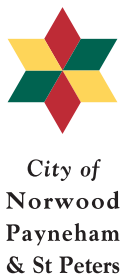




MAGILL RD

Magill Road
Occupancy Report
2022



MAGILL ROAD

Magill Road is located a short distance from the Adelaide CBD and extends for a length of approximately 3.2km, from Fullarton Road to Glynburn Road, recognising that the southern side of Magill Road, between Portrush Road and Glynburn Road, falls within the City of Burnside.



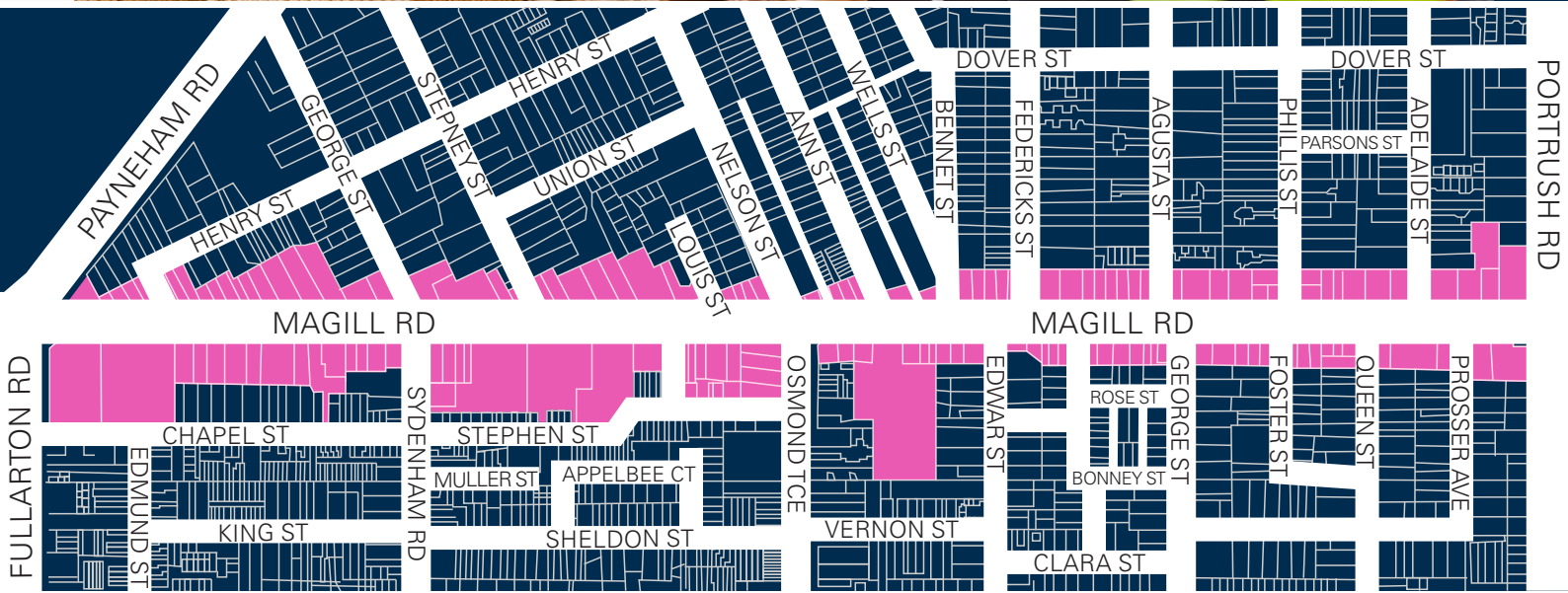
The Magill Road Precinct encompasses an eclectic mix of retail, as well as some residential premises that break up the continuity of the commercial land uses. Magill Road is predominantly represented by independent small businesses, however in recent years this main street has seen the emergence of major residential and mixed use developments, such as Norwood Green and the presence of major retailer, Aldi and the iconic East

End Cellars acting as an attractor to visitors from outside of the catchment.

Over the last ten years, Magill Road has evolved, gaining a reputation as a destination due to its substantial offering including homewares, furniture, retail, dining and entertainment and professional services. Magill Road is also a major transport thoroughfare, connecting the CBD with the eastern suburbs.

The distinctive brand identity that captures the unique essence and vibrancy of the street attracts customers, businesses and the community, and offers them an experience through its mix of eclectic and eccentric products and services.





Twopairs

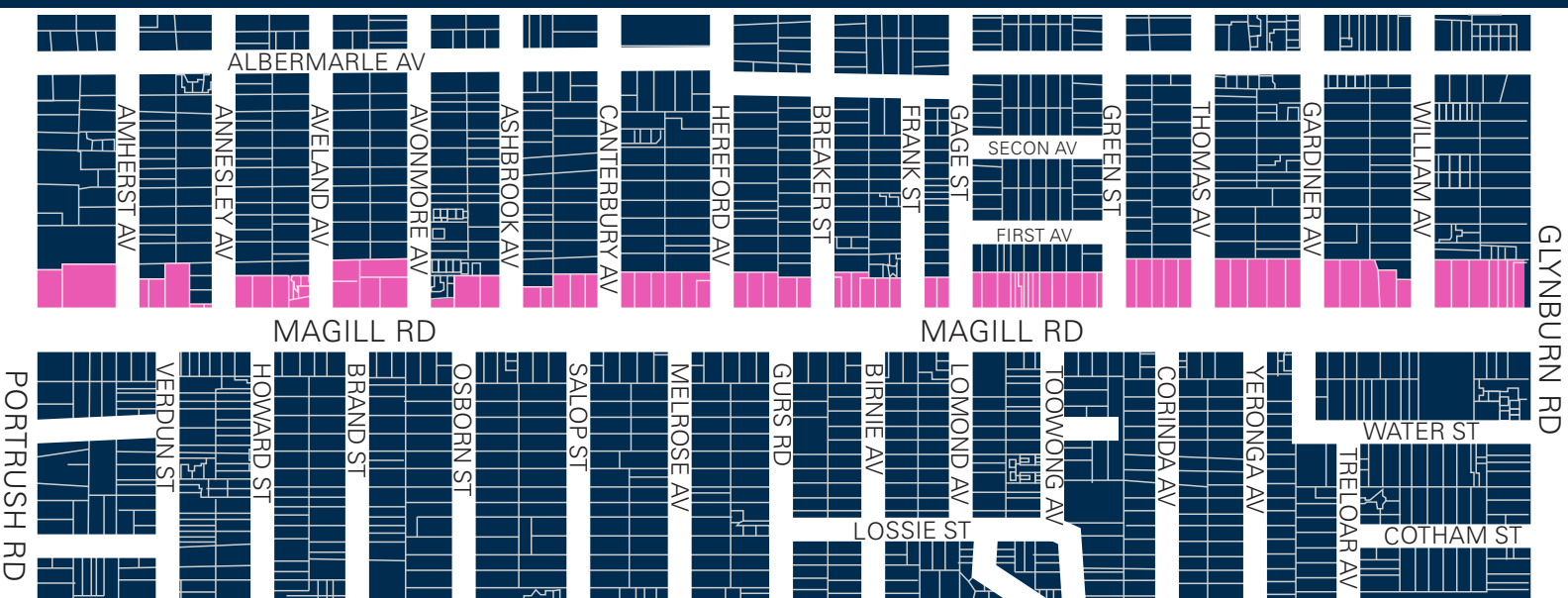
145 Magill Road, Stepney.

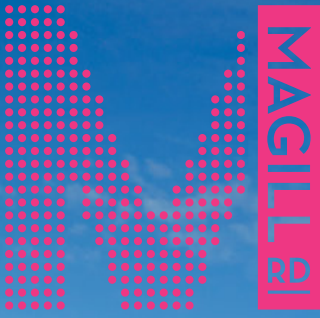
Magill Road Precinct Boundary

The boundary for the assessment of occupancy levels within the Magill Road Precinct is defined as being the entirety of Magill Road that falls within the City of Norwood Payneham & St Peters Council area.

This extends from Fullarton Road to Portrush Road, along both sides of the road and then from Portrush Road to Glynburn Road, only on the northern side of the road, recognising that the southern portion falls within the City of Burnside. Both ground level and non-ground level tenancies are included in the assessment.

 Magill Road Precinct





Occupancy levels have become a common indicator of the health and prosperity of a precinct.



Definitions

Average Daily Expenditure

Taken from Spendmapp by Geografia and is an account of total expenditure within the suburb during each calendar year. This expenditure is from both citizens of the City of Norwood Payneham & St Peters and visitors. Spendmapp data takes real banking transaction data (EFTPOS and credit/debit) and transforms it to create a comprehensive representation of the City's economy, taking into account a cash component which is informed by a survey conducted by the Reserve Bank of Australia (RBA). The process also ensures that outlier transactions do not skew the data, and seeks to maintain the privacy of merchants and cardholders by applying a degree of randomisation when there are small transaction volumes.

Industry Mix

Percentages may not add up to 100% due to rounding. Industry categorisation and inclusions are explained below.

Retail

Product: Includes businesses that retail in paint, alcohol (i.e. Parade Cellars, Dan Murphy's etc), homewares, furnishings, fuel, groceries, toys, equipment (bikes etc), jewellery, books, pet stores, dog day cares and cleaning services.

Clothing: Includes businesses that sell clothing (op shops included), footwear, lingerie as their main offering.

Dining & Entertainment

Includes cafes, restaurants, gelato/ice-cream, cinemas, theatres, pubs, bars, cellar doors, takeaway outlets and painting studios (i.e. Pinot & Picasso).

Medical, Health & Wellbeing

Includes general practitioners, dentists, supplement stores, pilates and yoga studios, gyms, physiotherapy clinics, care providers, psychologists, specialist health providers (i.e. SA Heart), health food providers, optometrists and Vet's.

Professional

Technical: Includes architects, graphic designers, IT support, engineers, business advisors, lawyers, builders, local Members of Parliament, phone providers, travel agencies, photographers, marketing agencies, taekwondo studios and car repairers.

Financial: Includes accountants, banks, mortgage brokers, financial advisers, conveyancers and tax agencies.

Real Estate: Includes real estate agencies.

Hair/Beauty

Includes women and men hairdressers, massage providers, day spas, hair removal, manicures and pedicures.

Training/Employment

Includes employment agencies, training centres and educational tutoring.

Community

Includes libraries, sporting ovals, parks, churches and community centres.

N/A

Includes tenancies that have a 'Leased' sign up, however no business has moved in, meaning no tenancy mix can be allocated. Also includes George House on The Parade.

New Businesses

Businesses that have opened and were not previously within the precinct.

Occupancy Rate

Defined as a percentage of all available occupiable commercial properties (residential not included) in a particular area that have a business actively trading from the premises.

Relocated Businesses

The total number of businesses that were previously operating within the Precinct and have since moved to another tenancy within the Precinct.

Turnover Rate

The number of new businesses and vacant tenancies as a percentage of the total number of tenancies within the Precinct.

Vacant Tenancy

Tenancies are noted as being vacant if:

- there is signage indicating that the tenancy or part of multi-tenancy building was for lease
- the tenancy had a 'leased' sign yet the premises was still vacant and the Council was not aware of a new business preparing to occupy the space, or
- the tenancy did not have any signage indicating it was for lease, however the space was vacant and the Council was not aware of a new business preparing to occupy the space.

Occupancy Rate



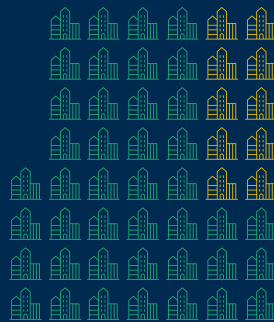
215

Total Tenancies

202

Total Businesses

Compared to **205** in 2021



10

New Businesses

Compared to **10** in 2021

13

Total Vacant Tenancies

Compared to **10** in 2021



11%

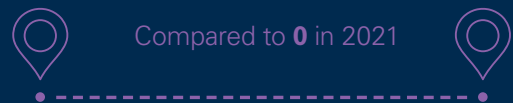
Turnover Rate

Compared to **9%** in 2021

1

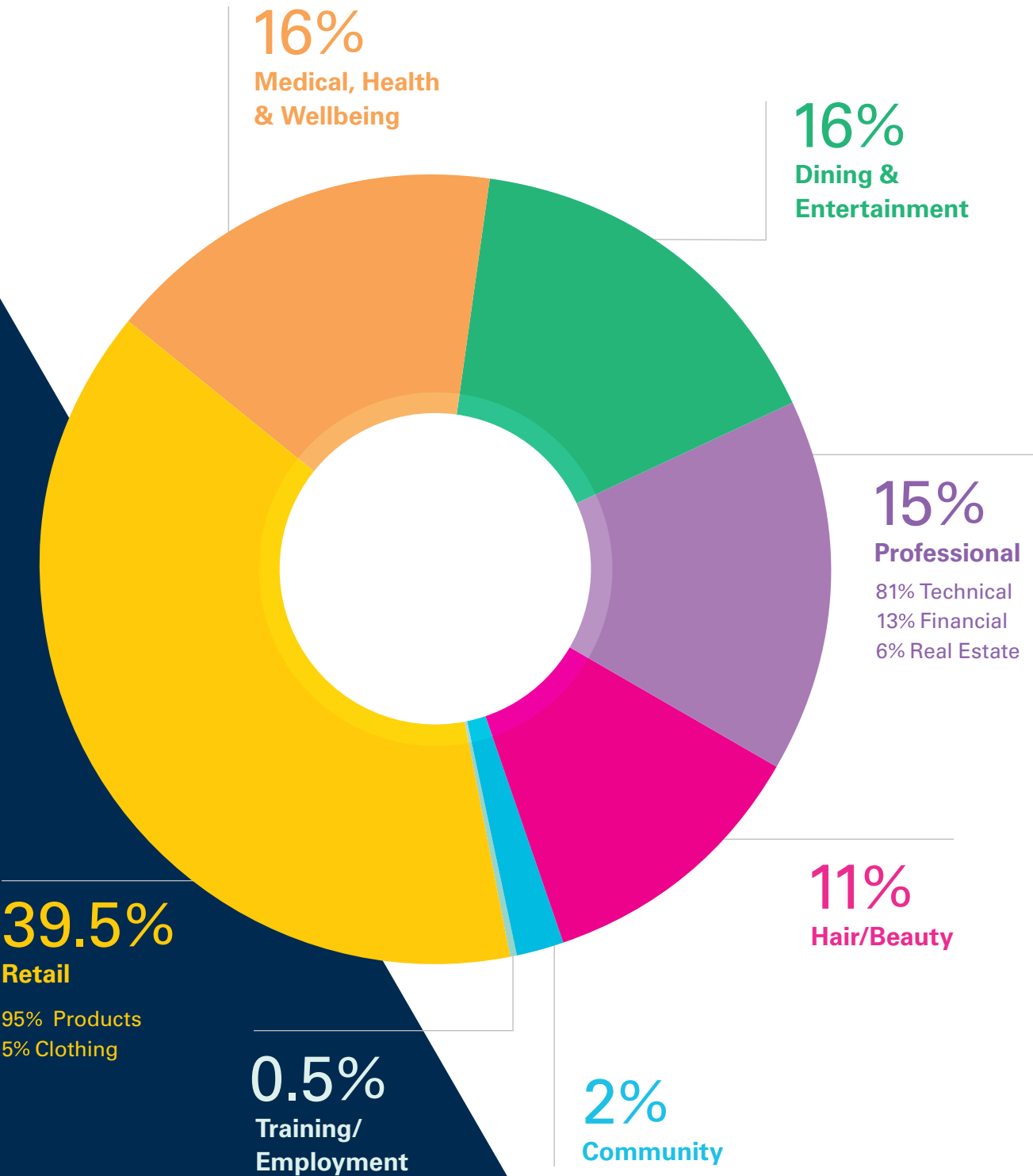
Relocated Business

Compared to **0** in 2021





Industry Mix

Magill Road consists of a variety of business industries as illustrated below.



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City of
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Payneham
& St Peters