



## Fuel Sector

# Introduction

## GapMaps Fuel Sector Report

GapMaps is the leading provider of web-based network strategy, demographic and mapping services in Australasia. We provide our clients with the tools necessary to understand and manage their network strategies so they can make fact based assessments for network growth opportunities. Our unique datasets across a range of retail sectors provide valuable insights into changing competitive landscapes. This insight is now available through Retail Network Reports by GapMaps.

On a monthly basis GapMaps are now distributing Australia's most comprehensive insight into the retail fuel distribution network. All openings, closures and brand changes are being reported monthly with YTD and major brand summaries. It's an invaluable insight for fuel retailers, developers and those with an interest in the changing dynamic of the retail fuel sector in Australia.

**Anthony Villanti**  
Managing Director & Founder



+61 (0) 411 098 691  
anthony@gapmaps.com  
Suite 1, Level 1, 425 Docklands Drive  
Docklands, 3008, Australia  
www.gapmaps.com

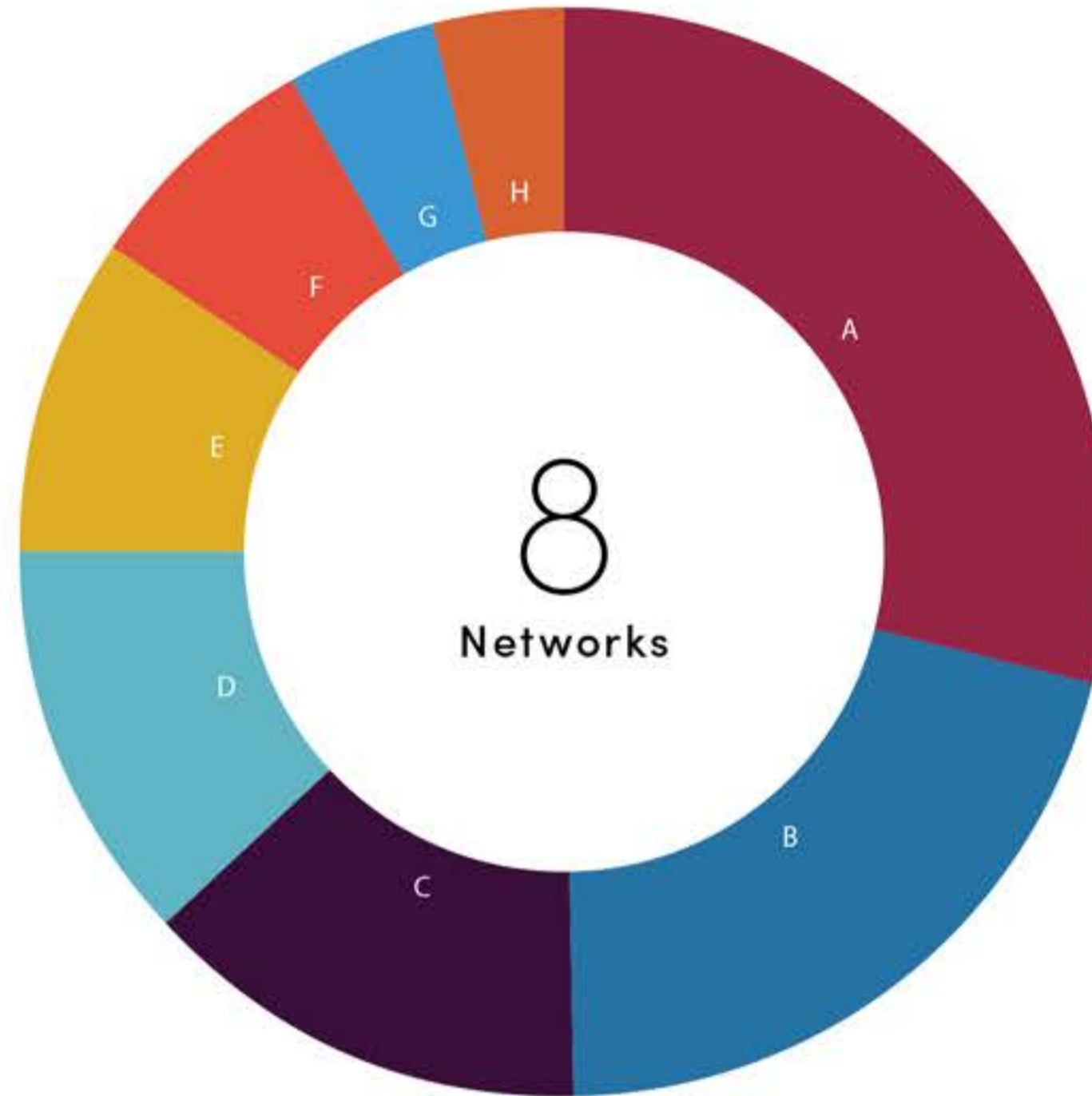


# Site Share and Highlights

September 2017

During the month of September there was lower than average turnover in major brand networks with 11 new sites opened and 4 closed. The largest number of new sites has been Caltex with 4.

Eleven(+0.3%) with reductions in Caltex (-0.5%) and BP (-0.3%).



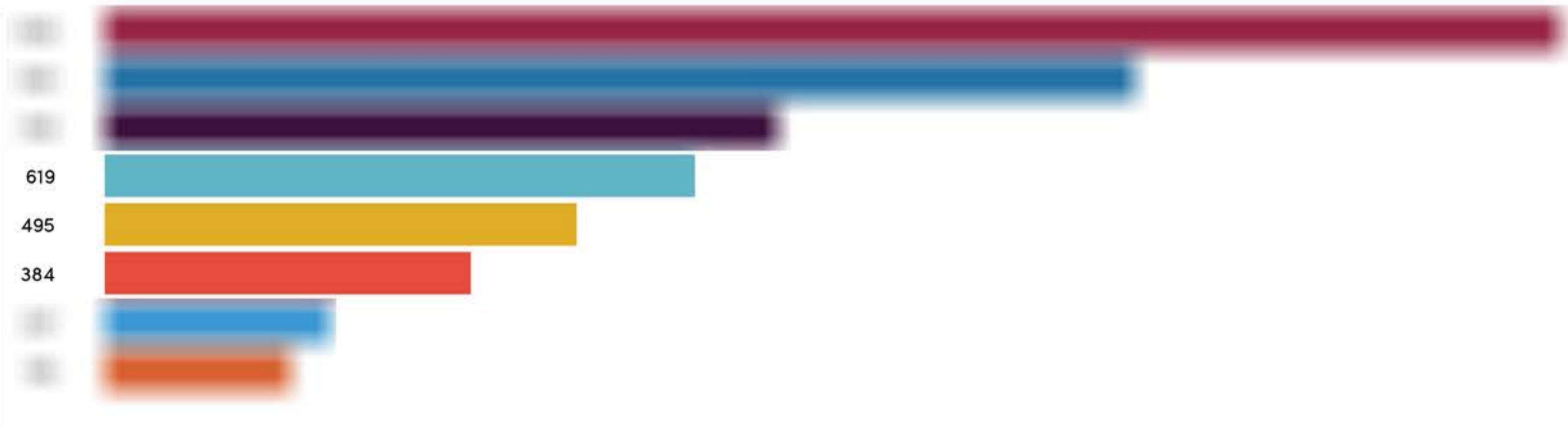
Label	Network Name	Share (%)
A	Shell	18.5%
B	BP	15.2%
C	BP	10.1%
D	Plus Petrol	11.8%
E	7 Eleven Fuel	9.4%
F	United Petroleum	7.3%
G	BP	5.6%
H	BP	3.8%



# Network Total

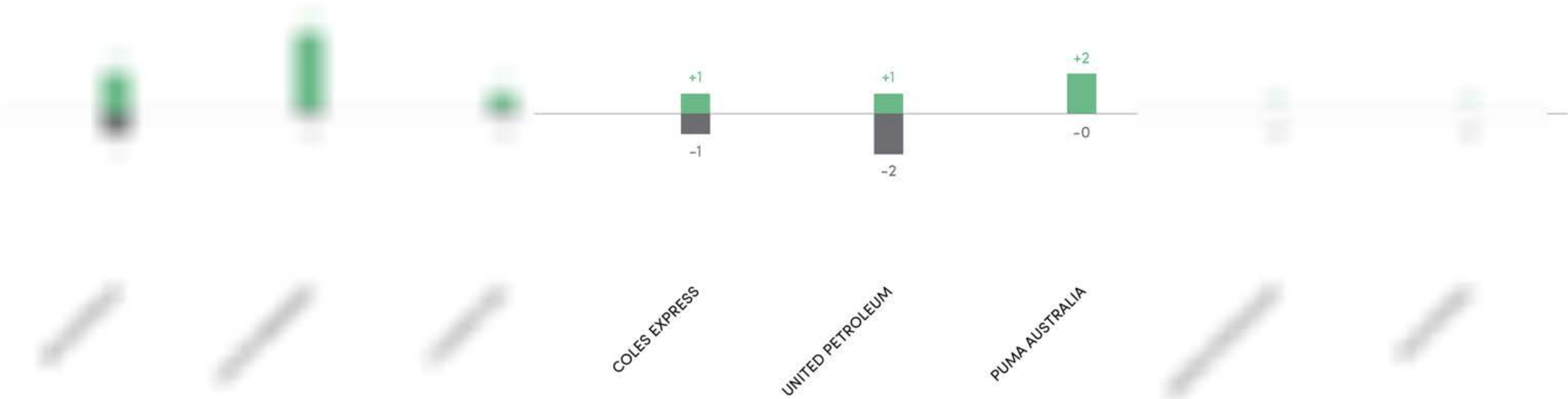
Year to date - 2017

- 1
- 2
- 3
- 4 Plus Petrol
- 5 7 Eleven Fuel
- 6 United Petroleum
- 7
- 8



# Month to Date

September 2017



# Monthly Movement

September 2017

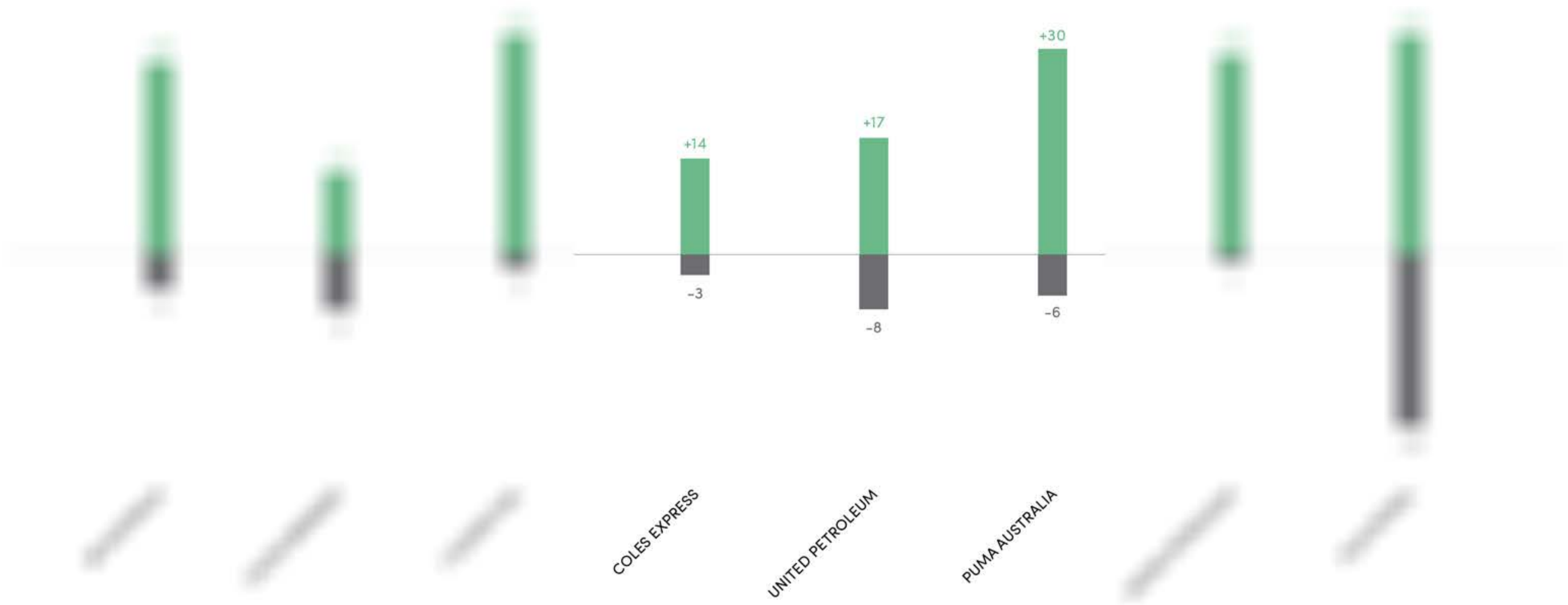
Account	Commencing Network	Sept Openings	Sept Closures	Sept Movement	Sept Network	Totals
Account 1						Commencing Network
Account 2						5236
Account 3						September Openings
Account 4						11
Account 5						September Closures
Account 6						4
Account 7						September Movement
Account 8						7
Account 9						September Network
Account 10						5243

# Year to Date

2017

Openings Closures

+194 -58





# Yearly Movement

Year To Date - 2017

Account	Commencing Network	YTD Openings	YTD Closures	YTD Movement	YTD Network	Totals
Account 1						Commencing Network
Account 2						5107
Account 3						YTD Openings
Account 4						194
Account 5						YTD Closures
Account 6						58
Account 7						YTD Movement
Account 8						136
Account 9						YTD Network
Account 10						5243



POWERED BY

# GapMaps

FOR FURTHER INFORMATION  
PLEASE CONTACT

GapMaps Head Office  
Suite 1, Level 1, 425 Docklands Drive  
Docklands, 3008, Australia

+ 61 3 9670 4569  
info.gapmaps.com  
www.gapmaps.com

**Tim Shaw**  
CEO

+61 (0) 447 006 130  
tim@gapmaps.com

**Richard O'Nians**  
General Manager Strategic Development

+61 (0) 405 506 897  
richard@gapmaps.com

**Toni Newell**  
General Manager QLD & NSW

+61 (0) 418 550 458  
toni@gapmaps.com

**Desiree Raywood**  
Business Development Manager

+61 (0) 439 884 776  
desiree@gapmaps.com

