



inColour

October 2023

Interact: AreaSearch.com.au/incolour/banks

CONCENTRICS

MARK BANK BANK BANK

Introduction

As an essential service for many Australians, structural changes in the physical banking sector, mostly centred around regional branch closures in recent years, elicit a strong public response. While the significant decline in physical cash deposits quoted in the media can be largely attributed to changes in technology and customer preferences, differing demographic, supply and demand profiles see certain regions, and their physical banking dependent populations, suffering to a far greater extent due to branch closures.

With an average of 8,208 people per bank, and a standard deviation of 4,135 in the effective population capture of the average catchment nationally, our research sees market dynamics varying markedly across the country's banks, with populations in growing, and higher density locations, as expected, being far less exposed to changes in the sector.

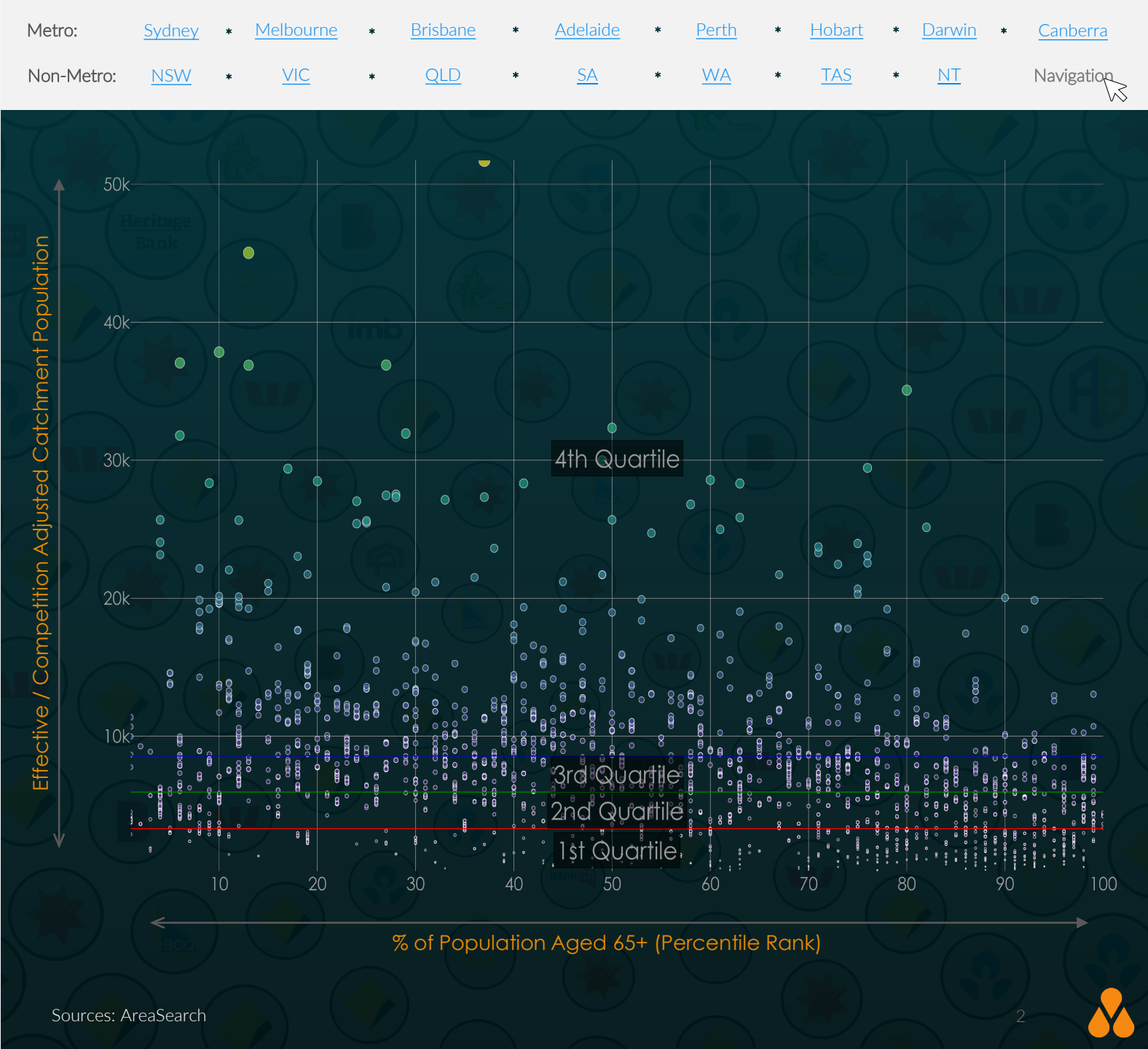
Putting retail performance in perspective on a sector-by-sector basis, the 'inColour' series aims to serve as a yardstick for those seeking to action assets and locations likely to outperform, while operating in a timely and efficient manner.

To help owners best secure and position assets, the AreaSearch approach to retail analysis looks beyond the standard 'population per store' approach commonly referred to in the industry. Instead, our approach which we call 'concentric radials', assesses each retail location and its competitiveness, by gauging proximity to, and likely capture of, its local target market considering the intersecting property catchments of each surrounding retailer in its peer group. This integral component of the assessment process draws on a deep database of **hundreds of thousands of retail locations** across the country, and cross-references that against every verified address and resident location in Australia.

We hope this approach provides a fresh perspective and opens new opportunities for our clients, such as that detailed overleaf. For those seeking further information on our process or results, please reach out at areasearch.com.au/contact

Covering 27 major bank retailers across 3,197 locations nationwide





77 Kildare Road, Blacktown, NSW

Last month our valued client, Revelop, used the AreaSearch concentric radials methodology and reporting to help identify and acquire 77 Kildare Road in Blacktown, a site the market had largely passed on, *secure a major 4,000sqm supermarket tenant prior to exchanging* and is now swamped with tenant enquiry...

AreaSearch's concentric radials methodology assesses any property instantly by dividing a catchment into 10 concentric rings per retailer then allocating the latest, address-level, population to each ring's 'share' divided by the competition that is intersected at each level. This is deemed the 'effective' population, with an accumulation figure also shown that gives guidance as to gains nearer the origin. In this report, we have run that analysis on Every Major Bank in Australia, which has shown some clear standout opportunities ... as well as a number of risks, **some of which show on assets currently for sale.**

An excerpt of this process is shown for Revelop's recent 77 Kildare Road acquisition. The effective population share for a potential supermarket on the site was assessed at 11,075 people, against an average across greater Sydney of 8,017 people per store, showing a clear opportunity for a supermarket and a number of other tenant categories. With the AI generated reporting available within an hour, Revelop were then able to gain internal comfort in the deal's viability and easily convey this to secure major tenants. While this analysis style is somewhat theoretical, we trust it can continue to add value to our clients' processes.

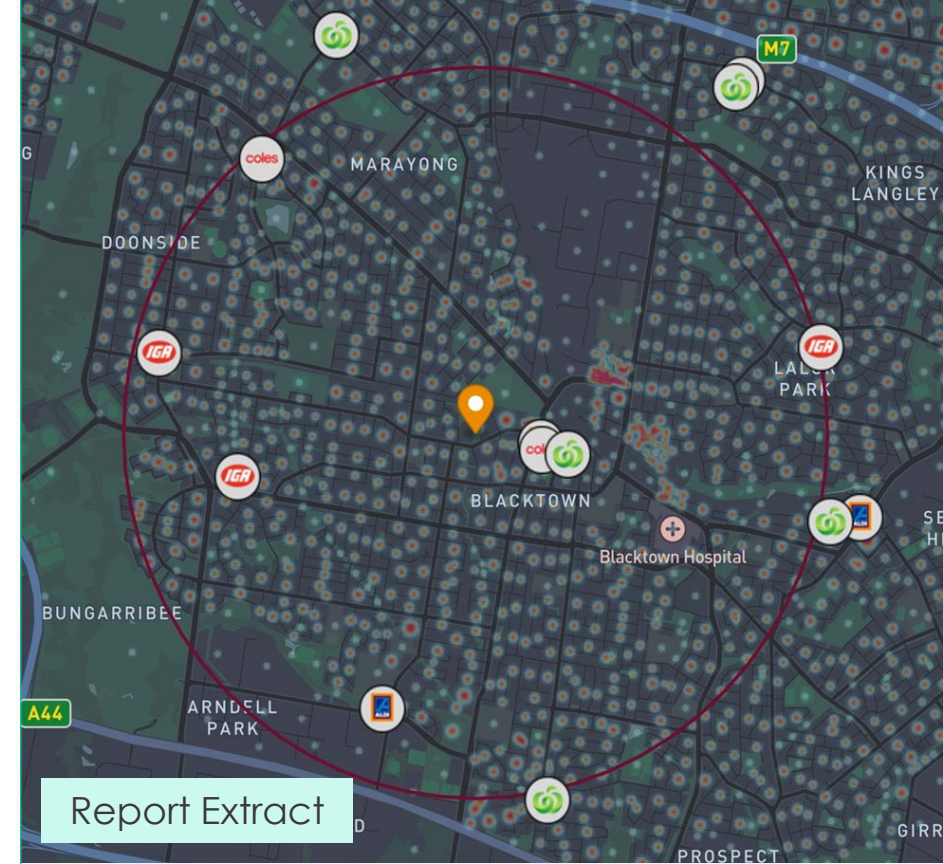
"We like deals where there is something the general market is missing, that tends to be when you can get a standout result be it in purchasing or leasing and 77 Kildare is a prime example."

Within one hour of looking at the site we had a 100+ page report that analysed and mapped every retail category highlighting clear opportunities for supermarket, liquor, gym and pharmacy especially, we then showed this to our supermarket client who promptly agreed and the deal was done. This is something that simply wasn't possible in 2022,"









*– Charbel Hazzouri,
Managing Director, Revelop*

REVELOP

Our thanks for sharing this case study



Report Extract

Operator	Distance Site Nearest	Population		Catch. Share Rng	
		Total	Effective Accum.	Effective	Accumulation
 site	0 549	83,767	11,075 18,790	13.2%	22.4%
 ALDI Blacktown	549 62	76,029	10,780 15,482	12.8%	18.5%
 Coles Blacktown	572 62	75,378	10,771 14,969	12.7%	17.9%
 Woolworths Blacktown	800 229	71,848	10,231 15,590	11.9%	18.6%
 IGA SUPA VALU Doonside	2,069 1,212	50,356	11,494 14,431	9.7%	17.2%
 ALDI Arndell Park	2,383 1,597	43,089	7,995 11,746	8.1%	14.0%
 IGA Doonside North	2,787 1,212	38,464	7,427 10,286	7.8%	12.3%
 Coles Doonside	2,917 1,201	32,615	6,904 9,868	6.2%	10.3%

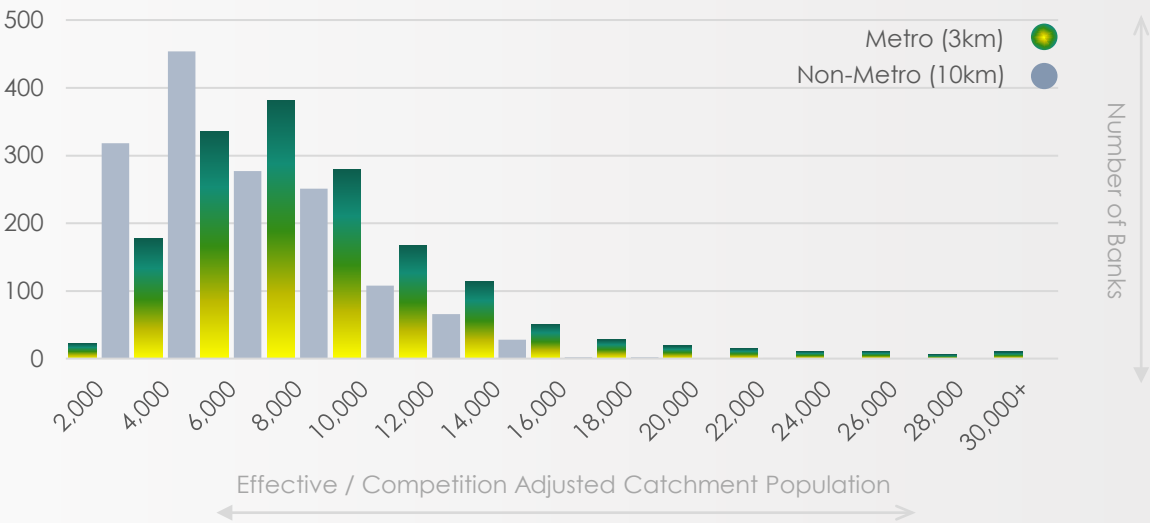
City & State Trends

View interactive detail: AreaSearch.com.au/incolour/banks

Covering a total of 3,197 banks in Australia, the research summarised in this report has revealed notable differences in market composition across the country, highlighting the need for operators to select a location-appropriate approach when seeking to expand into new regions, or optimise existing assets. The 'population per store' indicator, a critical consideration of many retail operators, showed significant variation across regions, ranging from averages of 8,561 (Darwin) to 11,392 (Perth) across the greater capital regions and 3,817 (SA) to 9,210 (NT) across non-metro regions. Naturally, the average travel distance required to reach critical mass was found to differ to an even greater extent across the country, though with variations in population density playing a key role.

The key takeaways from this report, however, are those gleaned at the catchment level, when assessing the primary trade areas of each Bank in light of its surrounding competitors and their respective trade areas. Analysis on this basis revealed significant differences among the country's operators with the standard deviation in effective/competition and proximity adjusted population per store amounting to 60.4% of the average in metro regions and 83.0% in non-metro regions. The following pages look further into the trends observed at the sub-regional level across each state highlighting differences in typical catchment competitiveness.

Number of Stores By Effective Population Cohort



Sources: ABS / AreaSearch

			Average Catchment Metrics *				
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m) **
Greater Sydney	524	10,196	719,237	15.1	10,120	3,143	598
Greater Melbourne	471	10,801	560,708	11.4	10,795	3,502	1,347
Greater Brisbane	261	10,213	403,115	9.9	10,066	3,129	1,274
Greater Adelaide	140	10,205	355,143	8.8	10,156	2,376	1,005
Greater Perth	197	11,392	366,494	8.1	11,132	2,303	928
Greater Hobart	26	9,824	110,416	5.6	8,634	955	1,862
Greater Darwin	18	8,361	59,318	4.9	7,854	2,446	854
Australian Capital Territory	51	9,049	213,037	7.9	9,186	1,847	447
Non-Metro NSW	541	5,333	57,449	5.6	4,368	2,439	7,775
Non-Metro Vic.	251	6,363	32,247	3.3	5,214	3,870	10,540
Non-Metro Qld	421	6,482	87,625	6.0	5,539	3,168	12,591
Non-Metro SA	106	3,817	11,944	4.1	2,481	1,578	14,180
Non-Metro WA	135	4,184	14,791	3.8	3,110	2,590	26,094
Non-Metro Tas.	44	7,316	29,844	2.9	5,533	3,651	19,036
Non-Metro NT	11	9,210	18,738	4.3	4,077	936	114,269

* Metro - 3km Radial / Non-Metro - 10km Radial
** distance to 3 nearest



'Cash-Free' & 'At-Risk' Locations

Given the current media attention, we felt it appropriate to include a comment on bank closures which have resulted in decreasing physical banking activity in recent years, putting regional areas and particularly their more vulnerable populations at risk. The below tables list some of the top 'At-Risk' and 'Cash-Free' locations revealed in our analysis. These are areas at risk of being left with no banks due to low population counts, and those in which there are already no banking options, some of which possess populations higher than 10,000! This highlights the gravity of the situation in regional areas, suggesting many local branches are likely not viable from a business perspective. Due to the outsized impact on vulnerable, older cohorts, however, it is important the country's operators adopt a transparent and integrated approach to ensure these communities are adequately looked after. In total, we have identified 453 banks which serve populations of under 2,500, all located in regional Australia. This is just over half the market size of the average non-metro bank.

Cash-Free – Top 15 of 35

Suburb	State	Est. Population (Aug-23)	Dist. to Nearest Branch (km)
Butler	WA	14,127	6.6
Manor Lakes	VIC	13,846	7.6
Gracemere	QLD	12,456	11
Banksia Grove	WA	12,259	6.3
Yanchep	WA	11,878	18.5
Urangan	QLD	11,864	5.9
Alkimos	WA	11,809	8.6
Medowie	NSW	11,534	15
Aberfoyle Park	SA	11,239	8.1
Kelso	QLD	10,966	7.4
Dalyellup	WA	10,326	8.2
Aintree	VIC	9,665	8.4
Bargara	QLD	9,589	11.8
Kalkallo	VIC	8,707	10.7
Lennox Head	NSW	7,907	11.7

At-Risk – Top 15 of 453

Suburb	State	Est. Population (Aug-23)	Dist. to Nearest Branch (km)
Tambellup	WA	294	34.3
Tambo	QLD	324	101
Kondinin	WA	335	23.8
Mukinbudin	WA	351	69
Kulin	WA	356	69
Aramac	QLD	362	67.4
Lake Bolac	VIC	364	25.5
Augathella	QLD	397	75.5
Narembeen	WA	425	54.3
Injune	QLD	430	104
Willaura	VIC	431	25.5
Mungindi	NSW	483	119
Minyip	VIC	517	20.7
Goomalling	WA	527	23.2
Rupanyup	VIC	528	17.2



Greater Sydney

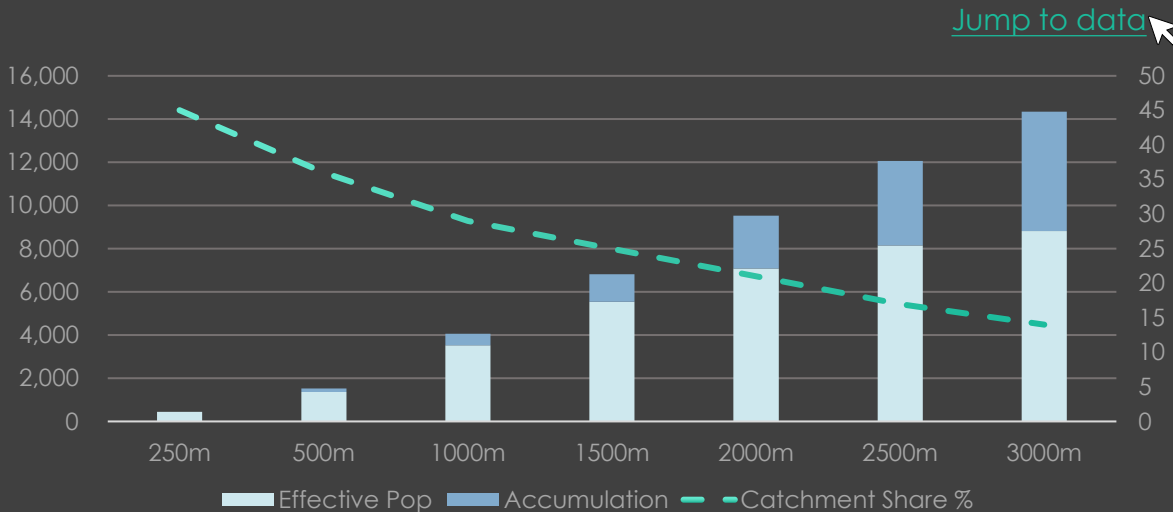
A total of 524 banks were identified in Greater Sydney while high variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 5,264 in the Central Coast region to 14,853 in Sydney - South West across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Sydney was found to deviate at a fairly standard rate of 61.6% from the average level recorded across all of the region's bank locations which results in most catchment effective population counts falling within the 3,400 to 14,200 range.

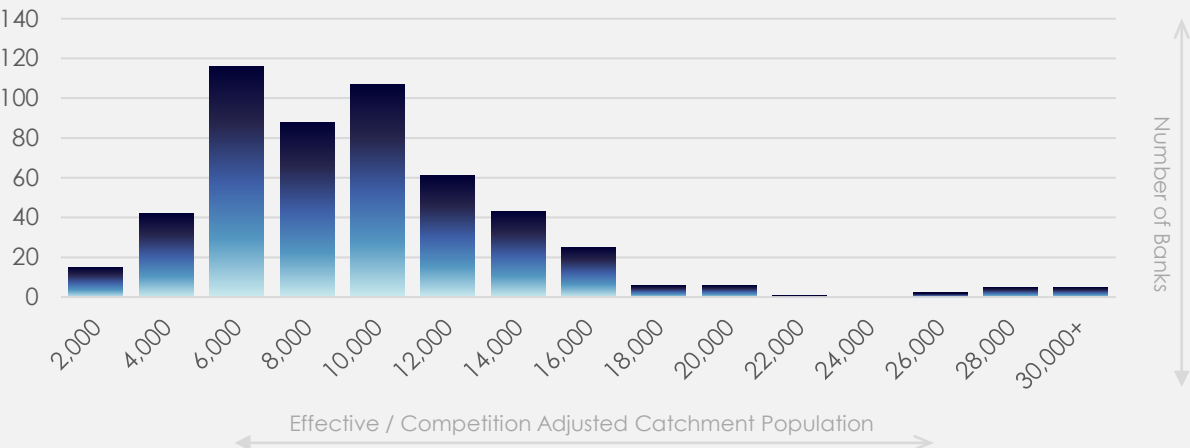


- Commonwealth.. - 134
- St George - 74
- Westpac - 72
- ANZ - 69
- Other - 175

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 3km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Baulkham Hills and Hawkesbury	24	11,511	601,417	5.9	12,326	1,443	877
Blacktown	21	20,208	616,669	9.4	15,933	1,359	796
City and Inner South	73	4,685	1,117,231	43.0	8,059	855	261
Eastern Suburbs	24	11,005	805,909	15.7	6,016	379	499
Inner South West	41	14,884	991,243	9.2	11,446	586	344
Inner West	43	7,125	1,251,564	20.2	10,071	636	381
North Sydney and Hornsby	50	8,538	775,551	12.2	7,926	322	452
Northern Beaches	32	8,227	353,588	9.4	6,779	923	464
Outer South West	24	12,854	215,834	5.8	13,198	2,841	1,271
Outer West and Blue Mountains	31	10,894	166,927	5.8	11,982	4,014	1,028
Parramatta	44	11,380	947,860	16.3	11,411	906	543
Ryde	21	9,776	867,811	7.5	9,212	604	429
South West	29	17,060	633,672	6.4	16,360	1,935	802
Sutherland	23	10,100	424,813	10.1	9,689	1,692	915
Central Coast	44	7,948	127,596	6.1	7,804	1,338	843



Regional New South Wales

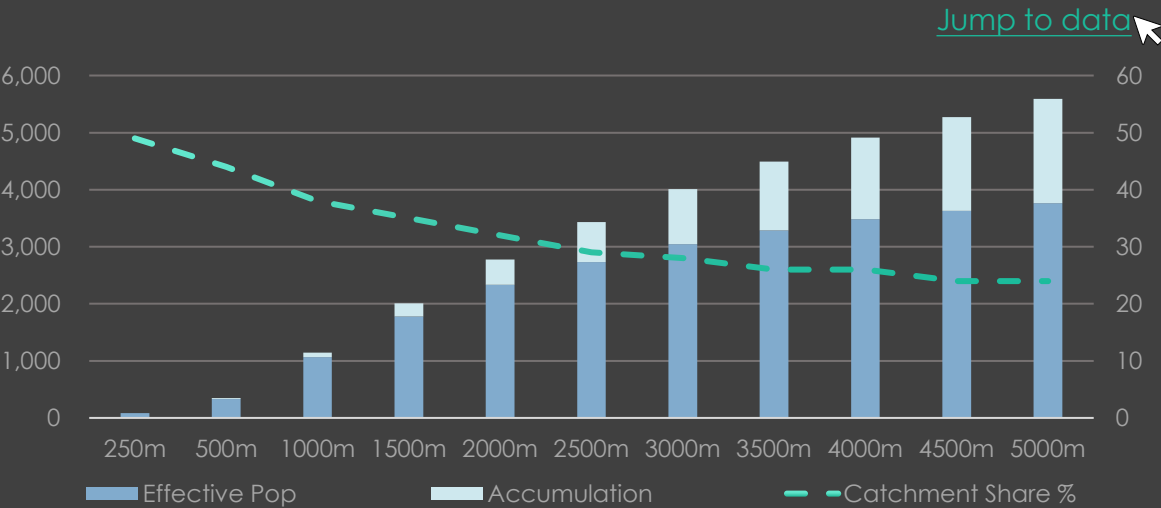
Our latest research has identified a total of 541 banks in Regional NSW and high variance in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 2,539 in the New England and North West region to 8,016 in Illawarra across an adopted 10.0km catchment range.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional NSW was found to deviate to a lower extent (~ 24.1%) from the average level recorded across all of the region's bank locations. This sees the majority of catchment effective population counts falling within the 1,900 to 6,700 range.

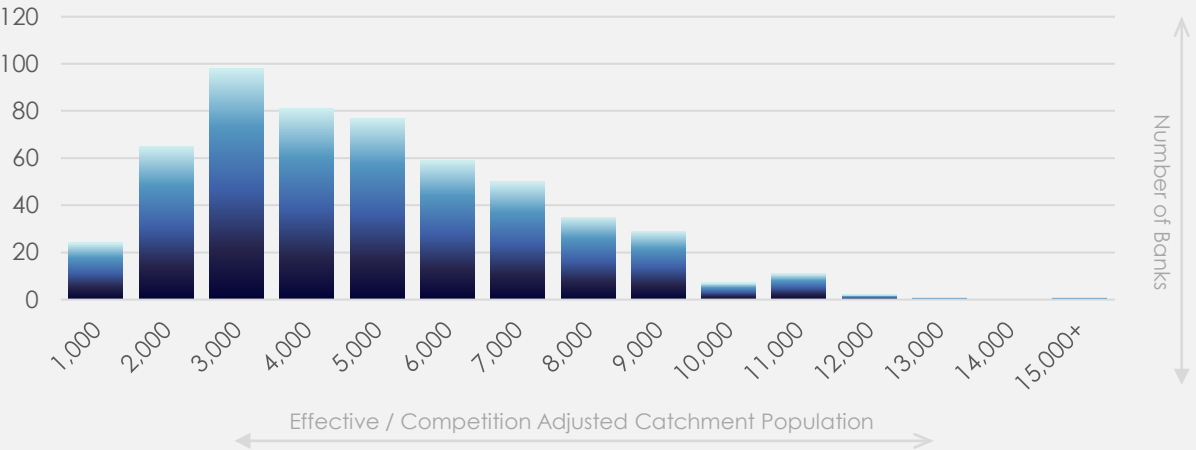


Commonwealth.. - 113
NAB - 81
Westpac - 62
Greater Bank - 51
Other - 234

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Average 10km Catchment Metrics						
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Capital Region	54	4,508	18,226	4.7	3,108	1,813	8,602
Central West	42	5,130	20,764	4.5	3,679	1,601	9,983
Coffs Harbour - Grafton	22	6,738	32,577	6.3	5,283	2,143	4,855
Far West and Orana	36	3,279	15,502	4.4	2,587	1,666	31,567
Hunter Valley exc Newcastle	57	5,319	42,200	5.3	4,462	2,057	2,278
Illawarra	39	8,227	130,764	5.3	8,017	751	1,892
Mid North Coast	40	5,855	25,027	5.5	4,481	2,105	4,491
Murray	19	6,596	32,932	3.8	4,770	4,364	19,706
New England and North West	56	3,367	16,770	5.3	2,539	1,328	9,741
Newcastle and Lake Macquarie	69	5,787	216,083	9.4	5,745	1,341	949
Richmond - Tweed	41	6,346	36,763	6.1	4,558	1,649	2,218
Riverina	40	4,131	16,538	3.6	3,503	3,167	14,169
Southern Highlands and Shoalhaven	26	6,272	30,732	5.6	4,965	2,252	2,045



Greater Melbourne

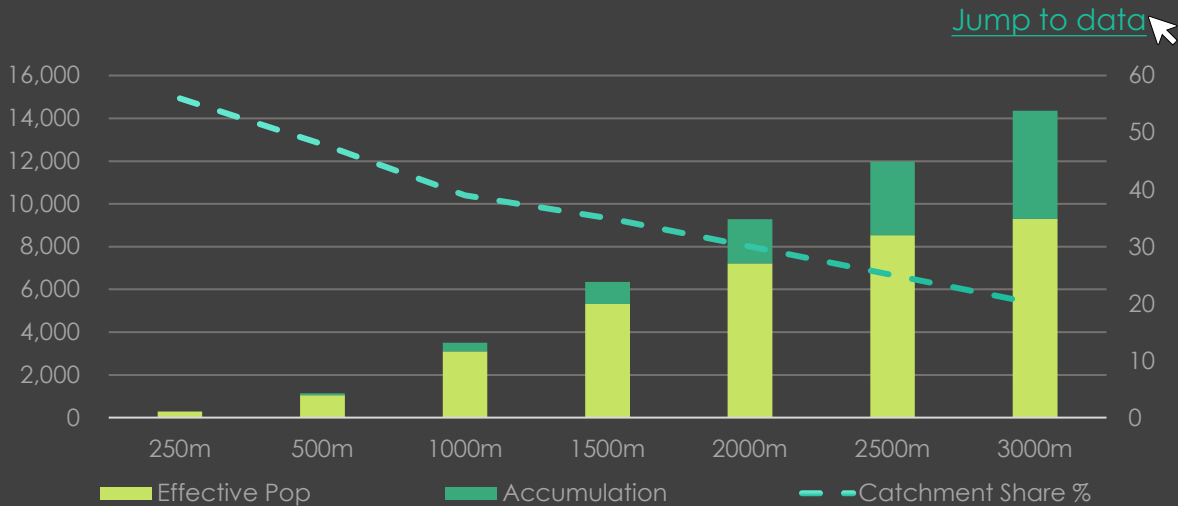
Our latest research has identified a total of 471 banks in Greater Melbourne and noticeable variance in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 6,696 in the Melbourne - Inner region to 11,596 in Melbourne - West across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Melbourne was found to deviate to a lower extent (~ 54.4%) from the average level recorded across all of the region's bank locations which results in the majority of catchment effective population counts falling within the 4,200 to 14,200 range.

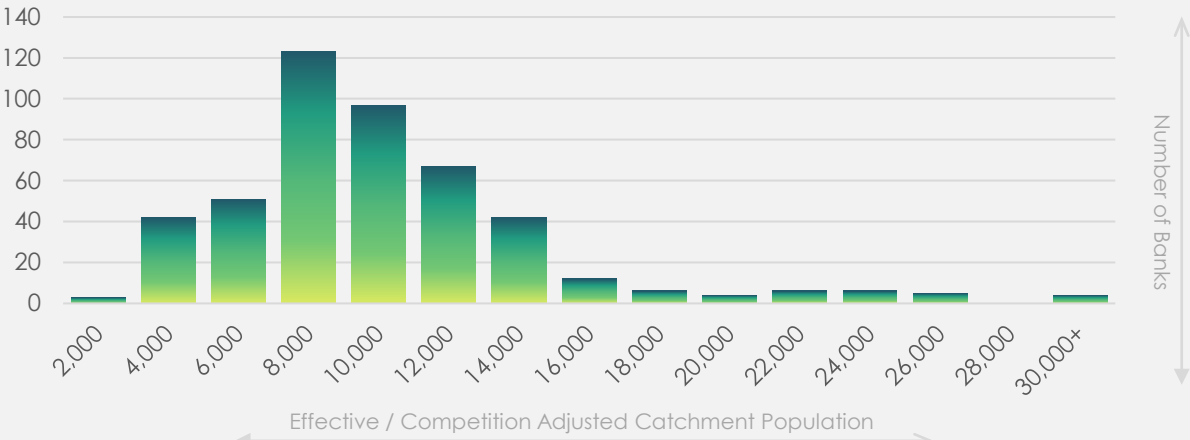


Commonwealth.. - 116
ANZ - 75
NAB - 73
Westpac - 73
Other - 134

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 3km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Inner	88	7,255	975,253	36.5	8,744	979	457
Inner East	44	8,670	831,785	9.0	9,589	497	561
Inner South	43	10,041	678,638	8.7	8,913	1,192	681
North East	41	13,576	500,145	4.8	12,211	2,825	2,373
North West	33	13,440	366,288	5.4	12,429	4,416	2,151
Outer East	54	9,679	330,158	4.4	9,001	2,565	2,049
South East	75	11,926	440,080	5.3	12,644	3,897	1,783
West	64	14,157	403,665	4.8	13,450	4,417	913
Mornington Peninsula	29	10,775	111,329	3.4	10,484	3,396	2,376



Regional Victoria

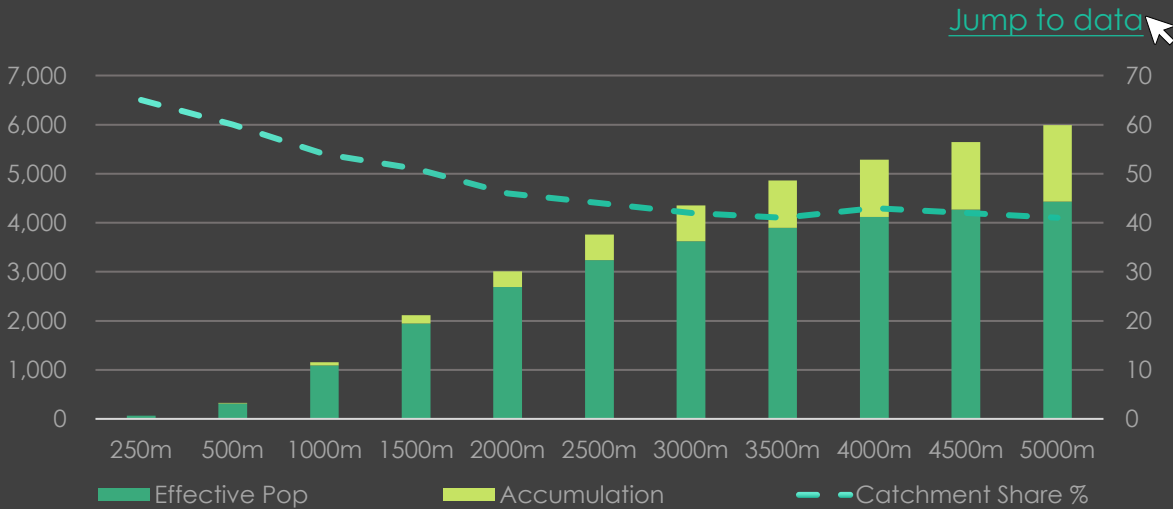
A total of 251 banks were identified in Regional Vic. while high variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 2,670 in the North West region to 9,590 in Geelong across an adopted 10.0km catchment range.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional Vic. was found to deviate to a lower extent (~ 35.8%) from the average level recorded across all of the region's bank locations which sees the bulk of catchment effective population counts falling within the 1,300 to 8,900 range.

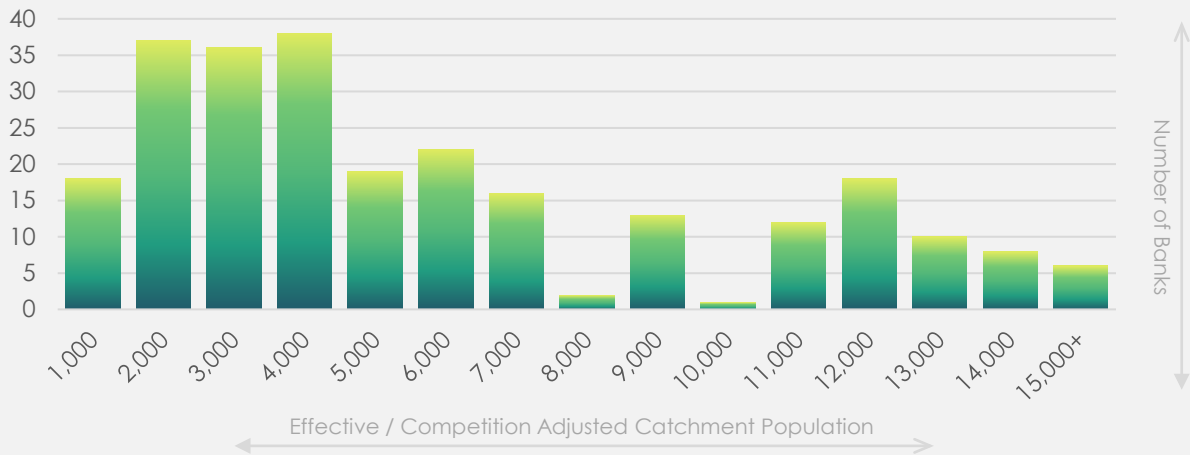


Commonwealth.. - 71
Bendigo Bank - 59
NAB - 56
ANZ - 28
Other - 37

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Ballarat	23	7,716	53,702	3.7	6,752	4,308	8,178
Bendigo	16	10,600	53,166	3.9	8,581	4,945	12,083
Geelong	33	10,227	100,076	4.1	9,591	3,601	5,177
Hume	32	5,829	16,619	2.8	3,661	2,327	11,738
Latrobe - Gippsland	46	6,629	16,888	3.1	5,065	2,890	7,539
North West	47	3,296	10,668	2.7	2,670	2,617	19,726
Shepparton	26	5,324	18,628	3.0	5,041	3,347	8,596
Warrnambool and South West	28	4,563	14,693	3.4	3,316	1,527	7,867



Greater Brisbane

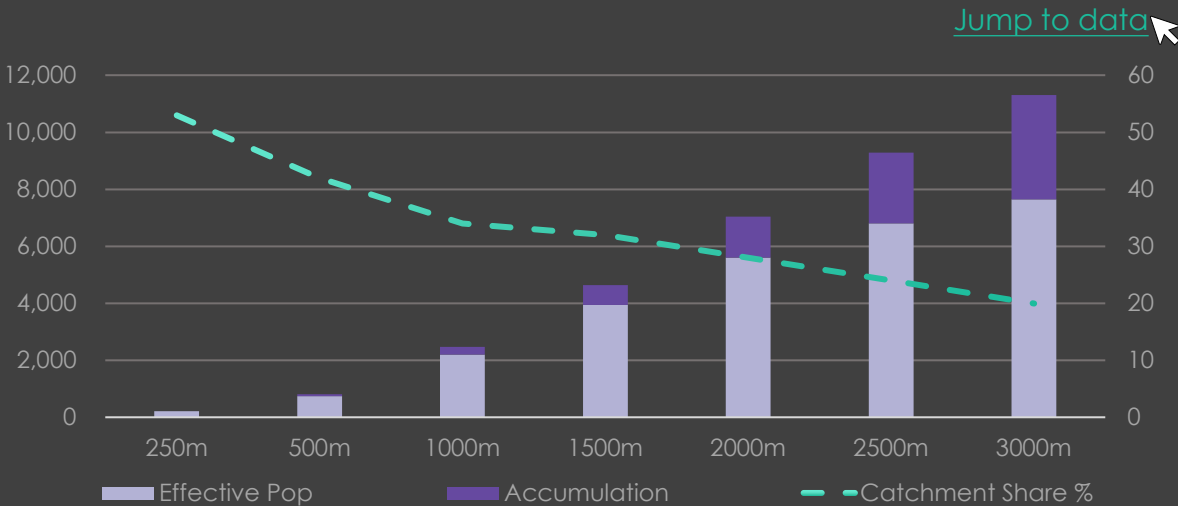
A total of 261 banks were identified in Greater Brisbane while moderate variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 6,382 in the Logan - Beaudesert region to 9,868 in Brisbane - North across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Brisbane was found to deviate at a fairly standard rate of 59.5% from the average level recorded across all of the region's bank locations with the bulk of catchment effective population counts falling within the 3,400 to 12,200 range.

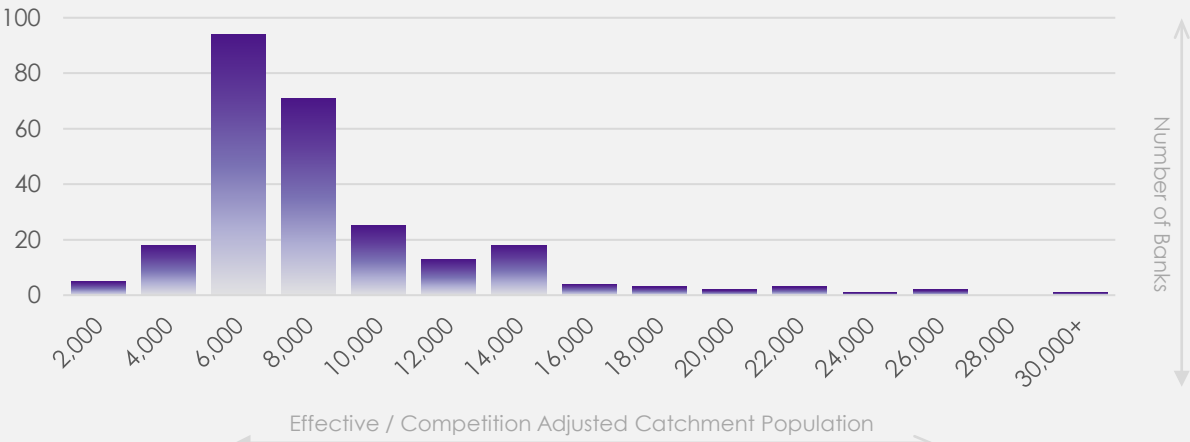


Bank of Queensland - 49
Commonwealth Bank - 47
Westpac - 29
ANZ - 28
Other - 108

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Average 3km Catchment Metrics						
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
East	20	12,376	185,380	5.5	9,554	2,229	1,305
North	18	12,921	501,941	10.6	9,682	1,012	962
South	48	8,071	541,841	10.5	8,677	927	478
West	26	7,480	493,110	8.2	8,374	898	630
Inner City	44	7,022	700,954	21.9	9,056	366	328
Ipswich	31	12,657	171,749	4.5	10,810	2,275	4,463
Logan - Beaudesert	36	10,851	258,747	6.4	11,194	5,919	1,209
Moreton Bay - North	20	14,130	126,635	5.8	12,165	3,983	1,681
Moreton Bay - South	18	12,720	312,640	6.6	13,760	1,990	1,103



Regional Queensland

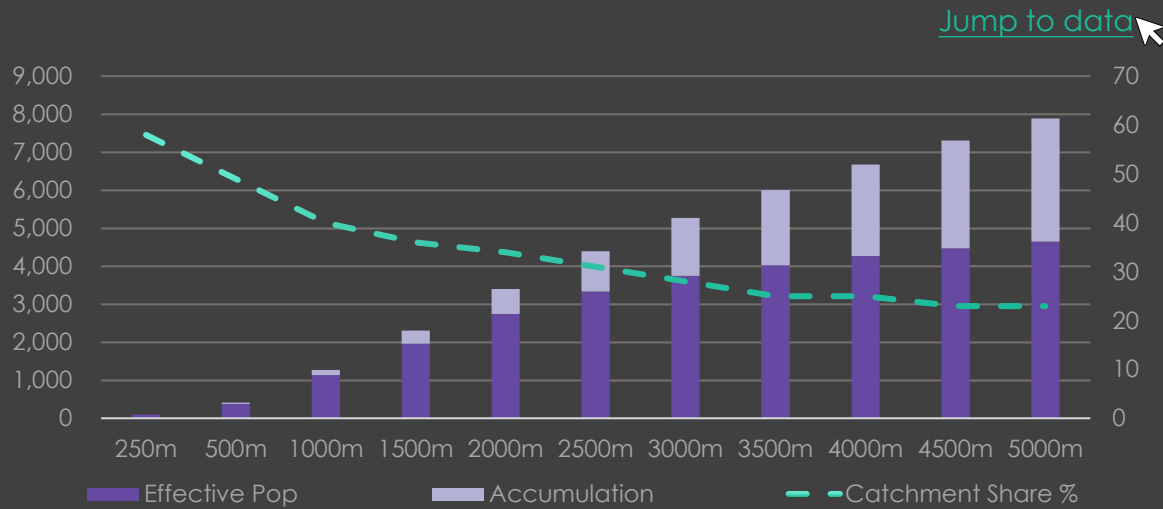
A total of 421 banks were identified in Regional Qld while high variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 1,673 in the Queensland - Outback region to 8,591 in Gold Coast across an adopted 10.0km catchment range.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional Qld was found to deviate to a lower extent (~ 31.5%) from the average level recorded across all of the region's bank locations resulting in most catchment effective population counts falling within the 2,400 to 8,700 range.

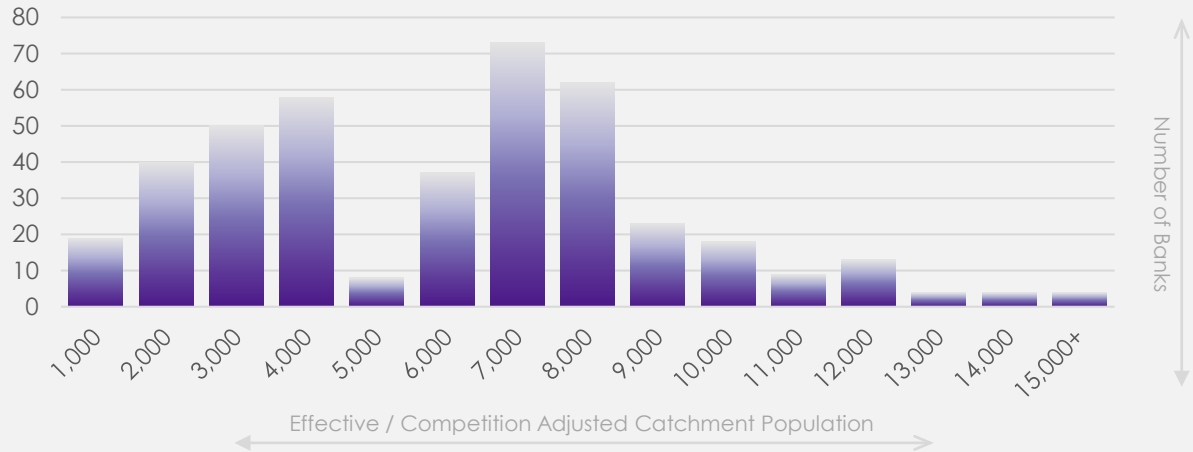


- NAB - 74
- Commonwealth - 63
- Westpac - 54
- ANZ - 48
- Other - 182

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Cairns	42	6,260	49,178	4.9	5,296	3,176	4,768
Darling Downs - Maranoa	43	3,077	7,657	3.9	1,910	925	13,106
Central Queensland	37	6,404	32,970	5.7	4,847	2,117	8,237
Gold Coast	78	8,613	247,366	6.8	8,592	2,175	1,116
Mackay Isaac Whitsunday	32	5,858	42,784	7.0	4,345	1,867	7,179
Outback	26	3,161	4,879	2.0	1,674	1,252	123,900
Sunshine Coast	53	7,979	102,041	6.0	7,782	2,193	1,733
Toowoomba	26	6,482	99,551	11.2	6,156	2,583	1,055
Townsville	30	8,088	90,645	5.5	6,560	3,333	5,285
Wide Bay	54	5,945	32,762	6.6	4,189	1,950	7,704



Greater Perth

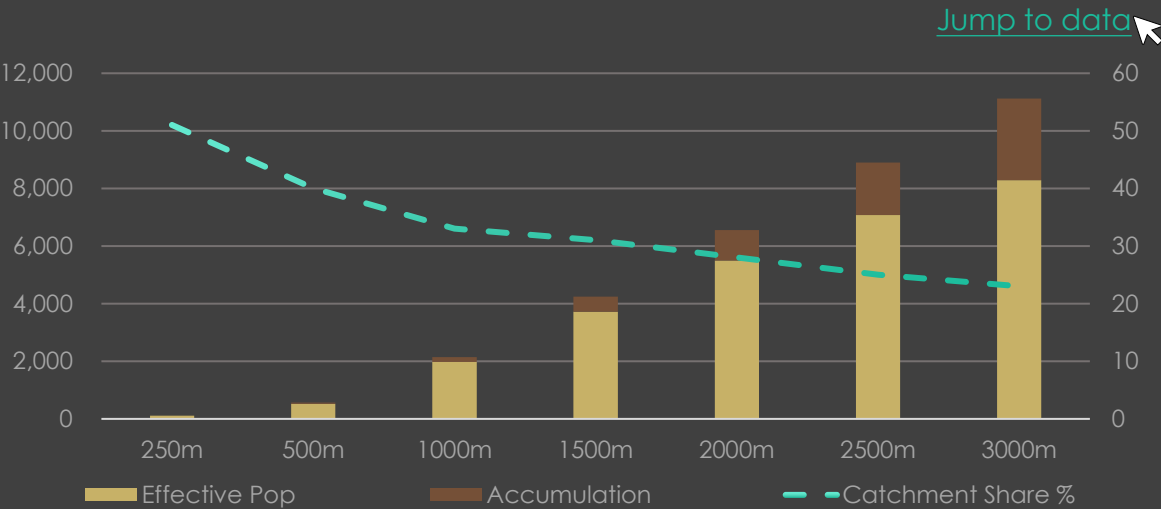
Our latest research has identified a total of 197 banks in Greater Perth and high variance in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 5,326 in the Perth - Inner region to 10,136 in Perth - South East across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Perth was found to deviate at a fairly standard rate of 60.7% from the average level recorded across all of the region's bank locations resulting in the bulk of catchment effective population counts falling within the 3,300 to 12,900 range.

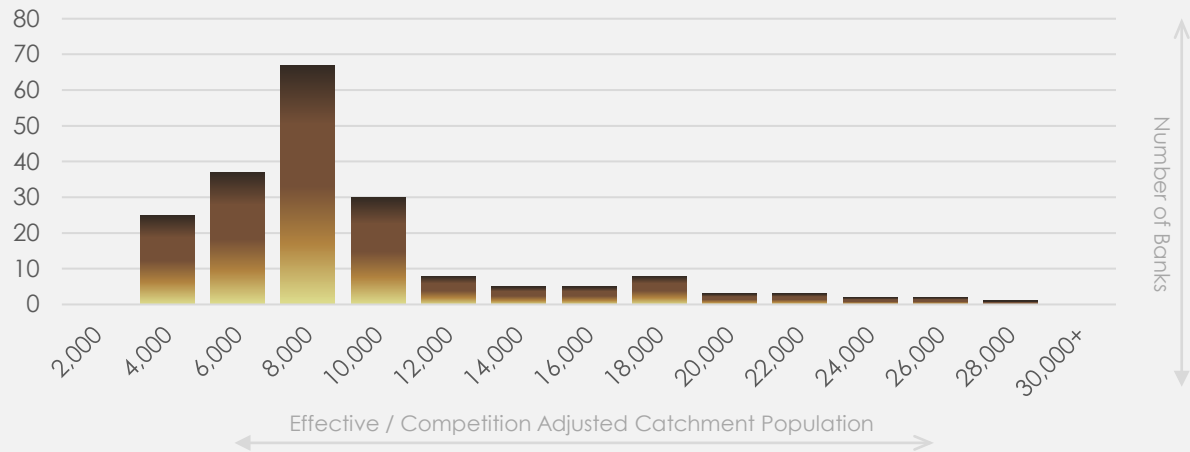


- Bankwest - 34
- Commonwealth.. - 32
- Westpac - 28
- NAB - 25
- Other - 78

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Average 3km Catchment Metrics						
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Mandurah	10	11,534	84,839	6.6	10,483	1,953	2,085
Inner	36	5,338	546,033	18.1	9,042	623	302
North East	26	11,436	332,476	6.7	11,301	1,470	947
North West	44	13,775	373,832	6.3	11,467	1,869	430
South East	41	13,683	380,656	5.1	11,927	2,423	1,259
South West	40	11,807	274,844	5.6	11,882	2,940	1,398



Regional Western Australia

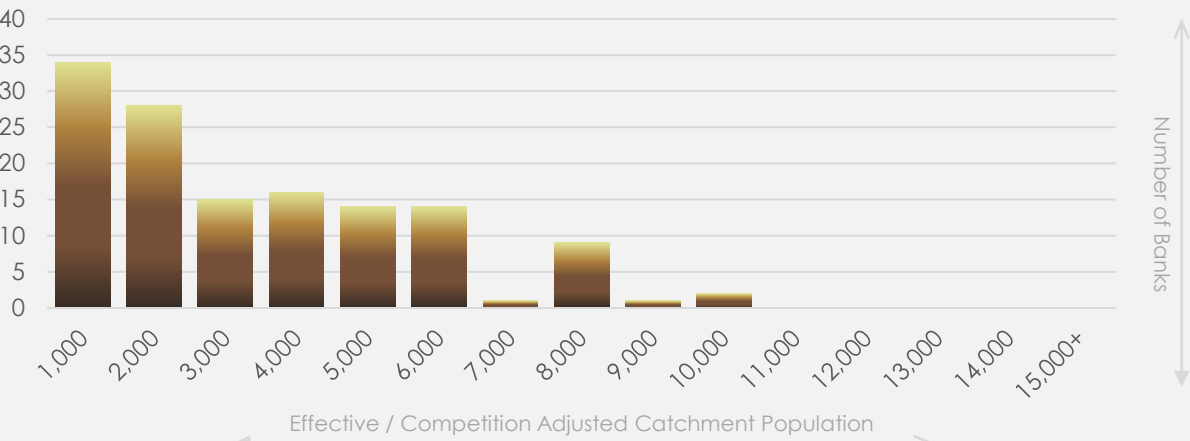
Our latest research has identified a total of 135 banks in Regional WA and high variance in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 1,551 in the Western Australia - Wheat Belt region to 4,811 in Bunbury across an adopted 10.0km catchment range. The region's remoteness should be noted when assessing these results, however, with further investigation into factors such as typical customer travel trends recommended for determining the effective catchment range of specific operations.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional WA was found to deviate to a lower extent (~ 23.3%) from the average level recorded across all of the region's bank locations. This sees the bulk of catchment effective population counts falling within the 500 to 5,600 range.



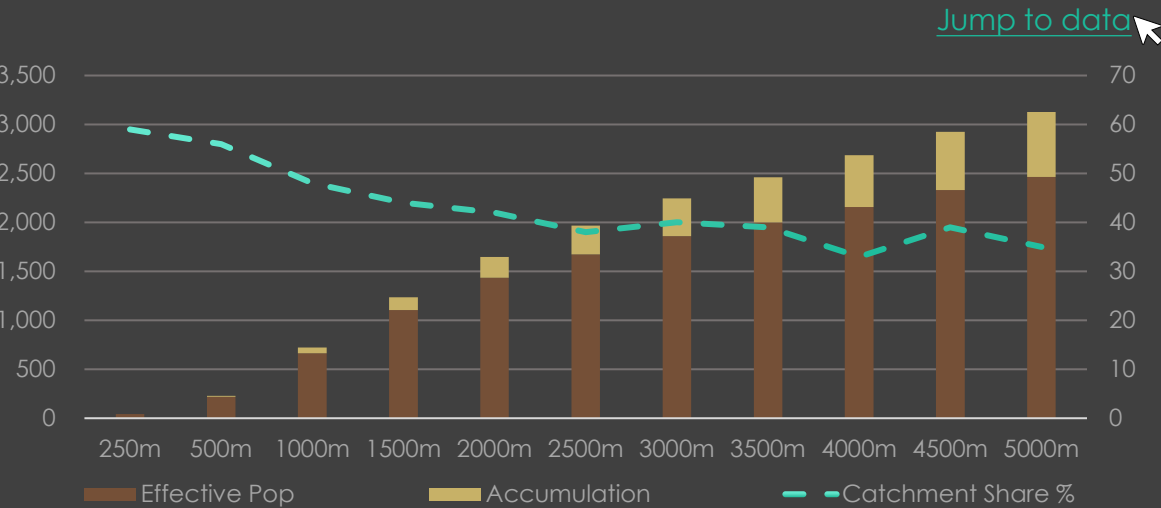
Bankwest - 34
Commonwealth.. - 32
Westpac - 28
NAB - 25
Other - 78

Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Bunbury	36	5,532	26,023	4.5	4,812	3,160	8,216
Wheat Belt	57	2,510	6,296	3.1	1,551	1,635	23,971
Outback North	19	5,150	12,357	3.6	3,455	1,093	57,119
Outback South	23	5,427	20,275	4.6	4,022	2,278	33,707

Average Store Catchment Capture



Greater Adelaide

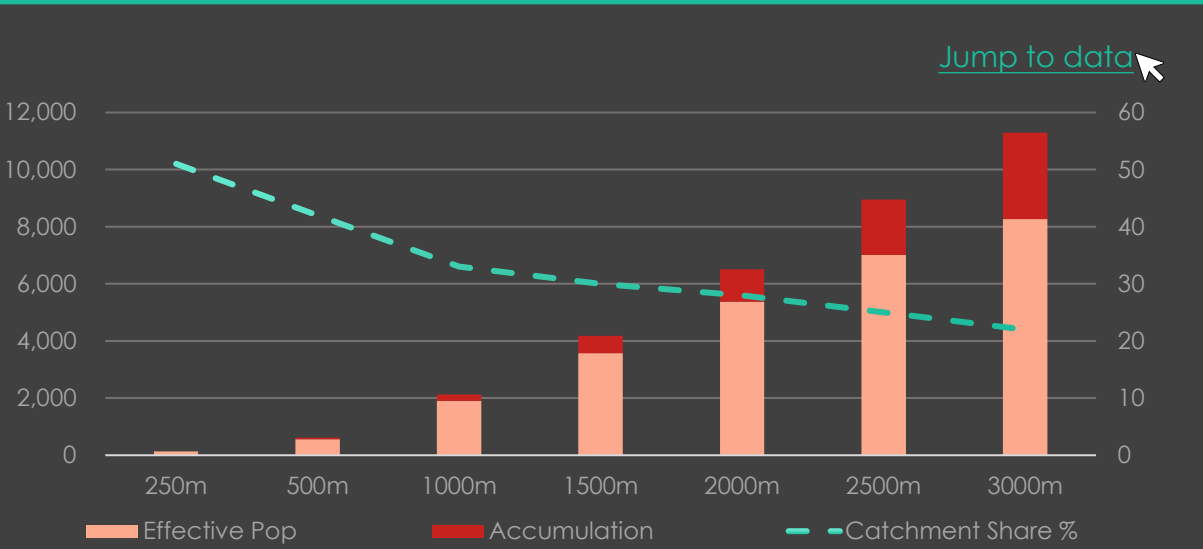
A total of 140 banks were identified in Greater Adelaide while considerable variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 6,271 in the Adelaide - Central and Hills region to 11,613 in Adelaide - West across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Adelaide was found to deviate to a greater extent (~ 65.7%) from the average level recorded across all of the region's bank locations resulting in the majority of catchment effective population counts falling within the 2,900 to 13,400 range.

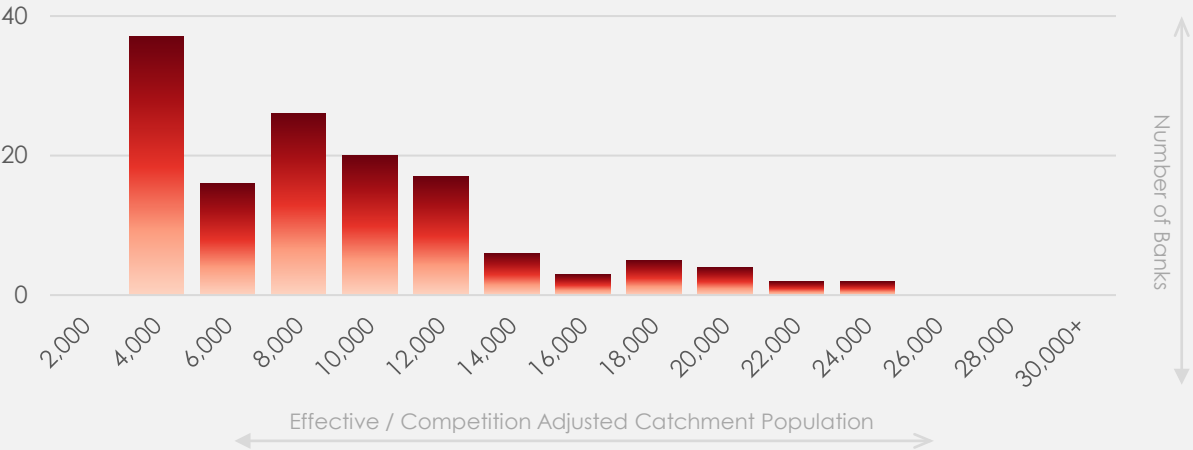


- Bank SA - 26
- Commonwealth.. - 26
- Westpac - 19
- NAB - 18
- Other - 51

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 3km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Central and Hills	55	5,840	464,474	14.7	9,595	1,819	745
North	34	13,906	253,938	5.8	11,485	3,208	981
South	34	11,273	267,904	4.6	10,312	1,986	1,392
West	17	14,788	378,311	4.2	8,999	1,489	1,121



Regional South Australia

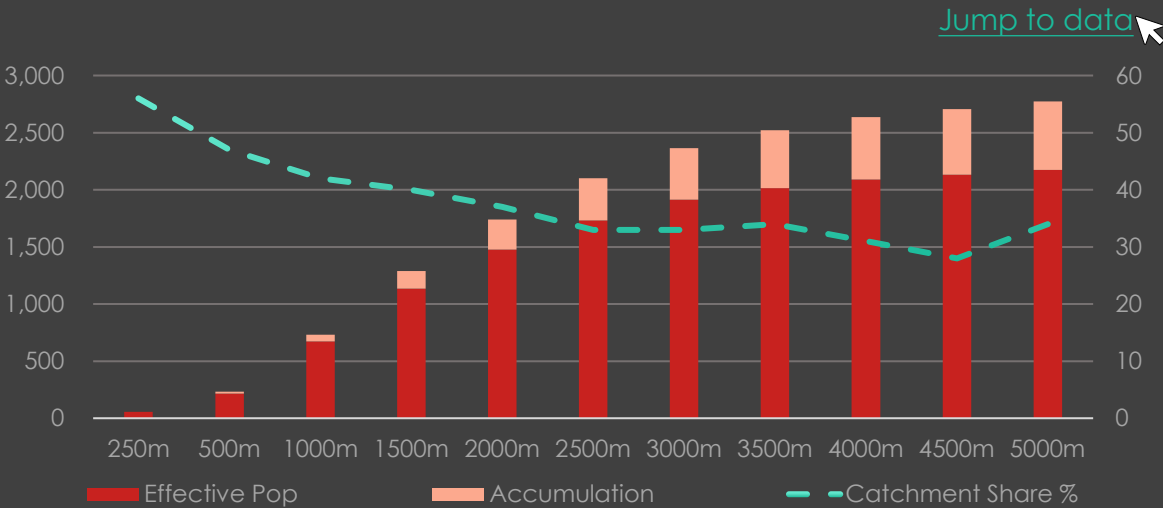
A total of 106 banks were identified in Regional SA while notable variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 2,092 in the Barossa - Yorke - Mid North region to 2,957 in South Australia - South East across an adopted 10.0km catchment range. The region's remoteness should be noted when assessing these results, however, with further investigation into factors such as typical customer travel trends recommended for determining the effective catchment range of specific operations.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional SA was found to deviate to a lower extent (~ 15.5%) from the average level recorded across all of the region's bank locations which results in the bulk of catchment effective population counts falling within the 900 to 3,400 range.

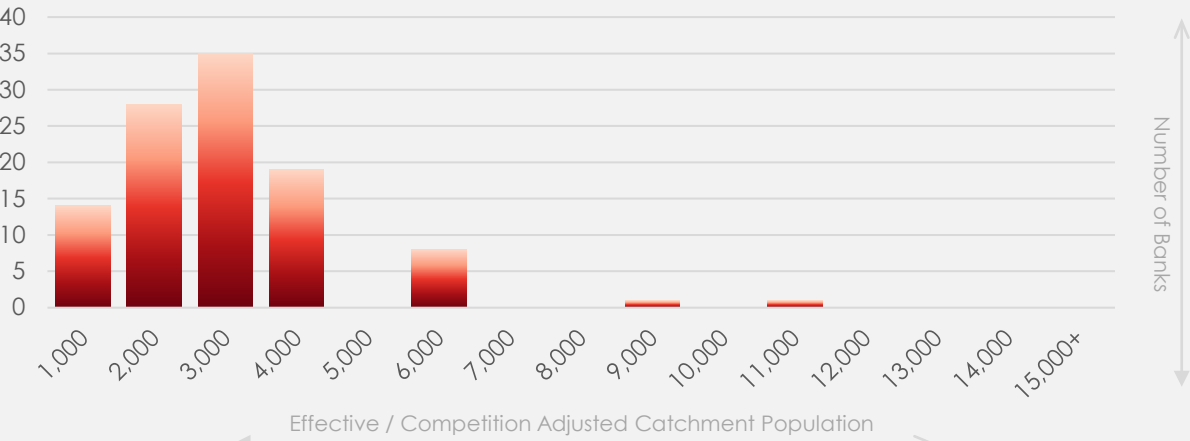


- Bank SA - 30
- ANZ - 24
- NAB - 13
- Commonwealth.. - 12
- Other - 27

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Barossa Yorke - Mid North	29	4,075	9,298	3.6	2,093	1,097	9,278
Outback	30	2,859	12,357	4.1	2,111	883	23,411
South East	47	4,269	13,314	4.5	2,957	2,010	11,313



Greater Hobart

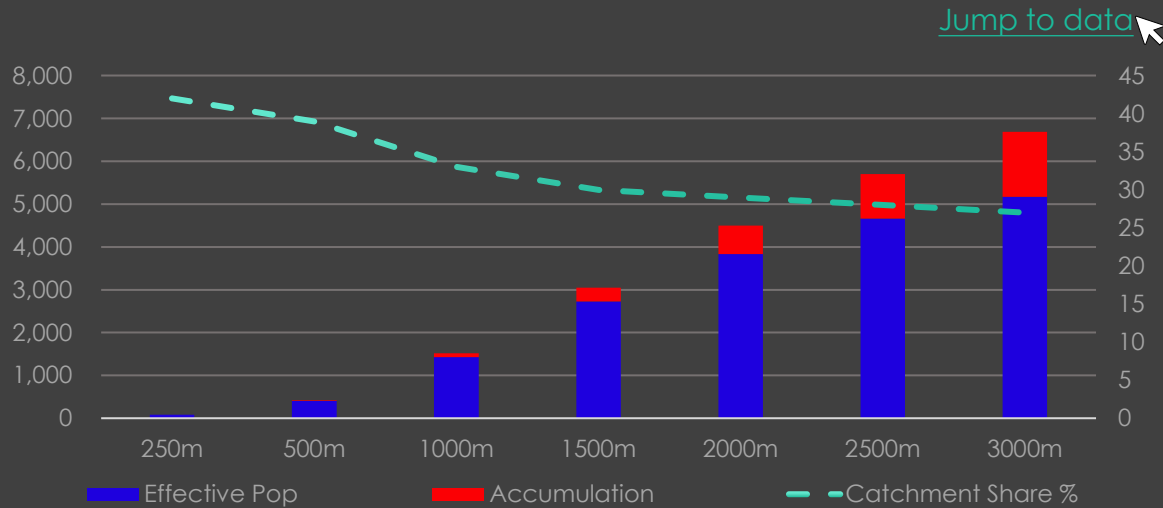
While the small relative sample size should be noted, a total of 26 banks were identified in Greater Hobart with significant variance observed in the average market composition among them and an effective (competition adjusted) population per bank catchment ranging from 2,030 to 14,801 across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Hobart was found to deviate to a lower extent (~ 47.5%) from the average level recorded across all of its bank locations which sees the bulk of catchment effective population counts falling within the 4,100 to 6,800 range.

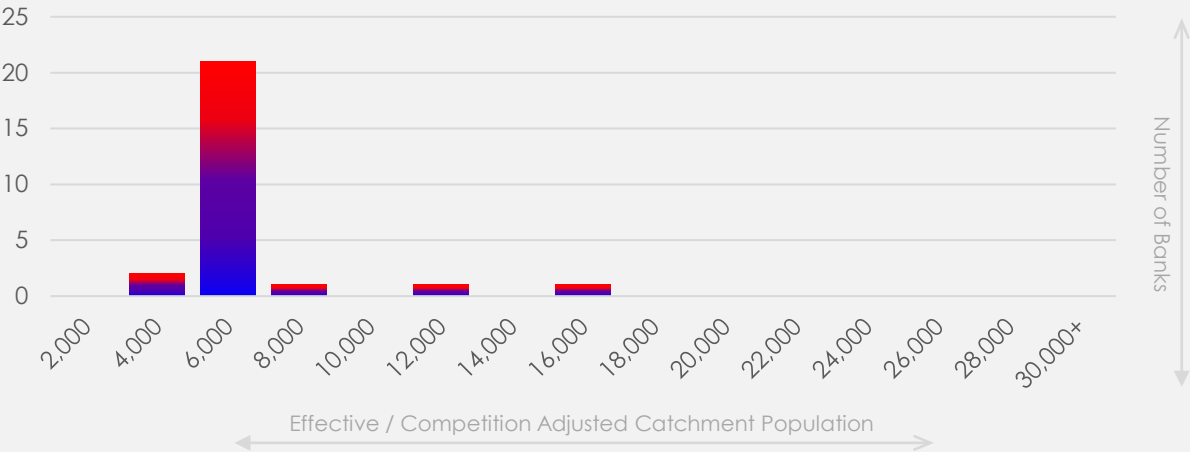


Commonwealth.. - 8
ANZ - 4
MyState - 4
Westpac - 4
Other - 6

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Average 3km Catchment Metrics					
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Competition Dist. (m)
Hobart	26	9,824	110,416	5.6	8,634	1,862



Regional Tasmania

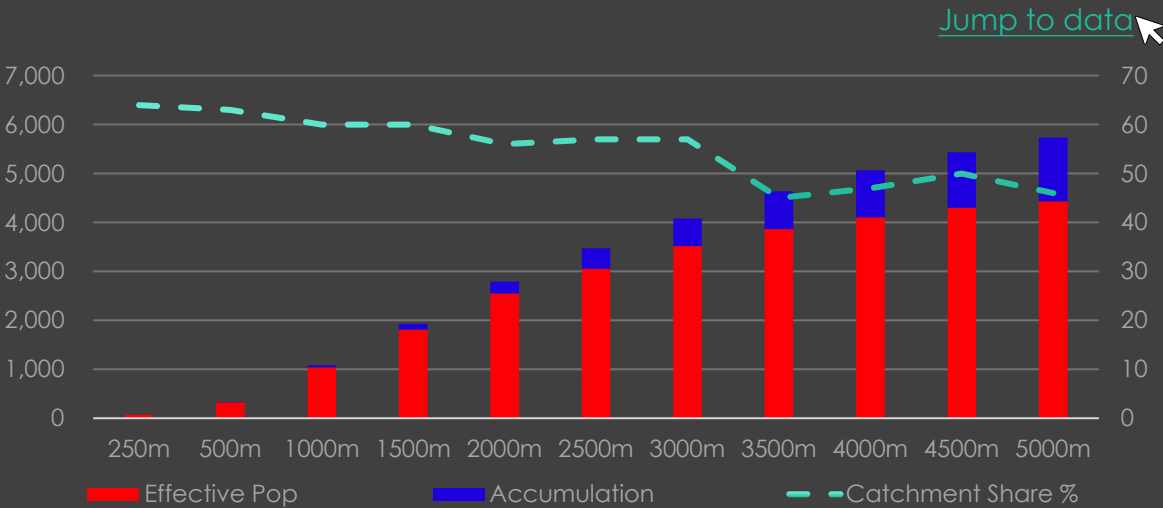
A total of 44 banks were identified in Regional Tas. while significant variance was observed in the average market composition among the region's SA4 subregions, with the effective (competition adjusted) population per bank catchment assessed ranging from averages of 2,411 in the South East region to 6,505 in Launceston and North East across an adopted 10.0km catchment range. As the notable distances between bank locations reinforces, relative remoteness is important to factor in when assessing the region's results.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional Tas. was found to deviate to a lower extent (~ 42.3%) from the average level recorded across all of the region's bank locations which results in the majority of catchment effective population counts falling within the 2,200 to 9,100 range.

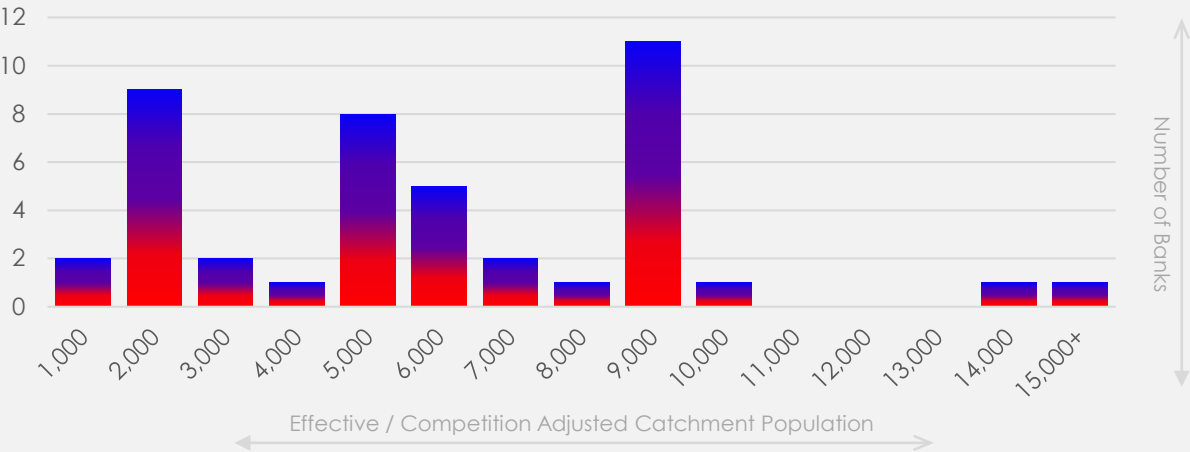


- Commonwealth.. - 17
- Bendigo Bank - 10
- Westpac - 6
- ANZ - 4
- Other - 7

Average Store Catchment Capture



Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics				
			Population Count	Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Launceston and North East	20	7,854	45,969	3.1	6,506	3,743	15,749
South East	9	4,891	3,547	1.2	2,411	1,453	29,341
West and North West	15	8,054	24,122	3.7	6,108	3,570	17,235



Greater Darwin

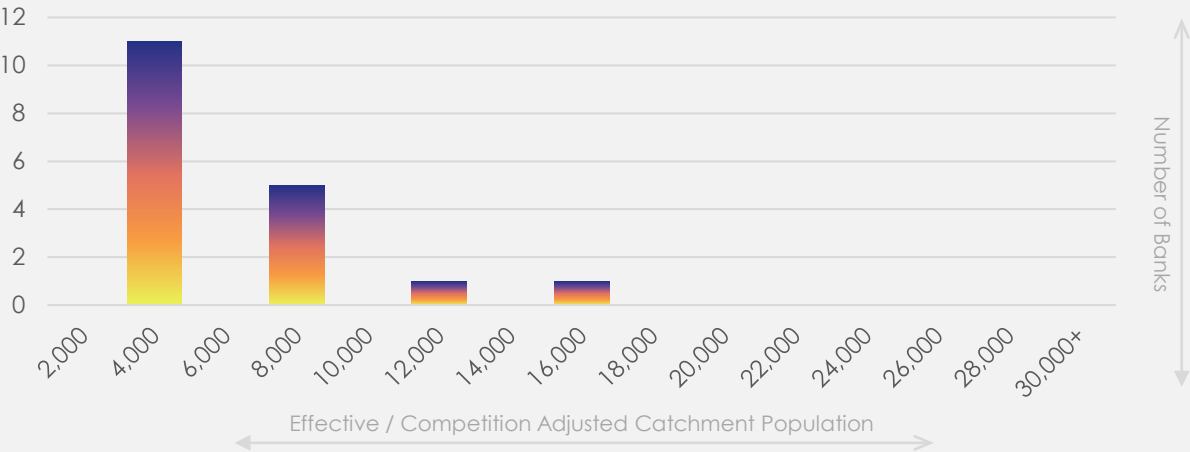
While the small relative sample size should be noted, a total of 18 banks were identified in Greater Darwin with significant variance observed in the average market composition among them and an effective (competition adjusted) population per bank catchment ranging from 2,835 to 14,273 across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Greater Darwin was found to deviate at a fairly standard rate of 61.1% from the average level recorded across all of its bank locations which results in the majority of catchment effective population counts falling within the 2,800 to 8,000 range.



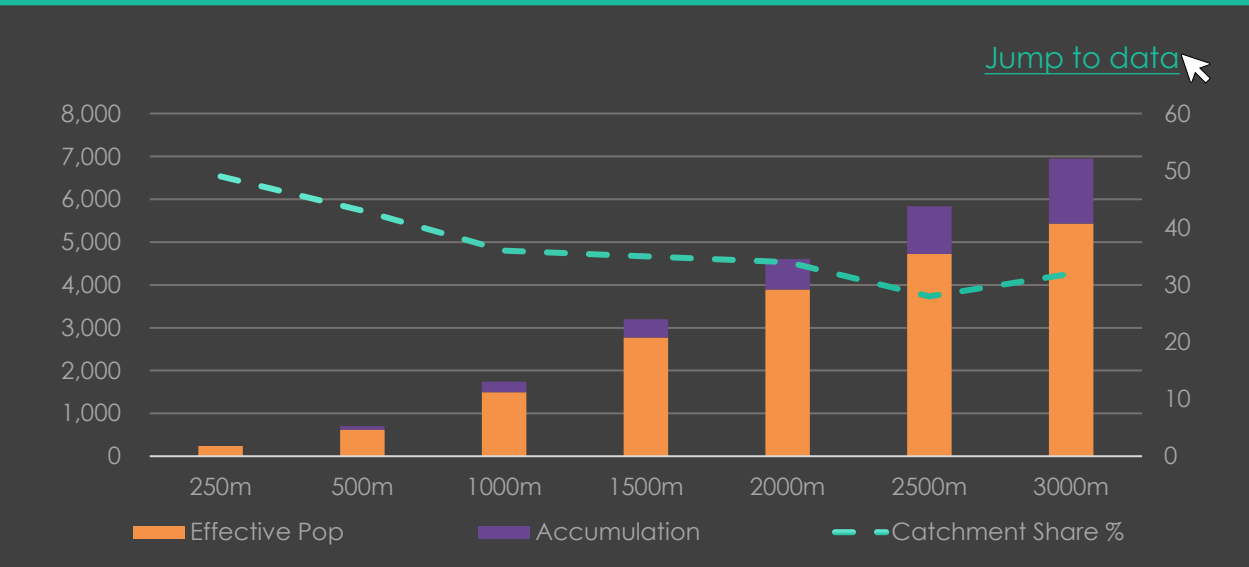
- ANZ - 3
- Commonwealth.. - 3
- NAB - 3
- Peoples Choi.. - 3
- Other - 6

Number of Stores By Effective Population Cohort



	Average 3km Catchment Metrics					
	Stores Assessed	Population Per Store	Population Count	Store Count	Effective Population	Std Deviation
Darwin	18	8,361	59,318	4.9	7,854	2,446

Average Store Catchment Capture



Regional Northern Territory

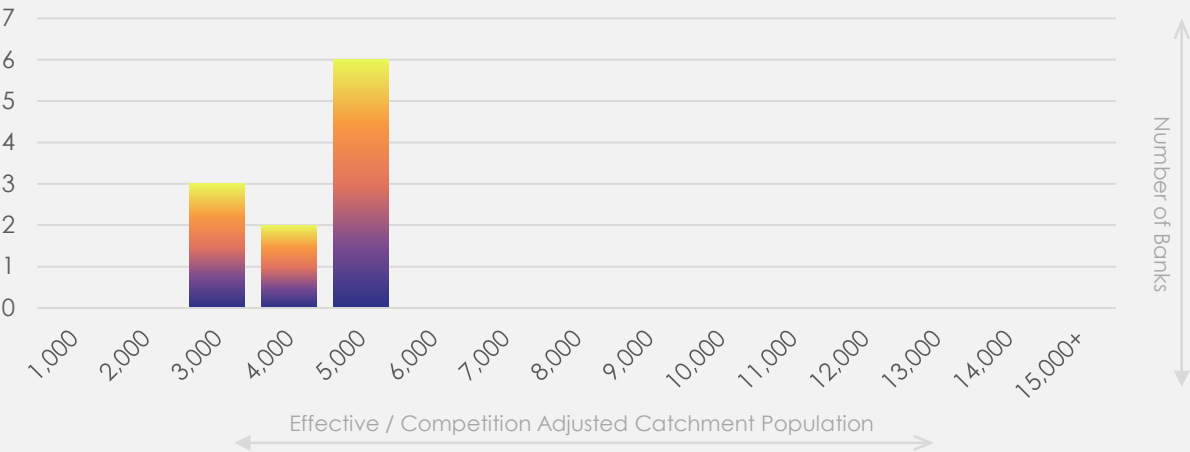
Our latest research has identified a total of 11 banks in Regional NT with notable variance in the average market composition among them and an effective (competition adjusted) population per bank catchment ranging from 2,698 to 4,832 across an adopted 10.0km catchment range. The region's remoteness and small relative sample size should be noted when assessing these results, however, as further investigation into factors such as store size and customer travel trends are likely to be helpful in fully understanding specific operations.

In comparison to the other non-metro regions analysed nationally, the effective population capture within the typical bank catchment in Regional NT was found to deviate to a lower extent (~ 11.9%) from the average level recorded across all of its bank locations resulting in the majority of catchment effective population counts falling within the 3,500 to 4,800 range.



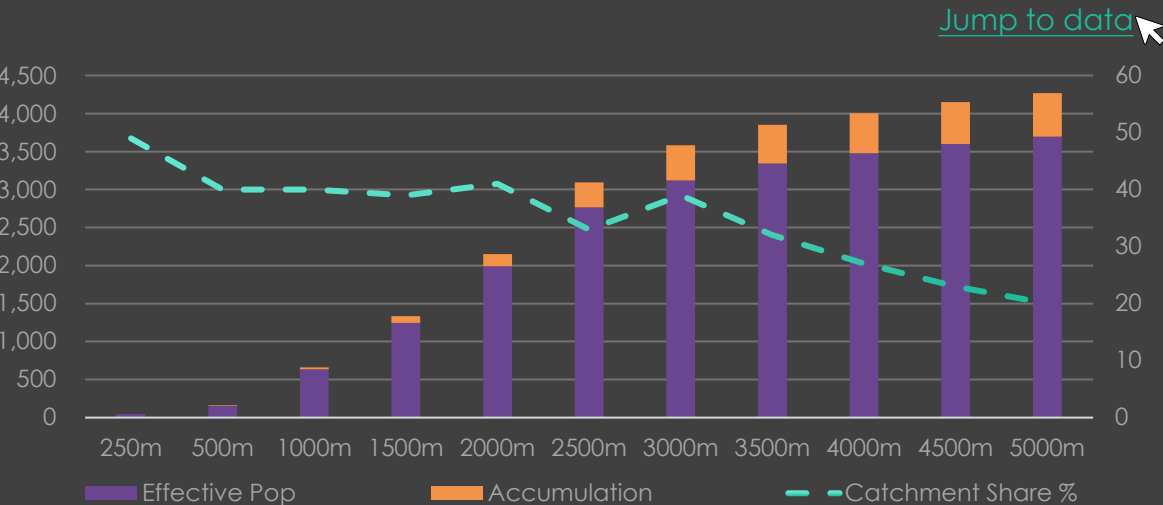
- ANZ - 3
- Bendigo Bank - 2
- Commonwealth.. - 2
- Westpac - 2
- Other - 2

Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Average 10km Catchment Metrics			
			Population Count	Store Count	Effective Population	Competition Dist. (m)
Outback	11	9,210	18,738	4.3	4,077	114,269

Average Store Catchment Capture



Australian Capital Territory

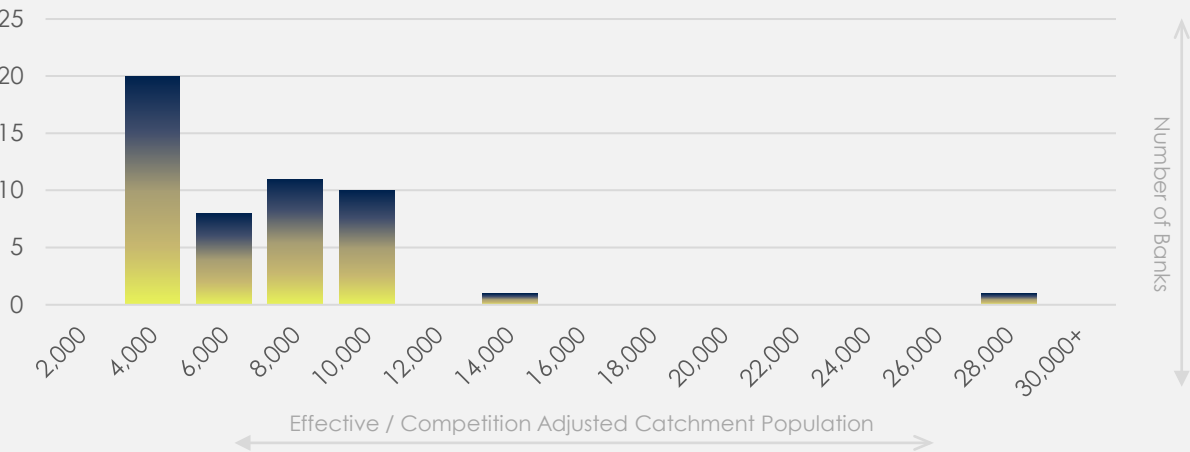
Our latest research has identified a total of 51 banks in Australian Capital Territory with high variance in the average market composition among them and an effective (competition adjusted) population per bank catchment ranging from 2,808 to 27,455 across an adopted 3.0km catchment range.

In comparison to the other metro regions analysed nationally, the effective population capture within the typical bank catchment in Australian Capital Territory was found to deviate at a fairly standard rate of 65.2% from the average level recorded across all of its bank locations. This sees the bulk of catchment effective population counts falling within the 2,800 to 8,900 range.



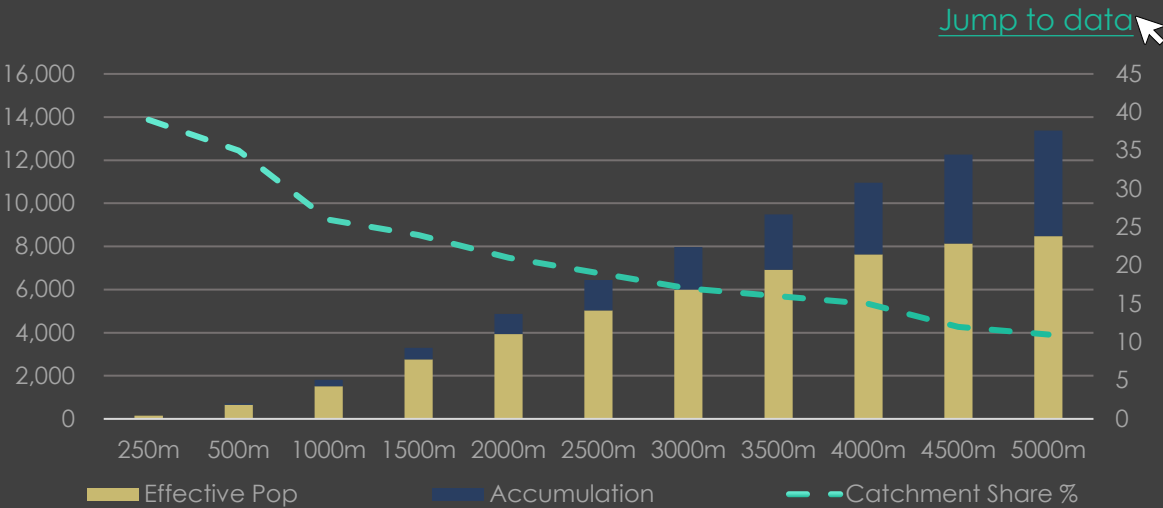
- Commonwealth.. - 8
- Westpac - 8
- ANZ - 6
- Beyond Bank - 6
- Other - 23

Number of Stores By Effective Population Cohort



	Stores Assessed	Population Per Store	Population Count	Average 3km Catchment Metrics			
				Store Count	Effective Population	Std Deviation	Competition Dist. (m)
Australian Capital Territory	51	9,049	213,037	7.9	9,186	1,847	447

Average Store Catchment Capture



About AreaSearch // Sector Coverage

Retail

Our retail sector coverage combines major brand analysis of over 290 retailers encompassing over 180,000 individual locations across 20 categories cross-referencing the catchment of each against its peers and over 14 million addresses in Australia. Further, with the ability to draw on our extensive demographic datasets, we can undertake income and expenditure analysis instantly to enable detailed site assessments and reports in minutes. Retail is far more nuanced than simply counting stores and populations, which is where our 'concentrics' methodology has helped our clients consistently outperform the broader market by instantly highlighting threats and opportunities often missed by their peers.

Aged Care / Retirement / NDIS

Guaranteed to be one of the fastest growing sectors in coming years, AreaSearch's Aged Care coverage captures every aged care facility in Australia cross-referencing this with current demographic data on senior populations. This enables our clients to pinpoint high-demand regions, understand facility saturation, and make informed decisions regarding site acquisition and development to best service community needs.

Additionally, with the integration of our demographic, community health and medical datasets, our system instantly provides a gauge of services, amenity and spending likely to influence aged care choices. NDIS needs analysis are also covered, thereby assisting developers and service providers best meet the needs of the market now and into the future.

Medical

The medical sector is a complex web of services and providers, and AreaSearch's coverage here is no less comprehensive. We provide analyses medical facilities ranging from general practitioners to specialized clinics, hospitals, and more. By cross-referencing these facilities with the latest health demographics, spending trends, proximity averages, hospital procedures and waiting times we empower our clients to anticipate service holes and healthcare demands.

In addition, our platform enables users to draw on extensive health expenditure datasets, giving insights into potential revenue and profitability for different medical services within specific regions. Whether for primary care clinics or specialized medical centers, our data aids in strategic site selection and has helped some of Australia's largest institutions raise hundreds of millions for investment in arguably Australia's most critical sector.

Child Care

Site selection is paramount in child care, but with many opportunities arising in the sector undertaking a detailed assessment and capitalizing on the best, while quickly dismissing the vast bulk of others is challenging.

By combining all the latest child care information across the sector with instant school and competitor proximity analysis we have seen some clients assess over 25 sites in detail each day, with this rigorous approach helping them achieve top percentile performance in their tenancy and investment performance on many occasions.

Want Deals, not Data?

You're not alone there. Coupling our unique opportunity identification techniques with strong relationships across the tenant, developer and agent spectrums we are in a unique position to help clients on all sides of a deal that may otherwise go unseen. Reach out if you would like to be included in this process.

Disclaimer

1.1 Whilst AreaSearch have no reason to believe that any information contained in this report is inaccurate, we do not warrant the accuracy, adequacy or completeness of such information, nor do we undertake to keep the included data updated at a particular frequency.

1.2 The data provided within this report stems from third parties and could be sourced directly by yourself. AreaSearch provides convenient access to information and analysis as opposed to raw data.

1.3 A physical inspection has not been carried out by AreaSearch of the area or property detailed in this report to verify or adjust information provided.

1.4 The majority of data provided by AreaSearch stems from Government sources, but may differ from original data due to AreaSearch's methods of analysis. Estimates provided in this report are generated using AreaSearch's SA2 and SA3 aggregation techniques, which involve working data back to local levels based on population weightings within larger areas.

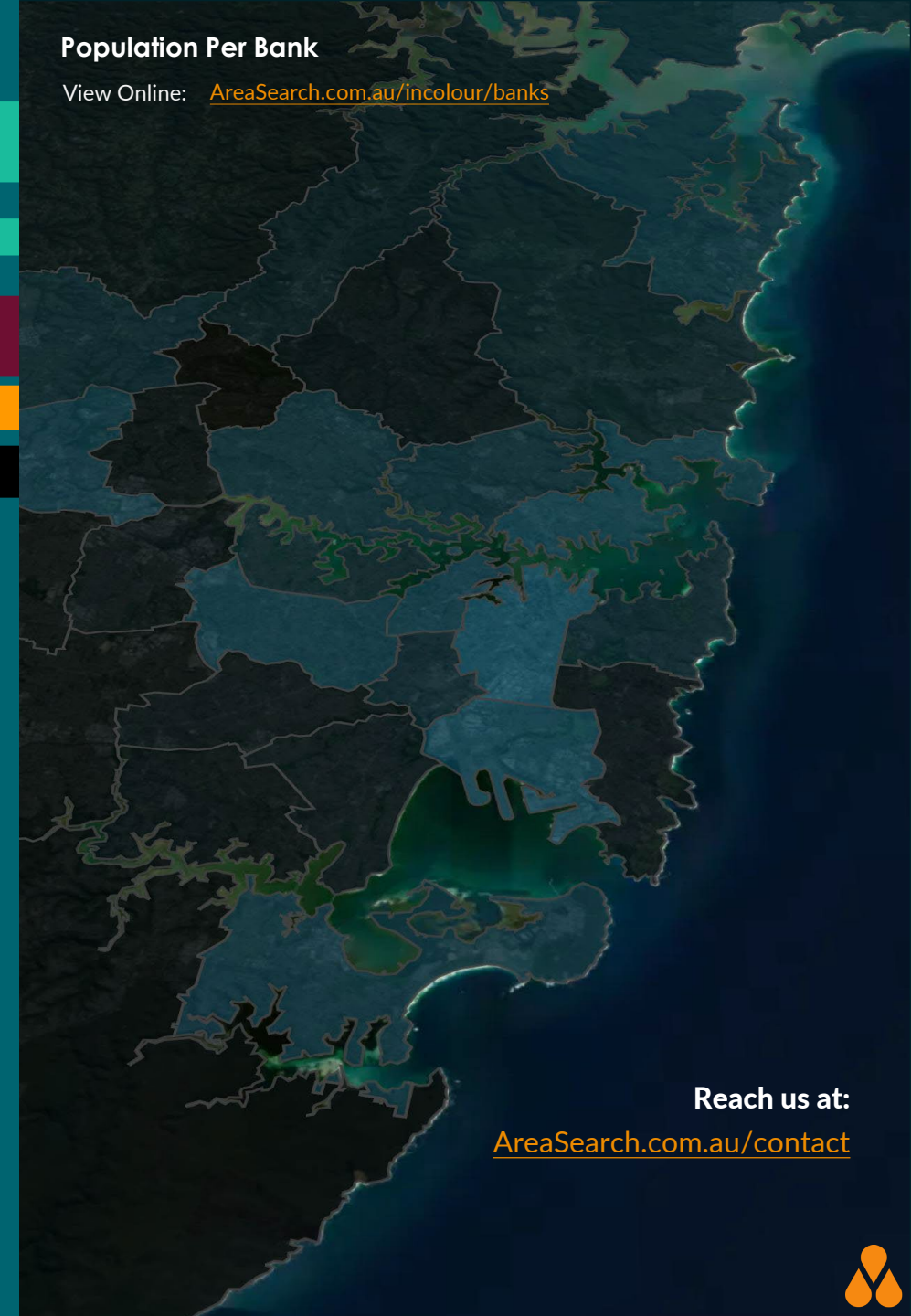
1.5 All information provided by AreaSearch is provided in good faith. However, this report should be viewed as a preliminary scoping tool and not a complete or decisive call to action. You should make your own inquiries and seek independent advice from relevant industry professionals before acting or relying on any information or material which is made available to you pursuant to our service.

1.6 We do not accept responsibility for loss suffered as a result of reliance by you upon the accuracy or currency of information contained in this report.

1.7 You agree to use our information service for lawful purposes only.

Population Per Bank

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