

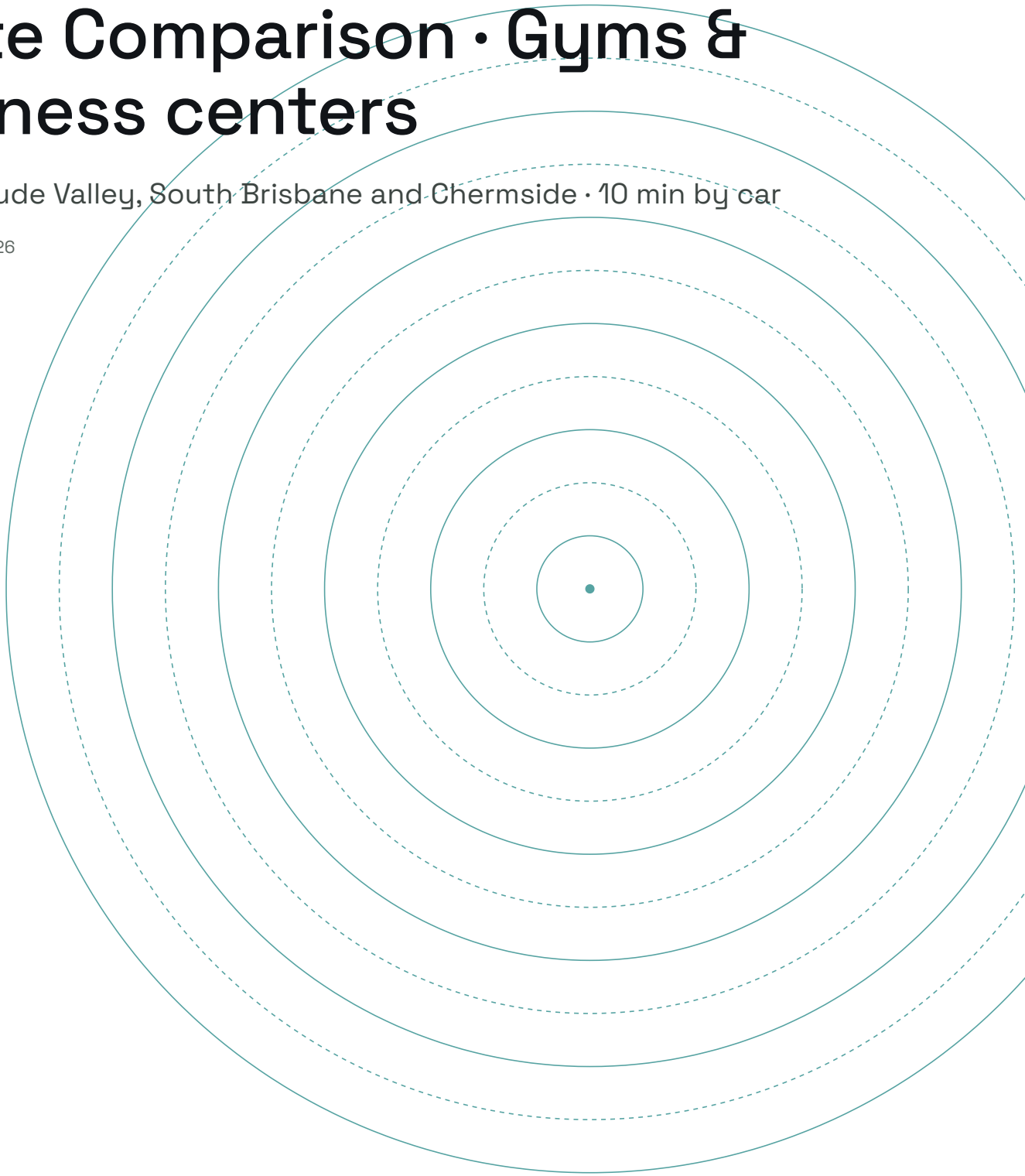


TALLOWOOD & HART

Site Comparison • Gyms & fitness centers

Fortitude Valley, South Brisbane and Chermside • 10 min by car

14 Oct 2026



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COMPARE

The sites, in order

3 candidate sites for a new store in gyms & fitness centers, each weighed alone against the stores already there, within 10 min by car.

Chermside ranks first by capturing A\$0.319M a year in net new spend from 178 competitors, ahead of Fortitude Valley at A\$0.264M and South Brisbane at A\$0.182M, counting residents only.

Site comparison

Rank	Site	Population	Income index	Resident spend (A\$ M/yr)	Competitors	Captured (A\$ M/yr)	Share of spend	Net new (A\$ M/yr)
1	Chermside	188,750	114.4	69.25	178	0.32	0.5%	0.32
2	Fortitude Valley	314,598	111.9	112.33	361	0.26	0.2%	0.26
3	South Brisbane	272,270	108.1	93.06	325	0.18	0.2%	0.18

Ranked by net new spend: what the site captures minus what it takes from your own stores. Shares from the K-Stra gravity model of the sector, no own stores given, so nothing is taken from them. Each site is weighed alone against the stores there today. Indices: 100 = national average. Source: ABS population 2024, third-party places data 2026 · K-Stra

Data as of 14 Oct 2026

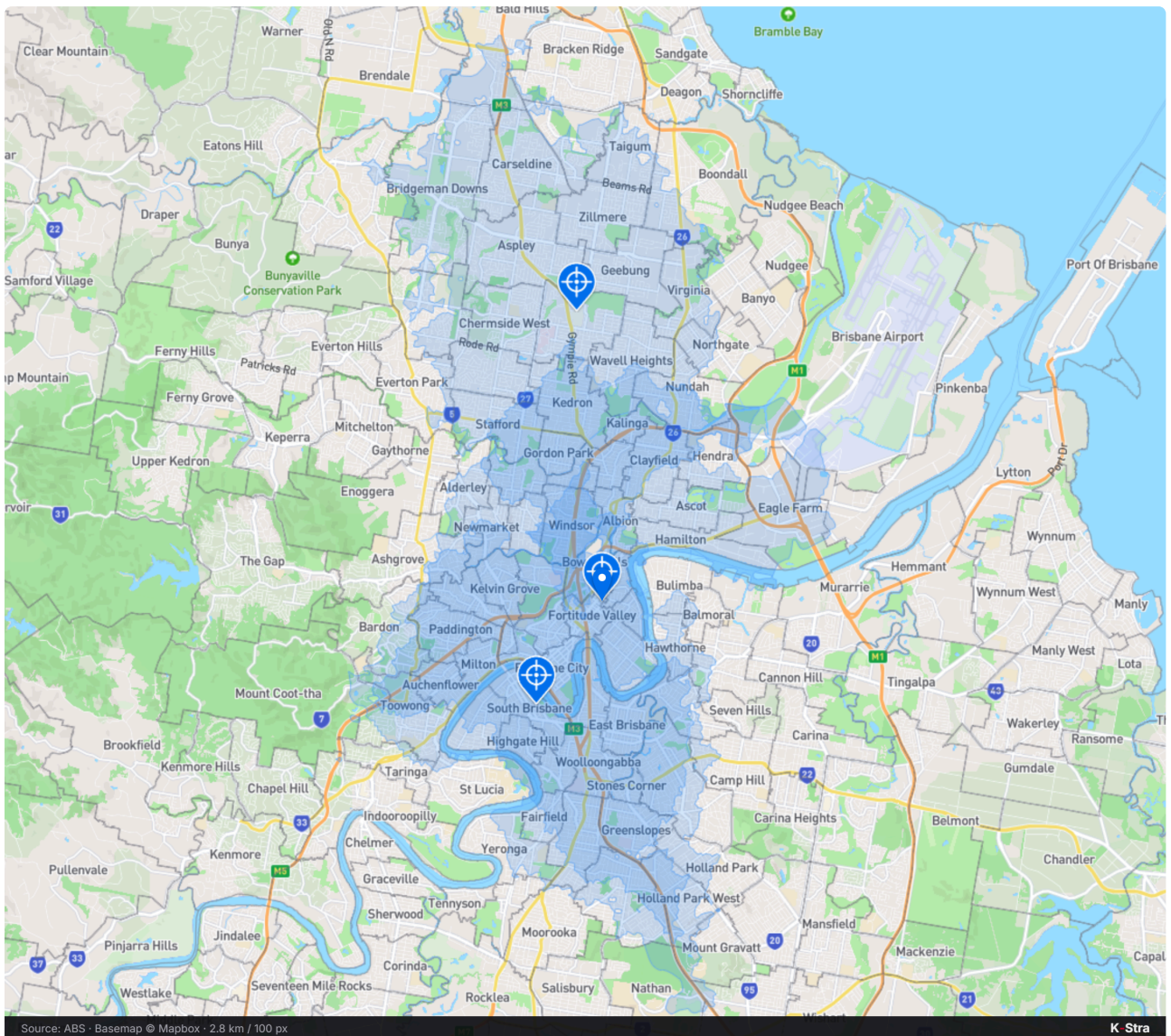
Why this order

Rank	Site	Net new (A\$ M/yr)	Why
1	Chermside	0.32	fewest competitors of the set (178 inside the catchment); highest income index of the set (114); smaller catchment: 188,750 residents, 31% below the median
2	Fortitude Valley	0.26	largest resident spend of the set (A\$112.3M a year within reach)
3	South Brisbane	0.18	net new spend 43% below the best site

Ranked by net new spend. The reasons compare each site with the others of the set: the strengths that weigh most and, when there is one, a caution. Source: ABS population 2024, third-party places data 2026 · K-Stra

Data as of 14 Oct 2026

Candidate sites



Coverage



Planned

3



Catchment of each store

Where catchments overlap the colour builds up: those places share customers.

Data as of 14 Oct 2026

ESTIMATE

What each site would capture

The residents’ spending on gyms & fitness centers each site would take from the stores already there, as a range, and the suburbs it comes from.

A typical gym in Chermside would capture A\$0.319M a year (A\$0.192M low to A\$0.476M high), which is a minimum in city centres and tourist areas as visitors and workers are not counted.

Spend each site would capture

Site	Measure	Low	Central	High
Fortitude Valley	Spend captured (AUD m/yr)	0.16	0.26	0.39
Fortitude Valley	Share of the residents’ spend within reach (%)	0.1	0.2	0.4
South Brisbane	Spend captured (AUD m/yr)	0.11	0.18	0.27
South Brisbane	Share of the residents’ spend within reach (%)	0.1	0.2	0.3
Chermside	Spend captured (AUD m/yr)	0.19	0.32	0.48
Chermside	Share of the residents’ spend within reach (%)	0.3	0.5	0.7

Low, central and high: a new store as attractive as the weakest quarter, a typical one and the strongest quarter of the 19,382 stores of the sector. It is the yearly spending of the residents of the catchment that the store would take from the stores already there (K-Stra gravity model of the sector), not its turnover: visitors and people who work in the area are not counted, so in city centres and tourist areas it is a minimum. No own stores given: nothing is taken from them, the net new spend equals the spend captured.
Source: ABS population 2024, third-party places data 2026 · K-Stra

Data as of 14 Oct 2026

Assumptions. The estimate is the yearly spending of the residents of the catchment that a new store would take from the gyms & fitness centers already there (K-Stra gravity model of the sector), not its turnover. Low and high: a new store as attractive as the weakest and the strongest quarter of the gyms & fitness centers today. Visitors and people who work in the area are not counted: in city centres and tourist areas it is a minimum.

Where the spend comes from

Suburb	Fortitude Valley (A\$ M/yr)	South Brisbane (A\$ M/yr)	Chermside (A\$ M/yr)
Chermside	0	0	0.04
Aspley	0	0	0.04
New Farm	0.02	0.01	0
Bridgeman Downs	0	0	0.03
Wavell Heights	0	0	0.02
Newstead (Qld)	0.02	0	0
Zillmere	0	0	0.02
Carseldine	0	0	0.02
Kedron	0.01	0	0.02
South Brisbane	0	0.02	0
75 other suburbs	0.21	0.15	0.14
Total	0.26	0.18	0.32

The spend each site would capture (central estimate), by the suburb where the residents live: the suburbs that give the most first, the others together. Source: ABS population 2024, third-party places data 2026 · K-Stra

Data as of 14 Oct 2026

OVERLAP

Shared catchments

How many residents two sites would share: what two stores opened together would split between them.

Opening both Fortitude Valley and South Brisbane would split a shared catchment, as 79.4% of South Brisbane’s residents are within Fortitude Valley’s catchment, whereas Chermside shares 3.6% with South Brisbane.

Population the sites share

Site	Fortitude Valley	South Brisbane	Chermside
Fortitude Valley	—	68.7%	20.9%
South Brisbane	79.4%	—	3.6%
Chermside	34.9%	5.2%	—

Share of the row site’s residents who are also inside the column site’s catchment: what two sites opened together would split.
Source: ABS population 2024, third-party places data 2026 · K-Stra

Data as of 14 Oct 2026

SITE 1

Fortitude Valley

Who lives within a 10-minute drive of Fortitude Valley, and how much they spend.

Fortitude Valley’s catchment has 314,598 residents with an income index of 111.9, above Queensland’s 96.6 and Australia’s 100, and consumption per capita of A\$58,484 a year versus A\$52,583 nationally.

Residents by band 2024 · ABS

Band	Pop	Pop (%)	Dwellings	Area (km²)
0–10 min	314,598	100	139,962	92
Catchment	314,598	100	139,962	92

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

Compared with the areas around 2024 · ABS

Indicator	Catchment	Fortitude Valley	Brisbane LGA	Queensland	Australia
Population	314,598	10,978	1,355,640	5,583,833	27,194,369
Area (km²)	92	1.3	1,342.7	1,730,171.3	7,688,095
Population density (per km²)	3,419.5	8,407.6	1,009.6	3.2	3.5
Population change, avg yearly (%)	1.74	1.74	1.74	1.95	1.47
Families	67,531	1,985	324,833	1,366,648	6,730,182
Residents per family	4.66	5.53	4.17	4.09	4.04
Males (%)	50.5	54.7	49.7	49.5	49.6
Females (%)	49.5	45.3	50.3	50.5	50.4
Born overseas (%)	28.2	37.1	29.2	20.9	25.9
Average age (years)	36.8	34.9	37.8	39.7	39.8
Old-age index	89.8	134.1	80.9	95.3	98.1
Participation rate (%)	58.3	68.4	51.4	46.2	46.6
Not in labour force (%)	41.7	31.6	48.6	53.8	53.4

Compared with the areas around (continued)

Indicator	Catchment	Fortitude Valley	Brisbane LGA	Queensland	Australia
Unemployment rate (%)	4.9	5.5	5	5.3	5.1
Income index (NIR)	111.9	104.8	107.3	96.6	100
Consumption index (NIC)	111.2	104.5	106.8	96.8	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-Stra 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

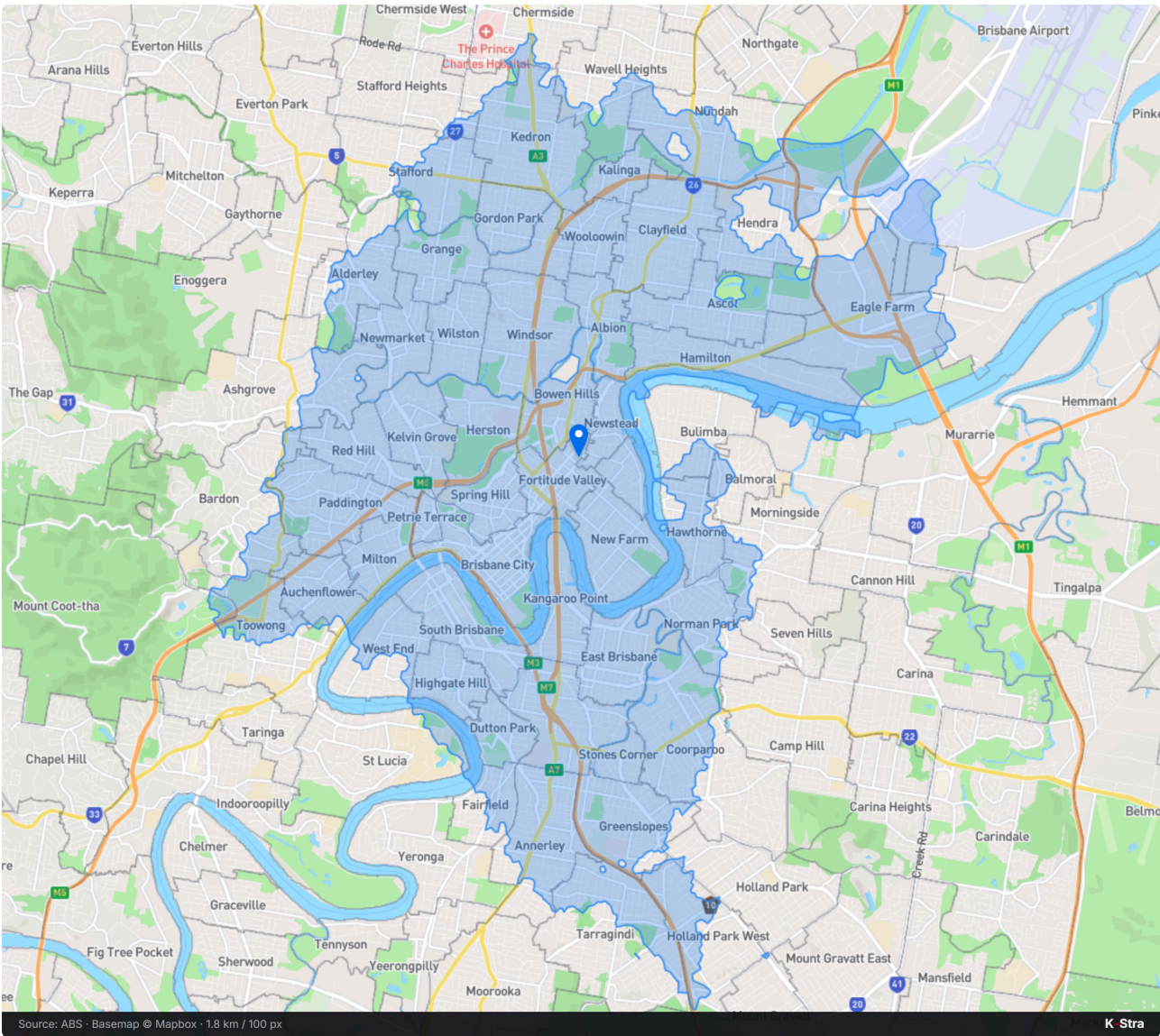
Wealth indices 2023 · ABS

Indicator	Catchment	Australia	Difference
Income index (NIR)	111.9	100	11.9
Consumption index (NIC)	111.2	100	11.2
Consumption per capita (AUD/year)	58,484	52,583	5,902

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

Catchment



Travel-time bands

Residents in each band

● 10 min 314,598

Data as of 14 Oct 2026

SITE 2

South Brisbane

Who lives within a 10-minute drive of South Brisbane, and how much they spend.

South Brisbane’s catchment holds 272,270 residents with an income index of 108.1, above Queensland’s 96.6 and Australia’s 100, and consumption per capita of A\$56,578 a year compared to A\$52,583 nationally.

Residents by band 2024 · ABS

Band	Pop	Pop (%)	Dwellings	Area (km²)
0–10 min	272,270	100	121,249	69.84
Catchment	272,270	100	121,249	69.84

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

Compared with the areas around 2024 · ABS

Indicator	Catchment	South Brisbane	Brisbane LGA	Queensland	Australia
Population	272,270	15,600	1,355,640	5,583,833	27,194,369
Area (km²)	69.8	2	1,342.7	1,730,171.3	7,688,095
Population density (per km²)	3,898.5	7,783.1	1,009.6	3.2	3.5
Population change, avg yearly (%)	1.74	1.74	1.74	1.95	1.47
Families	57,420	2,852	324,833	1,366,648	6,730,182
Residents per family	4.74	5.47	4.17	4.09	4.04
Males (%)	50.6	50.6	49.7	49.5	49.6
Females (%)	49.4	49.4	50.3	50.5	50.4
Born overseas (%)	29.9	45.4	29.2	20.9	25.9
Average age (years)	36.4	33.3	37.8	39.7	39.8
Old-age index	91.4	81	80.9	95.3	98.1
Participation rate (%)	58.5	53.6	51.4	46.2	46.6
Not in labour force (%)	41.5	46.4	48.6	53.8	53.4

Compared with the areas around (continued)

Indicator	Catchment	South Brisbane	Brisbane LGA	Queensland	Australia
Unemployment rate (%)	5.1	8.3	5	5.3	5.1
Income index (NIR)	108.1	85.6	107.3	96.6	100
Consumption index (NIC)	107.6	86.4	106.8	96.8	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-Stra 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

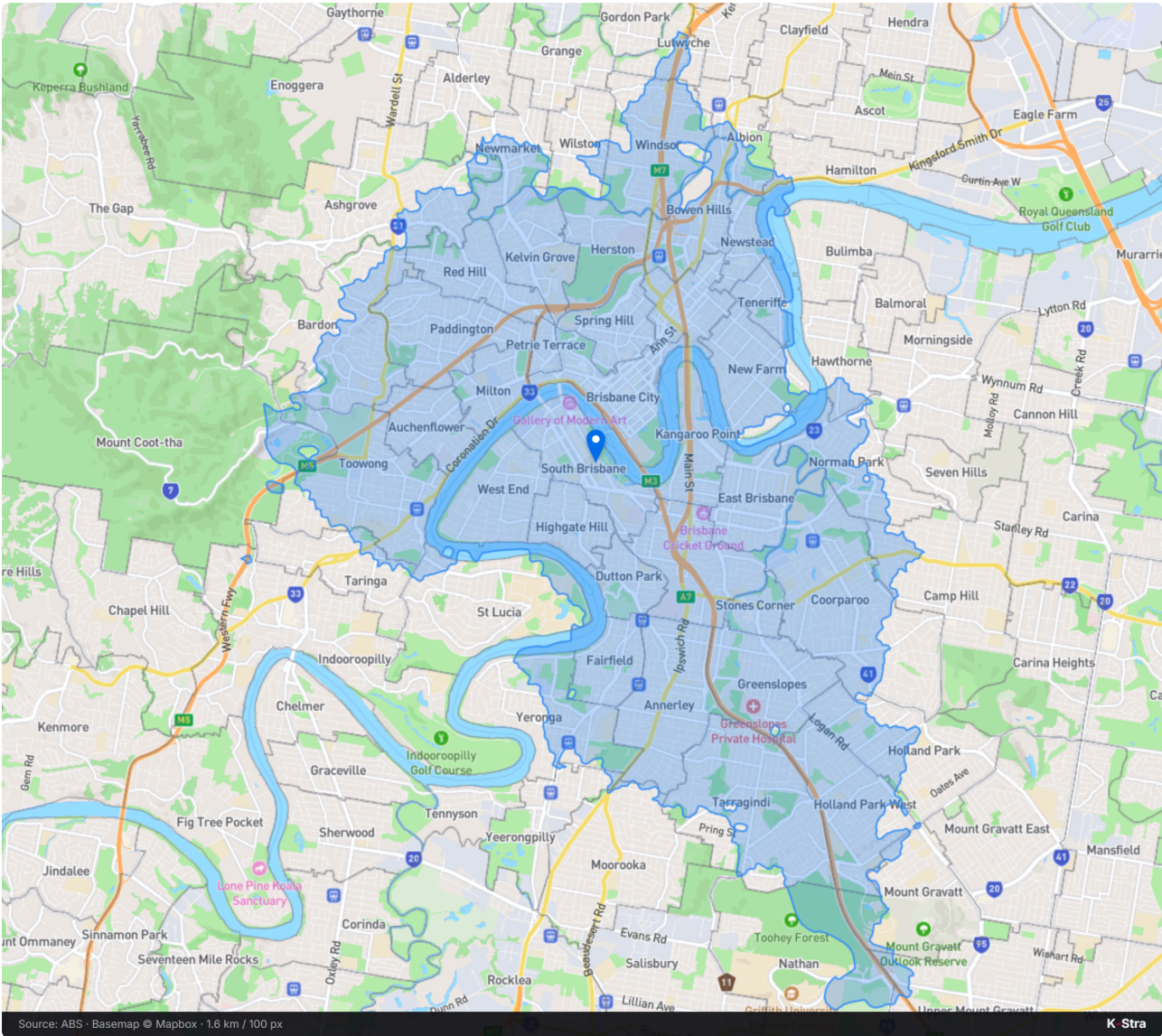
Wealth indices 2023 · ABS

Indicator	Catchment	Australia	Difference
Income index (NIR)	108.1	100	8.1
Consumption index (NIC)	107.6	100	7.6
Consumption per capita (AUD/year)	56,578	52,583	3,995

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

Catchment



Travel-time bands

Residents in each band

● 10 min 272,270

Data as of 14 Oct 2026

SITE 3

Chermside

Who lives within a 10-minute drive of Chermside, and how much they spend.

Chermside’s catchment of 188,750 residents has an income index of 114.4, above Queensland’s 96.6 and the national 100, with consumption per capita at A\$59,713 a year versus Australia’s A\$52,583.

Residents by band 2024 · ABS

Band	Pop	Pop (%)	Dwellings	Area (km²)
0–10 min	188,750	100	74,488	79.73
Catchment	188,750	100	74,488	79.73

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

Compared with the areas around 2024 · ABS

Indicator	Catchment	Chermside	Brisbane LGA	Queensland	Australia
Population	188,750	12,879	1,355,640	5,583,833	27,194,369
Area (km²)	79.7	4	1,342.7	1,730,171.3	7,688,095
Population density (per km²)	2,367.4	3,232.8	1,009.6	3.2	3.5
Population change, avg yearly (%)	1.74	1.74	1.74	1.95	1.47
Families	45,671	2,857	324,833	1,366,648	6,730,182
Residents per family	4.13	4.51	4.17	4.09	4.04
Males (%)	48.9	47.1	49.7	49.5	49.6
Females (%)	51.1	52.9	50.3	50.5	50.4
Born overseas (%)	24.2	30.5	29.2	20.9	25.9
Average age (years)	38.7	40.1	37.8	39.7	39.8
Old-age index	94.9	164.4	80.9	95.3	98.1
Participation rate (%)	52.3	50.4	51.4	46.2	46.6
Not in labour force (%)	47.7	49.6	48.6	53.8	53.4

Compared with the areas around (continued)

Indicator	Catchment	Chermside	Brisbane		Australia
			LGA	Queensland	
Unemployment rate (%)	4.5	6	5	5.3	5.1
Income index (NIR)	114.4	101.5	107.3	96.6	100
Consumption index (NIC)	113.6	101.4	106.8	96.8	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-Stra 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

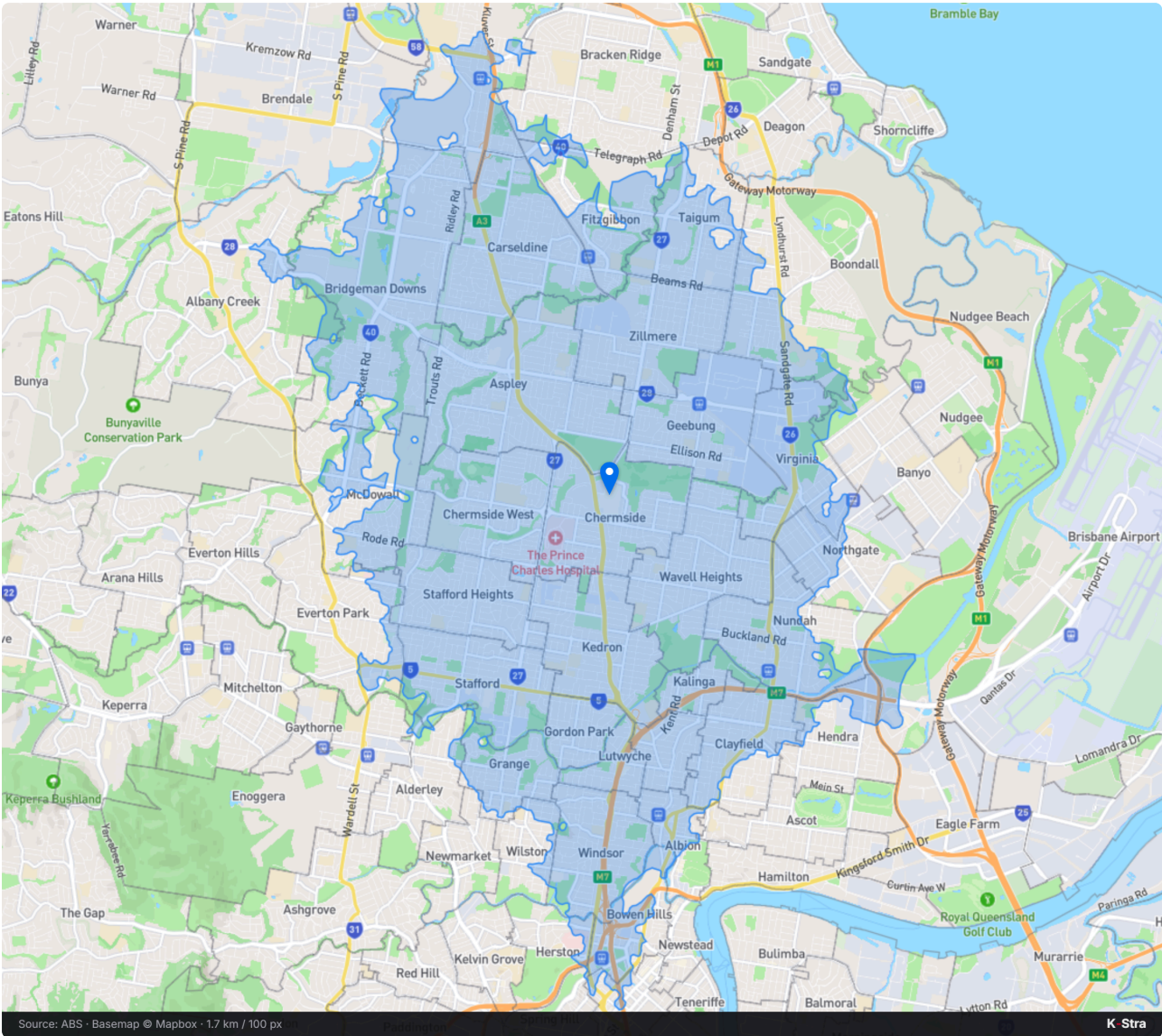
Wealth indices 2023 · ABS

Indicator	Catchment	Australia	Difference
Income index (NIR)	114.4	100	14.4
Consumption index (NIC)	113.6	100	13.6
Consumption per capita (AUD/year)	59,713	52,583	7,130

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

Catchment



Travel-time bands

Residents in each band

● 10 min 188,750

Data as of 14 Oct 2026

CONCLUSIONS

What it means

Chermside ranks first among the three sites, capturing an estimated A\$0.319M a year in net new spend from 178 competitors. Fortitude Valley comes second at A\$0.264M a year with 361 competitors, and South Brisbane is third at A\$0.182M a year with 325 competitors. These figures count residents only and represent a minimum in inner-city areas where workers and visitors are not counted.

Strengths

- Chermside faces 178 competitors in its catchment, the fewest of the three sites, and captures 0.5% of resident spend.
- Chermside has an income index of 114.4, above the national average of 100 and Queensland's 96.6.
- Fortitude Valley has the largest resident spend of the set at A\$112.33M a year from 314,598 residents.
- Chermside shares only 3.6% of its catchment population with South Brisbane and 34.9% with Fortitude Valley.

Risks

- Chermside has a smaller catchment of 188,750 residents, which is 31% below the median of the set.
- Fortitude Valley and South Brisbane face 361 and 325 competitors respectively, limiting their captured share to 0.2% of resident spend.
- South Brisbane captures A\$0.182M a year in net new spend, 43% below the top-ranked site.
- Opening both South Brisbane and Fortitude Valley would split their market, as 79.4% of South Brisbane's catchment residents live within Fortitude Valley's catchment.

To check on site

- Check parking availability and car access at the Chermside address, as the catchment is based on a 10-minute drive.
- Observe daytime worker and visitor footfall in Fortitude Valley and South Brisbane, which is excluded from resident spend estimates.
- Inspect the floor plate, ceiling height, and ventilation capacity of candidate premises for gym equipment and classes.
- Verify the proximity, pricing, and format of the nearest competing gyms around the preferred site.

For a single gym opening, Chermside offers the highest resident spend capture, ranging from A\$0.192M to A\$0.476M a year depending on store attractiveness. Although its resident pool and total market of A\$69.25M a year are smaller than the inner-city options, the lower number of competing gyms allows a typical venue to take a larger share.

If the strategy involves opening two locations, pairing Chermside with Fortitude Valley limits catchment overlap compared to pairing Fortitude Valley with South Brisbane. Because the model only counts residents, on-site checks in Fortitude Valley and South Brisbane should assess whether local office workers and visitors make up for their higher competition.

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.

Estimate: What one new store at the site would capture in a year of the residents' spending in its catchment, from the gravity model of the sector: low, central and high for a store as attractive as the weakest quarter, a typical one and the strongest quarter of the stores of the sector. Spending, not turnover: visitors and workers are not counted, so in city centres it is a minimum.

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.

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

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
- Wealth indices: ABS, 2023



Tallowood & Hart
LOCATION ADVISORY

Thank you

Tallowood & Hart