THE MILL QUARTER

PREPARED FOR RETAIL PROJEX
SEPTEMBER 2026

Location and Market Brief.

South Nowra and the Shoalhaven: the people, the housing, the infrastructure and the trade area around 13 Nowra Hill Road.



13 Nowra Hill Road, South Nowra NSW 2541 · Artist impression

Developed by Leadmark

ABOUT THIS BRIEF

What is in here, and how far to trust it.

This document gathers the verifiable facts about the area around The Mill Quarter. Every figure was checked at its source between 26 August and 2 September 2026. Where a number is an estimate or a judgement, it is labelled as one.

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Nowra Hill Road entry, artist impression.



The precinct at night, artist impression.

THE PRECINCT IN BRIEF

Address	13 Nowra Hill Road, South Nowra NSW 2541
Offer	10 architecturally designed retail showrooms for health, wellness and recreation uses
Lettable area	8,764 m² across the ten units, 470 m² to 1,255 m² each; adjoining units combine to approx. 2,350 m²
Construction	Tilt-up concrete, 9 m clear internal height, 6 m roller doors, 3-phase power to 400 A
Shared amenity	Central car park off Nowra Hill Road, landscaped commons, secure perimeter, pylon signage on the Princes Highway
Handover	Estimated Q2 2028
Developer	Leadmark, founded 2008, $420m+ of projects delivered across NSW
Leasing	Retail Projex, Steven Thuaux, Head of Leasing

The Shoalhaven at a glance.

A coastal local government area of 49 towns and villages stretching 160 km from Berry to North Durras. Nowra is its principal commercial, health and administrative centre, and South Nowra is where its large-format retail and trade precinct sits.

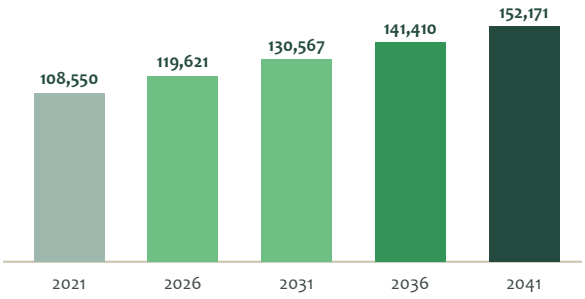
111,755
residents at 30 June 2025, up 774 (0.7%) in the year
ABS Regional Population, released 31 Mar 2026

152,171
projected residents in 2041, 40% above 2021
NSW DPHI 2024 projections

$7.12b
gross regional product, year to June 2025
economy.id (NIEIR)

48,540
local jobs across 8,294 businesses
economy.id 2024-25; ABS business register 2025

POPULATION, 2021 TO 2041



NSW DPHI 2024 Population Projections, Shoalhaven LGA. 2021 is the ABS estimate; later year



The precinct from the south-east, artist impression.

THE ECONOMY

INDICATOR	VALUE
Gross regional product, 2024-25	**$7.12 billion**
Local jobs, 2024-25	**48,540**
Jobs added since 2019-20	**+5,926**
Largest employer: health care and social assistance	**9,034 jobs (18.6%)**
Construction	**8,039 jobs**
Accommodation and food	**4,849 jobs**
Retail trade	**4,629 jobs**
Registered businesses, 2025	**8,294**
Employed residents, 2024-25	**47,384**

economy.id Shoalhaven, NIEIR 2024-25 release.

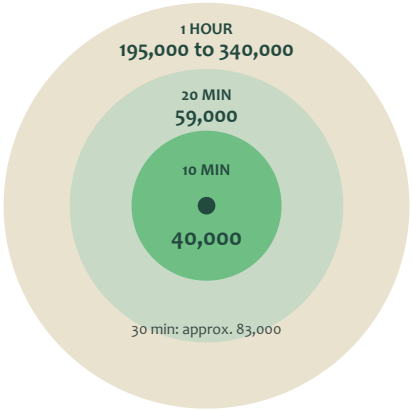
REGIONAL CONTEXT

The draft Illawarra Shoalhaven Plan, released 31 July 2026 and on exhibition to 28 September, plans for the four-council region (Wollongong, Shellharbour, Kiama, Shoalhaven) to reach 677,000 residents by 2046, adding 161,000 people, 117,000 homes and more than 101,000 jobs. It flags Nowra-Bomaderry for mid-rise infill.

CATCHMENT

Who is within reach.

Resident populations at 30 June 2025, built from ABS suburb-level (SA2) counts and grouped by published town-centre drive times. The rings are approximate; nobody has published a modelled isochrone from the site itself.





RING BY RING

RING	ABS AREAS INCLUDED	JUNE 2025
10 min	Nowra SA2 (Nowra, South Nowra, Worrigee, West Nowra) 23,716; North Nowra-Bomaderry 16,548	**40,264**
20 min	Adds Berry-Kangaroo Valley 9,523; Culburra Beach 5,039; Tomerong-Wandandian-Woollamia 3,860	**58,686**
30 min	Adds St Georges Basin-Erowal Bay 15,444; Huskisson-Vincentia 5,048; Callala Bay-Currarong 3,588	**82,766**
1 hour, low	Shoalhaven LGA excluding the Ulladulla district 88,079; Kiama LGA 23,139; Shellharbour LGA 83,228	**194,446**
1 hour, high	Adds Ulladulla district 23,614; southern Wollongong (Dapto, Horsley, Unanderra, Berkeley, Port Kembla, Windang) 83,206; Southern Highlands (Moss Vale, Bowral, Robertson, rural) 35,898	**337,226**

ABS Regional Population 2024-25, SA2 and LGA tables. Sums are exact; ring boundaries are an estimate. Kiama at 34 minutes and Shellharbour at 38 sit comfortably inside the hour. The high case includes places at 55 to 65 minutes.

WHERE THE GROWTH IS CONCENTRATED

FORECAST.ID SMALL AREA	2021	2046	GROWTH P.A.
Bangalee, Cambewarra Village, Tapitallee	3,126	11,425	**5.32%**
West Nowra, South Nowra, Nowra Hill and surrounds	7,118	13,688	**2.65%**
Nowra-Bomaderry urban area (six small areas)	38,303	56,876	**1.6%**
Shoalhaven LGA	108,525	134,337	**0.86%**

forecast.id Shoalhaven, June 2026 release. The two fastest-growing small areas in the LGA are the one the site sits in and the one immediately north-west of Bomaderry, where the Moss Vale Road release areas are.







Interior concepts for aquatic, cafe and family recreation uses. Artist impressions.

PEOPLE

Who lives here, and who visits.

Two populations overlap in the Shoalhaven: a permanent base that is younger in Nowra-Bomaderry than the region's reputation suggests, and a visitor economy that roughly triples the number of people in the area on a summer weekend.

RESIDENTS, 2021 CENSUS

MEASURE	NOWRA-BOMADERRY	SHOALHAVEN LGA
Population counted	38,678	108,531
Median age	**39**	**48**
Median weekly household income	**$1,330**	**$1,250**
Median weekly family income	$1,645	$1,537
Families with children at home	**57.6%**	**48.7%**
Children aged 0 to 14	**7,340 (19.0%)**	**17,337 (15.9%)**
Average household size	2.4	2.31

ABS Census 2021 QuickStats. The Census of 11 August 2026 will replace these figures from mid-2027. Within the urban area, South Nowra suburb itself had a median age of 33 and a median household income of $1,789 a week in 2021, the youngest and highest-earning node in the trade area.

AGE STRUCTURE

The LGA has proportionally more children and more people over 65 than the NSW average at the same time. Nowra-Bomaderry carries the families; the coastal villages carry the retirees and the holiday homes. Vincentia and Huskisson-Vincentia recorded 38% and 42% of dwellings unoccupied on Census night, the signature of holiday stock.

THE DEFENCE COMMUNITY

HMAS Albatross, 8 minutes from the site, is the Royal Australian Navy's largest air station and home to the Fleet Air Arm. Postings are multi-year and bring families. The base's headcount is not published in any 2025-26 source, so this brief does not quote one. What is on record: a $313.5m Sikorsky sustainment contract signed February 2025 supporting about 200 existing Defence jobs and adding 75, plus 20 apprenticeships.



Wellness interior concept, artist impression.



Precinct entry, artist impression.

VISITORS

MEASURE	VALUE
Domestic overnight visitors, year to June 2024	**1,749,400**
Domestic day-trip visitors	**1,069,251**
International visitors	30,471
Total visitors	**2.85 million**
Domestic visitor nights	5.69 million
Visitor spend, year to June 2024	**$1.42 billion**
Growth in spend, 2019 to 2024	**+94%**
Tourism jobs, 2024-25	4,516 (9.3% of all jobs)

Tourism Research Australia via economy.id; spend via Invest Shoalhaven, January 2025. Tourism Research Australia changed its survey method in 2024-25, so no council-level domestic figures exist for the latest year. The wider South Coast region drew 10.4 million visitors and $4.4 billion in the year to March 2026 (Destination NSW).

SEASONALITY

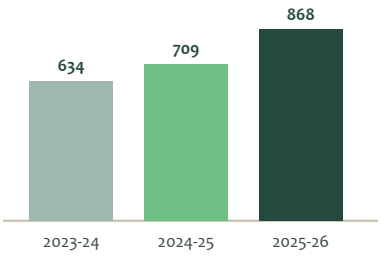
Visitation peaks from December to February and on every school holiday and long weekend. Council's own material describes the population "swelling by up to 300,000" in summer. Most visitors arrive by car from Sydney and Canberra, both about 2.5 hours away, and stay in Huskisson, Vincentia, Culburra, Sussex Inlet and Mollymook, all within 20 to 45 minutes of South Nowra.

The housing pipeline.

About 7,000 homes are zoned, rezoned or in planning in the Nowra-Bomaderry area, with a further 700 on the coast within 25 minutes. Approvals in 2025-26 were the highest in eight years.

PROJECT	WHERE	HOMES	STATUS AT SEPTEMBER 2026
Moss Vale Road North release area	Cambewarra to Bomaderry, 266 ha	**approx. 2,500**	Rezoning approved. Draft $127m local infrastructure contributions plan on exhibition 5 August to 4 September 2026; Council describes delivery over 10 to 15 years. No lots released yet.
Cabbage Tree Lane, Mundamia	West of Nowra	**approx. 2,180**	Zoned residential, no timeframe. The 49 ha "Twin Creeks" site (350 to 400 lots) was listed for sale in June 2026.
Moss Vale Road South (Badagarang)	Bomaderry to Cambewarra	**approx. 950**	Under construction. Badagarang generates more development applications than any other Shoalhaven locality. Taylors Crossing and Haven estates selling or in planning.
Mandalay Avenue sub-precinct	Nowra, beside the hospital	**up to 537**	Rezoned 19 June 2026 by Homes NSW: up to six storeys, at least 30% social and affordable including hospital key-worker housing. Development application consultation expected late 2026.
Nowra Riverfront precinct	Bridge Road to Scenic Drive, 3.4 ha	**up to 377**	Rezoned 19 June 2026: five to twelve storeys with cafes, restaurants and boat sheds. Council DCP, flood and sewer studies to follow. $5m federal funding for public space.
Mundamia and Worrigee growth areas	West and east Nowra	**approx. 620**	Development control plans in place since 2014 and 2016; building out.
West Culburra (Sealark)	Culburra Beach, 46 ha	**approx. 400**	Concept approved 2021. Stage 1 (244 lots) development application exhibited November to December 2025, not yet determined.
Callala Bay (Sealark)	Callala Bay, 40 ha	**300+**	Residential zoning reconfirmed 2024-25. Masterplan and development application in preparation.
South Nowra and Nowra Hill estates	Old Southern Road, Browns Creek Road, Nowra Hill	**selling**	Evergreen Rise Stage 2 (lots from $420,000), Browns Creek Road subdivision (65% sold, titles due), Nowra Hill Estate Stage 2 (63 lots).
Bomaderry build-to-rent (Landcom)	Bolong Road, Bomaderry	**60**	Topped out June 2026; first residents early 2027. 12 homes affordable.
Coomea Street (Southern Cross Housing)	Bomaderry	**39**	Completed February 2026, social and affordable. 2026 LGNSW Planning Award.

DWELLINGS APPROVED, SHOALHAVEN LGA



ABS Building Approvals via profile.id. 2025-26 is up 22% on the prior year and the highest since 2017-18.

TARGETS AND FORECASTS

- **4,900 new homes** is the NSW Government's National Housing Accord target for Shoalhaven, 1 July 2024 to 30 June 2029. Progress is not published; the Department's 2026 narrative says the current pipeline is short of it.
- **13,227 additional dwellings by 2046** in Council's forecast.id series (58,656 in 2021 to 71,883), about 530 a year. This June 2026 release replaces the older "14,200 by 2051" figure.
- **Shoalhaven Contributions Plan 2026**, adopted 26 May 2026: 39 priority projects worth about $329m, funded by development, in force from 1 July 2026.
- **Draft Illawarra Shoalhaven Plan** (July 2026) sets 117,000 homes for the four-council region to 2046 and identifies Nowra-Bomaderry for mid-rise infill.

Health and transport.

The two largest projects in the district reach milestones within months of each other: a new hospital building opens in October 2026, and the highway interchange to Jervis Bay opened in June.

SHOALHAVEN MEMORIAL HOSPITAL

$440m

new seven-storey Acute Services Building, Nowra, six minutes from the site

NSW Health Infrastructure; NSW Budget 2026-27 ($440.4m)

- Opens to patients on **Wednesday 28 October 2026**. The building is substantially complete and in commissioning; a community open day is to be announced.
- Brings a new emergency department, intensive care, operating theatres, mental health and medical and surgical wards, connected to the existing hospital.
- **Stage 2**, refurbishing the existing hospital, runs through 2027.
- A **$21m key health worker accommodation** project in Nowra was announced March 2025 within a $200m state program. No 2026 construction update was found.
- Homes NSW's Mandalay Avenue rezoning next door reserves part of its 537 homes for hospital key workers.
- Nowra Private Hospital holds a 2023 approval for a staged expansion; construction status not found.

Health care and social assistance is already the region's largest employer at 9,034 jobs. The hospital opening moves the district's clinical activity into a single modern campus in Nowra, six minutes north of South Nowra.

PRINCES HIGHWAY AND LOCAL ROADS

PROJECT	VALUE	STATUS
Jervis Bay Road interchange, Falls Creek	**$164m**	New flyover opened to traffic 1 to 3 June 2026. Western roundabout and local roads finish early 2027, about a year ahead of the original schedule.
Princes Highway duplication, Jervis Bay Road to Hawken Road (Stage 1 of the run to Sussex Inlet Road)	**$500m**	Committed. Expressions of interest April 2026; design and construct tender expected Q3 2026. NSW Budget 2026-27 allocates $340.9m this year.
Milton Ulladulla bypass	**$940m**	Concept design finalised September 2025; environmental impact statement expected on exhibition in 2026. Construction timing to be set. $788.5m in the 2026-27 budget.
Nowra bypass and network improvements	**$105m**	Planning only: strategic business case, traffic modelling and environmental investigations. Planning phase concludes 2026; no corridor or construction funding announced.
Nowra Bridge and highway approaches	**$342m**	Delivered. Four-lane bridge opened February 2023, finishing works 2024. The 1881 bridge is being converted to a walking and cycling crossing ($20m, to about 2027-28).

Transport for NSW, Prime Minister's release 22 May 2026, NSW Budget 2026-27 (23 June 2026), Infrastructure Pipeline. The budget's regional paper carries a $1.2 billion line "for the development of the Princes Highway corridor"; a 19 June 2026 government release cites "$1.96 billion" for the same corridor over a longer window. They measure different things, so quote one and cite it.



Nowra Hill Road entry, one minute from the Princes Highway. Artist impression.

INFRASTRUCTURE, PART TWO

Defence, education, employment and civic works.

Beyond the hospital and the highway, a set of smaller projects shape who works, studies and spends in the district over the next three years.

$124m
HMAS Albatross airfield rebuilt, 2023 to 2025
Department of Defence

36
MH-60R Seahawks based at Nowra by end 2026, up from 23
Royal Australian Navy

$313.5m
Sikorsky sustainment contract to 2028, 75 new jobs
ABC, February 2025

550
students at the new Worrigee primary school, opening 2028
School Infrastructure NSW

HMAS ALBATROSS AND THE AVIATION PARK

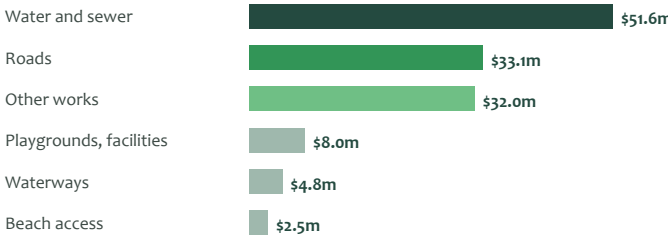
- **Airfield upgrade, $124m.** Runways, taxiways, aprons, lighting and drainage rebuilt by BMD over about 18 months from September 2023.
- **808 Squadron fleet expansion.** Thirteen additional helicopters; first two delivered Q2 2026, all due by the end of 2026, with new squadron facilities and a simulator extension approved in 2023.
- **Sikorsky Australia contract** supports about 200 existing Defence jobs at Nowra and adds 75 jobs and 20 apprenticeships.
- **Albatross Aviation Technology Park.** Fourteen to fifteen lots released by expression of interest, closing January 2025. No buyers announced since.

MH-60R SEAHAWKS AT NOWRA



Naval News, July 2025. Deliveries scheduled through 2026.

COUNCIL CAPITAL WORKS 2026-27, $132M



Draft budget as reported 23 April 2026. Total budget $520.4m.

EDUCATION

- **Worrigee primary school and preschool**, 9 Worrigee Road, 5 minutes from the site. Preschool slab poured August 2026, opens 2027; school construction from October 2026, opens 2028.
- **Bomaderry High, Nowra East Public and Vincentia High** upgrades have approved business cases; **Flinders High** (Shellharbour, 750 students) opens 2029.



EMPLOYMENT PRECINCT DESIGNATION, NOVEMBER 2025

The NSW Department of Planning, Housing and Infrastructure published a Regionally Significant Employment Precinct profile for South Nowra, covering Flinders Estate and the adjoining industrial land around the site.

> *"Well positioned to support and specialise in emerging sectors including electronics, information technology, logistics, aviation and defence support industries and nutra-pharmaceuticals."*

CIVIC WORKS

Nowra Workplace Hub

$5m. Opened March 2026 with 250 NSW Government staff from six agencies relocated into the Nowra CBD.

Contributions Plan 2026

39 projects, about $329m, adopted 26 May 2026. Includes Boongaree sporting fields at Berry, Lyrebird Sports Park and Park Road netball in Nowra.

Community Infrastructure Plan 2056

A draft 30-year program of 583 projects worth over $800m, exhibited April to May 2026. Not yet adopted. Plus $1m in July 2026 grants for North Nowra and Bomaderry sports facilities.

INVESTMENT

The investment ledger.

Every dollar figure in this brief in one place, with what is counted and what is deliberately left out. The headline of "more than $2 billion" is a sum of verified line items, not a published government total.

ITEM	STATUS	$M
Princes Highway duplication, Jervis Bay Road to Hawken Road	Committed, tender 2026	500
Shoalhaven Memorial Hospital acute services building	Opens 28 Oct 2026	440
Nowra Bridge and approaches	Delivered 2023-24	342
Sikorsky MH-60R sustainment, Nowra	Contract to 2028	313.5
Jervis Bay Road interchange	Opened June 2026	164
Council capital works 2026-27	Budgeted	132
HMAS Albatross airfield upgrade	Delivered 2025	124
Nowra bypass planning	Planning to 2026	105
Coomea Street housing, Bomaderry	Opened Feb 2026	22
Key health worker accommodation, Nowra	Announced 2025	21
Historic Nowra Bridge conversion	Under way	20
Nowra Workplace Hub and Riverfront public space	Delivered / funded	10
Nowra-area total, delivered or committed since 2023		**approx. 2,190**
Milton Ulladulla bypass	Design, EIS 2026	940
Shoalhaven and Princes Highway corridor total		**approx. 3,130**

Council capital works is one financial year. Nowra Bridge is included because it opened in 2023 and is the reason the highway now runs four lanes through the town.



The precinct at night, artist impression.

NOT COUNTED, AND WHY

- **$2.5b MH-60R acquisition.** A national program; the aircraft are based at Nowra but the spend is not.
- **$800m Community Infrastructure Strategic Plan.** A 30-year draft, unfunded and not yet adopted.
- **$329m Contributions Plan.** Developer-funded over decades as lots sell.
- **$127m Moss Vale Road North infrastructure plan.** Still on exhibition.
- **$125m Kiama to Bomaderry rail loop.** Promised 2019, redirected 2021, unfunded.
- **Shoalhaven pumped hydro expansion.** Withdrawn June 2025.

THE GOVERNMENT'S OWN NUMBERS

NSW Budget 2026-27 (23 June 2026), Illawarra-Shoalhaven paper: Milton Ulladulla bypass $788.5m, Jervis Bay Road to Hawken Road $340.9m, Jervis Bay Road interchange $38.4m, Nowra bypass and network improvements $100.8m, Shoalhaven Memorial Hospital $440.4m. The paper's corridor line is "$1.2 billion for the development of the Princes Highway corridor".

A 19 June 2026 ministerial release describes a "$1.96 billion Princes Highway corridor investment". Either can be quoted with its citation. The Information Memorandum's "$1.2b+ regional investment to 2028" is the more conservative reading.

TRADE AREA

The South Nowra trade area.

South Nowra is the district's large-format retail, trade and automotive precinct, strung along the Princes Highway between the Nowra CBD and HMAS Albatross. The site sits one minute off the highway on Nowra Hill Road.

ESTABLISHED ANCHORS WITHIN THE PRECINCT

CATEGORY	OPERATORS
Trade and hardware	Bunnings, Coates, Total Tools
Large-format retail	HomeCo South Nowra (TK Maxx, JB Hi-Fi, Anaconda, Rebel, RSEA, Sydney Tools), Fantastic Furniture
Automotive	Supercheap Auto, Repco, Autobarn, dealerships and service centres
Food and fuel	McDonald's, KFC, Hungry Jack's, Ampol, 7-Eleven
Precinct scale	240+ businesses across large-format retail, trade, automotive, food and convenience

Retail Projex Information Memorandum, August 2026. Not independently re-counted. Nowra's main shopping centre, Nowra Centre Plaza (formerly Stockland Nowra), changed hands in 2024 and has no expansion on foot. No new Bunnings, Costco, Aldi, Woolworths, gym or entertainment venue was announced for Nowra or South Nowra in 2025-26 in any source found.

DRIVE TIMES FROM THE SITE

DESTINATION	MINUTES	DESTINATION	MINUTES
Princes Highway	1	Huskisson and Jervis Bay	20
Nowra CBD	6	Culburra Beach	25
HMAS Albatross	8	Berry	25
Shoalhaven River	8	Hyams Beach	25 to 30
Shoalhaven Zoo	12	Kangaroo Valley	30 to 35

Information Memorandum times. Hyams Beach and Kangaroo Valley are shown as ranges because the IM's figures look short from South Nowra; a measured route from 13 Nowra Hill Road would settle it.



Family recreation interior concept, artist impression.

COMMERCIAL PROPERTY EVIDENCE, EARLY 2026

Leasing evidence gathered in May 2026 showed medium-format industrial and showroom space in South Nowra and Bomaderry letting at roughly $110 to $140 per m² a year, with South Nowra examples at 342 m² ($44,000 a year) and 700 m² ($77,000 a year). The Information Memorandum describes South Nowra retail supply as tightly held with low vacancy. Neither has been re-checked for this brief.



Lobby cafe looking to the entry building, artist impression.

THE PRECINCT

Ten showrooms. One address.

A purpose-built health, wellness and recreation precinct with shared parking, a landscaped common and highway signage, delivered by Leadmark for handover in the second quarter of 2028.



Site plan. Areas indicative and subject to final survey.

UNIT SCHEDULE

UNIT	AREA	UNIT	AREA
Showroom 01	**809 m²**	Showroom 06	**1,255 m²**
Showroom 02	**1,121 m²**	Showroom 07	**670 m²**
Showroom 03	**1,121 m²**	Showroom 08	**670 m²**
Showroom 04	**1,222 m²**	Showroom 09	**607 m²**
Showroom 05	**819 m²**	Showroom 10	**470 m²**

Total 8,764 m². Largest two-unit combination: Showrooms 03 and 04, 2,343 m². Largest three: 02, 03 and 04, 3,464 m².

SPECIFICATION

- Tilt-up concrete panel construction with architectural facade treatment, including the perforated Corten screen at the entry building
- 9 m clear internal height, suited to mezzanines, climbing, trampolines and court sports
- 6 m electric roller doors, number subject to showroom selection
- 3-phase power up to 400 amps, water, sewer and NBN provisions
- Shared central car park with direct access from Nowra Hill Road
- Landscaped common zones with pedestrian connections between units
- Secure site access and perimeter fencing
- Branded pylon signage and directional signage on the Princes Highway

USES THE PRECINCT IS CONFIGURED FOR

Children's play centres. Indoor recreation and play.

Gymnasiums. Retail fitness operators needing clear height and parking.

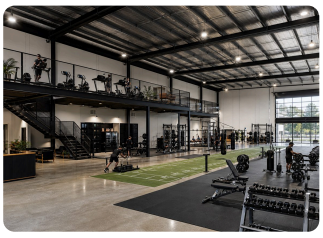
Health and wellness services. Fitness, therapeutic and personal wellbeing.

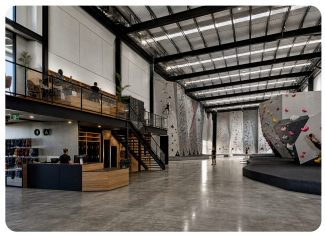
Healthcare-service operators. Medical, allied health and equipment supply.

Cafes and food. Complementary food operators.

Convenience operators. Small-scale complementary retail.

Planning note from the May 2026 feasibility work: the site is zoned E4 General Industrial. Indoor recreation facilities are generally permissible with consent; amusement centres and entertainment facilities are prohibited in E4. Any operator whose core offer is an arcade should confirm permissibility with a planner before committing.





Interior concepts, artist impressions.