

SPG Hervey Bay

200 Boat Harbour Drive,
Pialba, Hervey Bay

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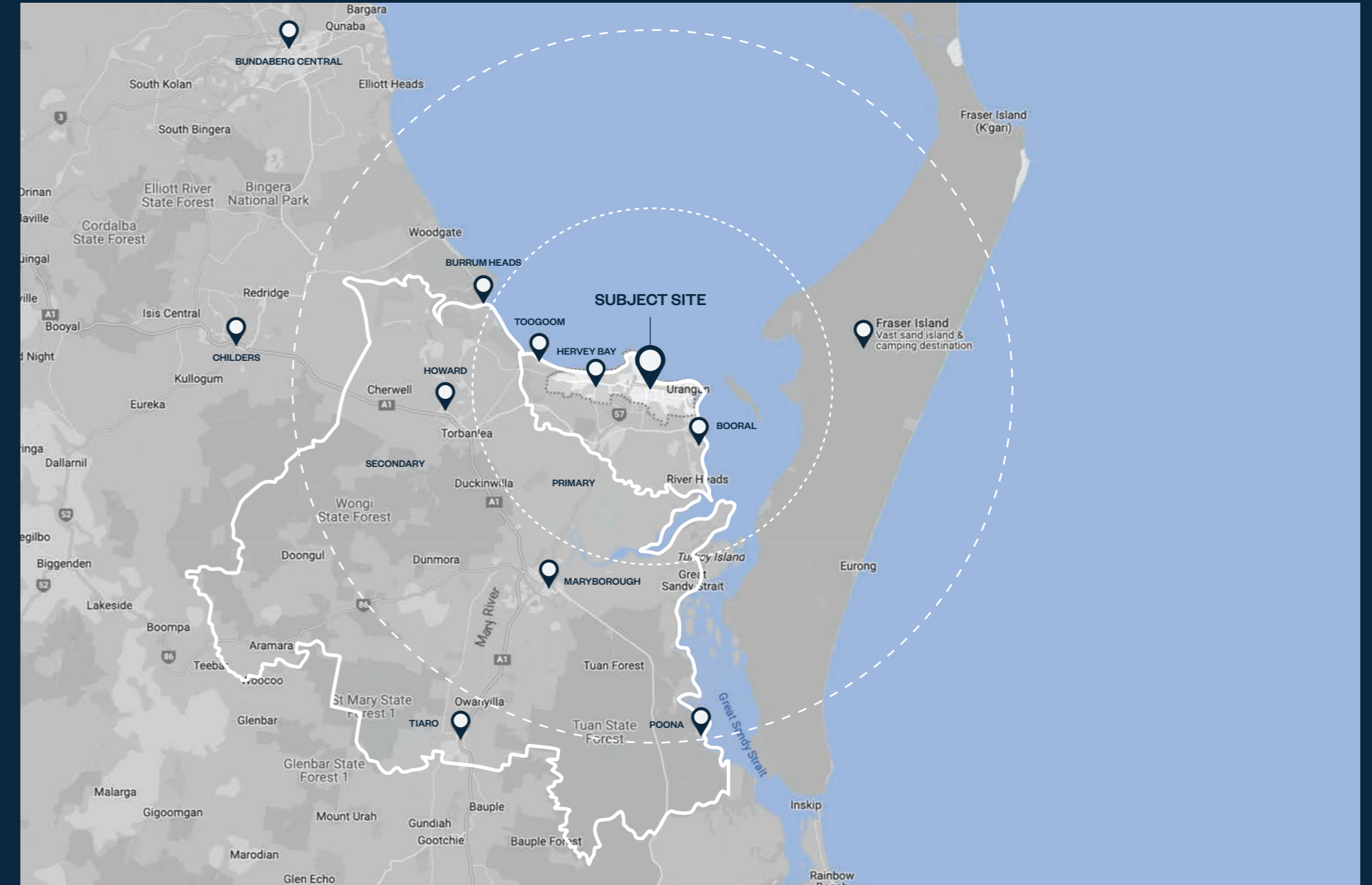
Location is key – set up where the shoppers be. With 19,000 vehicles crossing the east-west thoroughfare daily, SPG Hervey Bay serves as a convenient stop-and-shop destination. From clothing to entertainment, food and beverage to wellness – we’re keeping it all under one roof for the entire Wide Bay Area.



Prime position to serve the Wide Bay area through to K'gari (Fraser Island).

"We are excited to bring Planet Fitness to Hervey Bay Centre. This centre is a one-stop-shop for all daily needs including shopping, entertainment, and wellness"

— Danielle Monroy, Managing Director, Planet Fitness.



Be part of the pulse in the retail heart.

Spotlight Property Group is spearheading the development of this shopping centre, occupying a strategic location on 3.0 hectares of land.

This is an opportunity to stand alongside a mix of national retail giants, including Spotlight, Anaconda, Harris Scarfe, The Good Guys, Planet Fitness, and more to be announced soon. With optimal frontage and visibility, SPG Hervey Bay provides convenient entry points and a tri-street perspective, allowing each retailer to benefit from extensive signage. The retail development spans 20,200sqm and is easily accessible via Hunter Street and Taylor Street, in both directions of traffic from Boat Harbour Drive. Its positioning on Hervey Bay's primary east-west thoroughfare exposes the centre to a traffic volume of approximately 19,000 vehicles per day.

This impressive shopping and entertainment centre is strategically located in a bustling hub that caters to the retail needs of residents sprawled throughout the immediate Hervey Bay and Wide Bay regions. The podium design of the building not only adds to its aesthetic appeal, but also serves a practical purpose as it maximises the onsite parking capabilities. Providing a total of 445 parking bays, 360 are under cover, and the other 85 are above at the main entry point of the centre, adding to the convenience of visitors. With a range of spaces available for lease, from 69 sqm up to 2,895 sqm, the centre is ideal for retail, entertainment, and service providers seeking to tap into the thriving local market.



90%
of houses in the Wide Bay area are a stand-alone house dwelling type.

73%
of houses in the Wide Bay area are owner occupied.

94%
of Wide Bay area own a vehicle per dwelling.



445

Parking spaces.



\$3,971

LFR spend per capita.



19,000

Passing vehicles per day.



3

Frontage and visibility points.



2

Easily accessible entry points.



313,604

Total catchment population.

A front-facing feature.

A location with prominent three-street frontage to Hervey Bay's primary east-west thoroughfare, positioned closely to several other leading retail destinations. The Hervey Bay retail strip is the first choice for Wide Bay area residents looking to satisfy their shopping desires.





Ground Floor Tenancies

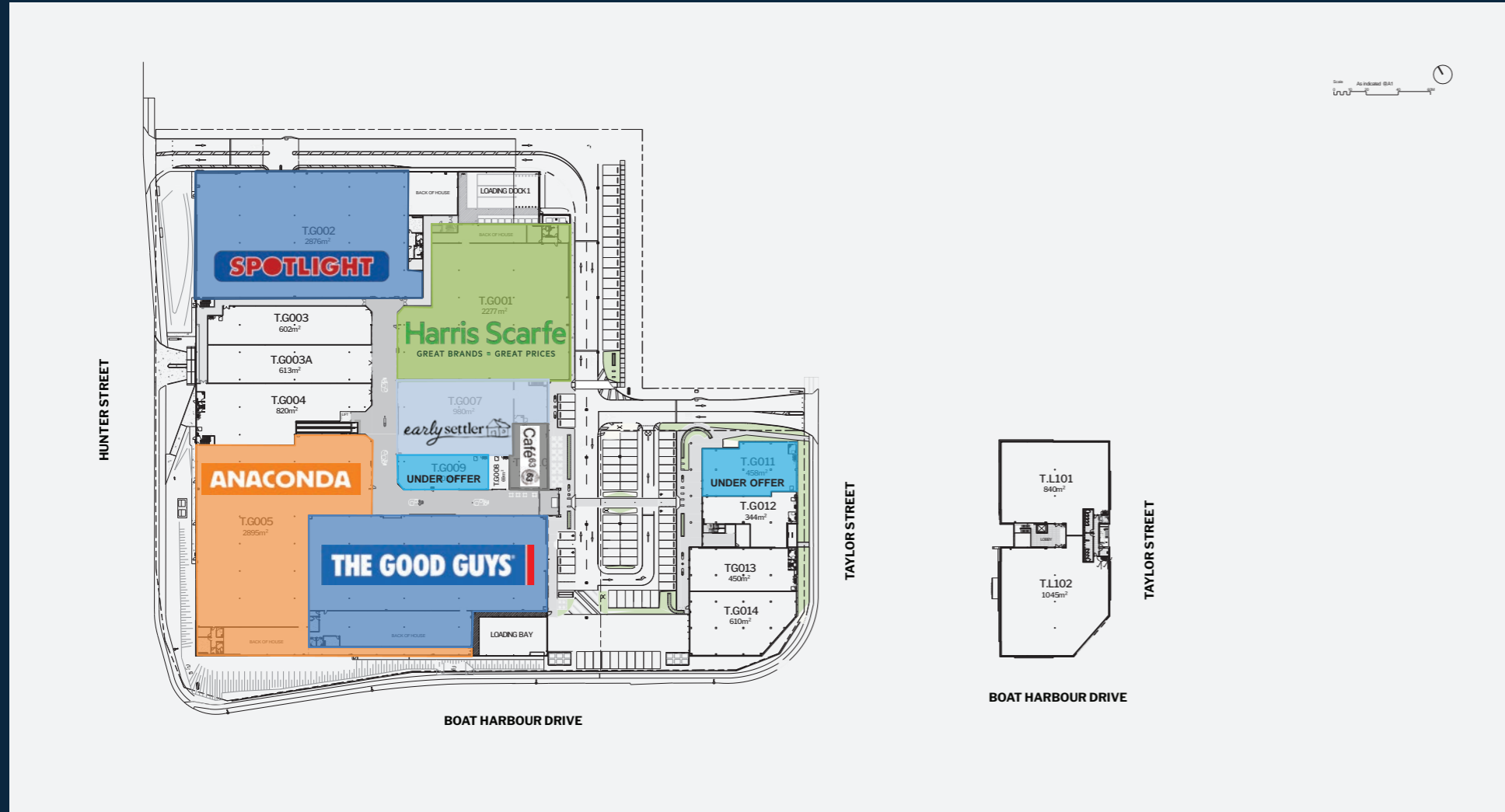
Site	Tenant	Size	Availability
Lower Ground Tenancy	Planet Fitness	1965m ²	Leased
Tenancy 1	Harris Scarfe	2277m ²	Leased
Tenancy 2	Spotlight	2876m ²	Leased
Tenancy 3	Vacant	602m ²	Under offer
Tenancy 3A	Vacant	613m ²	Available
Tenancy 4	Vacant	820m ²	Available
Tenancy 5	Anaconda	2895m ²	Leased
Tenancy 6	The Good Guys	2751m ²	Leased
Tenancy 7	Early Settler	980m ²	Leased
Tenancy 8	Vacant	69m ²	Available
Tenancy 9	Vacant	301m ²	Under offer
Tenancy 10	Café 63	230m ²	Leased
Tenancy 11	Vacant	458m ²	Under offer
Tenancy 12	Vacant	344m ²	Available
Tenancy 13	Vacant	450m ²	Available
Tenancy 14	Vacant	610m ²	Available

First Floor Tenancies

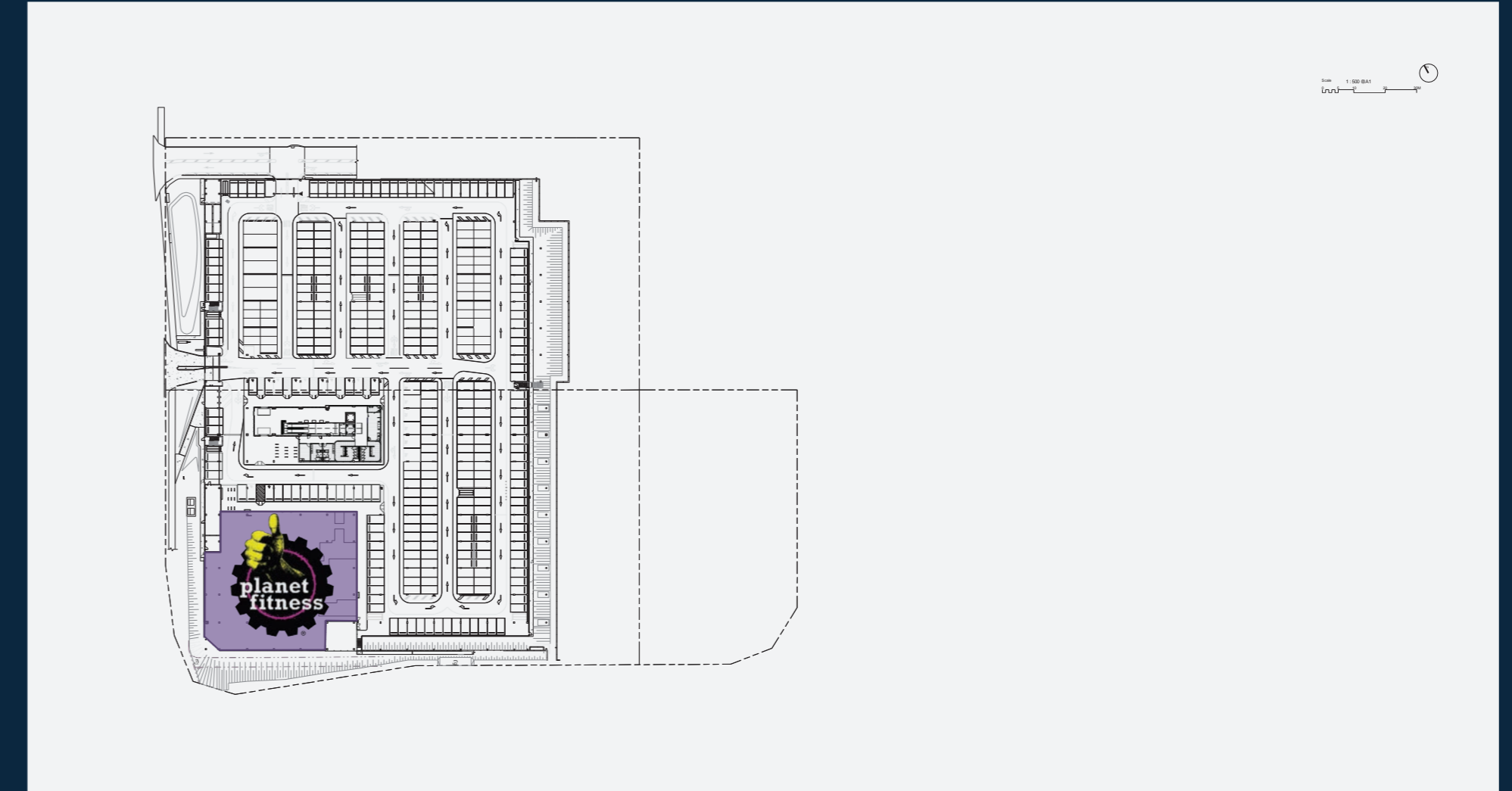
Site	Tenant	Size	Availability
Tenancy L101	Vacant	840m ²	Available
Tenancy L102	Vacant	1045m ²	Available

Sizing flexibility available for vacant tenancies.

Ground Floor and Level One Leasing Plan



Undercroft Carpark



Claim the major two-storey corner as your own.

The two-storey corner building located on Boat Harbour Drive presents an exceptional opportunity to secure a prime position space.

Whether it's for entertainment, hospitality, clothing, or wellness purposes, this location offers easy access and exposure to high volumes of visitor traffic each day.

Complete with an on-grade car park comprised of 85 bays, this build is conveniently adjacent to one of the main entry points to the retail centre and Café 63. The space also offers a picturesque scenic outlook from the first level, capturing blue water views



An investment in Hervey Bay's strategy.

Opportunity is deep-seated in retirees seeking out their forever home in a location that has everything they need. Due to its opportune location, Hervey Bay sees residents from rural areas and K'gari (Fraser Island) making the trip to take advantage of its accessible retail centres.

Primary sector

Hervey Bay has emerged as the home of the empty nesters and seniors looking to enjoy a relaxed coastal life. This demographic holds high value in having all their shopping wants and needs met under one roof, which is why they will be flocking to SPG Hervey Bay.

The primary catchment is also popular among tourists who are visiting the area to enjoy many site-seeing opportunities and day tours. As a result, the primary catchment has become a hub of activity that draws people from all over.

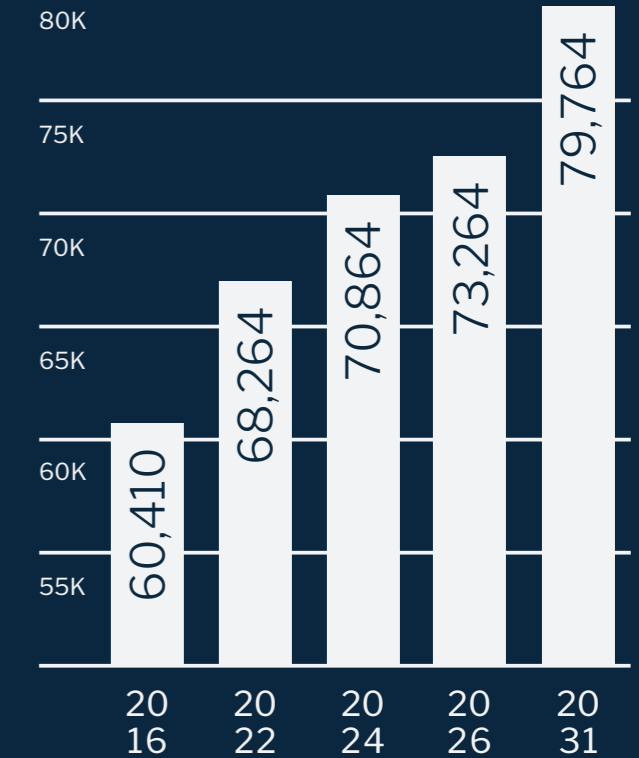
Secondary sector and Wide Bay area

The high availability of residential land in the secondary catchment and Wide Bay area sees the region poised for a population boom. As Hervey Bay is considered a desirable drive for people in this catchment, the knock-on effect of the population growth will lead to more people travelling to Hervey Bay for their shopping needs. As such, the city's retail centres are likely to become even more important in the years ahead.



313,604
total catchment area.

Primary catchment population growth



The Demographic Profile - 2021 Census

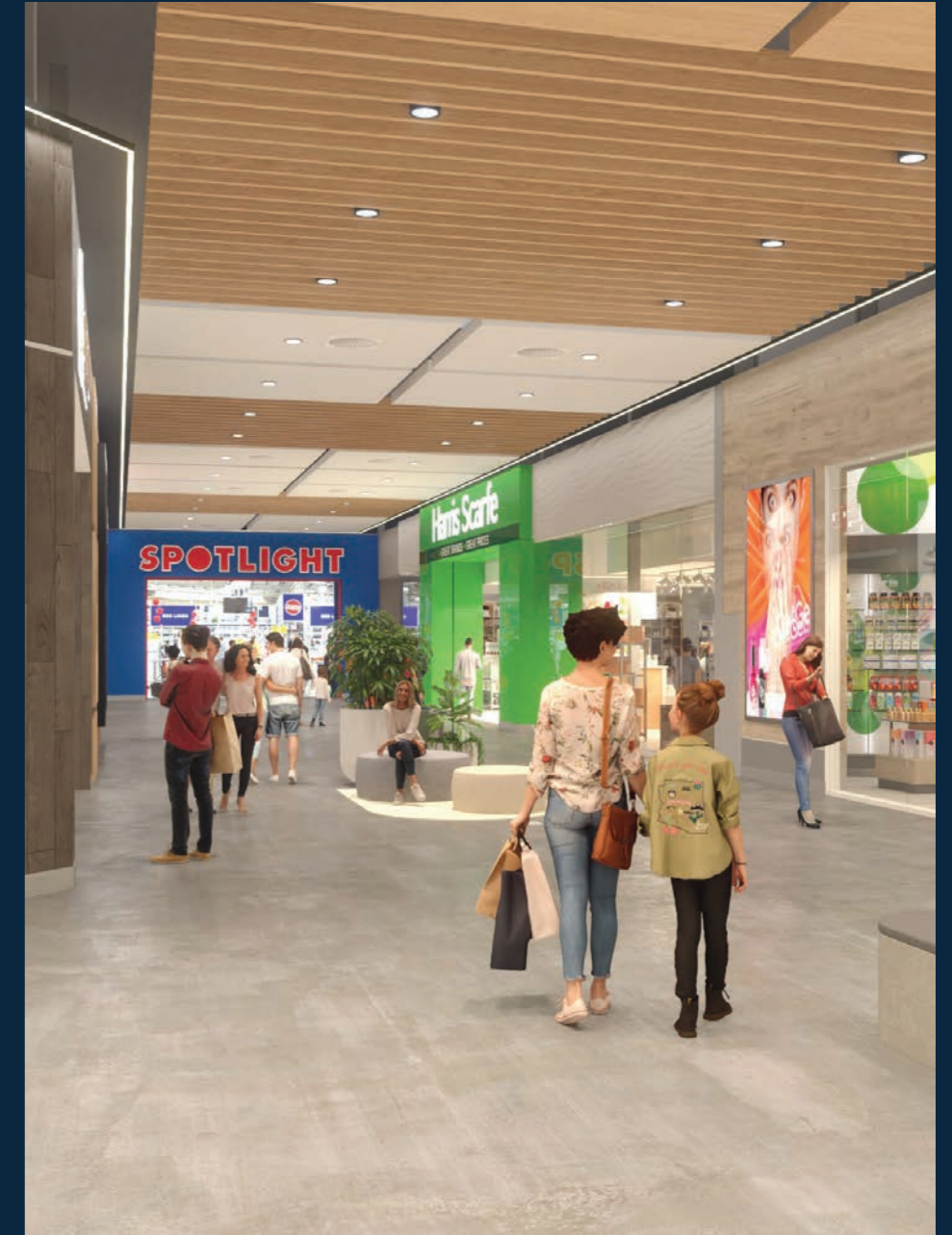
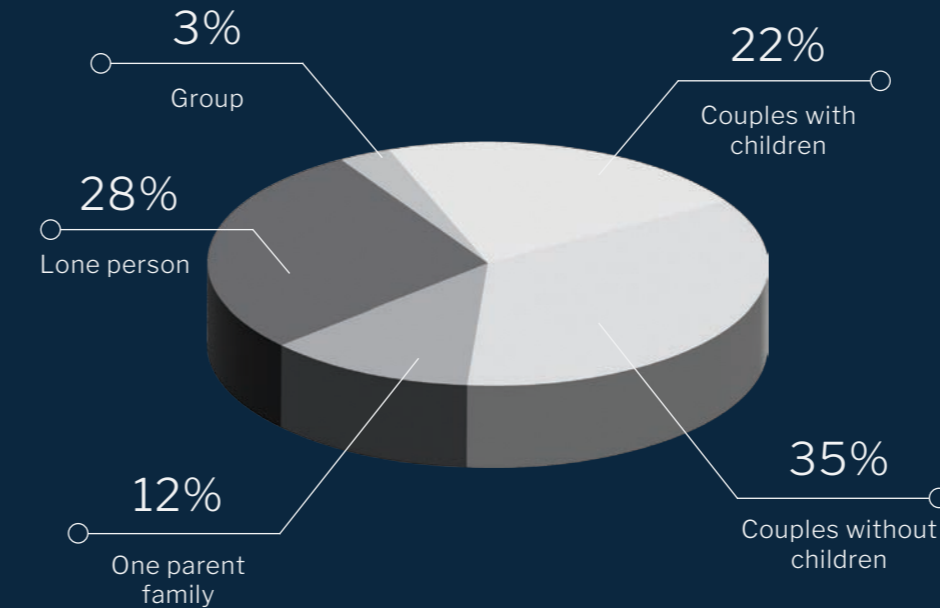
Demographic Characteristic 2021 Census	Total Wide Bay	Regional Qld (ex GC, SC)	Index to Regional QLD (ex GC, SC) Average
Dwellings			
Average household size	2.34	2.46	95
Age Group			
0-2	2%	3%	76
3-9	7%	9%	83
10-19	12%	13%	91
20-34	14%	18%	76
35-49	16%	18%	85
50-64	22%	20%	109
65+	27%	19%	145
Average age	45.9	40.9	112
Annual household income			
Average household income	\$76,510	\$95,056	80
Country of Birth			
Australia	87%	85%	103
England	4%	3%	136
New Zealand	3%	3%	107
Other	6%	10%	62
Occupied private dwelling tenure			
Fully owned	44%	34%	129
Being purchased	29%	33%	88
Rented	26%	32%	81

Demographic Characteristic 2021 Census	Total Wide Bay	Regional Qld (ex GC, SC)	Index to Regional QLD (ex GC, SC) Average
Dwelling type			
Separate house	90%	86%	104
Townhouse/semi-detached	6%	8%	76
Apartment	4%	5%	70
Motor vehicle ownership per dwelling			
None	5%	5%	98
One	37%	35%	107
Two	36%	38%	96
Three or more	21%	22%	96
Make of passenger vehicles (2019 Motor Vehicle Census)			
Toyota	22%	25%	89
Holden	13%	12%	107
Ford	10%	8%	114
Hyundai	9%	8%	117
Mitsubishi	8%	7%	107
Nissan	8%	7%	105
Other	30%	32%	95

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics

Household Composition

Close to half of the households in the total Wide Bay area are retirees and seniors, living either as a couple or as solo residents. While the average income stream might be mid-level, many of these households have disposable income.



LFR Market Size by Catchment Sector

Spending category	2022	2024	2026	2031	2022-31
	Total LFR (\$m)				(% pa)
Primary	271.3	287.9	315.0	394.6	4.2%
Secondary	167.3	173.0	184.8	218.0	3.0%
Balance Wide Bay	806.7	839.5	903.3	1,078.5	3.3%
Total Wide Bay	1,245.3	1,300.4	1,403.1	1,691.0	3.5%
Average change (% pa)	-	2.2%	3.9%	3.8%	-

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics



LFR Spend per Capita (2021/22)

Spending category	Total Wide Bay	Regional QLD (ex GC, SC)	Index
Automotive Parts and Accessories	\$430	\$514	84
Floor Coverings	\$114	\$105	109
Curtains & Blinds	\$81	\$94	86
<i>Sub-total Coverings</i>	<i>\$195</i>	<i>\$199</i>	<i>98</i>
Electrical Appliances	\$421	\$442	95
Electrical Communications	\$42	\$50	83
Electrical Entertainment	\$584	\$650	90
Electrical Media	\$177	\$201	88
<i>Sub-total Electrical</i>	<i>\$1,224</i>	<i>\$1,343</i>	<i>91</i>
Bedroom Furniture	\$147	\$166	89
Other Furniture	\$247	\$279	89
<i>Furniture</i>	<i>\$393</i>	<i>\$444</i>	<i>89</i>
Hardware & Garden	\$1,002	\$1,001	100
Home Décor	\$113	\$122	93
Manchester	\$93	\$95	97
Tableware & Kitchenware	\$94	\$103	91
<i>Sub-total Homewares</i>	<i>\$299</i>	<i>\$320</i>	<i>93</i>
Other Large Format Retail	\$427	\$469	91
Total	\$3,971	\$4,291	93

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics

LFR Market Size by Category

Spending category	2022	2024	2026	2031	2022-31
	Total Wide Bay spend (\$m)				(% pa)
Automotive Parts & Accessories	134.8	140.3	151.7	183.9	3.5%
Floor Coverings	35.8	38.4	40.9	47.6	3.2%
Curtains & Blinds	25.5	27.4	29.1	33.9	3.2%
<i>Sub-total Coverings</i>	<i>61.3</i>	<i>65.8</i>	<i>70.0</i>	<i>81.5</i>	<i>3.2%</i>
Electrical Appliances	132.2	145.6	156.3	186.0	3.9%
Electrical Communications	13.1	14.4	15.5	18.4	3.9%
Electrical Entertainment	183.2	201.8	216.7	257.9	3.9%
Electrical Media	55.4	61.0	65.5	78.0	3.9%
<i>Sub-total Electrical</i>	<i>383.9</i>	<i>422.8</i>	<i>454.0</i>	<i>540.4</i>	<i>3.9%</i>
Bedroom Furniture	46.0	49.5	52.6	61.3	3.2%
Other Furniture	77.4	83.1	88.5	103.1	3.2%
<i>Furniture</i>	<i>123.4</i>	<i>132.6</i>	<i>141.1</i>	<i>164.4</i>	<i>3.2%</i>
Hardware & Garden	314.1	296.8	324.6	406.3	2.9%
Home Décor	35.4	38.1	40.5	47.1	3.2%
Manchester	29.1	31.2	33.2	38.7	3.2%
Tableware & Kitchenware	29.4	31.5	33.6	39.1	3.2%
<i>Sub-total Homewares</i>	<i>93.8</i>	<i>100.8</i>	<i>107.3</i>	<i>124.9</i>	<i>3.2%</i>
Other Large Format Retail	134.0	141.2	154.4	189.5	3.9%
Total	1,245.3	1,300.4	1,403.1	1,691.0	3.5%

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics

Led by a highly experienced team:



Developer and Leasing Agent



Economic Analysis

Estimated project timelines and milestones:



Aerial view from the south. Structural steel to Pour E, Pour G formed and ready for reo, PT and services, Pour K concrete being placed.



Aerial view from the north.

Construction Commencement

Tenant Handover

Trading Commencement



Currently under construction



September 2023



November 2023



SPOTLIGHT ANACONDA
Harris Scarfe
THE GOOD GUYS
planet fitness
TENANT
TENANT
early settler
earlysettler.com.au
TENANT
tenant
Café 63

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THE GOOD GUYS
Harris Scarfe
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SPG

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