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The Broadway Punchbowl, Sydney

Economic Impact Assessment

Prepared for AB Works

24 March 2010

DRAFT

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INTRODUCTION

This report presents an independent assessment of the demand for the planned retail component of a proposed mixed use development at Punchbowl in Sydney. The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as The Broadway Punchbowl throughout the remainder of this report.

The report is structured and presented in **five sections** as follows:

- **Section 1** details the location of The Broadway Punchbowl site and discusses the context of the site within the south-western suburbs of Sydney. The proposed development scheme is also reviewed.
- **Section 2** examines the trade area which is relevant to the proposal, including current and projected population and retail spending levels.
- **Section 3** provides an overview of the retail structure within the surrounding region.
- **Section 4** outlines our assessment of the sales potential for the retail component of the proposed The Broadway Punchbowl and then presents an economic impact assessment. Likely trading impacts on other retailers throughout the surrounding region are considered, as are the employment and other economic impacts, both positive and negative, of the proposal.
- **Section 5** outlines the key findings of the analysis.

EXECUTIVE SUMMARY

The key points of this report, regarding the demand and market scope for the planned retail component of the proposed The Broadway Punchbowl development, include:

i. The Broadway Punchbowl site is that of the Punchbowl RSL. The site is situated on the southern side of The Boulevarde between The Broadway in the east and Matthews Street in the west. The proposed site is at the eastern end of the retail and commercial strip along The Boulevarde.

ii. Based on an inspection and survey undertaken by this office in March 2010, the Punchbowl precinct encompasses some 140 retail and non-retail shopfronts. A small IGA supermarket of 700 sq.m and some 22 food and grocery shops which cater to specific ethnic populations are currently provided to serve the food and grocery needs of residents.

iii. AB Works propose a mixed use development in Punchbowl that would include residential, commercial and retail components. In total, the planned retail component of the proposed The Broadway Punchbowl development would comprise some 6,600 sq.m of retail floorspace (Gross Lettable Area - GLA) including:

   - A supermarket of 4,200 sq.m.
   - Specialty shops of 2,400 sq.m.

iv. A major full-line supermarket is at least 3,000 sq.m in size and caters for the top-up and weekly shopping needs of the surrounding population. A full-line supermarket is 2,500 – 3,000 sq.m in size and allows for a full shop but does not have the range or offer of a major full-line supermarket. Any supermarket less than 2,500 sq.m in size, such as IGA at Punchbowl (700 sq.m) does not typically provide the range or offer for consumers to undertake a full weekly shop.

v. The proposed retail offer of The Broadway Punchbowl would serve local residents by providing a food and convenience offer anchored by a major full-line supermarket in addition to a complementary provision of retail specialty shops.

vi. The provision of supermarket floorspace throughout the main trade area is significantly lower than the Australian average at 59 sq.m per 1,000 persons compared with 330 sq.m per 1,000 persons. The main trade supermarket floorspace provision is less than 20% of the Australian average.

vii. The proposed The Broadway Punchbowl will strengthen the retail offer of the precinct and provide the opportunity for existing retailers to benefit from the customer flows generated. Without the development of the proposed The Broadway Punchbowl, the precinct would be expected to be impacted by the development of supermarkets and other retail facilities at nearby centres including Greenacre and Lakemba. The development of the proposed The Broadway Punchbowl would provide a major full-line supermarket offer at Punchbowl, which would allow the precinct to compete with these expanded centres.

viii. The projected impacts on other retailers throughout the region from the development of the planned retail component of the proposed The Broadway Punchbowl will not threaten the viability or continued operation of any facilities. The proposed development will significantly enhance the vibrancy and long term sustainability of the Punchbowl retail offer, providing an anchor tenant in a convenient location for local residents. The proposed development will result in the retention of spending that is currently escaping to other centres beyond the main trade area including Centro Roselands and Centro Bankstown.

ix. It is concluded that the combination of the substantial positive economic impacts from the proposal, serve to more than offset the trading impacts that could be anticipated for a small number of the existing retail stores in the region. Further, the impacts would not threaten the viability of any of these retailers or centres.

1 SITE LOCATION AND PROPOSED DEVELOPMENT

This section of the report reviews the regional and local context of the proposed The Broadway Punchbowl site and provides an overview of the composition of the proposed development scheme.

1.1 Regional Context

i. As illustrated on Map 1.1, the suburb of Punchbowl is located in south-west Sydney, approximately 17 km from the Sydney Central Business District (CBD). Punchbowl falls within the Canterbury Local Government Area (LGA).

ii. Punchbowl is an established residential area with a small provision of retail and commercial shopfronts focused around the Punchbowl train station.

iii. Access to Punchbowl is very easy for the surrounding population with Canterbury Road and Punchbowl Road being the major roads in the area. Canterbury Road connects to King Georges Road in the east and Fairford Road in the west, with both of these north-south arterial roads linking to the M5 Motorway in the south.

MAP 1.1 – PUNCHBOWL REGIONAL CONTEXT

Map produced by Duane Location IQ using MapInfo Pro Australia Pty Ltd and related data sets.

1.2 Local Context

i. The Punchbowl retail and commercial strip is a relatively small precinct that is centred around the Punchbowl railway station, with shopfronts along The Boulevarde and Punchbowl Road.

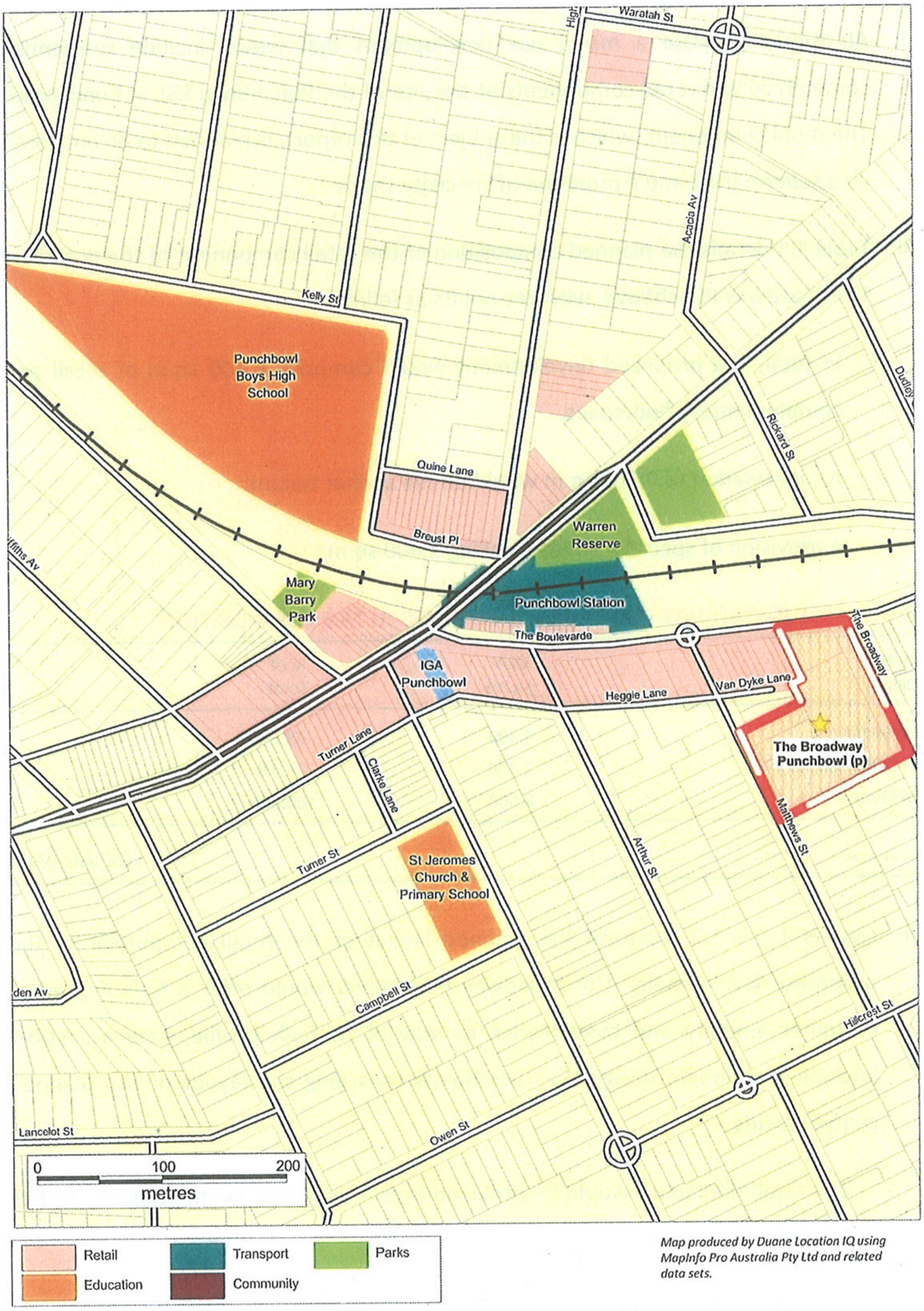
ii. The site of the proposed The Broadway Punchbowl is situated on the southern side of The Boulevarde between The Broadway in the east and Matthews Street in the west. The proposed site is at the eastern end of the retail and commercial strip along The Boulevarde and is currently the site of the Punchbowl RSL.

iii. Map 1.2 illustrates the local context of The Broadway Punchbowl. Key points to note include:

- The Punchbowl Railway Station is provided within 500 metres of the site.
- A number of schools are provided in the surrounding area including Punchbowl Boys High School and St Jeromes.
- Retail and non-retail shopfronts are provided along the southern side of The Boulevarde and along both sides of Punchbowl Road near the intersection of South Terrace.
- An IGA supermarket of approximately 700 sq.m is the largest tenant in the Punchbowl strip and is situated to the west of the proposed site between Rossmore Avenue and Arthur Street. IGA is limited in size and is not considered a full-line supermarket. The store does not have a provision of dedicated carparking.

iv. The site of the proposed The Broadway Punchbowl enjoys excellent exposure to passing traffic and pedestrians along The Boulevarde. The proposed development would be integrated within the existing strip and would provide an additional anchor tenant in the form of a major full-line supermarket that would retain customers within the Punchbowl locality.

MAP 1.2 – THE BROADWAY PUNCHBOWL LOCAL CONTEXT



Map produced by Duane Location IQ using MapInfo Pro Australia Pty Ltd and related data sets.

1.3 Proposed Development

i. AB Works propose a mixed use development that would include residential, commercial and retail components at the site of the Punchbowl RSL in Punchbowl. The retail component, which is the subject of this report, is planned to be anchored by a supermarket and a provision of specialty shops.

ii. Table 1.1 details the planned composition of the retail component of the proposed The Broadway Punchbowl, with key points as follows:

- In total, the proposed development would comprise 6,600 sq.m of retail and complementary floorspace.
- A supermarket of 4,200 sq.m would be the anchor tenant.
- A provision of specialty shops totalling 2,400 sq.m.

TABLE 1.1 – THE BROADWAY PUNCHBOWL, PLANNED RETAIL COMPOSITION

Tenant/ Category	GLA (sq.m)	% of Total
Woolworths	4,200	63.6%
Total Retail Specialty	2,400	36.4%
Total Centre	**6,600**	**100.0%**

Source : AB Works duane LOCATIQN

iii. Figures 1.1 – 1.2 illustrate the planned layout of the retail component of the proposed development. The Broadway Punchbowl would offer a high degree of customer amenity and convenience by way of its high profile, easy accessible location and simple design. Key comments regarding the layout of the planned centre include:

- The retail floorspace would be provided over a single level with access from The Boulevarde.
- The supermarket would be provided perpendicular to The Broadway and Matthews Street.

- A provision of specialty shops would be provided with street access from The Boulevarde.

- Basement carparking would be provided with ingress and egress via Matthews Street. A travelator would provide the connection between the retail mall and the basement carparking.

FIGURE 1.1 – THE BROADWAY PUNCHBOWL CENTRE LAYOUT, GROUND

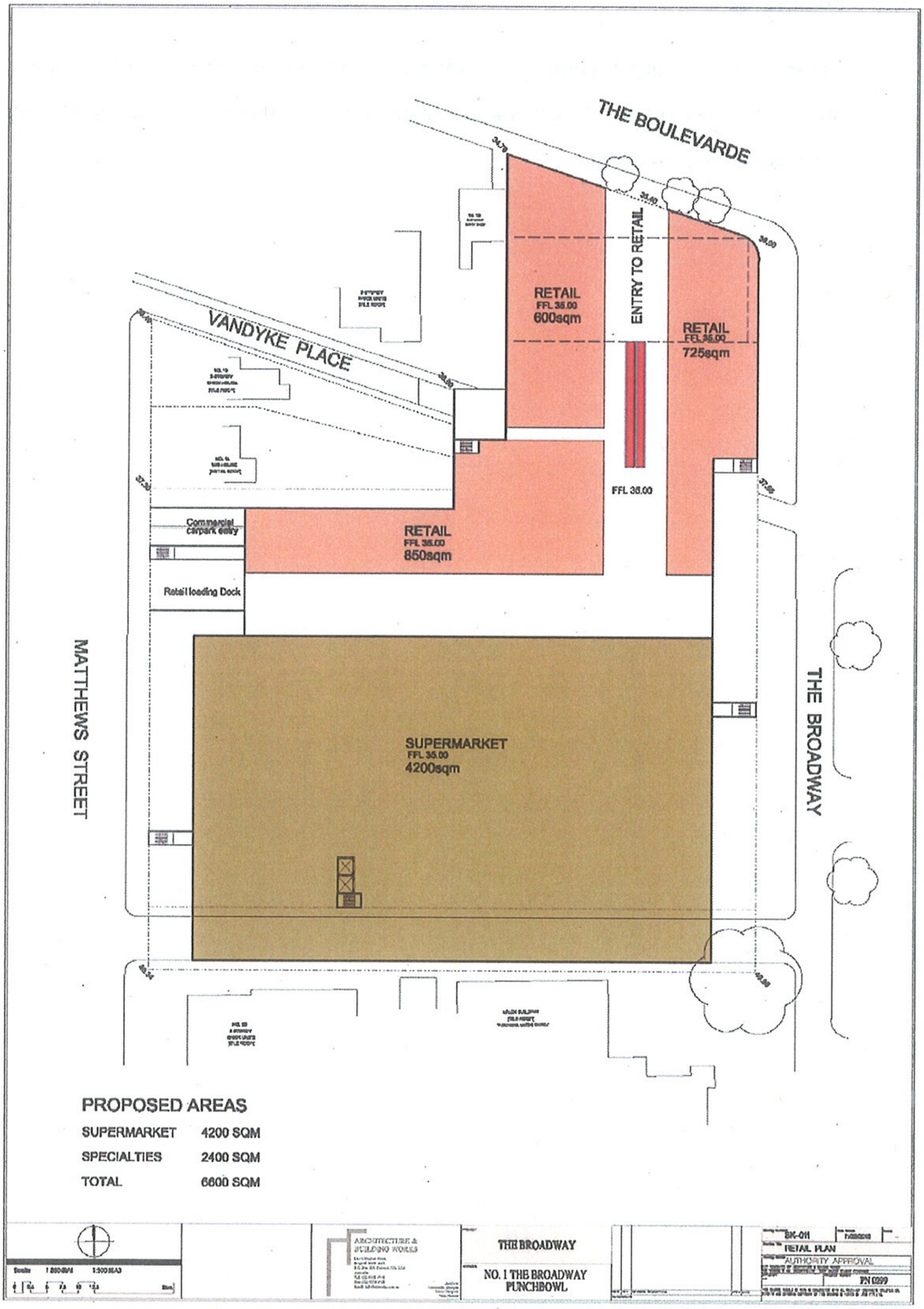
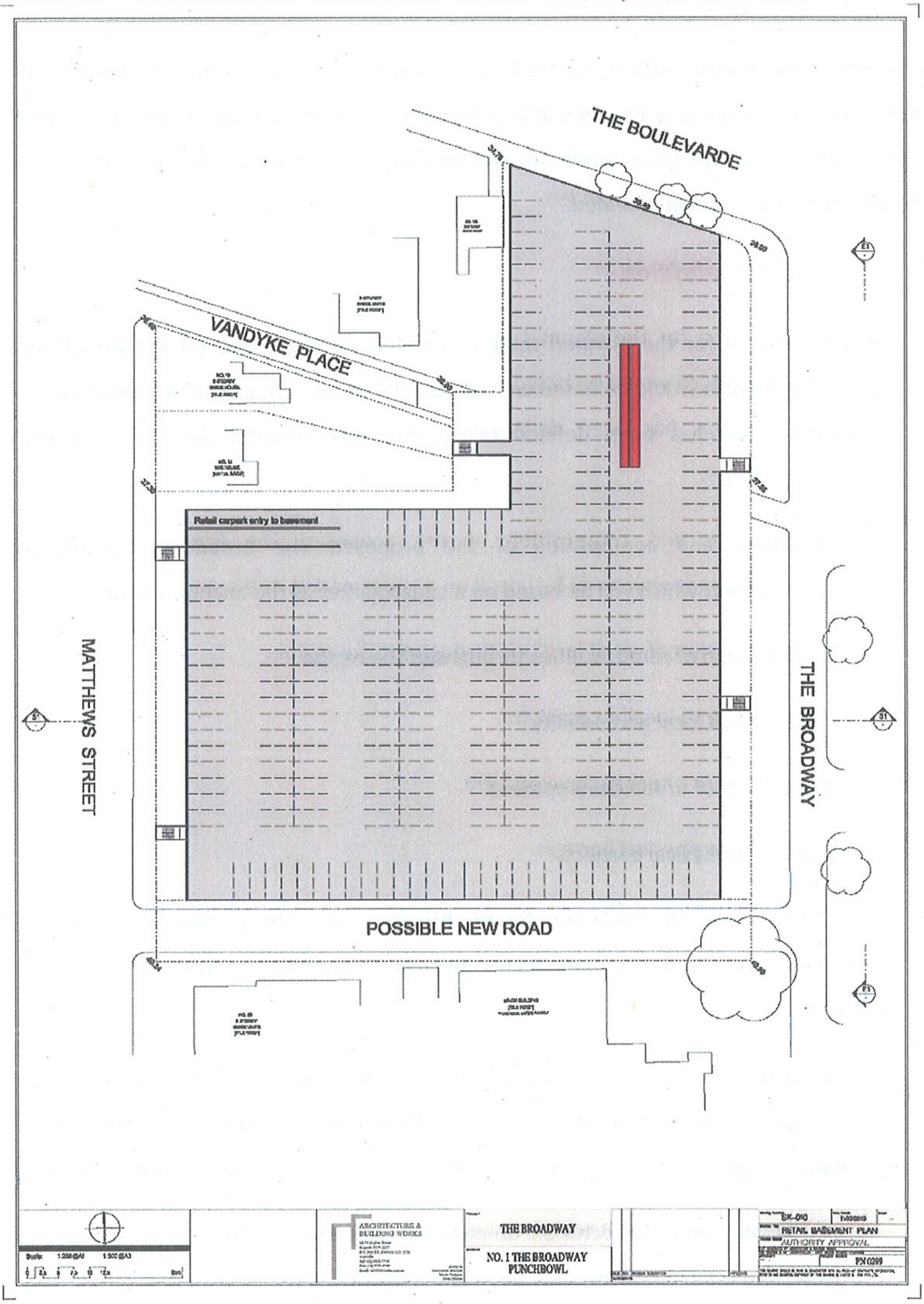


FIGURE 1.2 – THE BROADWAY PUNCHBOWL CENTRE LAYOUT, LOWER GROUND



2 TRADE AREA ANALYSIS

This section of the report outlines the trade area likely to be served by the proposed retail component of The Broadway Punchbowl development including the current and projected population and retail spending levels. An overview of the socio-economic profile of the trade area population is also provided.

2.1 Trade Area Definition

i. The trade area for the planned retail component of the proposed The Broadway Punchbowl which would be based on a major full-line supermarket and a provision of specialty shops has been defined taking into consideration the following key considerations:

   - The scale and composition of the proposed The Broadway Punchbowl development which will be based on a supermarket as the anchor tenant.
   - The provision of retail facilities throughout the region.
   - Regional and local accessibility.
   - The pattern of urban development.
   - Significant physical barriers.

ii. Map 2.1 illustrates the trade area for The Broadway Punchbowl development which is defined to include a primary sector and three secondary sectors, described as follows:

   - The **primary sector** is bounded by Wattle Street to the north, King Georges Road to the east, Canterbury Road to the south and Stacey Street to the west. This sector is defined to include parts of the suburbs of Punchbowl and Mount Lewis.
   - The **secondary north sector** encompasses the remainder of the suburb of Mount Lewis and is limited by Boronia Road in the north.

- The **secondary east sector** extends east to Haldon Street and Wangeee Road and includes parts of Wiley Park and Lakemba.

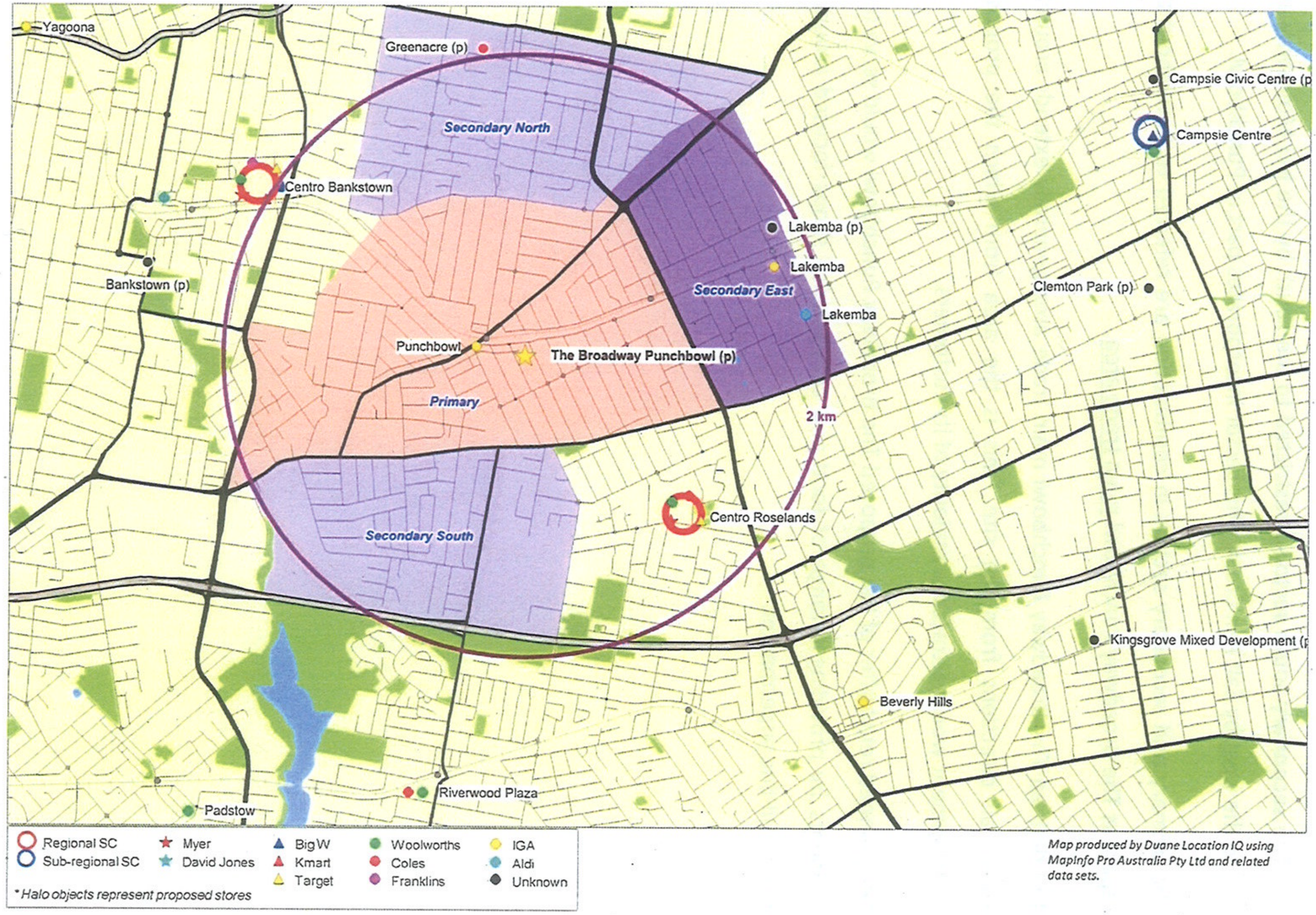
- The **secondary south sector** is restricted to the south by the M5 Motorway and to the west by Salt Pan Creek. This sector incorporates part of Punchbowl.

iii. The primary and secondary sectors in combination are referred to throughout the report as The Broadway Punchbowl main trade area.

iv. The defined The Broadway Punchbowl main trade area generally extends around 2 km in all directions from the site. This is the area from which the proposed development would attract the majority of its customers.

v. The planned retail offer of the proposed The Broadway Punchbowl would serve local residents by providing a range of food and convenience shops focused around a major full-line supermarket.

MAP 2.1 – THE BROADWAY PUNCHBOWL MAIN TRADE AREA



Map produced by Duane Location IQ using MapInfo Pro Australia Pty Ltd and related data sets.

2.2 Main Trade Area Population

i. Table 2.1 details the current and projected population levels by sector for The Broadway Punchbowl main trade area.

ii. The current and projected population levels are based on the following:

- The 2006 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS).
- New dwelling approval statistics sourced from the ABS.
- Small Area Level projections prepared by Forecast id for Bankstown City Council.

iii. The Broadway Punchbowl main trade area population is currently estimated at 46,325, including 19,090 persons within the primary sector.

iv. The Broadway Punchbowl main trade area population is projected to increase to 47,530 by 2021, including 19,540 persons within the key primary sector. On this basis, The Broadway Punchbowl main trade area population is projected to increase by an average of 100 persons, or 0.2% per annum over the period to 2021.

v. Table 2.2 summarises the new dwelling approval activity throughout The Broadway Punchbowl main trade area over the last three years. Details of new house approvals and other residential dwellings are provided. As shown, an average of 64 new dwellings have been approved throughout the main trade area over this period, with the comparable figure for the primary sector at 15 new dwellings.

TABLE 2.1 – THE BROADWAY PUNCHBOWL MAIN TRADE AREA POPULATION, 2006-2021

Trade Area Sector	Estimated Resident Population 2006	2009	Forecast Population 2012	2016	2021
Primary Sector	18,970	19,090	19,180	19,340	19,540
Secondary Sectors					
• North	8,720	8,945	9,020	9,140	9,340
• East	12,490	12,520	12,550	12,590	12,640
• South	5,710	5,770	5,830	5,910	6,010
Secondary Sector	26,920	27,235	27,400	27,640	27,990
Main Trade Area	**45,890**	**46,325**	**46,580**	**46,980**	**47,530**
		Average Annual Change (No.)			
		2006-2009	2009-2012	2012-2016	2016-2021
Primary Sector		40	30	40	40
Secondary Sectors					
• North		75	25	30	40
• East		10	10	10	10
• South		20	20	20	20
Secondary Sector		105	55	60	70
Main Trade Area		**145**	**85**	**100**	**110**
		Average Annual Change (%)			
		2006-2009	2009-2012	2012-2016	2016-2021
Primary Sector		0.2%	0.2%	0.2%	0.2%
Secondary Sectors					
• North		0.9%	0.3%	0.3%	0.4%
• East		0.1%	0.1%	0.1%	0.1%
• South		0.3%	0.3%	0.3%	0.3%
Secondary Sector		0.4%	0.2%	0.2%	0.3%
Main Trade Area		**0.3%**	**0.2%**	**0.2%**	**0.2%**

**as at June*
Sources : ABS; NSW Department of Planning

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TABLE 2.2 – MTA NEW DWELLING APPROVALS, 2006/07 – 2008/09

Sector	Primary Sector	Secondary Sectors North	East	South	Main TA
New Houses					
06/07	12	17	1	0	30
07/08	4	11	0	0	15
08/09	2	27	0	1	30
Total New Houses	**18**	**55**	**1**	**1**	**75**
Average	***6***	***18***	***0***	***0***	***25***
Other Dwellings					
06/07	20	35	0	4	59
07/08	4	25	2	13	44
08/09	2	6	0	5	13
Total Other Dwellings	**26**	**66**	**2**	**22**	**116**
Average	***9***	***22***	***1***	***7***	***39***
Total Dwellings					
06/07	32	52	1	4	89
07/08	8	36	2	13	59
08/09	4	33	0	6	43
Total Dwellings	**44**	**121**	**3**	**23**	**191**
Average	***15***	***40***	***1***	***8***	***64***

Source: ABS

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2.3 Socio-economic Profile

i. Table 2.3 provides an overview of the socio-economic profile of The Broadway Punchbowl main trade area population. This information is based on the latest 2006 Census of Population and Housing.

ii. The key socio-economic characteristics of The Broadway Punchbowl main trade area population compared with the Sydney metropolitan averages, include:

- The main trade area population earn average income levels on a per person basis which are well below (38.6%) the Sydney metropolitan averages. Both the per capita and household average income levels are significantly below the benchmark across all sectors.

- The average household size is greater than the Sydney metropolitan average.
- The average age of the main trade area population is younger than the Sydney metropolitan benchmark, with this trend evident across all sectors.
- Home ownership levels are lower than average.
- The main trade area population is ethnically diverse with more than 50% of residents born overseas.
- A review of the household structure of the population indicates an above average proportion of households consisting of couples with dependent children.

iii. The socio-economic profile of the main trade area population generally reflects that of an established population in south-western Sydney. It is important to provide a range of convenience facilities within close proximity to residents, including a choice of location for food and grocery shopping which provides price competition.

TABLE 2.3 – MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2006 CENSUS

Characteristics	Primary Sector	Secondary Sectors North	Secondary Sectors East	Secondary Sectors South	Main TA	Sydney Average
Average Per Capita Income	$16,431	$16,532	$16,381	$18,507	$16,695	$30,938
Per Capita Income Variation	-39.5%	-39.2%	-39.7%	-31.9%	-38.6%	n.a.
Average Household Income	$52,287	$55,969	$45,116	$55,530	$51,160	$82,316
Household Income Variation	-24.9%	-19.6%	-35.2%	-20.2%	-26.5%	n.a.
Average Household Size	3.2	3.4	2.8	3.0	3.1	2.7
Age Distribution (% of Pop'n)						
Aged 0-14	23.6%	23.1%	23.8%	23.3%	23.5%	18.2%
Aged 15-19	8.8%	10.2%	5.8%	9.2%	8.3%	7.9%
Aged 20-29	15.9%	14.4%	19.5%	13.5%	16.3%	14.6%
Aged 30-39	14.9%	12.8%	18.4%	14.3%	15.4%	15.6%
Aged 40-49	13.4%	12.9%	13.2%	14.8%	13.4%	14.7%
Aged 50-59	10.0%	10.3%	7.9%	11.3%	9.7%	12.2%
Aged 60+	13.5%	16.4%	11.5%	13.5%	13.5%	16.7%
Average Age	32.9	34.3	31.9	33.6	33.0	36.6
Housing Status (% of H'holds)						
Owner/Purchaser	61.6%	71.3%	43.9%	65.8%	59.2%	67.5%
Renter	38.4%	28.7%	56.1%	34.2%	40.8%	32.5%
Birthplace (% of Pop'n)						
Australian Born	46.8%	56.9%	34.7%	54.5%	46.4%	65.6%
Overseas Born	53.2%	43.1%	65.3%	45.5%	53.6%	34.4%
• Asia	17.5%	7.9%	35.8%	15.6%	20.4%	13.0%
• Europe	7.7%	8.7%	7.2%	8.3%	7.8%	11.6%
• Other	28.0%	26.6%	22.3%	21.6%	25.4%	9.8%
Family Type (% of Pop'n)						
Couple with dep't children	54.4%	56.8%	54.2%	53.4%	54.7%	47.9%
Couple with non-dep't child.	11.0%	12.1%	4.9%	8.5%	9.2%	9.5%
Couple without children	12.2%	11.7%	15.1%	13.0%	13.0%	19.7%
Single with dep't child.	10.5%	8.7%	10.7%	10.6%	10.2%	8.5%
Single with non-dep't child.	4.2%	4.7%	2.9%	5.9%	4.2%	3.7%
Other family	1.3%	0.5%	1.9%	1.1%	1.3%	1.2%
Lone person	6.5%	5.4%	10.2%	7.6%	7.4%	9.4%

Sources : ABS Census of Population and Housing 2006

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2.4 Main Trade Area Retail Spending

i. The estimated retail expenditure capacity of the proposed The Broadway Punchbowl main trade area population is based on information sourced from MDS Market Data Systems. MDS utilises a detailed micro-simulation model of household expenditure behaviour for all residents of Australia.

ii. The MDS model takes into account information from a wide variety of sources, including the regular ABS Household Expenditure Survey, National Accounts Data, Census Data and other information.

iii. In New South Wales, Victoria and Queensland, the MarketInfo estimates of retail spending that are prepared independently by MDS are commonly used by all parties in Economic Impact Assessments.

iv. Table 2.4 outlines the retail expenditure levels generated by The Broadway Punchbowl main trade area population. The total retail expenditure level of the main trade area population is currently estimated at $421.3 million and is projected to increase at an average annual rate of around 1.2% to $487.4 million by 2021. All figures presented in this report are in constant 2009 dollars and including GST.

v. Table 2.5 presents a breakdown of retail spending by key commodity group, indicating the largest spending market is food and grocery at $184.7 million, representing 43.8% of the total retail spending market.

TABLE 2.4 – MAIN TRADE AREA RETAIL EXPENDITURE, 2009-21

Y/E June	Primary Sector	Secondary Sectors			Main TA
		North	East	South	
2009	172.7	81.3	110.6	56.7	421.3
2010	174.8	82.6	111.8	57.5	426.6
2011	176.8	83.6	113.0	58.2	431.7
2012	178.8	84.7	114.3	59.0	436.8
2013	181.0	85.8	115.5	59.8	442.0
2014	183.2	86.9	116.7	60.6	447.4
2015	185.4	88.1	118.0	61.4	452.9
2016	187.6	89.3	119.3	62.3	458.4
2017	189.9	90.5	120.6	63.1	464.0
2018	192.2	91.8	121.9	63.9	469.8
2019	194.5	93.1	123.2	64.8	475.6
2020	196.8	94.5	124.5	65.7	481.5
2021	199.2	95.8	125.9	66.5	487.4
Expenditure Growth					
2009-2012	6.1	3.4	3.6	2.3	15.5
2012-2016	8.8	4.6	5.0	3.2	21.6
2016-2021	11.6	6.6	6.6	4.3	29.0
2009-2021	26.5	14.6	15.2	9.9	66.1
Average Annual Growth Rate					
2009-2012	1.2%	1.4%	1.1%	1.3%	1.2%
2012-2016	1.2%	1.3%	1.1%	1.3%	1.2%
2016-2021	1.2%	1.4%	1.1%	1.3%	1.2%
2009-2021	1.2%	1.4%	1.1%	1.3%	1.2%

**Constant 2008/09 dollars & Including GST*
Source : Marketinfo

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TABLE 2.5 – MAIN TRADE AREA RETAIL EXPENDITURE BY KEY COMMODITY GROUP

Y/E June	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2009	184.7	57.5	59.0	62.9	22.4	24.7	10.1
2010	187.1	58.2	59.7	63.7	22.6	25.0	10.3
2011	189.3	58.9	60.4	64.4	22.9	25.3	10.4
2012	191.5	59.6	61.2	65.2	23.2	25.6	10.5
2013	193.8	60.3	61.9	66.0	23.5	26.0	10.6
2014	196.2	61.0	62.7	66.8	23.7	26.3	10.8
2015	198.6	61.7	63.4	67.6	24.0	26.6	10.9
2016	201.0	62.5	64.2	68.4	24.3	26.9	11.0
2017	203.5	63.3	65.0	69.3	24.6	27.2	11.2
2018	206.0	64.0	65.8	70.1	24.9	27.6	11.3
2019	208.6	64.8	66.6	71.0	25.2	27.9	11.4
2020	211.1	65.6	67.4	71.9	25.5	28.3	11.6
2021	213.8	66.4	68.3	72.8	25.9	28.6	11.7
Expenditure Growth							
2009-2012	6.8	2.1	2.2	2.3	0.8	0.9	0.4
2012-2016	9.5	2.9	3.0	3.2	1.1	1.3	0.5
2016-2021	12.7	3.9	4.1	4.3	1.5	1.7	0.7
2009-2021	29.0	9.0	9.3	9.9	3.5	3.9	1.6
Average Annual Growth Rate							
2009-2012	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
2012-2016	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
2016-2021	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
2009-2021	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

**Constant 2008/09 dollars & Including GST*
Source : Marketinfo

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3 COMPETITIVE ENIRONMENT

This section of the report provides a summary of the existing and proposed competitive developments in the surrounding region to The Broadway Punchbowl site.

i. Retail facilities in this part of south-western Sydney form a typical retail hierarchy, including:

   – Regional shopping centres, namely Centro Bankstown and Centro Roselands.

   – Sub-regional shopping centres, Chullora Marketplace and Campsie Centre.

   – Supermarket based centres to serve the local populations.

ii. Map 3.1 highlights the key locations of retail facilities throughout the surrounding area. Table 3.1 presents a summary of the retail facilities.

TABLE 3.1 – COMPETITIVE ENVIRONMENT

Centre	Retail GLA (sq.m)	**Anchor Tenants**	Dist. From Punchbowl (km)
Regional Shopping Centres			
Centro Roselands	59,300	Myer (24,052), Target (8,135), Coles (4,338), Woolworths (2,011)	1.7
Bankstown	*81,200*		*2.4*
• Centro Bankstown	78,000	Myer (14,567), Big W (8,044), Kmart (7,771), Target (6,900), Woolworths (4,000), Franklins (2,185)	
• South Terrace Plaza	3,200		
• Other	15,000	Aldi (1,350)	
Sub-regional Shopping Centres			
Chullora Marketplace	17,300	Big W (8,159), Woolworths (4,207)	4.0
Campsie	*24,300*		5.7
• Campsie Centre	12,300	Big W (7,662), V Plus (1,167)	
• Other	12,000	Woolworths (2,891)	
Supermarket Based Shopping Centres			
Punchbowl	7,700	IGA (700)	-
Lakemba	13,100	Aldi (1,350), IGA (700)	1.8
Riverwood Plaza	7,800	Woolworths (2,969), Coles (2,257)	3.5

Source: Australian Shopping Centre Council Database 2010

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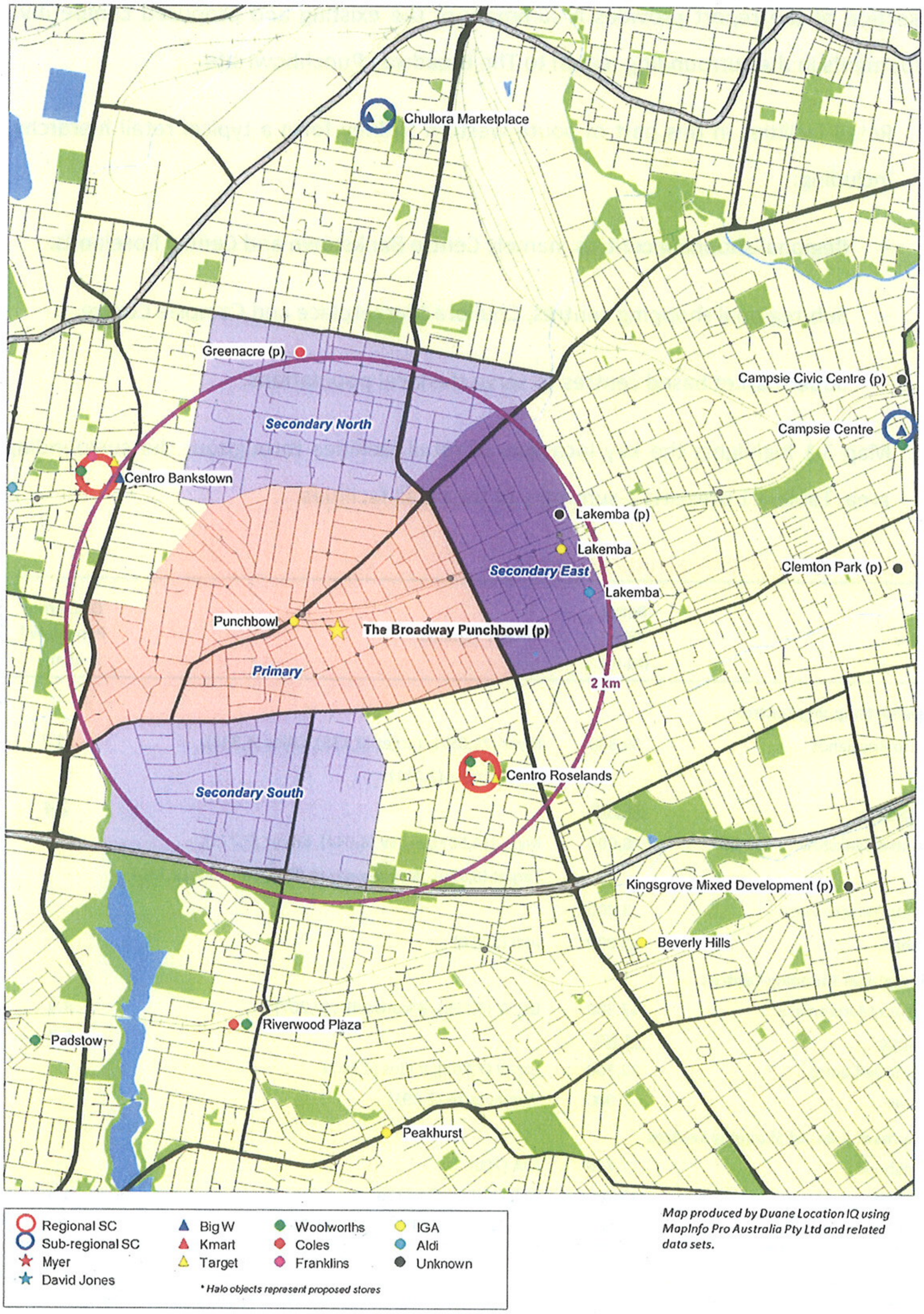
MAP 3.1 – MAIN TRADE AREA & COMPETITIVE ENVIRONMENT



Map produced by Duane Location IQ using MapInfo Pro Australia Pty Ltd and related data sets.

3.1 Regional Shopping Centres

i. A regional shopping centre is anchored by one or more department stores.

ii. There are two regional shopping centres located immediately beyond the defined Punchbowl main trade area, within 2 – 3 km of Punchbowl. These centres are described as follows:

- Centro Roselands is located 1.7 km to the south-east of Punchbowl on the southern side of Canterbury Road. The centre encompasses 59,300 sq.m of retail floorspace. This centre is anchored by a Myer department store, a Target discount department store, Woolworths and Coles supermarkets in addition to 154 specialty shops over three levels.

  Total centre sales for Centro Roselands are in the order of $289.59 million (*Shopping Centre News Big Guns 2009*).

  The Coles supermarket at this centre is a major full-line supermarket of 4,338 sq.m with Woolworths a relatively small offer at 2,011 sq.m.

- Centro Bankstown is located some 2.4 km to the north-west of Punchbowl and is the major component of the Bankstown Central Business Area (CBA). This centre is based on a Myer department store, Big W, Kmart and Target discount department stores and Woolworths and Coles supermarkets. Centro Bankstown also includes some 279 specialty shops over two levels.

  Centro Bankstown encompasses approximately 78,000 sq.m of retail floorspace and achieves sales of $378.61 million (*Shopping Centre News Big Guns 2009*).

  The Woolworths supermarket at this centre is a major full-line store of around 4,000 sq.m with Franklins being a small offer of around 2,185 sq.m.

- Other components of the Bankstown CBA include retail and non-retail shopfronts along North Terrace and South Terrace as well as an Aldi supermarket on Chapel Street.

iii. Residents of the main trade area should not have to undertake a supermarket shop at these two large centres which do not provide convenient supermarket facilities. These two centres serve broad trade areas and attract a significant amount of non-food spending.

3.2 Sub-regional Shopping Centres

i. Sub-regional shopping centres are anchored by one or more discount department stores.

ii. The nearest sub-regional shopping centres to Punchbowl are Chullora Marketplace and Campsie Centre.

   – Chullora Marketplace is anchored by a Big W discount department store and a Woolworths supermarket and is located approximately 4 km to the north of Punchbowl. This centre incorporates some 17,300 sq.m of retail floorspace with 46 specialty shops. The centre achieves sales in the order of $110 million (*Australian Shopping Centre Database*) and includes a range of national fashion specialty tenants.

   – Campsie Centre is the major component of the Campsie retail precinct, some 5.7 km to the east of Punchbowl. This centre is anchored by a Big W discount department store and an Asian supermarket and has recently been refurbished. Campsie Centre encompasses some 12,300 sq.m of retail floorspace.

     A Woolworths supermarket of 2,891 sq.m is also provided in Campsie together with a small provision of specialty shops immediately opposite the Campsie Centre to the south.

     Elsewhere within the Campsie retail strip that is mainly provided along Beamish Street, there is an extensive offer comprising over 100 shopfronts. There is a wide variety of mainly independent traders including fresh food stores, cafes and restaurants, real estate agents, banks, fresh produce stores and the like.