

# RETAIL

Canberra is a significant retail hub for a broad regional area. It services not only its direct population of 353,000, but another 200,000 people in the regional retailing catchment<sup>1</sup>.

Over the five years to December 2009, retail turnover in the ACT increased by 25 per cent to A\$478 million<sup>2</sup>.

Canberra's buoyant retail sector can be traced to the relatively high disposable incomes enjoyed by ACT residents. In 2008-09, gross household disposable income per capita in the ACT was A\$54,890, a level 50 per cent higher than the Australian average<sup>3</sup>.

Canberra's consumers are keen to embrace new products and services, and are environmentally conscious. A 2009 survey revealed that 76 per cent of residents welcomed technological advancements that make their life easier and 71 per cent were prepared to pay extra for environmentally friendly products and services<sup>4</sup>. The same survey also found that 48 per cent of Canberrans find shopping relaxing.

By 2050, the ACT population is expected to increase by 42 per cent to approximately 500,000, providing the impetus for continued strong growth in retail activity.

## Case Study: Deeks Health Bakery™

In 2003, Robert de Castella – former world champion marathon runner and proud Canberran – joined forces with clinical biologist Bill Giles, to develop a health oriented bakery café.

After nearly 10 years of research and practical development, the Deeks group produces 100 per cent gluten free and grain free foods as a healthy alternative to grain-based products.

Following the success of its products in Canberra, Deeks has extended its reach by making its products available to all major cities in Australia, with next-day deliveries to metropolitan areas and some regional areas.

With the growth of the business, Deeks products are now being sent to overseas markets and franchise arrangements are being developed from Deek's head office in Canberra.

Deeks gratefully received a BusinessACT Small Business Grant in the Knowledge Fund category, and was runner up in the Deloitte ACT Small Business Awards in the Technology Category.

**For further information contact:**  
[www.deeks.com.au](http://www.deeks.com.au)  
[www.business.act.gov.au](http://www.business.act.gov.au)



*"The ACT Government's business support and development program really helped to get our business started. It enabled us to do the right planning and assisted us with our initial cash flow needs. Canberra is an excellent city to launch and develop new products because the market is sophisticated and open to new ideas. Canberra's quality of life and its excellent road and air links to major cities also make it a fantastic location."*

**Robert de Castella**  
Managing Director  
Deeks Health Bakery

**Phone Canberra Connect:**  
**1800 244 650 (Australia)**  
**+61 13 22 81 (International)**

<sup>1</sup> ABS Cat No 3101.0 and 1307.8

<sup>2</sup> ABS Cat No 8501.0

<sup>3</sup> ABS Cat No 5220.0

<sup>4</sup> ibid.