

May 2024

# Cooroy, Queensland

Economic Impact Assessment  
Prepared for Woolworths Pty Ltd

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# Introduction

This report presents an independent assessment of the need and demand for a proposed Woolworths supermarket-based development at Cooroy, in the Noosa Shire region of Queensland. The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as Woolworths Cooroy throughout the remainder of this report.

This report is structured and presented in **six sections** as follows:

- **Section 1** details the location of the proposed Woolworths Cooroy site. The proposed development scheme is also reviewed.
- **Section 2** outlines the catchment area likely to be served by the subject development, including current and projected population and retail spending levels over the period to 2041. A review of the socio-economic profile of the catchment area population is also provided.
- **Section 3** summarises the current and future competitive retail environment across the surrounding region.
- **Section 4** outlines the sales potential for the proposed Woolworths Cooroy and provides an assessment of the range of economic impacts, both positive and negative that may result from development at the subject site.
- **Section 5** summarises the key conclusions of the impact analysis for the proposed Woolworths Cooroy.
- **Section 6** analyses the economic need and demand for aged care facilities at the subject site.

# Executive Summary

The key points to note from this independent economic impact assessment for the proposed Woolworths Cooroy, include:

- 1 Site Location:** The Woolworths Cooroy development is planned at the intersection of Myall Street and Ferrells Road, just off the Bruce Highway. The supermarket based shopping centre development is proposed on 2.2 hectares, with 2.2 hectares planned to accommodate an aged care development over two stages (a total of 126 places) and with the remainder of land set aside for environmental and open space purposes.
- 2 Proposed Development:** Woolworths Cooroy would be a modern and convenient neighbourhood shopping centre to be provided in an open-air format. Components include a full-line Woolworths supermarket (4,205 sq.m) with Direct to Boot (DTB) facilities, and specialty floorspace of 1,285 sq.m. The first full year of trading would indicatively be 2026/27.
- 3 Catchment Area Definition:** The catchment area extends 10 - 25 km around the subject site and is limited by retail facilities at Tewantin/Noosa to the east and Gympie to the north.
- 4 Catchment Area Population:** The Woolworths Cooroy catchment area population is currently estimated at 22,150. Over the period to 2041, the catchment area population is projected to increase to over 26,800 persons, reflecting an average annual growth rate of 1.1%. The proportion of residents aged 65 years and older was estimated at 22.5% in 2021, which is higher than the South East Queensland benchmark of 16.2%. The proportion of residents aged over 65 years is projected to increase from 22.5% (2021) to 26.1% by 2041.
- 5 Competition:** There are no full-line supermarkets within the catchment area. Currently within the catchment area supermarket facilities include Cooroy - Luke's Supa IGA (1,800 sq.m) and a Seasons IGA (1,200 sq.m) which opened late 2022 and Pomona - IGA (1,250 sq.m). There are two proposals for small supermarkets at Eumundi (although neither is approved) and Yandina Shopping Centre (beyond the main trade area) has been approved for an expansion. This development is assumed prior to the opening of Cooroy Woolworths.

- 
- 6 Supermarket Demand:** Typically, one major full-line (>3,000 sq.m) supermarket is provided for every 8,000 – 10,000 persons, indicating that three would be supportable within the catchment area by 2041, with only, three smaller IGA (non-full-line) supermarkets provided (each 1,800 sq.m. or smaller). The provision of supermarket floorspace per 1,000 persons in the catchment area is 192 sq.m, approximately 50% of the provision in South East Queensland of 378 sq.m per 1,000 persons.
- 
- 7 Escape Spending:** Reflecting the low provision of supermarket floorspace, there is a very high level of supermarket escape spending from the catchment area at over 70%. This represents a very significant cost in terms of travel times and cost to access full-line supermarkets.
- 
- 8 Retail Forecast Sales** for the proposed development are \$49.8 million in 2026/27, including Woolworths supermarket sales of \$40.8 million (constant dollars and including GST). There is a limited provision of specialty space at 1,285 sq.m. (~15 stores).
- 
- 9 Impacts:** The largest impact in percentage terms at -11.5% (or -\$8.9 million) would fall on retail facilities at Cooroy, which includes the closest supermarkets (two IGA supermarkets). This falls within the high impact category of 10%-15% but still considered sustainable given the projected continued trading strength of facilities in the Town Centre. The existing supermarkets are still projected to achieve sales levels of \$9,000 per sq.m while the provision of specialty shops – at over 100 shops as compared with ~15 at the subject site, will continue to be the focus of shopping for catchment area residents.
- 
- 10 Highest impact in dollar terms:** The highest impact in dollar terms would fall on retail floorspace at Noosa Civic at -\$12.0 million, or -5.0%. Again, most of this impact would be on the Woolworths supermarkets at Noosa Civic as it is the nearest same brand full-line supermarket offer in the region. Based on industry knowledge and site inspection, is understood to achieve sales higher than the national average.
- 
- 11 Overall Impacts:** Overall, the proposed redevelopment of the Woolworths Cooroy would not impact on the viability or continued operation of any existing or proposed centre within the catchment area or the surrounding region. Any impacts will likely be absorbed within the first few years of trading of the proposed development, given that convenience retail shopping patterns adjust relatively quickly. Following the development of Woolworths Cooroy, most competing centres and precincts will trade at levels which are similar or higher than current levels.

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**12 Alternate Sites:** A review of existing zoned Business land in the Cooroy Town Centre indicates there is no suitable zoned sites that could accommodate the proposed development. Most of the lots are already occupied with different ownership across each parcel of land, this would mean securing adjoining lots to create one larger site would be difficult. Additionally, with business operating under a range of different leases the consolidation of a number of sites could result in the displacement of established businesses as they would be required to relocate.

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**13 Net Community Benefit:** It is the conclusion of this report that a substantial net community benefit would result from the development of the proposed Woolworths Cooroy. Offset trading impacts on some existing retailers, there are very substantial, positive impacts including: Improved access to a range of retail facilities for residents, improved choice of location and price competition, reduced travel times and petrol savings, and employment generation (668 jobs), among many others.

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**14 Aged Care Demand:** There is projected to be an undersupply of around 256 beds within Noosa Shire by 2041, stemming from additional demand for some 17 aged care beds each year. In this respect, an aged care development on the remaining Cooroy site would be considered supportable by 2031.

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**15 Subject Site Ability to Accommodate Aged Care:** The subject site, if built over two levels, could accommodate over 200 places if developed at a similar scale and intensity of the recently developed Arcare facility near the Noosa hospital. A facility of closer to 100-150 places, still greater than the South-East Queensland average size could be developed if over a single level. The use of part of the subject land, therefore, does not inhibit the development of an aged care facility in line with modern requirements and at a size comparable with the largest facilities in Queensland.

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**16 Conclusion:** This report demonstrates that the proposed development will deliver aged care facilities in line with modern requirements, at a size comparable with the largest facilities in Queensland, and consistent with the intentions of the Noosa Plan 2020. The use of part of the site for retail facilities does not inhibit the delivery of aged care facilities consistent with the planning scheme's intentions, while satisfying a strong need for retail facilities within a catchment that is not currently serviced by any full-line supermarkets.

Overall, there is a clear and strong need for the proposed development and the net community benefits that the proposed development will bring are both important and substantial.

# 1 Site Location and Planned Composition

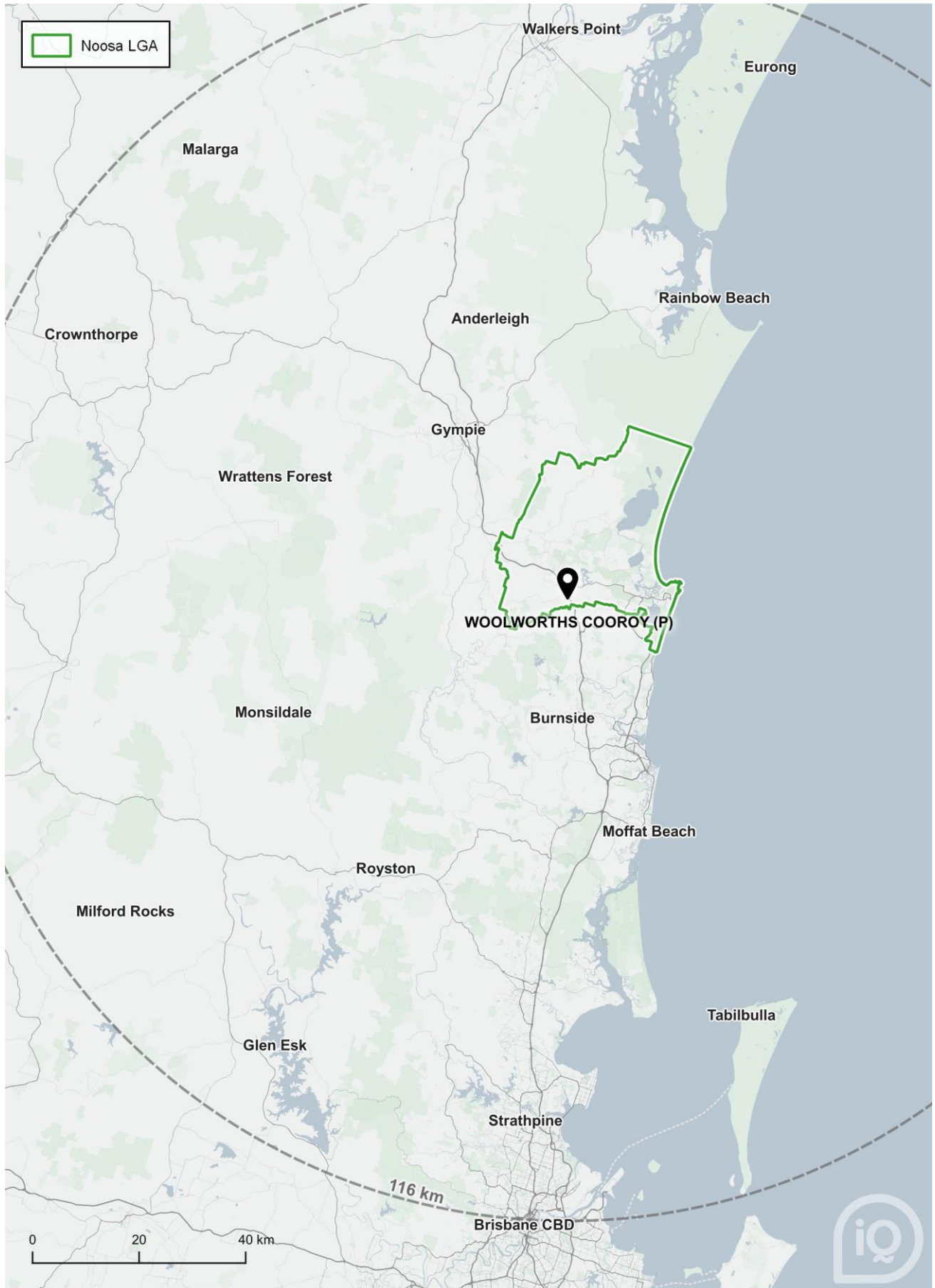
This section of the report reviews the regional and local context of the proposed Woolworths Cooroy development and provides a summary of the proposed development scheme.

## 1.1. Regional and Local Context

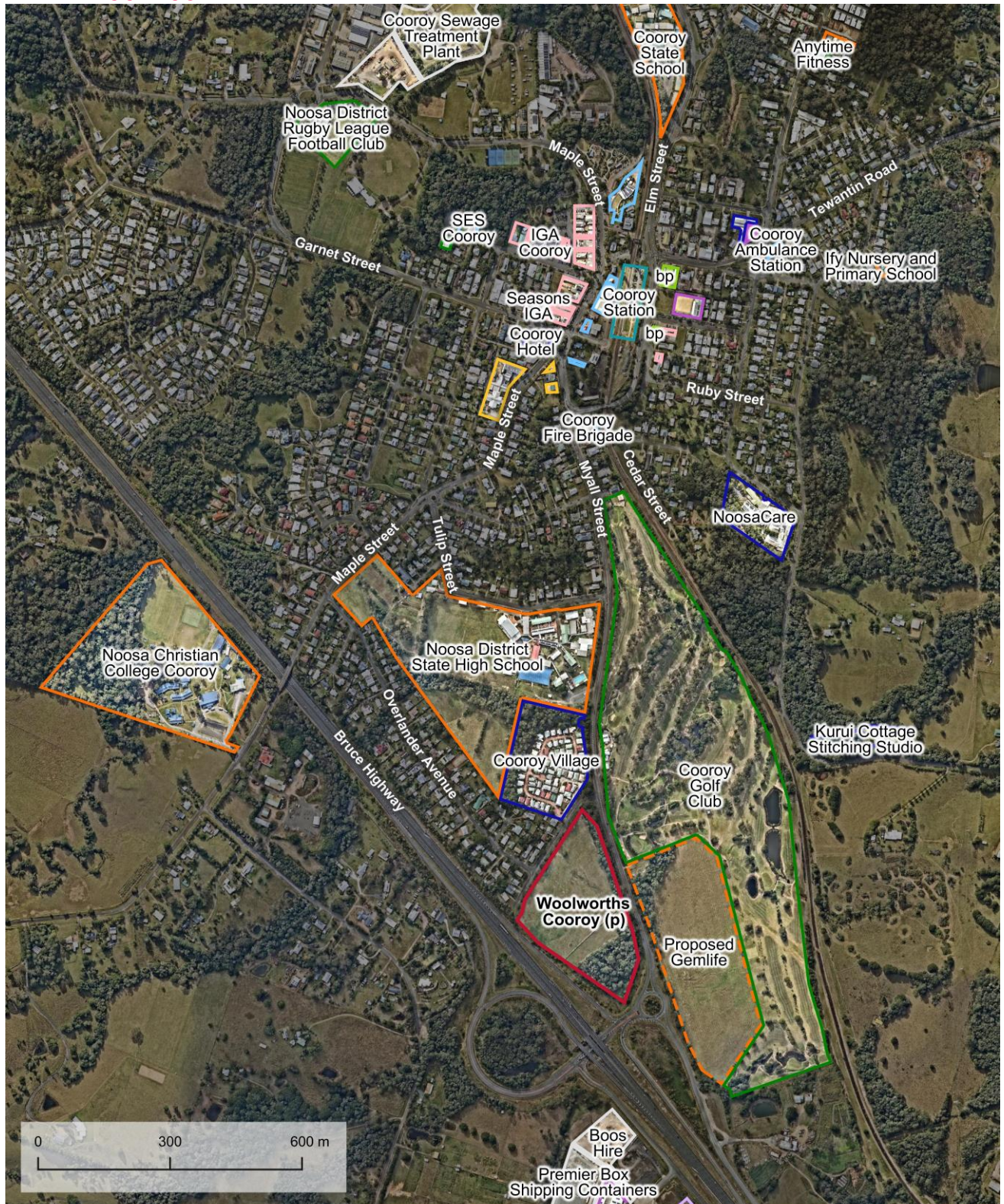
- i. Cooroy is a hinterland town in the Noosa Shire Region of Queensland, ~37 km north-west of the Maroochydore and 137 km north of the Brisbane Central Business District (CBD) (refer Map 1.1).
- ii. Noosa Shire LGA currently has a population of around 57,500, and a land area of 870 sq.km, over the period to 2046, an additional ~9,000 people are projected to live within the Shire of Noosa LGA.
- iii. Cooroy is an historic country town, surrounded by rainforest and hills approximately 20 minutes west of Noosa.
- iv. The subject site for the proposed Woolworths Cooroy development is at the intersection of Myall Street and Ferrells Road, just off the Bruce Highway. Myall Street is a major traffic route, connecting Cooroy to the Bruce Highway - a major north/south connection along the east coast. Based on a review of the most recent traffic counts produced by Transport and Main Roads Queensland, 9,859 vehicles travel along Myall Street, at the northern corner of the site, on an average day (2022 figures). This equates to an annual passing traffic volume of almost 3.6 million vehicles.
- v. The planned Woolworths will be situated centrally on the site and would be accessible from all both Myall Street and Ferrells Road. Key uses provided in the surrounding area include:
  - Cooroy Village is a retirement village to the immediately north of the subject site.
  - Cooroy Golf Club is to the north-east on the eastern side of Myall Street.
  - Noosa District State High School and Noosa Christian College Cooroy are within a 1 km radius of the subject site, the schools include around 1,400 students and over 200 staff.
  - The main Cooroy Town Centre is located around 1.2 km to the north.
- vi. Overall, the proposed Woolworths Cooroy development enjoys a high profile site along an arterial road connecting Cooroy to the Bruce Highway. The planned development would offer the population within Cooroy as well as the surrounding area convenient access to full-line supermarket-based facilities.



MAP 1.1. REGIONAL CONTEXT



MAP 1.2. LOCAL CONTEXT



- |  |   |  |  |
|--|---|--|--|
| <span style="border: 1px solid red; display: inline-block; width: 15px; height: 15px;"></span> Site            | <span style="border: 1px solid purple; display: inline-block; width: 15px; height: 15px;"></span> Entertainment | <span style="border: 1px solid green; display: inline-block; width: 15px; height: 15px;"></span> Sports            | <span style="border: 1px dashed purple; display: inline-block; width: 15px; height: 15px;"></span> Mixed Use   |
| <span style="border: 1px solid pink; display: inline-block; width: 15px; height: 15px;"></span> Retail         | <span style="border: 1px solid orange; display: inline-block; width: 15px; height: 15px;"></span> Education     | <span style="border: 1px solid cyan; display: inline-block; width: 15px; height: 15px;"></span> Transport          | <span style="border: 1px dashed orange; display: inline-block; width: 15px; height: 15px;"></span> Residential |
| <span style="border: 1px solid yellow; display: inline-block; width: 15px; height: 15px;"></span> Health       | <span style="border: 1px solid lightblue; display: inline-block; width: 15px; height: 15px;"></span> Community  | <span style="border: 1px solid lavender; display: inline-block; width: 15px; height: 15px;"></span> Car Dealership |  |
| <span style="border: 1px solid lime; display: inline-block; width: 15px; height: 15px;"></span> Petrol Station | <span style="border: 1px solid blue; display: inline-block; width: 15px; height: 15px;"></span> Accommodation   | <span style="border: 1px solid gray; display: inline-block; width: 15px; height: 15px;"></span> Industrial         |  |

PhotoMap by nearmap.com



## 1.2. Proposed Development

- i. The Woolworths Cooroy site is 6.7 hectares, with supermarket based component of the development proposed on ~2.2 hectares, with 2.2 hectares planned to accommodate an aged care development over two stages (a total of 126 places) and with the remainder of land set aside for environmental management and conservation purposes.
- ii. Figure 1.1 and 1.2 illustrates the planned layout of Woolworths Cooroy, with Table 1.1 outlining the planned composition of the supermarket centre.
- iii. The Woolworths Cooroy development will be a modern and convenient neighbourhood shopping centre provided in a single-storey, open-air format including:
  - A full-line Woolworths supermarket (4,205 sq.m) with Direct to Boot (DTB) facilities.
  - Specialty shops of 1,285 sq.m (~15 shops).
  - Car parking for 274 spaces out the front of the supermarket.
- iv. The first full year of trading of the Woolworths Cooroy development is assumed in 2026/27.
- v. The term ‘supermarket’ is not defined in the Noosa Plan 2020. Supermarkets are typically defined in planning documents and Courts as:
 

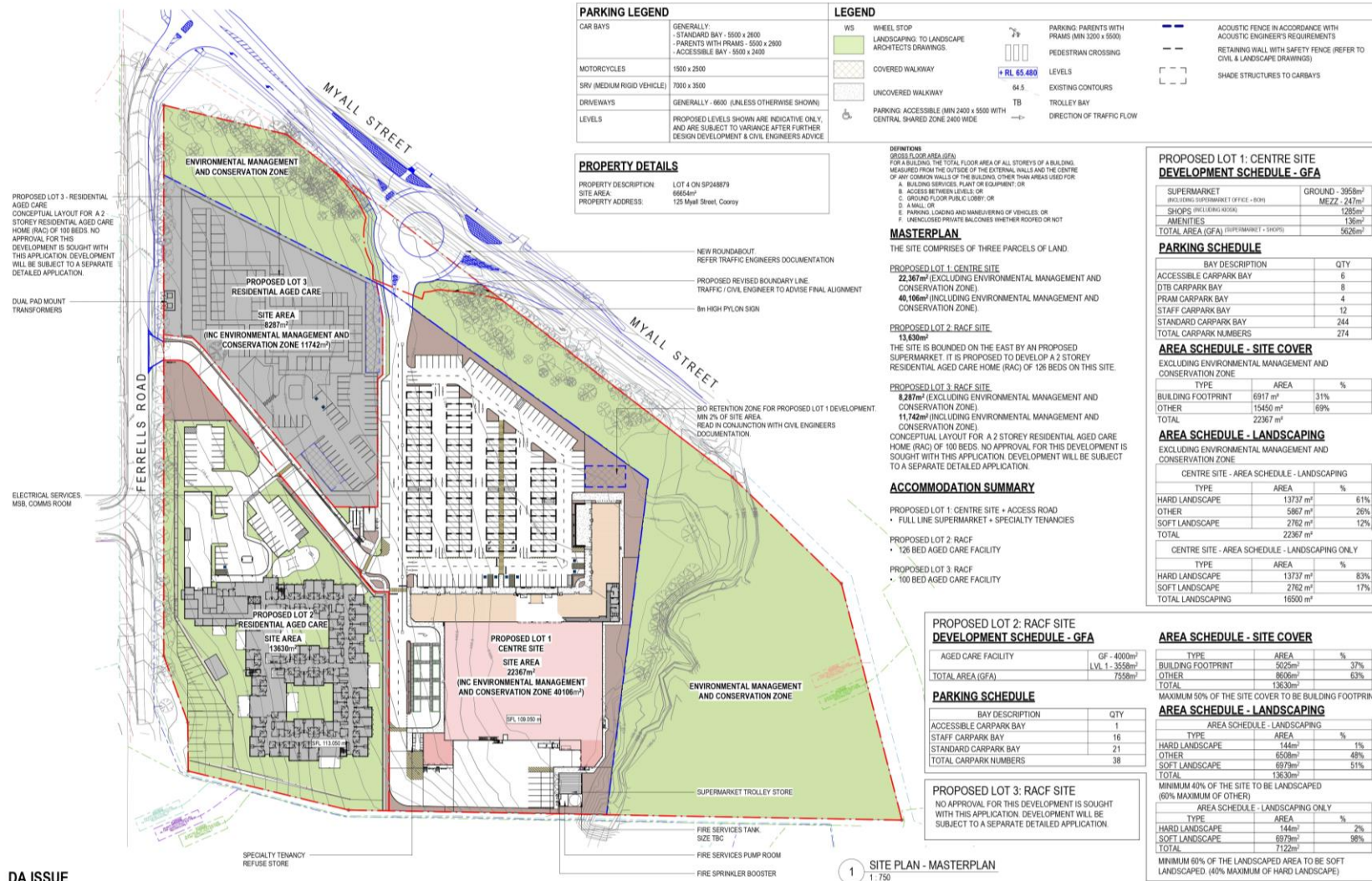
*“Grocery and dry goods stores of at least 500 sq.m, with smaller stores classified as food stores.”*
- vi. Supermarkets offer a broad range of items not typically included in smaller sized stores such as a bakery, butcher, seafood, and fresh produce segments.
- vii. Overall, the proposed development would provide a modern supermarket (Figure 1.3), with a convenience-based specialty component.

**TABLE 1.1. PROPOSED WOOLWORTHS COOROY COMPOSITION**

Tenant/ Category	GLA (sq.m)
<b>Retail</b>	
Woolworths	4,205
Specialty Shops	<u>1,285</u>
<b>Total Floorspace</b>	<b>5,490</b>

Source: Woolworths

FIGURE 1.1. MASTER PLAN



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WOOLWORTHS COOROY

125 Myall Street, Cooroy

WOOLWORTHS GROUP

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SITE PLAN - MASTERPLAN

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FIGURE 1.2. SUPERMARKET FLOORPLAN

**DEVELOPMENT SCHEDULE - GFA**

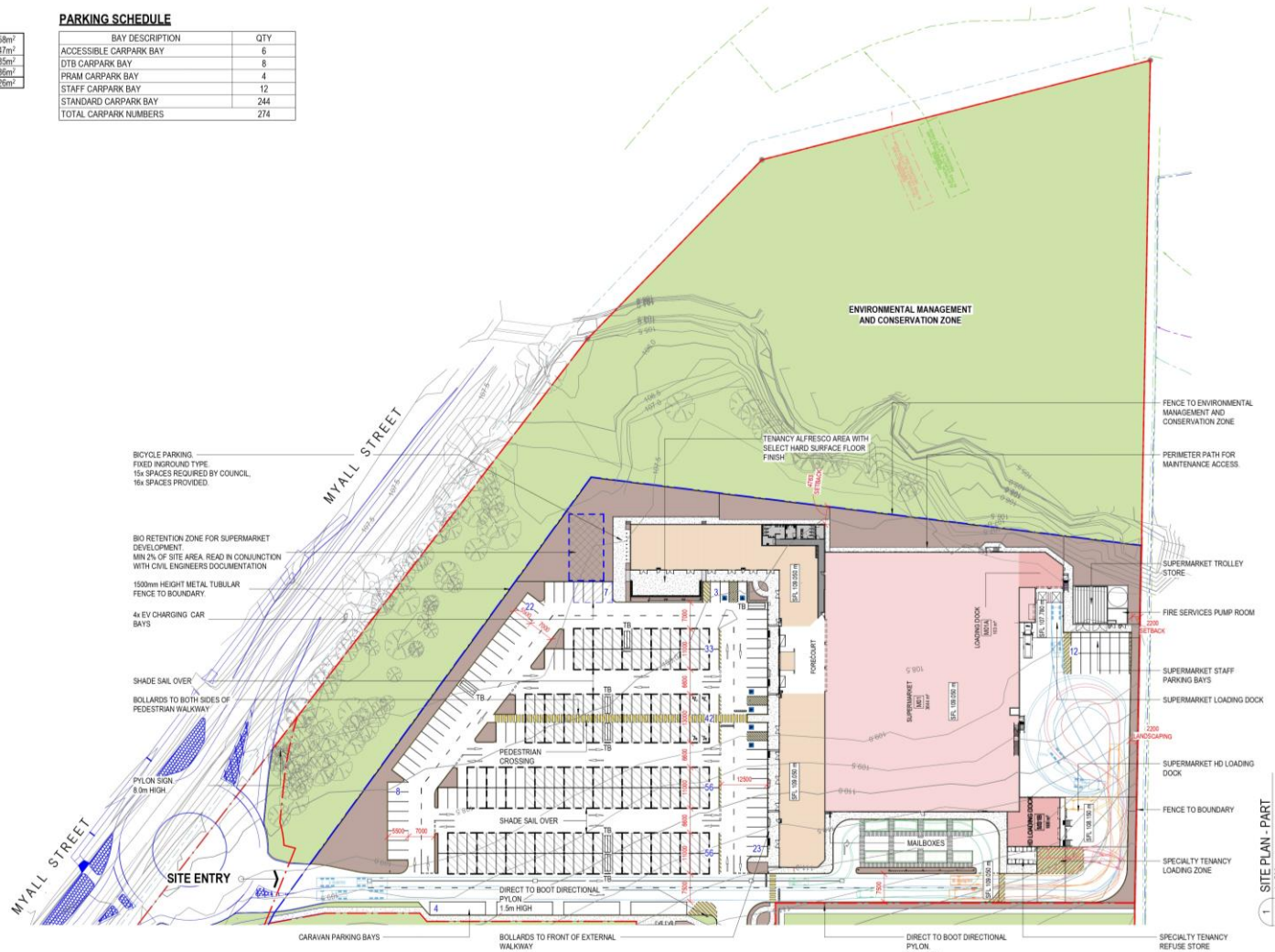
SUPERMARKET (INCLUDING SUPERMARKET OFFICE - BOH)	GROUND - 3959m <sup>2</sup>
MEZZ - 247m <sup>2</sup>	
SHOPS (INCLUDING RESTROOMS)	1285m <sup>2</sup>
AMENITIES	136m <sup>2</sup>
<b>TOTAL AREA (GFA) (SUPERMARKET + SHOPS + AMENITIES)</b>	<b>5629m<sup>2</sup></b>

**PARKING SCHEDULE**

BAY DESCRIPTION	QTY
ACCESSIBLE CARPARK BAY	6
DTB CARPARK BAY	8
PRAM CARPARK BAY	4
STAFF CARPARK BAY	12
STANDARD CARPARK BAY	244
<b>TOTAL CARPARK NUMBERS</b>	<b>274</b>

**NOTE:**

- DRIVEWAYS TO BE CONCRETE FINISH TO ALL TRUCK MANEUVERING AREAS. ALL OTHER AREAS TO BE BITUMEN.
- SHADE SAILS TO HAVE CONCEALED BASE PLATES AND FINISHES.
- SITE PLAN TO BE READ IN CONJUNCTION WITH CIVIL ENGINEERS DRAWINGS, ACOUSTIC REPORT AND TRAFFIC ENGINEERS REPORT.



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**WOOLWORTHS COOROY**

125 Myall Street, Cooroy

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**SITE PLAN - SUPERMARKET**

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1 SITE PLAN - PART  
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FIGURE 1.3. SUPERMARKET DESIGN & LAYOUT



PERSPECTIVE VIEW 01



PERSPECTIVE VIEW 02



PERSPECTIVE VIEW 03



PERSPECTIVE VIEW 04

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3D VIEWS - SHEET 01

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## 1.3. Site Context and Planning Considerations

### Noosa Planning Scheme 2020

- i. The subject site is partly zoned Community Facilities and party Environmental and Management Conservation (refer Map 1.3). Surrounding land is zoned Recreation and Open Space, Low Density Residential, Medium Density Residential and Rural Residential. At Section 6.8.1.2 of the Noosa Shire Plan, the Community Facilities Zone Code, the purpose and overall outcomes, provide, relevantly:
1. *The purpose of the Community Facilities -zoned land is to provide for community-related uses, activities and facilities, whether publicly or privately owned, including for example:*
    - (a) *educational establishments;*
    - (b) *hospitals;*
    - (c) *transport and telecommunication networks; and*
    - (d) *utility installations.*
  2. *The overall outcomes sought for the Community Facilities zone are as follows:*
    - (a) *The Community Facilities zone primarily accommodates a variety of community related activities and infrastructure, as well as certain special residential and recreation uses to meet the current and future needs of the community.*
    - (b) *Development provides for the continued use of community land for the specific purpose annotated on the zone map, and where the use is no longer meeting a community need, is replaced with another community related activity.*
    - .....
    - (e) *A range of community activities such as cemeteries, childcare centres, clubs (where in conjunction with a community use), community care centres, community uses, crematoriums, educational establishments, emergency services, funeral parlours, healthcare services, hospitals and places of worship are accommodated in the zone.*
    - .....
    - (i) *Existing and approved residential care and retirement facilities continue to operate and new facilities are accommodated where there is local demand.*
    - .....
    - (l) *Limited small scale business uses such as food and drink outlets, shops and periodic markets are ancillary to, and occur in conjunction with, a community use on the same site, and do not compromise the Noosa Shire Centres Hierarchy.*
    - (m) *Entertainment uses are limited to a theatre and are conducted in conjunction with a community use.*

*(n) Development does not limit the ongoing operation and expansion of an existing community facility or prejudice the establishment of a new facility.*

- ii. In the Community Facilities Zone Code, Table 6.8.1.3 Criteria for assessment, there are a number of existing and approved sites for retirement facilities and residential care facilities which are identified as being retained and are to continue to provide such residential uses, as follows:

*AO7.1*

*The following sites are retained as residential care facilities:-*

- (a) 'Kabara Noosa Care' at 20 Topaz Street, Cooroy, over Lot 102 SP236318;*
- (b) 'Carramar Noosa Care' at 186 Cooroy-Noosa Road, Tewantin, over Lot 2 on RP177554 and Lots 18 and 19 on RP162486;*
- (c) 'Japara Noosa Aged Care' at 119 Moorindil St, Tewantin, over Lot 1 on SP146053;*
- (d) 'Ozcare Noosa' 100 Cooyar St, Noosa Heads, over Lot 9 on RP225312*

*AO7.2*

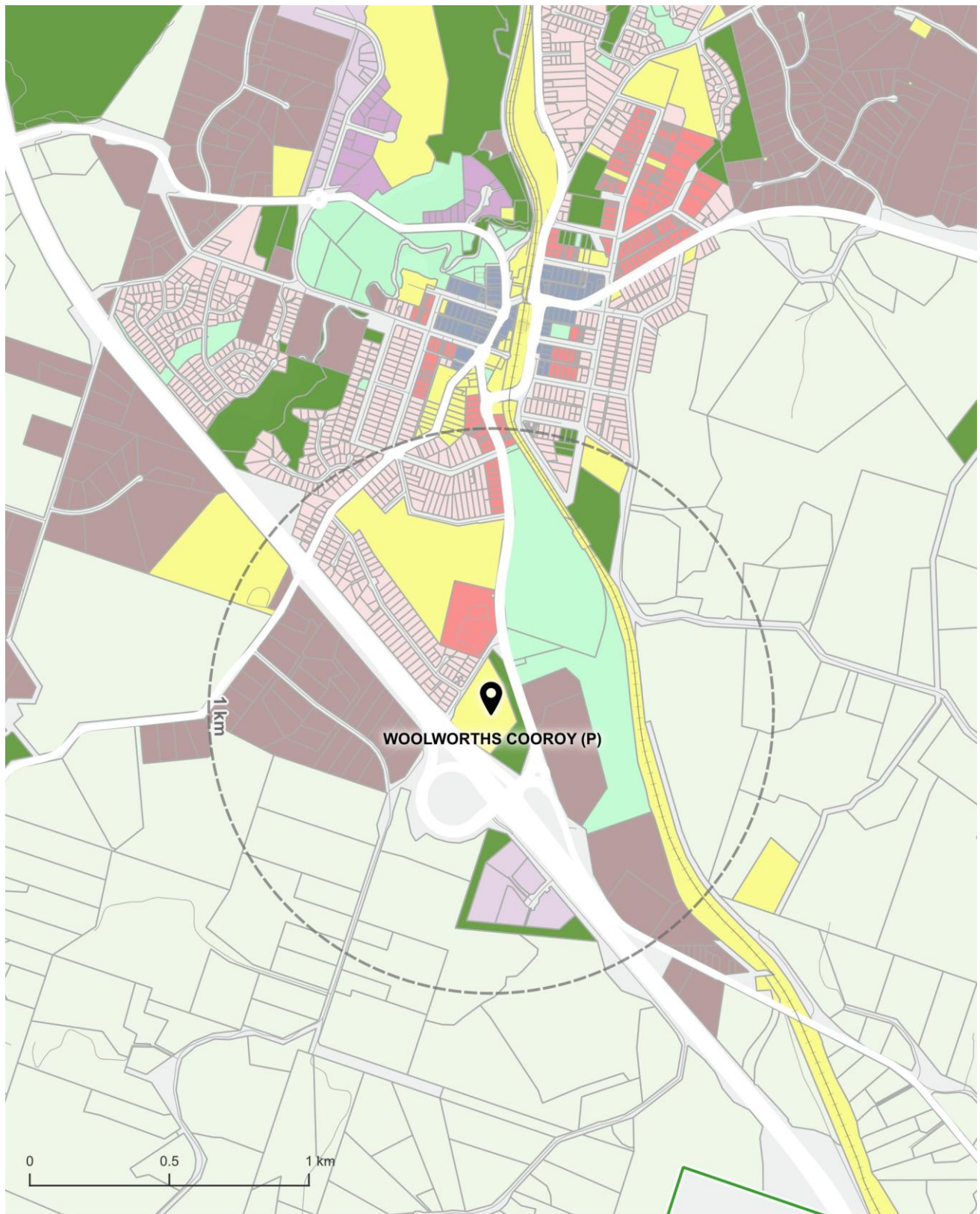
*The following sites are developed and retained as integrated residential care and retirement facilities:*

- (a) Land at 82 -100 McKinnon Drive, Tewantin, described as Lot 2 on RP220516 and Lot 86 on MCH1415;*
- (b) Land at Ben Lexcen Drive and Grasstree Court, Sunrise Beach, over Lot 9 SP252905 and Lot 6 RP901384; and*
- (c) "Palm Lake Resort" at 15 Pearsons Road, Cooroy, over Lots 102 and 103 SP287641.*

- iii. The Woolworths Cooroy site is not an existing and approved site for residential care facilities, but it is identified for an aged care facility, noting that the site is annotated on the zone map for 'Residential Care Facility'. Relevantly, some 2.2 hectares of the site has the ability to accommodate future Community Facilities zoned uses (such as residential care facility). The need for such a use will be discussed in this report.



MAP 1.3. COOROY, SHIRE OF NOOSA LAND ZONING, 2022



- |  |   |   |   |
|--|---|---|---|
|  District Centre            |  Low Impact Industry       |  Community Facilities                      |  Rural             |
|  Low Density Residential    |  Medium Impact Industry    |  Environmental Management and Conservation |  Rural Residential |
|  Medium Density Residential |  Recreation and Open Space |   |   |



# 2 Catchment Area Analysis

This section of the report provides a review of the catchment area likely to be served by Woolworths Cooroy, including current and projected population and retail spending levels over the period to 2041. A review of the socio-economic profile of the catchment area population is also provided.

## 2.1. Catchment Area Definition

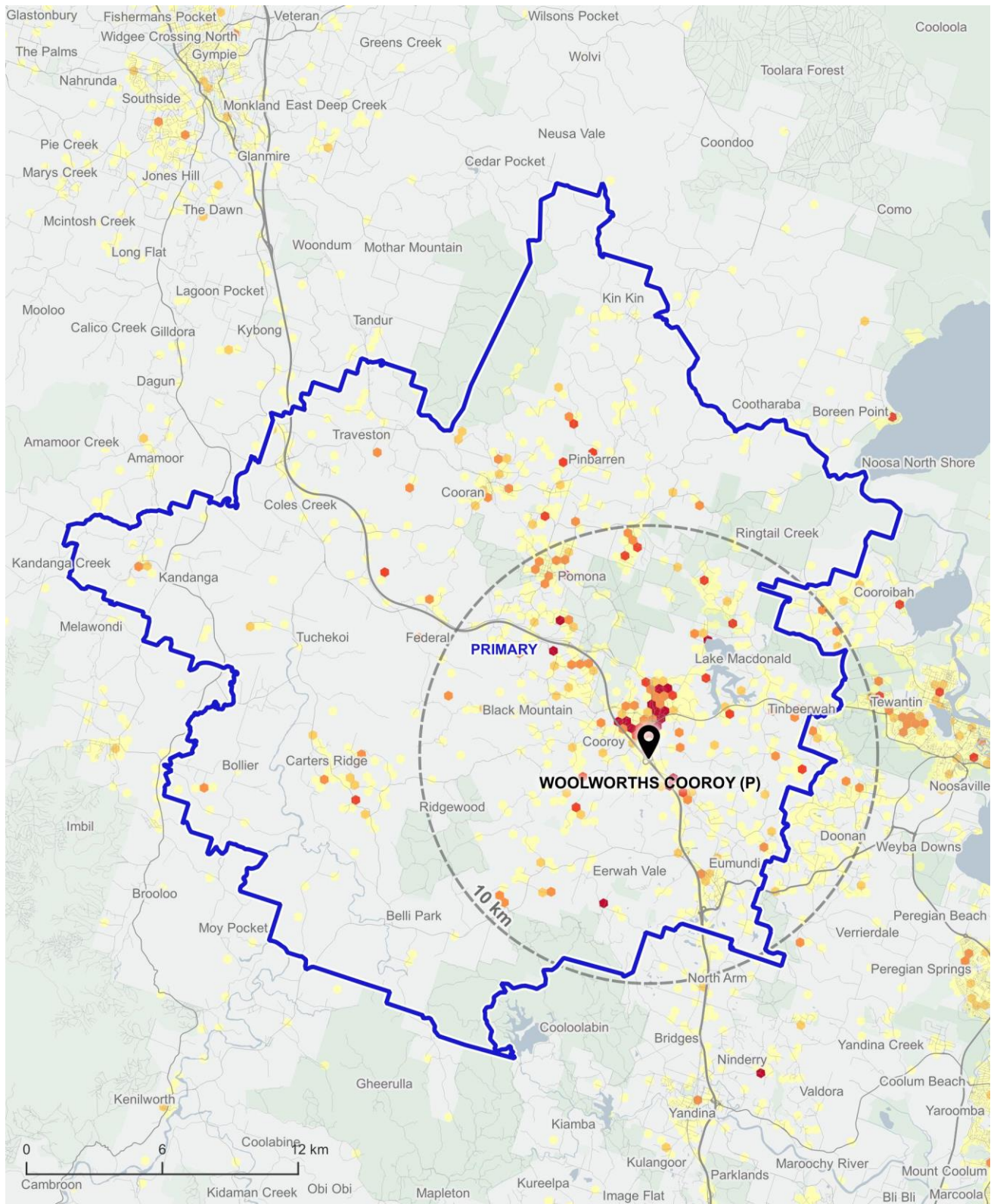
- i. The catchment area served by Woolworths Cooroy has been defined taking into consideration the following:
  - The scale and composition of the proposed development.
  - The provision of existing and planned competitive facilities throughout the surrounding area.
  - Regional and local accessibility.
  - The pattern of urban development throughout the region.
  - Significant physical barriers.
- ii. The catchment area defined for the proposed development is also based on the experience of Location iQ, which has been established and refined over many years across many similar assessments. Location iQ has also been provided with existing store customer data (including exit-survey results, transaction data, mobile phone ping data and the like), which assists in the refinement and cross-checking of catchment area boundaries for existing situations and can then be utilised for future scenarios.
- iii. As above, Near data has been utilised to examine the existing patterns of visitation to the Cooroy Town Centre over the period from November 2022 to November 2023 (refer Map 2.1).

*'Near data uses aggregated mobile phone location data from a variety of high-quality sources, including software development kits (SDKs) and mobile advertising SDKs. Near ingests, interprets, and analyses petabytes of geospatial data, including cell phone geolocation 'pings' all over the world – to enable an accurate, current view of the people visiting a location. Using the ping data, the place of residence of customers visiting the Areas of Interest (AOI) can be determined at an anonymised and aggregated into H3 boundaries (a hierarchical geospatial index).'*

- iv. The catchment area defined for the proposed Woolworths Cooroy development is based on Australian Bureau of Statistics (ABS) SA1 statistical areas, which is common convention for catchment area definitions given SA1's are the smallest unit area released in Census data. SA1s typically have a population of between 200 and 800 persons, with an average population size of approximately 400 persons.

- v. Map 2.2 illustrates the defined catchment area for the proposed Woolworths Cooroy encompassing the major hinterland towns of Cooroy, Eumundi, Kin Kin and Pomona. The catchment area extends 10 - 25 km around the subject site and is limited by retail facilities at Noosa to the east and Gympie to the north.

**MAP 2.1. COOROY TOWN CENTRE NEAR MOBILE VISITATION**



**Total Visits to Cooroy District Centre (Nov 2022-2023)**



\* White dot indicates proposed store





## 2.2. Catchment Area Population

- i. Table 2.1 details the Woolworths Cooroy catchment area current and projected population levels by sector. This information is sourced from the following:
  - The 2011, 2016, and 2021 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS).
  - New dwelling approvals statistics from the ABS from 2011/12 to 2022/23 (refer Chart 2.1), which indicate an average of 115 new dwellings were approved for the catchment area annually over this period.
  - The latest population projections prepared at a Statistical Area 2 (SA2) level by Queensland Government Statisticians Office (QGSO) – 2023 series projections.
  - Investigations by this office into new residential developments in the region.
- ii. The Woolworths Cooroy catchment area population is currently estimated at 22,150, over the period to 2041, the catchment area population is projected to increase to over 26,800 persons, reflecting an average annual growth rate of 1.1%.
- iii. The projected population growth rate will be driven by a number of residential subdivisions, across the catchment area including:
  - An application has been submitted for the subdivision of 55 & 70 Carpenters Road, Eumundi, planned to include 37 residential lots.
  - A subdivision proposed to include 33 lots at 55 & 70 Carpenters Road, Cooroy has been refused and is under appeal.
  - Site works are underway on a 16 lot subdivision at 2 Pearsons Road, Cooroy.
  - Construction has commenced on a 23 lot subdivision at William Road & Powers Court, Eumundi.
- iv. Additionally, Table 2.3 details the population projections by the relevant aged care facilities age group (over 65 years) based on the following:
  - The total population within the catchment area over the forecast period (as detailed in Table 2.1).
  - The proportional change in residents aged 65 years and older based on QGSO projections for the SA2s that make up the catchment. The proportion of residents aged 65 years and older was estimated at 22.5% in 2021, which is higher than the South East Queensland benchmark of 16.2%.

- The proportion of residents aged over 65 years is projected to increase from 22.5% (2021) to 26.1% by 2041.
- v. Overall, the defined catchment area comprises a large, growing catchment, with the proportion of older residents projected to increase significantly over the forecast period.

**TABLE 2.1. CATCHMENT AREA POPULATION, 2011 - 2041**

Population	Actual			Forecast					Change 2023-41
	2011	2016	2021	2023	2026	2031	2036	2041	
Catchment Area	18,095	19,617	21,553	22,153	23,053	24,303	25,553	26,803	4,650

Average Annual Change (No.)	Actual		Forecast					Change 2023-41
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41	
Catchment Area	304	387	300	300	250	250	250	258

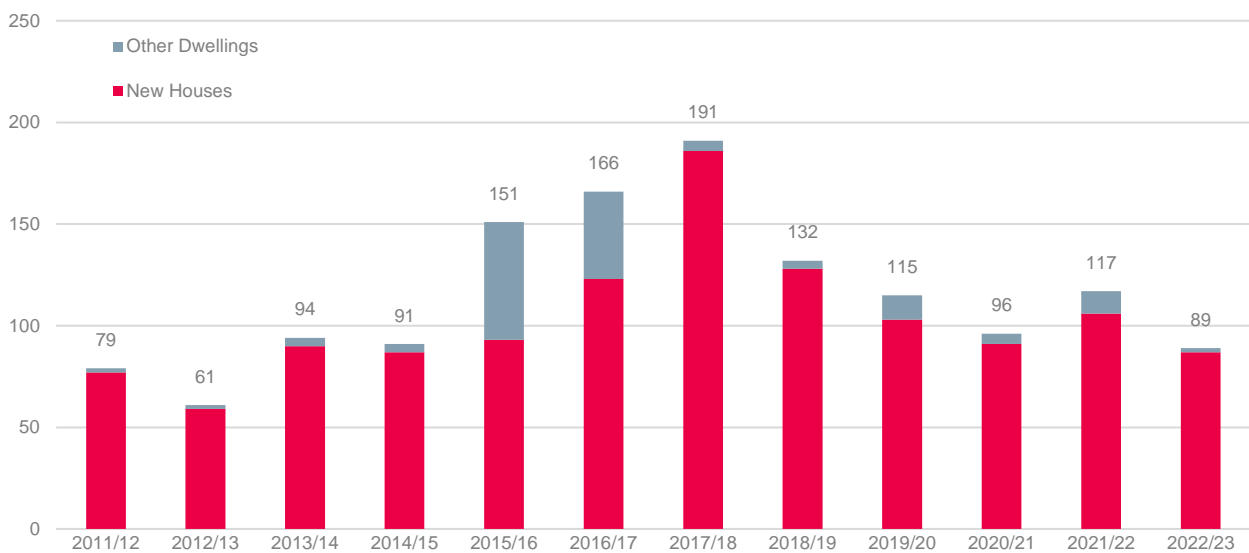
  

Average Annual Change (%)	Actual		Forecast					Change 2023-41
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41	
Catchment Area	1.6%	1.9%	1.4%	1.3%	1.1%	1.0%	1.0%	1.1%
SE QLD	2.0%	1.8%	1.6%	1.4%	1.3%	1.7%	1.6%	1.5%
Australian Average	1.6%	1.2%	2.4%	1.6%	1.3%	1.2%	1.1%	1.3%

All figures as at June and based on 2021 SA1 boundary definition.

Sources : ABS; QGSO

**CHART 2.1. CATCHMENT AREA NEW DWELLING APPROVALS, 2011/12 – 2022/23**



Source: ABS

TABLE 2.2. CATCHMENT AREA POPULATION (OVER 65), 2011 – 2041

Component	Estimated			Projected			
	2011	2016	2021	2026	2031	2036	2041
<b>Proportion of Catchment Area Population</b>							
< 65 Years	84.2%	80.8%	77.5%	76.9%	76.1%	75.1%	73.9%
65 – 69 Years	6.4%	7.5%	7.6%	7.5%	7.4%	7.3%	7.1%
70 – 74 Years	4.3%	5.4%	6.9%	6.8%	6.6%	6.4%	6.2%
75 – 79 Years	2.5%	3.5%	4.4%	4.6%	4.8%	5.0%	5.3%
80 – 84 Years	1.8%	1.8%	2.3%	2.7%	3.1%	3.6%	4.2%
85+ Years	0.8%	1.1%	1.2%	1.5%	2.0%	2.5%	3.3%
<b>Residents Aged 65+</b>	<b>15.8%</b>	<b>19.2%</b>	<b>22.5%</b>	<b>23.1%</b>	<b>23.9%</b>	<b>24.9%</b>	<b>26.1%</b>
<b>Catchment Area Population</b>							
< 65 Years	15,234	15,850	16,714	17,735	18,504	19,199	19,799
65 – 69 Years	1,159	1,468	1,638	1,725	1,790	1,853	1,914
70 – 74 Years	777	1,061	1,496	1,558	1,599	1,636	1,671
75 – 79 Years	445	677	948	1,062	1,172	1,290	1,416
80 – 84 Years	333	351	502	622	758	923	1,120
85+ Years	146	210	255	352	480	652	883
<b>Residents Aged 65+</b>	<b>2,861</b>	<b>3,767</b>	<b>4,839</b>	<b>5,318</b>	<b>5,799</b>	<b>6,354</b>	<b>7,004</b>

Source: ABS, QGSO

## 2.3. Socio-economic Profile

- i. Table 2.3 summarises the socio-economic characteristics of the Woolworths Cooroy catchment area population, compared with the South East Queensland benchmarks. This information is based on the 2021 Census of Population and Housing, with key points to note include:
  - Average per capita and household income levels are slightly lower than the benchmark.
  - The average age of residents (44.3) is older than the benchmark (38.8), including a higher proportion of residents aged 50 years and older.
  - A high proportion of residents are Australian born (82.7%) as compared with the South East Queensland benchmark (73.6%).
  - A high proportion of catchment area residents own their homes (84.9%).
  - The household composition of catchment area residents is predominantly characterised by couples without children and couples with non-dependent children, at 40.4%. This reflects the older population within the catchment.
- ii. Overall, the Woolworths Cooroy catchment contains an older resident population who would benefit from a conveniently located and competitively priced full-line supermarket facility.



**TABLE 2.3. CATCHMENT AREA SOCIO-ECONOMIC PROFILE, 2021 CENSUS**

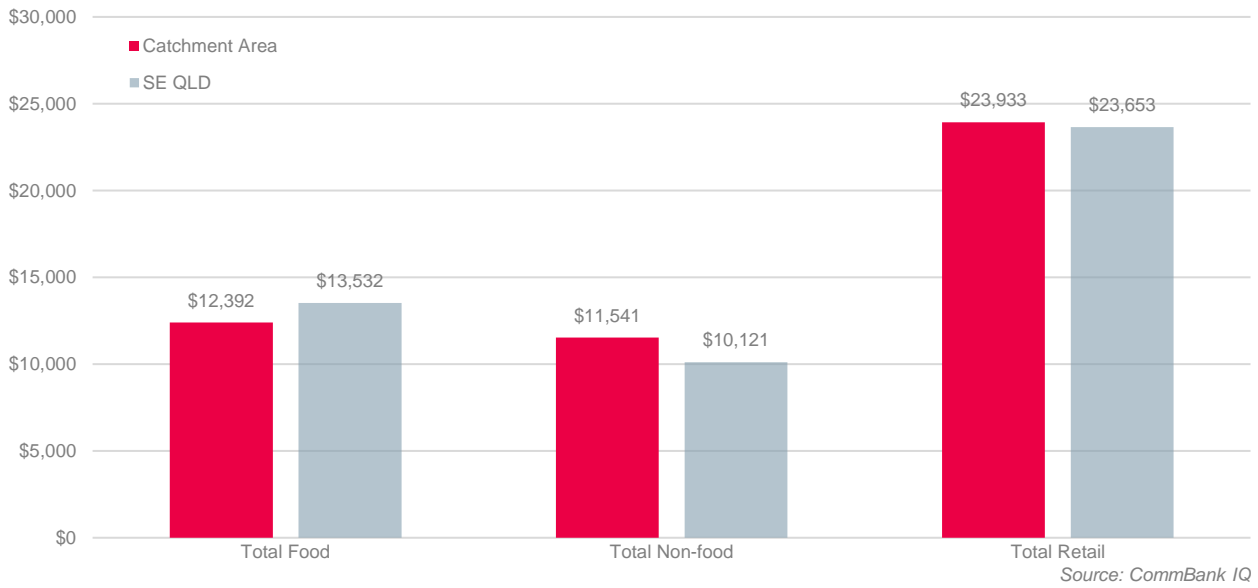
Characteristic	Catchment Area	SE QLD Average	Australia Average
<b>People</b>			
<b>Age Distribution (% of Pop'n)</b>			
Aged 0-14	17.1%	18.5%	18.0%
Aged 15-19	5.7%	6.1%	5.7%
Aged 20-29	6.5%	13.6%	13.3%
Aged 30-39	9.6%	14.4%	14.6%
Aged 40-49	13.3%	13.4%	13.0%
Aged 50-59	16.2%	12.4%	12.5%
Aged 60+	31.6%	21.7%	23.0%
Average Age	44.3	38.8	39.5
<b>Birthplace (% of Pop'n)</b>			
Australian	82.7%	73.6%	72.0%
Overseas	17.3%	26.4%	28.0%
• Asia	0.7%	8.3%	12.1%
• Europe	9.4%	6.5%	7.2%
• Other	7.2%	11.6%	8.7%
<b>Family</b>			
Average Household Size	2.6	2.6	2.5
<b>Family Type (% of Pop'n)</b>			
Couple with dep't children	39.4%	44.2%	44.2%
Couple with non-dep't child.	8.2%	7.0%	7.7%
Couple without children	32.2%	24.4%	23.8%
Single with dep't child.	7.2%	9.6%	8.6%
Single with non-dep't child.	4.1%	3.8%	4.0%
Other family	0.5%	1.1%	1.0%
Lone person	8.4%	10.0%	10.8%
<b>Employment</b>			
<b>Income Levels</b>			
Average Per Capita Income	\$47,386	\$54,626	\$55,301
Per Capita Income Variation	-13.3%	n.a.	n.a.
Average Household Income	\$95,167	\$109,843	\$109,594
Household Income Variation	-13.4%	n.a.	n.a.
<b>Housing</b>			
<b>Tenure Type (% of Dwellings)</b>			
Owned	84.9%	64.6%	67.4%
Rented	13.6%	33.9%	30.8%
Other Tenure Type	1.4%	1.5%	1.8%

Sources: ABS Census of Population and Housing 2021

## 2.4. Catchment Area Retail Expenditure

- i. The estimated retail expenditure capacity of the catchment area population is based on information sourced from CommBank iQ Retail Spend Insights.
- ii. CommBank iQ Retail Spend Insights is a new dataset that was first released in April 2023 (Calendar Year 2022) and is to be released for each Financial Year and Calendar Year going forwards (i.e., released every six months).
- iii. Retail Spend Insights is a modelled view of retail spend per capita across Australia. It is provided at the granularity of SA1 allowing for the creation of bespoke catchments to facilitate a view on resident spend by category for the area. The dataset is based on de-identified, privacy treated retail banking transactions, normalised to be representative of the Australian population. Transactions may include purchases and refunds from credit card, debit card, EFTPOS cards, BPay and direct debit. Adjustments have been made for the inclusion of cash payments.
- iv. CommBank iQ Retail Spend Insights excludes cash and buy now pay later services (CBNPL). The data provides the average annual (for FY23) spend across 81 categories for people aged 18 years and older. The data is also split out by instore and online transactions.
- v. Charts 2.2 – 2.3 illustrate the retail spending levels per person across catchment area, compared with the South East Queensland averages in 2022/23. As shown, catchment area per capita retail expenditure is similar to the benchmark, with higher variations recorded in the non-food categories. Per capital retail expenditure across the catchment area is currently 1.2% higher than the South East Queensland average.
- vi. Tables 2.3 and 2.4 outline the total retail expenditure levels generated by the catchment area population. The total retail expenditure level is currently estimated at \$526.6 million and is projected to increase at an average rate of 1.8% to \$725.5 million by 2041. The largest spending market is supermarkets, currently estimated at \$133.9 million, or 25.4% of retail expenditure. This is the most relevant spending market for the proposed Woolworths supermarket at the subject site. All figures presented in this report are in constant dollars and include GST.
- vii. The projected growth rate in retail spending for the catchment area considers the following:
  - **Real growth** in retail spending per capita of 0.0% is assumed over the period to 2025. From 2026 real growth per capita is assumed at 0.5% annually for food retail and 1.0% for non-food retail over the period to 2041.
  - Catchment area population growth is projected at 1.1% per annum.

**CHART 2.2. CATCHMENT AREA RETAIL EXPENDITURE PER CAPITA, FY2023**



**CHART 2.3. CATCHMENT AREA RETAIL EXPENDITURE BREAKDOWN PER CAPITA, FY2023**

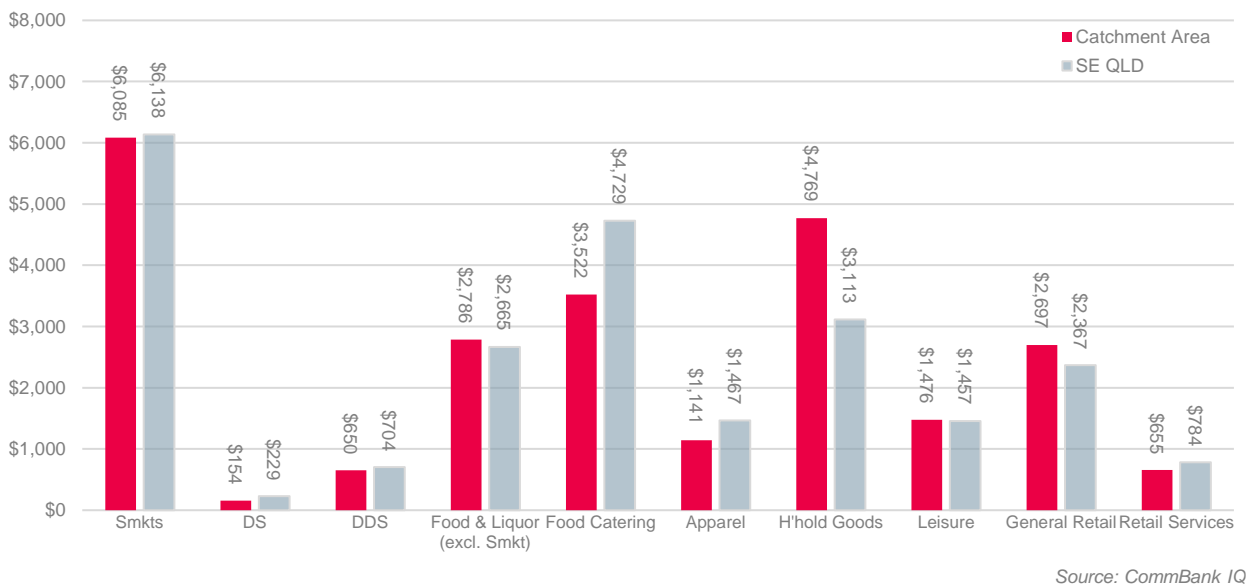


TABLE 2.4. CATCHMENT AREA RETAIL EXPENDITURE, 2023 – 2041

Y/E June	Catchment Area
2023	526.6
2024	533.7
2025	540.9
2026	552.5
2027	563.5
2028	574.1
2029	584.8
2030	595.8
2031	606.9
2032	618.1
2033	629.3
2034	640.8
2035	652.4
2036	664.3
2037	676.2
2038	688.2
2039	700.4
2040	712.9
2041	725.5
<b>Expenditure Growth</b>	
2023-26	25.9
2026-31	54.4
2031-36	57.4
2036-41	61.2
2023-41	198.9
<b>Average Annual Growth Rate</b>	
2023-26	1.6%
2026-31	1.9%
2031-36	1.8%
2036-41	1.8%
2023-41	1.8%

\*Constant 2022/23 dollars & including GST

Source : CommBank IQ, Location IQ

**TABLE 2.5. CATCHMENT AREA RETAIL EXPENDITURE BY KEY COMMODITY GROUP, 2023 – 2041**

Y/E June	Supermarke	Dept. Store	Discount Dept Store	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2023	133.9	3.4	14.3	61.3	77.5	25.1	104.9	32.5	59.3	14.4
2024	135.7	3.4	14.5	62.1	78.5	25.4	106.3	32.9	60.1	14.6
2025	137.5	3.5	14.7	63.0	79.6	25.8	107.8	33.4	60.9	14.8
2026	140.0	3.5	15.0	64.1	81.5	26.4	110.3	34.1	62.4	15.2
2027	142.4	3.6	15.2	65.2	83.3	27.0	112.7	34.9	63.8	15.5
2028	144.7	3.7	15.5	66.2	85.0	27.5	115.1	35.6	65.1	15.8
2029	146.9	3.7	15.7	67.3	86.7	28.1	117.5	36.4	66.4	16.1
2030	149.2	3.8	15.9	68.3	88.5	28.7	119.9	37.1	67.8	16.5
2031	151.6	3.8	16.2	69.4	90.4	29.3	122.4	37.9	69.2	16.8
2032	153.9	3.9	16.4	70.5	92.2	29.9	124.9	38.6	70.6	17.2
2033	156.2	3.9	16.7	71.5	94.1	30.5	127.4	39.4	72.0	17.5
2034	158.6	4.0	16.9	72.6	96.0	31.1	130.0	40.2	73.5	17.9
2035	161.0	4.1	17.2	73.7	97.9	31.7	132.6	41.0	75.0	18.2
2036	163.4	4.1	17.5	74.8	99.9	32.4	135.3	41.9	76.5	18.6
2037	165.9	4.2	17.7	75.9	101.9	33.0	138.0	42.7	78.0	19.0
2038	168.3	4.3	18.0	77.0	103.9	33.6	140.7	43.5	79.6	19.3
2039	170.8	4.3	18.2	78.2	105.9	34.3	143.5	44.4	81.1	19.7
2040	173.3	4.4	18.5	79.3	108.0	35.0	146.3	45.3	82.7	20.1
2041	175.8	4.4	18.8	80.5	110.2	35.7	149.2	46.2	84.3	20.5
<b>Expenditure Growth</b>										
2023-26	6.2	0.2	0.7	2.8	4.0	1.3	5.4	1.7	3.0	0.7
2026-31	11.5	0.3	1.2	5.3	8.9	2.9	12.1	3.7	6.8	1.7
2031-36	11.9	0.3	1.3	5.4	9.5	3.1	12.9	4.0	7.3	1.8
2036-41	12.4	0.3	1.3	5.7	10.3	3.3	13.9	4.3	7.9	1.9
2023-41	41.9	1.1	4.5	19.2	32.7	10.6	44.2	13.7	25.0	6.1
<b>Average Annual Growth Rate</b>										
2023-26	1.5%	1.5%	1.5%	1.5%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
2026-31	1.6%	1.6%	1.6%	1.6%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%
2031-36	1.5%	1.5%	1.5%	1.5%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
2036-41	1.5%	1.5%	1.5%	1.5%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
2023-41	1.5%	1.5%	1.5%	1.5%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%

\*Constant 2022/23 dollars & including GST

Source : CommBank IQ, Location IQ

# 3 Competitive Environment

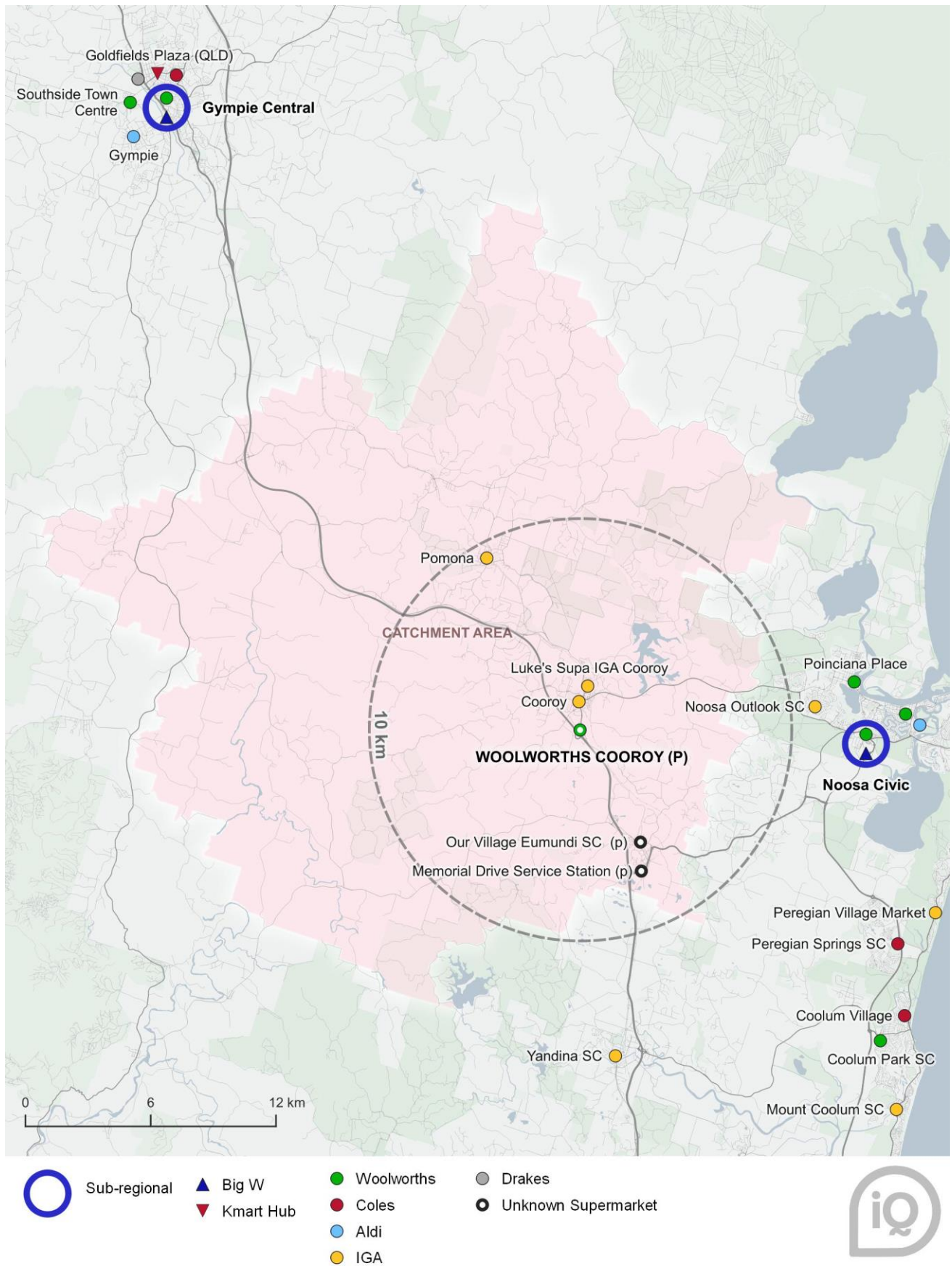
This section of the report provides a summary of the existing and future competitive developments within the region. The key retail facilities provided throughout the catchment area and surrounding region are illustrated on Map 3.1, with the composition of these facilities summarised in Table 3.1.

**TABLE 3.1. COMPETITIVE FACILITIES**

Centre	Shopfront GLA (sq.m)	Anchor Tenants	Dist. From Site (km)
<b>Within the Catchment Area</b>			
<u>Cooroy</u>	<u>11,100</u>		<u>-</u>
• Luke's Supa IGA	2,000	IGA (1,800)	
• IGA Cooroy	1,200	IGA (1,200)	
• Other	7,900		
Eumundi	4,685		7.2
Pomona	5,000	IGA (1,250)	11.5
<b>Beyond the Catchment Area</b>			
<u>Tewantin</u>	<u>9,400</u>		<u>13.7</u>
• Poinciana Place	3,100	Woolworths (2,400)	
• Noosa Outlook SC	2,300	IGA (400)	
• Other	4,000		
<u>Noosa Civic</u>	<u>32,000</u>		<u>17.2</u>
• Noosa Civic	22,000	Big W (6,610), Woolworths (3,500)	
• Noosa Civic Emporium	10,000	BCF, Petbarn, Autobarn, Super Cheap Auto	
<u>Noosaville</u>	<u>20,000</u>		<u>17.5</u>
• Noosa Village SC	4,800	Woolworths (2,580)	
• Noosa Homemaker Centre	10,200	Forty Winks, Snap Fitness	
• Other	5,000	Aldi (1,480)	
<u>Noosa Heads</u>	<u>25,500</u>		<u>21.9</u>
• Noosa Fair SC	7,600	Coles (3,770)	
• Noosa Junction Plaza	7,900	IGA (2,212), Kmart (1,400)	
• Other	10,000		
Yandina	5,000	IGA (1,000)	18.6
<u>Nambour</u>	<u>29,800</u>		<u>26.7</u>
• Nambour Plaza	11,300	Big W (5,560), Woolworths (3,670)	
• Nambour Mill	6,500	Coles (4,000)	
• Other	12,000	Aldi (1,550)	
<u>Gympie</u>	<u>44,800</u>		<u>44.1</u>
• Gympie Central	14,200	Big W (5,570), Woolworths (3,530)	
• Southside Town Centre	5,700	Woolworths (3,100)	
• Goldfields Plaza	7,700	K - Hub (1,450), Coles (4,080)	
• Gympie Marketplace	4,200	Drakes (2,200)	
• Other	13,000	Aldi (1,900)	

Source: Location IQ Database

### MAP 3.1. CATCHMENT AREA AND COMPETITION



## 3.1. Within the Catchment Area

i. Retail facilities within the catchment area are generally dispersed among several towns including Cooroy, Eumundi, and Pomona. Each is discussed below while Table 3.2 summarises the specialty retail throughout the towns:

- The Cooroy Town Centre is located around 1.2 km to the north anchored by two IGA supermarkets namely Luke's Supa IGA (1,800 sq.m) and a Seasons IGA (1,200 sq.m) which opened late 2022. Season IGA purchased both stores in 2022 redeveloping the existing Wimmers Shop & Save into Season IGA (Cooroy Rag 29 November 2022).

Within Cooroy there are over 100 shops focused around the intersection of Maple Street and Emerald Street. There are approximately 65 retail shops with the balance being non-retail (34 including medical, real estate etc) and vacancies. Of the retail shops 18 are in the food catering category. Vacant shops total 6 or around 5% of the total.

- In Eumundi, 7.2 km to the south, there is a provision of 51 retail and non-retail shopfronts along both sides of Memorial Drive. This includes a small General Store (<300 sq.m). In addition, Eumundi is also home to the biggest artisan market in Australia which operate every Wednesday and Saturday. The Original Eumundi Markets is understood to have over 1 million visitors each year.
  - Pomona, 11.5 km to the north-west on Reserve Street, includes an IGA supermarket of 1,250 sq.m. There is a provision of around 50 shops, including an extensive range of medical and dental along Reserve Street and Station Street.
- ii. Overall, the provision of shops is significantly greater and more diverse than the circa 15 specialty stores that are to be provided as part of the Woolworths Cooroy development. Each of these precincts will continue to be a focus for a wide range of retail and non-retail facilities for residents and tourists within those towns.
- iii. There are currently no full-line (i.e., greater than 3,000 sq.m) supermarket provided within the catchment area. Typically, one full-line supermarket is provided for every 8,000 – 10,000 persons. Based on the estimated catchment area population of ~22,150, at least two full-line supermarkets could currently be supported.
- iv. Table 3.3 details the catchment area current supermarket floorspace provision. This includes supermarkets of 500 sq.m or larger only. As shown, across the catchment area, the supermarket floorspace provision is 192 sq.m per 1,000 persons, which is significantly lower than all the comparable benchmarks. The closest full-line supermarkets are beyond the catchment area, more than 15 km from the subject site and would result in at least a 30-35 minute round trip for residents in proximity to the subject site. The lack of access to a full-line supermarket within a reasonable distance to residents



within the catchment area, in circumstances where the catchment could support at least two full-line supermarkets, is a matter of high significance in the assessment of need for the proposed development.

- v. Assuming the subject development proceeds in FY2027, the catchment area supermarket floorspace provision would still be below the South East Queensland average, at ~360 sq.m per 1,000 sq.m.

**TABLE 3.2. GROUND LEVEL SHOPFRONT SURVEY**

Categories	Within MTA		
	Coory	Eumundi	Pomona
<b>Dist. From Site (km)</b>	1.2	7.2	11.5
<b>Supermarket</b>			
• Brand	IGA & Season's IGA	n.a.	IGA Supa
• GLA (sq.m)	1,800 & 1,200	n.a.	1,250
<b><u>Retail Shopfronts*</u></b>			
Food & Liquor	7	4	5
Food Catering	18	15	11
Apparel	9	8	3
Household Goods	1	-	1
Leisure	4	1	1
General Retail	13	5	4
Retail Services	12	5	5
<b>Total Retail</b>	<b>64</b>	<b>38</b>	<b>30</b>
<b><u>Non-Retail Shopfronts</u></b>			
• Australia Post	1	-	1
• Bank	2	-	-
• Fitness	-	-	-
• Medical/Dental	3	4	7
• Office	-	-	-
• Pub/Hotel	2	2	1
• Real Estate	5	3	3
• Travel Agent	-	-	-
• Other	23	5	7
<b>Total Non-Retail</b>	<b>36</b>	<b>14</b>	<b>19</b>
<b>Vacancy</b>	<b>6</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>106</b>	<b>53</b>	<b>50</b>

\* Includes ground floor shopfronts only if not in a shopping centre

Source: Based on site inspection in November 2023

**TABLE 3.3. CATCHMENT AREA SUPERMARKET FLOORSPACE PROVISION, 2022/23**

Sector	No. of Supermarkets*	GLA (sq.m)	2023 Population	GLA per 1,000 persons
Catchment Area	3	4,250	22,153	192
SE QLD				378
Australian Average				356

\* Defined as 500 sq.m or larger

## 3.2. Beyond the Catchment Area

- i. The closest centres with full-line supermarkets are located more than 15 km from Cooroy and include Tewantin, Noosaville, Noosa Civic, and Noosa Heads. Each is described below.
- ii. A Woolworths supermarket (2,400 sq.m) is provided at Tewantin ~ 15 km east of Cooroy. Although slightly smaller than what is typically considered a full-line supermarket (2,500 sq.m), it is still significantly larger than supermarkets in Cooroy. A significant provision (around 4,000 sq.m) of retail specialty stores is also provided along Poinciana Avenue and Memorial Avenue including cafes, restaurants, a bakery, newsagencies, jewellery and apparel stores, a number of retail services and more. Many non-retail shops and community services are also provided in Tewantin.
- iii. Noosa Civic (22,000 sq.m) is ~17 km to the east along Cooroy Noosa Drive and includes the nearest major full-line supermarket (>3,000 sq.m) to Cooroy. Noosa Civic also services the higher-order, non-food shopping needs of residents in the broader area. The centre is understood to achieve a moving annual turnover (MAT) in the order of \$160 million. The centre has been proposed for expansion including an additional supermarket. Noosa Civic Emporium, a showroom precinct, is located to the immediate north-east of the centre.
- iv. Noosaville incorporates around 20,000 sq.m of retail floorspace. Including Noosa Village anchored by a Woolworths supermarket of 2,580 sq.m, Noosa Homemaker Centre and a free standing Aldi supermarket.
- v. Noosa Heads is the main tourist area of Noosa it includes ~25,500 sq.m of retail floorspace including Noosa Fair Shopping Centre comprising a full-line Coles supermarket (3,770 sq.m) and Noosa Junction Plaza anchored by a K Hub and IGA supermarket. Noosa Heads also includes a major retail strip along Hastings Street with access to the beach to the north. Hastings Street includes a large range of Apparel, and General retail stores as well as a number of Cafes and Restaurants.
- vi. Residents would also likely travel beyond the catchment area along the Bruce Highway to either Nambour or Gympie which are ~27 km south and ~44 km to the north, respectively. For residents to travel to Nambour, this would be at least a 20 minute drive or around a 45 minute round trip.

### 3.3. Proposed Developments

- i. Two supermarket-based developments are planned in the surrounding region within the catchment area as follows:
  - A development application has been lodged at 10 Memorial Drive Shopping Centre Eumundi. The development is currently the subject of an appeal<sup>1</sup>. Proposed plans included a supermarket of 1,200 sq.m, and 272 sq.m of specialty shops.
  - A development application has been submitted for Our Village Eumundi Shopping Centre ~6.6 km to the south. The development is planned to include a supermarket (1,520 sq.m) and four retail specialty shops. The development is planned across 2,290 sq.m.
- ii. Beyond the catchment area there is one planned development of relevance, namely the expansion of Yandina Shopping Centre. The redevelopment and expansion Yandina Shopping Centre to include a new bigger IGA supermarket (2,501 sq.m – additional 1,501 sq.m of supermarket floorspace) and eight new retail tenancies. Conversion of the existing IGA supermarket into 503 sq.m mall and three specialty retail tenancies. The expansion was approved in 2021 but has yet to proceed.

### 3.4. Summary

- i. There are no full-line supermarkets within the catchment area. Currently within the catchment area supermarket facilities are all smaller than 2,000 sq.m and include Luke's Supa IGA (1,800 sq.m) and a Seasons IGA (1,200 sq.m) which opened late 2022 in Cooroy; and an IGA (1,250 sq.m) in Pomona.
- ii. Typically, one full-line supermarket is provided for every 8,000 – 10,000 persons, indicating potential for at least three full-line supermarkets within the catchment area by 2041.
- iii. Noosa is the focus for retail and administrative services across the broader region, incorporating over 70,000 sq.m of retail floorspace. Noosa Civic (22,000 sq.m) is ~17 km to the east and services the higher-order, non-food shopping needs of residents in the broader area. The centre is understood to achieve a moving annual turnover (MAT) in the order of \$160 million.
- iv. The existing provision of supermarket floorspace within the catchment area at 192 sq.m per 1,000 persons is lower than the South East Queensland average of 378 sq.m per 1,000 persons. Assuming the subject development proceeds in FY2027, the catchment area supermarket floorspace provision would still be below the South East Queensland average, at ~360 sq.m per 1,000 sq.m.

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<sup>1</sup> This was a deemed refusal appeal. The Council now supports approval and it is likely that the development will be approved shortly

# 4 Assessment of Potential for Supermarket

This section of the report considers the sales potential for the proposed Woolworths Cooroy as well as the likely trading and other impacts that can be anticipated following the construction of the proposed development.

## 4.1. Sales Overview

- i. To assess the potential economic benefits and impacts that may arise from the proposed Woolworths Cooroy development, the sales level which the development is projected to achieve are outlined.
- ii. The sales performance of any retail facility, be it an individual store or a collection of stores provided in a shopping centre or precinct, is determined by a combination of the following critical factors:
  - The composition and quality of the facility, including the major trader or traders; the specialty mix; centre layout and configuration; ease of accessibility and parking; and the overall feel of the centre.
  - The size of the available trade which the facility serves.
  - The location and strength of competitive retail facilities.
- iii. The sales potential for Woolworths Cooroy is now considered accounting for these factors.

## 4.2. Methodology

- i. Assessing a proposed retail development fundamentally requires an understanding of a variety of factors and methodologies, including:
  - Retail turnover;
  - Market shares;
  - Retail supply, demand, and impacts.
- ii. Location iQ adopt an evidence-based model that has been tested and refined over more than 10 years and across a range of clients. The model uses all available data, including the Location iQ proprietary database of supermarket and shopping centre tenant size and sales figures.

- iii. Location iQ has undertaken more than 100 retail needs assessments/economic impact assessments in Australia over the last decade, adopting a similar methodology as presented in this report for the high-level overview of retail demand. A range of other property consulting firms also adopt the approach outlined by Location iQ.

### 4.3. Supermarket Sales Potential

- i. The proposed full-line Woolworths supermarket at the subject site is indicated to be 4,205 sq.m with Direct to Boot (DTB) facilities. Supermarkets generate sales primarily from the supermarkets spend, as discussed, and measured in Section 2 of this report.
- ii. Table 4.1 details the potential for a full-line Woolworths supermarket at Cooroy. The calculations shown go through a series of steps, commencing with the available supermarket expenditure; and then concluding with the likely sales which catchment area supermarkets can expect to generate.
- iii. Forecast sales are detailed, noting that supermarkets are defined as grocery and dry goods stores of at least 500 sq.m. Smaller foodstores less than 500 sq.m are excluded from this analysis.
- iv. The assessment detailed in Table 4.1 is based on the experience of many comparable analyses in locations throughout Australia, as follows:
  - For the catchment area defined earlier in this report, the total supermarket spending market is estimated at \$133.9 million for the year to June 2023. The supermarket spending market for the catchment area population is projected to increase to \$142.4 million by 2026/27 and further to \$163.4 million by 2035/36 (constant 2023 dollars).
  - Typically, in Australia, approximately 75% - 80% of food and grocery expenditure is directed to supermarkets, not including small corner stores, convenience stores and milk bars. This ratio varies from location to location depending on the provision of such facilities and the socio-economic profile of the catchment area population. In the defined catchment area, the proportion of food and grocery spending directed to supermarkets is currently estimated at 79.0%, based on actual credit card data supplied by CommBank iQ, and is (conservatively) not estimated to increase over the forecast period.
  - The next step in the analysis is to estimate the likely proportion of supermarket expenditure which can be retained by catchment area supermarkets; specifically in this case, the proportion of expenditure that can be retained by the full-line supermarket at Woolworths Cooroy, compared with spending directed to supermarkets beyond the catchment area.

- The level of retained spending is currently estimated at 28.5% meaning over 70% of residents supermarket spending is escaping the catchment. This is a very high proportion and meaning residents are travelling outside the catchment on numerous occasions for their weekly grocery shop. After the opening of Woolworths Cooroy, it is projected retained spending would be 50% in 2026/27, or \$71.2 million. Hence, 50% of catchment area supermarket spending would continue to be attracted by supermarkets, and higher order facilities beyond the catchment area at Tewantin, Noosaville Noosa Civic, Noosa Heads, Nambour, and Gympie (i.e., around \$71 million).
  - Additionally, supermarket sales are likely to be attracted from beyond the defined catchment area, reflecting the high-profile location of the site. This proportion of sales is estimated at 10%, or \$7.9 million in 2026/27.
- v. The steps detailed above generate the annual estimates of supermarket spending available to supermarkets within the catchment area at \$79.2 million in 2026/27.
- vi. The full-line Woolworths supermarket forecast sales are \$40.8 million in 2026/27, representing a sales productivity of \$9,694 per sq.m, slightly below the national benchmarks and increasing over time with population growth in the catchment area. Other trade area supermarkets (IGA stores at Cooroy and Pomona) are still projected to achieve sales of \$9,030 per sq.m in 2026/27 following the opening of Woolworths Cooroy.

**TABLE 4.1. WOOLWORTHS COOROY SUPERMARKET ANALYSIS, 2023 – 2036**

	Financial Year				
	2023	2026	2027	2031	2036
<b>Spending to Smkts (\$M)</b>					
Catchment Area	133.9	140.0	142.4	156.2	163.4
<b>Supermarket Spending Retained by TA Smkts</b>					
Catchment Area (@ 28.5% incr. to 50% in 26/27)	38.2	39.9	71.2	78.1	81.7
Supermarket Sales from Beyond TA (@ 10%)	<u>4.2</u>	<u>4.4</u>	<u>7.9</u>	<u>8.7</u>	<u>9.1</u>
<b>Total Supermarket Sales for TA Smkts</b>	<b>42.4</b>	<b>44.3</b>	<b>79.2</b>	<b>86.8</b>	<b>90.8</b>
Smkt Floorspace in TA (sq.m)**	4,250	4,250	8,455	8,455	8,455
Average Trading Level (\$/sq.m)	9,975	10,435	9,362	10,269	10,743
<b>Distribution of TA Smkt Sales</b>					
Cooroy Woolworths Smkt	0.0	0.0	40.8	44.7	46.8
Other TA Supermarkets**	<u>42.4</u>	<u>44.3</u>	<u>38.4</u>	<u>42.1</u>	<u>44.1</u>
<b>Total TA Smkt Sales</b>	<b>42.4</b>	<b>44.3</b>	<b>79.2</b>	<b>86.8</b>	<b>90.8</b>

\*Constant 2022/23 dollars & including GST

\*\*Existing supermarket in TA as at December 2023

## 4.4. Total Retail Sales Potential

- i. Table 4.2 outlines forecast sales for the proposed Woolworths Cooroy development in FY2027 (the assumed first full year of opening). Key points to note are as follows:
  - **GLA:** In total, 5,490 sq.m of retail floorspace is planned, including a full-line Woolworths supermarket (4,205 sq.m). Table 1.1 (previously) summarised the composition and assumed uses within the development.
  - **Total retail forecast sales** are \$49.7 million in FY2027. Key components of retail sales are as follows:
    - **Supermarket:** \$40.8 million (or \$9,694 per sq.m).
    - **Specialty retail:** \$8.9 million (or ~\$7,000 per sq.m) assuming the entire 1,285 sq.m of specialty space comprises retail uses.
- ii. Retail forecast sales for the proposed development reflect the following:
  - There are no full-line supermarkets in the catchment area, as demonstrated previously in Table 3.1.
  - The large and growing catchment area population of ~22,153 currently, increasing to 26,803 by 2041 (i.e., + 4,650 persons). Typically, one full-line supermarket requires a trade population of 8,000 – 10,000 to be sustainable. On this basis, the catchment area can support – at least three full-line supermarkets, with none currently provided.
  - A significant amount of supermarket spending would be directed to supermarkets located beyond the catchment area. The nearest full-line supermarkets provided beyond the catchment area are some distance and would require residents to make a round trip of at least 30 minutes.
  - The centrally located, easily accessible nature of the site.
  - The proposed development will provide additional choice and competition for retail facilities within the region.
  - The convenience offer of the retail component would be reinforced by existing retail and non-retail facilities within the Cooroy Town Centre to the north.

**TABLE 4.2. TOTAL RETAIL CENTRE FORECAST SALES, FY2027**

Tenant/ Category	GLA (sq.m)	Forecast Sales	
		(\$'000)	(\$/sq.m)
<b>Retail</b>			
Woolworths	4,205	40,765	9,694
Specialty Shops	<u>1,285</u>	<u>8,995</u>	<u>7,000</u>
<b>Total Floorspace</b>	<b>5,490</b>	<b>49,760</b>	<b>9,500</b>

Source: Woolworths

## 4.5. Sales Impacts

- i. This sub-section of the report outlines the likely sales impacts on competitive retail facilities resulting from the additional sales generated by the proposed Woolworths Cooroy.
- ii. It is important to note that impacts outlined in this report are indicative as it is difficult to precisely project the sales impact of the opening of a new store/centre on existing retail facilities. Several factors can influence the impact on individual centres/retailers, including but not limited to:
  - Refurbishment/improvements to existing centres.
  - Expansions to existing centres.
  - Loyalty programs of existing retailers.
  - The existing centre mix and how it competes with the proposed development.
- iii. For these reasons and other similar factors, sales impacts outlined in this report should be used as a broad indication.
- iv. The following factors are typically considered when assessing the potential impacts of a new supermarket-based development on each existing facility or centre:
  - The distance of the (impacted) centre, by road, from the proposed development.
  - The size of the centre, in terms of total retail floorspace.
  - The amount of supermarket floorspace, and brands of these supermarkets.
  - The quality of offer and unique attributes including 24 hour trade etc.
  - The role and function of the centre.
  - Relative accessibility and convenience compared with the proposed retail development.



- The estimated performance of the centre (in current sales) and future performance (in the impact year), accounting for any future developments in the region that may also impact on the future sales of existing centres.
  - The share of available expenditure which the centre attracts from the identified catchment area of the proposed development. A centre may not be situated in the identified catchment area of the proposed development, but its catchment area may extend to include parts, or all, of the catchment area. For example, the catchment area for large regional shopping centres typically includes circa 250,000 persons. Such a catchment area is likely to include (partially or completely) catchment areas for surrounding smaller convenience-based centres, sub-regional centres, retail strips and stand-alone supermarkets.
- v. The following key principles are then relied on when assessing the dollar (and percentage) impacts that are likely to be absorbed by existing facilities/centres:
- The greatest impacts are typically absorbed by the closest comparable centres. For example, a new full-line supermarket is generally likely to impact the closest full-line supermarket to the greatest extent, followed by impacts on other comparable supermarkets, and at the lower end of the spectrum, smaller scale supermarkets/foodstores, which serve much more limited roles.
  - Impacts on smaller local supermarkets/foodstores tend to be smaller in scale, as these stores normally attract a lower market share of available catchment area expenditure and perform a different role and function within the hierarchy, often serving the local walkable catchments surrounding them, and/or serving more specialised/discerning needs (e.g., a smaller IGA).

#### 4.5.1. Sales Impact Modelling

- i. Table 4.3 outlines the projected sales impacts from the proposed Cooroy development. The steps involved in assessing the sales and impacts on competitive centres are presented as follows:
- **Step 1:** Estimate sales levels for existing centres in the 2022/23 financial year.
  - **Step 2:** Projected sales are presented for existing and proposed developments in 2022/23, the first full year of trading for the Woolworths Cooroy (FY2027). These projections allow for retail market growth and are presented in constant 2022/23 dollars (i.e., excluding inflation).
  - **Step 3:** Outline the change in sales at each centre in FY2027 resulting from retail sales generated by Woolworths Cooroy. As outlined in section 3, there is one approved competitive development of relevance namely Yandina Shopping Centre expansion assumed to open before Cooroy Woolworths. Again, all sales are expressed in constant 2023 dollars.
  - **Step 4:** Show the impact on sales on competitive centres in FY2027, both in dollar terms and as a percentage of sales.

- ii. Generally, retail trading impacts between -10% to -15% are considered by the industry to be high but acceptable, with impacts less than -10% considered relatively moderate, and impacts less than -5% generally considered minor/negligible. Other factors such as trading performance; expansions/refurbishments of centres; potential loss of services to the community; expected growth; and overall net community benefit should be considered.

#### 4.5.2. Sales Impact Overview

- i. The key information outlined in Table 4.3 is summarised as follows:
  - The proposed Cooroy development is projected to record sales of \$49.8 million in FY2027, including Woolworths supermarket sales of \$40.8 million.
  - The largest impact in percentage terms at -11.5% (or -\$8.9 million) would fall on retail facilities at Cooroy, which includes the closest supermarkets (two IGA supermarkets). The bulk of the impact will be on the supermarkets. As noted previously, Cooroy Town Centre comprises over 100 retail and non-retail specialty stores as compared with only around 15 proposed as part of the Woolworths Cooroy development. There will be some impact on stores that might directly compete with the supermarket and specialty stores at Woolworths Cooroy, however, these are likely to be limited in nature given only 7 of the total 104 stores are Food & Liquor in the Cooroy Town Centre. Relevantly, customer preferences are not homogeneous and there will always be a segment of the market who will demand choice of retailer for different items (i.e. some customers will buy fresh food and meat from specialty retailers as compared with supermarkets).
  - The highest impact in dollar terms would fall on retail floorspace at Noosa Civic at -\$12.0 million, or -5.0%. Again, most of this impact would be on the Woolworths supermarkets at Noosa Civic as it is the nearest same brand full-line supermarket offer in the region. Based on industry knowledge and site inspection, is understood to achieve sales higher than the national average.
  - The impact on retail facilities in Tewantin in percentage terms is -5.5% or -\$4.2 million including the closest Woolworths supermarket.
  - Impacts on retail facilities in Eumundi and Pomona are also projected at -5.5%.
  - Other impacts are less than -\$5.5 million, all -3.5% or less in percentage terms.
  - All impacts are -11.5% or less and would not threaten the future viability of any shopping centres or precincts.
  - Most of the competitive precincts would achieve similar or higher forecast sales in FY2027 post the opening of the Woolworths Cooroy development compared to current sales. Cooroy sales are expected to be slightly lower, however, given these projected impact levels, the viability of these facilities would not be threatened.

- In addition, there is an impact of around -\$4.6 million on retail floorspace not listed in Table 4.3.
- It is emphasised that Woolworths is committed to be the operator of the supermarket at the Cooroy site. The existing Woolworths supermarket network (beyond the catchment area) would be expected to absorb a significant proportion of the projected impacts from the opening of a new Woolworths at Cooroy. Woolworths has assessed the levels of impact on the existing and future Woolworths store network, with only a moderate reduction in trading volumes that would not compromise the future viability of other Woolworths supermarkets.

**TABLE 4.3. WOOLWORTHS COOROY PROJECTED IMPACTS, FY2027**

	Unit	Estimated 2023	Projected 2027		Impact 2027	
			Pre Dev.	Post Dev.	\$M	%
<b>Cooroy Woolworths Site</b>	<b>\$M</b>	<b>n.a.</b>	<b>n.a.</b>	<b>49.8</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Within the Catchment Area</b>						
Cooroy	\$M	73.0	77.8	68.9	-8.9	-11.5%
Eumundi	\$M	23.4	25.0	23.6	-1.4	-5.5%
Pomona	\$M	28.8	30.7	29.0	-1.7	-5.5%
<b>Beyond the Catchment Area</b>						
Tewantin	\$M	72.1	76.9	72.6	-4.2	-5.5%
Noosa Civic	\$M	226.0	240.9	228.9	-12.0	-5.0%
Noosaville	\$M	129.0	137.5	132.7	-4.8	-3.5%
Noosa Heads	\$M	205.5	219.1	213.6	-5.5	-2.5%
Yandina	\$M	39.3	46.1	45.1	-1.0	-2.3%
Nambour	\$M	217.3	229.3	224.2	-5.2	-2.3%
Gympie	\$M	383.2	408.5	408.1	-0.4	-0.1%

\*Constant 2022/23 dollars & including GST

<sup>1</sup> Proposed centres and expansions assumed to be trading for a full year by FY2027

### 4.5.3. Impact Summary

- Given these projected impact levels, the viability of any centres or precincts would not be threatened. All centres are projected to achieve a similar or higher sales level in 2027 as compared with currently.
- Overall, the planned Woolworths Cooroy development would not impact on the viability or continued operation of any existing in the surrounding region, with most of the impacts within the normal competitive range. The highest impacts are on strong trading, supermarkets that would continue to trade at levels above the national benchmark.
- In addition, the proposed development has 1,285 sq.m of retail specialty stores (~15 specialty stores), and residents will continue to frequent other centres/shops in the surrounding area for a variety of tenants that are not likely to be provided as part of the proposed development.

- iv. In summary, all sales impacts across the identified centres are within an acceptable range, and when considered in the context of the size, performance and role and function of surrounding centres, would be highly unlikely to result in a material reduction of retail service provision. The proposed development would add to the range of services in the region.

## 4.6. Employment and Consumer Impacts

- i. The proposed Woolworths Cooroy would result in a range of important economic benefits which will be of direct benefit to the local community. These key positive employment and consumer impacts include:
- The provision of a wider range of retail facilities near residents' homes.
  - Increased convenience and price competition for residents.
  - Improved customer amenity, design, and aesthetic for the residents by way of a new and modern development.

### Ongoing Employment Generation

- Table 4.4 summarises the projected level of ongoing employment likely to be generated by the net additional retail component of the Woolworths Cooroy. The employment benchmarks (jobs per 1,000 sq.m) used to calculate the indicative total jobs generated is based on typical floorspace and employment yield benchmarks.
- The proposed development is projected to employ 287 persons. Taking a conservative view and allowing for an estimated 10% of the total increase to result due to reduced employment at existing facilities, net additional jobs are estimated at 259.
- Based on Average Weekly Earnings data released by the ABS (Cat. 6302.0), the additional retail permanent employees would earn combined total salary/wages of \$11.3 million annually for the local economy, as a direct result of the retail component of the proposed development alone.

**TABLE 4.4. NET ADDITIONAL ESTIMATED PERMANENT EMPLOYMENT**

Component	Total Floorspace (sq.m)	Employment Potential		
		Employ. per 1,000 sq.m	Indic. Total Jobs	Net Increase <sup>1</sup>
<b>Retail</b>				
Supermarket	4,205	50.0	210	189
Retail Specialty Shops	<u>1,285</u>	60.0	<u>77</u>	<u>69</u>
<b>Total Retail</b>	<b>5,490</b>		<b>287</b>	<b>259</b>

1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development  
Source : Australian National Accounts: Input-Output Tables 1996-97

## Construction

- Construction of the Woolworths Cooroy is indicated to incur total capital costs of around \$20 million (including GST), generating significant employment within the construction and associated industries during the development of the project.
- By using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and a deflated estimated total capital cost of construction of \$9.0 million (i.e., in 1996/97 dollars), it is estimated that the construction period of the proposed development would directly create some 63 full-time, part time and temporary jobs over the development timeline (refer Table 4.5).

**TABLE 4.5. ESTIMATED CONSTRUCTION EMPLOYMENT**

Metric	Total
<b>Estimated Capital Costs of Construction</b>	
Estimated Capital Costs 2022/23 (\$M)*	\$20.0
Estimated Capital Costs 1996/97 (\$M)	\$9.0
<b>Direct Employment Generation</b>	
Construction Jobs per \$1 million (2021/22)	3.15
<b>Total Construction Jobs<sup>1</sup></b>	<b>63</b>

Source : Australian National Accounts: Input-Output Tables 1996-97

Employment totals include both full-time and part-time work. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year

## Multiplier Effect

- Overall, it is estimated that the proposed development will directly generate the following jobs (refer Table 4.6):
    - Ongoing Employment from planned floorspace: 259 jobs
    - Construction Phase: 63 jobs
  - In addition to this direct employment, multiplier effects will flow through the local economy and indirectly generate additional employment opportunities through ancillary businesses/suppliers that support the development and services, as well as additional consumption expenditure by workers employed within the precinct (spending wages).
  - Again, by using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and adjusting for inflationary and other changes to present, it is estimated that an additional 346 jobs will be created indirectly.
- ii. Overall, the proposed redevelopment is likely to generate 668 jobs directly and indirectly.

**TABLE 4.6. EMPLOYMENT SUMMARY**

<b>Metric / Category</b>	<b>Est. Net Employment Increase<sup>1</sup></b>	<b>Employment Multiplier Effects</b>	<b>Total Employment</b>
<b>Ongoing Employment from Planned Floorspace</b>			
Total Retail	259	245	504
<b>Construction Phase</b>			
Direct Employment Generation	63	101	164
<b>Net Additional Employment</b>	<b>322</b>	<b>346</b>	<b>668</b>

Source: Woolworths

1. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 10% of the total increase

# 5 Needs Analysis

The final section of this report summarises the key conclusions of the impact analysis for the proposed Woolworths Cooroy.

'Need' or 'Community Need' in a planning sense is a relative concept that relates to the overall wellbeing of a community. A use is needed, for example, if it would, on balance, improve the services and facilities available in a locality. The reasonable demands and expectations of a community are important, therefore, in assessing need.

Several important factors that relate to need, particularly economic need, include:

- Population and supermarket demand.
- Consumer trends.
- Location.
- Impacts on existing retail facilities.
- Impacts on retail hierarchy.
- Net community benefits.

## 5.1. Population and Supermarket Demand

- i. The Woolworths Cooroy catchment area population is currently estimated at 22,150, over the period to 2041, the catchment area population is projected to increase to over 26,800 persons, reflecting an average annual growth rate of 1.1%.
- ii. Typically, one major full-line (>3,000 sq.m) supermarket is provided for every 8,000 – 10,000 persons, indicating that up to three are supportable by 2041. Tourists/visitors would also add to demand. Currently there are no full-line supermarkets in the catchment area, with only smaller format IGA supermarkets provided.
- iii. This simple analysis highlights the need for a full-line supermarket to serve the daily and weekly needs of surrounding residents. The proposed development would therefore result in an increased level of facilities and services available to the local community.

- iv. Based on inspection and industry information, all supermarkets in the surrounding area are understood to trade strongly, highlighting the under supply of floorspace. Trading levels will increase in the future with population growth.

## 5.2. Consumer Trends

- i. Retail facilities in Australia, such as the proposed development, play fundamental roles in the economies of Australia's metropolitan areas, having developed around the need to meet consumer demand. The nature of consumer demand continues to develop and evolve, reflecting social changes within society, such as:
  - Increasing time pressures on working families.
  - Population and income growth.
  - The evolution of new retail formats and traders.
  - Competitive retail developments and precincts.
- ii. The demands of retailers, as well as consumers, combine to add pressure for additional retail floorspace in existing retail precincts.
- iii. There is a strong need for supermarket facilities within proximity to the homes of catchment area residents, with consumers visiting supermarkets two to three times a week on average.
- iv. Over the past decade, there has been an increasing trend towards convenience shopping. This trend has been largely driven by broader social trends that have resulted in consumers becoming more time poor, such as longer working hours and an increase in the number of women in the labour force.
- v. Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping. As a result, there is growing demand for convenience shopping facilities to meet the needs of residents.
- vi. The design of the proposed development, including a full-line supermarket with DTB facilities, a small provision of specialty retail, and easily accessible car parking, it would be highly convenient for local families who would visit on a regular basis.

## 5.3. Location

- i. The proposed site is easily accessible and provide a range of complementary uses in the same location. Importantly, with only 1,285 sq.m of specialty shops (~15 shops), the development would not provide another large shopping centre that would compete with these uses from the existing networks of shopping centres.



- ii. It is observed in any established population area that residents/customers move freely between different shopping facilities depending on choice, offer, complementary trip purposes, place of work, place of education, place of recreation and the like. It is not unreasonable to expect consumers to make choices about their shopping patterns based on these types of criteria and conversely, it is highly unlikely that residents would just undertake shopping at their closest facility all of the time.
- iii. Woolworths is committed to be the operator of the supermarket at the Cooroy site. The existing Woolworths supermarket network (beyond the catchment area) would be expected to absorb a significant proportion of the projected impacts from the opening of a new Woolworths at Cooroy.
- iv. Currently there are only three IGA supermarkets within the catchment area, the addition of a full-line Woolworths supermarket would offer residents choice as well as provide them with a full-line supermarket in proximity to their homes retaining supermarket spend within the catchment area.
- v. The proposed Woolworths Cooroy development is a plan for now and the future. Retail planning is typically lumpy in nature given the large size and cost involved in construction. The proposed site would offer a high level of convenience. The DTB facility will allow the fulfillment of online orders in the region and provided a high level of convenience for residents.
- vi. Myall Street is a major traffic route, connecting Cooroy to the Bruce Highway a major north/south correction along the east coast. Based on a review of the most recent traffic counts produced by Transport and Main Roads Queensland, 9,859 vehicles travel along Myall Street, at the northern corner of the site, on an average day (2022 figures). This equates to an annual passing traffic volume of almost 3.6 million vehicles.
- vii. The new facility provides a convenient location for returning daily commuters to access the site. The proposed supermarket offers convenient access, with at grade parking that will appeal to passing traffic.

## 5.4. Impacts on Existing Retailers

- i. The analysis of impacts provided in the previous section of this report shows the projected impacts on other retailers throughout the area from the proposed development would not threaten the viability or continued operation of any centre/precinct.
- ii. Overall, the proposed redevelopment of the Woolworths Cooroy would not impact on the viability or continued operation of any existing or proposed centre within the catchment area or the surrounding region.

- iii. Any impacts will likely be absorbed within the first few years of trading of the proposed development, given that convenience retail shopping patterns adjust relatively quickly. Following the development of Woolworths Cooroy, most competing centres and precincts will trade at levels which are similar or higher than current levels. Cooroy sales are expected to be slightly lower, however given these projected impact levels, the viability of these facilities would not be threatened.
- iv. The largest impact in percentage terms at -11.5% (or -\$8.9 million) would fall on retail facilities at Cooroy, which includes the closest supermarkets (two IGA supermarkets). The bulk of the impact will be on the supermarkets. As noted previously, Cooroy Town Centre comprises over 100 retail and non-retail specialty stores as compared with only around 15 proposed as part of the Woolworths Cooroy development. There will be some impact on stores that might directly compete with the supermarket and specialty stores at Woolworths Cooroy, however, these are likely to be limited in nature given only 7 of the total 104 stores are Food & Liquor in the Cooroy Town Centre. Relevantly, customer preferences are not homogeneous and there will always be a segment of the market who will demand choice of retailer for different items (i.e. some customers will buy fresh food and meat from specialty retailers as compared with supermarkets).
- v. The highest impact in dollar terms would fall on retail floorspace at Noosa Civic at -\$12.0 million, or -5.0%. Again, most of this impact would be on the Woolworths supermarkets at Noosa Civic as it is the nearest same brand full-line supermarket offer in the region. Based on industry knowledge and site inspection, is understood to achieve sales higher than the national average.
- vi. It is emphasised that Woolworths is committed to be the operator of the supermarket at the Cooroy site. The existing Woolworths supermarket network (beyond the catchment area) would be expected to absorb a significant proportion of the projected impacts from the opening of a new Woolworths at Cooroy.
- vii. Woolworths has assessed the levels of impact on the existing and future Woolworths store network, with only a moderate reduction in trading volumes that would not compromise the future viability of other Woolworths supermarkets.

## 5.5. Impacts on Retail Hierarchy

- i. The proposed redevelopment will provide additional choice and competition for retail facilities within the region.
- ii. The proposed Woolworths Cooroy would provide a major full-line supermarket-based development which would benefit the local community by increasing the ability of the population to shop locally, while not impacting the viability of existing centres in the surrounding area.

- iii. Noosa, Nambour, and Gympie will continue to act as major retail destination for residents in the catchment area, based a larger mix of retail and non-retail floorspace compared to the proposed Woolworths Cooroy development. Shoppers would have to frequent these larger shopping centres to undertake a variety of spending that would not be possible at the Woolworths Cooroy development.
- iv. The Noosa, Nambour, and Gympie major retail centres catchment areas are much larger than for the planned Woolworths Cooroy development, reflecting the range of retail, complementary non-retail, as well as employment, leisure, and entertainment uses.
- v. Woolworths Cooroy is well positioned to serve the convenience needs of the population and provide an alternate convenience supermarket location which is easily accessible.

## 5.6. Alternate Sites

- i. As outlined previously, the subject site is zoned Community Facilities.
- ii. Map 5.1 outlines the limited vacant land currently available within the District Centre Zoned land within the Cooroy Town Centre as well as the size of lots generally around 1,000 sq.m.
- iii. A supermarket based centre would require at least a 1.0 hectare site. Given this there are currently no individual sites with District Centre zoning in the Cooroy Town Centre that would be able to accommodate the proposed development.
- iv. Map 5.2 considers the consolidation of a number of smaller sites to see if they could support the proposed development. Key points to note include:
  - A – totals 0.61 hectares across six lots and includes one vacant lot as well as a number of other lots that include law office, Poolwerx Cooroy, op shop, medical practitioners, an apartment block and Cooroy Legal Centre.
  - B – includes 10 lots and totals 0.71 hectares. These lots are part of the main retail strip within Cooroy and would result in numerous businesses being displaced if consolidated into one Shopping Centre development.
  - C – totals 0.61 hectares over six lots, including residential homes, units, as well as a car park. Additional lots to the east and west are occupied by a motel/ other business and have therefore not been included in this area.
  - D - includes five lots, a combined 0.63 hectares. These sites include at least one business on each lot.
  - E – is a combined area of 0.51 hectares over five lots. These lots are currently occupied by a number of businesses.

- v. The limited size of the sites even when consolidating a number of smaller lots mean only small facilities or single businesses could occupy them.
- vi. Further, the majority of the lots are already occupied with different ownership across each parcel of land, this would mean the lots are difficult to secure. Additionally, with business operating under a range of different leases the consolidation of a number of sites could result in the displacement of established businesses as they would be required to relocate.
- vii. The above analysis demonstrates that the District Zoned Land within the Cooroy Town Centre is not capable of accommodating a full-line supermarket based shopping centre.
- viii. Overall, the subject proposal will provide choice and a high level of amenity on the fringe of the Cooroy Town Centre. Offering residents a range of choice within the catchment area.
- ix. Importantly, the proposed development will provide the community with convenient access to a full-line supermarket based shopping centre where none exists at present and where none can be accommodated in the Cooroy Town Centre.

MAP 5.1. VACANT LAND ANALYSIS



District Centre  
Zoned Cadastres

- Vacant
- Occupied

\* Labels on the cadastres show area in hectares

PhotoMap by nearmap.com



MAP 5.2. CONSOLIDATION OF DISTRICT CENTRE ZONED LOTS

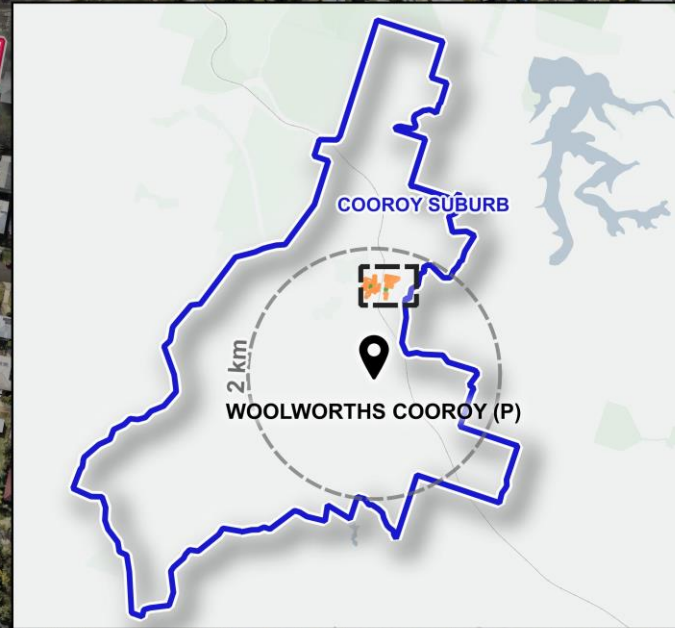


**District Centre Zoned Cadastres**

- Vacant
- Occupied

*\* Labels on the cadastres show area in hectares*

- Consolidated sites



*PhotoMap by nearmap.com*



## 5.7. Net Community Benefits

- i. It is the conclusion of this report that a substantial net community benefit would result from the development of Woolworths Cooroy, offsetting the trading impacts on some existing retailers, there are very substantial positive impacts including the following:
  - The substantial improvement in the range of retail facilities that would be available to residents within a convenience and accessible distance. The closest full-line supermarkets are beyond the catchment area, more than 15 km from the subject site and would result in at least a 30-35 minute round trip for residents in proximity to the subject site. The proposed development will meaningfully address the community's present lack of access to a full-line supermarket within a convenient and accessible distance.
  - The proposed development would improve choice of location and allow for price competition.
  - The addition of the proposed development would also result in the retention of spending currently being directed to other supermarkets located beyond the catchment area, thereby reducing the need for residents to travel further afield for their supermarket and convenience-based shopping needs. This will result in travel and time savings.
  - The Woolworths DTB facility will allow the convenient collection of online orders that customers can conveniently pickup.
  - The creation of additional employment which would result from the project, both during the construction period, and more importantly, on an ongoing basis once the development is complete and operational. In total, 668 jobs are likely to be created both directly and indirectly from the proposed development. This includes youth employment opportunities with retail developments employing many younger staff.
- ii. The combination of the substantial positive economic impacts serves to more than offset the trading impacts that could be anticipated for a small number of existing and proposed retail stores, particularly supermarkets, in the region. Further, the impacts would not threaten the viability of any retail facilities/centres.
- iii. In conclusion, the net community benefits that the proposed development will bring are both important and substantial.

# 6 Aged Care

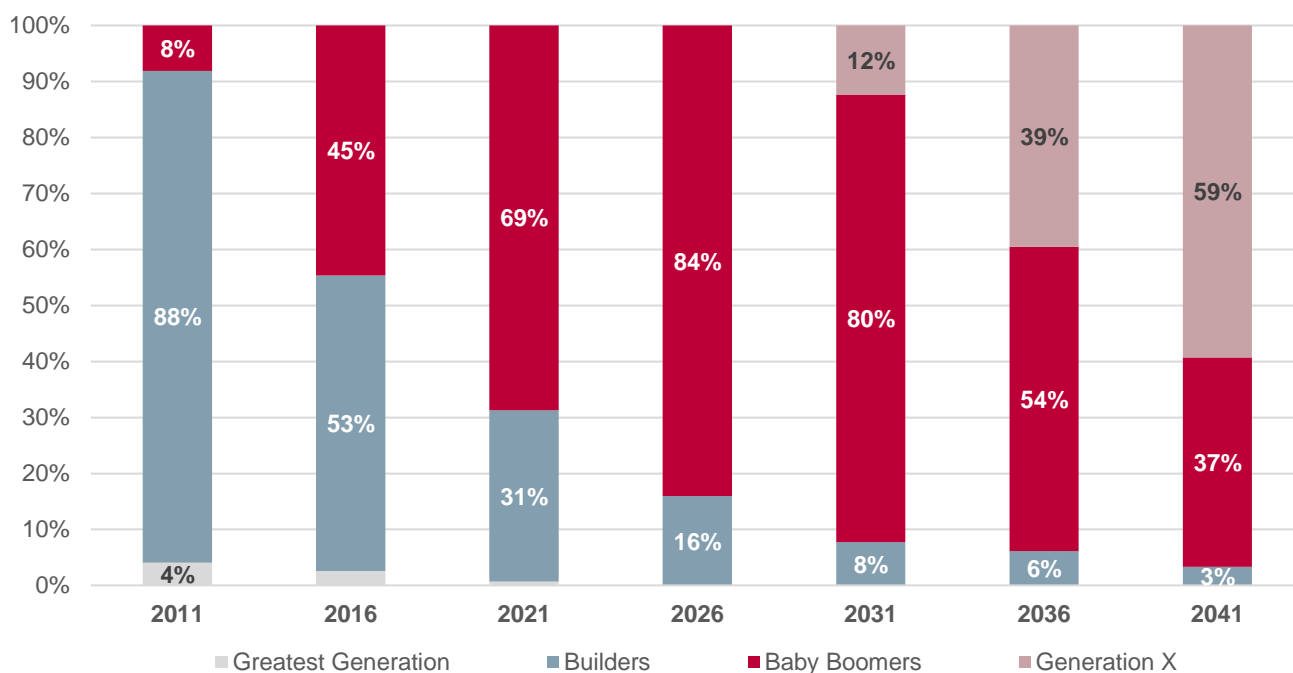
## 6.1. Aged Care Overview & Benchmarks

- i. Residential Aged Care refers to facilities (other than hospitals) which provide accommodation and aged care as a package for people requiring ongoing health and nursing care, due to chronic impairments and a reduced degree of independence and activities of daily living. Historically (pre 1997) residential aged care was referred to as Nursing Homes and Hostels, and sometimes this language is still used.
- ii. In the Noosa Plan 2020, Residential care facility is specifically defined as:  
*means the use of premises for supervised accommodation, and medical and other support services, for persons who – (a) cannot live independently; and (b) require regular nursing or personal care.*
- iii. Residential aged care has traditionally included both high and low care facilities, with high care facilities provided for people who have been assessed by the Aged Care Assessment Team (ACAT) as needing a high level of assistance, and low care being for people assessed by ACAT as needing a low level of assistance, mainly with activities such as meals, laundry, and cleaning, with some additional help with personal care.
- iv. More recently, aged care facilities are being classified under the headings of General Care, Dementia Care and Respite Care. Residential aged care involves a traditional view of the retirement industry in terms of full-time assisted living.
- v. For permanent residential aged care, the average age on entry is 82 for men and 85 for women.
- vi. The aged care sector in Australia generates annual revenue of \$22.1 billion, representing around 1% of Gross Domestic Product (GDP).
- vii. Residential aged care is funded by the Federal Government. Federal Government funding for aged care services reached \$24.8 billion for 2021/22, with total government expenditure expected to increase to \$26.4 billion by 2022/23.
- viii. The number of people entering aged care services has increased rapidly over the past decade and even more recently. In 2016/17, 259,056 people were in residential aged care, home care or transition care, while in 2020/21 this figure has increased to 446,600 people (i.e. a 70% increase). Of this, 185,127 people are in permanent residential aged care, across some 2,639 services.



- ix. The average number of places per aged care facility across Australia (70) and Queensland (80), which is lower than that of the Noosa region (132). Private residential care places are more likely to be larger in size, while not-for-profit and government facilities tend to be smaller.
- x. Perhaps the most significant trend across aged care facilities has been the focus on ageing in place. Since 2014, all permanent residential aged care has been provided on this basis, with residents having the right to indefinite accommodation, where the level of care and service adapts with their changing needs. This signalled a move away from previous high and low care distinctions.
- xi. Further, aged persons are beginning to experience a generational shift as aged persons transition from the 'builder' generation (1925-1946) to the 'baby boomer' generation (1945-1964). The 'builder' generation lived through the Great Depression and World War II, while 'baby boomers' experienced times of general economic prosperity.
- xii. The differences in life experiences are likely to shape the future preferences of aged residents as baby boomers typically have a higher median net worth than builders and thus, are more willing to use the extra money to achieve lifestyle aspirations.
- xiii. In this respect, baby boomers and their families have greater expectations of quality of facilities and services – such as those presented at the subject development.
- xiv. Chart 6.1 provides an illustration of the projected generational shift across the Noosa LGA over time. As shown, the population of residents aged over 65 years favours Boomers at (69%) in 2021, increasing to over 80% in the medium term and then falling to 37% by 2041. Conversely, Generation X is projected to account for an increasing proportion of over 65s by 2041 (59%).

**CHART 6.1. GENERATIONS TABLE, NOOSA LGA (RESIDENTS AGED 65+)**



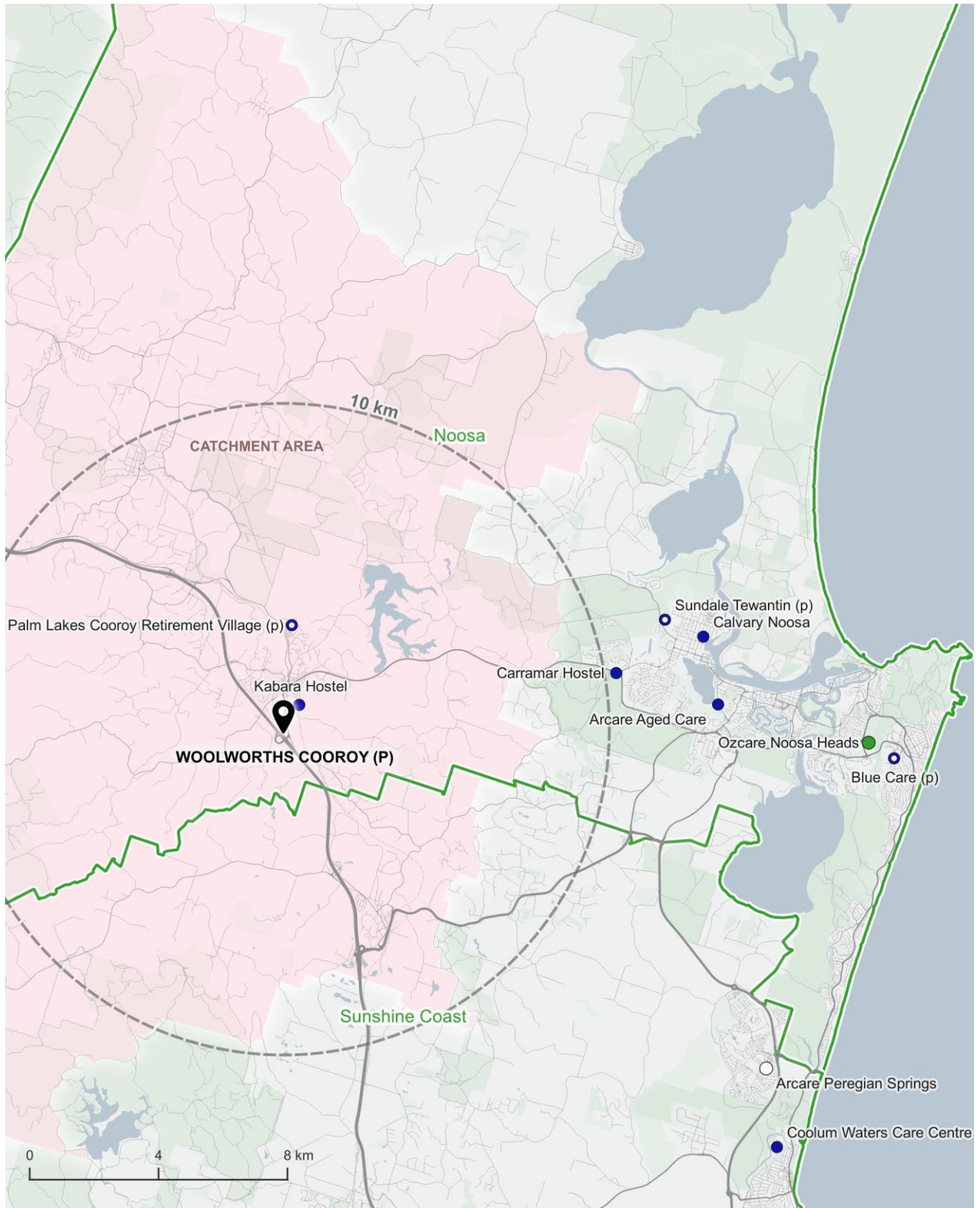
## 6.2. Aged Care Supply & Demand

### 6.2.1. Existing & Future Supply

- i. Map 6.1 and Table 6.1 provide a high-level overview of existing aged care facilities within the Noosa LGA. As shown, there are currently a total of 5 facilities, comprising a combined 661 places, or an average of 132 places per facility, described below:
  - Kabara Aged Care at 20 Topaz Street in Cooroy is the closest aged care facility, located some 2.0 km north of the subject site and comprising a total of 86 places/beds and operated by NoosaCare.
  - The next closest facility provided is Carramar Aged Care at 186 Cooroy Noosa Road in Tewantin, 11.9 km east of the subject site. This facility is also operated by NoosaCare and provides 175 places.
  - Calvary Noosa is located at 119-123 Morrindil Street in Tewantin. Operated by Calvary Care, the facility provides 180 places/beds.
  - Arcare Aged Care at 52 Goodchap Street, Noosaville opposite the Noosa Hospital. The 90 place facility is the most recently opened aged care facility in Noosa LGA.
  - Ozcare Noosa Heads is a 130 place residential care facility at 80 Cooyar Street, Noosa Heads. This site is zoned Low Density Residential.
- ii. Noosa LGA facilities received total federal funding of a combined \$43.5 million in 2022/23, or an average of \$65,732 per place.
- iii. Table 6.2 presents an analysis of aged care places in residential care facilities across Queensland as compared with Noosa LGA and South East Queensland.
- iv. It is estimated that approximately 4.3% of persons aged 65 years or older reside in aged care facilities in the Noosa Shire LGA, lower than the comparable South East Queensland benchmark of 5.3% and the Queensland benchmarks of 4.9%.
- v. As detailed in Table 6.3 and highlighted on Map 6.1, there are currently three planned aged care developments across the Noosa LGA which would provide a further 282 places (42.6% increase of places), as follows:
  - The existing Palm Lakes Cooroy Retirement Village has approval on Lot 103 of the development for a residential care facility of 120 places and proposed to offer Commonwealth funded aged care for frail aged persons that cannot remain living in the community. This has not been constructed to date.

- Sundale Tewanin is approved at McKinnon Drive, Tewanin. The website for Sundale indicates that it is coming soon and will provide accommodation of one, two and three bedroom units as well as a wide range of facilities. The approval is for 180 retirement units and 60 care units although development has not progressed to date. It is understood the 60 care units would offer Commonwealth funded residential aged care for frail aged persons that cannot remain living in the community.
  - Blue Care has approval for a site at Sunrise Beach along Ben Lexcen Drive. It is approved for 102 bed aged care facility (as Commonwealth funded residential aged care for frail aged persons) and 122 home retirement village with 1.2 to 1.5 people occupancy in each villa. Site clearing has recently occurred, with completion by 2025/26.
- vi. Most of the new activity for aged care facilities is co-located with other seniors living facilities including retirement villages and land lease communities. The average size of the proposed aged care facilities is 94 care units, smaller than existing aged care facilities.
  - vii. Each of the proposed aged care facilities are situated on Community facilities zoned land, designated for aged care. The subject Woolworths Cooroy site is the only other site designated for such use in the Noosa Plan 2020. While PO7 of the Community Facilities Zone Code at Table 6.8.1.3 does not mention the subject site each of the other sites are because they are existing or approved sites.
  - viii. There is only one other small site designated for residential care along Viewland Drive at Noosa Heads. The site is also designated for a range of other uses and sits next to a utilities installation.

MAP 6.1 . AGED CARE FACILITIES



- Aged Care**
- Charitable Aged Care
  - Arcare
  - ▭ Local Government Area

\* White dot indicates proposed aged care facility



**TABLE 6.1. EXISTING AGED CARE FACILITIES, NOOSA LGA**

Service Name	Address	Suburb	Residential Places	Provider Name	Organisation Type	Dist. from Site (km)
<b>Within the Catchment Area</b>						
Kabara Aged Care	20 Topaz Street	Cooroy	86	NoosaCare Inc	Community Based	1.8
<b>Beyond the Catchment Area (Noosa LGA)</b>						
Carramar Aged Care	186 Cooroy-Noosa Road	Tewantin	175	NoosaCare Inc	Community Based	11.9
Calvary Noosa	119-123 Moorindil Street	Tewantin	180	Calvary Aged Care Services Pty Ltd	Private Incorporated Body	16.0
Arcare Aged Care	52 Goodchap Street	Noosaville	90	Arcare Pty Ltd	Private Incorporated Body	17.5
Ozcare Noosa Heads	80 Cooyar Street	Noosa Heads	<u>130</u>	Ozcare	Charitable	22.3
<b>Total Facilities Noosa LGA</b>			<b>661</b>			

Source: Location iQ Database, Aged Care Service List (Jun-23), Retirement Village Schemes and Residential Parks with Manufactured Homes registered with the Department of Housing, Queensland Government

**TABLE 6.2. AGED CARE BENCHMARKS, NOOSA LGA, SOUTH EAST QUEENSLAND & QUEENSLAND**

Category	Noosa Shire LGA	South East Queensland	Queensland
<b>Population</b>			
Total Population	56,873	3,817,573	5,221,235
Population Aged 65+	15,520	609,342	886,931
<b>Aged Care Facilities</b>			
Total Aged Care Facilities	5	324	468
Total Places in Aged Care	661	32,512	43,471
Average Homes per Facility	132	100	93
Penetration Rate	4.3%	5.3%	4.9%

Sources: QGSO; Australian Institute of Health and Welfare (Gen Aged Care Data)

**TABLE 6.3. PROPOSED AGED CARE FACILITIES, NOOSA LGA**

Service Name	Address	Suburb	Provider	Existing/ Proposed	Component/Details	Status/Stage	Additional Places (Net)	Estimated Completion	Dist. from Site (km)
<b>Within Catchment Area</b>									
Palm Lakes Cooroy Retirement Village	19 Trading Post Road	Cooroy	Palm Lake Group	Proposed	120 aged care places	Approved	120	2026	2.7
<b>Beyond Catchment Area (Noosa LGA)</b>									
Sundale Tewartin	100 McKinnon Drive	Tewartin	Sundale Ltd	Proposed	180 retirement units and 60 care units	Approved	60	2026	15.2
Blue Care	Ben Lexcen Drive	Sunrise Beach	The Uniting Church in Australia Property Trust (Q.)	Proposed	102 aged care beds & 122 home retirement village	Approved	102	2026	22.9
<b>Total Proposed Facilities Noosa LGA</b>							282		

Source: Cordell, Location IQ Database

Net additional sites (Assumed | Not assumed)

## 6.2.2. Aged Care Demand – Noosa Shire

- i. There are several high-level factors that have driven growing demand for permanent residential aged care in recent years, including the following:
  - **Ageing Population:** the key driver of demand for aged care facilities throughout Australia is the ageing population. As outlined subsequently, the population continues to age at an accelerated rate, in-line with rising life expectancy.
  - **Government Funding:** increasing aged care funding through subsidies and supplements.
  - **Health Outcomes:** rising prevalence of chronic diseases such as obesity and diabetes are associated with increased care requirements.
  - **Increased Wealth:** with greater net worth/affluence, prospective aged care residents can demand more choice and quality than has previously been available.
  - **Retirement Living:** the rising popularity of retirement/independent living facilities has increased the need for integrated aged care facilities that allow residents to age in place and easily transition to aged care.
- ii. Each of these factors is relevant to the Noosa LGA and is likely to drive demand for aged care facilities throughout the region in future years.
- iii. The proportion of persons in aged care accommodation varies across age brackets. Table 6.4 details the current penetration rate for (or proportion of residents that require) permanent residential aged care across various age brackets, based on data from the Department of Health's Aged Care Snapshot 2023.
- iv. As shown, across Queensland, some 4.1% of persons aged 65 and older live in care accommodation, with the highest penetration rate being for persons aged 90 years or older (30.4%). These penetration rates are very similar to the Australian benchmark of 4.0% and 29.2%, respectively.
- v. In reality, the penetration rate for aged care would vary across different areas. The provision of aged care facilities in and around Noosa may also indicate stronger demand for aged care within the region, or attractiveness of facilities for residents from outside of Noosa.
- vi. Table 6.5 provides an analysis of the likely demand for permanent residential aged care facilities across the Noosa LGA, based on the Queensland penetration rate benchmark and the distribution of age brackets across the Noosa LGA. Key points to note are as follows:
  - Across Australia, some 17.2% of the total population was aged 65 years and older as at 2021, up from 9% in 1977. The number and proportion of older Australians is expected to continue to grow. By 2057, official projections indicate that some 22% of the population will be aged 65 years or older, representing an average annual growth rate of 1%.



- The Queensland Government Statistical Office provides detailed population forecasts by age bracket, at an LGA area level. These projections have been utilised for the purposes of this assessment.
  - Based on this information, the proportion of residents aged 65 years and older (from the 2021 Census) is assumed to increase at an average annual growth rate of 1.8% across the forecast period. This is lower (more conservative) than the growth rate of 6.6% recorded across the LGA between 2011 – 2021.
  - In 2021, there were a total of 15,520 persons (27.3%) aged 65 years and older within the Noosa LGA, projected to increase to 22,131 by 2041 (34.1%).
  - There are currently some 661 permanent residential aged care places provided across the Noosa LGA. Reported vacancy rates across the Sunshine Coast Aged Care Planning Region stand at 3.3%, which has been assumed for the purposes of this assessment.
  - A net addition of 282 aged care places is assumed to become operational by 2026 period. This would lead to a total provision of some 943 beds by 2026.
  - Based on the South East Queensland residential aged care penetration rate benchmark as outlined in the previous Table 6.2, a total of 823 Noosa LGA residents are estimated to require aged care places in 2021.
  - In addition, a range of other factors are likely to drive demand for aged care facilities, including the possible undersupply of places elsewhere beyond the Noosa LGA.
- vii. Based on this analysis, the aged care market across the Noosa LGA is currently considered to be slightly under provided compared with the South East Queensland average. Over the forecast period, however, the addition of some 282 places almost brings the market to equilibrium if completed by 2026.
- viii. Based on projected demand equivalent to the South East Queensland current average of 5.3%, as well as the supply pipeline (282 net additional places), there is projected to be an undersupply of some 127 beds by 2031, increasing to 256 beds by 2041.
- ix. It is important to note that this analysis is indicative only and does not take into consideration a range of mitigating factors which are likely to impact (and in most cases-increase) demand for permanent residential aged care, including changing penetration rates (proportion of residents that require aged care).
- x. There is projected to be an undersupply of around 256 beds by 2041, stemming from additional demand for some 17 aged care beds each year. In this respect, an aged care development on the remaining Cooroy site would be considered supportable over the period to 2041.

TABLE 6.4. . PERMANENT RESIDENTIAL AGED CARE PENETRATION RATE, 2023

Component/Age Bracket	Queensland		Australia	
	Est. Population as at 30 June 2022	(Total) (% of Total)	(Total) (% of Total)	(Total) (% of Total)
< 65 Years	4,546,185	83.4%	22,620,513	83.3%
65 – 69 Years	265,260	4.9%	1,320,931	4.9%
70 – 74 Years	233,255	4.3%	1,142,883	4.2%
75 – 79 Years	187,591	3.4%	921,760	3.4%
80 – 84 Years	115,082	2.1%	583,479	2.1%
85 – 89 Years	63,490	1.2%	340,527	1.3%
90 + Years	39,060	<u>0.7%</u>	<u>217,096</u>	<u>0.8%</u>
<b>Total Persons</b>	<b>5,449,923</b>	<b>100%</b>	<b>27,147,189</b>	<b>100%</b>
<b>Total Persons Aged 65+</b>	<b>903,738</b>	<b>16.6%</b>	<b>4,526,676</b>	<b>16.7%</b>
Persons in Permanent Residential Aged Care	(Total)	(Penetration Rate %)*	(Total)	(Penetration Rate %)*
< 65 Years	330	0.0%	2,066	0.0%
65 – 69 Years	1,173	0.4%	5,406	0.4%
70 – 74 Years	2,869	1.2%	12,966	1.1%
75 – 79 Years	5,219	2.8%	22,967	2.5%
80 – 84 Years	7,289	6.3%	33,651	5.8%
85 – 89 Years	8,953	14.1%	44,762	13.1%
90 + Years	<u>11,868</u>	<u>30.4%</u>	<u>63,308</u>	<u>29.2%</u>
<b>Total Persons</b>	<b>37,701</b>	<b>0.7%</b>	<b>185,126</b>	<b>0.7%</b>
<b>Total Persons Aged 65+</b>	<b>37,371</b>	<b>4.1%</b>	<b>183,060</b>	<b>4.0%</b>

\*Penetration Rate = proportion of persons in age bracket that are residential aged care clients

Source: Department of Health - Aged care data snapshot 2023

TABLE 6.5. NOOSA LGA AGED CARE SUPPLY/DEMAND, 2021 – 2041

Component	Estimated			Projected			
	2011	2016	2021	2026	2031	2036	2041
<b>Proportion of Catchment Area Population</b>							
Residents Aged 65+	19.2%	24.6%	27.3%	29.9%	31.9%	33.2%	34.1%
<b>Catchment Area Population</b>							
Residents Aged 65+	9,006	12,887	15,520	17,832	19,703	21,087	22,131
<b>Supply of Residential Aged Care Places</b>			<b>Projected</b>				
<u>Aged Care Facilities</u>							
• Total Places (current and planned)			661	943	943	943	943
• Natural Vacancy Rate (@ ACPR Region Benchmark)			17	26	26	26	26
• Est. Occupied Places			644	917	917	917	917
<b>Demand for Over 65s Residential Facilities Aged Care</b>			<b>Projected</b>				
<u>Aged Care Facilities</u>							
• Demand from Residents Aged 65+ (@SE QLD Penetration Rate)			823	945	1,044	1,118	1,173
<b>Indicative Oversupply or Undersupply</b>							
<b>Total Indicative Under/Oversupply</b>			<b>-178</b>	<b>-28</b>	<b>-127</b>	<b>-201</b>	<b>-256</b>
<b>Indicative Noosa LGA Penetration Rate</b>			<b>4.2%</b>	<b>5.1%</b>	<b>4.7%</b>	<b>4.3%</b>	<b>4.1%</b>

Source: ABS, QGSO

## 6.3. Subject Site Ability to Accommodate Aged Care

- i. Regardless of the market demand for aged care facilities, as indicated previously in Section 1.2, the balance land available for future development (i.e. non- Woolworths supermarket centre) is 13,630 sq.m and 8,270 sq.m (over 2.2 hectares in combination).
- ii. As a guide to the development of aged care facilities, the following is relevant:
  - The recent Arcare facility at Goodchap Street Noosa is a 90 place facility provided over 2 levels on 6,570 sq.m of land.
  - The approved 120 place aged care facility at Palm Lakes Resort is on 20,213 sq.m. This is a proposed single level facility.
  - The 180 place Calvary run aged care facility at Moorindil Steet Tewanin is provided on 17,828 sq.m of land with a combination of single and double levels.
  - There are only four facilities greater than 200 places in Queensland – 3 in Brisbane and 1 in Townsville, out of a total of 468 (less than 1%).
- iii. The subject site, if built over two levels, could accommodate over 200 places if developed at a similar scale and intensity of the recently developed Arcare facility. A facility of closer to 100-150 places, still greater than the South-East Queensland average size could be developed if over a single level.
- iv. Current plans indicate Lot 2 (13,630 sq.m) will accommodate 126 places and Lot 3 (8,270 sq.m) will indicatively accommodate 100 places built over two levels, which is considered supportable over the forecast period. Overall, the combined facilities on Lot 2 and Lot 3 would be a much larger development than the three facilities currently proposed within the Noosa LGA.
- v. The use of part of the subject land for retail facilities, therefore, does not inhibit the development of an aged care facility in line with modern requirements and at a size comparable with the largest facilities in Queensland. As noted previously, the three proposed facilities in Noosa LGA will only average 94 places.

## 6.4. Conclusion

- i. This report demonstrates that the proposed development will deliver aged care facilities in line with modern requirements, at a size comparable with the largest facilities in Queensland, and consistent with the intentions of the Noosa Plan 2020. The use of part of the site for retail facilities does not inhibit the delivery of aged care facilities consistent with the planning scheme's intentions, while satisfying a strong need for retail facilities within a catchment that is not currently serviced by any full-line supermarkets.
- ii. Overall, there is a clear and strong need for the proposed development and the net community benefits that the proposed development will bring are both important and substantial.



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