



Point Grey Development Company Pty Limited (PGDC)

RETAIL NEEDS ASSESSMENT

JULY 2024

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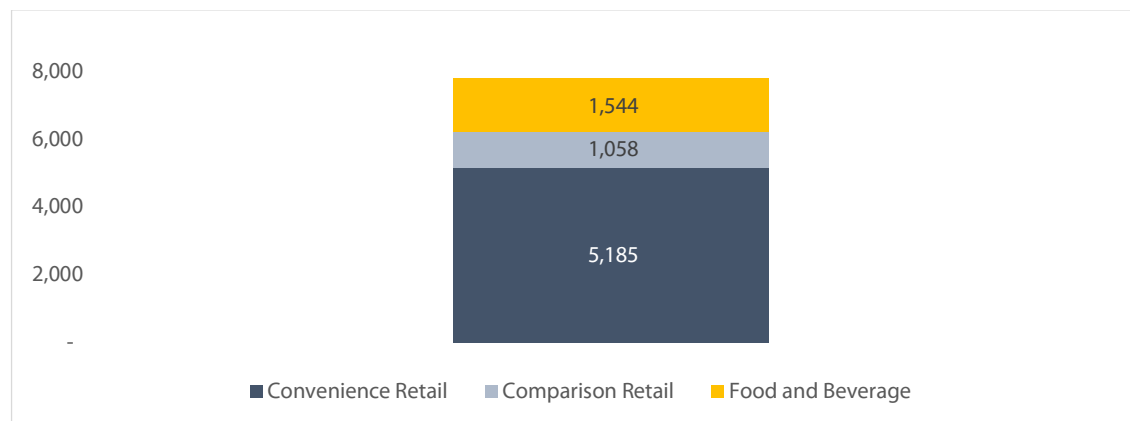
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1 EXECUTIVE SUMMARY

This report considers the retail and non-retail floorspace required to support resident and tourist users of the future Point Grey Neighbourhood Village. Tourist and residential demand was estimated and used to inform the scale and use mix of the proposed Neighbourhood Activity Centre in Point Grey from 2030 until 2051. Retail gravity modelling shows that there is sufficient retail expenditure from residential and visitor demand to support 7,800m² of total retail and food & beverage floorspace at the Village by 2051 (Figure 1). This is accomplished while having a very low impact on surrounding retail centres (<1% on any individual centre).

Figure 1. Breakdown of Total Supported Floorspace at Full Village Buildout (2051)



Source: Pracsys 2024

It is estimated that residential expenditure from village residents, upon its full buildout in 2051, will approximately support the following number of Full Time Equivalent (FTE) employment opportunities:

- 460 direct
- 404 indirect
- 846 total

In addition, visitor expenditure at the Village, upon realisation of the Neighbourhood Village's full scale of operations in 2051, will approximately support the following number of Full Time Equivalent (FTE) employment opportunities:

- 127 direct
- 126 indirect
- 253 total

These employment opportunities will support future local needs, the Peel Sub-Regional ESS goals, and the Shire's wider economic development aspirations in tourism.

2 INTRODUCTION

This Retail Needs Assessment has been prepared for PGDC to support amendment to the LSP application for the prospective Point Grey masterplan including a Neighbourhood Activity Centre in Point Grey, within the Shire of Murray. This report is intended to provide an understanding of the current and future retail environment in the Activity Centre Catchment and provide quantified estimates of retail and non-retail commercial floorspace requirements. These findings will support the assessment of the commercial viability of developing a neighbourhood centre as part of the development project. Retail gravity modelling has been used to identify the potential demand for retail floorspace at the Centre. Benchmark analysis has identified employment gaps in the areas surrounding the Point Grey Neighbourhood Centre and suggested how these gaps can be addressed through development of the Neighbourhood activity centre. A tourism trends analysis has been undertaken for the Shire of Murray and wider Peel region, with the tourism potential of the prospective masterplan area being assessed through visitation modelling. An employment analysis has also estimated the potential positive contribution the Village will make to sub-regional employment self-sufficiency (ESS) and employment self-containment (ESC) targets and reported on the drivers for employment in the area. The employment opportunities which can be generated via resident and visitor expenditure at the Centre have been quantified.

3 CONTEXT

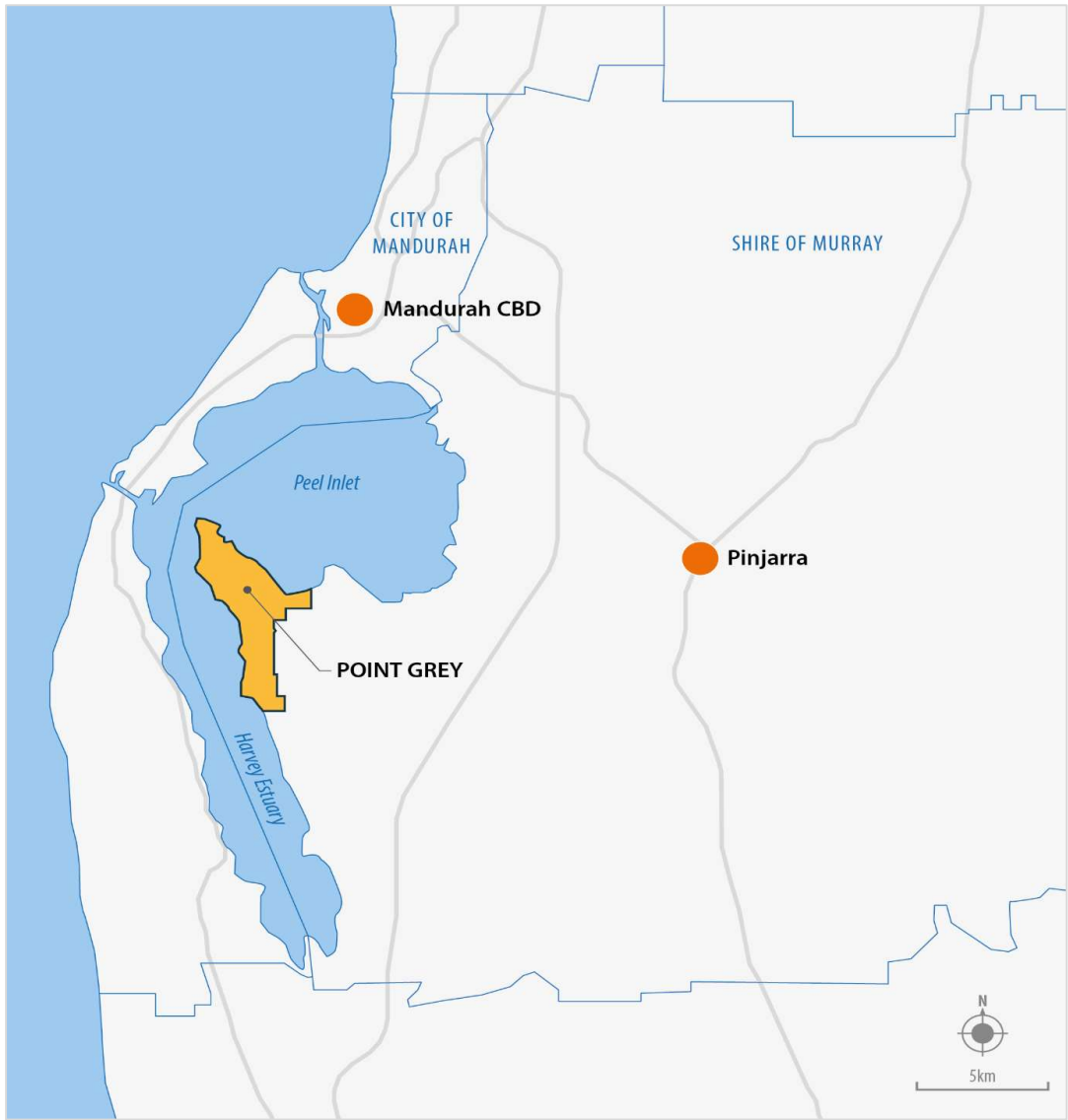
3.1 Location

Point Grey is a prominent peninsula surrounded by the Peel Inlet and the Harvey Estuary in the Shire of Murray. The development site covers an area of approximately 270 hectares of urban zoned land, with a neighbourhood activity area of approximately 4 hectares. The site is situated approximately 27 kilometres west of Pinjarra and 31 kilometres southeast of the Mandurah city centre, the strategic regional centre servicing the Peel Region¹.

¹ These are straight line distances; the location is 27km from Pinjarra and 31km from Mandurah in driving distance.



Figure 2. Point Grey in the South-Metropolitan Regional Context



Source: Google Maps 2024, Pracsys 2024

Figure 3. Point Grey Site Context

Source: Google Maps 2024, PGDC 2024, Hatch 2024, Pracsys 2024

3.2 Zoning and Planning Context

Land at the Point Grey Neighbourhood Centre development site is zoned “Urban” under the Department of Planning, Lands and Heritage’s (DPLH) Peel Region Scheme. The land areas immediately adjacent to the development site are zoned as “Rural” or reserved as “Regional Open Space”.

Previous Submissions

The location has been recognised as having potential for urban development and tourism uses through a number of strategic planning studies over the past thirty years. RobertsDay submitted an Outline Development Plan (ODP) for proponents Port Bouvard Limited in December 2010, supported by various technical reports, including the Regional Planning Context Report (2008). This ODP outlined the establishment of a water-based precinct that provides the long-term opportunity to develop complementary residential and tourism activity in a high-quality public realm. The potential amenity offered by the setting, in particular the views across estuary and tourism precinct, provided the opportunity and feasibility to develop higher density housing and tourism accommodation. The ODP also allowed for the provision of a local primary school, public parks and open space and employment facilities to meet the daily needs of the community. A proportion of district-level retailing was allocated to the centre in anticipation of the population-driven expenditure that would be generated within the catchment area.

Current Submission

The Shire of Murray subsequently amended its Town Planning Scheme No. 3 to make 'Marina' a non-permitted use on the Point Grey site. As such, Hatch RobertsDay has produced an updated Point Grey Activity Centre Plan (ACP) for proponents PGDC. This time the Marina Village Precinct has been replaced with a traditional Neighbourhood Centre and is supported by a Retail Assessment and Economic Development Strategy.

4 SOCIO-ECONOMIC ANALYSIS

4.1 Population

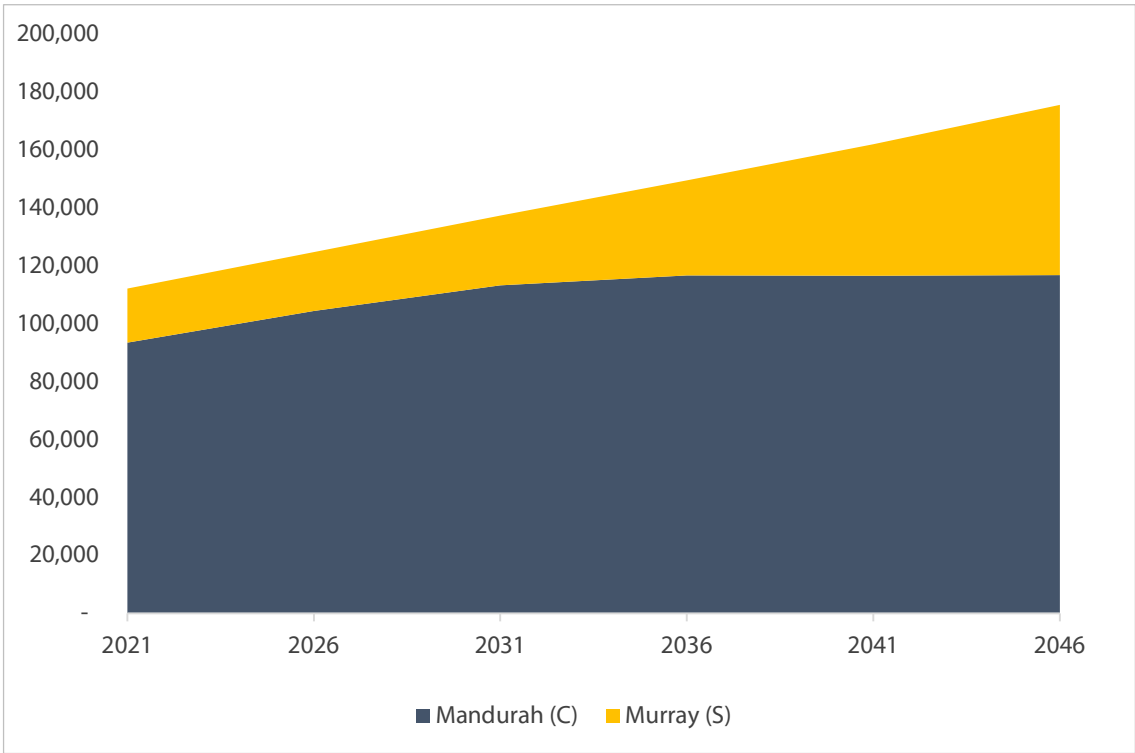
The population forecasts represented in this document and contained within the Retail Needs Assessment modelling reflect population forecasts produced by Forecast .id in conjunction with the Shire of Murray. These forecasts have been developed as State Planning Framework forecasts appeared to be overly optimistic given the current growth rate. These updated population forecasts will give greater consideration to the more conservative population growth estimates which have been produced by the Department of Planning, Land's and Heritage's (DPLH) *WA Tomorrow* forecasts, as well as accounting for reduced overseas and interstate migration to the Shire. The population estimates extend to 2046.

The impact of any variations to the forecasts related to the Point Grey Neighbourhood Village will be minimal. This limited impact is due principally to the highly self-contained nature of the proposed development, with the proposed activity centre drawing the vast majority of its supporting expenditure from the surrounding Village residential base (see Section 7, Retail Analysis). Additionally, the significant tourism potential of the Centre will offset the reduced local demand for commercial offerings associated with the region's downwardly revised population growth estimates.

The combined population of the City of Mandurah and the Shire of Murray was approximately 112,000 in 2021 (Figure 4). By 2046, the cumulative population of these areas is forecast to reach 176,000, an increase of 57 per cent over 25 years. The Shire of Murray will accommodate the majority of this rapid growth, expanding by over 200 per cent from a relatively low base of 19,000 to over 58,000 by 2046. Figure 5 illustrates the expected change in population within each of Murray's localities between 2021 and 2046. All localities are expected to experience significant residential growth, with the majority of expansion concentrated in Ravenswood North, South Yunderup, Pinjarra, Ravenswood, and Point Grey.

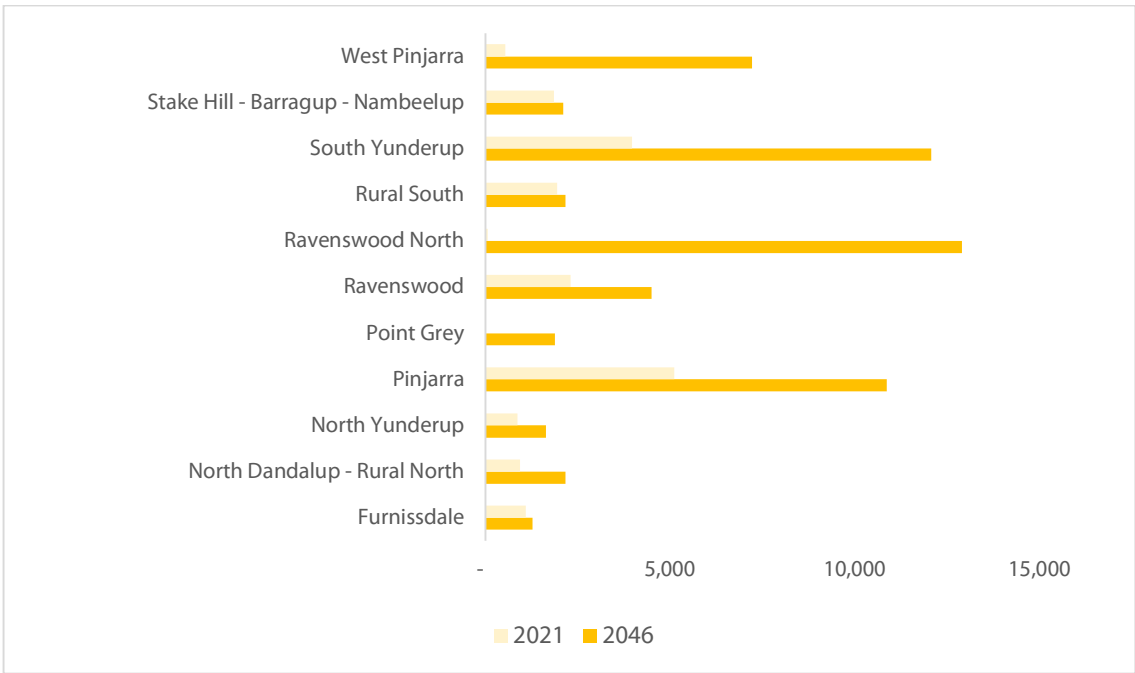


Figure 4. Cumulative Population of Murray (S) and Mandurah (C), 2021 to 2046



Source: Forecast.id 2024

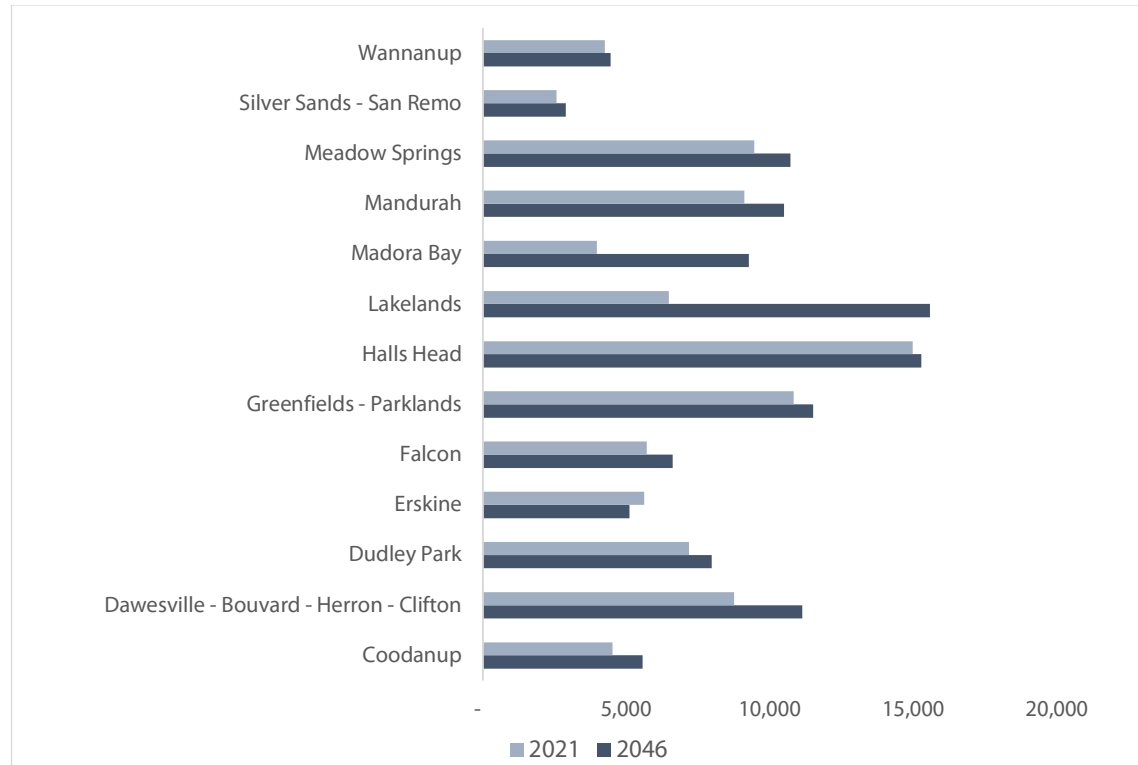
Figure 5. Population of Shire of Murray Localities, 2021 to 2046



Source: Forecast.id 2024

The City of Mandurah will experience more moderate growth than Murray, expanding by 25 per cent from 93,000 to 117,000 by 2046. Figure 6 illustrates the expected change in population within each of Mandurah's localities between 2021 and 2046. All localities are expected to experience residential growth, with the majority of expansion concentrated in Lakelands, Mandora Bay, Dawesville – Bouvard – Herron – Clifton, and Mandurah.

Figure 6. Population of City of Mandurah Localities, 2021 to 2046



Source: Forecast.id 2024

This significant expansion in the region's residential base will require expedited delivery of population-orientated goods and services. The Point Grey Neighbourhood Centre is therefore well-positioned to serve the region's growing population base by delivering a co-location of diverse housing and employment opportunities.

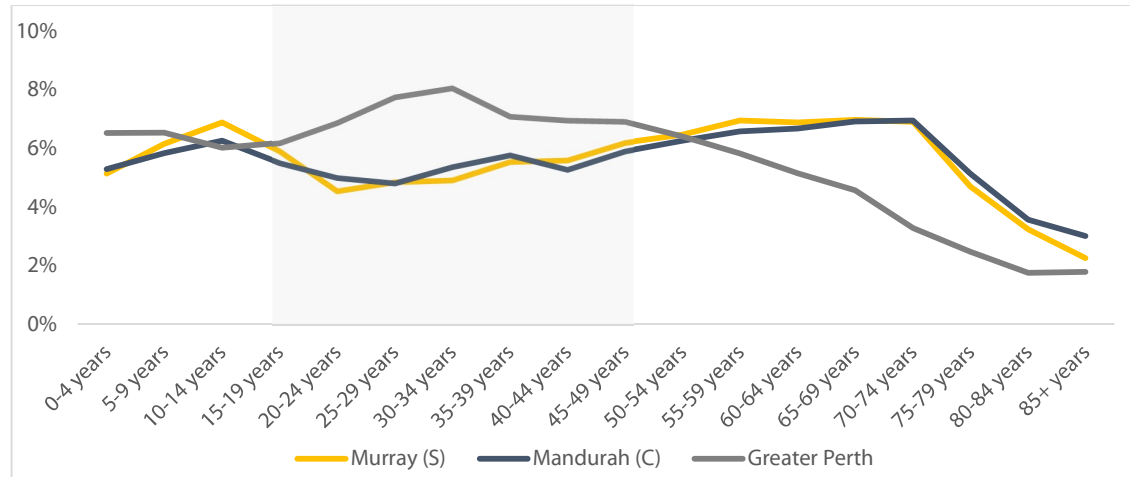
4.2 Demographics

Age

The age projections for Murray and Mandurah have been made to 2031, as this is the furthest extent of WA Tomorrow Population Forecasts, which provides age breakdowns for Murray, Mandurah, and WA. Given this, the age profiles of Mandurah and Murray are similar, exhibiting a relatively low proportion of young working-age residents compared to the Greater Perth benchmark (Figure 7).

Both regions also possess a relatively higher concentration of older residents, with over 40 per cent more 60 to 69-year-olds and over twice the concentration of 70 to 79-year-olds in Murray and Mandurah than Greater Perth. These demographic factors combine to reflect the fact that the Point Grey subject area possesses a smaller proportional labour force than the Greater Perth benchmark, with less young working-age residents and a greater proportion of retirees.

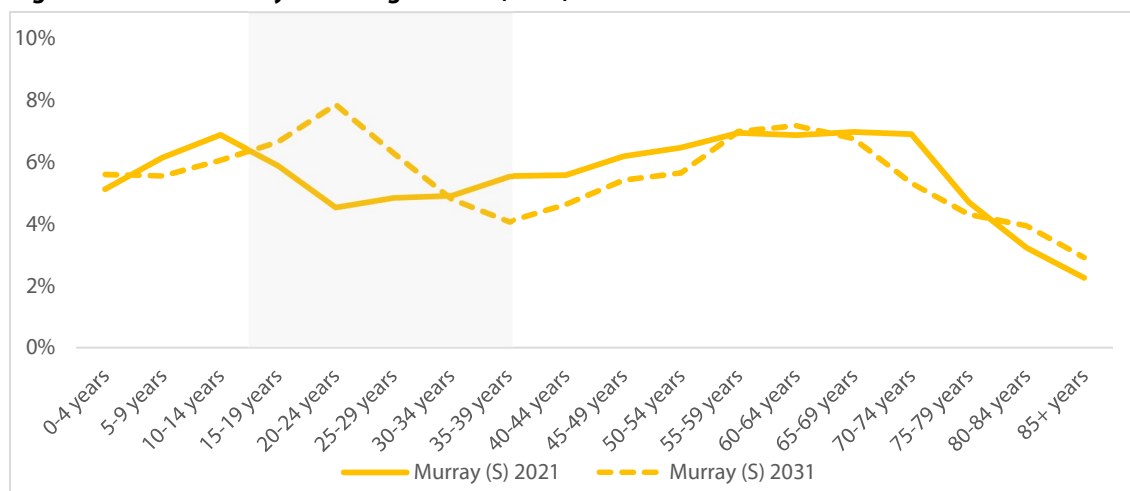
Figure 7. Age Profile in Murray (S) and Mandurah (C) with Greater Perth Benchmark



Source: ABS 2021

Figure 8 below illustrates the expected change in the age profile of the Shire of Murray between 2021 and 2031. It is expected that the Shire will experience significant growth in the concentration of young working-age residents by 2031, with an accompanying reduction in upper working-age persons. This demographic transition reflects an increasing number of young families moving into the region as employment opportunities, housing diversity and amenity continue to grow.

Figure 8. Shire of Murray Future Age Profile (2031)

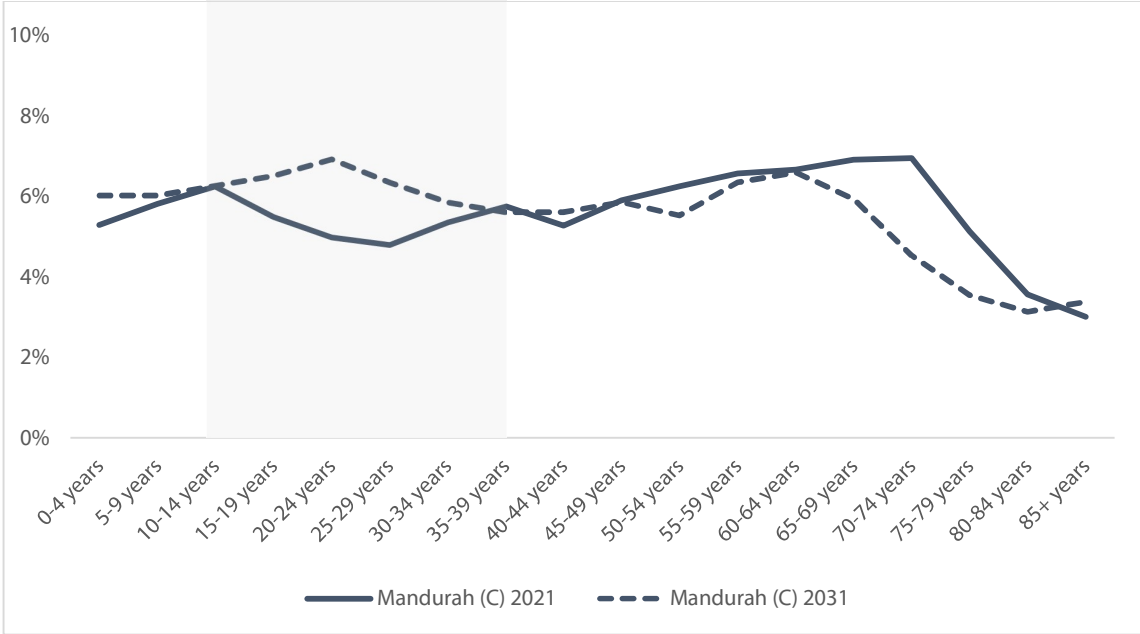


Source: ABS 2021, WA Tomorrow 2019



Figure 9 below illustrates the expected change in the age profile of the City of Mandurah between 2021 and 2031. It is expected that the City will experience a similar growth in the concentration of young working-age residents by 2031, with an accompanying reduction in upper working-age persons. It is also expected that the concentration of 65 to 84-year-old residents will reduce by 2031. These anticipated demographic shifts are however less drastic in Mandurah than in Murray, due to the City’s more developed population base.

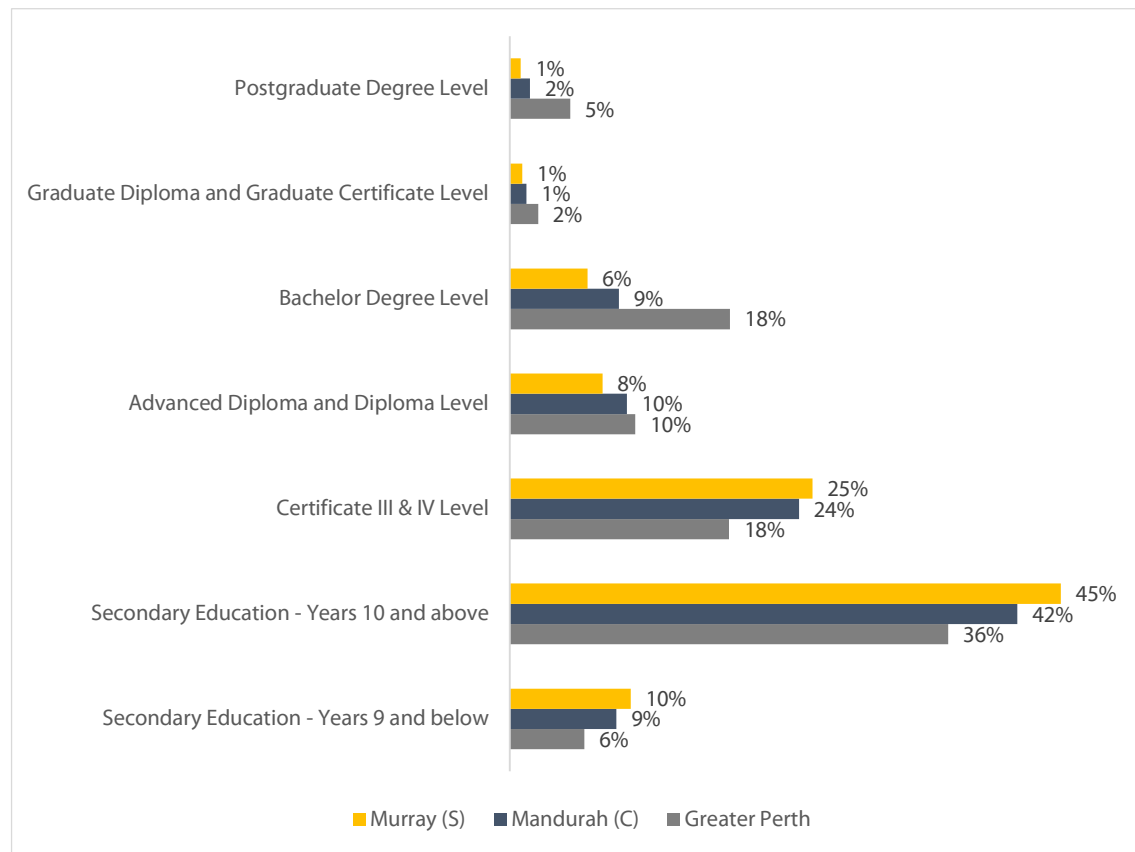
Figure 9. City of Mandurah Future Age Profile (2031)



Source: ABS 2021, WA Tomorrow 2019

Education

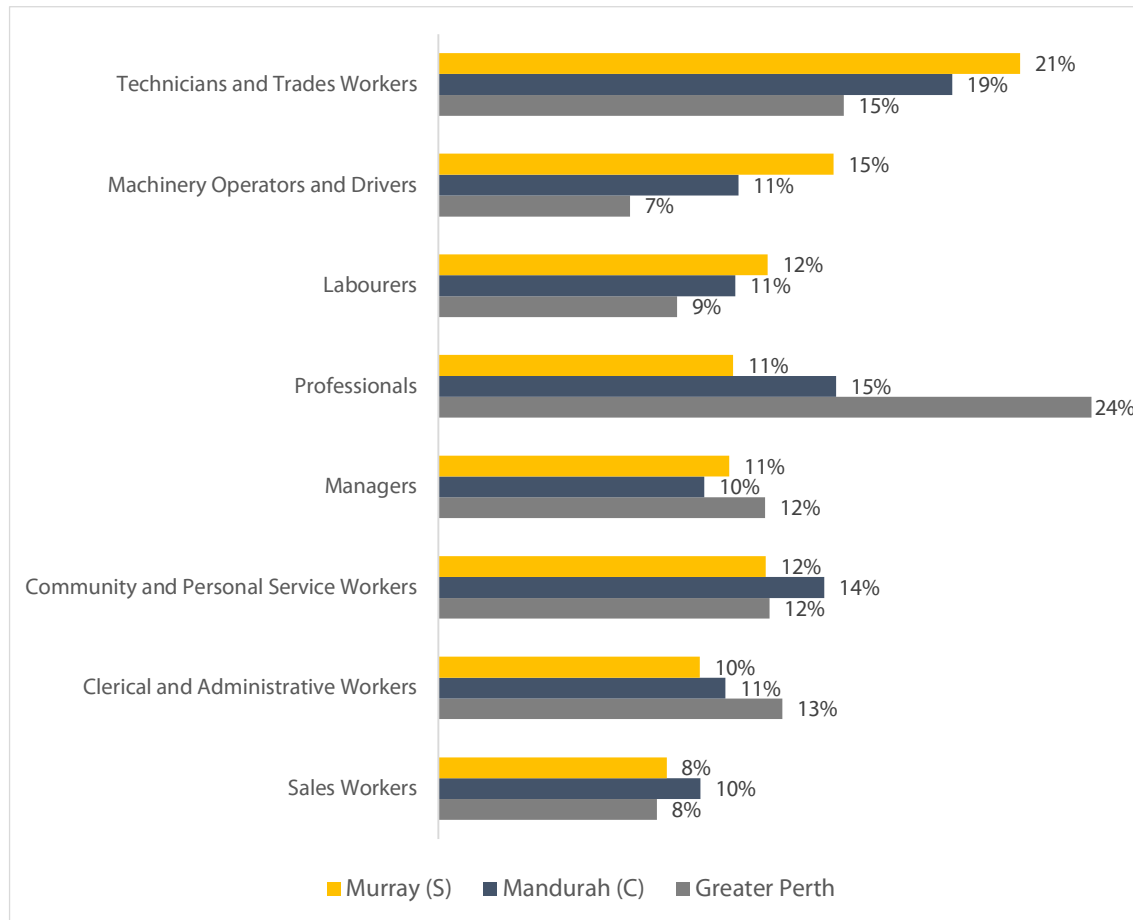
The educational attainment of residents of the Shire of Murray and City of Mandurah has been compared to the Greater Perth benchmark. Mandurah and Murray residents are less likely to hold tertiary education qualifications than residents of Greater Perth. Correspondingly, Mandurah and Murray exhibit a higher concentration of Certificate III and IV attainment than the benchmark. Figure 10 illustrates the distribution of education qualifications in Murray, Mandurah and Greater Perth.

Figure 10. Level of Highest Educational Attainment in Murray (S), Mandurah (C) and Greater Perth


Source: ABS 2021

Occupation

Residents of Murray and Mandurah are more likely to work as Machinery Operators and Drivers, Technicians and Trades Workers, and Labourers than residents of Greater Perth. Mandurah also exhibits a concentration of Community and Personal Service Workers and Sales Workers which exceeds Greater Perth, while Murray possesses an especially high comparative concentration of Machinery Operators and Drivers. Figure 11 illustrates the distribution of occupations in Murray, Mandurah and Greater Perth.

Figure 11. Occupation of Employment for Residents of Murray (S), Mandurah (C) and Greater Perth

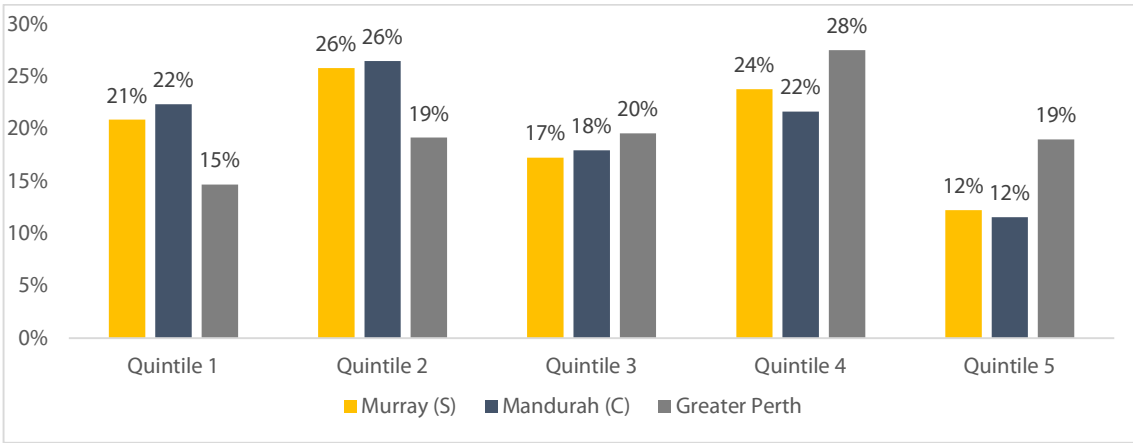
Source: ABS 2021

Household Income

The Shire of Murray and City of Mandurah exhibit a higher concentration of lower-income (Quintile 1 and Quintile 2) households than the Greater Perth benchmark. Correspondingly, both regions also possess a lower proportion of upper-income (Quintile 4 and Quintile 5) households than Greater Perth. Figure 12 illustrates the distribution of household income in Murray, Mandurah and Greater Perth by income quintiles.



Figure 12. Household Income Profile in Murray (S) and Mandurah (C), with Greater Perth Benchmark



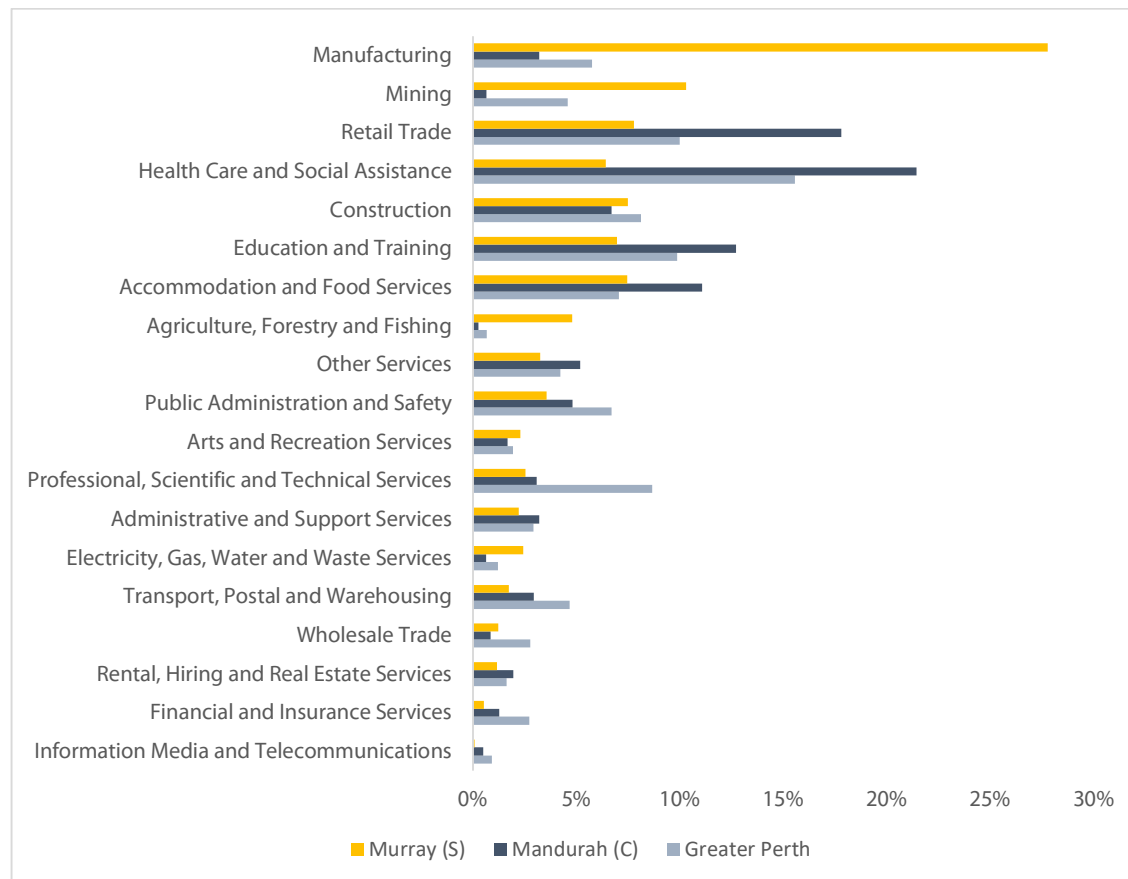
Source: ABS 2021

4.3 Employment

Industry Analysis

The Shire of Murray exhibits a high concentration of employment in Manufacturing, Mining and Agriculture compared to the Greater Perth area. These industries are predominantly strategic knowledge-intensive producer services and/or export activities, reflecting a capacity to generate income from outside the region. The City of Mandurah possesses a high concentration of employment in Retail Trade, Health Care and Social Assistance, Accommodation and Food Services, and Education and Training compared to the Greater Perth area. These high-concentration industries are population-driven, reflecting employment which serves the needs of the local catchment.

The full industry composition of the Murray and Mandurah economies, benchmarked to that of Greater Perth, is shown in Figure 13.

Figure 13. Industry Composition of Murray (S), Mandurah (C) and Greater Perth Economies

Source: ABS 2021

Employment Self-Sufficiency and Self-Containment

Employment self-sufficiency (ESS) reflects the ratio between the number of jobs available in a particular industry within a region and the number of people employed in that industry who live in the same region. It is a measure of the capacity for an economy to satisfy its industry composition with its own residents. A higher ratio (closer to 100%) is therefore desirable, as it reflects optimal matching between the employment skillset of an area's residents and the employment opportunities available to those residents locally. ESS levels in the South Metropolitan Peel sub-region are projected to increase from:²

- 65 per cent to 83 per cent in the south-western sector
- 45 per cent to 61 per cent in the south-eastern sector
- 72 per cent to 79 per cent in the Peel sector

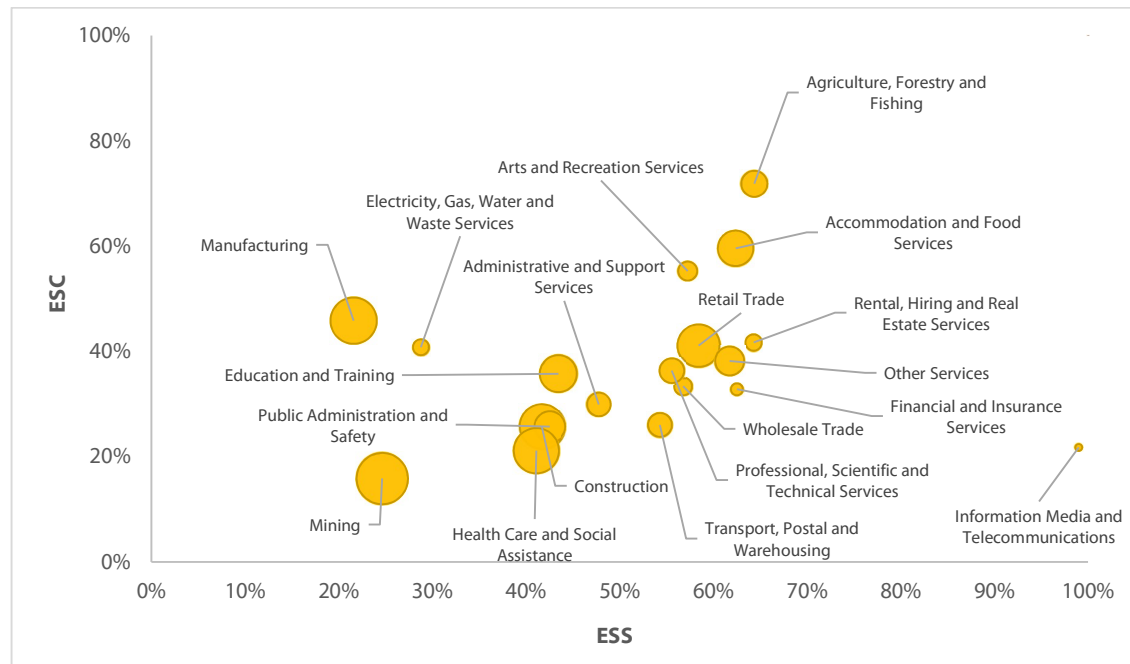
Employment self-containment (ESC) indicates the proportion of jobs located in a geographic area which are occupied by residents of that same area, relative to the total number of working residents in the area.

² The Department of Planning, Lands and Heritage, *South Metropolitan Sub-regional Planning Framework (2018)*

Given a majority of the Neighbourhood Centre employment opportunities within Point Grey will comprise of service and retail-based employment, it is reasonable to assume that the vast majority of these jobs will also be occupied by residents of the Village. It should be noted that ESC is primarily a Sub-Regional concept that should consider employment within an overall economy comparative to the workforce living within that economy. Measurement of localised components (e.g. Point Grey) of a larger economy (South-West Sub-Region) does not consider the individual roles of the development within the greater Sub-Region and does not therefore validly assess the sustainability of employment in adjacent local areas.

The Shire of Murray's current performance against ESS and ESC metrics is illustrated in Figure 14 below. This analysis indicates that some of the region's largest industries, such as Mining and Manufacturing, are currently performing poorly against self-sufficiency and self-containment metrics. Conversely, the region's significant Agriculture industry exhibits ESS and ESC scores consistent with the Peel region average.

Figure 14. ESS and ESC of Shire of Murray Industries



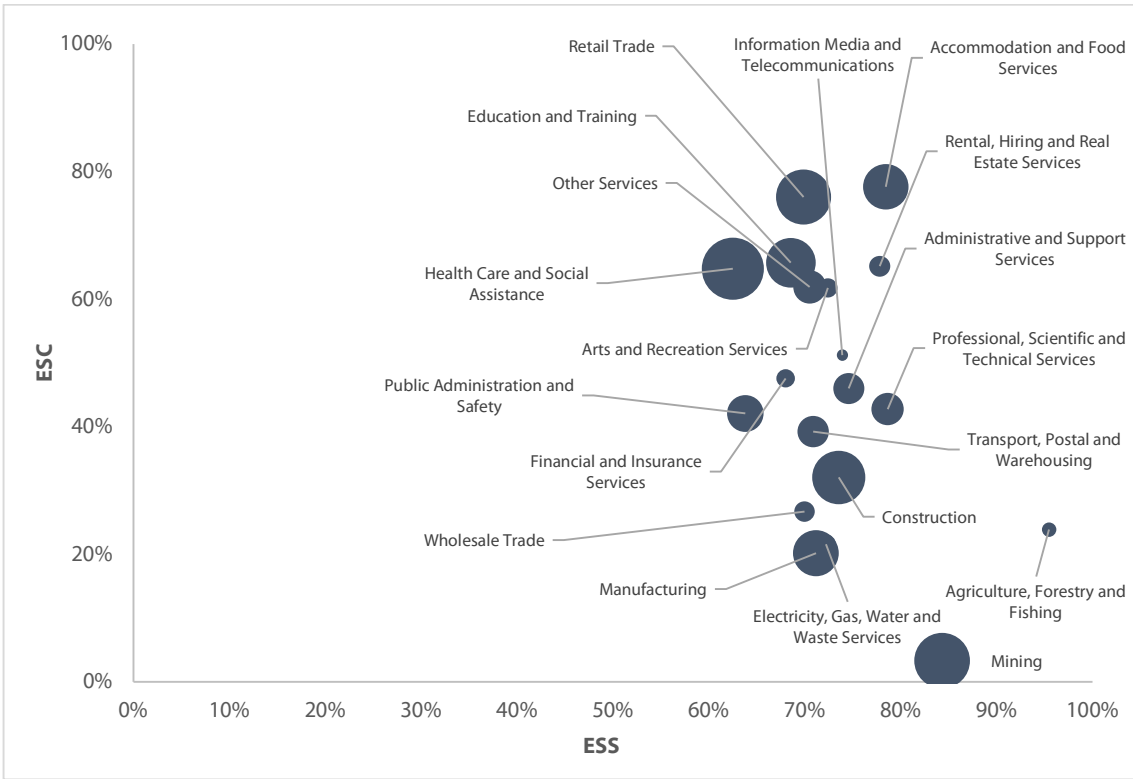
Source: ABS 2021

Note: Bubble size indicates the total number of residents of the area who work in the given industry, either within the local economy or outside it.

The City of Mandurah's current performance against ESS and ESC metrics is illustrated in Figure 15 below. This analysis indicates that the region's Mining industry is currently highly self-sufficient but exhibits very low self-containment. This is reflective of the fact that the majority of Mandurah's 3,900 Mining workers do not work locally, likely instead working in other areas of the State on a remote, fly-in, fly-out basis (such as the Pilbara). Population-driven industries such as Retail Trade and Accommodation and Food Services are relatively self-sufficient and self-contained.



Figure 15. ESS and ESC of City of Mandurah Industries



Source: ABS 2021

Note: Bubble size indicates the total number of residents of the area who work in the given industry, either within the local economy or outside it.

5 RETAIL TRENDS

The retail landscape is rapidly changing, with the success of retailers highly dependent on their ability to adapt to the latest trends. An understanding of the retail climate is required to underpin future retail centre design and ensure centres meet the changing needs of consumers. This section summarises the retail market trends that are currently impacting or could be expected to impact activity centres in the future.

Online Retail

E-commerce is quickly growing as a popular shopping medium for most goods.³ Today, most major brands have an online presence. Online shopping in Australia reached 8 per cent of total traditional retail sales at the end of 2017, with the top three online products being consumer electronics, clothing and books. Marketplaces and discount department stores were the favourite destination sites for shoppers. Supermarket giants Woolworths and Coles have also made ventures into online retailing and invested in faster click-and-collect models and predictive data analytics software to better cater for customer demand.⁴ Approximately 17 per cent of all retail sales in Australia are now conducted online, expecting to steadily rise, with the increase in eCommerce adoption.⁵ Based on international trends, it is also likely that online grocery shopping will soon have a much higher penetration rate. Activity centres in the Point Grey Neighbourhood Centre development will therefore need to be appropriately sized and designed to ensure they can achieve sustainable turnover levels accounting for leakage to online retail.

Retailers must have a consistent offering on an integrated ecosystem across online and in-store spaces in order to effectively compete and grow.

Retailtainment

The increasing popularity of online retail has made it critical for physical stores to differentiate themselves through the provision of retail and social experiences. Retailtainment refers to the convergence of shopping and entertainment, with the purpose of delivering enticing in-store customer experiences.⁶ The shopping centres that thrive in the current market are those which provide extensive food and entertainment options alongside retail. For example, Empire Village Shopping Centre is a small activity centre (2,000 to 3,000m²) in City Beach that includes a 24-hour IGA, a wide range of dining options and is located next to a local park with play areas for children. The centre has a community focus and is heavily frequented by locals for eating out on weeknights and weekends. A similar offering could be included at the Point Grey Neighbourhood Centre, providing the future population with a centre that supports a sense of community.

Retailers must provide additional value to the shopping process: emotions, memories, and leisure.

³ Wertz 2018, '5 Trends That Will Redefine Retail in 2019', *Forbes*

⁴ Mitchell 2018, 'Woolworths, Coles and Other Retailers Boost Online Shopping Investment', *Australian Financial Review*

⁵ AusPost 2024, *Inside Australian Online Shopping 2024 - eCommerce Industry Report*

⁶ Mi9 Retail 2018, 'Is Retailtainment the Secret to Success for Today's Retailers?', *Mi9*

Experiential Shopping

When shopping in stores, consumers report wanting to see or try on something as a primary motivation. As face-to-face interactions cannot be replicated by online stores, it is crucial that retailers use human engagement and interactive elements to create in-store moments that are both memorable and unique. Examples include:

- *Sephora, Mecca* and other beauty retailers provide styling, makeovers and sampling services in store
- *Nike's* New York store features an indoor basketball court, treadmill, running simulator, small soccer enclosure and shoe bar⁷
- Certain IGA stores, gourmet grocers and food retailers increasingly use testers to entice customers to buy their products
- *Build-A-Bear Workshops* allow customers to personalise and create a plush toy bear

Consumers will continue to visit physical stores as long as there are new and interesting reasons to do so.

Personalisation

Personalisation can impact how consumers view brands or retailers. It has been found that 63 per cent of consumers would regard a brand more favourably⁸ if it gave them content that was more valuable, interesting or relevant. Personalised recommendations were highly regarded amongst these surveyed consumers. A further 64 per cent of consumers revealed they were willing to share personal data in exchange for benefits like loyalty points and automatic credits for coupons.⁹ Examples of retailers personalising customer experience include:

- *Mimco* offers in-store engraving services provided for purchases
- *Priceline* utilises the 'Priceline Sisters Club' to build brand loyalty, where customers can accrue loyalty points and receive discounts once they spend over a certain amount
- *Myer, Coles* and *Woolworths* offer rewards programs
- *Apple's* 'Genius Bar' offers personalised customer service through side-by-side assistance, tailored to the needs of the customer

A potential point of differentiation for the activity centre to be delivered at the Point Grey Neighbourhood Centre could be the establishment of a loyalty program for residents of the development. Further investigation into the feasibility of such a program would be required.

75 per cent of consumers are more likely to buy from a retailer that recognises them by name, recommends options based on past purchases or knows their purchase history.

⁷ Nike News 2016, 'First Look: Inside Nike Soho', *Nike*

⁸ Howland et al. 2019 '10 Retail Trends to Watch in 2019', *Retail Dive*

⁹ Ibid.

Recreational Retail and Multi-Purpose Trips

The encouragement of multi-purpose trips has been recognised as a key determinant of the viability of activity centres. One such multi-purpose usage is the co-location of recreational facilities within retail centres.

A specific example of a suitable recreational co-location within an activity centre is a fitness facility / gymnasium. Provision of a fitness facility locally within the Centre will reduce the distance travelled by future residents to access a similar facility outside of the precinct. Additionally, it will create opportunity for multi-purpose trips to the activity centre, further supporting the viability of a potential centre.

The possibility of integrating recreational floorspace with retail offerings in the Point Grey Neighbourhood Centre should be further investigated.

Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI)

Augmented reality is an emerging trend that could be important for future centres. Retailers that leverage augmented reality can make it easier for customers to engage with their brand. The increasing ease of employment, availability and improved quality of artificial intelligence gives retailers the opportunity to utilise this kind of technology to supplement human customer support. Examples of retailers using VR, AR and/or AI include:

- *IKEA* has developed augmented reality apps that have the ability to place fully rendered three-dimensional models of the store's furniture into customer homes. The digital furniture is resizable to fit a room's dimensions and is observable from any angle and in any light.¹⁰
- *Woolworths* have introduced virtual supermarkets in Sydney and Melbourne. These virtual supermarkets are billboards displaying images of real supermarket shelves containing grocery items. Customers can purchase products by scanning the barcodes on these billboards with their smart phones.¹¹

While these types of technology in retail might not be a priority for current centres, they will likely become much more common in the future. It is advisable that the future Point Grey Activity Centre is designed to be flexible enough to accommodate such technologies. Further investigation into integrating such technologies should be undertaken.

Virtual and augmented reality can drive consumer engagement, especially with younger shoppers.

¹⁰ Ridden 2013, 'IKEA Catalogue Uses Augmented Reality to Give a Virtual Preview of Furniture in a Room', *New Atlas*

¹¹ Food Retail Industry Australia n.d., 'Levels of Operation and Mechanisation'

Sustainable Retail

Consumers are now demanding transparency as they take an increased interest in the ethical practices of the brands they buy from. Retailers that showcase clear sustainability goals, corporate responsibility and social consciousness are more likely to emerge as commercial winners, particularly amongst younger shoppers.

Examples include:

- *Cotton On Group* have introduced a philanthropic program through The Cotton On Foundation, dedicated to empowering youth globally. The company has an ethical business program which guides the sourcing, manufacturing and supply of its products, combined with a website that offers full transparency of the programs, initiatives and commitments the retailer engages in.¹²
- Luxury fashion retailers *Gucci*, *Calvin Klein*, *Tommy Hilfiger*, *Armani* and *Ralph Lauren* have all joined the Fur Free Alliance¹³, which abstains from the use of animal fur in fashion products

As Point Grey is likely to attract a higher proportion of younger couples and families into the future (based on the demographic forecast analysis), and these consumers are more likely to consider sustainability when making purchases, it is important that the future activity centre planning for the Neighbourhood Centre prioritises the attraction of vendors who meet the description of sustainable operators.

The rise of the conscious consumer has meant that buying decisions are now based on factors beyond price.

Residential Co-Location

An emerging local trend for retail activity centres is the co-location of residential developments. Local planning strategies in Perth are continuing to encourage development around activity centres, affirming that policy should support high and medium density residential developments within and on the edge of activity centres. The co-location of residential uses provides a series of advantages such as:

- Walkable multi-purpose trips
- More viable activity centre operators
- Improved access to public transport
- Opportunities for age-appropriate housing that allows residents to age in place

The high and medium density residential development set to be delivered at the Point Grey Neighbourhood Centre will play an important role in supporting retail centres and creating more liveable communities. Locating higher density dwellings in proximity of commercial centres enhances the walkability of a centre, increasing the likelihood of local residents engaging with the centre – especially for restaurants and cafés.

A walkable catchment is generally considered to be within 400 metres of a centre, with a certain level of walkability maintained up to 800 metres.

¹² Cotton On Group 2019, 'Sustainability'

¹³ Shannon 2017, 'Gucci Bans Fur: 'It's Not Modern'', *Business of Fashion*



Concentrating residential development around the neighbourhood and local centres will likely increase the viability of the centres, especially in the initial stages of the Centre's development, contributing to an improved lifestyle for new residents.

The preliminary masterplan's co-location of high and medium density residential uses adjacent to retail and recreational floorspace will assist in ensuring that the Neighbourhood's Activity Centre remains viable.

6 TOURISM POTENTIAL

6.1 Tourism Trends

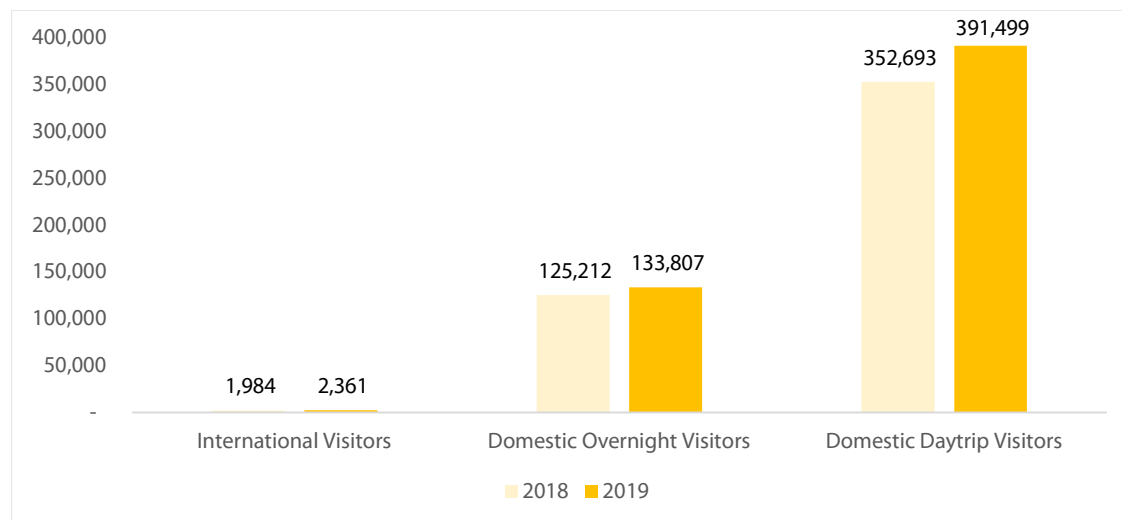
Shire of Murray

The analysis considers 2019 data as this is the most recent for the Shire of Murray. This is also seen as a good base for the analysis as it likely represents the long term average tourism base as the impacts of COVID on tourism adjust back to normal.

The number of visitors to the Shire of Murray increased by 10 per cent from 480,000 in 2018 to 528,000 in 2019. The vast majority of visitors are day-trippers (74 per cent), followed by domestic overnight visitors who stay in the Shire for an average of two nights (26 per cent). International visitors represent less than 0.5 per cent of all visitors.

Growth in the number of visitors (Figure 16) and number of visitor nights (Figure 17) within the Shire of Murray are illustrated below.

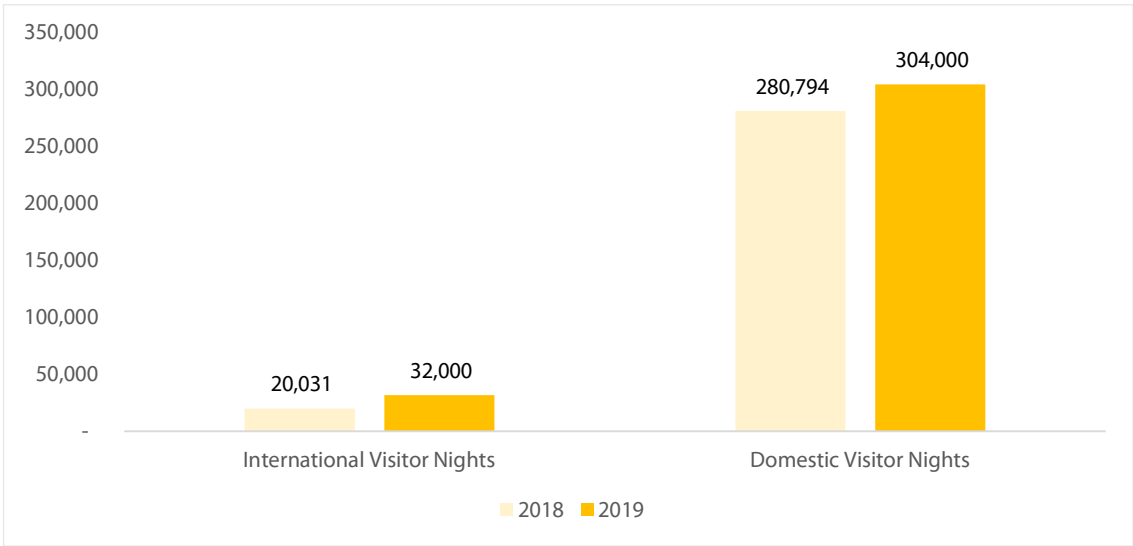
Figure 16. Number of Visitors to Murray (S) by Visitor Type, 2018 versus 2019



Source: Tourism Research Australia 2019, Pracsys 2024



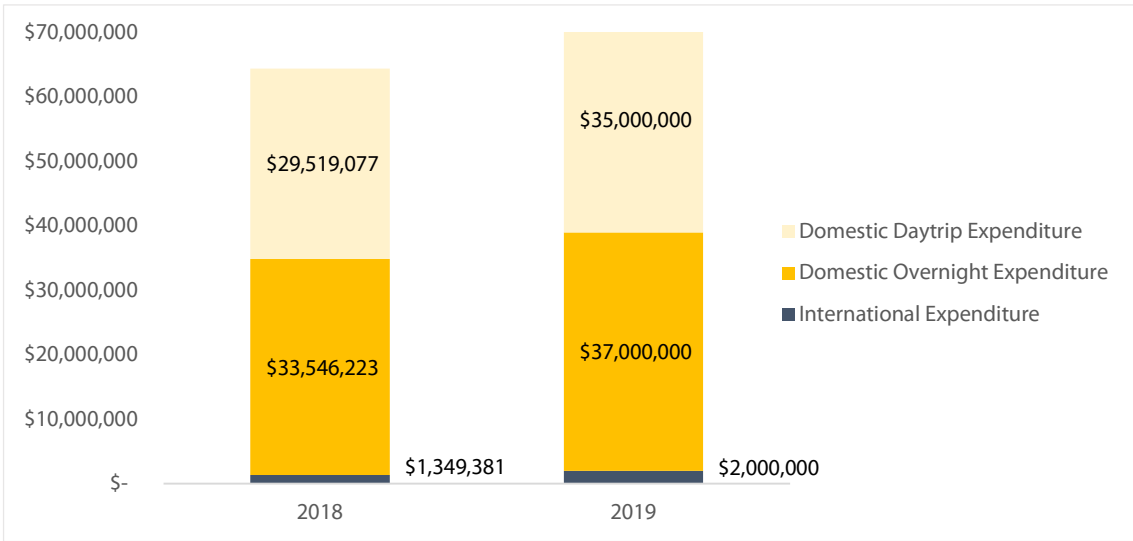
Figure 17. Number of Visitor Nights Spent in Murray (S) by Visitor Type, 2018 versus 2019



Source: Tourism Research Australia 2019, Pracsys 2024

Expenditure by visitors to the Shire of Murray increased between 2018 and 2019 for all visitor segments (Figure 18). Growth in expenditure by international was especially significant, with internationals spending 48 per cent more in 2019 than they did in 2018.

Figure 18. Visitor Expenditure in Murray (S) by Visitor Type, 2018 versus 2019



Source: Tourism Research Australia 2019, Pracsys 2024

Although domestic overnight visitors constitute only 25 per cent of the Shire of Murray visitor market, they contribute the majority (50 per cent) of tourism expenditure.

An opportunity therefore exists for the Shire of Murray to encourage day-trippers to extend their stay in the area by providing a range of additional attractions and activities, such as those to be delivered through the Point Grey Neighbourhood Activity Centre.

Scenario:

If the Shire can encourage at least five per cent of its day visitors to extend their stay by two nights in the Shire (for example, by making a weekend trip to Point Grey), this would result in an additional \$9 million in tourism expenditure per annum. This expenditure would support approximately 56 additional tourism-related Full Time Equivalent (FTE) employees.¹⁴

Targeting the domestic market presents a strategic opportunity for the Shire. With the main composition of travellers to the Shire being domestic, there lies an opportunity to capture additional domestic visitation by providing high-quality accommodation, activities and attractions, such as those to be delivered through the Point Grey Neighbourhood Activity Centre. In turn, this investment would attract the growing number of international visitors forecasted to visit the Shire (discussed in Section 6.2).

Implications:

There is an opportunity for Point Grey to provide high-quality accommodation and activities that will attract additional domestic visitors and encourage day-trippers to prolong their stay. Domestic visitors are the key market segment for the Shire of Murray that can bring significant benefits. Developing high-quality tourism infrastructure to support this segment will also likely allow the Shire to attract greater international visitation in future.

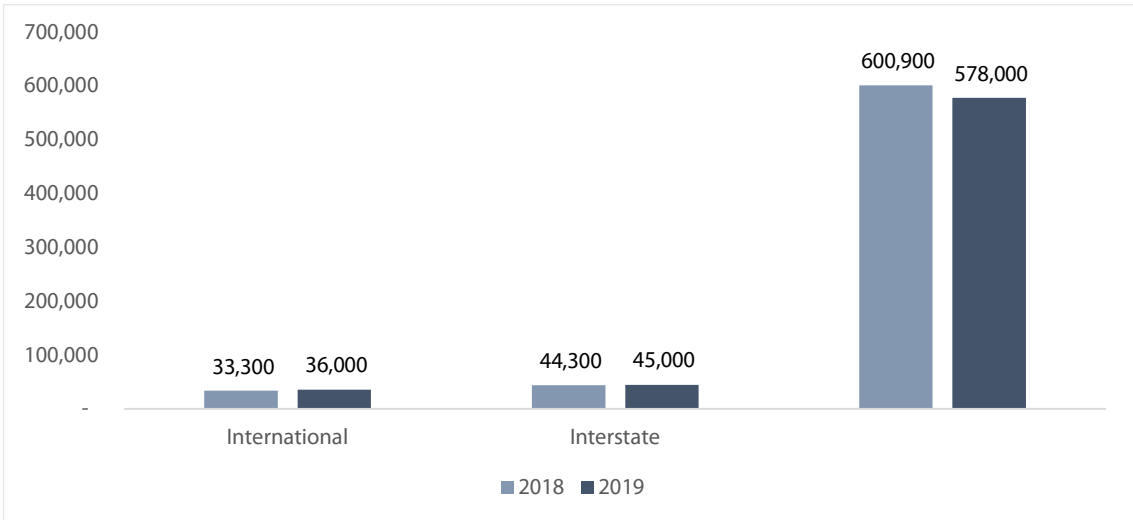
Peel Region

The number of visitors to the Peel region decreased by 2.9 per cent from 678,500 in 2018 to 659,000 in 2019, with the majority of visitors being intrastate travellers (88 per cent). The overall decline in the number of visitors (Figure 19) and number of visitor nights (Figure 20) within the Peel Region is illustrated below. It is noted that the overall decrease was driven by intrastate visitors; the number of international and intrastate visitors increased. This represents a natural variation of visitors that is expected year to year.

¹⁴ Modelled by Pracsys based on the Tourism Research Australia 2019 data on number of visitors and average expenditure by type.

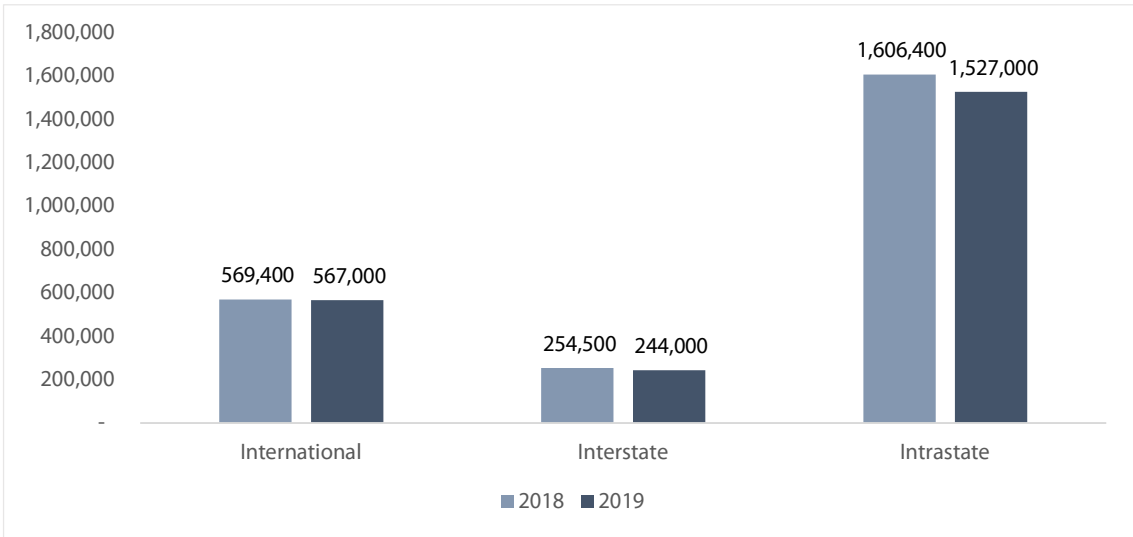


Figure 19. Number of Visitors to the Peel Region by Visitor Type, 2018 versus 2019



Source: Tourism Research Australia 2019, Pracsys 2024

Figure 20. Number of Visitor Nights Spent in Peel by Visitor Type, 2018 versus 2019

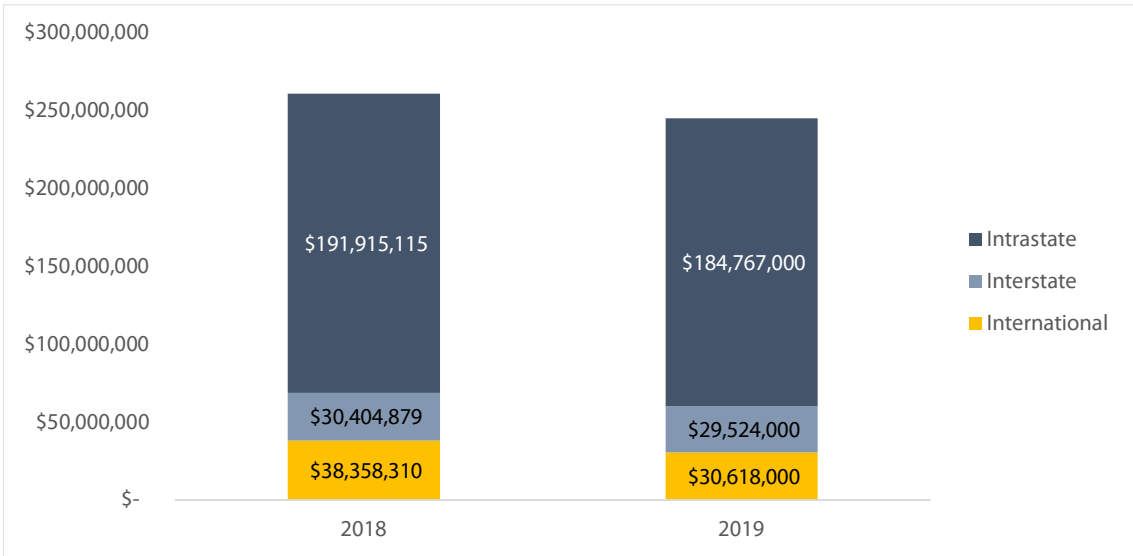


Source: Tourism Research Australia 2019, Pracsys 2024

Expenditure by visitors to the Peel Region decreased by 6 per cent between 2018 and 2019, from \$261 million to \$245 million. This expenditure decline is mainly attributable to the combined effect of the average expenditure by international visitors decreasing and the number of intrastate visitors declining. Peel Region expenditure by visitor segment is shown in Figure 21.



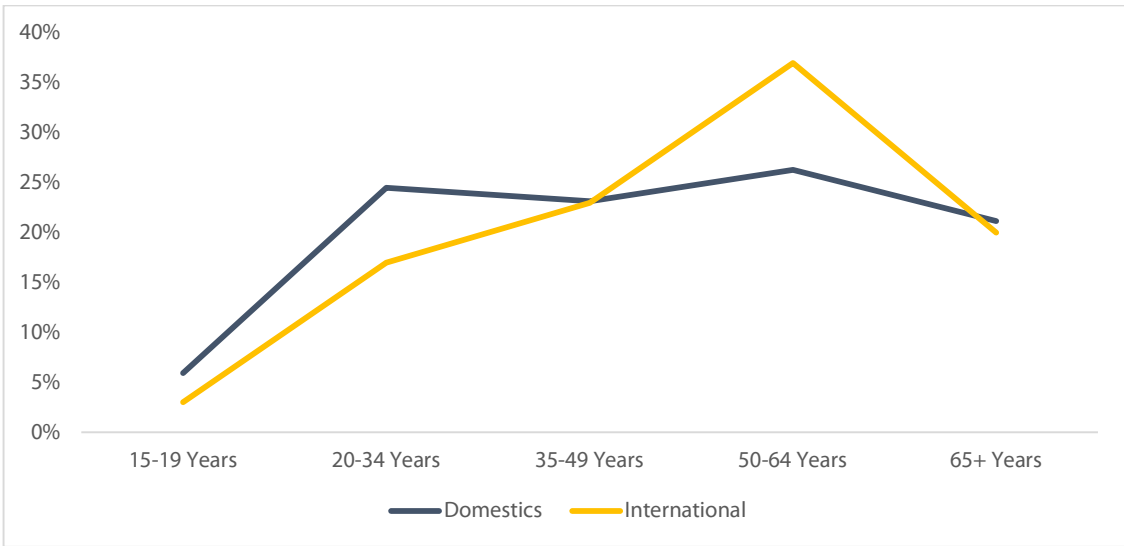
Figure 21. Visitor Expenditure in Peel by Visitor Type, 2018 versus 2019



Source: Tourism Research Australia 2019, Pracsys 2024

The age profile of Peel Region visitors is shown in Figure 22 below. Within the domestic visitor segment, a high proportion of travellers to the Peel Region are between 20 and 34 years of age. Contrastingly, for the international visitor segment, a higher proportion of Peel visitors are between 50 and 64 years of age. As domestic visitors currently make up over 95 per cent of visitation to the region, it is important that tourism offerings in the region are therefore designed to cater towards a younger visitor demographic. The Point Grey Village reflects this consideration by aiming to deliver a diverse nature and leisure activity focused tourism offering which caters well to all visitor demographics.

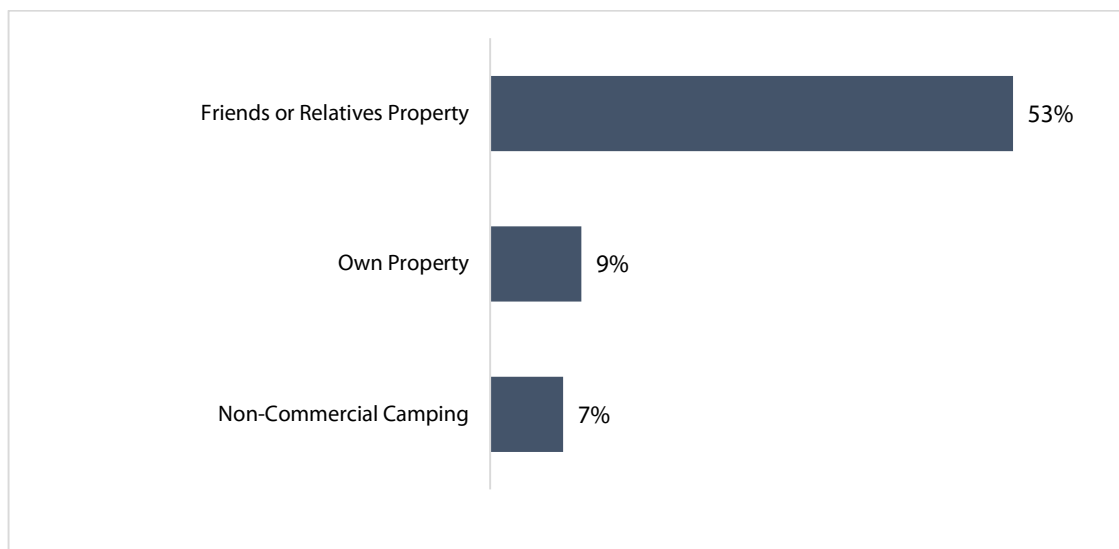
Figure 22. Peel Region Visitor Age Profile



Source: Tourism Research Australia 2019, Pracsys 2024

The accommodation profile of domestic Peel Region visitors is shown in Figure 23 below. Currently, the predominant accommodation type for domestic visitors to the Region is lodging at friends / relatives' properties (53 per cent). A further seven per cent of visitors elect to lodge at non-commercial campsites. Therefore, approximately 60 per cent of Peel's domestic visitors currently elect to stay in the Region non-commercially, reflecting a missed opportunity for commercial accommodation operators to capture visitor expenditure locally. It will be important for the Point Grey Neighbourhood Village to capitalise on the significant and growing domestic visitation by providing high-quality commercial accommodation offerings that can capture accommodation market share from these non-commercial accommodation types.

Figure 23. Peel Region Visitor Accommodation Profile – Domestic Visitors



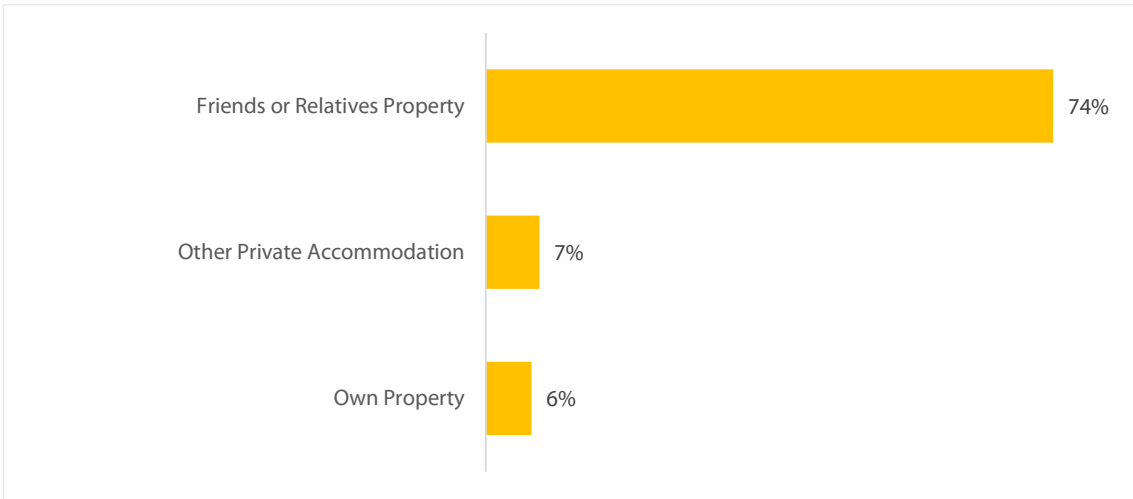
Source: Tourism Research Australia 2019, Pracsys 2024

The accommodation profile of international Peel Region visitors is shown in Figure 24 below. Similarly, the predominant accommodation type for international visitors to the Region is lodging at friends / relatives' properties (74 per cent). Therefore, a majority of Peel's international visitors also currently elect to stay in the Region non-commercially, again reflecting a missed opportunity for commercial accommodation operators to capture visitor expenditure locally. International visitor nights are forecast to be Peel's fastest growing visitor night segment between 2024 and 2051, projected to more than triple from 0.6 to 1.9 million.¹⁵ Therefore, it will be vital for the Point Grey Village to provide a diverse range of high-quality commercial accommodation offerings that can capture market share from non-commercial accommodation in the Region.

¹⁵ Tourism Research Australia 2019, *International Visitors Forecasts*



Figure 24. Peel Region Visitor Accommodation Profile – International Visitors



Source: Tourism Research Australia 2019, Pracsys 2024

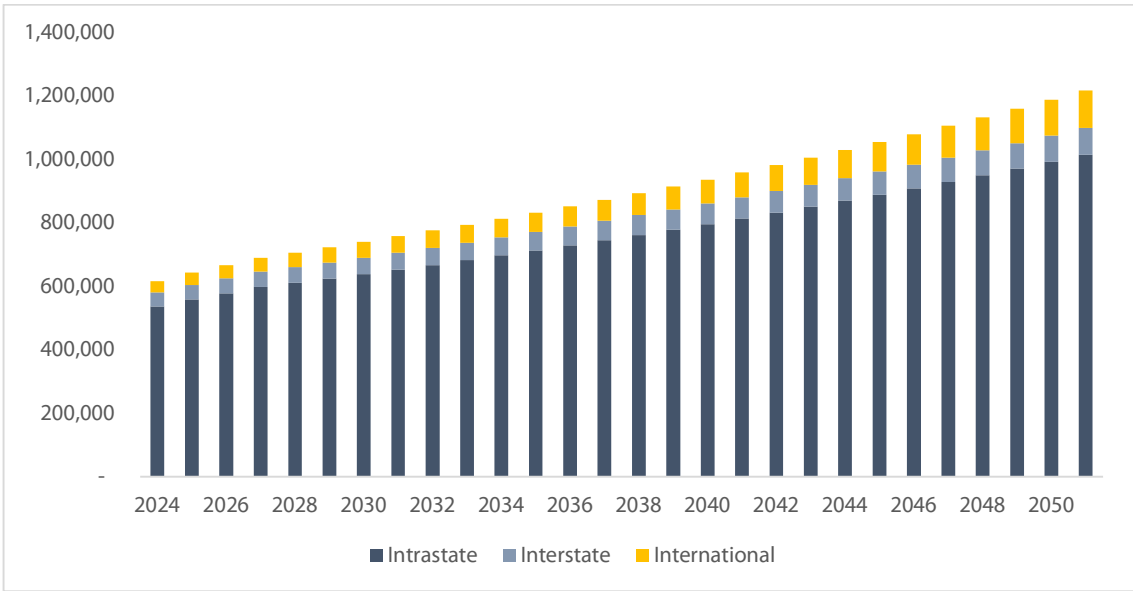
6.2 Tourism Forecasts

Tourism Research Australia (TRA) visitation forecasts have been used to estimate the future growth of visitors, visitor nights and expenditure by intrastate, interstate and international visitors to Peel between 2024 and 2051. Australia-wide year-on-year forecasts produced by TRA have been applied to historical Peel region data to forecast key visitation economy indicators. These forecasts reflect a conservative estimation of future visitation, as Australia-wide growth forecasts are less optimistic than trends at the Peel, Shire of Murray or Australia’s South West level.

Based on Australia-wide forecasts, the number of visitors to Peel is projected to grow from 0.62 to 1.22 million between 2024 and 2051, reflecting a growth of 97.5 per cent. The forecasted 2024 number of visitors is lower than the aforementioned number of visitors in 2019, which can largely be attributed to the protracted recovery from COVID-19 on tourism in Australia. Figure 25 illustrates forecast growth in visitors by visitation segment.



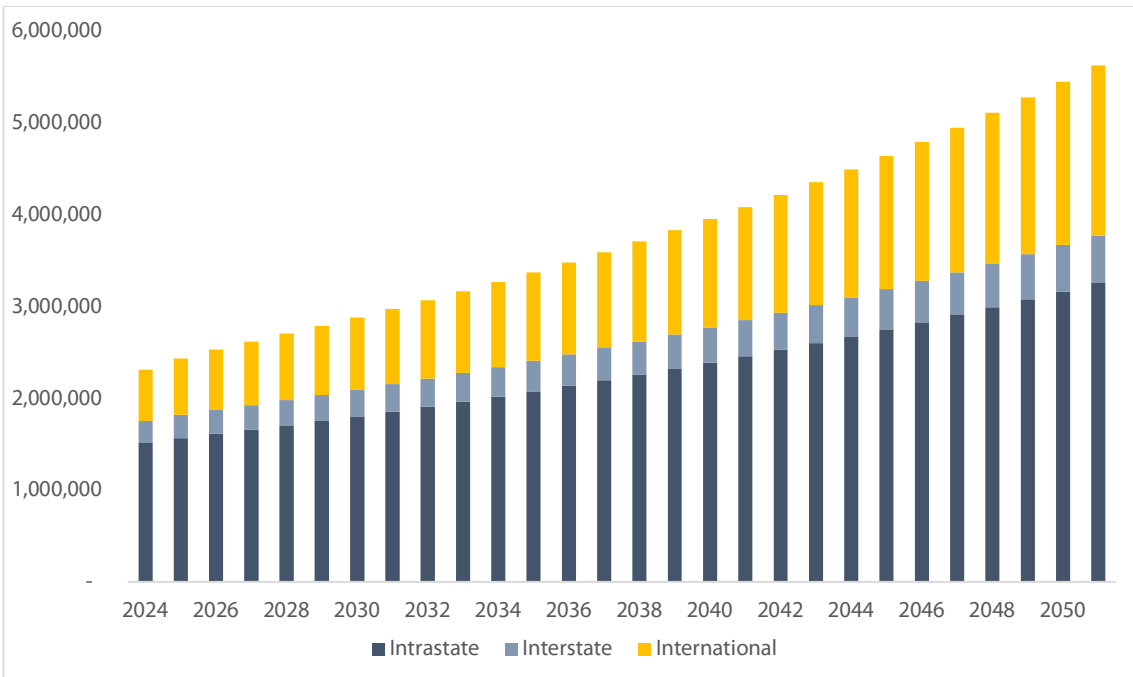
Figure 25. Peel Region Tourism Forecast 2024 to 2051 – Visitors



Source: Tourism Research Australia 2023, Pracsys 2024

The number of visitor nights spent in Peel is projected to grow from 2.31 million to 5.63 million between 2024 and 2051, reflecting a growth of 143.6 per cent. The majority of this growth is underpinned by the expected tripling of international visitor nights. Figure 26 illustrates forecast growth in visitor nights by segment.

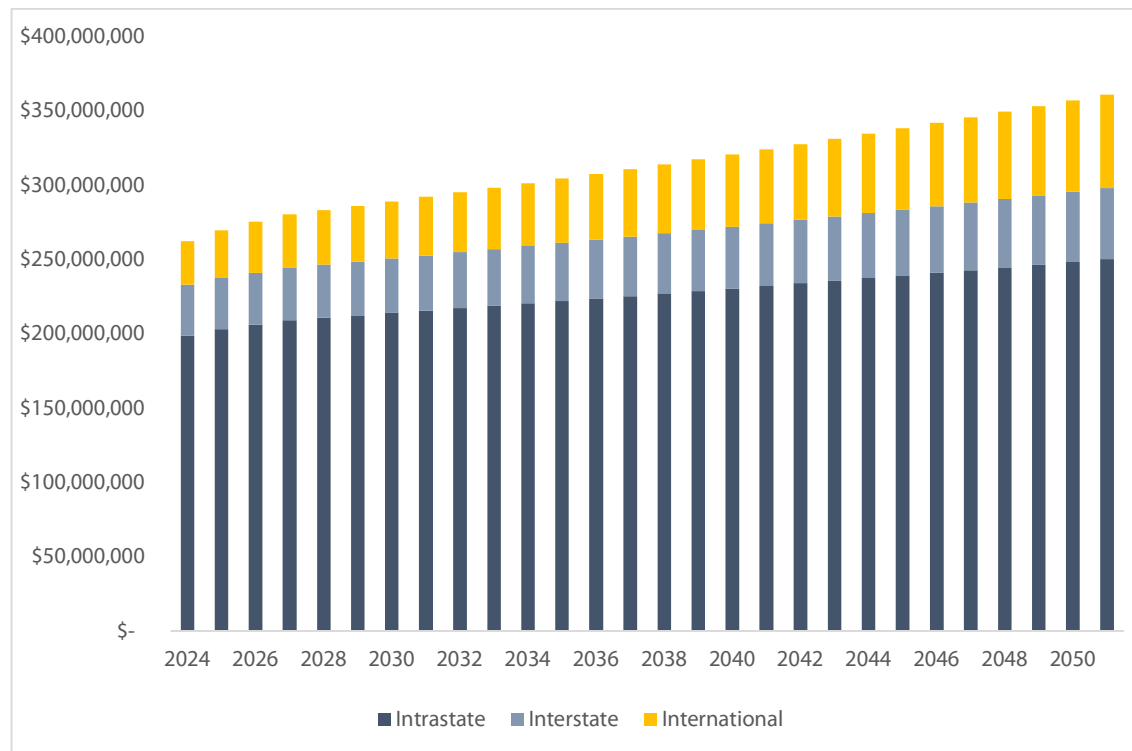
Figure 26. Peel Region Tourism Forecast 2024 to 2051 – Visitor Nights



Source: Tourism Research Australia 2023, Pracsys 2024

Visitor expenditure captured in Peel is projected to grow from \$262 million to \$361 million between 2024 and 2051, reflecting a growth of 37.6 per cent. Again, the majority of this growth is underpinned by the expected doubling of international visitor expenditure in the Region. Figure 27 illustrates forecast expenditure growth by visitation segment.

Figure 27. Peel Region Tourism Forecast 2024 to 2051 – Expenditure



Source: Tourism Research Australia 2023, Pracsys 2024

These tourism forecasts present a range of opportunities for the Point Grey Village to capture visitation through delivery of tourism activity and accommodation offerings. The significant expected growth in international visitor nights and expenditure in the Peel region, as well as the large base of existing intrastate visitation, will assist the viability of the Village by supplementing residential activity and expenditure with export income.

6.3 Tourism Projects

Dwellingup Trails Town

The Shire of Murray has received funding of \$8.4 million from the State and Federal Governments to develop Dwellingup as a 'Trails Town'. The vision is for the town to become a destination for regional, national and international mountain bikers and other trail users, including hiking, paddling and equine activities.

The Trails Centre, Pump Track and Skate Park development are expected to attract an additional 64,000 visitors per annum.¹⁶ The Adventure Trails development is expected to attract an additional 23,000 visitors per annum.¹⁷

This reflects 87,000 additional visitors to the Shire of Murray, an increase of 18 per cent. However, Dwellingup is limited in its ability to expand accommodation facilities to cater to additional visitation. As such, the prospective development of short-stay accommodation options as part of the Point Grey Neighbourhood Village development is well-placed to link the population centres of Mandurah and Perth with Dwellingup and surrounding nature-based activities.

Collie Adventure Trails Project

The Collie Adventure Trails Project will see the town of Collie developed as a world class mountain bike and trail adventure destination, offering stunning landscapes and trails to domestic and international adventure tourists. The project will be funded by a \$10 million State Government grant over four years, delivering 65 kilometres of events-standard mountain bike trails in the Wellington National Park, a 20 kilometre realignment of the Munda Biddi Trail linking with Collie, 35 kilometres of new mountain bike trails in close proximity to the Town and completion of the 72 kilometre walking trail from Collie through Wellington National Park. This trail infrastructure will also be complemented by a new crossing over the Collie river for walkers and cyclists, provision of public facilities and extensive marketing of the Collie Trails Town. This ambitious project is set to be completed by 2022-23.

The consolidation of Collie as a Trails Town will attract significant economic benefits associated with the fast-growing outdoor recreation / adventure tourism market. The project will deliver a tourism experience that will increase number of visitors, repeat visits and extend the length of stay to the region. It has been estimated that the additional tourism expenditure associated with the project is in the order of \$3.8 million per year.¹⁸ This translates to additional localised economic output of approximately \$6.9 million each year. This stimulation of the visitor economy will grow and sustain the tourism sector of the South West region, with significant localised benefits for the Shire of Collie but also surrounding areas such as Murray, which is advantageously situated between the Perth and Mandurah population centres and Collie. The prospective development of short-stay accommodation options as part of the Point Grey Neighbourhood Village development is therefore well-placed to link the population centres of Mandurah and Perth with Collie and surrounding nature-based activities.

Wharf Cove boating facilities

The Shire of Murray is investing \$1.25 million with the help of State funding to provide four new self-floating jetties and to renew the promenade in South Yunderup.

¹⁶ Pracsys 2020, *Shire of Murray Background Review and Analysis to Inform Options Development for Pinjarra Heritage Railway Precinct*

¹⁷ Ibid.

¹⁸ Department of Biodiversity, Conservation and Attractions, *Collie Adventure Trails Factsheet*

The boating facilities are expected to promote recreational boating within the Peel region as well as attract more tourism by offering user-friendly areas, nearby restaurants and playgrounds. With South Yunderup's close proximity to the Point Grey Neighbourhood Village development, the Village is positioned to complement the investment in infrastructure and support further increases in tourism.

Regional Economic Development Grant Projects

A selection of Regional Economic Development (RED) grants projects approved for funding in the Peel region are identified and discussed below.

Shire of Murray	<i>Dwellingup Trails and Visitor Centre</i>	The Shire of Murray has been awarded \$150,000 to complete a state-of-the-art technology fit-out of the Dwellingup Trails and Visitor Centre. This will facilitate the upgrading of Dwellingup as a State and potentially nationally acclaimed iconic trails and tourism centre. Through this project, Dwellingup will consolidate itself as the Peel region's adventure tourism centre.
	<i>Pinjarra Bakery Upgrade</i>	The iconic Pinjarra Bakery will receive \$100,000 to upgrade its distribution centre and equipment. This will allow the business to improve efficiency and production capacity, taking advantage of increasing wholesale market opportunities. This upgrading project will facilitate increased dissemination of locally produced goods, stimulating both the local economy of Pinjarra and visitation to the wider Murray region.

City of Mandurah	<i>Mandurah Digital Tourism Hub</i>	<i>Visit Mandurah</i> has been allocated \$139,100 to create a digital tourism hub and develop a walking tour and visit Mandurah ambassador program. New interactive touchscreen visitor centre kiosks will be installed across the Mandurah tourism precinct for visitors to discover the city, while the walking trail and ambassador program will tell the stories of the people, places and produce across the region. This project will stimulate visitation activity in both the Mandurah urban centre and to the region's many natural attractions.
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Peel Tourism Infrastructure Development Opportunities

The Peel Development Commission's Tourism Economic Development Infrastructure Strategy sets a long-term vision against short-to-medium term priorities aimed at generating strong economic growth across the Peel region through infrastructure investment, enterprise and employment opportunities.

The Strategy's aspirational vision reflects a broad consensus on the required direction of tourism-driven economic development across the Peel region in the decades ahead.

The strategy lays out six complementary infrastructure themes for the region. These infrastructure themes are outlined below, with discussion of how the Point Grey Neighbourhood Village project will address these stated strategic objectives.

1. Trail Hubs

The Village is set to position itself as a hub for nature-based tourism in the Peel region. The Neighbourhood promenade will be designed as meeting / commencement point for local walking, cycling and nature trails.

2. Trail Networks

The Village will incorporate natural walking and cycling trails and bike paths for visitor and resident use.

3. Accommodation Nodes

The Village will deliver a diverse selection of short-stay accommodation units which respond to and celebrate Point Grey's unique natural environment.

4. Waterway Adventures

The Village will deliver an array of water-based leisure activities for residents and visitors alike, including a regionally facilities catering to yachting, kayaking, jet skiing, boating, fishing and swimming.

5. Event, Tourism and Hospitality Innovation

The Village's infrastructural offering will include a range of community and commercial facilities aimed to capture visitation and expenditure in the region. Such facilities include an amphitheatre / events space (fitted with phase 3 power and water to cater for large events), a community social club, a flexible function space / meeting rooms, multiple bar / restaurant establishments concentrated around the boardwalk and a multi-faceted holiday resort.

6. Mixed Adventures

The facilities mix outlined above caters to the idea of 'mixed adventures', allowing visitors to self-select the style of their stay in the region. The Village will cater to luxury / high-end business retreats and budget-friendly family holidays alike, as well as providing an appropriate mix of natural environmental character and urban amenity.

Southwest Tourism Region - Overnight Stopover Potential

The Southwest region is a nationally significant tourism destination, attracting 2.6 million visitors and 9.1 million visitor nights in 2018.¹⁹ 87 per cent of these visitors are estimated to be intrastate. Domestic and international tourists alike access the region predominantly from Perth via Forrest Highway – the primary road connection between the State’s capital and the Southwest tourism region. There is therefore significant potential for the Village to leverage its proximity to Forrest Highway to attract a portion of this large Southwest region visitor base. Furthermore, due to Point Grey’s location at the half-way point between Perth and Bunbury, the Neighbourhood Village can present itself as an attractive overnight destination for tourists driving from Perth to the Southwest.

6.4 Visitation Modelling

Comprehensive modelling has been undertaken to estimate the visitation attraction potential of the Point Grey Neighbourhood Village. Estimates have been conducted for years 2030 to 2051, under the assumption that the Village’s commercial offerings will be operational by 2030 and full build-out will be completed by 2051.

Methodology

Tourism Research Australia (TRA) visitation forecasts have been used to estimate the future growth of visitors, visitor nights and expenditure by intrastate, interstate and international visitors to Peel between 2030 and 2051. Australia-wide year-on-year forecasts produced by TRA have been applied to historical Peel region data to forecast key visitation economy indicators. From this visitor base, a proportion of total visitation has been attributed to the prospective Village based on TRA data reporting on the activities undertaken by visitors to a comparable regional benchmark; activities which can be undertaken at the Village have been combined in a weighted manner to produce a composite Village activity participation rate for each visitor segment. The result of this proportional attribution analysis is the estimation that 27 per cent of domestic and 50 per cent of international visitors to Peel will visit a comparable Village during their stay in the region.

The number of visitors to the Point Grey Neighbourhood Village has then been estimated based on a market share attribution factor of 8%. This was derived from the length of developed beach coastline, that is both accessible and in close proximity to a village centre, set to be developed in Point Grey (500 meters) relative to the total length of beach coastline offering the same within the Shire of Murray and the City of Mandurah. Forecasts have been based on current estimates and reflect a conservative estimation of potential Neighbourhood Village visitation, as they are based on a share of existing forecasts for future visitation to the region. Developments such as Point Grey will be key to achieving these forecasts through attractions and destinations that provide the necessary amenity to support sustainable tourism growth. An additional tourism

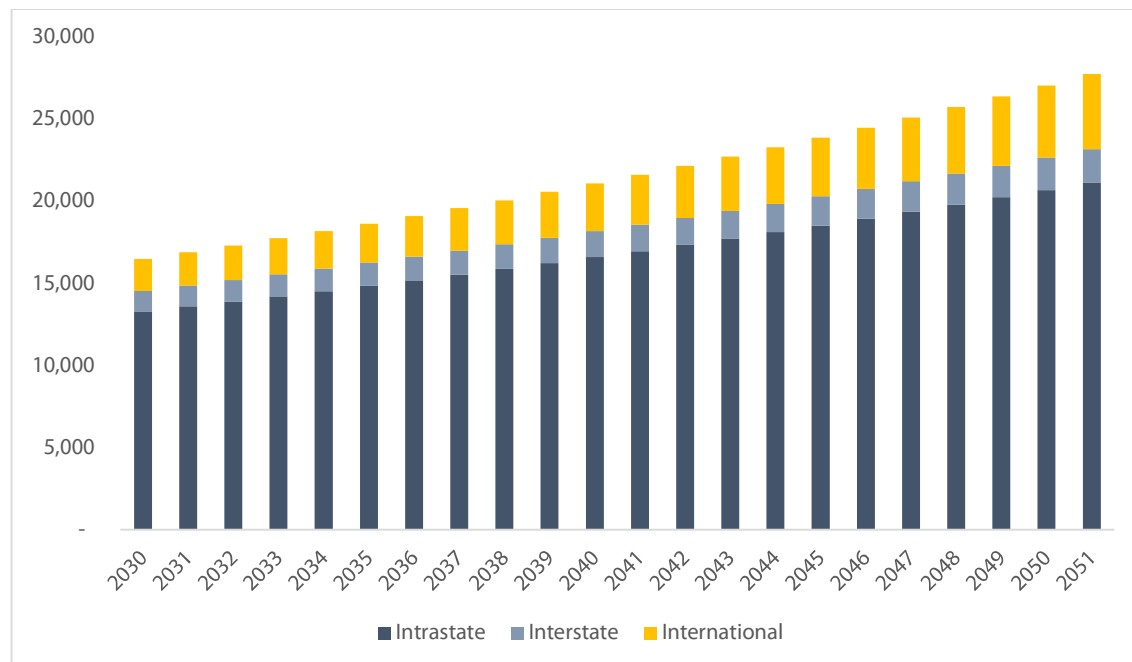
¹⁹ Tourism Western Australia 2018, *Southwest 2018 Visitor Fact Sheet*

benefit has been included based on shifting daily visits to night visits (see Socio-Economic Benefit Analysis, Section 3.3).

Modelling Results

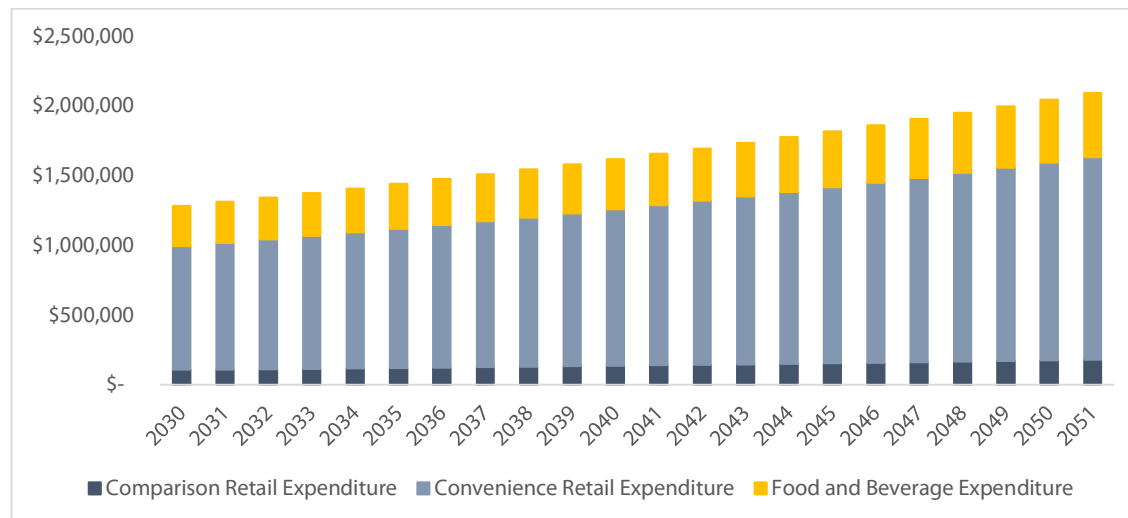
The results of the above visitation modelling methodology are presented below. It has been estimated that the Village will initially be able to attract approximately 16,500 visitors per annum, growing to 27,700 by 2051 (Figure 28). These visitors are assumed to be undertaking a day trip to the Village but are staying elsewhere.

Figure 28. Estimated Annual Neighbourhood Visitation by Visitor Category, 2030 to 2051



Source: Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

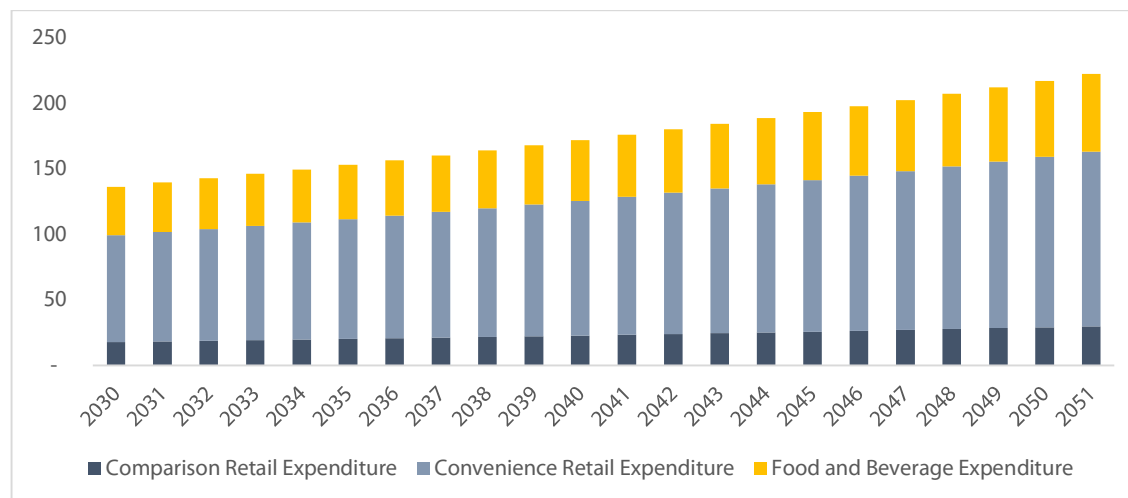
Estimated future visitation to the Village has been converted into forecast visitation expenditure by applying a breakdown of daily expenditure by product type for each visitor segment derived from TRA's *National Visitors Survey*. It has been estimated that the Village will initially attract approximately \$1.3 million of expenditure per annum, growing to \$2.1 million by 2051. These expenditure estimates are *exclusive* of accommodation expenditure, which has been modelled separately. Figure 29 illustrates estimated expenditure at the Neighbourhood Village by floorspace type from 2030 to 2051.

Figure 29. Estimated Annual Village Visitor Expenditure by Floorspace Category, 2030 to 2051

Source: Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

Additional Retail and Food and Beverage Floorspace Supported by Visitation

Estimated visitation expenditure at the Village has been converted into additional supportable floorspace by applying floorspace-specific industry standard productivity benchmarks. Figure 30 illustrates the quantum of additional floorspace which can be supported by tourist expenditure at the Village by floorspace type from 2031 to 2051. Approximately 136m² of additional floorspace will be supported through Neighbourhood Village visitation expenditure in 2030, growing to 223m² by 2051. Initial commercial offerings are expected to be delivered in 2034, by which time there will be sufficient demand to support 150m² of total floorspace through visitors.

Figure 30. Estimated Additional Floorspace Supportable by Tourist Expenditure, 2030 to 2051

Source: DPLH 2016, Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

6.5 Short-Stay Accommodation Modelling

Methodology

In addition to modelling visitation captured by the Village, the demand for short-stay accommodation at Point Grey has been assessed. Australia-wide year-on-year visitor night growth forecasts produced by TRA have been applied to historical Peel region visitor nights data to estimate total future demand for visitor nights in Peel. 2051 visitor night demand in the Peel region has been estimated at approximately 5.6 million visitor nights.

Demand for visitor nights at Point Grey has been estimated through use of a market share demand attribution – as the prospective accommodation floorspace at the Village amounts to 3.2 per cent of total accommodation floorspace in the Peel region²⁰, it has been assumed that the Village can capture approximately 143,000 visitor nights (3.2 per cent of all visitor nights in the region) by 2051. This reflects a conservative estimation of potential future Village accommodation demand on two fronts. Firstly, it does not consider the Point Grey Village's offering to be more attractive to visitors than other accommodation options in the region. Secondly, it reflects only an attribution of forecast visitor nights in the region, despite the possibility of attraction additionality i.e. the prospect that the Point Grey Village may drive demand for additional visitor nights in the Region beyond what is already forecast in the absence of the Village. Therefore, it is possible that an astute accommodation operator at Point Grey will be able to attract a greater number of visitor nights at the Village than has been modelled here.

The model has limited the potential expenditure associated with this demand to the proposed 150 rooms in the Village centre. This equates to a total potential demand of approximately 85,000 visitor nights per year, which has been adjusted in 2030 to the current occupancy rate for all short stay accommodation in the Shire²¹. It is assumed that the occupancy rate will increase over time as visitation grows.

Modelling Results

The estimated demand for visitor nights at the Village in 2051 has been transformed into demanded room nights through use of a visitors-per-room regional benchmark. Based on aspirational delivery of 150 short-stay accommodation units, this yields a total annual potential of approximately 36,000 room nights. By applying the average daily room rate for short-stay accommodation in the South West region to this estimated room night demand, it has been estimated that the Village will capture approximately \$8.8 million in accommodation spend in 2051 based on nightly spend data for tourists.²² Demanded room nights, accommodation expenditure and associated floorspace requirements are illustrated in Figure 31, Figure 32 and Figure 33, respectively.

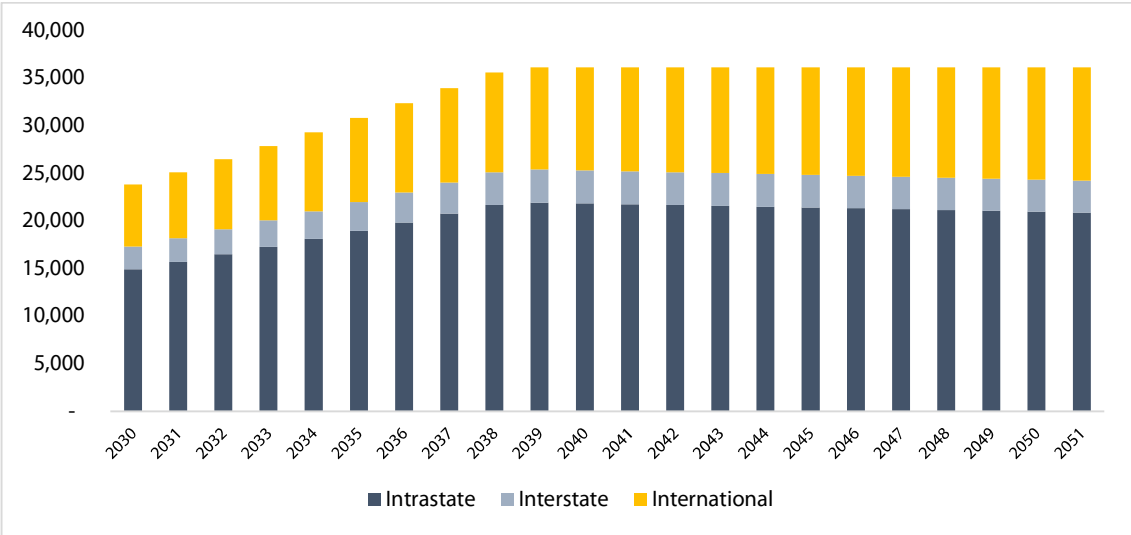
²⁰ Based on Department of Planning, Lands and Heritage 2016, *Land Use and Employment Survey*

²¹ Occupancy rate of 66% based on Tourism Western Australia 2024, *Accommodation Performance*

²² Based on the Shire of Murray's tourism spend per night in 2019, reported by Tourism WA, the following daily spend amounts were used: \$143 for intrastate visitors, \$143 for interstate visitors, and \$64 for international visitors.

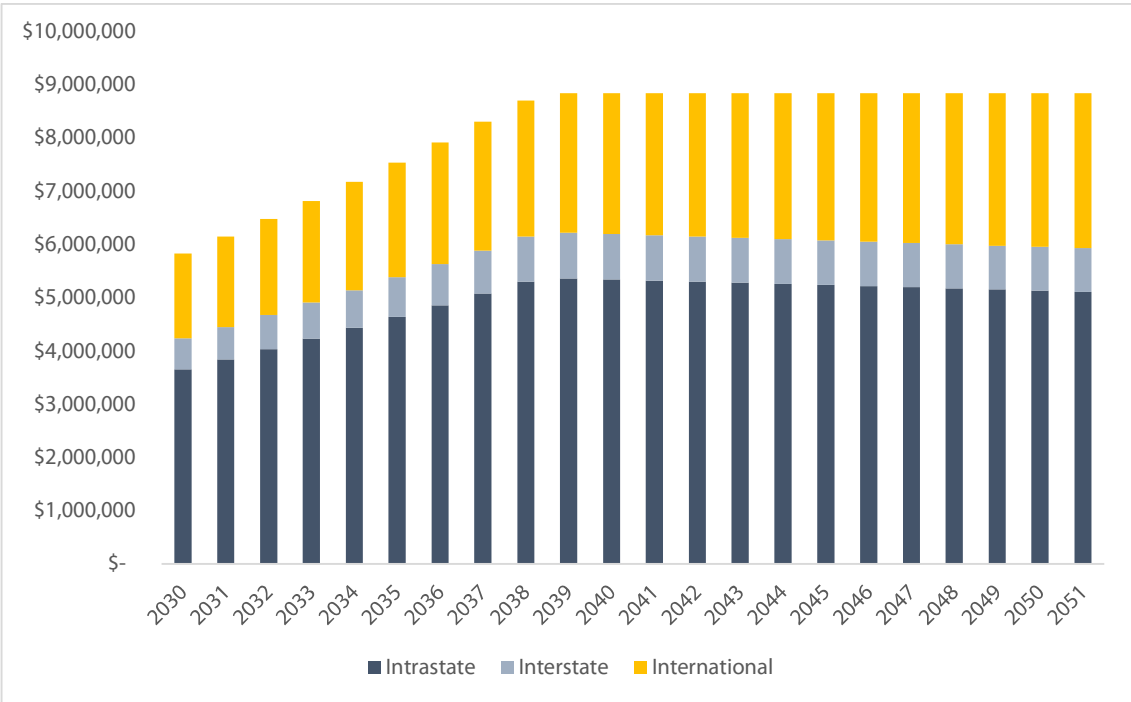


Figure 31. Estimated Short-Stay Accommodation Room Night Demand, 2030 to 2051

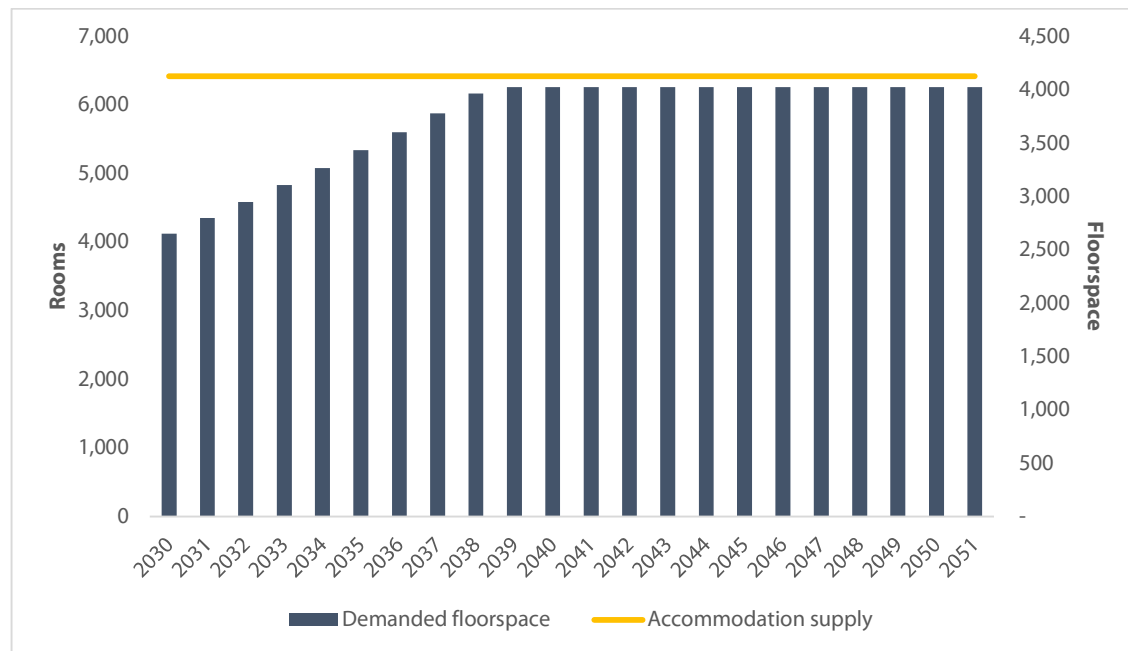


Source: Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

Figure 32. Estimated Short-Stay Accommodation Expenditure, 2030 to 2051



Source: ABS 2019, Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

Figure 33. Estimated Short-Stay Accommodation Rooms and Floorspace, 2030 to 2051

Source: DPLH 2016, Tourism Research Australia 2019, Tourism Research Australia 2023, Pracsys 2024

Short-Stay Accommodation Requirements

The potential short-stay accommodation floorspace requirements of the Village have been estimated based on the current proposed rooms, for which there appears to be sufficient demand based on the weighted average length of stay in the region of 3.5 days and an industry benchmark annual occupancy rate of 66 per cent. Based on room size benchmarking, this reflects a baseline short-stay accommodation floorspace requirement of approximately 4,125m². This reflects the anticipated baseline requirement of short-stay accommodation that can be feasibly delivered at the Village. Given the projected growth in tourism for the Peel Region, it is possible that a proficient operator will be able to drive demand for short-stay accommodation at Point Grey which exceeds this baseline estimate.

Reasonable Operator Assumption

The estimated attraction of tourists to the Point Grey Village presents a forecast of potential demand for “Village-based” tourism within the Peel region. These estimates are predicated on a ‘reasonable operator’ assumption, i.e. that the Village and associated retail, food and beverage and accommodation service operator(s) employ at least a conventional, industry-standard approach to commercial management. These demand estimates do not make any allowance for the manner in which facility managers and/or individual commercial tenants operate within the prospective Point Grey Neighbourhood Village.

Similarly, visitation modelling reflects only an attribution of forecast visitor nights in the region, despite the possibility of attraction additionality i.e. the prospect that the Point Grey Neighbourhood Village may drive demand for additional visitor nights in the Region beyond what is already forecast in the absence of the Village. If operators are able to manage the Village and its attached offerings in a way that exceeds the assumed 'reasonable operator' baseline, the Village, activity centre and individual operators may attract more visitation than indicated by demand modelling. Therefore, it is possible that an astute operator, who actively engages in marketing and promotion activities, may be able to attract greater visitation to the Village than has been modelled. Conversely, if operators are unable to manage the Village's offerings to the assumed 'reasonable operator' standard, individual operators, the activity centre and the wider Neighbourhood Village may attract less visitation than indicated by demand modelling.

7 RETAIL ANALYSIS

Retail Analysis was used to understand current and future retail supply and demand in the Point Grey Neighbourhood Village residential catchment. There are two retail floorspace uses considered in the analysis:

- Convenience retail – essential goods such as groceries, medicine, etc.
- Comparison retail – non-essential goods and services including clothing stores, hairdressers, etc.

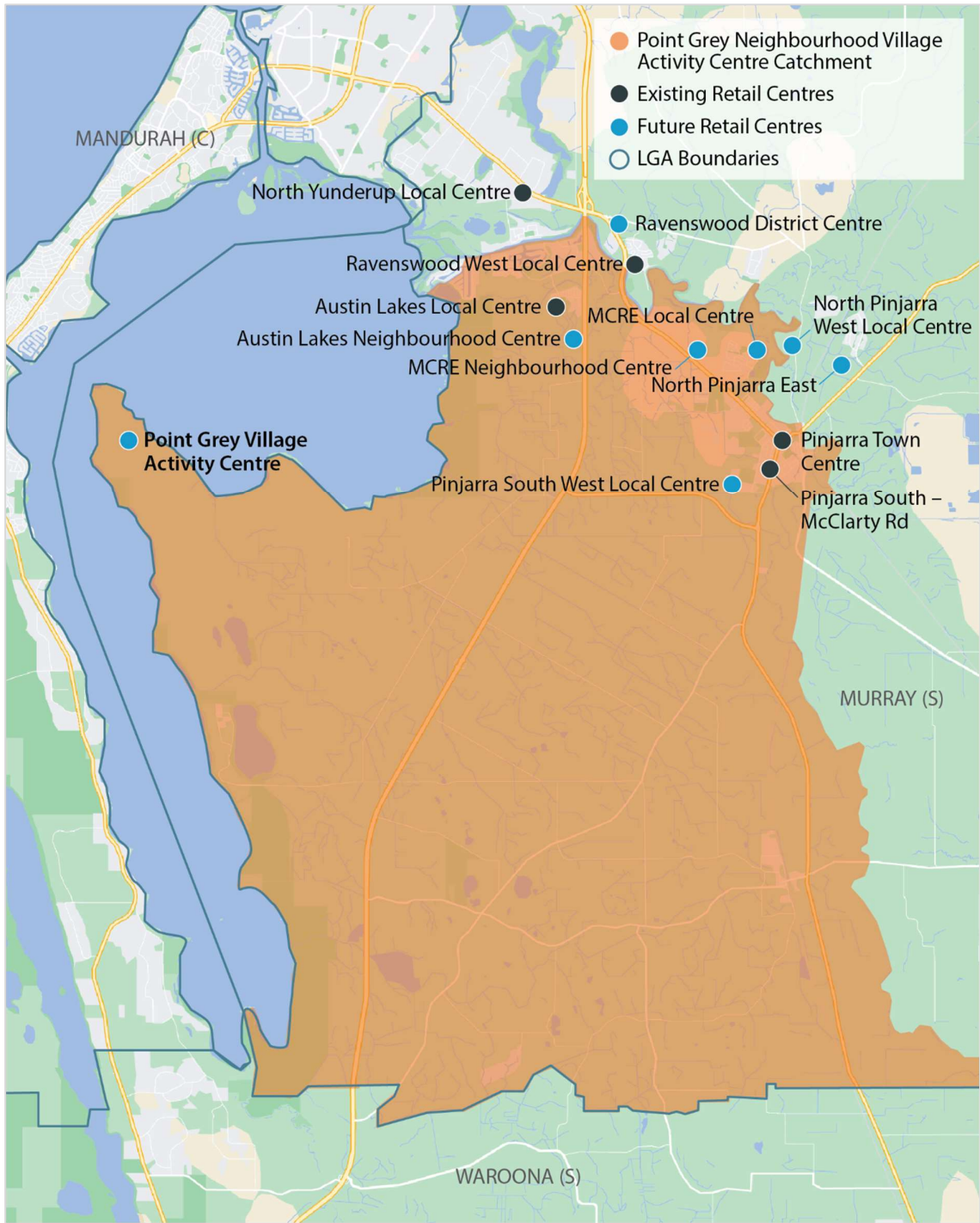
7.1 Supply Analysis

This section provides an overview of the competitive retail environment in the Point Grey Neighbourhood Village Activity Centre catchment. Existing and proposed future retail supply within this catchment was estimated through multiple data sources:

- The Department of Planning Land Use Survey SHP category floorspace (2015/16)
- Structure plan research for future developments in the Shire of Murray
- Primary spatial research using Google satellite imagery
- Previous analysis undertaken for Shire of Murray

A total of eight current retail floorspaces and seven future retail developments were identified within the Catchment. These developments all contain some form of convenience and/or comparison retail offering and therefore will compete at some level with the proposed Point Grey Neighbourhood Village Activity Centre. Retail centres with a planned floorspace greater than 500m² are indicated in Figure 34. A full schedule of current and future retail floorspace in the Catchment area is provided in Figure 35.

Figure 34. Point Grey Neighbourhood Village Activity Centre - Catchment and Retail Supply



Source: Department of Planning, Lands and Heritage 2016, Google Maps 2024, Pracsys 2024

Figure 35. Current and Future Catchment Retail Supply Schedule

Complex Name	Source Year	PLUC	Type	Floorspace Current (Soonest) (m ²)	Floorspace 2051 (m ²)
Current Catchment Retail Floorspace					
Pinjarra Town Centre	2015	SHP	Mixed	10,151	39,447
Austin Lakes Local Centre	2020	SHP	Convenience	1,620	2,000
South Yunderup Local Centre	2015	SHP	Convenience	386	386
Murray Lakes Resort	2015	SHP	Convenience	200	200
North Yunderup Local Centre	2023	SHP	Convenience	320	1,500
Coolup	2015	SHP	Convenience	250	250
Ravenswood West Local Centre	2023	SHP	Convenience	555	768
Pinjarra South – McClarty Rd	2015	SHP	Mixed	891	891
Caltex Forrest Hwy	2024	SHP	Convenience	2,000	2,000
Total Current Retail Floorspace in Catchment				16,373	47,442
Proposed Future Catchment Retail Floorspace					
Ravenswood District Centre	2023	SHP	Mixed	2,730 (2031)	11,900
Austin Lakes Neighbourhood Centre	2023	SHP	Convenience	1,630 (2036)	5,070
MCRE Neighbourhood Centre	2023	SHP	Mixed	2,110 (2036)	6,932
MCRE Local Centre	2023	SHP	Convenience	1,435 (2046)	2,047
Pinjarra South West Local Centre	2019	SHP	Convenience	500 (2036)	500
North Pinjarra West Local Centre	2023	SHP	Convenience	1,500 (2036)	2,410
North Pinjarra East	2023	SHP	Convenience	1,500 (2036)	1,990
Total Future Retail Floorspace in Catchment				11,395	30,849
Total Retail Floorspace in Catchment (2051)					78,291

Source: Department of Planning, Lands and Heritage 2016, Pracsys 2023, Shire of Murray 2023

The total current retail offering in the catchment is approximately 16,000m² of Net Lettable Area (NLA). Approximately 59 per cent of this is attributable to the Pinjarra Town Centre, which is the major convenience and comparison retailer in the region. The proposed Point Grey Neighbourhood Village Activity Centre development is likely to compete with local and neighbourhood centres containing a significant convenience element. However, due to the subject site's relatively isolated location, the vast majority of retail expenditure will be drawn from its surrounding residential base – only a small proportion of expenditure will be drawn from the Catchment's existing residential population centres of Pinjarra and Yunderup.

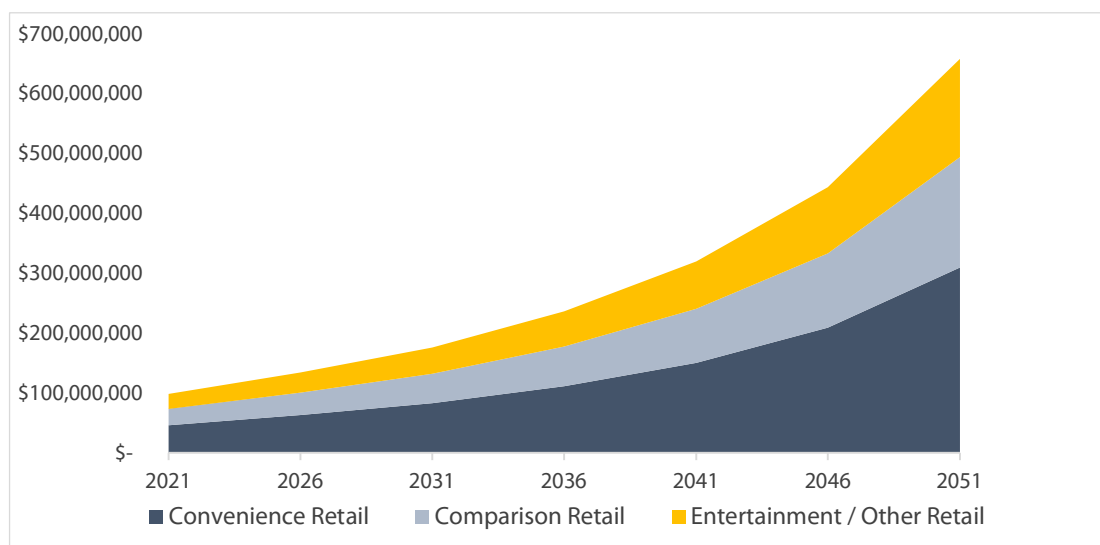
7.2 Demand Analysis

This section assesses the demand for retail floorspace in the Activity Centre catchment through analysis of the potential sources of expenditure within the Catchment and how they might change into the future.

Study Area Expenditure

The ABS Household Expenditure Survey 2015/2016 was used to estimate the average spend per dwelling by income quintile and the total expenditure pool of the Catchment. The analysis combines propensity to spend on commodities based on household income quintiles to derive the total retail expenditure in the area. Retail expenditure in the Catchment is estimated to have been \$100 million in 2021, forecast to grow to \$658 million by 2051 (See Figure 36 below). Some of this turnover is projected to be lost to online leakage, with a greater impact expected for comparison retail than convenience retail.

Figure 36. Catchment Retail Expenditure Pool, 2021 to 2051 (before leakages)



Source: ABS HHES Survey 2015/2016, ABS Census 2016, Pracsys 2020

It is likely that a proportion of Catchment expenditure is currently leaking outside of the area to larger retail centres, such as Mandurah. While it is expected that some expenditure will leak to these larger centres, it is undesirable for local residents to make weekly purchase trips to these centres. This leakage will be partially addressed through provision of a retail centre at the Point Grey Neighbourhood Village, which will service the broader catchment as well as its immediate catchment of Village residents. A retail gravity model has been used to identify the potential demand for both comparison and convenience retail floorspace in the catchment (refer to Section 7.3 Gravity Modelling).

7.3 Gravity Modelling

A retail gravity model has been used to compare Catchment demand and supply while accounting for the size of centres and their distance to consumers (dwellings). The model estimates the probability of a consumer travelling to a given centre and distributes the available expenditure based on this probability. Modelling results can be used to:

- Assess potential gaps in retail demand by comparison and convenience retail floorspace types
- Estimate the potential sales (turnover) that can be achieved by the Point Grey Neighbourhood Activity Centre
- Estimate the floorspace productivity of the proposed Point Grey Neighbourhood Activity Centre
- Estimate the quantum and mix of viable retail floorspace at the proposed Point Grey Neighbourhood Activity Centre
- Estimate the impact of development of the proposed Point Grey Neighbourhood Activity Centre on existing centres

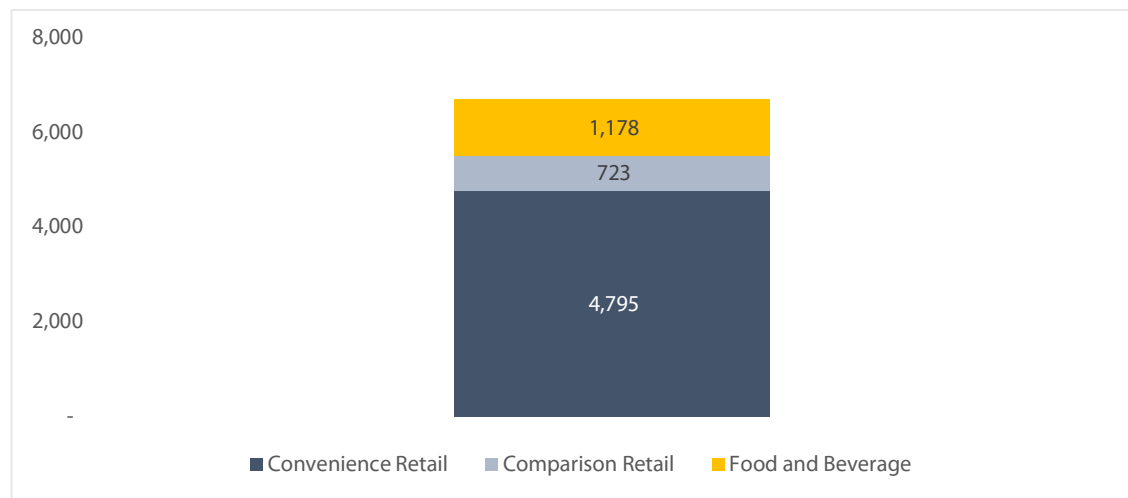
The modelling assesses the demand for retail floorspace at full buildout of the Point Grey Neighbourhood Village, which is estimated to accommodate approximately 2,650 new dwellings by 2051 based on a commencement date of 2030 and a 20-year development timeframe. The level of potential retail expenditure and supportable retail floorspace at this full buildout checkpoint has been estimated using a retail gravity model.

Retail Floorspace Mix

It was necessary to develop benchmark floorspace mixes for the gravity model in order to simultaneously assess demand for comparison and convenience floorspace. Data from the Property Council Shopping Centre Directory was used to estimate the floorspace mix for local and neighbourhood centres. A benchmark neighbourhood centre comparison / convenience mix was applied to the total quantum of supportable retail floorspace to arrive at a breakdown of convenience retail and comparison retail floorspace at the prospective Point Grey Neighbourhood Village Activity Centre.

Supportable Floorspace Under Scenario One – Residential Demand Only

Retail gravity modelling of the demand for retail expenditure within the Village catchment estimates that approximately \$64 million will be spent on retail goods by residents of the Point Grey Neighbourhood Village in 2051. After adjusting for a benchmark worker spend leakage of approximately \$7 million per annum, a total expenditure of \$57 million is estimated to be captured by the Village. This level of expenditure by residents (at full build out) allows for 5,500m² of total retail floorspace (being 4,975m² of convenience retail + 723 m² of comparison retail) based on a benchmark floorspace productivity of \$10,900m² for convenience retail floorspace and \$6,000m² for comparison retail floorspace. In addition, 1,178m² of food and beverage floorspace is supported by residential expenditure. The breakdown of additional commercial floorspace supported by residential expenditure at the Village is shown in Figure 37 below.

Figure 37. Breakdown of Resident-Supported Retail Floorspace at Full Village Buildout (2051)

Source: Pracsys 2024

Supportable Floorspace Under Scenario Two – Residential and Visitor Demand

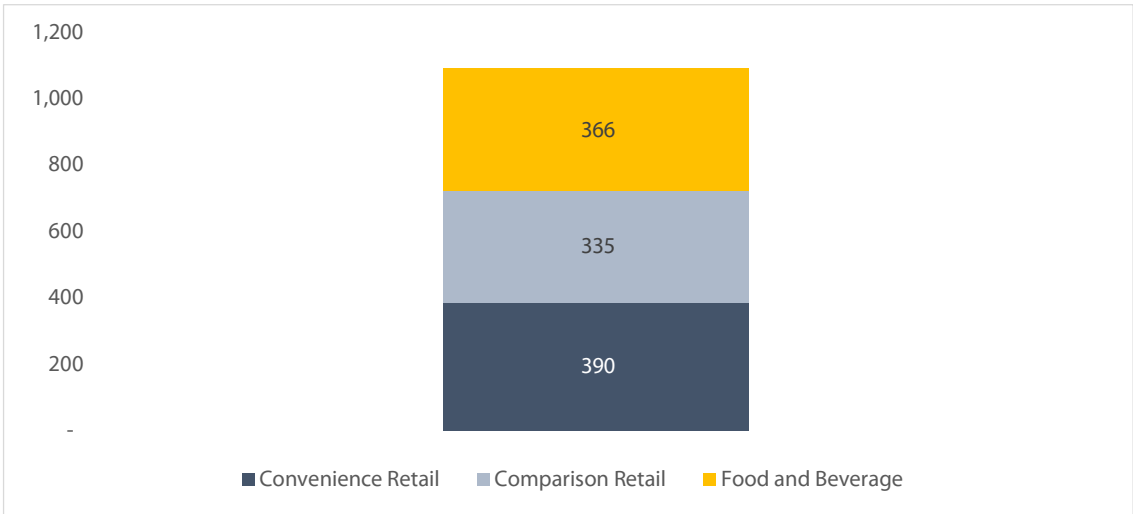
A second scenario has been modelled which also considers the retail expenditure that may be captured by visitors to the Point Grey Neighbourhood Village. Visitation modelling and accommodation demand modelling has been combined with outputs of the retail gravity model to estimate the quantum and composition of supportable floorspace under the assumption of visitor expenditure additional to resident expenditure.

It has been estimated that, based on the forecast 27,700 daily visitors, 54,700 short-stay accommodation visitor nights and 36,000 additional visitor nights²³ supported in the wider Shire of Murray, an additional \$10.1 million of annual expenditure can be captured by the Village (at full buildout). Of this \$10.1 million, \$848,000 million is forecast to be spent on comparison retail and \$7 million is estimated to be spent on convenience retail. This additional capture of approximately \$8 million of retail expenditure has been estimated to support a further 720m² of retail floorspace. An estimated further \$2.3 million will be spent by visitors on food and beverage offerings at the Village. This expenditure is sufficient to support approximately 370m² of food and beverage floorspace. The breakdown of additional commercial floorspace supported by visitor expenditure at the Village is shown in Figure 38 below.

²³ See Socio-Economic Benefits Analysis, Section 3.3



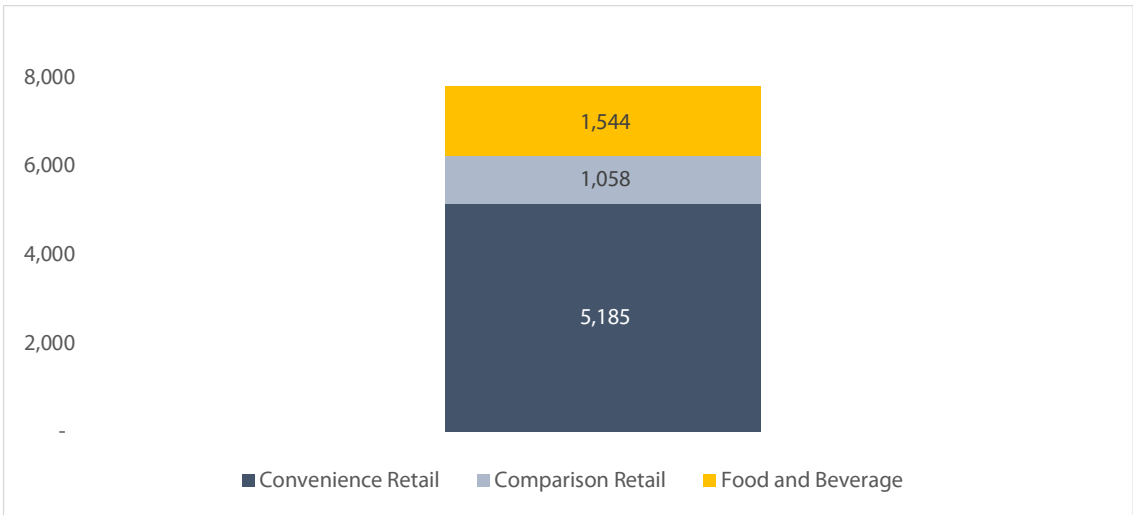
Figure 38. Breakdown of Visitor-Supported Retail Floorspace at Full Village Buildout (2051)



Source: Pracsys 2024

It is estimated that there is sufficient resident and visitor demand to support approximately 7,800m² of total retail and food & beverage floorspace at the Village by 2051. Figure 39 illustrates the total quantity and composition of retail and food and beverage floorspace estimated to be supported by residents and visitors at the Village in 2051. As residential retail gravity modelling considers only retail expenditure and not food and beverage expenditure at associated with entertainment uses (i.e. taverns, hotels, etc.), residential food and beverage expenditure has been estimated based on proportional benchmarking to visitor food and beverage expenditure; it has been assumed that residents spend the same amount on food and beverage as visitors do, proportional to their respective expenditure on comparison retail.

Figure 39. Breakdown of Total Supported Floorspace at Full Village Buildout (2051)



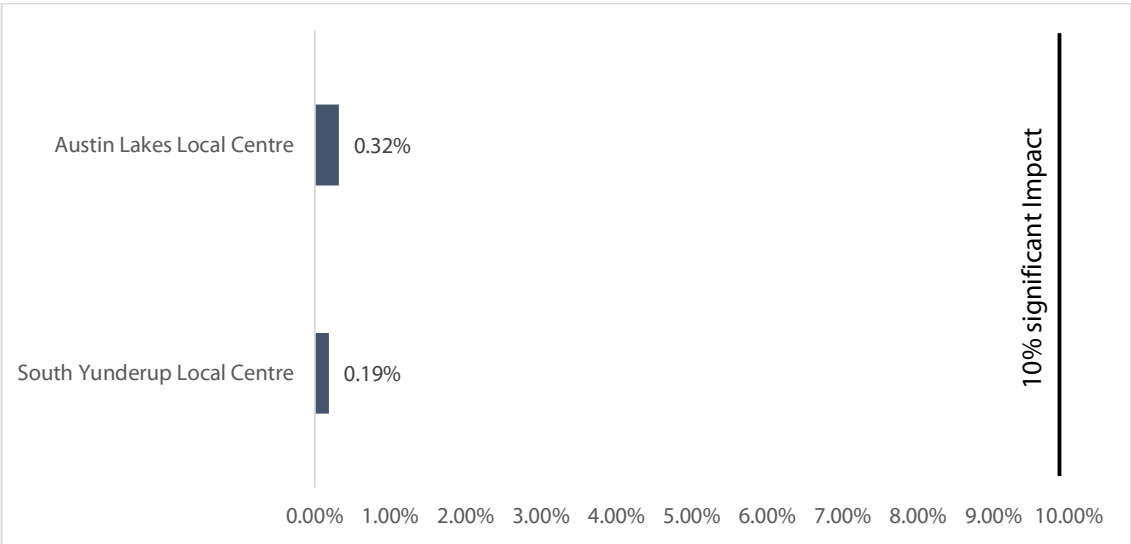
Source: Pracsys 2024



Impact on Surrounding Centres

The impact of the Point Grey Neighbourhood Village Activity Centre on other retail centres within the Village catchment has been estimated through retail gravity modelling. Modelling measures the average annual turnover effect experienced by each competing centre as a result of the Village’s operation, compared to a baseline case of the village not being delivered. Residential development at Point Grey was also removed from the base case as it is unlikely residential development could occur without a centre being developed. The quantum of retail floorspace at Point Grey which is supportable each year by residents only has been included in retail gravity modelling to assess the effect of this floorspace delivery on the turnover of other centres over time.²⁴ Over the 21-year development timeline from 2030 to 2051, only Austin Lakes Local Centre and South Yunderup Local Centre experience a reduction in turnover from the modelled floorspace at Point Grey. This reflects the alignment of the scale of development with the proposed population. SPP4.2 guidelines provide impact ranges to inform impact tests; a reduction in turnover of less than 5% is considered low, between 5% and 10% is medium and greater than 10% is significant. Figure 40 illustrates the cumulative impact of the Point Grey Neighbourhood Village activity centre’s retail floorspace on the turnover of the Catchment’s most-affected centres, over the 21-year period from 2030 to 2051.

Figure 40. Cumulative Reduction in Turnover of Identified Centres



Source: Pracsys 2024

These results indicate that the Point Grey Neighbourhood Village Activity Centre will have a very low impact on the turnover of retail centres in the Village catchment. In fact, the additional population at Point Grey will result in most centres maintaining positive turnover growth as the Point Grey activity centre expands.

²⁴ It is assumed the visitation measured will be additional to current turnover levels. Further, visitors do not spend at activity centres the same way residents spend.

Reasonable Operator Assumption

Retail demand modelling results are derived from the conversion of estimated turnover (based on expenditure) into a quantum of commercially viable floorspace, given an assumed benchmark floorspace productivity. These estimates do not make any allowance for the manner in which individual commercial tenants operate within the prospective activity centre, reflecting only an estimate of viability based on turnover and not a forecast of operator profitability.

Estimates are predicated on a 'reasonable operator' assumption, i.e. that the retail activity centre operator(s) employ at least a conventional, industry-standard approach to commercial management. If operators are able to manage the centre's retail offerings in a way that exceeds the assumed 'reasonable operator' baseline, individual operators and/or the entire activity centre may prove to be more profitable than indicated by the assumed floorspace productivity. Conversely, if operators are unable to manage the centre's retail offerings to the assumed 'reasonable operator' standard, individual operators and/or the entire activity centre may prove to be less profitable than indicated by the assumed baseline floorspace productivity. It is assumed Point Grey Neighbourhood Village operators will be able to achieve at least an 'average' level of success given the isolated catchment and location that is likely to attract visitors.

8 EMPLOYMENT ANALYSIS

8.1 Employment Drivers for Point Grey

The opportunity for non-retail employment to locate at the Point Grey Neighbourhood Village is based on the drivers for employment in the area. Drivers for employment can broadly be summarised in two categories:

- **Population-driven:** Employment that is based on the delivery of goods and services to the local population (e.g. entertainment, health services etc.)
- **Export-orientated:** Employment that is based on the delivery of goods and services to external markets beyond the local population catchment (e.g. professional services, agriculture, etc.)

The potential for the Point Grey Neighbourhood Village to contribute to employment self-sufficiency targets in the region are dependent on industry demand in the area. Increasing the ESS for an area can be achieved either through growth in export-orientated industries or through addressing gaps in the provision of population-driven industries.

Demand for export-orientated employment at Point Grey will rely on attraction of strategic employment. There is currently no planned industrial or agricultural land set to be delivered at Point Grey, with any such uses likely to locate at existing industrial centres such as the Pinjarra industrial estate and the Pinjarra Alumina Refinery. Therefore, any strategic employment delivered by the Village development will likely take the form of knowledge-intensive producer services and tourism related industries. High-level planning for the development has identified the potential for concentration of tertiary education and ecological research activities at Point Grey. These activities would likely involve partnering with a tertiary education institution to establish programs and research which leverages the region's unique wetland ecology.

While strategic employment may indeed eventuate at Point Grey through knowledge-intensive services, the majority of the development's positive contribution to ESS targets will be made through addressing gaps in the delivery of population-driven industries in the region. Point Grey is likely to attract population-driven employment activity due to the significant new residential population it will support. Furthermore, as the development aims to attract a certain level of additional visitation from tourists, various non-retail floorspace uses such as entertainment / recreation will be delivered.

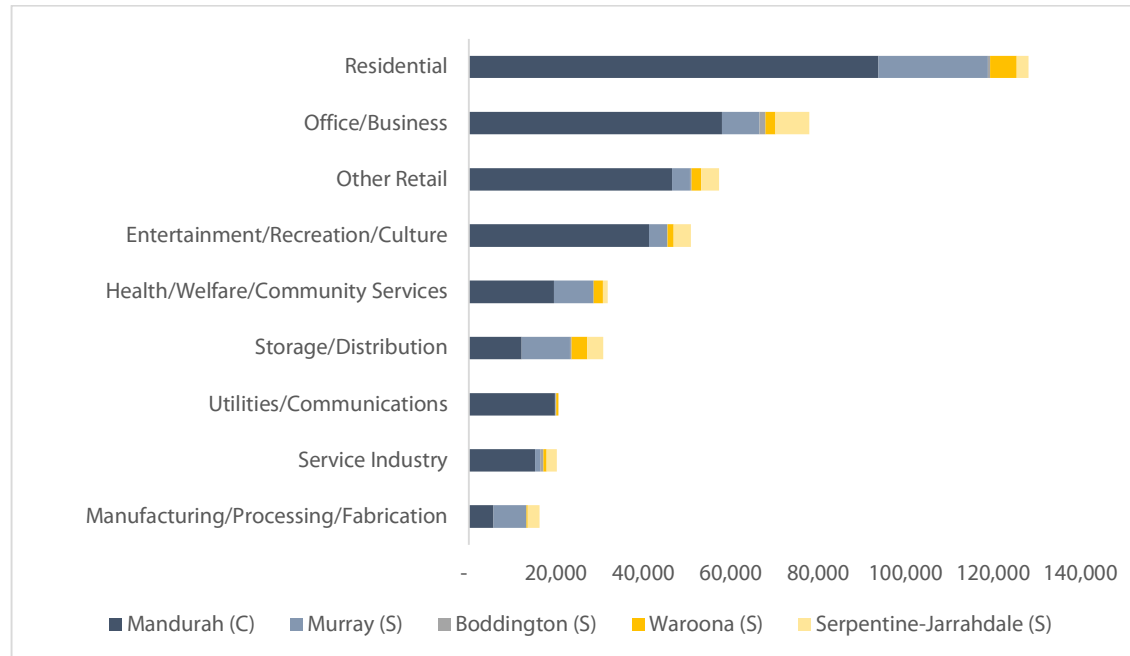
8.2 Potential Floorspace Gaps

This analysis has identified potential non-Shop/retail population driven floorspace that may locate in Point Grey:

- Entertainment/Recreation/Culture (Entertainment)
- Health/Welfare/Community Services (Health)
- Other Retail (Bulky Goods Retail)

The analysis investigated the current commercial floorspace provision in the Peel region in order to understand the current context of population driven services (Figure 41).

Figure 41. Current Floorspace Mix in the Peel Region (non-Shop-Retail)



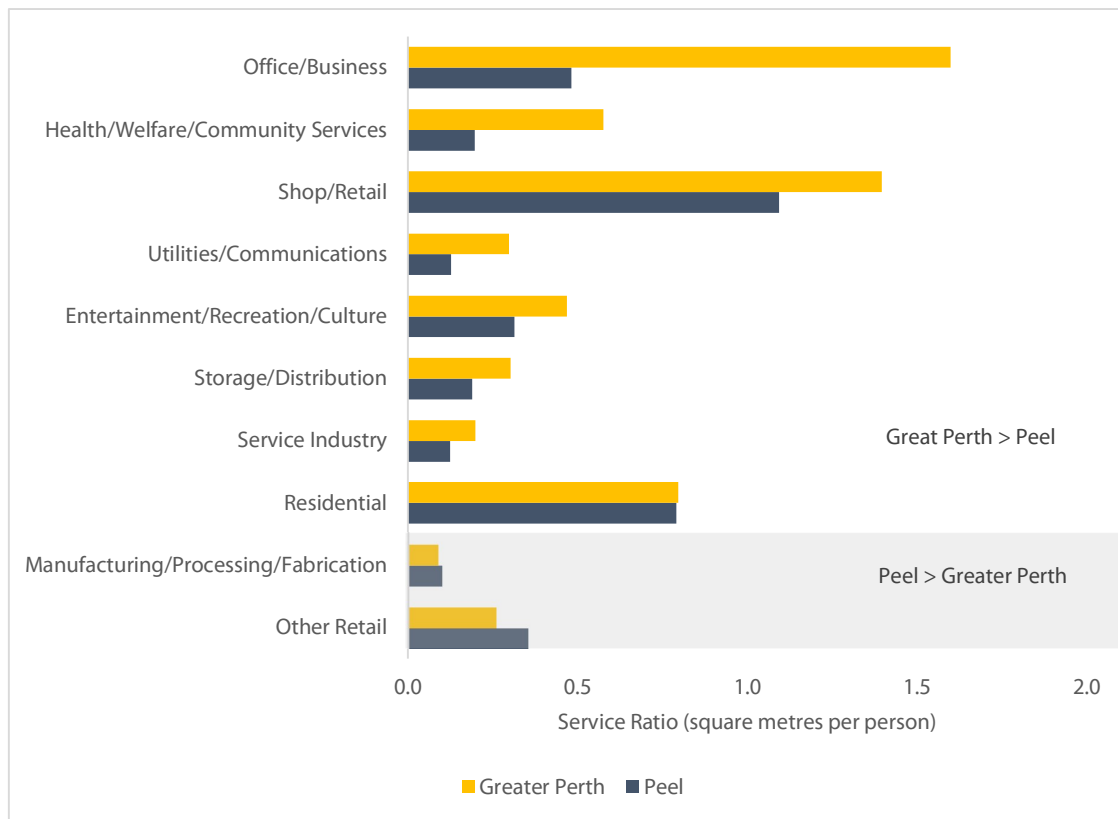
Source: Department of Planning, Lands and Heritage 2016

Residential floorspace²⁵ is a predominant floorspace type in the Peel region, mostly due to the large amount which exists at the Mandurah Ocean Marina (approximately 65,000m²). The Shire of Murray also boasts a significant amount of Residential floorspace, concentrated principally at Fairbridge Village and Riverglades Resort. Office and Entertainment floorspace is also prominent in the region. Service industry floorspace is potentially underrepresented, especially outside of the City of Mandurah.

Service Ratio Analysis

A service ratio analysis has been conducted to compare the provision of population-driven floorspace in the Peel region to their provision in Greater Perth. Through this analysis, potential gaps have been identified (Figure 42).

²⁵ Residential floorspace includes all types of residential land uses, ranging from single housing to nursing homes for the aged, residential hotels, motels, holiday housing and religious housing (Department of Planning Lands and Heritage 2017).

Figure 42. Peel and Greater Perth Commercial Floorspace Service Ratio Comparison

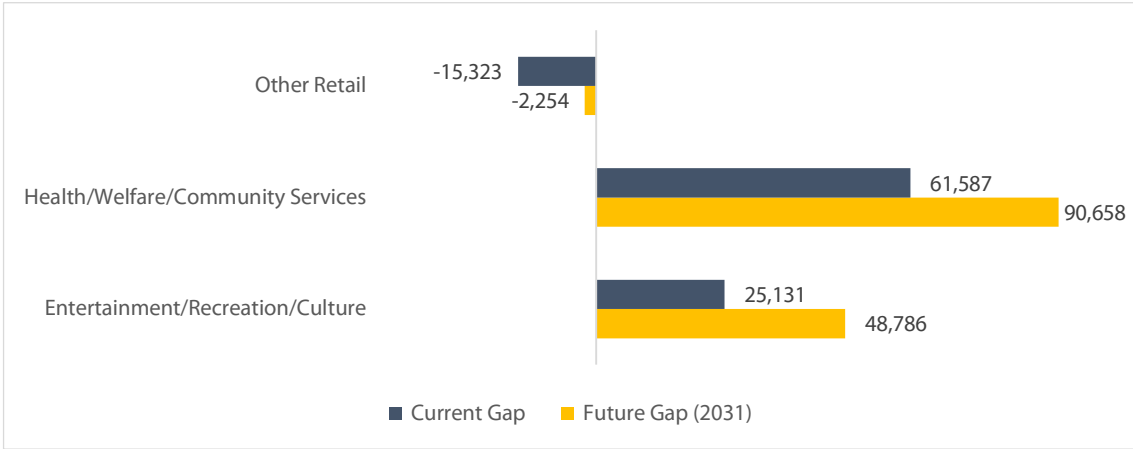
Source: Department of Planning, Lands and Heritage 2016

There is an evident gap in the provision of key population-driven floorspace uses such as Health / Welfare / Community services and Entertainment / Recreation / Culture. Conversely, the region exhibits a greater quantity of Other Retail floorspace than Greater Perth relative to its population, suggesting it has ample supply of Bulky Goods retailing. Office / Business floorspace present a significant gap however this gap includes major office employment centres such as the Perth CBD and it is seen as unlikely that Point Grey would be able to support more office floorspace than the average in the Peel Region.

Greater Perth service ratios for these three floorspace categories have been applied to the local population to provide an estimate of the size of the floorspace gap / surplus in the Peel region (Figure 43).



Figure 43. Health, Entertainment and Other Retail Floorspace Gaps in the Peel Region (m²)

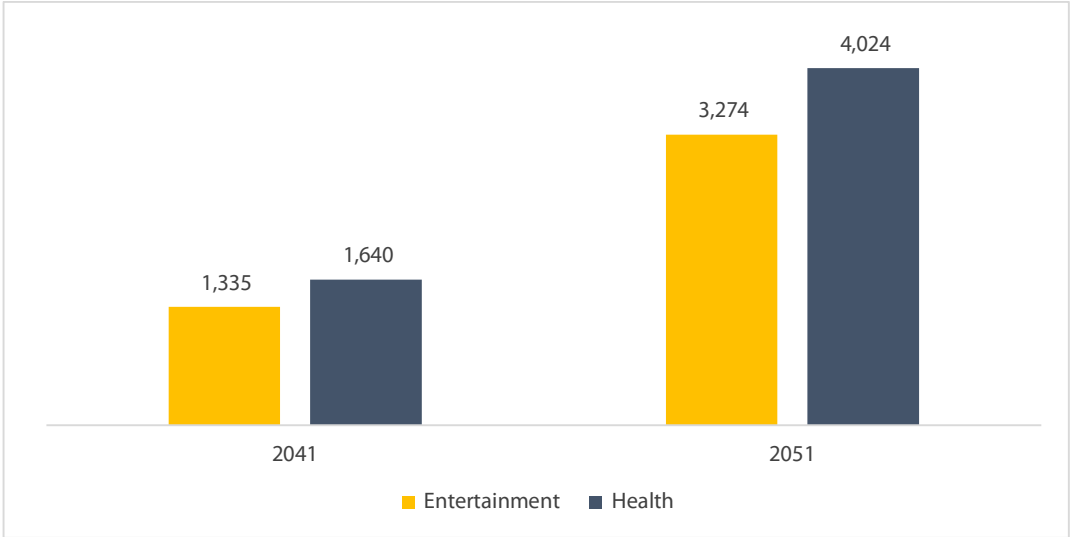


Source: Department of Planning, Lands and Heritage 2016, WA Tomorrow 2024

85% of the current over-provision of Other Retail in the Peel region will be absorbed by projected population growth by 2031. The existing gaps in Health and Entertainment floorspace uses will increase significantly as the region’s population grows. An opportunity therefore exists for Point Grey to deliver local offerings in these under-provided floorspace types, improving the Region’s population-driven floorspace profile and providing a positive contribution to Peel’s ESS targets.

Applying Greater Perth service ratios to the future potential Point Grey Neighbourhood Village resident population provides an estimate of the potential total floorspace that would be required in the broader region. Figure 44 below illustrates the future floorspace requirements for the Village area at 2041 (partial Village buildout) and 2051 (full Village buildout).

Figure 44. Point Grey Village Catchment Area Benchmarked Future Floorspace Requirements (m²)



Source: Department of Planning, Lands and Heritage 2016, WA Tomorrow 2024, Forecast .id 2024

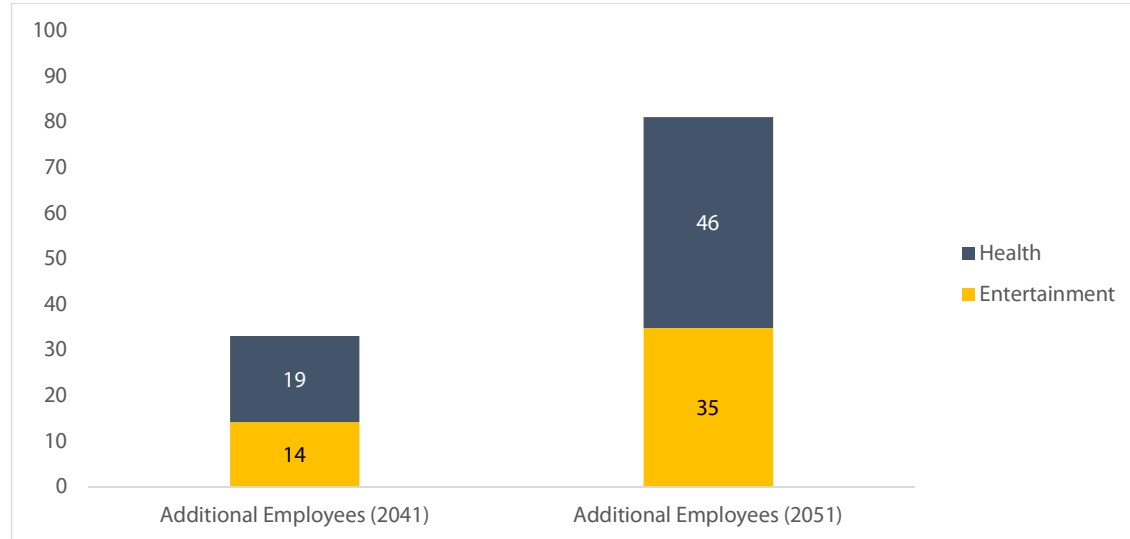
Point Grey Neighbourhood Village residents will require over 1,300 m² of Entertainment floorspace by 2041, and over 3,200m² upon full Village buildout in 2051. Over 1,600m² of Health floorspace will be needed by 2041, rising to in excess of 4,000m² by 2051. Whilst it is possible that Point Grey residents will seek certain Health and Entertainment related goods and services from outside of the Village Area (e.g. in Mandurah and/or other Greater Perth areas), the proposed commercial floorspace to be delivered at Point Grey should aim to provide a selection of relevant floorspace uses which cater for the needs of the local population. Planning for the Village should allow for additional floorspace to deliver these uses, with more detailed assessment of potential offerings to be investigated through industry consultation, interested commercial operators and further analysis.

8.3 Employment Estimates

Employment Contribution of Non-Retail Floorspace

The employment contribution of non-retail floorspace delivery at the Neighbourhood Village has been estimated using Peel region-specific floorspace-to-employment ratios derived from the DPLH's Land Use and Employment Survey (LUES). Figure 45 illustrates the potential additional employment generated through delivery of Health and Entertainment floorspace benchmark requirements at the Neighbourhood Village.

Figure 45. Employment Created Through Delivery of Future Non-Retail Floorspace Requirements



Source: Department of Planning, Lands and Heritage 2016, WA Tomorrow 2024, Forecast .id 2024, Pracsys 2024

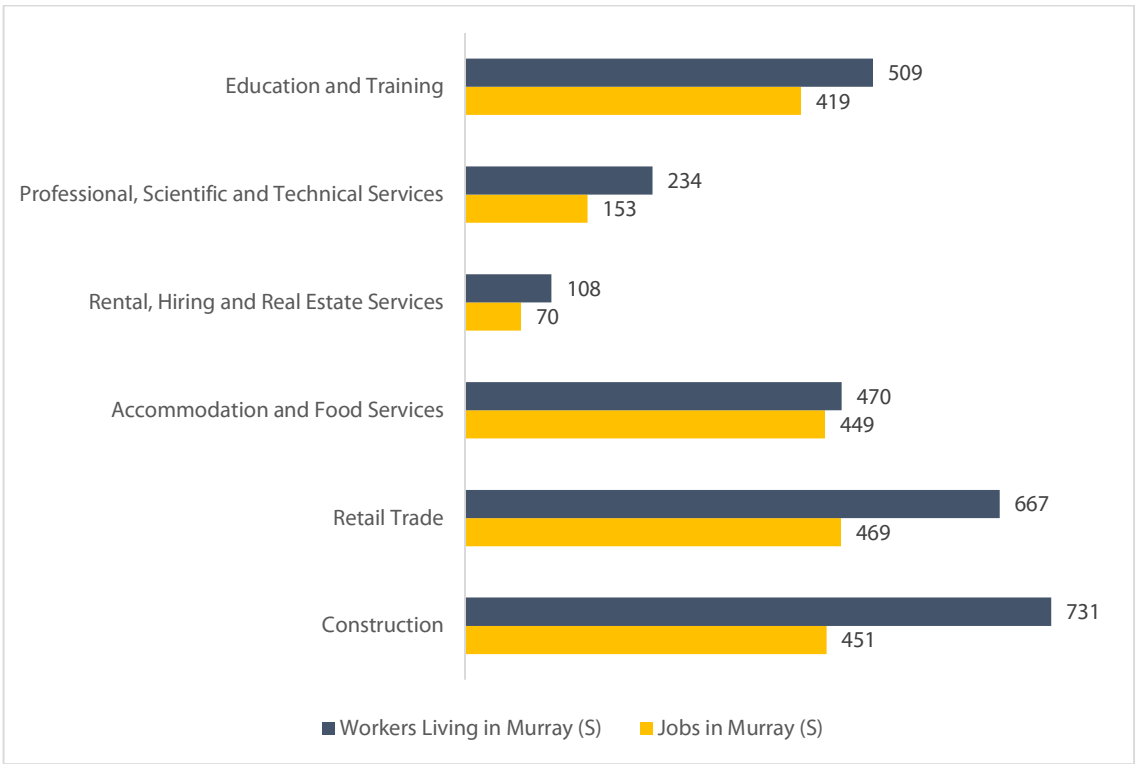
Based on a benchmarked Health floorspace requirement of approximately 1,600m² by 2041, it has been estimated that delivery of required floorspace will generate an additional 19 Health workers. By 2051, the number of additional jobs created in the Health floorspace category will be approximately 46. Based on a benchmarked Entertainment floorspace requirement of approximately 1,300m² by 2041, it has been estimated that delivery of required floorspace will generate an additional 14 Entertainment workers. By 2051, the number of additional jobs created in the Entertainment floorspace category will be approximately 35.



Industry Employment Gaps

Identifying gaps in industry employment can provide estimates of the Village’s potential positive contributions to Sub-regional ESS targets. ABS data has been used to compare industry employment in the Shire of Murray with the industry of employment of Shire residents. Figure 46 illustrates industries in the region which exhibit employment gaps, such that the number of local residents employed in an industry exceeds the number of jobs available locally in that industry. As a result, a proportion of Murray residents working in these industries must travel outside of the region for employment, negatively affecting regional ESS and ESC. Addressing these industry employment gaps will provide positive contributions to South Metropolitan Peel Sub-regional employment self-sufficiency targets by delivering jobs that match the existing employment profile of Murray’s residential base.

Figure 46. Industries with Employment Gaps in the Shire of Murray



Source: ABS Census 2021, Pracsys 2024

Key industries with employment gaps that can be addressed through commercial floorspace delivery at the prospective Point Grey Neighbourhood Village include Construction, Retail Trade and Accommodation and Food Services. The Construction industry will be reflected significantly within the Village’s initial construction phase, with significant construction employment created through the commercial / retail / mixed use, visitor accommodation and residential dwelling components of the development. The project will thus provide an opportunity for the region to improve its employment self-sufficiency through provision of local construction employment opportunities.



Retail Trade and Accommodation and Food Services will also make up a significant portion of ongoing employment opportunities at the Village. The estimated potential supportable retail floorspace of 6,609m² is likely to provide approximately 207 new retail industry jobs, based on benchmark floorspace-to-employee ratios in the Peel region. Retail Trade ESS is predicted to improve from its current rate of 58 per cent to 71 per cent for Village residents by 2051 as a result of this floorspace delivery. Retail Trade ESC is also predicted to increase from its current rate of 41 per cent to 72 per cent for Village residents. Similarly, the accommodation infrastructure aspiration of 150 short-stay units will generate approximately 23 new accommodation jobs, with Entertainment / Food Services floorspace delivering a further 15 jobs. Accommodation and Food Services ESS is thus predicted to improve from its current rate of 62 per cent to 65 per cent for Village residents by 2051 as a result of this floorspace delivery. Accommodation and Food Services ESC is also predicted to increase from its current rate of 60 per cent to 68 per cent for Village residents by 2051. The improvement in industry ESS and ESC performance due to these additional employment opportunities, created through delivery of commercial floorspace at the Village, is illustrated in Figure 47 and Figure 48 below.²⁶

Figure 47. Current and Potential Future ESS for Employment Gap Industries (Point Grey Area)



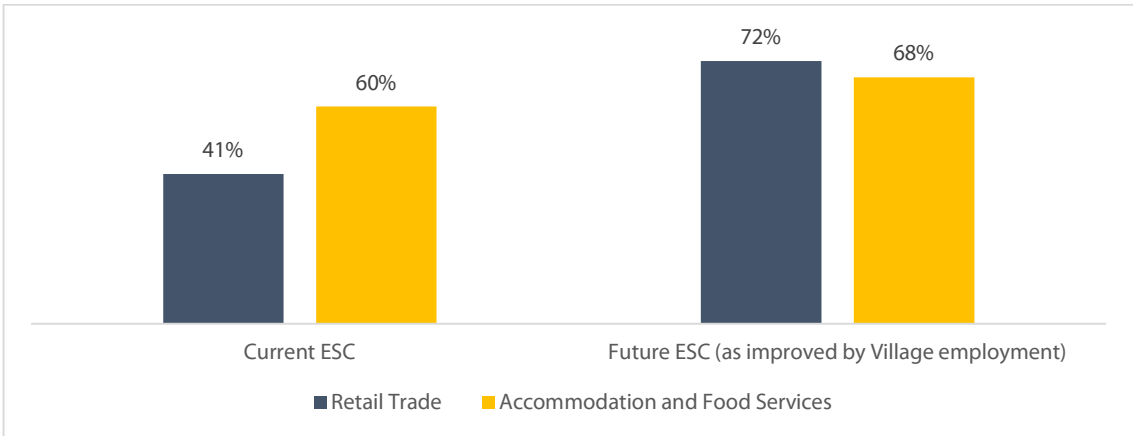
Note: ESS improvement estimates are static only and do not account for industry or population growth beyond the effect of the Point Grey Neighbourhood Village project.

Source: Department of Planning, Lands and Heritage 2016, ABS 2021, Pracsys 2024

²⁶ It has been assumed that new employment opportunities created through the Village project will increase the number of employment opportunities locally *without* increasing the number of local workers, such that the *same* workforce will have access to a greater number of employment opportunities in each affected industry.



Figure 48. Current and Potential Future ESC for Employment Gap Industries (Point Grey Population)



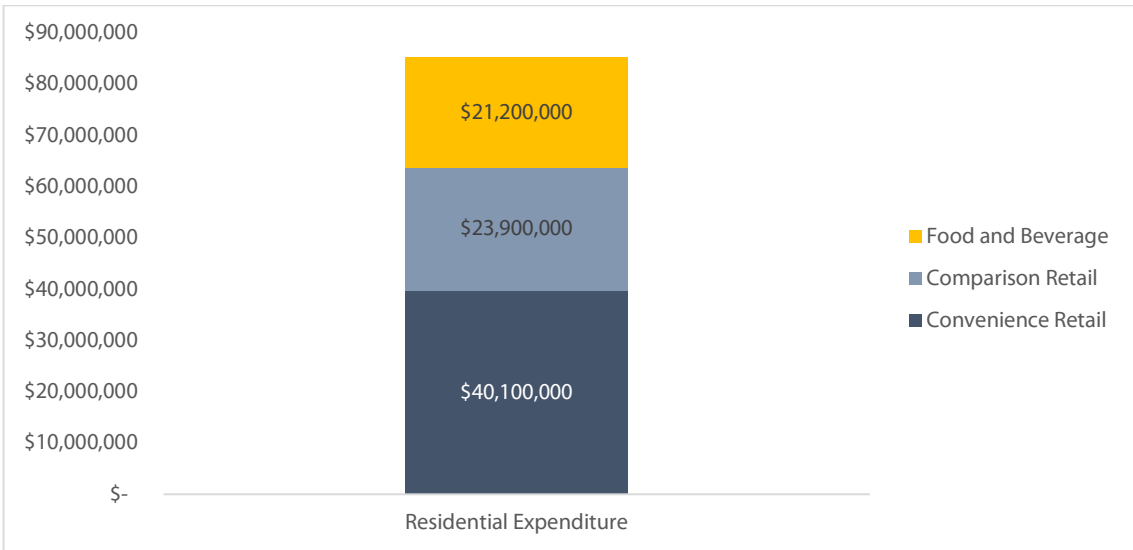
Note: ESC improvement estimates are static only and do not account for industry or population growth beyond the effect of the Point Grey Neighbourhood Village project.

Source: Department of Planning, Lands and Heritage 2016, ABS 2021, Pracsys 2024

Employment Impact of Expenditure

ABS input-output modelling has been used to estimate the additional employment created through expenditure by residents and visitors at the Point Grey Neighbourhood Village. Retail gravity modelling indicates a combined annual resident expenditure on retail and food and beverage offerings of approximately \$85 million upon full buildout of the Neighbourhood Village (by 2051). Figure 49 illustrates the magnitude of estimated expenditure by convenience retail, comparison retail and food and beverage floorspace categories.

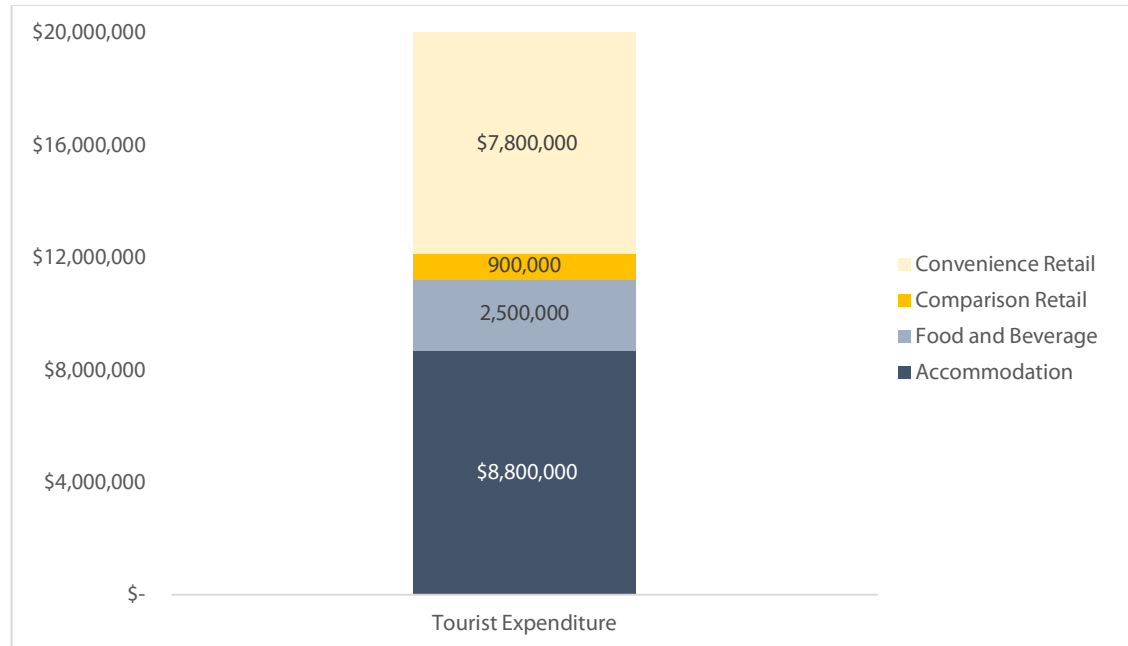
Figure 49. Resident Expenditure by Floorspace Category, 2051



Source: ABS 2022-23, Pracsys 2024

Visitation expenditure modelling indicates a combined annual tourist expenditure on retail and food and beverage offerings of approximately \$11.2 million by 2051. A further \$8.8 million is predicted to be spent on short-stay accommodation at Point Grey upon its full buildout. Figure 50 illustrates the magnitude of estimated expenditure by convenience retail, comparison retail, food and beverage and accommodation floorspace categories.

Figure 50. Tourist Expenditure by Floorspace Category, 2051



Source: ABS 2021, Pracsys 2024

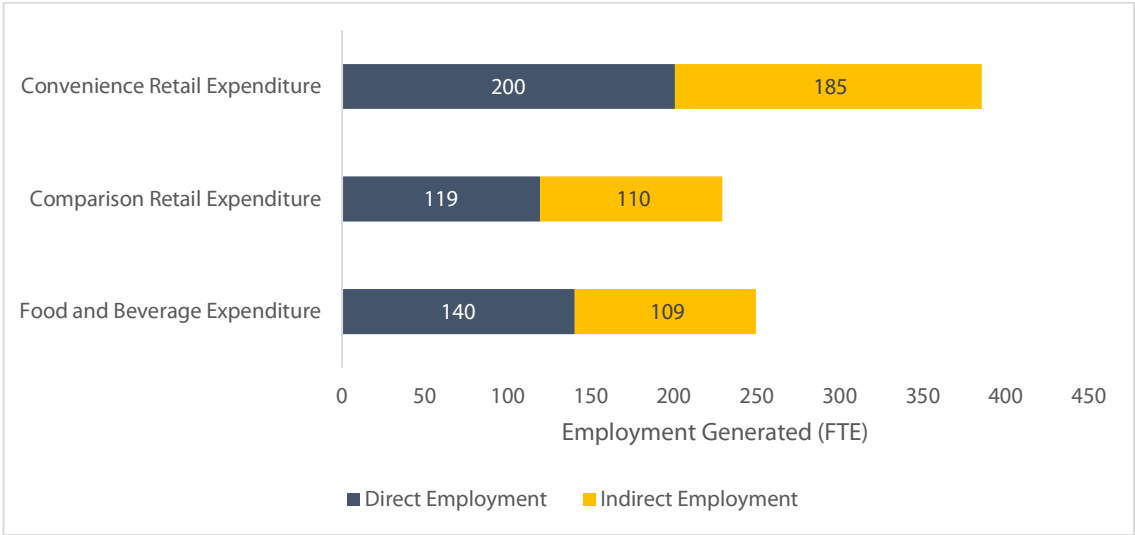
ABS input-output modelling has been used to estimate the additional employment created through the resident and visitor expenditure quantified above. To account for the lower FTE employees per m² of retail floorspace in Point Grey relative to higher-density areas, convenience and comparison retail employment estimates have been decreased by a benchmarked ratio²⁷. These estimates reflect additional employment in not just the location of the retail activity centre, but also in the wider supply chain, e.g., transportation of goods, storing of goods in warehouses, and administration services, in the retail industry. Some of these wider employment opportunities supported will be located in the Shire of Murray, while others will not. It is estimated that residential expenditure from village residents, upon its full buildout in 2051, will support approximately 846 Full Time Equivalent (FTE) employment opportunities, 460 of which will be generated directly and a further 404 of which will be created indirectly in the region's wider economy.

²⁷ The ratio used was the ratio between City of Perth's FTE Employees per m² of retail floorspace and the average of City of Mandurah and Shire of Murray's FTE Employees per m² of retail floorspace. Based on Department of Planning, Lands and Heritage 2016, *Land Use and Employment Survey*



Figure 51 illustrates the number of FTE employment opportunities generated by residential expenditure, broken down by floorspace categories.

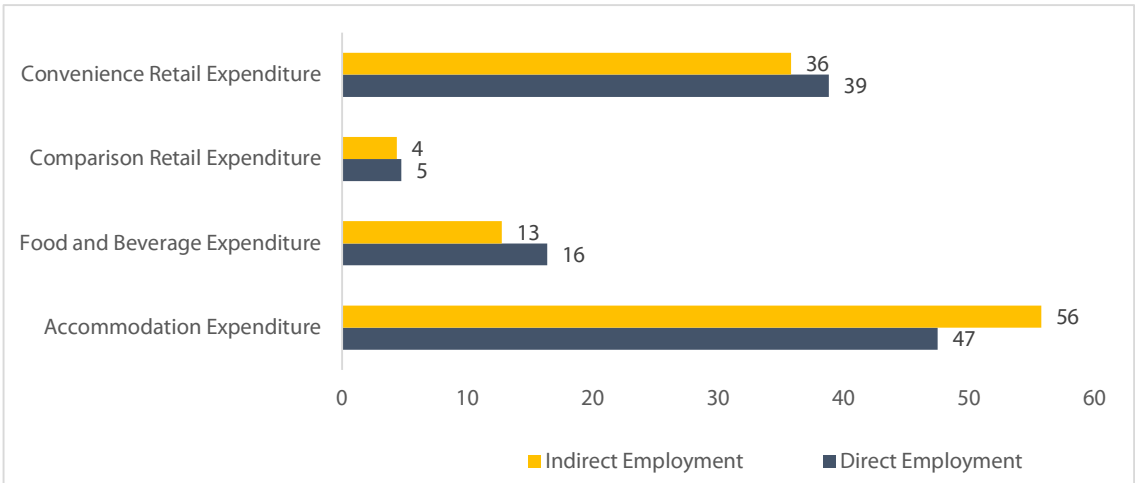
Figure 51. Resident-Supported Employment by Floorspace Expenditure Category (2051)



Source: ABS 2022-23, Pracsys 2024

It is estimated that visitor expenditure at the Village, upon realisation of the Neighbourhood Village’s full scale of operations in 2051, will support approximately 253 Full Time Equivalent (FTE)²⁸ employment opportunities, 127 of which will be generated directly and a further 126 of which will be created indirectly in the region’s wider economy. Figure 52 illustrates the number of FTE employment opportunities generated by tourist expenditure at the Village, broken down by floorspace categories.

Figure 52. Tourist-Supported Employment by Floorspace Expenditure Category (2051)



Source: ABS 2021, Pracsys 2024

²⁸ This is different to employment estimates in the accompanying Economic Development Strategy, as ABS Input-Output modelling estimates additional employment in the wider supply chain.

9 CONCLUSION

This Retail Needs Assessment has been prepared for PGDC to support an Activity Centre Plan application for the prospective Point Grey Neighbourhood Village Activity Centre in Point Grey, within the Shire of Murray. This report has provided an understanding of the current and future retail environment in the Activity Centre Catchment area and provide quantified estimates of retail and non-retail commercial floorspace demand. A retail gravity modelling analysis has been combined with visitation modelling to estimate a total resident and visitor retail expenditure of \$73 million at the Neighbourhood Village Activity Centre by 2051. This level of expenditure is sufficient to support approximately 7,800m² of retail floorspace, and is estimated to minimally impact existing retail centres (<1% impact on any individual centre).

A tourism trends analysis has been undertaken for the Shire of Murray and wider Peel region, illustrating significant annual growth in visitation. Future visitation modelling has estimated demand for 27,700 visits to the Village and 54,700 visitor nights spent at the Village at the point of its full buildout in 2051, which will support a further 720m² of retail floorspace and 4,125m² of accommodation floorspace.

A non-retail employment gap analysis has also been undertaken, finding that the Village has the potential to improve the Shire of Murray's ESS and ESC through delivery of commercial floorspace. The Village's delivery of 207 Retail industry jobs has the potential to improve Retail ESS from 58 per cent to 71 per cent and Retail ESC from 41 per cent to 72 per cent. The Village's delivery of 38 Accommodation and Food Services jobs has the potential to improve Accommodation and Food Services ESS from 62 per cent to 65 per cent and Accommodation and Food Services ESC from 60 per cent to 68 per cent. Furthermore, it has been estimated that delivery of the region's shortfall in Health and Entertainment floorspace has the potential to generate an additional 46 Health workers and 35 Entertainment workers by 2051.

The above findings illustrate the significant value of the Point Grey Neighbourhood Village project to the wider Murray, Mandurah and Peel regions. This report, alongside the Point Grey Economic Development Strategy, provides justification of the project by quantifying the significant employment and localised expenditure which it can generate for the Shire of Murray.