

## Advisory Note.

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Waikato District Council adopted the Ngaaruawaahia, Hopuhopu, & Taupiri Structure Plan / Ngaaruawaahia Town Centre Plan on the 21st of October 2024. Information contained in this report from the "[Ngaaruawaahia Structure Plan – 2017](#)" relating to **Ngaaruawaahia, Hopuhopu, & Taupiri** has been superseded by a more recent technical report.

You can find the updated report [here](#).

If you are after information pertaining to **Glen Massey, Horotiu** or **Te Kowhai** this report still applies.



APRIL 2014

NGARUAWAHIA, WAIKATO  
STRUCTURE PLAN CENTRE ASSESSMENT

WAIKATO DISTRICT COUNCIL



Code	Date	Information / Comments	Project Leader
50932.3	April 2014	Report	Tim Heath

## DISCLAIMER

Property Economics has taken every care to ensure the correctness of all the information contained in this report. All information has been obtained by what are considered to be reliable sources, and Property Economics has no reason to doubt its accuracy. It is however the responsibility of all parties acting on information contained in this report to make their own enquiries to verify correctness. This document has been prepared for the use of Waikato District Council only. Copyright © 2014 by Property Economics Ltd.

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## 1. INTRODUCTION

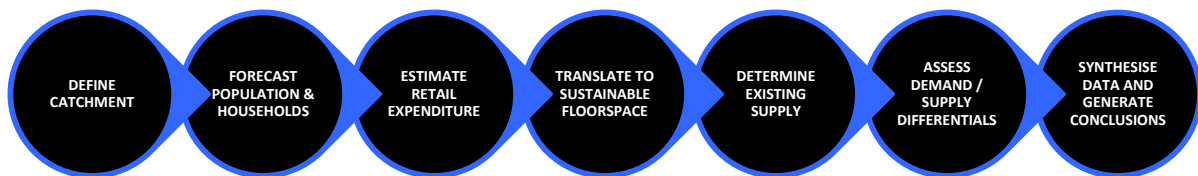
Property Economics has been engaged by Waikato District Council (**‘WDC’**) to undertake an assessment of Ngaruawahia’s core economic market (as defined by the Ngaruawahia Structure Plan Study Area) and implications for the Ngaruawahia Township. Appendix 1 identifies the study area provided to Property Economics by WDC, and represents the market of focus for this assessment.

WDC is developing a Structure Plan for the Ngaruawahia catchment which encompasses the centrally located town of Ngaruawahia as well as the communities of Taupiri, Horotiu, Te Kowhai and Glen Massey. The town of Ngaruawahia is located 20 km north-west of Hamilton, at the confluence of the Waikato and Waipa Rivers, adjacent to the Hakarimata Range and is a convenience retail and commercial service centre for a predominantly farming district.

The purpose of the Structure Plan is to provide an appropriate spatial plan framework for guiding on-going development of the Ngaruawahia area and will take into account the key issues facing the future development of the area such as the implications of its proximity with Hamilton, and recent opening of a new State Highway 1 bypassing the township.

The main purpose of this report is to provide reliable and valid information to assess the socio-economic and forward land demand projections to assist WDC in the development of a robust Structure Plan for the Ngaruawahia area, and determine the future commercial and retail requirements of the Ngaruawahia Township within the Structure Plan area.

To assist in understanding the methodology, the following ‘high level’ flow chart illustrates the sequential steps undertaken in the retail assessment adopted for the purposes of this assessment.



### 1.1. OBJECTIVES

The central objectives of this report are to:

- Identify an appropriate retail trade catchment for the study area within the framework of the wider centre network to identify the core commercial market the Ngaruawahia Town Centre will operate within.
- Determine the market size of the Ngaruawahia core commercial catchment in terms of its population and household base (current and future – 2014 to 2041).
- Profile the key economic and social demographia of the catchment.
- Determine the existing level of retail activity within the Ngaruawahia Town Centre and assess the composition and quality of the retail offering.
- Calculate the level of retail expenditure generated within the catchment on an annualised basis by ANZSIC<sup>1</sup> retail sectors and forecast growth in this market out over the assessed period.
- Determine the amount of sustainable retail floorspace that can be supported by the catchment both currently and over the forecast period by relevant sectors, and assess against current retail supply (via a comparison with the centre audit and composition analysis).
- Assess the Supermarket and Convenience subsets of the retail market and sustainable retail floorspace forecasts, given the likely role, function and composition of the township.
- Determine the land requirements for retail activity within Ngaruawahia based on the appropriate additional GFA requirements as assessed.

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<sup>1</sup> Australia New Zealand Standard Industrial Classification

- Forecast commercial sector<sup>2</sup> employment growth for Ngaruawahia out to the planning horizon of 2041.
- Determine the existing employment and business composition of the Ngaruawahia Township, and identify recent trends / changes since 2000, and implications.
- Model future land requirements for commercial sectors out to 2041 factoring in wider market influences such as Huntly, Te Rapa and other emerging areas in Hamilton.
- Assess the net additional commercial land requirement for the Structure Plan Area.
- Outline the implications of changes in Hamilton and flow-on effects for Ngaruawahia and its future growth potential, including likely consequences of the Waikato Expressway in economic terms.

## 1.2. INFORMATION SOURCES

Information has been obtained from a variety of sources and publications available to Property Economics, including:

- Census of Population and Dwellings 2006 and 2013 - Statistics NZ
- Household and Population Projections – WDC, Statistics NZ
- Residential Dwelling Consent Data – Statistics NZ
- Household Economic Survey - Statistics NZ
- Retail Trade Survey - Statistics NZ
- Business Demographia Statistics – Statistics NZ
- Business Frame Employment Data – Statistics NZ
- Retail Audit of Ngaruawahia Town Centre – Property Economics
- Ngaruawahia Structure Plan Preliminary Scoping Report – WDC
- Ngaruawahia Structure Plan study area (Appendix 1) – WDC

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<sup>2</sup> Commercial Sector refers to office based business activity for the purposes of this assessment.



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## 2. INDICATIVE NGARUAWAHIA TRADE CATCHMENT

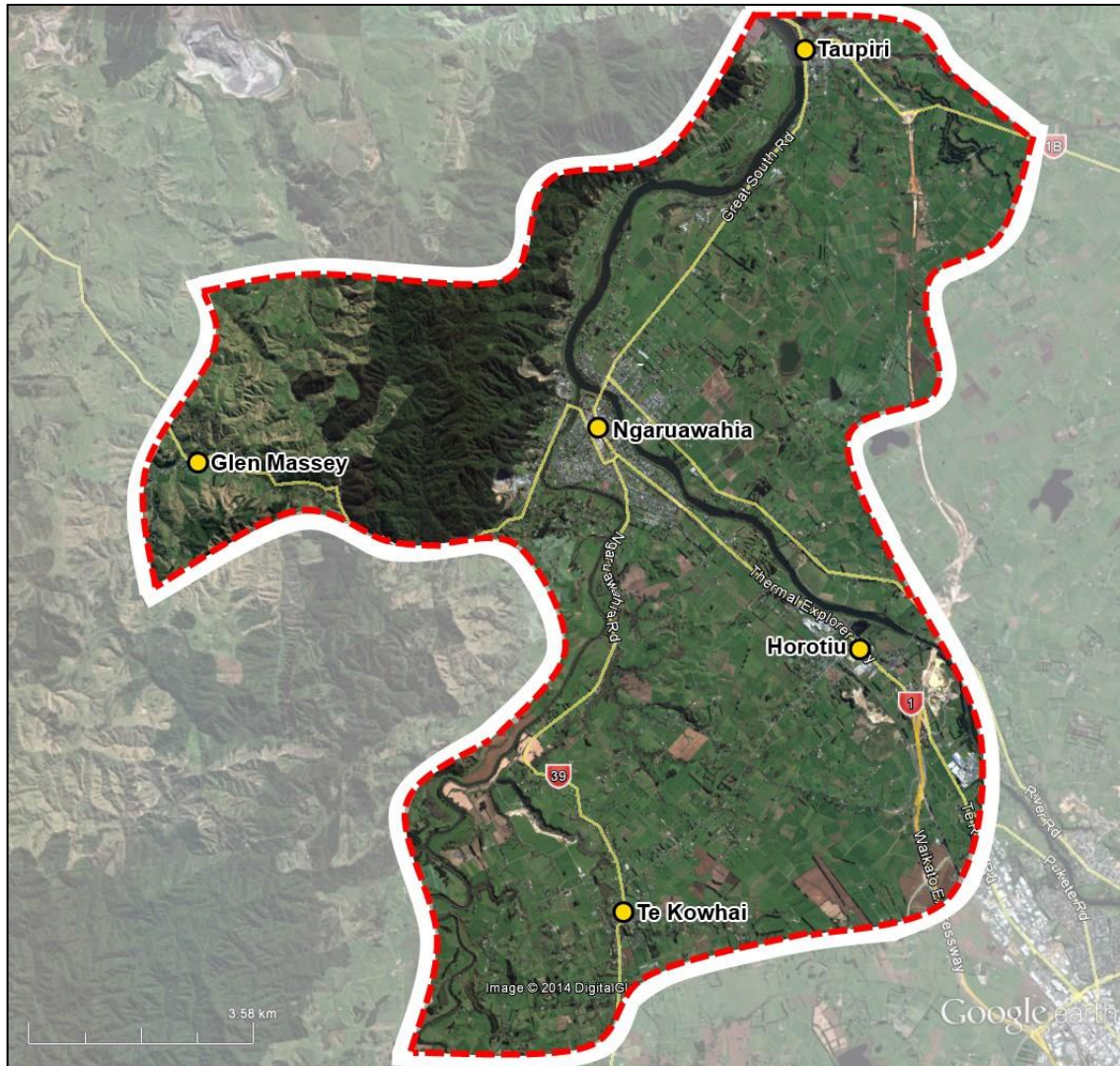
Figure 1 illustrates the indicative core economic catchment for Ngaruawahia. This has been based on the centre's composition and scale (current and likely future), proximity to other competing retail and commercial activity (i.e. centres fulfilling similar or higher role and function), demographic distribution, Statistics NZ meshblock boundaries for statistical analysis purposes, the roading network, other natural and physical geographic barriers, and the professional opinion of Property Economics factoring in known retail spending patterns and trade areas for similar size and type centres in NZ.

Any marginal reshaping of the catchment boundaries is unlikely to materially change the population and household base, and therefore the catchment and market size.

It is important to note that this is an indicative core catchment only, and residents within this catchment will also shop in centres outside of the catchment and vice versa. In this regard the catchment illustrated in Figure 1 illustrates the geographic extent of Ngaruawahia's core economic trade catchment and represents the area where the Ngaruawahia commercial centre will derive the majority of its customers and sales.

For the purpose of context, the Ngaruawahia Township as well as other key retail and commercial centres in the surrounding area have also been identified on Figure 1. It is this catchment on which the subsequent analysis in this report is based.

FIGURE 1: INDICATIVE CORE NGARUAWAHIA TRADE CATCHMENT



Source: Property Economics, Google Earth

### 3. DEMOGRAPHIC PROFILING

This section identifies some of the relevant key economic and social demographia of the identified catchment and compares them with the wider Waikato District and Hamilton City demographics to provide context. A full breakdown of the demographic profiling has been provided in Appendix 2.

Some of the salient findings from the demographic profiling include:

- The Ngaruawahia catchment currently has around 9,700 residents and approximately 3,400 households, giving an average size of 2.8 persons per household, which is marginally higher than the Hamilton City average (2.7) but the same as the Waikato District average. The catchment represents around 15% of the Waikato District's population base.
- Compared to Hamilton City and Waikato District averages, the catchment has a lower annual average household income at around \$64,900pa compared with \$70,000pa and \$73,700pa respectively for the other two areas. Lower household income typically translates into lower levels of annualised retail expenditure generated on a per household unit basis, and lower discretionary spending power.
- In respect to qualification attainment, around 33% of catchment population are without qualifications, compared to the district average of 27%. Similarly, only 6% of the working age population have a Bachelor's Degree or higher, compared with 10% of the district. Overall the Ngaruawahia catchment has a lower level of qualification attainment comparatively.
- A high level of education qualification is typically a driver for higher proportions of employment in white collar positions and is a contributing factor to higher income levels. Within the catchment, only 58% of workers are in white collar employment, compared to the other assessed areas where the average is 65% or higher. This is reinforced by the fact that Ngaruawahia has a significantly lower percentage of people earning \$100,001 plus per annum (only 15% vs. 19% in Hamilton City and 22% in the Waikato District).
- When compared with the other areas, the catchment shows a higher proportion of 'Single Parent With Children' households. This can also contribute to lower average household incomes as there is a lower probability of there being multiple income earners per household.
- In terms of age composition, the Ngaruawahia catchment has a similar profile to the Waikato District. However, when compared to Hamilton City, the catchment shows a significantly lower proportion of the populous aged between 20-29 years (11% vs. 18%), which suggests an outflow of younger people most likely seeking career and

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higher education opportunities outside of the area. This is also reflected in the lower proportion of full-time students in the catchment (9% vs. 15% in Hamilton City).

- Residents within the catchment are also more likely to own the home that they live in, with 68% of households owning their own home which is higher than Hamilton City at 61%, but less than Waikato which is at 70%. This is a reflection of cheaper housing within the catchment area.

## 4. POPULATION AND HOUSEHOLD FORECASTS

Table 1 displays the population and household growth projections within the Ngaruawahia catchment. These projections are derived from the Property Economics Growth Model with the key inputs from the 2013 census population and household counts as the most recent factual base, Statistics NZ medium series projections, Waikato District Council projections and new residential building consent data 2000 - 2013.

TABLE 1: CATCHMENT POPULATION AND HOUSEHOLD FORECASTS

Ngaruawahia Catchment	2014	2016	2021	2026	2031	2036	2041
Population	9,712	9,853	10,182	10,449	10,646	10,819	10,972
Households	3,412	3,492	3,706	3,893	4,051	4,117	4,175
Household Size	2.85	2.82	2.75	2.68	2.63	2.63	2.63
Population Growth (p.a.)		0.72%	0.66%	0.52%	0.37%	0.32%	0.28%
Household Growth (p.a.)		1.17%	1.20%	0.99%	0.80%	0.32%	0.28%

Source: Property Economics

For the purpose of this report, 2013 is classified as current (colour coded blue), year 2016 is classified as short term (colour coded yellow), year 2021 is classified as medium term (colour coded green) and years 2026 - 2041 are classified as long term (colour coded pink).

The Ngaruawahia catchment has a current population base of around 9,700 people and encompasses around 3,400 households. This is expected to increase to around 11,000 people and 4,200 households over the forecast period to 2041. This represents population and household growth of around 13% and 22% respectively. In essence, the catchment is projected to experience average net growth of around 47 people and 28 households per annum over the next 27 years.

Comparatively, the Waikato District and Region are forecast to experience net population growths of 32% and 22% respectively over the same period, highlighting this market as a weaker growth area in the wider context.

Table 1 also indicates that proportionally the number of households is increasing at a faster rate than the population due to a projected fall in the person per dwelling ratio over the forecast period. This is not isolated to the Ngaruawahia catchment, but a trend projected to occur across the whole country due to an aging population, smaller families and a higher proportion of 'split' or single parent households.

## 5. RETAIL EXPENDITURE AND GFA PROJECTIONS

This section of the report estimates the level of retail expenditure that is generated in the identified catchment on an annualised basis in 2014 NZ dollars by retail sector.

Retail expenditure forecasts have been based on the aforementioned population and household growth projections as outlined in Section 4 and has been prepared using the Property Economics Retail Expenditure Model. A more detailed breakdown of the model and its inputs can be seen in Appendix 3 and a full list of the ANZSIC retail sectors has been attached in Appendix 4.

Growth in real retail spend has also been incorporated at a rate of 1% per annum over the forecast period. The 1% rate is an estimate based on the level of debt retail spending, interest rates and changes in disposable income levels, and is the average inflation adjusted increase in spend per household over the assessed period.

Note the figures below are in 2014 dollars and exclude the retail categories of:

- Accommodation (hotels, motels, backpackers, etc.)
- Vehicle and marine sales & services (petrol stations, car yards, boat shops, caravan sales, and stores such as Repco, Super Cheap Autos, tyre stores, panel beating, auto electrical and mechanical repairs, etc.)
- Hardware, home improvement, building and garden supplies retailing (e.g. Mitre 10, Hammer Hardware, Bunnings, PlaceMakers, ITM, Kings Plant Barn, Palmers Garden Centres, etc.)

The above sectors are not considered to be core retail expenditure, nor fundamental retail centre activities in terms of visibility, location, viability or functionality. Also excluded are trade based activities such as kitchen showrooms, plumbing stores, electrical stores, paint shops etc. for similar reasons.

It is important to note that the retail expenditure generated in the identified catchment does not necessarily equate to the sales of the retail stores within the catchment. Residents can freely travel in and out of the catchment, and they will typically choose the centres with their preferred range of stores, products, brands, proximity, accessibility and price points. A good quality centre will attract customers from beyond its catchment, whereas a low quality centre will have retail expenditure leakage out of its catchment. Therefore, the retail expenditure generated in a catchment represents the sales centres or retail stores within the catchment could potentially achieve.

Sustainable floorspace refers to the level of floorspace proportionate to an area's retainable retail expenditure that is likely to result in an appropriate quality and offer in the retail



environment. This does not necessarily represent the 'break even' point, but a level of sales productivity (\$/sqm) that allows retail stores to trade profitable and provides a good quality retail environment.

There is also a need to translate net retail trading floorspace into GFA as net retail trading floorspace excludes floor area in a retail store used for storage, warehousing, staff facilities, office, toilets, etc. These activities typically occupy around 25-30% of a convenience retail store's GFA. It is important to separate out this 'back office' floorspace as it does not generate any retail spend and represents an area the general public is typically excluded.

Table 2 illustrates the total retail expenditure generated in the Ngaruawahia catchment (in 2013 dollars) and the resulting level of sustainable retail floorspace and GFA.

TABLE 2: CATCHMENT RETAIL EXPENDITURE AND GFA FORECASTS

	2014	2016	2021	2026	2031	2036	2041
Total Retail Expenditure (\$m)	\$68	\$70	\$76	\$82	\$87	\$92	\$97
Total Sustainable Net Floorspace (sqm)	10,860	11,202	12,142	13,067	13,947	14,764	15,553
<b>Total Sustainable GFA (sqm)</b>	<b>15,515</b>	<b>16,003</b>	<b>17,346</b>	<b>18,668</b>	<b>19,925</b>	<b>21,092</b>	<b>22,219</b>

Source: Property Economics

Within the core Ngaruawahia catchment, an estimated \$68m per annum is currently generated, with this forecast to increase to around \$97m by 2041. This equates to growth of approximately 42% over the period or an increase in retail expenditure generation of around \$1.1m per year. In percentage terms this may appear high growth, but nominally it is not considered such. In terms of GFA, the identified catchment can currently sustain an estimated 15,500sqm, growing to 22,200sqm by 2041.

Applying a practical commercial market lens, the Ngaruawahia Township will primarily perform a convenience retail function along with some localised commercial and professional services. For this reason the report will focus on the retail sectors of Supermarket and Convenience, as it is within these markets that Ngaruawahia's commercial centre will operate and compete in. These are considered to be the retail sectors most relevant for analysis regarding the Ngaruawahia Town Centre, and are a subset of the total market identified above. The higher order retail requirements of the market can be comfortably met within a short drive at The Base.

## 5.1. CONVENIENCE RETAIL

Convenience retail can be generally defined as stores used for quick stop and frequently required shopping, used primarily due to their close proximity to the customer. These stores are not exclusive to any one retail category with examples of such stores including, dairies, bakeries, fruit & vegetable stores, cafes and restaurants.

Nationwide, convenience retail spend (excluding Supermarket expenditure), is estimated to represent around 19% of all retail expenditure and this ratio has been adopted for the purpose of this analysis given the minimal variation at a localised level. In order to provide a more detailed understanding of convenience retail, a more comprehensive list of convenience store types is provided in Appendix 5.

Table 3 illustrates Convenience retail expenditure generated in the Ngaruawahia catchment and the resulting level of sustainable retail GFA.

TABLE 3: NGARUAWAHIA CONVENIENCE RETAIL EXPENDITURE AND GFA FORECASTS

Convenience Retailing	2014	2016	2021	2026	2031	2036	2041
Retail Expenditure (\$m)	\$13	\$13	\$14	\$15	\$16	\$17	\$18
Sustainable Net Floorspace (sqm)	1,763	1,818	1,970	2,120	2,261	2,394	2,522
<b>Sustainable GFA (sqm)</b>	<b>2,519</b>	<b>2,598</b>	<b>2,815</b>	<b>3,028</b>	<b>3,231</b>	<b>3,420</b>	<b>3,602</b>

Source: Property Economics

The Ngaruawahia catchment is currently estimated to generate around \$13m per annum (rounded) of Convenience retail expenditure. Growth in this Convenience market is estimated to increase by 38% by the end of the assessed period to \$18m per annum. Total sustainable Convenience retail GFA in the catchment is estimated to be around 2,500sqm at present, increasing to around 3,600sqm by 2041.



## 5.2. SUPERMARKET RETAIL

Supermarket retail expenditure, also considered convenience retailing (albeit via a large store footprint), is estimated to represent around 75% of all food and beverage retail spend, and operates as a large format food store.

Table 4 illustrates the Supermarket retail expenditure generated in the Ngaruawahia catchment (in 2014 NZ dollars), and the resulting level of sustainable GFA.

TABLE 4: NGARUAWAHIA SUPERMARKET RETAIL EXPENDITURE AND GFA FORECASTS

Supermarket Retailing	2014	2016	2021	2026	2031	2036	2041
Retail Expenditure (\$m)	\$21	\$22	\$24	\$25	\$27	\$29	\$30
Sustainable Net Floorspace (sqm)	2,125	2,190	2,370	2,546	2,710	2,869	3,022
<b>Sustainable GFA (sqm)</b>	<b>3,036</b>	<b>3,129</b>	<b>3,386</b>	<b>3,637</b>	<b>3,872</b>	<b>4,099</b>	<b>4,318</b>

Source: Property Economics

The Ngaruawahia supermarket catchment currently generates an estimated \$21m per annum in Supermarket retail expenditure. Over the forecast period this is estimated to increase by 43% to approximately \$30m pa by 2041. This translates to a sustainable supermarket GFA of around 4,300sqm by 2041. This is equivalent to one new modern supermarket. However, Countdown has recently opened a new supermarket opposite The Base in Hamilton which would attract significant custom out of the Ngaruawahia catchment. This leakage limits the opportunity for a new supermarket in Ngaruawahia, albeit an expansion of one of the existing small supermarket stores in Ngaruawahia in due course would appear appropriate and plausible. This appears to be a medium to long term proposition and once forecast growth in the catchment is realised.

## 6. CURRENT RETAIL SUPPLY

In February 2014 Property Economics undertook a retail audit of centre retail activity within the Ngaruawahia catchment. This involved measuring the net retail floorspace of all operational and vacant retail stores within the centres by sector. These figures were then translated to GFA using an average 70% net to GFA ratio.

The summarised results of the audit are displayed below in Table 5 and show the current retail provision within the town centre by each ANZSIC retail sector. The store types classified in each retail sector for reference are identified in Appendix 5.

TABLE 5: NGARUAWAHIA TOWN CENTRE RETAIL AUDIT FEBRUARY 2014

Ngaruawahia	Store #	GFA (sqm)	Store %	GFA %
Supermarket	2	1,433	6%	23%
Food retailing	6	744	19%	12%
Clothing, footwear and personal accessories retailing				
Furniture, floor coverings, houseware and textile goods retailing				
Electrical and electronic goods retailing				
Pharmaceutical and personal care goods retailing	1	217	3%	4%
Department stores				
Recreational goods retailing	1	271	3%	4%
Other goods retailing	8	701	25%	11%
Food and beverage services	12	2,706	38%	44%
Vacant	2	129	6%	2%
Under Construction				
<b>Total</b>	<b>32</b>	<b>6,201</b>	<b>100%</b>	<b>100%</b>

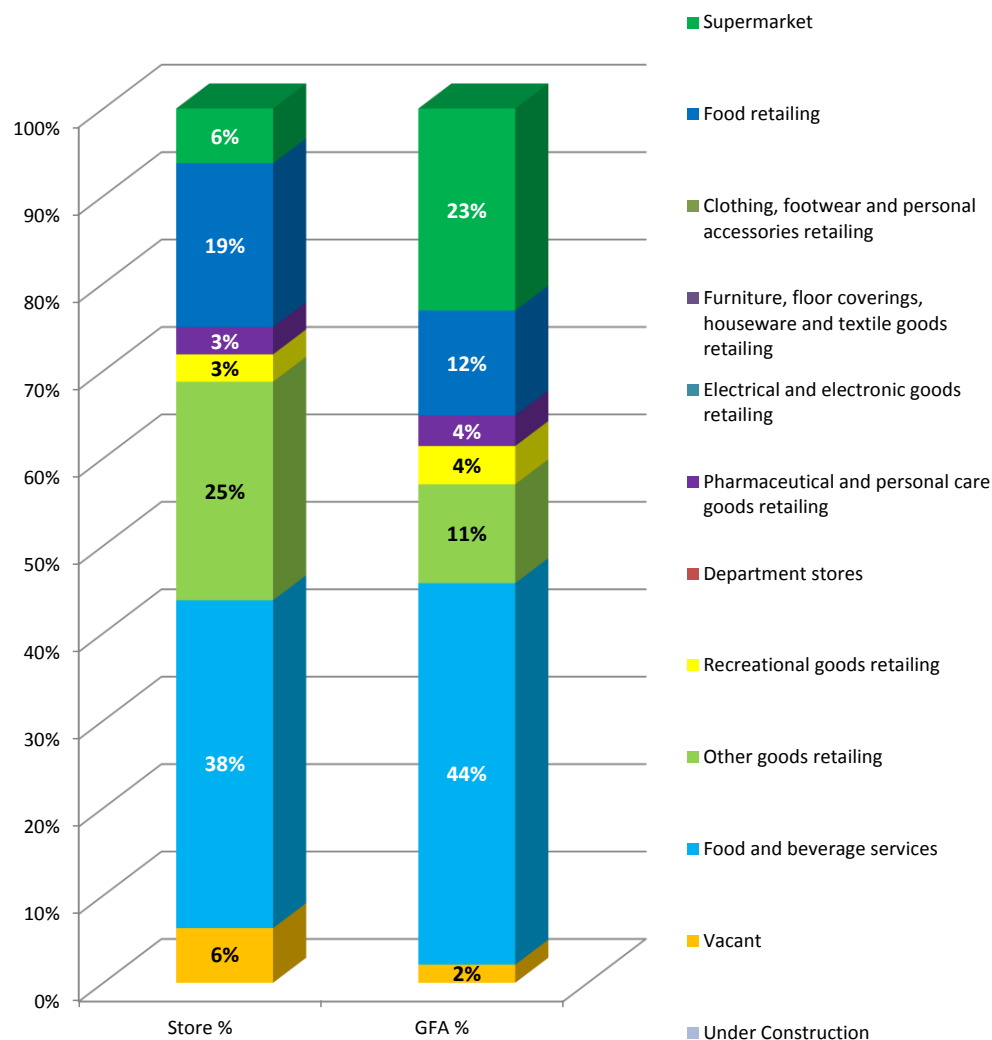
Source: Property Economics

Within the Ngaruawahia Township, there are currently 32 retail stores encompassing an estimated 6,200sqm (rounded) of retail GFA. Current vacancy levels in the centre total 2 stores, covering an estimated 130sqm in GFA. This represents 6% of total centre retail

activity by store number and 2% by GFA. There is a very heavy bias towards food and beverage activity in the town centre with around two thirds of all stores encompassed within these sectors. This has a major influence on how the centre functions and how it is utilised.

It is worth noting the survey represents a 'snapshot' in time and retail stores are constantly opening, closing and relocating due to a variety of individual store and owner circumstances, and is a reflection of the competitive nature and changing trends of both consumers and the retail market. In this regard the retail market is fluid and undergoing constant change.

FIGURE 2: NGARUAWAHIA TOWN CENTRE RETAIL COMPOSITION FEBRUARY 2014



Source: Property Economics

The individual retail sector representing the largest proportion of the market in terms of store count is Food and Beverage services (i.e. cafes, restaurants, pubs, taverns, bars and

takeaways) with 12 stores, or 38% of the total retail market by store number. This is not surprising for a convenience and service oriented centre, though it is the quality and scope of the offer that is important.

Other Goods Retailing represents the second largest retail sector in terms of store count with 8 stores representing 25% of the total market. This proportion is of some concern as 'Others Stores' often represent smaller low quality, second hand and unbranded store types that do not perform or generate the same level of retail productivity as stores in other sectors. These store types can affect the long term vitality, quality and 'health' of the centre, whereby the trading productivity per sqm is generally lower for 'Other Stores', requiring lower rental rates for sustainability while lowering overall attractiveness and amenity of a centre. As this happens rental rates for other locations can fall as a result leading to more 'Other Stores' causing a snowballing downward effect.

Other important retail sectors are Food retailing which totals 6 stores or 19% of the market and Supermarket retail which also accounts for 2 stores or 6% of the market, albeit these two stores are not sizable stores compared to supermarkets in other markets. Supermarket retail is an important component for town centres as they act as an 'anchor'<sup>3</sup> tenant for the centre with a higher propensity to attract customer on a frequent basis, leading to flow-on benefits such as cross-shopping (i.e. customers going to the Ngaruawahia Town Centre for supermarket retail and utilise other shops in the same trip).

Note this data only reflects the retail activity in the town centre audited (Ngaruawahia), and not the total GFA of the centre as it excludes non-retail activity such as commercial services, community, recreational, etc., which all add to the centre's role, function and attraction.

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<sup>3</sup> 'Anchor Stores' are typically the larger, branded retail chains in a centre that attracts the most significant custom such as department stores (Farmers, The Warehouse) and supermarkets (Pak'N Save, Countdown) in retail centres.

## 7. RETAIL SUPPLY VS SUSTAINABLE DEMAND

This section of the report compares the total existing catchment retail provision as outlined in Section 6 against forecast sustainable retail demand as determined in Section 5. The information presented in the tables in this section illustrates variation in forecast sustainable demand against existing supply, providing an overview of the supply vs. demand differential of the identified market over the assessed period.

It is important to note that retail supply does not, and is unlikely to, exactly match sustainable retail GFA. Therefore figures presented in the tables should not be regarded as strict guidelines towards what is appropriate to provide. The key component of the tables is identifying the 'Differential' which in effect provides a 'net position' on the demand / supply analysis. This analysis gives a snapshot of any current under / oversupply and gaps in the market that could be taken advantage of and to guide the strategic direction considered appropriate for Council to move forwards.

Table 6 illustrates the total existing supply vs. current and forecast sustainable GFA demand within the Ngaruawahia catchment.

TABLE 6: EXISTING SUPPLY VS. SUSTAINABLE GFA DEMAND

<b>Supermarket Retailing Supply vs. Demand (sqm)</b>	<b>2014</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2036</b>	<b>2041</b>
Sustainable GFA Demand	3,036	3,129	3,386	3,637	3,872	4,099	4,318
Existing GFA Provision	1,433	1,433	1,433	1,433	1,433	1,433	1,433
<b>Differential (Shortfall)</b>	<b>1,603</b>	<b>1,696</b>	<b>1,953</b>	<b>2,204</b>	<b>2,439</b>	<b>2,666</b>	<b>2,885</b>

<b>Convenience Retailing Supply vs. Demand (sqm)</b>	<b>2014</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2036</b>	<b>2041</b>
Sustainable GFA Demand	2,519	2,598	2,815	3,028	3,231	3,420	3,602
Existing GFA Provision	4,769	4,769	4,769	4,769	4,769	4,769	4,769
<b>Differential (Surplus)</b>	<b>-2,250</b>	<b>-2,171</b>	<b>-1,954</b>	<b>-1,740</b>	<b>-1,538</b>	<b>-1,349</b>	<b>-1,166</b>

Source: Property Economics

Within the assessed economic catchment there is a currently estimated oversupply of convenience where on-the-ground supply exceeds sustainable demand by around 2,250sqm. This represents around double the current sustainable provision. Given that the current GFA provision within the catchment is more than what can be sustainably maintained (i.e. it is oversupplied), it is likely that each retail store within the town centre captures a smaller proportion of the market, and trades at lower productivity levels due to limited market expenditure. This adversely affects the quality of the centre offer, environment and experience afforded consumers.

Over the forecast period in line with retail expenditure growth, the convenience retail surplus is estimated to decrease to around 1,200sqm by 2041, while this is still higher than considered appropriate in relation to supply, it is a improvement to the current situation.

Based on the high level of existing provision, we recommend a focus on improving the quality of the current offering of retail supply with a view to reducing the level of retail leakage out of the town. There is no need for any net additional retail provision within the Ngaruawahia Town Centre over the forecast period, though a critical evaluation of the existing retail offering and layout of the town in my opinion would help to improve centre performance and functionality, enhance the overall amenity and vitality of the town centre and ultimately provide net benefits to the social and economic wellbeing of the Ngaruawahia community.

In regards to supermarket retail provision, Table 6 indicates there is currently a shortfall in supply in the order of 1,600sqm GFA, growing to around 2,900sqm by 2041 based on a fully internalised market. In contrast to convenience retail, there is demand for additional supermarket provision within the Ngaruawahia Town Centre. This would be best provided in a consolidated manner (i.e. one large supermarket instead of numerous dispersed smaller supermarkets) and located along or in close proximity to the main street retail provision. This would also help in retaining resident spending within the Town Centre both within the supermarket sector and convenience retail through cross-shopping flow-on benefits.

## 8. EMPLOYMENT ACTIVITY

This section breaks down the temporal trended employment composition of the Ngaruawahia Catchment since the year 2000. The report then projects the commercial office employment component of this market out to 2041 (complementing the previous retail sector projections), and quantifies these projections in terms of GFA and land area requirements.

Table 7 highlights the employment trends of the Ngaruawahia Catchment on a temporal basis to identify the changing compositions of the Ngaruawahia market by sector, and consequently each sector's performance relative to the wider market in terms of employment since 2000.

TABLE 7: NGARUAWAHIA DISTRICT EMPLOYMENT TRENDS 2000-2013

Ngaruawahia Catchment	2000	2006	2008	2012	2013
Industrial	687	1,098	1,052	895	918
Retail	153	203	229	198	190
Commercial	222	333	397	532	513
Other	670	640	679	769	768
<b>Total</b>	<b>1,731</b>	<b>2,274</b>	<b>2,357</b>	<b>2,394</b>	<b>2,389</b>
<b>New Zealand</b>	<b>1,584,603</b>	<b>1,888,502</b>	<b>1,968,850</b>	<b>1,927,338</b>	<b>1,941,209</b>

Source: Statistics NZ

Overall, the Ngaruawahia employment base has increased significantly (38%) over the assessed period, whereas over the same period the New Zealand's employment base grew by 22.5%. This suggests the Ngaruawahia economy (in terms of employment) has grown at a higher rate than the wider market and indicates the catchment's economy has a higher level of relevance in 2013, in the region and nationally, than it did over a decade ago.

A key reason for the improving trend discussed above is the increasing employment base within the industrial and commercial sectors. The net retail employment base also improved, albeit not as strongly as the other sectors. Overall, the Ngaruawahia market experienced a net employment base increase of over 650 employees. This is driven by activity in the wider catchment rather than the Ngaruawahia Town Centre.

Table 8 projects the commercial office sector demand out to 2041 for the Ngaruawahia catchment to estimate the level of GFA and land required to meet estimated 'new' demand over the period.

TABLE 8: NGARUAWAHIA TOWN CENTRE COMMERCIAL OFFICE GROWTH PROJECTIONS

<b>Ngaruawahia Catchment</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2036</b>	<b>2041</b>	<b>Total</b>
Floor Area GFA (sqm)	240	-1,227	532	236	1,856	405	<b>2,041</b>
<b>Land Area (Ha)</b>	<b>0.1</b>	<b>-0.3</b>	<b>0.1</b>	<b>0.1</b>	<b>0.5</b>	<b>0.1</b>	<b>0.5</b>

Source: Property Economics

The estimated net GFA requirement, which is most appropriately provided in the Ngaruawahia Town Centre as a result of projected commercial sector office employment growth is forecast at around 2,050sqm GFA. This results in an 'at grade' land requirement of around 0.5ha (rounded). However, some of this 'growth' could be accommodated in existing underutilised space within the town centre, so the reality in this instance is that only a small proportion of new commercial office GFA is required to be developed in the town centre to accommodate future growth in these sectors.

On this basis the 0.5ha land requirement reduces but ultimately the land requirement can comfortably be accommodated within the existing town centre zone. This is a similar prognosis to the retail sector analysis. That is, projected growth over the 2014-2031 planning horizon can comfortably be accommodated in the existing built form of the town centre as a result of surplus and underperforming space currently. A caveat should be placed on this conclusion pending the outcome of any heritage building assessments and earthquake strengthening requirements to bring some of the town centre buildings up to current building code requirements. However, given the level of vacancy within the town centre, it is unlikely the conclusion would change.

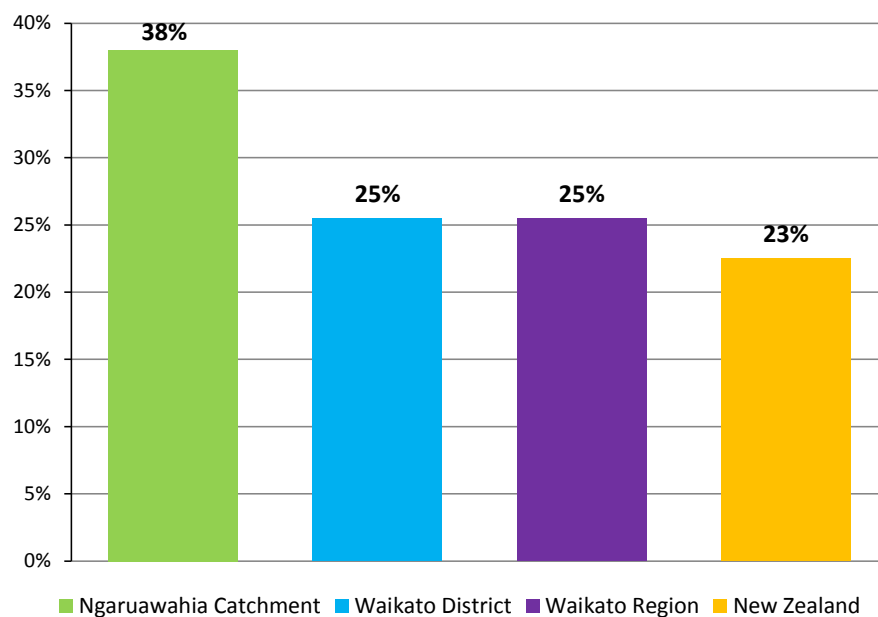
Given the level of retail and commercial growth and land requirements, Property Economics considers the appropriate planning response for the Structure Plan process is to consolidate town centre activity into the existing bounds of the town centre built form, and not let retail and commercial development be developed in an ad hoc manner around the catchment. This approach would lead to higher productivity, performance, vitality, accessibility and social and economic wellbeing for the community the Ngaruawahia Town Centre services.



## 8.1. RELATIVE CATCHMENT PERFORMANCE

Figure 3 quantifies the performance of the retail and commercial employment sectors of the Ngaruawahia catchment specifically on a comparative basis against the District, Region and wider NZ markets. These sectors are the two most important sectors to a town centre in terms of their role and function they play in the market, and centre composition.

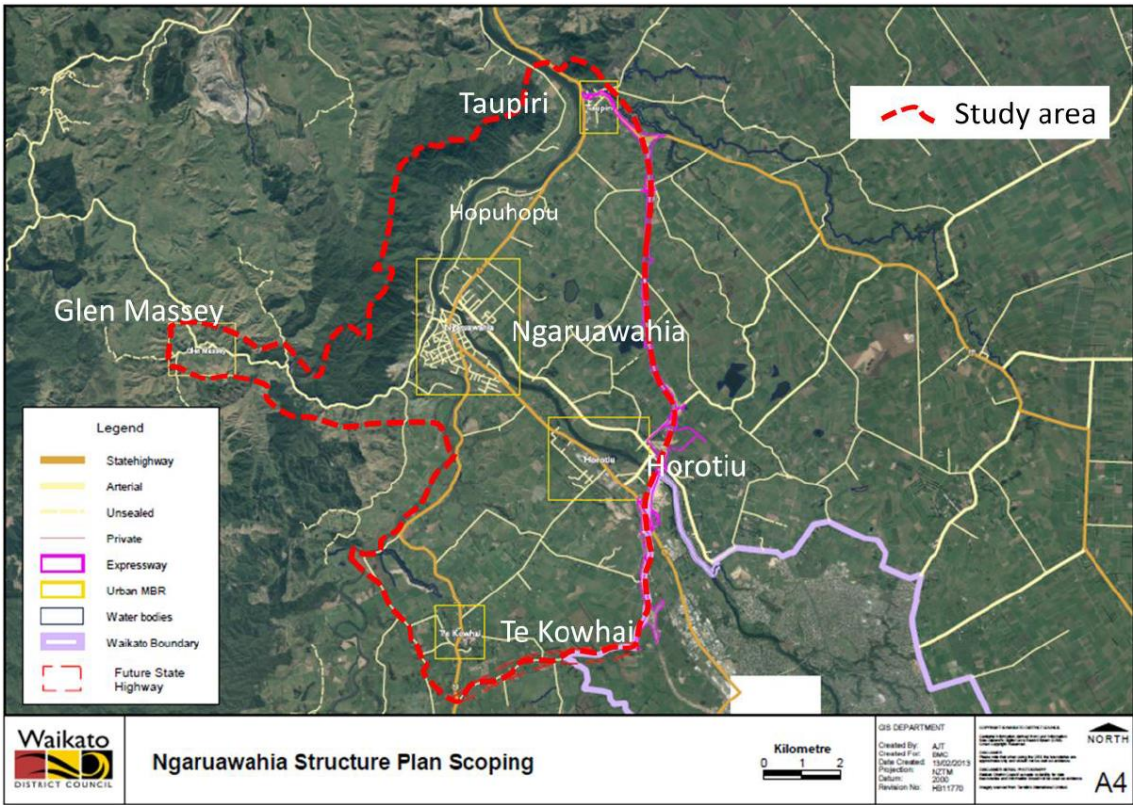
FIGURE 3: RETAIL AND COMMERCIAL EMPLOYMENT GROWTH 2000-2013



Source: Property Economics

Figure 3 clearly highlights the high performance of the Ngaruawahia catchment in the retail and commercial sectors over the last decade. The interesting aspect of Figure 3 is the fairly consistent level of growth across the other assessed markets, but Ngaruawahia has outperformed all of them by some margin. This appears to be fuelled by spill-over growth from Hamilton as this city experienced strong growth northwards over the period, rather than catchment driven growth which would have elevated the local population and household base.

APPENDIX : 1      NGARUAWAHIA STRUCTURE  
PLAN STUDY AREA



Source: Waikato District Council

## APPENDIX : 2 DEMOGRAPHIC PROFILING

GENERAL	Ngaruawahia Catchment	Waikato District	Hamilton City
Population	9,712	66,422	152,261
Households	3,412	24,045	56,316
Person Per Dwelling Ratio	2.8	2.8	2.7

### AGE PROFILE

Average Age	32	35	32
0-9 years	18%	17%	14%
10-19 years	17%	16%	16%
20-29 years	11%	10%	18%
30-39 years	14%	14%	14%
40-49 years	15%	16%	13%
50-64 years	15%	17%	14%
65 plus years	9%	10%	10%

### HOUSEHOLD INCOME PROFILE

Average (pa)	\$64,924	\$73,719	\$69,993
\$0-\$30,000 (pa)	33%	26%	28%
\$30,001-\$50,000 (pa)	19%	19%	20%
\$50,001-\$70,000 (pa)	17%	17%	16%
\$70,001-\$100,000 (pa)	16%	17%	17%
\$100,001 plus (pa)	15%	22%	19%

### EMPLOYMENT

Employed - Full Time	72%	74%	72%
Employed - Part Time	20%	21%	21%
Not in Labour Force	32%	28%	31%

### YEARS AT RESIDENCE

Less Than 5 Years	55%	55%	66%
5 - 14 Years	26%	28%	23%
15 Plus Years	19%	17%	11%

### IMMIGRATION

NZ Born	97%	93%	82%
Immigrated 0-9 Years Ago	1%	3%	11%
Immigrated 10-19 Years Ago	0%	1%	3%
Immigrated 20 Plus Years Ago	1%	3%	5%

### ETHNICITY

European Ethnic Groups	50%	63%	58%
Māori Ethnic Group	37%	22%	18%
Pacific Peoples' Ethnic Groups	2%	2%	4%
Asian Ethnic Groups	2%	3%	9%
MELAA Ethnic Groups	0%	0%	1%
Other Ethnic Groups	8%	10%	9%

QUALIFICATION ATTAINMENT	Ngaruawahia Catchment	Waikato District	Hamilton City
No Qualification	33%	27%	20%
Secondary School	31%	33%	36%
Trade / Vocational	15%	18%	17%
Bachelor Degree	4%	7%	12%
Higher Degree	2%	3%	5%
Other	15%	13%	10%

INDUSTRY OF EMPLOYMENT			
White Collar	58%	65%	71%
Blue Collar	42%	35%	29%

STUDENT PROPORTIONS			
Full Time	9%	8%	15%
Part Time	5%	5%	6%
Not Studying	86%	87%	79%

SOURCE OF INCOME			
Unemployment Benefit	4%	2%	3%
Self Employed/Own Business	10%	17%	8%
Wages/Salary	43%	40%	45%
Other Income	38%	37%	40%
No Income	5%	4%	4%

WEEKLY HOURS WORKED			
1 hr - 19 hrs	13%	13%	13%
20 hrs - 39 hrs	19%	20%	22%
40 hrs - 59 hrs	57%	51%	57%
60 plus hrs	11%	16%	8%

NUMBER OF RESIDENTS			
1 Residents	19%	18%	22%
2 Residents	29%	34%	32%
3 Residents	19%	17%	18%
4 Residents	15%	16%	16%
5 Residents	9%	9%	7%
6 Residents	4%	4%	3%
7 Residents	2%	1%	1%
8 Plus Residents	2%	1%	1%

HOUSEHOLD STRUCTURE			
Single	18%	17%	22%
Couple	24%	30%	27%
Single Parent With Children	20%	14%	15%
Two Parent Family	35%	36%	29%
Other Multi-person	3%	3%	7%

HOME OWNERSHIP			
Residents Own / Mortgage	68%	70%	61%
Rent	32%	30%	39%

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## APPENDIX : 3      RETAIL EXPENDITURE MODEL

This overview outlines the methodology that has been used to estimate retail spend generated at Meshblock (MB) level for the identified catchments out to 2031.

### Statistics New Zealand Boundaries

Analysis has been based on Meshblock and Census Area Unit (CAU) 2006 / 2013 boundaries, depending on the format of the most recently available datasets.

### Permanent Private Households (PPH) 2013

These are the total Occupied Households as determined by the Census 2013. PPHs are the primary basis of retail spend generation and account for approximately 66% of all retail sales. PPHs have regard for (exclude) the proportion of dwellings that are vacant at any one time in a locality, which can vary significantly, and in this respect account for the movement of some domestic tourists.

### Permanent Private Household Forecasts 2013-2031

These are based on Statistics NZ Census Area Unit (CAU) Medium Series Population Growth Projections and have been adjusted to account for residential building consent activity occurring between 2006 and 2013, with this extrapolated to the year of concern. This accounts for recent building activity, particularly important for the 5-10 year forecasts, and effectively updates Statistics NZ projections to reflect recent trends. Geo-spatial differences in growth between 2006 and 2013 CAUs and MBs have been accounted for with a pro rata distribution.

### International Tourist Spend

The total international tourism retail spend has been derived from the Ministry of Economic Development Tourism Strategy Group (MEDTSG) estimates nationally. This has been distributed regionally on a 'spend per employee' basis, using regional spend estimates prepared by the MEDTSG. Domestic and business based tourism spend is incorporated in the employee and PPH estimates. Employees are the preferred basis for distributing regional spend geo-spatially as tourists tend to gravitate toward areas of commercial activity, however they are very mobile.

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## Total Tourist Spend Forecast

Growth is conservatively forecast in the model at 2% per annum for the 2014-2031 period.

## 2013-2031 PPH Average Household Retail Spend

This has been determined by analysing the national relationship between PPH average household income (by income bracket) as determined by the 2006 Census, and the average PPH expenditure of retail goods (by income bracket) as determined by the Household Economic Survey (HES) prepared by Statistics NZ.

While there are variables other than household income that will affect retail spending levels, such as wealth, access to retail, population age, household types and cultural preferences, the effects of these are not able to be assessed given data limitations, and have been excluded from these estimates.

## Real Retail Spend Growth (excl. trade based retailing)

Real retail spend growth has been factored in at 1% per annum. This accounts for the increasing wealth of the population and the subsequent increase in retail spend. The following explanation has been provided.

Retail Spend is an important factor in determining the level of retail activity and hence the 'sustainable amount' of retail floorspace for a given catchment. For the purposes of this outline 'retail' is defined by the following categories:

- Food Retailing
- Footwear
- Clothing and Softgoods
- Furniture and Floor coverings
- Appliance Retailing
- Chemist
- Department Stores
- Recreational Goods
- Cafes, Restaurants and Takeaways
- Personal and Household Services
- Other Stores.

These are the retail categories as currently defined by the ANZSIC codes (Australia New Zealand Standard Industry Classification).

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Assessing the level and growth of retail spend is fundamental in planning for retail networking and land use within a regional network.

### Internet Retail Spend Growth

Internet retailing within New Zealand has seen significant growth over the last few decades. This growth has led to an increasing variety of business structures and retailing methods including; internet auctions, just-in-time retailing, online ordering, virtual stores, and etc.

As some of internet spend is being made to on-the-ground stores, a proportion of internet expenditure is being represented in the Statistics NZ Retail Trade Survey (RTS) while a large majority remain unrecorded. At the same time this expenditure is being recorded under the Household Economic Survey (HES) as part of household retail spend, making the two datasets incompatible. For this reason Property Economics has assumed a flat 5% adjustment percentage on HES retail expenditure, representing internet retailing that was never recorded within the RTS.

Additionally, growth of internet retailing for virtual stores, auctions and overseas stores is leading to a decrease in on-the-ground spend and floorspace demand. In order to account for this, a non-linear percentage decrease of 6.3% in 2016 growing to 10% by 2031 has been applied to retail expenditure encompassing all retail categories in our retail model. These losses represent the retail diversion from on-the-ground stores to internet based retailing that will no longer contribute to retail floorspace demand.

### Retail Spend Determinants

Retail Spend for a given area is determined by: the population, number of households, size and composition of households, income levels, available retail offer and real retail growth. Changes in any of these factors can have a significant impact on the available amount of retail spend generated by the area. The coefficient that determines the level of 'retail spend' that eventuates from these factors is the MPC (Marginal Propensity to Consume). This is how much people will spend of their income on retail items. The MPC is influenced by the amount of disposable and discretionary income people are able to access.

### Retail Spend Economic Variables

Income levels and household MPC are directly influenced by several macroeconomic variables that will alter the amount of spend. Real retail growth does not rely on the base determinants



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changing but a change in the financial and economic environment under which these determinants operate. These variables include:

**Interest Rates:** Changing interest rates has a direct impact upon households' discretionary income as a greater proportion of income is needed to finance debt and typically lowers general domestic business activity. Higher interest rates typically lower real retail growth.

**Government Policy (Spending):** Both Monetary and Fiscal Policy play a part in domestic retail spending. Fiscal policy, regarding government spending, has played a big part recently with government policy being blamed for inflationary spending. Higher government spending (targeting on consumer goods, direct and indirectly) typically increases the amount of nominal retail spend. Much of this spend does not, however, translate into floorspace since it is inflationary and only serves to drive up prices.

**Wealth/Equity/Debt:** This in the early-mid 2000s had a dramatic impact on the level of retail spending nationally. The increase in property prices has increased home owners unrealised equity in their properties. This has led to a significant increase in debt funded spending, with residents borrowing against this equity to fund consumable spending. This debt spending is a growth facet of New Zealand retail. In 1960 households saved 14.6% of their income, while households currently spend 14% more than their household income.

**Inflation:** As discussed above, this factor may increase the amount spent by consumers but typically does not dramatically influence the level of sustainable retail floorspace. This is the reason that productivity levels are not adjusted but similarly inflation is factored out of retail spend assessments.

**Exchange Rate:** Apart from having a general influence over the national balance of payments accounts, the exchange rate directly influences retail spending. A change in the \$NZ influences the price of imports and therefore their quantity and the level of spend.

**General consumer confidence:** This indicator is important as consumers consider the future and the level of security/finances they will require over the coming year.

**Economic/Income growth:** Income growth has a similar impact to confidence. Although a large proportion of this growth may not impact upon households MPC (rather just increasing the



income determinant) it does impact upon households discretionary spending and therefore likely retail spend.

**Mandatory Expenses:** The cost of goods and services that are necessary has an impact on the level of discretionary income that is available from a households disposal income. Important factors include housing costs and oil prices. As these increase the level of household discretionary income drops reducing the likely real retail growth rate.

### Current and Future Conditions

Retail spending experienced a significant real increase in the early-mid 2000s. This was due in large part to the increasing housing market. Although retail growth is tempered or crowded out in some part by the increased cost of housing it showed massive gains as home owners, prematurely, access their potential equity gains. This resulted in strong growth in debt / equity spending as residents borrow against capital gains to fund retail spending on consumption goods. A seemingly strong economy also influenced these recent spending trends, with decreased employment and greater job security producing an environment where households were more willing to accept debt.

Over the years 2008 – 2012 this trend reversed with the worldwide GFC recession taken grip. As such, the economic environment underwent rapid transformation. The national market is currently experiencing low interest rates (although expected to increase over this coming year) and a highly inflated \$NZ (increasing importing however disproportionately). Now emerging is a rebound in the property market and in general business confidence as the economy starts to recover from the post-GFC hangover. These factors will continue to influence retail spending throughout the next 5 or so years. Given the previous years (pre-2008) substantial growth and high levels of debt repayment likely to be experienced by New Zealand households, it is expected that real retail growth rates will continue to be subdued for the short term.

### Impacts of Changing Retail Spend

At this point in time a 1% real retail growth rate is being applied by Property Economics over the longer term 20 year period. This rate is highly volatile however and is likely to be in the order of 0.5% to 1% over the next 5 – 10 years rising to 1% - 2% over the more medium term as the economy stabilises and experiences cyclical growth. This would mean that it would be prudent in the shorter term to be conservative with regard to the level of sustainable retail floorspace within given centres.

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## Business Spend

This is the total retail spend generated by businesses. This has been determined by subtracting PPH retail spend and Tourist retail spend from the Total Retail Sales as determined by the Retail Trade Survey (RTS) which is prepared by Statistics NZ. All categories are included with the exception of accommodation and automotive related spend. In total, Business Spend accounts for 18% of all retail sales in NZ. Business spend is distributed based on the location of employees in each Census Area Unit and the national average retail spend per employee.

## Business Spend Forecast 2014-2031

Business spend has been forecasted at the same rate of growth estimated to be achieved by PPH retail sales in the absence reliable information on business retail spend trends. It is noted that while working age population may be decreasing as a proportion of total population, employees are likely to become more productive over time and therefore offset the relative decrease in the size of the total workforce.

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## APPENDIX : 4      ANZSIC RETAIL CATEGORIES

AUSTRALIAN AND NEW ZEALAND STANDARD INDUSTRIAL CLASSIFICATION (ANZSIC)  
2006

### **DIVISION G – RETAIL TRADE**

The Retail Trade Division includes units mainly engaged in the purchase and on selling of goods, without significant transformation, to the general public. Units are classified to the Retail Trade Division in the first instance if they buy goods and then on sell them (including on a commission basis) to the general public. Retail units generally operate from premises located and designed to attract a high volume of walk-in customers, have an extensive display of goods, and/or use mass media advertising designed to attract customers. The display and advertising of goods may be physical or electronic.

Physical display and advertising includes shops, printed catalogues, billboards and print advertisements. Electronic display and advertising includes catalogues, internet websites, television and radio advertisements and infomercials. While non-store retailers, by definition, do not possess the physical characteristics of traditional retail units with a physical shop-front location, these units share the requisite function of the purchasing and on selling of goods to the general public, and are therefore included in this division.

A unit which sells to both businesses and the general public will be classified to the Retail Trade Division if it operates from shop-front premises, arranges and displays stock to attract a high proportion of walk-in customers and utilises mass media advertising to attract customers.

The buying of goods for resale to the general public is a characteristic of Retail Trade units that distinguishes them from units in the Agriculture, Forestry and Fishing; Manufacturing; and Construction industries. For example, farms that sell their products, at or from, the point of production are not classified in Retail Trade, but rather in Agriculture as the production of agricultural output are these units primary activity. Units in all these industries provide their output to the market for sale. Similarly, units that both manufacture and sell their products to the general public are not classified in Retail Trade, but rather in Manufacturing.

Wholesale units also engage in the buying of goods for resale, but typically operate from a warehouse or office and neither the design nor the location of these premises is intended to solicit a high volume of walk-in traffic. In general, wholesale units have large storage facilities and small display area, while the reverse is true for retail units. Units in Retail often undertake non-retail secondary activities, such as watch and jewellery stores, that undertake repairs of these goods as well as retailing new items. However, units whose primary activity is the provision of repair and maintenance services are excluded from this division, and are classified to the Other Services Division.

## **411 SUPERMARKET AND GROCERY STORES**

### **4110 Supermarket and Grocery Stores**

This class consists of units mainly engaged in retailing groceries or non-specialised food lines (including convenience stores), whether or not the selling is organised on a self-service basis.

#### *Primary activities*

- Convenience store operation
- Grocery retailing
- Grocery supermarket operation

#### *Exclusions/References*

Units mainly engaged in retailing specialised food lines are included in the appropriate classes of Group 412 Specialised Food Retailing.

## **412 SPECIALISED FOOD RETAILING**

### **4121 Fresh Meat, Fish and Poultry Retailing**

This class consists of units mainly engaged in retailing fresh meat, fish or poultry.

#### *Primary Activities*

- Butcher's shop operation (retail)
- Fish, fresh, retailing
- Meat, fresh, retailing
- Poultry, fresh, retailing
- Seafood, fresh, retailing

### **4122 Fruit and Vegetable Retailing**

This class consists of units mainly engaged in retailing fresh fruit or vegetables.

#### *Primary activities*

- Fruit, fresh, retailing
- Greengrocery operation (retail)
- Vegetable, fresh, retailing

### **4123 Liquor Retailing**

This class consists of units mainly engaged in retailing beer, wine or spirits for consumption off the premises only.

#### *Primary activities*

- Alcoholic beverage retailing (for consumption off the premises only)

#### *Exclusions/References*

Units mainly engaged in selling alcoholic beverages for consumption on the premises, such as hotels, bars and similar units (except hospitality clubs), are included in Class 4520 Pubs, Taverns and Bars.

## 4129 Other Specialised Food Retailing

This class consists of units mainly engaged in retailing specialised food lines, such as confectionery or small goods or bread and cakes (not manufactured on the same premises).

### *Primary activities*

- Biscuit retailing (not manufactured on the same premises)
- Bread retailing (not manufactured on the same premises)
- Bread vendor (not manufactured on the same premises)
- Cake retailing (not manufactured on the same premises)
- Confectionery retailing
- Non-alcoholic drinks retailing
- Pastry retailing (not manufactured on the same premises)
- Small goods retailing
- Specialised food retailing n.e.c.

### *Exclusions/References*

Units mainly engaged in

- retailing a wide range of food lines are included in Class 4110 Supermarket and Grocery Stores;
- providing food services for immediate consumption for taking away or consumption in limited seating areas are included in Class 4512 Takeaway Food Services;
- manufacturing bakery products and selling those products from the same premises are included in Class 1174 Bakery Product Manufacturing (Non-factory based); and
- retailing food through vending machines or other non-store means (except mobile vans) are included in Class 4310 Non-Store Retailing.

## **421 FURNITURE, FLOOR COVERINGS, HOUSEWARE AND TEXTILE GOODS RETAILING**

### **4211 Furniture Retailing**

This class consists of units mainly engaged in retailing furniture, blinds or awnings.

### *Primary activities*

- Antique reproduction furniture retailing
- Awning retailing
- Blind retailing
- Furniture retailing
- Mattress retailing

### *Exclusions/References*

Units mainly engaged in

- the installation of household blinds or awnings are included in Class 3239 Other Building Installation Services;

- manufacturing blinds or awnings are included in the appropriate classes of Division C Manufacturing, according to the materials used in the manufacturing process;
- retailing second-hand or antique furniture are included in Class 4273 Antique and Used Goods Retailing; and
- retailing curtains are included in Class 4214 Manchester and Other Textile Goods Retailing.

### **4212 Floor Coverings Retailing**

This class consists of units mainly engaged in retailing floor coverings (except ceramic floor tiles).

#### *Primary activities*

- Carpet retailing
- Floor coverings retailing (except ceramic floor tiles)
- Floor rug retailing
- Floor tile retailing (lino, vinyl, cork, carpet or rubber)
- Parquetry retailing

#### *Exclusions/References*

Units mainly engaged in

- laying floor coverings are included in the appropriate classes of Division E Construction; and
- retailing ceramic floor tiles are included in Class 4231 Hardware and Building Supplies Retailing.

### **4213 Houseware Retailing**

This class consists of units mainly engaged in retailing kitchenware, china, glassware, silverware or other houseware goods.

#### *Primary activities*

- Brushware retailing
- Chinaware retailing
- Cooking utensil retailing (except electric)
- Crockery retailing
- Cutlery retailing
- Enamelware retailing
- Glassware retailing
- Kitchenware retailing
- Picnicware retailing
- Plastic container retailing
- Silverware retailing

#### *Exclusions/References*

Units mainly engaged in retailing electric cooking utensils are included in Class 4221 Electrical, Electronic and Gas Appliance Retailing.

#### **4214 Manchester and Other Textile Goods Retailing**

This class consists of units mainly engaged in retailing fabrics, curtains or household textiles.

##### *Primary activities*

- Blanket retailing
- Curtain retailing
- Dressmaking requisites retailing
- Fabric, textile, retailing
- Household textile retailing
- Linen retailing
- Piece-goods retailing
- Soft furnishing retailing
- Yarn retailing

##### *Exclusions/References*

Units mainly engaged in

- installing awnings, blinds, shutters or curtains are included in Class 3239 Other Building Installation Services; and
- manufacturing curtains or cushions are included in Class 1333 Cut and Sewn Textile Product Manufacturing.

#### **422 ELECTRICAL AND ELECTRONIC GOODS RETAILING**

##### **4221 Electrical, Electronic and Gas Appliance Retailing**

This class consists of units mainly engaged in retailing electrical, electronic or gas appliances (except computers and computer peripherals).

##### *Primary activities*

- Air conditioner retailing
- Appliance, electric, retailing
- Barbecue retailing
- Camera retailing
- Compact disc player retailing
- Cooking utensil, electric, retailing
- Digital versatile disc (DVD) player retailing
- Electronic beeper retailing
- Fan, electric, retailing
- Floor polisher, electric, retailing
- Gas appliance retailing
- Heating equipment, electric or gas, retailing
- Mobile phone retailing
- Modem retailing
- Pager retailing
- Pocket calculator, electronic, retailing

- Projector retailing
- Radio receiving set retailing (except car radios)
- Refrigerator, retailing
- Shaver, electric, retailing
- Sound reproducing equipment retailing
- Stereo retailing
- Stove, retailing
- Television antennae retailing
- Television set retailing
- Two-way radio equipment retailing
- Vacuum cleaner retailing
- Video cassette recorder (VCR) retailing
- Washing machine retailing

#### *Exclusions/References*

Units mainly engaged in

- retailing computer or computer peripheral equipment are included in Class 4222 Computer and Computer Peripheral Retailing;
- retailing CDs, DVDs or other entertainment media are included in Class 4242 Entertainment Media Retailing;
- retailing car radios are included in Class 3921 Motor Vehicle Parts Retailing;
- installing heating, refrigeration or air conditioning equipment are included in Class 3233 Air Conditioning and Heating Services;
- hiring household appliances are included in Class 6639 Other Goods and Equipment Rental and Hiring n.e.c.; and
- repairing and maintaining electrical, electronic and gas domestic appliances are included in Class 9421 Domestic Appliance Repair and Maintenance.

### **4222 Computer and Computer Peripheral Retailing**

This class consists of units mainly engaged in retailing computers or computer peripheral equipment.

#### *Primary activities*

- Compact disc burner retailing
- Computer equipment retailing
- Computer game console retailing
- Computer hardware retailing
- Computer software retailing (except computer games)
- Printer retailing
- Visual display unit (VDU) retailing

#### *Exclusions/References*

Units mainly engaged in retailing computer games are included in Class 4242 Entertainment Media Retailing.



#### **4229 Other Electrical and Electronic Goods Retailing**

This class consists of units mainly engaged in retailing electrical and electronic goods not elsewhere classified.

##### *Primary activities*

- Dry cell battery retailing
- Electric light fittings retailing
- Electrical goods retailing n.e.c.
- Electronic goods retailing n.e.c.

### **424 RECREATIONAL GOODS RETAILING**

#### **4241 Sport and Camping Equipment Retailing**

This class consists of units mainly engaged in retailing sporting goods, camping equipment or bicycles.

##### *Primary activities*

- Ammunition retailing
- Bicycle retailing
- Camping equipment retailing
- Canoe retailing
- Equestrian equipment retailing
- Fishing tackle retailing
- Fitness equipment retailing
- Golfing equipment retailing
- Gun or rifle retailing
- Gymnasium equipment retailing
- Sailboard retailing
- Snow ski retailing
- Sporting equipment retailing (except clothing or footwear)
- Wetsuit retailing

##### *Exclusions/References*

Units mainly engaged in

- retailing sports apparel (clothing and footwear) are included in Classes 4251 Clothing Retailing and 4252 Footwear Retailing; and
- retailing new or used boats are included in Class 4245 Marine Equipment Retailing.

#### **4242 Entertainment Media Retailing**

This class consists of units mainly engaged in retailing audio tapes, compact discs, computer games, digital versatile discs or video cassettes.

##### *Primary activities*

- Audio cassette retailing
- Compact disc retailing
- Computer game retailing
- Digital versatile disc (DVD) retailing
- Video cassette retailing

*Exclusions/References*

Units mainly engaged in

- retailing second-hand records, tapes, CDs, DVDs or videos are included in Class 4273 Antique and Used Goods Retailing;
- retailing CD players, DVD players, VCRs or other appliances are included in Class 4221 Electrical, Electronic and Gas Appliance Retailing; and
- retailing computers and computer peripherals are included in Class 4222 Computer and Computer Peripheral Retailing.

#### **4243 Toy and Game Retailing**

This class consists of units mainly engaged in retailing toys or games (except computer games).

*Primary activities*

- Doll retailing
- Game retailing
- Toy retailing

*Exclusions/References*

Units mainly engaged in retailing computer games are included in Class 4242 Entertainment Media Retailing.

#### **4244 Newspaper and Book Retailing**

This class consists of units mainly engaged in retailing books, periodicals and newspapers.

*Primary activities*

- Book retailing
- Magazine retailing
- Newspaper retailing
- Periodical retailing
- Religious book retailing

*Exclusions/References*

Units mainly engaged in

- retailing stationery and writing goods are included in Class 4272 Stationery Goods Retailing; and
- retailing second-hand books are included in Class 4273 Antique and Used Goods Retailing.

## **425 CLOTHING, FOOTWEAR AND PERSONAL ACCESSORY RETAILING**

### **4251 Clothing Retailing**

This class consists of units mainly engaged in retailing clothing or clothing accessories.

#### *Primary activities*

- Clothing accessory retailing
- Clothing retailing
- Foundation garment retailing
- Fur clothing retailing
- Glove retailing
- Hosiery retailing
- Leather clothing retailing
- Millinery retailing
- Sports clothing retailing
- Work clothing retailing

#### *Exclusions/References*

Units mainly engaged in

- retailing second-hand clothing are included in Class 4273 Antique and Used Goods Retailing; and
- retailing personal accessories (except clothing and footwear) are included in Class 4259 Other Personal Accessory Retailing.

### **4252 Footwear Retailing**

This class consists of units mainly engaged in retailing boots, shoes or other footwear.

#### *Primary activities*

- Boot retailing
- Footwear retailing
- Shoe retailing
- Sports footwear retailing

### **4253 Watch and Jewellery Retailing**

This class consists of units mainly engaged in retailing new watches and jewellery (except clocks and silverware).

#### *Primary activities*

- Jewellery retailing
- Watch retailing

#### *Exclusions/References*

- Units mainly engaged in
- retailing second-hand jewellery are included in Class 4273 Antique and Used Goods Retailing;

- retailing clocks are included in Class 4279 Other Store-Based Retailing n.e.c.; and
- retailing silverware are included in Class 4213 Houseware Retailing.

### **4259 Other Personal Accessory Retailing**

This class consists of units mainly engaged in retailing other personal accessories, including new handbags, sunglasses, leather goods, luggage and other personal accessories not elsewhere classified.

#### *Primary activities*

- Briefcase retailing
- Handbag retailing
- Leather goods retailing (except clothing and footwear)
- Luggage retailing
- Personal accessory retailing n.e.c.
- Sunglass retailing
- Umbrella retailing
- Wig retailing

#### *Exclusions/References*

Units mainly engaged in

- retailing leather clothing are included in Class 4251 Clothing Retailing; and
- retailing leather footwear are included in Class 4252 Footwear Retailing.

## **426 DEPARTMENT STORES**

### **4260 Department Stores**

This class consists of units engaged in retailing a wide variety of goods, other than food or groceries, but the variety is such that no predominant activity can be determined. These units have predominant retail sales in at least four of the following six product groups:

- Clothing
- Furniture
- Kitchenware, china, glassware and other housewares
- Textile goods
- Electrical, electronic and gas appliances
- Perfumes, cosmetics and toiletries

The products primary to these headings, as well as other products, are normally sold by or displayed in separate departments or sections supervised by managers (with specialised product knowledge) within the store, and, generally, merchandising, advertising, customer service, accounting and budgetary control functions are undertaken on a departmentalised basis.

#### *Primary activities*

- Department store operation

#### *Exclusions/References*

Units mainly engaged in

- retailing food and groceries on a departmentalised basis are included in Class 4110 Supermarket and Grocery Stores;
- retailing clothing; furniture; kitchenware, china, glassware and other housewares; textile goods; electrical, electronic and gas appliances; or perfumes, cosmetics and toiletries on a specialised basis are included in the appropriate classes of Subdivision 42 Other Store-Based Retailing; and
- retailing a wide variety of products that are not sold, displayed, managed or administered on a departmentalised basis (i.e. gift shops or souvenir shops) are included in Class 4279 Other Store-Based Retailing n.e.c.

## **427 PHARMACEUTICAL AND OTHER STORE-BASED RETAILING**

### **4271 Pharmaceutical, Cosmetic and Toiletry Goods Retailing**

This class consists of units mainly engaged in retailing prescription drugs or patent medicines, cosmetics or toiletries.

#### *Primary activities*

- Cosmetic retailing
- Drug retailing
- Patent medicine retailing
- Perfume retailing
- Pharmacy, retail, operation
- Prescription, medicine, dispensing
- Toiletry retailing

### **4272 Stationery Goods Retailing**

This class consists of units mainly engaged in retailing stationery goods and writing materials.

#### *Primary activities*

- Artists' supplies retailing
- Ink retailing
- Note book retailing
- Pen or pencil retailing
- Stationery retailing
- Writing material retailing

#### *Exclusions/References*

Units mainly engaged in retailing books or magazines are included in Class 4244 Newspaper and Book Retailing.

### **4273 Antique and Used Goods Retailing**

This class consists of units mainly engaged in retailing antiques or second-hand goods (except motor vehicles or motor cycles and parts).

#### *Primary activities*

- Antique retailing
- Coin dealing (retailing)

- Disposals retailing
- Pawnbroking
- Second-hand book retailing
- Second-hand cloth retailing
- Second-hand electrical, electronic or computer equipment retailing
- Second-hand furniture retailing
- Second-hand goods retailing n.e.c.
- Second-hand jewellery retailing
- Second-hand record, tape, CD, DVD or videos retailing
- Second-hand sports card retailing
- Stamp, collectible, dealing (retailing)

*Exclusions/References*

Units mainly engaged in

- retailing second-hand motor vehicles are included in Class 3911 Car Retailing;
- retailing second-hand motor cycles are included in Class 3912 Motor Cycle Retailing;
- retailing second-hand motor vehicle or motor cycle parts are included in Class 3921 Motor Vehicle Parts Retailing; and
- providing auctioning services are included in Class 3800 Commission-Based Wholesaling.

#### **4274 Flower Retailing**

This class consists of units mainly engaged in retailing cut flowers or display foliage.

*Primary Activities*

- Cut flower retailing
- Display foliage retailing
- Dried flower retailing
- Florist, retail, operation

#### **4279 Other Store-Based Retailing n.e.c.**

This class consists of units mainly engaged in retailing goods not elsewhere classified from store-based premises.

*Primary activities*

- Art gallery operation (retail)
- Binocular retailing
- Bottled liquefied petroleum gas (LPG) retailing
- Briquette retailing
- Clock retailing
- Coal retailing
- Coke retailing
- Computer consumables (toners, inks) retailing

- Craft goods retailing
- Duty free store operation
- Firewood retailing
- Firework retailing
- Greeting card retailing
- Ice retailing
- Map retailing
- Musical instrument retailing
- Pet and pet accessory retailing
- Photographic chemical retailing
- Photographic film or paper retailing
- Pram retailing
- Religious goods (except books) retailing
- Specialty stores n.e.c.
- Store-based retailing n.e.c.
- Swimming pool retailing
- Tobacco product retailing
- Variety store operation

#### *Exclusions/References*

Units mainly engaged in

- retailing second-hand sports cards are included in Class 4273 Antique and Used Goods Retailing;
- retailing religious books are included in Class 4244 Newspaper and Book Retailing;
- retailing goods without the use of a shopfront or physical store presence are included in Class 4310 Non-Store Retailing; and
- retailing goods on a commission basis are included in Class 4320 Retail Commission-Based Buying and/or Selling.

## **451 CAFES, RESTAURANTS AND TAKEAWAY FOOD SERVICES**

### **4511 Cafes and Restaurants**

This class consists of units mainly engaged in providing food and beverage serving services for consumption on the premises. Customers generally order and are served while seated (i.e. waiter/waitress service) and pay after eating.

#### *Primary activities*

- Cafe operation
- Restaurant operation

#### *Exclusions/References*

Units mainly engaged in

- providing food ready to be taken away for immediate consumption are included in Class 4512 Takeaway Food Services;

- providing catering services (including airline food catering services) at specified locations or events are included in Class 4513 Catering Services;
- selling alcoholic beverages both for consumption on and off the premises are included in Class 4520 Pubs, Taverns and Bars; and
- operating theatre restaurants mainly engaged in providing live theatrical productions with food and beverages are included in Class 9001 Performing Arts Operation.

### **4512 Takeaway Food Services**

This class consists of units mainly engaged in providing food services ready to be taken away for immediate consumption. Customers order or select items and pay before eating. Items are usually provided in takeaway containers or packaging. Food is either consumed on the premises in limited seating facilities, taken away by the customer or delivered. This class also includes units mainly engaged in supplying food services in food halls and food courts.

#### *Primary activities*

- Juice bar operation
- Mobile food van operation
- Takeaway food operation

#### *Exclusions/References*

Units mainly engaged in

- providing food services for consumption on the premises only are included in Class 4511 Cafes and Restaurants;
- providing catering services (including airline food catering services) at specified locations or events are included in Class 4513 Catering Services;
- retailing baked goods manufactured on the same premises are included in Class 1174 Bakery Product Manufacturing (Non-factory based);
- retailing baked goods manufactured at other premises are included in Class 4129 Other Specialised Food Retailing; and
- retailing beer, wine or spirits for consumption off the premises only are included in Class 4123 Liquor Retailing.
- Cafes and Restaurants;
- providing food ready to be taken away for immediate consumption are included in Class 4512 Takeaway Food Services; and
- manufacturing food products (including snack foods and prepared meals) are included in Class 1199 Other Food Product Manufacturing n.e.c.

## **452 PUBS, TAVERNS AND BARS**

### **4520 Pubs, Taverns and Bars**

This class consists of hotels, bars or similar units (except hospitality clubs) mainly engaged in serving alcoholic beverages for consumption on the premises, or in selling alcoholic beverages both for consumption on and off the premises. These units may also provide food services and/or present live entertainment.

#### *Primary activities*



- 
- Bar operation
  - Hotel bar operation
  - Night club operation
  - Pub operation
  - Tavern operation
  - Wine bar operation

*Exclusions/References*

Units mainly engaged in

- retailing alcoholic beverages for consumption off the premises only are included in Class 4123 Liquor Retailing; and
- operating hospitality clubs are included in Class 4530 Clubs (Hospitality).

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## APPENDIX : 5      CONVENIENCE STORE TYPES

*Note this is not intended to represent an exhaustive list.*

### EXAMPLES OF CONVENIENCE RETAIL STORE TYPES

- Superette / Dairy / Mini-mart
- Fish shop
- Butcher
- Bakery
- Post Shop / Stationery
- Fruit & Vege Shop
- Delicatessen
- Cake Shop
- Ice Cream Parlour
- Liquor / Wine Shop
- Takeaways (Fish & Chips, Pizza, Chinese, Thai, Turkish, Indian, etc.)
- Cafés & Restaurants
- Video store
- Newsagent
- Pub / Bar
- Florist
- Gift Shops
- Pharmacy

### EXAMPLES OF CONVENIENCE COMMERCIAL PREMISES / ACTIVITIES

- Camera / Photography Shop
- Optometrist
- Locksmith
- Hairdresser
- Drycleaners
- Doctors
- Accountants
- Physiotherapists
- Medical practitioners
- Dentists
- Child care facilities
- Gym
- Lawyers