



TALLOWOOD & HART

Community pharmacy Moorabool Street Geelong

120 Moorabool Street • 10 min by car

14 Oct 2026

SUMMARY

Growing, older population with above-average income, facing dense pharmacy competition.

The 10-minute drive catchment around 120 Moorabool Street holds 77,333 residents with a consumption per capita of A\$53,856 a year, above the Australian average of A\$52,583. However, the area already has 32 pharmacies, representing 4.14 stores per 10,000 residents compared with 2.68 across Australia.

CATCHMENT
POPULATION

77,333

YEARLY POPULATION
GROWTH (%)

2.26

CONSUMPTION PER
CAPITA, A\$ A YEAR

53,856

PHARMACIES PER 10,000
RESIDENTS

4.14

Strengths, risks and what to check on site are in the conclusions at the end of this report.

WHERE

Location and catchment

The site and the area its customers come from, within a 10-minute drive of 120 Moorabool Street.

77,333 people live within a 10-minute drive of 120 Moorabool Street.

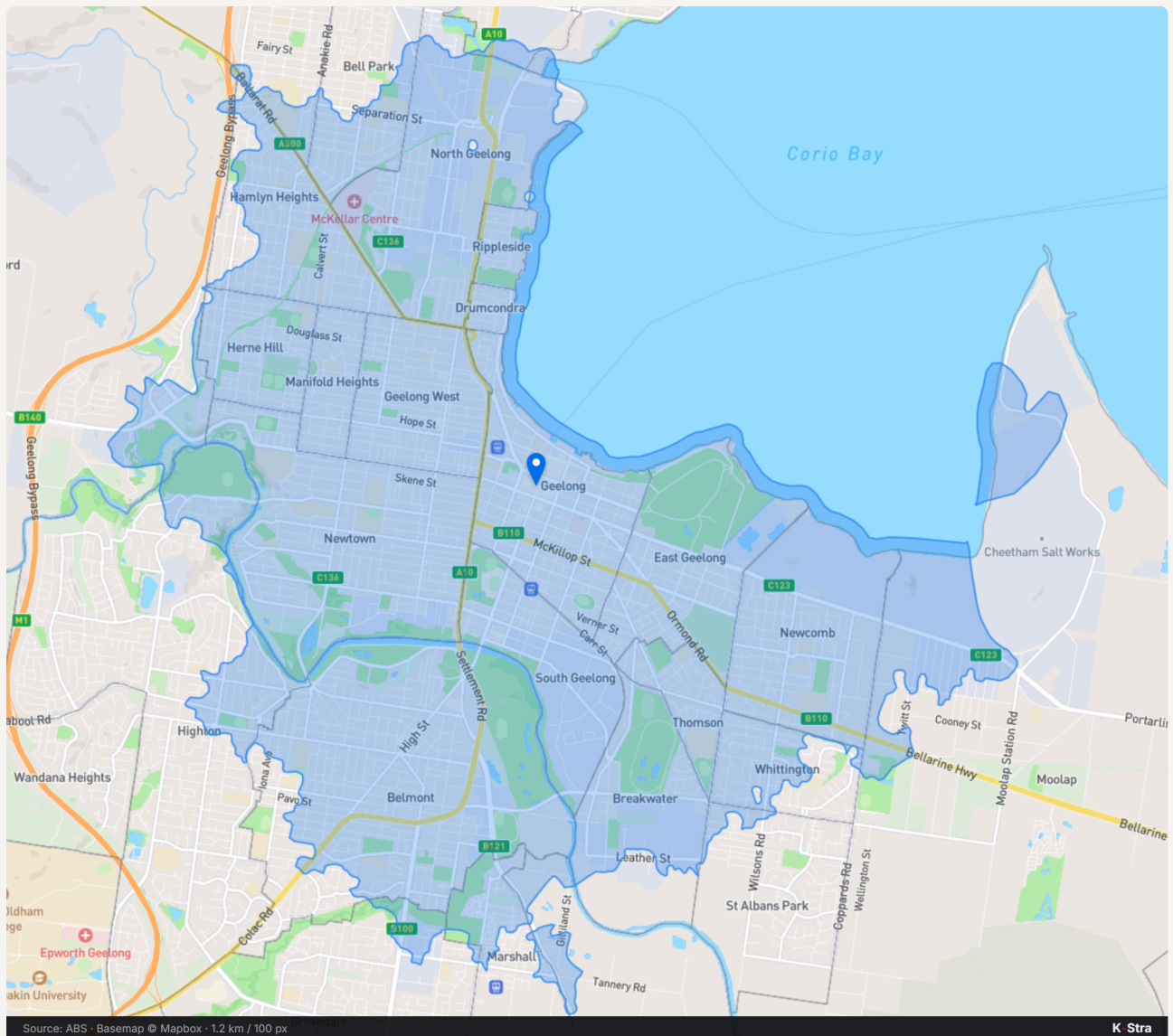
Residents by band 2024 · ABS

Band	Pop	Pop (%)	Dwellings	Area (km²)
0–10 min	77,333	100	33,066	52.65
Catchment	77,333	100	33,066	52.65

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Stra

Data as of 14 Oct 2026

Catchment



Travel-time bands

Residents in each band

● 10 min 77,333

Data as of 14 Oct 2026

Who lives there

The residents of the catchment next to the suburb, the local government area, the state and Australia.

Compared with Victoria, the catchment has fewer residents born overseas (16.5% against 27.9%) and has less unemployment (4.3% against 5.0%).

Compared with the areas around 2024 · ABS

Indicator	Catchment	Geelong	Greater Geelong LGA	Victoria	Australia
Population	77,333	5,961	289,565	6,978,719	27,194,369
Area (km²)	52.6	3.3	1,248	227,496.2	7,688,095
Population density (per km²)	1,468.8	1,800.7	232	30.7	3.5
Population change, avg yearly (%)	2.26	2.26	2.26	1.35	1.47
Families	18,540	1,336	72,099	1,718,785	6,730,182
Residents per family	4.17	4.46	4.02	4.06	4.04
Males (%)	48.2	48	48.9	49.4	49.6
Females (%)	51.8	52	51.1	50.6	50.4
Born overseas (%)	16.5	21.9	16.5	27.9	25.9
Average age (years)	40.7	42.8	40.7	39.4	39.8
Old-age index	116.3	201.2	111.9	95.7	98.1
Participation rate (%)	50	55.7	46.8	47.7	46.6
Not in labour force (%)	50	44.3	53.2	52.3	53.4
Unemployment rate (%)	4.3	5.6	4.4	5	5.1
Income index (NIR)	102.6	100.8	97.5	98.8	100
Consumption index (NIC)	102.4	100.8	97.6	98.9	100

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Strat Area: the surface of the catchment as drawn on the map. Population change: the average yearly change over the last eight years; for the catchment and the suburb, that of their LGAs, weighted by their residents. Old-age index: people aged 65 and over for every 100 aged 0-14. Compared with the suburb, local government area and state where the location is, and Australia.

Data as of 14 Oct 2026

Age groups 2024 · ABS

Age group	Share of residents (%)	Geelong (%)	Greater Geelong LGA (%)	Victoria (%)	Australia (%)
Under 5 (0-4)	5.7	3.9	6	5.6	5.5
Children (0-14)	16.3	10.6	17.6	17.4	17.6
Working age (15-64)	64.7	68.2	62.7	65.9	65.1
65 and over	19	21.3	19.7	16.7	17.3
70 and over	13.8	14.8	14.1	11.9	12.3

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Stra Groups overlap (0-4 is inside 0-14), so they do not add up. Compared with the suburb, local government area and state where the location is, and Australia.

Data as of 14 Oct 2026

Spending power

Income and consumption indices of the residents, with Australia = 100.

The income index is 102.6 (Australia = 100), 2.6 points above the national average. Residents spend about A\$53,856 a head each year, against A\$52,583 in Australia.

Wealth indices 2023 · ABS

Indicator	Catchment	Australia	Difference
Income index (NIR)	102.6	100	2.6
Consumption index (NIC)	102.4	100	2.4
Consumption per capita (AUD/year)	53,856	52,583	1,273

Source: income index from ABS Personal Income 2023 (tax data) where measured, a K-Stra estimate elsewhere; Australia = 100 · K-Stra

Data as of 14 Oct 2026

Competition

The pharmacies of the catchment: how many for every 10,000 residents next to the local government area, the state and Australia, and the nearest ones with their minutes by road from the site.

Pharmacies in the catchment: 32, that is 4.1 for every 10,000 residents, against 2.5 in Victoria and 2.7 in Australia.

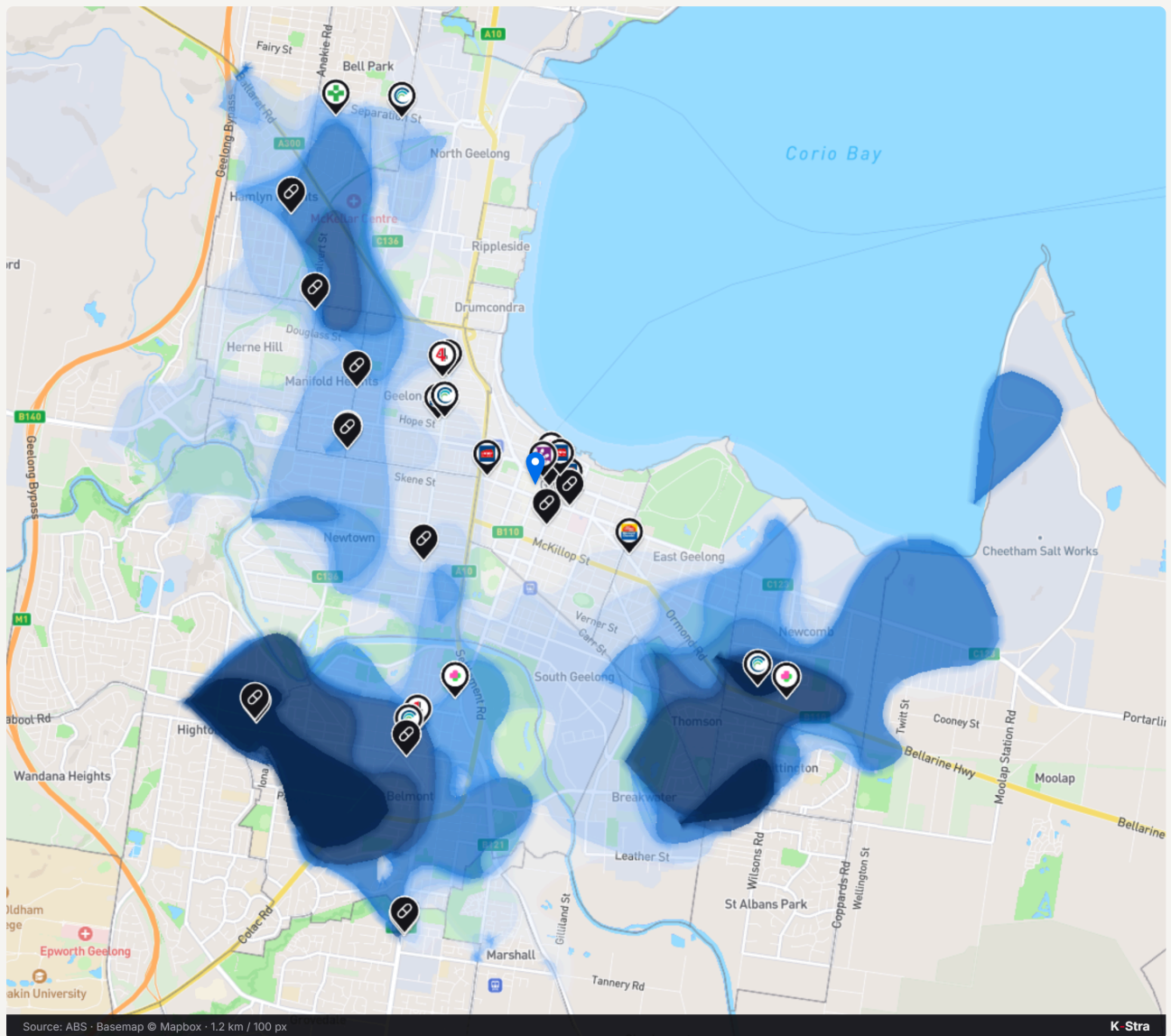
Stores for every 10,000 residents

Area	Stores	Residents	Per 10,000 residents
Catchment	32	77,333	4.14
Greater Geelong LGA	64	289,565	2.21
Victoria	1,734	6,978,719	2.48
Australia	7,275	27,194,369	2.68

Source: K-Stra gravity model · ABS spending 2025 and population 2024 · third-party places data 2026 — stores counted where they stand; the local government area and the state are those where most of the residents live

Data as of 14 Oct 2026

Pharmacies · competition



Opportunity

Pharmacies · 10 shades

A\$0 A\$4.8M

Competitors

Stores of the sector

32

Data as of 14 Oct 2026

The nearest stores

Store	Address	Time (min)	Rating	Reviews
Discount Drug Stores	Cnr Malop St &, Moorabool St, Geelong VIC 3220	1.2	—	—
Atomica	Bay City Plaza, Shop T221/95 Malop St, Geelong VIC 3220	1.8	3.4	29
My Chemist	131 Malop St, Geelong VIC 3220	2	2.4	36
Chemist Warehouse Geelong	179/181 Little Malop St, Geelong VIC 3220	2.1	3.2	276
Geelong Day & Night Pharmacy	255 Ryrie St, Geelong VIC 3220	2.2	4.3	100
Chemist Warehouse Geelong Westfield	Westfield Shopping Centre, Shop 1187 to 1188, 95 to/97 Malop St, Geelong VIC 3220	2.2	3	—
Bull & Owen Pharmacy Geelong	265 Ryrie St, Geelong VIC 3220	2.3	4.5	31
Geelong Soul Pattinson Pharmacy	133 Yarra St Cnr Yarra &, Myers St, Geelong VIC 3220	2.4	3.2	93
Chemist Warehouse Geelong Ryrie St	19 Ryrie St, Geelong VIC 3220	2.4	3	—
Community Care Chemist - Geelong West	Corner of Pakington &, 1/184 Pakington Street, Weller St, Geelong West VIC 3218	3.6	4.6	16
Chemist Warehouse Geelong West	86 to 88 Hope St, Geelong West VIC 3218	3.7	3.1	176
Direct Chemist Outlet East Geelong	1 Ormond Rd, East Geelong VIC 3219	4.1	3.3	48
Priceline Pharmacy Geelong West	91 Pakington St, Geelong West VIC 3218	4.4	4.4	123
Pharmacy 4 Less Geelong West	Pakington Strand Shopping Centre 95, Shop 5 & 6/103 Pakington St, Geelong West VIC 3218	4.5	4.8	98
Peak Pharmacy Newtown	322 Pakington St, Newtown VIC 3220	4.8	4.4	42
TerryWhite Chemmart Geelong West	Unit 2/254-260 Shannon Ave, Geelong West VIC 3218	5.6	4.8	17
Medical Centre Pharmacy	254-260 Shannon Ave, Geelong West VIC 3218	5.6	5	6
Mitchell & O'Hara Pharmacy - Geelong West	154-156 Shannon Ave, Geelong West VIC 3218	5.9	3.8	69

The nearest stores (continued)

Store	Address	Time (min)	Rating	Reviews
Priceline Pharmacy Belmont Village	10/65 High St, Belmont VIC 3216	6	4.5	160
Pharmacy 4 Less Belmont	145 High St, Belmont VIC 3216	6.8	3.8	201

Source: K-Stra gravity model · ABS spending 2025 and population 2024 · third-party places data 2026 — ordered by the weight the model gives each store, then by reviews. Time: minutes from the starting point along the road network

Data as of 14 Oct 2026

What it means

Strengths

- The catchment population of 77,333 has grown by an average of 2.26% a year, faster than Victoria (1.35%) and Australia (1.47%).
- Residents aged 65 and over make up 19% of the catchment, above the shares in Victoria (16.7%) and Australia (17.3%).
- The consumption index is 102.4 and annual consumption per capita is A\$53,856, exceeding the national average of A\$52,583.
- Unemployment in the catchment is 4.3%, lower than in the suburb of Geelong (5.6%), Victoria (5%), and Australia (5.1%).

Risks

- Pharmacy density reaches 4.14 stores per 10,000 residents (32 stores), above Greater Geelong LGA (2.21), Victoria (2.48), and Australia (2.68).
- Seven competing pharmacies operate within a 2.4-minute drive, including Atomica at 1.8 minutes, My Chemist at 2 minutes, and Chemist Warehouse at 2.1 minutes.
- Three Chemist Warehouse outlets operate within 3.7 minutes of the site (at 2.1, 2.4, and 3.7 minutes).

To check on site

- Count pedestrian footfall on Moorabool Street at different times of the day, as central Geelong workers and visitors are not in the resident figures.
- Check visibility, storefront width, and step-free access for older patients at 120 Moorabool Street.
- Verify short-stay parking and public transport stops nearby, given the 7 competitors within a 2.4-minute drive.
- Inspect the proximity of medical centres and GP clinics on or near Moorabool Street that could generate prescription traffic.

The resident catchment offers favourable demographics for a pharmacy: 77,333 people, population growth of 2.26% a year, an older age profile (old-age index of 116.3 against 98.1 nationally), and A\$53,856 in yearly per capita consumption. Because 120 Moorabool Street is in central Geelong, resident numbers represent a baseline that excludes daytime office workers and visitors.

The primary hurdle is existing supply. With 32 pharmacies in the 10-minute catchment (4.14 per 10,000 residents) and 7 competitors within 2.4 minutes by car—including major discount chains—a new pharmacy here would compete directly for foot traffic and requires a clear clinical, service, or convenience advantage on the street.

Glossary and notes

Travel-time bands: The areas that can be reached from a place within a given number of minutes (or kilometres) along the roads, by car, on foot or by bike: one band for each time or distance chosen.

Catchment: The people and the spending a store or a place can reach: everyone who lives within its travel-time bands.

Population: Residents from the official population estimate, spread over every address and added up inside each area: the figure of an area is the sum of its addresses.

Demand: The yearly spending in the sector that can be reached from a place within its catchment. It describes the catchment, not the people living at that address: catchments overlap, so the demand of different places does not add up. It is the part of the residents' spending that goes to the sector's stores, so it is smaller than their spending on the whole category of goods (Spending by category).

Supply: How much pull the existing stores of the sector already exert on a place. It is an index, not a share: 0 means that no store reaches it.

Opportunity: The part of the spending that a new opening could take from the stores already there. From one place, it is what an opening there could capture of the spending it reaches; added up over a catchment, it is the spending still open to competition, what new openings close to every resident could take: much more than one store captures (that is the Estimate).

Gravity model: Each store attracts spending in proportion to its pull and less the farther away it is: a new opening captures the share its own pull represents against the pull of every store within reach.

Spending by category: What the residents spend in a year on a kind of goods or services, from the national accounts categories, wherever they buy it: shops of every kind, online, travelling. The demand of a sector is the part of it that goes to that sector's stores, so it is smaller.

Consumption per capita: The average yearly spending of one resident on that product or sector.

Per 10,000 residents: How many stores there are for every 10,000 residents: a density, to compare areas of different size.

Old-age index: People aged 65 and over for every 100 aged 0-14: above 100 there are more older people than children.

Income and consumption indices: How the income and the spending of the residents compare with the national average, set at 100: 120 means 20% above it, 80 means 20% below.

Dynamic: The figures are worked out again with the latest data every time the report is issued.

Sources

- Residents by band: ABS, 2024
- Compared with the areas around: ABS, 2024
- Age groups: ABS, 2024
- Wealth indices: ABS, 2023



Thank you

Tallowood & Hart