrook to become a Large Neighbourhood Centre in the period before 2031
- A long-term framework for the potential development of Bullsbrook as a District Centre post-2031 (or earlier if the new masterplan brings forward urban development).

7 The role of Bullsbrook will evolve as the population in the town and surrounding areas increases. It is appropriate that new residents of Bullsbrook have convenient access to a comprehensive range of day-to-day and weekly shopping needs, with higher-order retailing undertaken at centres including Ellenbrook and Midland. Opportunities for the centre to leverage from passing highway and tourist trade will also be available.

8 Upper Swan will require the development of additional retail facilities in order to meet the needs of new urban growth areas expected to begin development before 2031. At least initially, some additional convenience retail facilities will be required, while by the end of the forecast period a

neighbourhood activity centre in the order of 6,000m^2 may be required. Detailed planning for the future development of a town centre serving Upper Swan will need to be undertaken.

Table 4.8 Bullsbrook - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Neighbourhood Centres		
Bullsbrook Town Centre (emerging District Centre)	1,900m2	10,000m2
Upper Swan (current Local centre)	900m2	6,000m2

Ellenbrook Place Planning Area

2011 Population: 27,560 persons Retail Spending: $357 million

2031 Population: 47,060 persons Retail Spending: $830 million

The Ellenbrook Secondary Centre is expected to be a focal point for a wide range of economic and social activities, including retail facilities, commercial office functions, community and civic facilities, and leisure and entertainment uses. The consolidation of these activities will be enhanced by the provision of improved public transport services.

Ellenbrook will be the higher-order centre serving the Swan Valley and the urban growth areas of Ellenbrook, Bullsbrook and the Swan Urban Growth Corridor. At present, there is significant land available for additional retail development, including further expansion to The Shops and new homemaker retailing.

Development of The Shops, as identified in the current centre masterplan, will consolidate the role of Ellenbrook as an important regional service centre. Some additional retail development can also be anticipated with the street-based retailing located adjacent to Main Street and in mixed-use areas of centre.

Original planning for Ellenbrook considered the potential for a range of "Village" centres serving communities within the growth area. In reality, development of these centres has not proceeded as originally envisaged, with only a limited range of retail available at these locations. In effect, the retail hierarchy serving residents of Ellenbrook is now "top heavy" and reliant on the dominant Ellenbrook Secondary Centre.

A need remains for a more sophisticated hierarchy of centres serving residents of Ellenbrook. Therefore, it will be important to ensure that opportunities for retailing in new centres are provided where possible. In preliminary terms, locations which have the most potential for development are:

- The proposed Aveley centre (formerly Egerton) where a neighbourhood centre of up to 6,500m^2 is proposed

- The proposed District Centre as identified in the Ellenbrook Concept Plan for the southern corner of Bordeaux Lane and The Broadway. This centre is considered to have the potential to accommodate up to 15,000m^2 of retail floorspace.

Both these locations serve a natural trading catchment and have the high levels of accessibility and exposure likely to support a strong and viable retailing presence.

Although development of retail at the other proposed village centres is also supported, an emphasis on achieving strong retail development outcomes at the Aveley Neighbourhood Centre and Ellenbrook District centre is encouraged.

<u>Future Directions for Ellenbrook</u>

9 Ellenbrook Secondary Centre will continue to play an important role as the main sub-regional location for grocery and lower-order comparison shopping, and this role will be anchored by strong representation in supermarket and discount department store provision, and a broad range of specialty shops.

10 The role of the Ellenbrook will evolve to include non-retail activities, including social and community facilities, entertainment and leisure activities, and cafes and restaurants. The provision of government services at or adjacent to the centre will be encouraged. Importantly, the role of Ellenbrook must not replace nor challenge the overarching regional role of the Midland Strategic Metropolitan Centre.

11 The Shops at Ellenbrook will expand in accordance with the current centre development masterplan, including an additional discount department store, specialty shops and homemaker retailing.

12 Retail development at the Ellenbrook Secondary Centre will also be associated with street-based development centred on Main Street, and in mixed-use areas of the centre.

13 Development of a District Centre on the corner of The Broadway and Bordeaux Lane is supported over the long-term. This centre may incorporate up to 15,000$m^2$of retail floorspace at full development, although an appropriate program of development staging is encouraged.

14 Development of a Large neighbourhood centre at Aveley is supported, including a total retail floorspace provision of up to 6,500m^2.

15 Council may consider undertaking a review of the retail development framework for Ellenbrook which considers the lack of retail development occurring at a range of "Village" centres originally identified in the Ellenbrook, Aveley and The Vines. The review can consider ways to promote a balanced hierarchy in the region which includes an appropriate range of retail centres supporting the higher-order role of the Ellenbrook Secondary Centre. As part of this review, the appropriate role and function of the centre at Aveley, currently under construction, and a potential new District Centre at The Broadway, should be considered in detail.

Table 4.9 Ellenbrook - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Secondary Centre		
Ellenbrook	35,200m2	55,000m2
District Centre		
'The Broadway' - Potential District Centre	-	15,000m2
Neighbourhood Centre		
Aveley	-	6,500m2
Woodlake Village	2,600m2	3,000m2
Other "Village" centres	500m2	Market Demand

Gidgegannup Place Planning Area

2011 Population: 3,300 persons Retail Spending: $46 million

2031 Population: 6,550 persons Retail Spending: $123 million

Primarily a rural area, some long-term residential growth opportunities have been identified for Gidgegannup associated with the *North Eastern Hills Settlement Pattern Plan* (2002) and *Gidgegannup Rural Strategy (*1996). On this basis, it is expected that by 2031 there may be some pressure for the provision of additional retail facilities serving the township of Gidgegannup due to the presence of over 3,000 new residents.

Much of the additional retail demand generated by these residents is expected to be met by existing centres such as Midland. However, there may be opportunities for some new convenience retailing in the existing Gidgegannup town centre.

In the past, land has been set aside adjacent to O'Briens Road for potential development of a future town centre. Retaining the option of future development on this site is supported, although development of any retail at this location is outside the time-frame considered in this report.

Future Directions for Gidgegannup

16 Consider the opportunity for some additional convenience-oriented retailing at the existing Gidgegannup town centre associated with forecast population growth and the need to ensure current and future residents have convenient access to basic retail services.

17 Retain the long-term potential for development of a town centre site near O'Briens Road, although recognise that development or otherwise of this site will be determined by more detailed future planning of urban growth opportunities in the Gidgegannup area.

Table 4.10 Gidgegannup - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Neighbourhood Centre		
Gidgegannup town centre	800m2	2,000m2

Guildford

2011 Population: 5,800 persons Retail Spending: $73 million

2031 Population: 7,370 persons Retail Spending: $125 million

Guildford is a relatively established urban area, although population growth of some 1,570 residents is forecast associated with infill development opportunities. The Guildford activity centre serves a niche role which has an emphasis on serving tourists and other visitors, rather than the needs of local residents.

Future Directions for Guildford

18 Support the unique role of the Guildford centre as a focus for tourist and visitor spending. Encourage a high quality retail precinct which encourages shoppers to spend more time and money in the centre, and which reflects well on Guildford as a heritage precinct.

19 Where appropriate, encourage additional retail development at the Guildford centre which meets the needs of local residents and visitors.

20 Recognise the role that the Midland Strategic Metropolitan Centre serves in meeting many of the day-to-day retail needs of Guilford residents.

Table 4.11 Guildford - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Neighbourhood Centre		
Guildford	9,950m2	11,000m2

Malaga Place Planning Area

Malaga is an employment hub of metropolitan significance, which is now developing into a major homemaker retailing destination serving much of northern Perth.

Future development of homemaker retailing in Malaga is anticipated over the period to 2031, including a current proposal for up to 38,000m^2 of new homemaker development on Marshall Road. Over time, it is expected that development of homemaker retailing in Malaga will involve integrated development outcomes, rather than standalone development which has little integration or orientation to adjacent land uses. This may require a planning mechanism such as the inclusion of a Highway Service Zone with appropriate dimensions (i.e. greater lot depth) to enable the construction of an integrated homemaker centre.

A further consideration for Malaga is the important role that the Malaga market serve in diversifying the range of facilities available to residents, and the role the market has in attracting visitation from across a relatively broad geographic area.

Future Directions for Malaga

21 Continue to support and enhance the role of Malaga as a major homemaker retail location serving the northern suburbs of Perth.

22 Recognise the popularity of homemaker and other out-of-centre retail, and their specific site criteria in terms of site size, location, exposure and access, etc. Encourage homemaker development which promotes integration with adjacent land uses and which contributes to the overall attractiveness of Malaga as a location to undertake homemaker retail shopping.

23 Council will actively enforce planning policy to ensure that the primary purpose of all homemaker retailers is to sell merchandise consistent with the planning scheme definition for "showroom". The sale of goods and services outside this definition will be ancillary only, and must not undermine the retail activity centre hierarchy.

Table 4.12 Malaga - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Mixed Business Area		
Malaga	89,000m2	150,000m2

Midland Place Planning Area

2011 Population: 12,320 persons Retail Spending: $135 million

2031 Population: 17,400 persons Retail Spending: $255 million

The Midland Strategic Metropolitan Centre serves the City of Swan, the broader north-east region of the Perth metropolitan area and a large rural hinterland. The centre will remain as the major focus for a wide range of activities.

In a retail context, Midland will continue to be the focus for higher-order shopping facilities, and the principal location in the City of Swan for office and commercial activity, community and government functions, major entertainment, and so on.

Midland has significant potential for ongoing residential development and redevelopment, leading to a larger residential population in close proximity to retail (and other) facilities, and therefore assisting in the support of a wide range of retail tenants and contributing to an increase in after-hours activity.

Car Parking

An important consideration for Midland is the implications arising from increasing retail activity on car parking and centre accessibility. Ongoing growth in retail floorspace is expected to create additional demand for carparking spaces in the centre, in addition to the carparking requirements associated with increased numbers of residents, workers and commuters.

As a general principle, Council should be seeking to ensure that major new developments provide the necessary on-site parking to meet their own levels of demand. For example, future expansion to Midland Gate should properly be associated with an appropriate provision of car parking spaces for this facility, at the developers own cost.

However, in the Central Activities Area of Midland, where a broad mix of land uses are integrated, Council has a more direct role in ensuring that the competing needs of retail shoppers, residents, workers and commuters, for safe and convenient parking facilities are met. It is important that this consideration of parking requirements is made within the context of the broader transportation needs for Midland including public transport, walking, cycling and other relevant transport modes that are also important for the future performance of the centre.

In general terms, in a mixed use town centre setting such as the Central Activities Area, a car parking ratio of approximately 4.5 vehicles per 100m^2 of leasable floorspace is considered appropriate (this excludes a high intensity uses such as a supermarket where a higher ratio typically applies). Thus, assuming that 10,000m^2 of retail floorspace growth is achieved in the Central Activities Area over the period to 2031, this implies an additional car parking requirement of approximately 450 new spaces. This excludes any additional parking requirements associated with residents, workers and commuters.

Future Directions

24 Midland will be the main location for higher-order retail development serving the wider region, and will be the focus for complementary investment in sectors such as entertainment, commercial office, community and government activities, and cultural and arts facilities.

25 Council will encourage retail and other development which assists in attracting tourists and other visitors to Midland, and which will retain an increased share of potential tourist and visitor spending. This will have flow-on benefits both for other businesses in Midland and in the broader economy in the City of Swan.

26 Midland will accommodate an increasing level of retail activity through development and redevelopment of existing buildings. A particular focus will be on consolidating the regional focus of the centre and attracting customers from areas beyond the City of Swan. This includes:

- Redevelopment and expansion of Midland Gate
- Continued homemaker retail development on the Great Eastern Highway and the Railway Yards precinct
- Ongoing improvements to the traditional town centre.

27 Midland will continue to provide a location for grocery shopping and other convenience purchases, recognising that this role is expected to continue as higher density residential development occurs within and nearby to the centre.

28 New retail development in Midland will have regard for the need to promote integrated development across the activity centre which promotes cross-use of facilities and multi-purpose trip making. Regional attractors such as Midland Gate and the growing provision of homemaker retailing will create synergies with retailers in the balance of the centre.

29 A significant improvement in the quality of the building stock in the traditional town centre is necessary, including improvement in the appearance of shop fronts and in ensuring higher-quality store fit-outs. This will require redevelopment and refurbishment of building stock, and means property owners will need to be encouraged to devote resources to maintaining and improving the quality and presentation of their buildings. The future of the traditional town centre precinct will be largely driven by its provision of quality, higher-order specialty shops, national brand stores, cafes/restaurants, and showrooms.

30 Council will support higher-density residential development in close proximity to Midland, subject to appropriate location and design principles.

31 Traffic, parking, public transport and amenity related issues require resolution if the centre is to optimise its appeal to shoppers and other visitors, and to potential new inner-city residents.

Table 4.13 Midland - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
Strategic Metropolitan Centre		
Midland Strategic Metropolitan Centre	134,480m2	200,000m2

Swan View Place Planning Area

2011 Population: 10,490 persons Retail Spending: $124 million

2031 Population: 12,850 persons Retail Spending: $206 million

Swan View is currently served by the Stratton Park shopping centre. Although Swan View is largely a well-established urban area, population growth of some 2,360 persons is forecast between 2011 and 2031. This growth will be concentrated in the "Stratton West" area located immediately west of the Stratton Park shopping centre.

In the Commercial Centres Strategy 2004, a potential small neighbourhood centre was identified for Jane Brook. This centre has not subsequently been developed.

As a result, consideration should be given to supporting the expansion of the Stratton Park centre to become a Large Neighbourhood activity centre incorporating a larger supermarket and additional specialty floorspace.

<u>Future Directions for Swan View</u>

32 Consider the opportunity for the Stratton Park shopping centre to be redeveloped to incorporate an enhanced supermarket and specialty retail presence. This outcome would be justified on the basis of the forecast development at Stratton West and the non-development of a previously identified small neighbourhood activity centre at Jane Brook.

33 Implement the proposed convenience retailing and highway service area proposed in the draft Stratton West Structure Plan.

Table 4.14 Swan View - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
<u>Neighbourhood Centre</u>		
Stratton Park	1,700m2	5,000m2

Urban Growth Corridor Place Planning Area

2011 Population: 750 persons Retail Spending: $11 million

2031 Population: 29,440 persons Retail Spending: $563 million

The Urban Growth Corridor between Midland and Ellenbrook will be one of the main locations for urban development in the City of Swan over the next 15 to 20 years. Planning for the area is considered in the *Swan Urban Growth Corridor Sub-Regional Structure Plan* (2009), which incorporates the following areas:

Albion

The Albion Structure Plan Area identifies potential for:

- A Large Neighbourhood centre incorporating up to 10,000m^2 of retail floorspace (not including other town centre commercial and community uses)
- Two smaller convenience retail nodes of approximately 500m^2 each.

In the past, the Albion centre has been considered for development of a District Centre including up to 15,000m^2 of retail floorspace. However, retail modelling undertaken as input to the Structure Plan identified the market opportunity for a smaller Large Neighbourhood centre of 10,000m^2. In the interests of long-term centres policy planning, it is considered appropriate to retain the option of developing a District Centre at Albion subject to market demand.

The opportunity for a future District Centre is likely to be supported not only by growth in the immediate residential catchment, but also given the opportunity for the centre to capture sales from residents in Ellenbrook to the north, travelling along Lord Street/Perth-Darwin Highway and Henley Brook Drive.

West Swan (East)

According to the West Swan (East) District Structure Plan, a neighbourhood activity centre incorporating approximately 6,000m^2 of retail floorspace is proposed. This West Swan (East) neighbourhood centre is supplemented by a smaller commercial centre accommodating up to 1,000m^2 of additional floorspace.

West Swan (West)

The *Swan Urban Growth Corridor Sub-Regional Structure Plan* identifies the potential for a neighbourhood activity centre in the West Swan (West) precinct. It is expected that this centre will be in the order of 4,500m^2 in size.

Caversham

The Caversham Local Structure Plan envisages a neighbourhood activity centre incorporating approximately 4,500m^2 of retail floorspace, in addition to a basic range of commercial and community facilities.

Future Directions

34 Monitor the development and performance of the proposed Large neighbourhood activity centre at Albion (as classified in the Structure Plan) in order to determine if an opportunity exists for upgrading the role of this centre in the hierarchy to a District Centre, with up to 15,000m^2 of retail floorspace.

35 For the purposes of this Retail Needs Assessment, consider the Albion Centre as a potential District Centre.

36 Support the development of new neighbourhood centres at Swan West(East), Swan West (West) and Caversham.

Table 4.15 Urban Growth Corridor - Current and Indicative Future Retail Floorspace of Key Centres

Centre	Current Retail Floorspace	Indicative Retail Floorspace - 2031
District Centre		
Albion - potential District Centre	-	15,000m2
Neighbourhood Centre		
Swan West (East)	-	6,000m2
Swan West (West)	-	4,500m2
Caversham	-	4,500m2

Swan Valley

Over time, the ongoing development of new retail associated with serving the tourist trade is expected in the Swan Valley. This is likely to include restaurants and other retail associated with viticulture and related tourist visitation.

No specific direction is made in relation to the retail demand in the Swan Valley, although appropriate retail development which is focussed on encouraging tourist visitation, and which maximises the spending of tourists in the City of Swan, is encouraged.

4.5 Future Retail Hierarchy

The roles of centres in the retail hierarchy in the City of Swan are described in accordance with the following classification criteria:

- **<u>Strategic Metropolitan Centre</u>**

  Midland Strategic Metropolitan Centre

  Is the location for meeting the regional shopping needs of residents living in a wide, regional catchment; is supported by department store and discount department store provision and by higher-order specialty shops; and has a strong role in the provision of a wide range of non-retail functions including entertainment, office, civic and community activities, and potential for residential development.

- **<u>Secondary Centre</u>**

  Ellenbrook Secondary Centre

  Is the location for shopping facilities which serve a sub-regional market; usually supported by discount department store and supermarket facilities; and can have some non-retail functions such as a limited range of office, medical, community activities, cinema, business services etc.

- **<u>District Centre</u>**

  Bullsbrook (emerging), Albion (potential), The Broadway (potential).

  Is a centre providing for weekly grocery shopping facilities and convenience/service shops, and also offers a significant range of lower-order comparison shops, cafes/restaurants or other niche traders which give the centre a broader catchment and a role in the hierarchy above that of a neighbourhood centre.

- **<u>Neighbourhood Centre</u>**

  Guildford, Altone Park, Amazon Drive, The Springs, Glenview Markets, Ballajura City, Ballajura Marketplace, Stratton Park, Gidgegannup, Woodlake, Aveley (under construction), West Swan East (proposed), West Swan West (proposed), Caversham (proposed), Upper Swan (proposed).

  Is a centre which provides for weekly (or more frequent) grocery shopping based around a supermarket tenant; in some cases, it has a small lower-order specialty retail or non-retail component (small office, medical, etc).

- **<u>Local Centre</u>**

  Various

  Is a small group of shops or a single shop which serves a local walk-in catchment, and typically provides for the daily convenience needs (milk, bread, newspaper) and 'top-up' needs of local residents or passing motorists.

- **Mixed Business Area (Retail)**

  Malaga

  Is a mixed business area which had a role in providing major homemaker and other large format store types. Can be located away from established centres, but homemaker retail should be directed to preferred nominated locations in order to generate co-location benefits; has particular site requirements in terms of high exposure and convenient access to a large catchment; also may include building supplies and trade supplies stores that serve a non-retail trade customer base.

The hierarchy described above is consistent with that provided in State Planning Policy 4.2 Activity Centres for Perth and Peel.

The centres at Albion and The Broadway have been nominated as 'potential' District Centres. The final outcome for these centres will be determined by more detailed centre-level planning to be undertaken in the future, and the ultimate level of market demand for retail facilities at these locations when development occurs.

A summary of the retail hierarchy to serve the City of Swan over the next 20 years is shown in Figure 11.

4.6 Development Timing and Centre-Based Planning

Although a long-term framework for retail development in the City of Swan is identified in Section 4.4 above, the actual timing of new retail development is an important consideration for Council policy. In particular, the City of Swan will need to develop and implement centre-based policies such as Structure Plans and Masterplans in a manner which responds to development pressures.

Ongoing

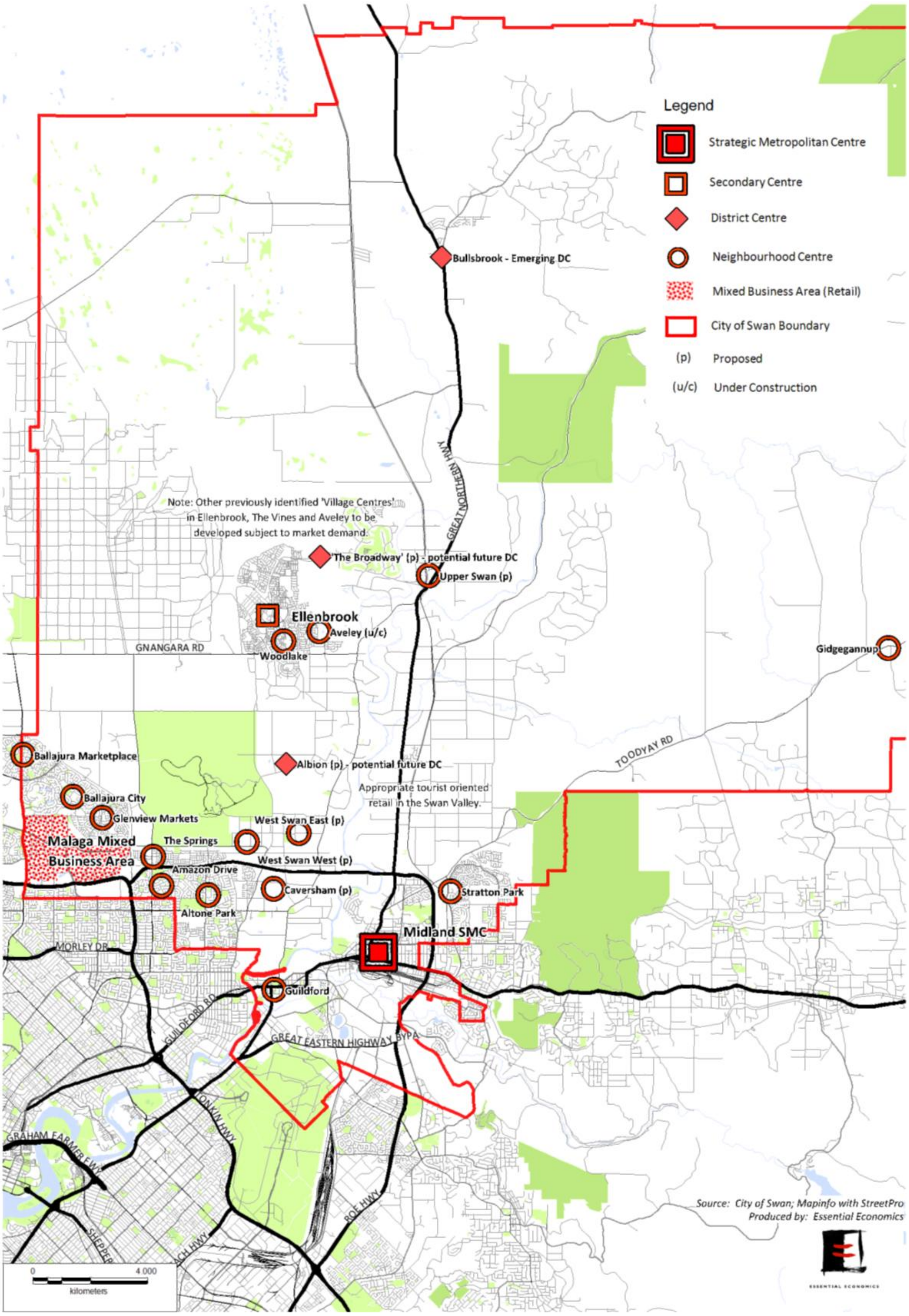
Key centres in the City of Swan will need ongoing monitoring to ensure that the appropriate centre-based planning mechanisms are up-to-date, and that policy responds effectively to industry, economic and other changes that will occur between 2011 and 2031.

Centres for whom a continuous process of policy monitoring and review will be necessary include:

- Midland Strategic Metropolitan Centre
- Ellenbrook Secondary Centre
- Malaga Mixed Business Area.

These centres and areas are particular priorities for the implementation of a strong centre-based planning policy in the City of Swan.

Figure 11: City of Swan Retail Future Retail Hierarchy



2011 to 2016

Short-term priorities for centre-based planning in the City of Swan include:

Ellenbrook

It is appropriate for Council to consider a comprehensive review of retail development framework for Ellenbrook (including Aveley and The Vines) as urban development in this area proceeds and approaches maturity. this review should have an emphasis on achieving a balanced hierarchy of retail centres, including allowance for appropriate retail development in locations outside the Ellenbrook Secondary Centre.

This Retail Needs Assessment advocates an approach which incorporates a strong neighbourhood centre at Aveley, potential development of a District Centre at 'The Broadway' (refer Page 66), and appropriate development at other "Village" centre sites previously nominated for potential retail uses. However, these recommendations will require detailed assessment in any future retail policy review.

Bullsbrook

The proposed Bullsbrook masterplan process, which is expected to proceed in the next 12 months, will be important in determining the long-term retail planning framework for Bullsbrook.

2016 to 2021

Medium-term priorities for centre-based planning in the City of Swan include:

Urban Growth Corridor

Development pressure for new retail facilities is expected to occur in the Urban Growth Corridor after 2016. An existing framework for retail development in the Urban Growth Corridor exists, although between 20016 and 2021 it will be important that Council reviews this framework to ensure that it continues to meet community need. A particular focus for Council will need to be determining the appropriate role and size of the Albion centre as either a Neighbourhood or District centre.

Swan View

Post-2016, it is appropriate for Council to consider the potential for expansion of the Stratton Park centre to meet additional demand for retail facilities associated with urban development in Stratton West.

2021 to 2031

Long-term priorities for centre-based planning in the City of Swan include:

Upper Swan

Beyond 2021, urban development at Upper Swan will justify detailed centre-planning for the expansion of the existing centre to neighbourhood status.

Gidgegannup

As the population of Gidgegannup grows, some consideration will be needed in relation to the appropriate scale and nature of the existing town centre in view of the expected demand for additional convenience retail.

5 DIRECTIONS FOR RETAILING IN SWAN

This Chapter presents direction in relation to planning for activity centre development in the City of Swan, with a focus on aspects relating to the further development of the retail sector. The emphasis on retailing is in acknowledgement of its role as the fundamental generator of activity and visitation to centres in Swan, and in response to the Study Brief which requires the preparation of a Retail Needs Assessment in accordance with Statement of Planning Policy 4.2.

The directions are intended to provide guidance in the preparation of a Local Planning Strategy and as the basis for an Activity Centres Policy that provides statutory implementation mechanisms. The recommendations are also to be used as input to more detailed structure planning for individual centres. They are to be read in conjunction with the analysis of future development opportunity as described in Chapter 4.

5.1 Implications from Swan Retail Needs Assessment

Detailed analysis of the need and opportunity for additional retail provision is presented in the preceding Chapter 4, and a summary of retail needs is presented in tabular form in Section 4.5. The main implications in a policy sense relate to the following aspects:

- The need to adopt an agreed hierarchy of activity centres that provides a strong basis for subsequent planning decision-making.
- The importance of Midland as a location for retail activity and other business, residential and community activities, and the need to sustain and further develop this centre in an integrated manner.
- Opportunities for centre development associated with strong population growth in newly-developing growth areas, with emerging roles over time for centres at Bullsbrook and Albion.
- The need for careful planning of the network of neighbourhood centres in order to promote a network of viable and vibrant activity centres that act as focal points for community interaction.
- The need for robust planning policy that promotes clusters of homemaker retailing, rather than allowing ad hoc or ribbon development along main roads and in industrial areas.
- The importance of an integrated approach to centre development, which encourages opportunities for higher-density residential development, commercial enterprise and community service delivery.

5.2 Principles for Retail Policy in Swan

The following principles have been identified as having an important bearing on the future development of a viable and sustainable network of activity centres in Swan. These principles are intended to provide a basis for developing more detailed policy formulation, including statutory mechanisms such as rezoning of land, changes to use classifications, and so on.

(1) Refine the centres hierarchy

State Planning Policy 4.2 identifies a metropolitan-wide network of activity centres that consists of:

- Capital City
- Primary centres (none identified)
- Strategic metropolitan centres (including Midland)
- Secondary centres (including Ellenbrook)
- District centres (including Albion as an emerging centre)
- Neighbourhood centres
- Local centres
- Specialised centres

In this hierarchy, individual centres at the neighbourhood and local level are not identified specifically, but are to be identified through the preparation of a local planning strategy and/or retail needs assessment. As described in Chapter 1, the policy identifies the main characteristics of centres in each level of the hierarchy, but does not include advice in the size of centre in each level of the hierarchy (noting that this was a feature of earlier state government policy on activity centres).

The City of Swan Commercial Centres Strategy 2004 sets out a centres hierarchy that consists of the following types of centres present in the City of Swan:

- Strategic regional centre
- Regional centre
- District centre
- Neighbourhood centres:
  - Large neighbourhood centre (4,500-6,500m^2)
  - Medium neighbourhood centre (3,500-4,000m^2)
  - Small neighbourhood centre (1,500-3,500m^2)
- Local centres:
  - Large local centre (600-1,500m^2)

  - Medium local centre (300-600m^2)
  - Small local centre (up to 300m^2)
- Mixed business areas
- Other commercial facilities.

The hierarchy described in the Commercial Centres Strategy is a very detailed one, complete with guidance on the size of different types of neighbourhood and local centres, and including a description on the typical size range of supermarkets found in each type of neighbourhood centre.

In our view this is an overly complicated basis for centre planning, and one that has potential to lead to a prescriptive planning policy. A more appropriate approach is to simplify the hierarchy by excluding the different levels of local centres, and adopting, at the most, just one differentiation for neighbourhood centres:

- Large neighbourhood centre: anchored by a full-line supermarket of approximately 2,500m^2 or more
- Small neighbourhood centre: anchored by a limited-range supermarket of approximately 800-2,500m^2.

The underlying principle should be that the hierarchy designation should reflect the intended role and function of each centre. In some cases, this might mean that a centre is identified as a large neighbourhood centre in anticipation of future growth, or that a district centre status is conferred on a centre (e.g. Albion) even though development of that scale has not yet occurred.

(2) Support the retail hierarchy

The retail activity centre hierarchy is intended to present the basis for the application of town planning policy and decision-making for development applications, as well as for other council initiatives such as streetscape improvements, traffic management measures and the delivery of community facilities.

A robust activity centre hierarchy, with appropriate in-built flexibility, provides certainty to stakeholders, including existing centre owners, developers and the planning community.

Some flexibility needs to be maintained so that the centre hierarchy is not overly prescriptive to the extent that development opportunities cannot be realise, even though they may benefit the local community. In developing an appropriate activity centre policy, the City of Swan should be guided by the principle of Net Community Benefit, in which retail development should be supported where it leads to an overall increase in the range, quality and availability of shopping facilities to people in the local area. Of course, this principle needs to be balanced by the objective of planning for a future network in which Net Community Benefit is realised across the community as a whole, and it is an effective and robust hierarchy-based policy that these two aims can be balanced successfully.

(3) Maximise the retention of retail expenditure

Economic and community benefits can be realised through the creation of a vibrant, viable and sustainable network of centres which offers a wide range of shopping formats and environments, and which retains a high proportion of the available spending by residents in the City of Swan, as well as attracting shopping visits by people who live beyond the municipal boundary (visitors and tourists, workers, and those passing through). The alternative is for a higher share of spending to 'escape' to other shopping destinations, thereby effectively 'exporting' job creation to neighbouring municipalities.

This principle provides the basis for a wide range of planning initiatives:

- Improvements in streetscape and 'place-making' initiatives
- Improvements in traffic management, car parking and public transport access
- Filling retail gaps through targeting particular retailers
- Encouraging well-design shopping environments
- Effective marketing and promotion
- Council investment in community facilities
- Encouraging a mix of activities, including higher-density residential in close proximity to activity centres.

(4) Consolidate activities in centres

State Planning Policy provides strong support for the concept of clustering activity in centres, in order to realise benefits through shared infrastructure provision, encouraging vibrant centres, and co-locating complementary business activities in order to help generate employment.

The analysis in this report suggests that retail activity is distributed widely in the City of Swan, with many local and small neighbourhood centres spread throughout the established urban areas, particularly in the southern and western parts of the municipality. To some degree this creates community benefits by ensuring easy access to local shopping facilities; however, it also constrains the ability for any of these centres to develop as successful and vibrant community focal points for their respective catchments. Importantly, the opportunity to attract a range of non-retail business and community activities is much lower for a local centre than for a successful neighbourhood centre of larger size.

An important principle is therefore to have a well-planned distribution of centres across each of the levels of the hierarchy, with opportunities for some centres to become more significant shopping destinations (in particular by accommodating a strong full-line supermarket).

(5) Recognise the Importance of Midland Strategic Metropolitan Centre

Midland is the most significant shopping destination in the City, accounting for some 42% of total occupied retail floorspace in the City. Its strategic importance is even greater, for a number of reasons:

- It is situated at the confluence of the Great Eastern Highway and the Great Northern Highway, and therefore has a significant advantage in attracting shopping visits. Moreover, it is the hub of the public transport system in the north-eastern region of metropolitan Perth.
- It is the only location in the City that offers a wide range of higher-order shopping opportunities, including three discount department stores, a wide range of specialty stores, and a homemaker precinct. It also serves as a location for grocery shopping and for the provision of specialist retail goods and services.
- The centre includes the railway workshops to the south of the railway line, now being developed for a mix of uses including residential, student accommodation, offices, and retailing. This is the most significant 'brown-fields' development site in the north-eastern region, with potential to attract a different demographic with relatively high retail expenditure patterns. The vision for the precinct, as prepared by the Midland Redevelopment Authority, includes apartments and townhouses, creative industries, education and heritage activities, as well as new retail facilities such as cafes, restaurants and local shops. Homemaker development is occurring at the eastern edge of the railway workshop precinct.
- Midlands is also a significant location for commercial office development, principally comprising local and state government departments, but increasingly attracting new private sector offices. This local workforce has potential to add to the vibrancy of street-life, particularly during working hours, and provides strong support for a lively town centre precinct.
- Substantial residential development has been occurring in and adjacent to the centre, and this provides an opportunity to attract a range of retailing associated with recreation and leisure activities. Examples include cafes, restaurants, bars/taverns, cinema/theatre, etc.

Ongoing attention will need to be given to Midland to ensure that the centre can improve as a location for shopping, business activity, community service delivery and for a range of entertainment activities. The centre should continue to be a focus for development of new higher-density housing.

(6) Encourage a wide mix of activities

As noted above, successful activity centres are characterised by a wide range of uses that assist in attracting people to the centre and delivery a range of services such as retail, entertainment, business services, and community facilities. The ability to attract this range of activity is greater at higher levels in the hierarchy, and this emphasises the need to develop strong neighbourhood, district and secondary centres as well as the Midland Strategic Metropolitan Centre.

Conversely, a distributed network of centres (comprising a large number of small neighbourhood centres or local centres) has much less opportunity to attract this range of uses.

In developing their Local Planning Strategy, Activity Centre Policy and individual structure plans, the City of Swan should encourage the development of activity centres as lively foci for a wide range of uses including shopping, business, work and leisure, where such uses are commercially viable.

(7) Consolidate the network of neighbourhood centres

A feature of the existing activity centre network, particular in established suburbs, is the relatively dense network of smaller neighbourhood centres, often involving just a mid-sized or small supermarket operator, and anchoring a limited number of specialty shops. As noted above, while this may have a beneficial effect in terms of easy access to local shopping (particularly for day-to-day purchases), it may also lead to a number of dis-benefits as people need to travel further in order to access larger centres that have a full-line supermarket as an anchor tenant.

It is appropriate to design a network of neighbourhood centres in such a way as to maximise the density of those centres that offer weekly grocery facilities (i.e. are anchored by a full-line supermarket), thereby providing more critical mass in these centres to attract a wider range of local specialty retailing and provision of local business services. Gaps in the provision of shopping facilities (e.g. because catchments are not large enough to support full-line supermarkets) can then be filled by smaller neighbourhood centres and by local centres. These often need to be located along main roads in order to maximise visitation.

This model for neighbourhood centre provision, built around a network of strongly-performing centres anchored by full-line supermarkets, is a feature of activity centre planning in jurisdictions such as Victoria (where it is adopted by the Growth Areas Authority) and New South Wales. The model recognises that supermarket-based centres typically attract a very high share of total shopping trips, for example associated with the regular (often weekly) purchase of grocery items, and that these centres have potential to be foci for a range of other types of activities.

The principle of supermarket-based centres as the basis for network planning should be used to inform new structure plans for emerging urban communities including Albion, Ellenbrook and Bullsbrook. In planning these new growth areas to encourage a sustainable centres hierarchy, the City of Swan should avoid identifying a dense structure of (potentially under-performing) small neighbourhood and local centres.

An example of an area that was planned for too many smaller centres is Bennett Springs, where originally the structure plan identified three centres to serve that community. Eventually, the centre network was rationalised, and now just one larger centre – The Springs – has been built. This centre now has potential to develop as a strong focus for a range of neighbourhood functions, due to the subsequent changes to the structure plan.

(8) Promote integrated development

The City of Swan should encourage land use and development that is integrated with transport infrastructure (principally bus services) so that activity centres are well-served by public transport alternatives, and have potential to improve the amenity of centres by reducing car-based traffic.

(9) Encourage well-planned homemaker clusters

While activity centres are the focus for retail, commercial and other functions, there is increasing development pressure on sites located away from activity centres. Examples include homemaker (bulky goods) shopping, building/trade supplies and hardware sales, and other large format activities that seek large sites that can accommodate large-format display areas, have good exposure to high traffic flows, and enjoy convenient access to the regional road network and surrounding regional catchment.

These development opportunities are in response to the increasing popularity of large-scale retail stores which accommodate a wide variety of merchandise, typically in bulky merchandise retail categories such as furniture, whitegoods and other electrical equipment, camping equipment, hardware, and so on. For these shopping types, there is considerable emphasis on car-based access, and this derives from the large catchments they serve (with the private motor vehicle being the most convenient method of transport) and the bulky nature of the purchases involved (furniture, whitegoods and electrical equipment, barbeques, camping equipment, gardening supplies, timber and hardware items, and so on).

The key issue for these types of shopping facilities is how to accommodate these popular forms of retail (which are successful because they meet the needs of shoppers), while encouraging a sustainable form of development that conserves infrastructure resources, provides an opportunity for other modes of transport access, encourages improved visual amenity, and contributes to the achievement of a net community benefit.

In Swan, the two main locations for this type of development are:

- The eastern and southern edge of Midland Strategic Metropolitan Centre, along the Greater Eastern Highway and around the intersection of Clayton Street and Lloyd Street; and
- The Malaga industrial area, where this type of retail use (defined as showroom in the City of Swan Local Planning Scheme No. 17) has increasingly taken up development sites along major streets such as Marshall Road and Malaga Drive.

Development in Malaga has essentially gone on without the benefit of strategic planning, by virtue of the fact that showroom uses are a permitted land use in the Highway Service Zone which applies along Marshall Road and Malaga Drive. Because the Highway Service zone has relatively little depth (i.e. away from these main roads) ribbon development has been encouraged.

In the future, new development of this type should be encouraged to co-located in an integrated manner, forming new homemaker centres rather than disjointed ribbon development along major roads.

This would be aided by a strategic review of zoning controls and zone boundaries, and may include the nomination of particular land/sites for a larger future integrated development.

It is acknowledged that the need for a major new homemaker precinct is somewhat abated due to the planned construction of a new centre of approximately 33,000m^2 along Marshall Road near Guadalupe Drive.

APPENDIX - SURVEY RESULTS

Figure A.1: Survey Boundaries

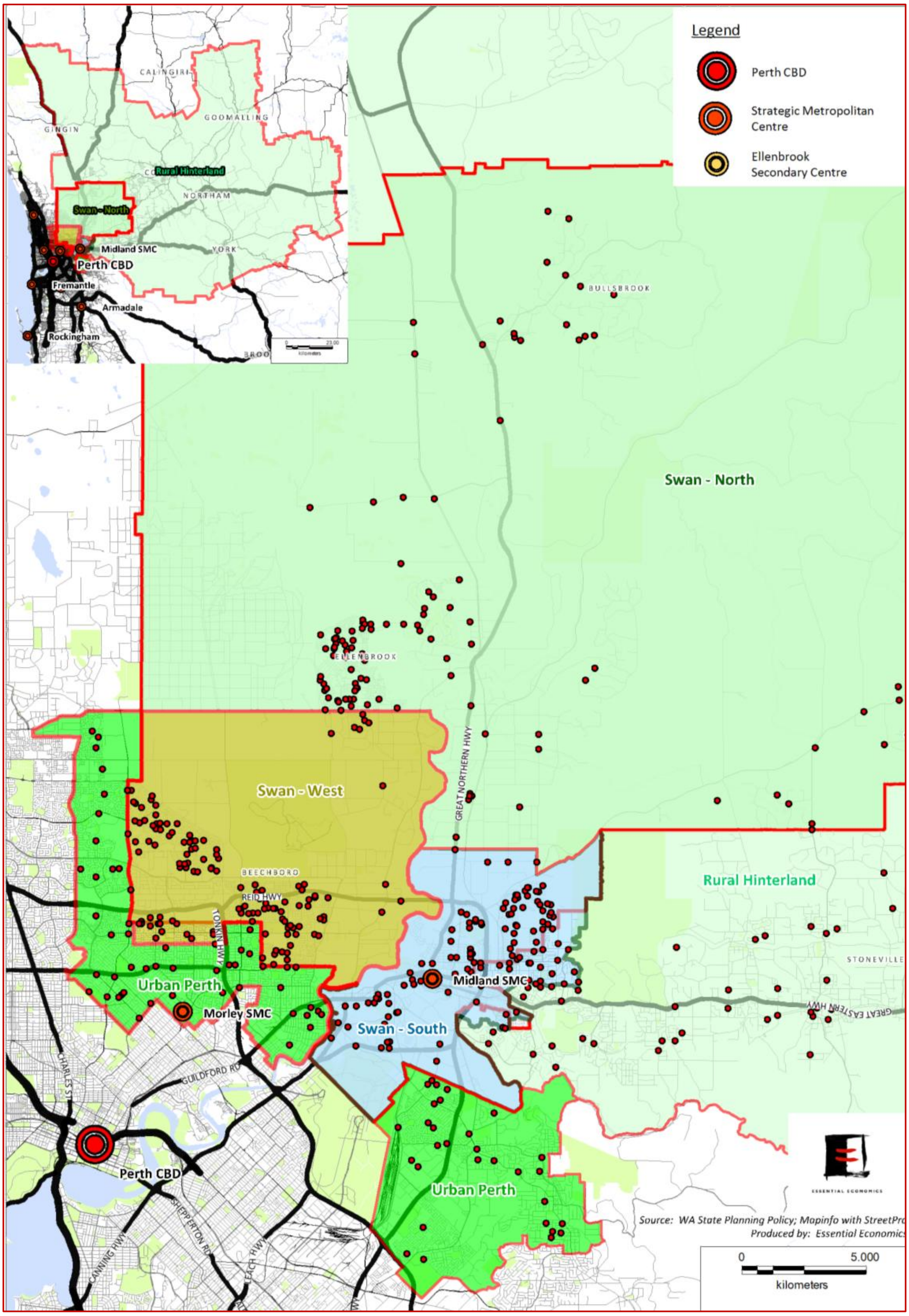


Table A.1: Survey Respondents - Location, Age and Sex

Age	City of Swan			Balance of Survey Area		Gender		Age (years)			Total
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	Male	Female	18-35	36-55	55+	
18-35 years	21	23	18	7	8	16	61	77	0	0	77
	12%	13%	10%	9%	10%	11%	11%	100%	0%	0%	11%
36-55 years	64	64	78	26	29	56	205	0	261	0	261
	36%	36%	43%	33%	36%	39%	37%	0%	100%	0%	37%
55+ years	95	93	84	47	43	73	289	0	0	362	362
	53%	52%	47%	59%	54%	50%	52%	0%	0%	100%	52%
TOTAL	**180**	**180**	**180**	**80**	**80**	**145**	**555**	**77**	**261**	**362**	**700**

Source: Field Force and Essential Economics, 2011

Table A.2: Respondents that use the Internet to Shop for Retail Goods or Services

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Yes	18%	14%	9%	9%	16%	14%
No	82%	86%	91%	91%	84%	86%

Source: Field Force and Essential Economics, 2011

Table A.3: Respondents who Support the Deregulation of Retail Trading Hours on Sunday

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Yes	48%	59%	58%	45%	50%	53%
No	39%	29%	33%	44%	39%	36%
Not Sure	13%	12%	8%	11%	11%	11%

Source: Field Force and Essential Economics, 2011

Table A.4: Centres Mainly Visited for Grocery and Supermarket Shopping (multiple responses)

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Within City of Swan	**160**	**169**	**127**	**12**	**44**	**512**
Midland SRC						
Midland Gate	64%	38%	9%	4%	39%	34%
Centrepoint	46%	9%	1%	0%	20%	17%
Other centres within the City of Swan						
Ellenbrook (The Shops)	1%	63%	6%	0%	0%	18%
Altone Park Shopping Centre	0%	1%	26%	1%	0%	7%
Ballajura City Shopping Centre	0%	0%	18%	3%	0%	5%
Midland Town Centre	9%	3%	1%	3%	4%	4%
Glenview Marketplace	0%	0%	12%	0%	0%	3%
Spring Shopping Centre	0%	0%	12%	0%	0%	3%
Stratton Park Shopping Centre	7%	2%	0%	0%	5%	3%
Beechboro, Amazon Drive	0%	0%	9%	1%	0%	3%
Woodlake Village	0%	4%	1%	0%	0%	1%
Bullsbrook	0%	5%	0%	0%	0%	1%
Malaga Markets	0%	0%	3%	3%	0%	1%
The Marketplace Ballajura	1%	0%	2%	1%	0%	1%
Swan Valley (Great Northern Highway)	2%	1%	0%	0%	0%	1%
Malaga Industrial and Bulky Goods Area	1%	0%	1%	0%	0%	0%
Gidgegannup	0%	1%	0%	0%	0%	0%
Other shops/locations	1%	0%	1%	0%	0%	1%
Outside City of Swan	**79**	**31**	**108**	**76**	**68**	**362**
Swan View Shopping Centre	29%	2%	0%	0%	21%	10%
Mundaring / Mundaring Shopping Centre	1%	6%	1%	0%	55%	8%
Galleria Morley	0%	4%	16%	11%	1%	7%
Noranda Shopping Centre	0%	0%	19%	6%	0%	6%
Beechboro Central	0%	0%	13%	6%	0%	4%
Bassendean	7%	0%	4%	10%	0%	4%
Mirrabooka Shopping Centre	1%	0%	11%	8%	0%	4%
Kalamunda	1%	0%	0%	19%	0%	2%
Forrestfield	2%	0%	0%	16%	1%	2%
Kings Way	0%	0%	7%	4%	0%	2%
Alexander Heights Shopping Centre	0%	1%	5%	5%	0%	2%
Darling Ridge Shopping Centre	7%	1%	0%	0%	1%	2%

Source: Field Force and Essential Economics, 2011
Note: Totals are subject to rounding

Table A.5: Centres Mainly Visited for Convenience Items Shopping (multiple responses)

	Survey Area					
	City of Swan			Balance of Survey Area		Total
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Within City of Swan	**134**	**167**	**126**	**6**	**27**	**460**
Midland SRC						
Midland Gate	44%	21%	3%	0%	23%	20%
Centrepoint	27%	3%	0%	1%	8%	9%
Other centres within the City of Swan						
Ellenbrook (The Shops)	0%	46%	4%	0%	0%	13%
Ballajura City Shopping Centre	0%	0%	27%	3%	0%	7%
Altone Park Shopping Centre	0%	0%	19%	1%	0%	5%
Woodlake Village	0%	15%	3%	0%	0%	5%
Bullsbrook	0%	13%	0%	0%	1%	4%
Midland Town Centre	8%	3%	0%	0%	1%	3%
Stratton Park Shopping Centre	7%	3%	0%	0%	1%	3%
Beechboro, Amazon Drive	1%	1%	7%	1%	0%	2%
Spring Shopping Centre (new Woolworths)	0%	0%	8%	0%	0%	2%
Swan Valley (Great Northern Highway)	1%	4%	0%	0%	0%	1%
Glenview Marketplace (Woolworths)	0%	0%	3%	0%	0%	1%
Guildford	2%	0%	0%	0%	0%	1%
The Marketplace Ballajura (Small IGA)	0%	0%	2%	0%	0%	1%
Summerlakes Parade	0%	0%	2%	0%	0%	0%
Kiara Shopping Centre	0%	0%	1%	0%	0%	0%
Park Shopping Centre	0%	0%	0%	1%	0%	0%
Other shops/locations	1%	0%	0%	0%	0%	0%
Outside City of Swan	**61**	**19**	**74**	**72**	**62**	**288**
Swan View Shopping Centre	23%	2%	0%	0%	20%	9%
Mundaring	0%	3%	0%	0%	35%	5%
Galleria Morley	1%	2%	11%	9%	0%	4%
Noranda Shopping Centre	0%	0%	13%	4%	0%	4%
Beechboro Central	0%	0%	9%	6%	0%	3%
Mirrabooka Shopping Centre	0%	0%	8%	6%	0%	3%
Bassendean	4%	0%	2%	10%	0%	3%
Kalamunda	1%	0%	0%	19%	0%	2%
High Wycombe	0%	0%	0%	13%	0%	1%
Forrestfield	1%	0%	0%	11%	0%	1%
Helena Valley	3%	1%	0%	0%	4%	1%
Glen Forest	0%	0%	0%	0%	11%	1%

Source: Field Force and Essential Economics, 2011

Note: Totals are subject to rounding

Table A.6: Centres Mainly Visited for Clothing and Footwear Shopping (multiple responses)

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Within City of Swan	**155**	**128**	**42**	**32**	**64**	**421**
<u>Midland SRC</u>						
Midland Gate	84%	58%	16%	34%	78%	53%
Centrepoint	4%	1%	2%	3%	1%	2%
Midland Town Centre	2%	1%	1%	1%	1%	1%
<u>Other centres within the City of Swan</u>						
Ellenbrook (The Shops)	0%	21%	3%	0%	1%	6%
Ballajura City Shopping Centre	0%	1%	1%	0%	0%	0%
Gidgegannup	0%	2%	0%	0%	0%	0%
Altone Park Shopping Centre	0%	0%	1%	0%	0%	0%
Beechboro, Amazon Drive	0%	1%	0%	1%	0%	0%
Midland Homemaker Centre/Precinct	1%	0%	0%	0%	0%	0%
Woodlake Village	0%	0%	1%	0%	0%	0%
Park Shopping Centre	0%	0%	0%	1%	0%	0%
Other shops/locations	0%	0%	1%	0%	0%	0%
Outside City of Swan	**45**	**82**	**162**	**56**	**28**	**373**
Galleria Morley	11%	25%	77%	34%	9%	34%
Perth CBD	11%	8%	4%	11%	13%	9%
Mirrabooka Shopping Centre	1%	1%	19%	6%	0%	6%
Karrinyup	1%	2%	6%	4%	1%	3%
Joondalup	1%	7%	2%	1%	0%	3%
Westfield Carousel	1%	1%	0%	14%	3%	2%
Belmont Forum	2%	0%	2%	6%	1%	2%
Kings Way	0%	1%	4%	1%	0%	1%
Whitfords	1%	3%	1%	1%	1%	1%
Mundaring / Mundaring Shopping Centre	0%	2%	0%	0%	6%	1%
Noranda Shopping Centre	0%	0%	3%	0%	0%	1%
Harbour Town	1%	1%	1%	1%	0%	1%

Source: Field Force and Essential Economics, 2011

Note: Totals are subject to rounding

Table A.7: Centres Mainly Visited for Homewares Shopping (multiple responses)

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Within the City of Swan	**165**	**142**	**106**	**44**	**69**	**526**
<u>Midland SRC</u>						
Midland Gate	52%	38%	12%	23%	39%	33%
Midland Homemaker Centre/Precinct	44%	28%	4%	16%	45%	27%
Centrepoint (Midland)	4%	1%	3%	1%	5%	3%
Midland Town Centre	7%	7%	2%	1%	8%	5%
<u>Other centres within the City of Swan</u>						
Malaga Industrial and Bulky Goods Area	0%	5%	41%	14%	0%	13%
Ellenbrook (The Shops)	0%	12%	2%	0%	0%	4%
Ballajura City Shopping Centre	1%	0%	2%	0%	0%	1%
Malaga Markets	0%	1%	1%	0%	0%	0%
Beechboro, Amazon Drive	0%	1%	0%	1%	0%	0%
Altone Park Shopping Centre	0%	0%	1%	0%	0%	0%
Glenview Marketplace (Woolworths)	0%	0%	1%	0%	0%	0%
Woodlake Village	1%	0%	0%	0%	0%	0%
Kiara Shopping Centre	1%	0%	0%	0%	0%	0%
Gidgegannup	0%	1%	0%	0%	0%	0%
Midvale	1%	0%	0%	0%	0%	0%
Other shops/locations	0%	0%	1%	0%	0%	0%
Outside the City of Swan	**11**	**51**	**101**	**43**	**10**	**216**
Galleria Morley	1%	14%	43%	24%	3%	18%
Mirrabooka Shopping Centre	0%	0%	12%	4%	0%	4%
Joondalup	0%	8%	1%	0%	0%	2%
Osborne Park	0%	2%	5%	5%	0%	2%
Perth CBD	3%	3%	2%	1%	1%	2%
Belmont Forum	1%	0%	2%	5%	0%	1%
Whitfords	0%	2%	1%	4%	1%	1%
Westfield Carousel	0%	0%	1%	4%	1%	1%
Noranda Shopping Centre	0%	0%	2%	1%	0%	1%
Kalamunda	0%	0%	0%	6%	0%	1%
Northam	0%	0%	0%	0%	5%	1%
Karrinyup	0%	0%	1%	3%	0%	1%

Source: Field Force and Essential Economics, 2011

Note: Totals are subject to rounding

Table A.8: Centres Mainly Visited for Major Household Goods Shopping (multiple responses)

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Within the City of Swan	**144**	**130**	**137**	**51**	**61**	**523**
	80%	72%	76%	64%	76%	75%
Midland SRC				-		
Midland Homemaker Centre/Precinct	56%	38%	10%	25%	63%	37%
Midland Town Centre	18%	13%	3%	8%	11%	11%
Midland Gate	13%	12%	7%	9%	10%	10%
Centrepoint	4%	2%	1%	1%	3%	2%
Other centres within the City of Swan						
Malaga Industrial and Bulky Goods Area	1%	15%	58%	21%	0%	21%
Altone Park Shopping Centre	0%	1%	1%	1%	0%	1%
Malaga Markets	0%	1%	2%	0%	0%	1%
Other shops/locations	1%	0%	1%	0%	0%	0%
Bellevue	1%	0%	0%	1%	0%	0%
Ellenbrook (The Shops)	0%	1%	0%	0%	0%	0%
Stratton Park Shopping Centre	0%	1%	0%	0%	0%	0%
Ballajura City Shopping Centre	0%	0%	1%	0%	0%	0%
Woodlake Village	1%	0%	0%	0%	0%	0%
Gidgegannup	0%	1%	0%	0%	0%	0%
Swan Valley (Great Northern Highway)/Herne Hill	0%	1%	0%	0%	0%	0%
Midvale	1%	0%	0%	0%	0%	0%
Outside the City of Swan	**14**	**41**	**55**	**36**	**13**	**159**
Osborne Park	2%	8%	14%	11%	4%	8%
Galleria Morley	1%	3%	13%	18%	1%	7%
Joondalup	0%	8%	1%	0%	0%	2%
Perth CBD	2%	1%	1%	1%	3%	1%
Westfield Carousel	1%	0%	0%	4%	1%	1%
Cannington	1%	0%	0%	4%	0%	1%
Burswood	1%	1%	0%	0%	3%	1%
Northam	0%	0%	0%	0%	5%	1%
Belmont Forum	0%	0%	1%	4%	0%	1%
Kalamunda	1%	0%	0%	4%	0%	1%
Innaloo	0%	0%	1%	1%	1%	1%
Mirrabooka Shopping Centre	0%	0%	1%	0%	0%	0%

Source: Field Force and Essential Economics, 2011

Note: Totals are subject to rounding

Table A.9: Frequency of Shopping Trips to Midland

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
At least once a week	76%	34%	8%	10%	48%	37%
At least once a month	17%	43%	24%	34%	38%	30%
At least every 6 months	6%	13%	17%	20%	11%	13%
About once a year	1%	6%	11%	5%	1%	5%
Never shop there	1%	4%	41%	31%	3%	16%

Source: Field Force and Essential Economics, 2011

Table A.10: Main Reasons for Choosing to Shop at Midland

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**178**	**173**	**107**	**55**	**78**	**591**
Close to home / relatives	75%	46%	18%	35%	55%	50%
Has a good selection of major stores	23%	38%	41%	35%	21%	31%
Has everything I need	28%	20%	13%	20%	22%	21%
Closest large centre in the metro area	7%	8%	10%	11%	15%	9%
Easy to park /free parking	6%	3%	10%	2%	8%	6%
On my way home	1%	8%	5%	7%	5%	5%
Major services (hospital, Council etc)	2%	8%	4%	4%	3%	4%
No Reason (i.e. don't normally shop there)	1%	5%	6%	7%	1%	4%
Place of employment	2%	2%	5%	0%	5%	3%
To experience something different/new	0%	2%	8%	0%	0%	2%
Convenient location	1%	1%	5%	2%	4%	2%
Particular item or service	0%	2%	6%	4%	0%	2%
Familiar area/ Good meeting place	2%	1%	4%	5%	0%	2%
Close to train station / bus interchange	3%	1%	0%	0%	1%	1%
Good trading hours / Open Sundays	1%	1%	4%	0%	1%	1%

Source: Field Force and Essential Economics, 2011

Table A.11: Positive Aspects about Shopping at Midland

	Survey Area					
	City of Swan			Balance of Survey Area		Total
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**178**	**173**	**107**	**55**	**78**	**591**
Good range of goods and services	30%	47%	28%	13%	32%	33%
Alternative/different shops	16%	18%	27%	33%	12%	20%
Good shopping atmosphere	13%	13%	21%	5%	17%	14%
Good range of other facilities (e.g. banks, community services, toilets, etc)	17%	11%	16%	9%	15%	14%
Adequate car parking available	11%	12%	14%	25%	9%	13%
Convenient opening hours	12%	8%	7%	4%	13%	9%
Convenient location / Close to home	13%	5%	5%	5%	15%	9%
Shopping atmosphere	10%	7%	8%	4%	5%	7%
Modern/Renovated/Improvements/Open Layout/Bigger etc	5%	4%	4%	2%	3%	4%
Competitive prices	6%	1%	2%	2%	4%	3%
Good public transport access	3%	3%	1%	2%	1%	2%
Good trader service	2%	1%	2%	4%	0%	2%

Source: Field Force and Essential Economics, 2011

Table A.12: Negative Aspects about Shopping at Midland

	Survey Area					
	City of Swan			Balance of Survey Area		Total
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**178**	**173**	**107**	**55**	**78**	**591**
Crime, personal safety and public behaviour	40%	40%	44%	40%	34%	40%
Poor parking facilities	29%	25%	22%	13%	29%	25%
Difficult to get from one point to another by car	7%	13%	22%	7%	14%	13%
Unattractive shopping atmosphere	12%	9%	8%	9%	9%	10%
Limited range of goods and services available	10%	6%	2%	5%	10%	7%
Untidy/dirty streets	7%	7%	3%	2%	3%	5%
Limited Range of Shops	3%	3%	0%	2%	6%	3%
Need to pay for parking/parking restrictions	5%	2%	3%	0%	1%	3%
Poor pedestrian access around the centre	4%	3%	1%	0%	1%	3%
Too crowded/busy	2%	1%	3%	4%	5%	2%

Source: Field Force and Essential Economics, 2011

Table A.13: Main Reasons for Choosing not to Visit Midland

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**2**	**7**	**73**	**25**	**2**	**109**
Not close to me	50%	0%	63%	72%	0%	60%
Better options closer to home	50%	43%	42%	32%	0%	39%
Don't go that way/ don't go past it	50%	43%	19%	16%	0%	20%
Don't like it	50%	29%	19%	12%	0%	18%
Not on my way home	0%	14%	10%	0%	0%	7%
Difficult to drive to/ inaccessible	0%	0%	10%	0%	0%	6%
Concerns for personal safety/security	0%	0%	4%	8%	50%	6%
Lack of parking/pay parking	0%	0%	3%	4%	50%	4%
Not much else there	0%	0%	3%	0%	50%	3%
Difficult to get around the centre	0%	0%	3%	0%	0%	2%

Source: Field Force and Essential Economics, 2011

Table A.14: Frequency of Shopping Trips for Grocery or Supermarket Shopping (all centres)

	Survey Area					Total
	City of Swan			Balance of Survey Area		
	Swan - South	Swan - North	Swan - West	Urban Perth	Rural Hinterland	
Number of respondents	**180**	**180**	**180**	**80**	**80**	**700**
Less than once a fortnight	2%	2%	1%	1%	5%	2%
About once a fortnight	13%	15%	9%	15%	14%	13%
Once a week	47%	52%	52%	36%	53%	49%
Twice a week	21%	18%	24%	21%	19%	21%
3-4 times a week	13%	12%	12%	23%	9%	13%
5+ times a week	4%	1%	2%	4%	1%	2%

Source: Field Force and Essential Economics, 2011