



# Quarterly Precinct Health Report

Edition 8

January – March 2026



[portphillip.vic.gov.au](http://portphillip.vic.gov.au)





Please consider the environment before printing.

99a Carlisle Street  
St Kilda VIC 3182

Phone: **ASSIST** 03 9209 6777

Email: [portphillip.vic.gov.au/contact-us](mailto:portphillip.vic.gov.au/contact-us)

Website: [portphillip.vic.gov.au](http://portphillip.vic.gov.au)

### Diversity

Receive the latest news from your City and Council [portphillip.vic.gov.au/divercity](http://portphillip.vic.gov.au/divercity)



### National Relay Service

If you are deaf or have a hearing or speech impairment, you can phone us through the National Relay Service (NRS):

TTY users, dial **133677**, ask for **03 9209 6777**

Voice Relay users, phone **1300 555 727**, then ask for **03 9209 6777**.

[relayservice.gov.au](http://relayservice.gov.au)



## Contents

Municipal Economic Overview.....	4
Municipal Economic Trends.....	7
Around the Precincts - Overview.....	9
Acland Street, St Kilda .....	12
Fitzroy Street, St Kilda .....	15
Bay Street, Port Melbourne.....	18
Carlisle Street, Balaclava.....	21
Clarendon Street, South Melbourne.....	24

# Municipal Economic Overview



## Resident Spend

Source: Council IQ banking transaction data

Total resident spend (within and outside the City of Port Phillip)

Total Spend:

**\$1,185.11 million**

spent by CoPP residents between Jan – Mar 2026

Quarterly change: **-\$55.24M / -4.45%**

Year on year: **+\$70.13M / +6.29%**

Highest Spend Categories:

Supermarkets (**\$119.65M**)

Other discretionary retail (**\$104.28M**)

Department stores, clothing and accessories (**\$77.38M**)

Highest Spend Growth Categories (vs 2025)

School education (January)

Attractions, events and recreation (February)

Public services (March)



## Business Spend

Source: Council IQ banking transaction data

Resident and visitor spend within the City of Port Phillip

Total Spend:

**\$539.73 million**

Quarterly change: **-\$34.13M / -5.95%**

Year on year: **+21.57M / +4.16%**

Highest Spend Categories:

Supermarkets (**\$105.06M**)

Restaurants (**\$64.01M**)

Other discretionary retail (**\$59.49M**)

Highest Spend Growth Categories (vs 2025)

Breweries and wineries (January & February)

Department stores, clothing and accessories (March)



## Event Permits

Source: CoPP Events department

Number of permits issued:

**149** (previous quarter: 144; Q3 2024/25: 133)

Category

- Community: **22**
- General: **63**
- Major: **12**
- Market: **15**
- Minor: **22**
- Promotional: **8**
- Street stall: **7**

Ward

- Albert Park: **27**
- Alma: **3**
- Balaclava: **10**
- Elwood: **12**
- Lakeside: **1**
- Montague: **20**
- Port Melbourne: **6**
- South Melbourne: **14**
- St Kilda: **54**
- Multiple: **2**



## Customer Requests



## Footpath Trading Permits



## Number of Businesses

Source: OneCouncil (including Snap, Send Solve)  
Figures in parentheses are previous quarter

Source: CoPP City Permits team  
Figures in parentheses are a comparison to previous quarter

Source: Australian Business Register. ©2024 Compiled and presented in economy.id by .id (informed decisions)

### Number of requests in precincts:

**1,298**

(previous quarter: 1,291)

### Highest reported issues:

- Dumped rubbish: **117** (106)
- Street & laneway cleaning: **111** (129)
- Graffiti removal: **102** (83)

### Highest reported precinct:

Fitzroy Street **450** (442)

### Total number of permits:

**657 (+7)**

Outdoor dining: 433 **(-2)** / 66% **(-1%)**

### Number of new approved permits:

**26 (-1)**

Outdoor dining: 17 (no change) / 65% **(+2%)**

### Total number of parklets:

**45 (-1)**

The estimated number of GST registered businesses increased by **26** in the September 2025 quarter – **603** new GST registrations and 577 cancellations.

For the June 2025 quarter the estimated number of GST registered businesses increased by **72** – **543** new GST registrations and 471 cancellations.

*Note: Methodological changes to filters of datasets will sometimes occur, resulting in revisions to published business counts.*

## Commentary

- Most hospitality sectors in Port Phillip experienced year-on-year growth for monthly spend for some or all of 2025, except for cafes. For all of 2025, cafes experienced a decline in monthly spend when compared to the same month in 2024. We then saw a year-on-year increase for cafés in January and February 2026.
- Compared to March 2025, we now see a reversal of this year's growth across the hospitality sector – restaurants, pubs, taverns, bars, cafes. One exception is the takeaway/fast-food sector which grew **7.7%**, in line with metropolitan Melbourne, up **4.5%**. This trend suggests that due to the current economic climate of elevated fuel prices and other living costs, some consumers are moving their dining purchases to cheaper and better value options.
- The night-time economy as a percentage of total day and night spend for Port Phillip in March 2026 was **27.45%** (up from 26.7% in December 2025). The highest ranked precinct in March was Fitzroy Street (**59.15%**), followed by St Kilda Foreshore (**50%**), Acland Street (**36.26%**), Clarendon Street

(**27.99%**), St Kilda Road (**25.62%**), Armstrong Street (**25.21%**), Carlisle Street (**23.46%**), Dundas–Bridport (**22.84%**), Bay Street (**22.70%**) and Ormond Road (**22.23%**)

- Peak summer season for events saw a return of music and cultural events such as the Ocean Alley music concert (Catani Gardens, St Kilda), St Kilda Latin Festival (South Beach Reserve, St Kilda), the Palace Foreshore music concert series (St Kilda Triangle Car Park), Sunset Cinema (St Kilda Botanical Gardens) and St Kilda Blues Festival (Acland Plaza, O'Donnell Gardens and local venues). Other events this quarter included the South Melbourne Porsche & Coffee festival (South Melbourne), Midusmma Pride March (St Kilda), 2XU triathlons (Catani Gardens, St Kilda) and Carlisle Street Shop & Taste promotion (Balaclava). Events this quarter have generated an estimated economic impact of **\$21,818,315**.
- The Consumer Price Index rose **4.6%** in the 12 months to March 2026, up from **3.7%** in the 12 months to February. The largest contributor to annual inflation in March was housing, the highest weighted group in the Index, with a rise of **6.5%**. This was followed by an **8.9%** rise in transport, and food and non-alcoholic beverages, up **3.1%**. Annual CPI inflation is the highest it has been since September 2023. (ABS Media Release, 29 April 2026)
- The March 2026 Victorian unemployment rate of **4.8%** was the highest of any state or territory. The rate was 4.7% in February and 4.2% in January. The March national rate was **4.3%**. (ABS, seasonally adjusted)
- Job vacancies rose in seven of the eight states and territories over the quarter to February 2026. Victoria had the fourth largest increase of **3.9%**, behind Northern Territory (23%), Tasmania (5.9%) and Western Australia (4.3%). Nationally, job vacancies increased **2.7%**. (ABS, seasonally adjusted)
- Compared to the previous month, household spending in Victoria rose **0.4%** in February 2026, **0.5%** in January and fell **0.9%** in December 2025. Australian household spending saw rises of **0.3%** in February, **0.3%** in January and a fall of **0.5%** in December. (ABS, current price, seasonally adjusted)

# Municipal Economic Trends

How much spend is going to businesses in the City of Port Phillip over time?

March quarter 2026

Total: \$539.7M

Visitor: \$330.8M

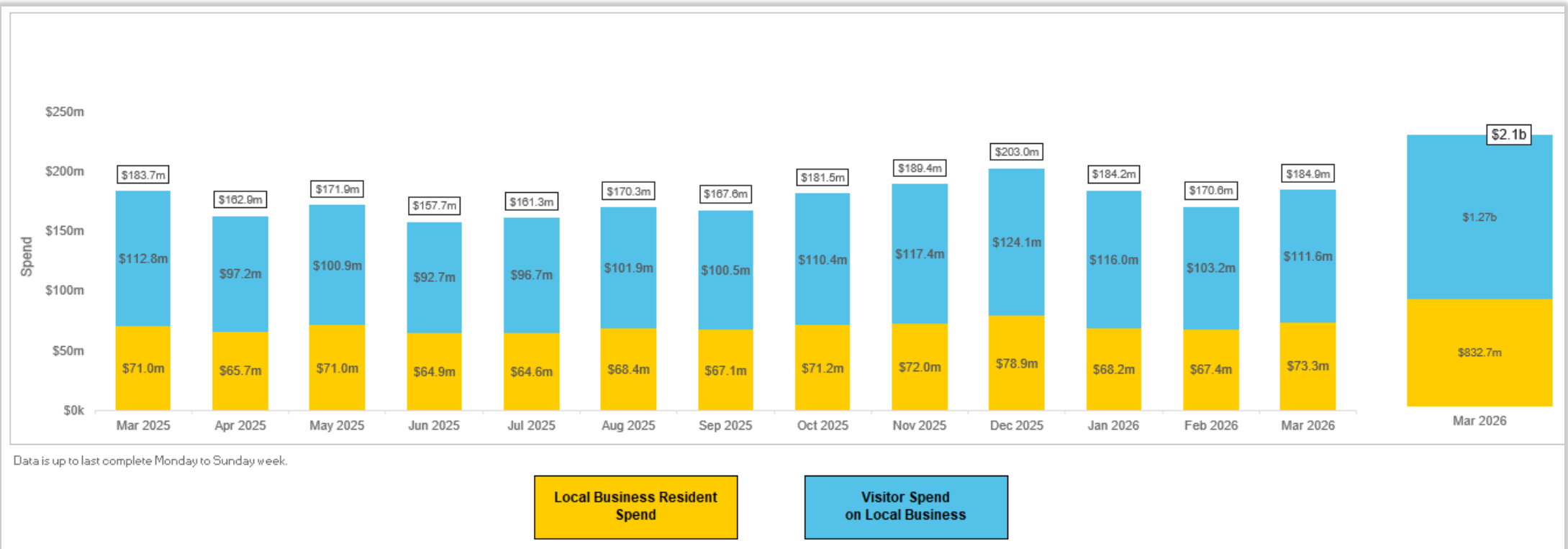
Port Phillip Resident: \$208.9M

For the 12 months to March 2026

Total: \$2.1B

Visitor: \$1.27B

Port Phillip Resident: \$832.7M



### Key categories for Visitor and Resident spend

What are the key changes to category spend in March 2026, and for the 12 months to March 2026, compared to the past year and Metro VIC for the City of Port Phillip?

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)							
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Spend	YoY Growth vs Metro VIC	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Metro VIC	Spend	Growth	Spend	Growth		
<b>Total</b>	<b>\$184.9M</b>	↑ 0.6%	↑ 3.9%	<b>\$111.6M</b>	↓ -1.0%	<b>\$73.3M</b>	↑ 3.3%	<b>\$2.11B</b>	↑ 6.2%	↑ 2.7%	<b>\$1.27B</b>	↑ 8.1%	<b>\$832.7M</b>	↑ 3.5%
<b>Food Retailing</b>	<b>\$55.6M</b>	↓ -2.1%	↑ 2.4%	<b>\$22.2M</b>	↓ -5.2%	<b>\$33.4M</b>	→ 0.0%	<b>\$649.8M</b>	↑ 1.5%	↑ 2.8%	<b>\$264.8M</b>	↓ -0.2%	<b>\$385.0M</b>	↑ 2.6%
Supermarkets	\$36.8M	↑ 0.1%	↑ 2.4%	\$12.6M	↓ -0.2%	\$24.2M	↑ 0.3%	\$420.3M	↑ 2.3%	↑ 2.4%	\$144.9M	↑ 2.5%	\$275.5M	↑ 2.2%
Groceries and Other Food Retailing	\$18.7M	↓ -6.4%	↑ 2.5%	\$9.6M	↓ -11.1%	\$9.2M	↓ -0.8%	\$229.5M	↓ -0.1%	↑ 4.0%	\$120.0M	↓ -3.3%	\$109.6M	↑ 3.7%
<b>Tourism and Entertainment</b>	<b>\$50.5M</b>	↓ -2.5%	↑ 2.0%	<b>\$35.7M</b>	↓ -3.2%	<b>\$14.8M</b>	↓ -0.7%	<b>\$568.2M</b>	↑ 6.3%	↑ 6.2%	<b>\$398.1M</b>	↑ 6.4%	<b>\$170.1M</b>	↑ 5.9%
Restaurants	\$20.2M	↓ -6.5%	↑ 3.5%	\$13.9M	↓ -7.2%	\$6.3M	↓ -4.9%	\$237.0M	↑ 8.6%	↑ 9.3%	\$162.2M	↑ 8.2%	\$74.8M	↑ 9.5%
Pubs, Taverns and Bars	\$12.9M	↓ -4.4%	↓ -1.0%	\$9.2M	↓ -4.7%	\$3.7M	↓ -3.4%	\$142.0M	↑ 3.9%	↑ 5.4%	\$100.4M	↑ 4.3%	\$41.6M	↑ 2.9%
Takeaway and Fast Food Outlets	\$7.5M	↑ 7.7%	↑ 4.5%	\$5.1M	↑ 4.6%	\$2.4M	↑ 14.9%	\$78.9M	↑ 11.3%	↑ 6.3%	\$53.0M	↑ 9.1%	\$25.9M	↑ 16.0%
Cafes	\$5.4M	↓ -2.1%	↓ -3.4%	\$3.4M	↓ -2.6%	\$2.0M	↓ -1.2%	\$62.6M	↓ -4.4%	↓ -0.5%	\$39.1M	↓ -4.4%	\$23.6M	↓ -4.3%
Attractions, Events and Recreation	\$4.4M	↑ 6.6%	↑ 1.4%	\$4.0M	↑ 6.1%	\$359.0K	↑ 12.9%	\$46.0M	↑ 8.7%	↑ 4.8%	\$42.1M	↑ 11.9%	\$3.9M	↓ -17.3%
Breweries and Wineries	\$126.0K	↑ 13.0%	↓ -16.4%	\$99.0K	↑ 1.5%	\$27.0K	↑ 93.3%	\$1.7M	↑ 61.0%	↓ -12.6%	\$1.4M	↑ 58.2%	\$322.0K	↑ 74.1%
<b>Discretionary Retail</b>	<b>\$27.1M</b>	↓ -2.3%	↑ 2.1%	<b>\$17.3M</b>	↓ -3.8%	<b>\$9.8M</b>	↑ 0.4%	<b>\$314.8M</b>	↑ 0.1%	↑ 2.1%	<b>\$196.6M</b>	↓ -0.2%	<b>\$118.2M</b>	↑ 0.8%
Other Discretionary Retail	\$20.5M	↓ -6.5%	↑ 2.1%	\$12.1M	↓ -10.5%	\$8.4M	↓ -0.1%	\$249.1M	↑ 0.8%	↑ 2.5%	\$148.0M	↑ 0.5%	\$101.1M	↑ 1.2%
Department Stores, Clothing & Accessories	\$6.6M	↑ 13.5%	↑ 1.9%	\$5.2M	↑ 16.6%	\$1.4M	↑ 3.7%	\$65.7M	↓ -2.2%	↑ 1.4%	\$48.6M	↓ -2.4%	\$17.1M	↓ -1.6%
<b>Private Transport</b>	<b>\$11.4M</b>	↑ 3.8%	↑ 19.1%	<b>\$7.2M</b>	↓ -3.2%	<b>\$4.2M</b>	↑ 18.6%	<b>\$109.6M</b>	↑ 2.9%	↓ -2.8%	<b>\$72.2M</b>	↑ 3.6%	<b>\$37.4M</b>	↑ 1.6%
<b>Accommodation - Instore</b>	<b>\$1.8M</b>	↑ 1.7%	↓ -12.1%	<b>\$1.5M</b>	↑ 1.9%	<b>\$317.0K</b>	↑ 0.8%	<b>\$21.4M</b>	↑ 3.2%	↑ 0.4%	<b>\$17.5M</b>	↑ 4.7%	<b>\$4.0M</b>	↓ -3.0%
<b>Accommodation - Online</b>	<b>\$1.8M</b>	↓ -10.3%	↓ -11.7%	<b>\$1.5M</b>	↓ -19.3%	<b>\$274.0K</b>	#####	<b>\$18.5M</b>	↓ -1.3%	↑ 0.4%	<b>\$16.6M</b>	↓ -4.1%	<b>\$1.9M</b>	↑ 32.8%

Spend is based on the aggregated spend within the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.  
 New: Accommodation - Online → Attributed expenditure

## Around the Precincts – Overview

Precinct	Business			Vacancy Rate	Customer Requests	Footpath Trading Permits
	<i>Source: Council IQ banking transaction data</i>			<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil</i>	<i>Source: CoPP FTP Data</i>
	Total Spend (\$million)	Highest Retail Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
Acland Street, St Kilda	<b>Total: 63.58</b> Jan: 22.19 Feb: 20.35 Mar: 21.04 Previous: 67.61	<b>Jan:</b> Attractions, events & recreation <b>Feb &amp; Mar:</b> Restaurants	Prahran-Windsor Caulfield North Brighton Elsternwick Caulfield South	6.7** -3.9#	237 (-41) Graffiti removal (48) Footpath obstructions (21) Dumped rubbish (19)	57 +5'
Fitzroy Street, St Kilda	<b>Total: 23.18</b> Jan: 7.56 Feb: 7.96 Mar: 7.66 Previous: 22.70	<b>Jan:</b> Cafes <b>Feb:</b> Discretionary retail <b>Mar:</b> Cafes	Prahran-Windsor Caulfield North South Yarra-North Brighton Southbank-East	10.1** +0.9#	450 (+8) Street/laneway cleaning (59) Dumped rubbish (44) Illegally parked vehicle (38)	43 -1'
Bay Street, Port Melbourne	<b>Total: 58.26</b> Jan: 20.01 Feb: 18.50 Mar: 19.75 Previous: 62.62	<b>Jan:</b> Accommodation <b>Feb &amp; Mar:</b> Takeaway and fast food	Docklands Southbank-East Brighton Southbank-West Newport	8.6** +3#	280 (+41) Illegally parked vehicle (24) Dumped rubbish (20) Street/laneway cleaning (16)	70 +2'

Precinct	Business			Vacancy Rate	Customer Requests	Footpath Trading Permits
	Total Spend (\$million)	Highest Retail Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
Carlisle Street, Balaclava	<b>Total: 43.23</b> Jan: 13.20 Feb: 14.73 Mar: 15.29 Previous: 43.60	<b>Jan:</b> Department stores, clothing & accessories <b>Feb &amp; Mar:</b> Attractions, events & recreation	Caulfield North Prahran-Windsor Caulfield South Elsternwick Brighton	8.2** -1.9#	<b>184 (-13')</b> Dumped rubbish (24) Street/laneway cleaning (22) Graffiti removal (17)	55 -1'
Clarendon Street, South Melbourne	<b>Total: 76.34</b> Jan: 29.21 Feb: 23.53 Mar: 23.60 Previous: 75.74	<b>Jan &amp; Feb:</b> Restaurants <b>Mar:</b> Department stores, clothing & accessories	Southbank-East Southbank-West Docklands Prahran-Windsor South Yarra-West	7.4** +0.5#	<b>147 (+12')</b> Illegally parked vehicle (18) Graffiti removal (12) Dumped rubbish (10)	65 (no change)

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

# HELLO HARRY

*The Burger Joint*

buddha culture

TOBACCONIST

Lyn

HELLO HARRY

CHEF

METHOD  
.50M

KILLERAT  
RANDOM

HAPPY HARRY  
\$5 SHAKES  
\$6 SCHOONER  
\$10 COCKTAILS

HELLO HARRY

*The Burger Joint*

Acland Street, St Kilda

## Acland Street, St Kilda

Business			Vacancy Rate	Customer Requests	Footpath Trading Permits
<i>Source: Council IQ</i>		<i>Source: Council IQ</i>	<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil (including Snap, Send Solve)</i>	<i>Source: CoPP City Permits team</i>
Total Spend (\$million)	Highest Retail Growth Category*	Top 5 Source Markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
<b>Total: 63.58</b> Jan: 22.19 Feb: 20.35 Mar: 21.04 Previous: 67.61	<b>Jan:</b> Attractions, events & recreation <b>Feb &amp; Mar:</b> Restaurants	Prahran-Windsor Caulfield North Brighton Elsternwick Caulfield South	<b>6.7**</b> <b>-3.9#</b>	<b>237 (-41')</b> Graffiti removal (48) Footpath obstructions (21) Dumped rubbish (19)	<b>57</b> <b>+5'</b>

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

## Council permitted events

- Palace Foreshore live music series of 9 concerts in St Kilda Triangle Car Park during February and March. Total attend expenditure impact: **\$11,621,400**
- St Kilda Blues Festival with stages in Acland Plaza and O'Donnell Gardens, and acts in local venues (27 February to 1 March)
- St Patrick's Day Festival St Kilda held in O'Donnell Gardens (15 March) (numbers not provided)
- Formula 1 Grand Prix activations included F1 merchandise outlet in Luna Park forecourt and Citroen Car Club Show and Shine in O'Donnell Gardens (8 March)

All figures provided are estimates of spend. A formula for the different type of events has been provided by Culture Counts and numbers of attendees are used to calculate an estimate of total expenditure impact.

Trends – how much spend is going to businesses in the Acland Street precinct over time?

March quarter 2026

Total: \$63.5M

Visitor: \$34.2M

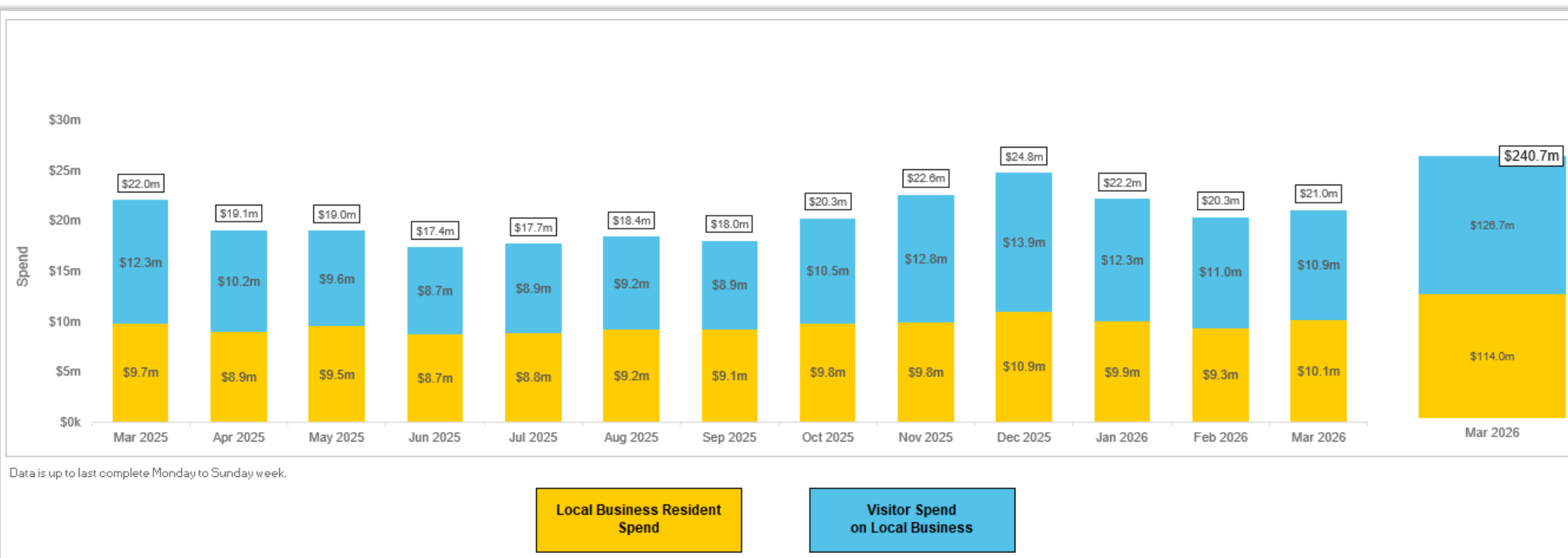
Port Phillip Resident: \$29.3M

For the 12 months to March 2026

Total: \$240.7M

Visitor: \$126.7M

Port Phillip Resident: \$114M





Fitzroy Street, St Kilda

## Fitzroy Street, St Kilda

Business		Vacancy Rate	Customer Requests	Footpath Trading Permits	
<i>Source: Council IQ</i>		<i>Source: Council iQ</i>	<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil (including Snap, Send Solve)</i>	
Total Spend (\$million)	Highest Retail Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
<b>Total: 23.18</b> Jan: 7.56 Feb: 7.96 Mar: 7.66 Previous: 22.70	<b>Jan:</b> Cafes <b>Feb:</b> Discretionary retail <b>Mar:</b> Cafes	Prahran-Windsor Caulfield North South Yarra-North Brighton Southbank-East	<b>10.1**</b> <b>+0.9#</b>	<b>450 (+8&gt;)</b> Street/laneway cleaning (59) Dumped rubbish (44) Illegally parked vehicle (38)	<b>43</b> <b>-1&gt;</b>

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

## Council permitted events

- Midsumma Pride March (1 February) brought nearly **15,000** marchers and spectators to Fitzroy Street. Total attend expenditure impact: **\$2,574,000**
- Two 2XU triathlons (11 January and 22 March) and Melbourne Teams Corporation Triathlon (15 March) – based in Catani Gardens. Total attend expenditure impact: **\$506,545**
- Ocean Alley music concert in Catani Gardens (24 January). Total attend expenditure impact: **\$3,320,400**
- The Fitzroy Street Business Association continued to run its monthly (Sunday) Foodie Fare market along Fitzroy Street. The market was last held in February and will no longer be proceeding. (numbers not provided)

All figures provided are estimates of spend. A formula for the different type of events has been provided by Culture Counts and numbers of attendees are used to calculate an estimate of total expenditure impact.

**Trends – how much spend is going to businesses in the Fitzroy Street precinct over time?**

**March quarter 2026**

Total: \$23.18M

Visitor: \$13.55M

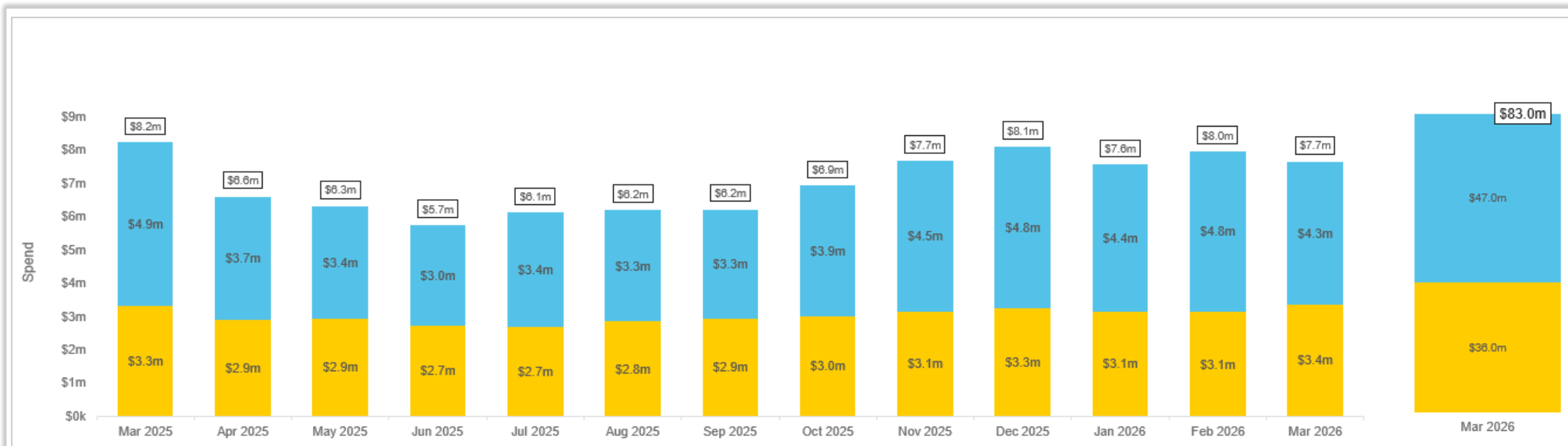
Port Phillip Resident: \$9.63M

**For the 12 months to March 2026**

Total: \$83M

Visitor: \$47M

Port Phillip Resident: \$36M



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business



**BABA'S DELI**



**Bay Street, Port Melbourne**

## Bay Street, Port Melbourne

Business			Vacancy Rate	Customer Requests	Footpath Trading Permits
<i>Source: Council IQ</i>		<i>Source: Council IQ</i>	<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil (including Snap, Send Solve)</i>	<i>Source: CoPP City Permits team</i>
Total Spend (\$million)	Highest Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
<b>Total: 58.26</b> Jan: 20.01 Feb: 18.50 Mar: 19.75 Previous: 62.62	<b>Jan:</b> Accommodation <b>Feb &amp; Mar:</b> Takeaway and fast food	Docklands Southbank-East Brighton Southbank-West Newport	8.6** +3#	<b>280 (+41&gt;)</b> Illegally parked vehicle (24) Dumped rubbish (20) Street/laneway cleaning (16)	70 +2>

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

## Council permitted events

- There were no permitted events to note (numbers not provided)

Trends – how much spend is going to businesses in the Bay Street precinct over time?

March quarter 2026

Total: \$58.3M

Visitor: \$29.1M

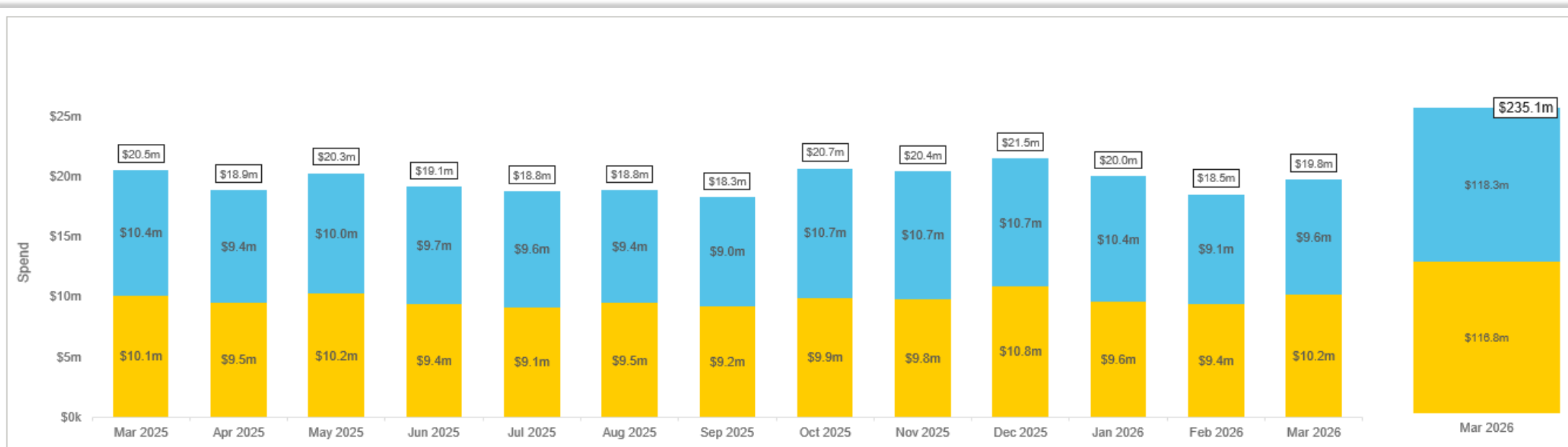
Port Phillip Resident: \$29.2M

For the 12 months to March 2026

Total: \$235.1M

Visitor: \$118.3M

Port Phillip Resident: \$116.8M



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business



MISS MR. MAT CAFE

MISS MR. MAT CAFE

Leonard St.

zap 24 Hour Workout day and night zapfitness.com.au

Carlisle Street, Balaclava

## Carlisle Street, Balaclava

Business		Vacancy Rate	Customer Requests	Footpath Trading Permits	
<i>Source: Council IQ</i>		<i>Source: Council IQ</i>	<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil (including Snap, Send Solve)</i>	
Total Spend (\$million)	Highest Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
<b>Total: 43.23</b> Jan: 13.20 Feb: 14.73 Mar: 15.29 Previous: 43.60	<b>Jan:</b> Department stores, clothing & accessories <b>Feb &amp; Mar:</b> Attractions, events & recreation	Caulfield North Prahran-Windsor Caulfield South Elsternwick Brighton	<b>8.2**</b> <b>-1.9#</b>	<b>184 (-13&gt;)</b> Dumped rubbish (24) Street/laneway cleaning (22) Graffiti removal (17)	<b>55</b> <b>-1&gt;</b>

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

## Council permitted events

- The Carlisle Street Traders Association delivered a Shop & Taste Local promotion, with roving musicians performing on set days. (numbers not provided)

Trends – how much spend is going to businesses in the Carlisle Street precinct over time?

March quarter 2026

Total: \$43.2M

Visitor: \$18.2M

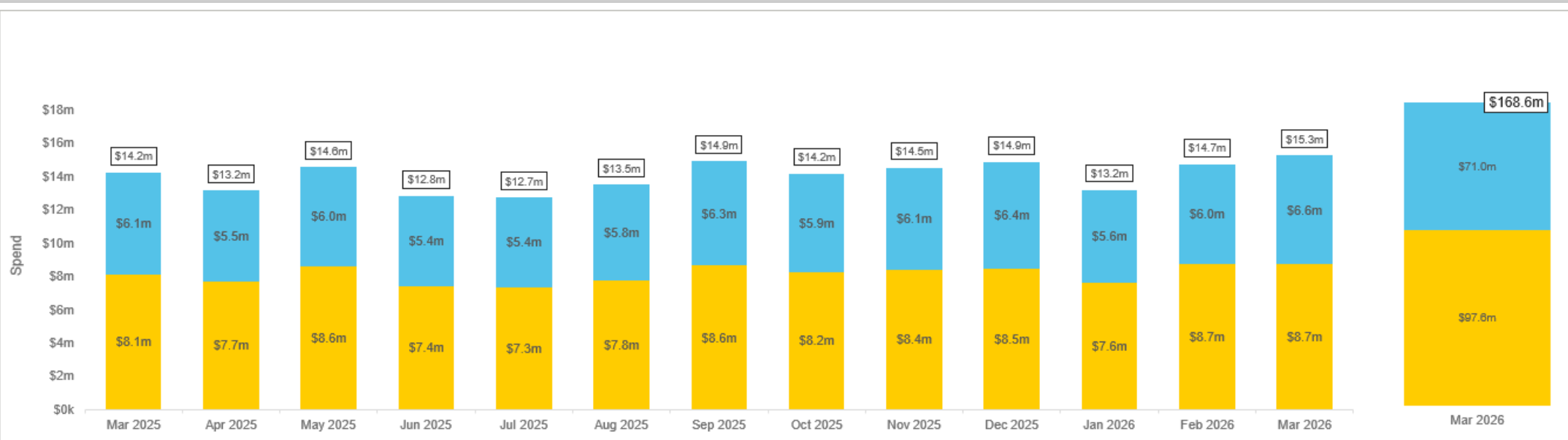
Port Phillip Resident: \$25M

For the 12 months to March 2026

Total: \$168.6M

Visitor: \$71M

Port Phillip Resident: \$97.6M



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business



Clarendon Street, South Melbourne

## Clarendon Street, South Melbourne

Business		Vacancy Rate	Customer Requests	Footpath Trading Permits	
<i>Source: Council IQ</i>		<i>Source: Council IQ</i>	<i>Source: CoPP vacancy audits</i>	<i>Source: OneCouncil (including Snap, Send Solve)</i>	<i>Source: CoPP City Permits team</i>
Total Spend (\$million)	Highest Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of Footpath Trading Permits
<b>Total: 76.34</b> Jan: 29.21 Feb: 23.53 Mar: 23.60 Previous: 75.74	<b>Jan &amp; Feb:</b> Restaurants <b>Mar:</b> Department stores, clothing & accessories	Southbank-East Southbank-West Docklands Prahran-Windsor South Yarra-West	7.4** +0.5#	<b>147 (+12&gt;)</b> Illegally parked vehicle (18) Graffiti removal (12) Dumped rubbish (10)	65 (no change)

**Notes:**

\*Compared to previous year

\*\* As at late December 2025/early January 2026

# Increase or decrease compared to August 2025

> Increase or decrease compared to previous quarter

## Council permitted events

- The Clarendon and Coventry Streets Business Association delivered the South Melbourne Porsche & Coffee event on 1 March 2026. This was the third year running of the event which continues to grow. Close to 400 Porsche vehicles participated and attendance was approximately **5,000**. Total attend expenditure impact: **\$683,300**

*All figures provided are estimates of spend. A formula for the different type of events has been provided by Culture Counts and numbers of attendees are used to calculate an estimate of total expenditure impact.*

Trends – how much spend is going to businesses in the Clarendon Street precinct over time?

March quarter 2026

Total: \$76.3M

Visitor: \$61.6M

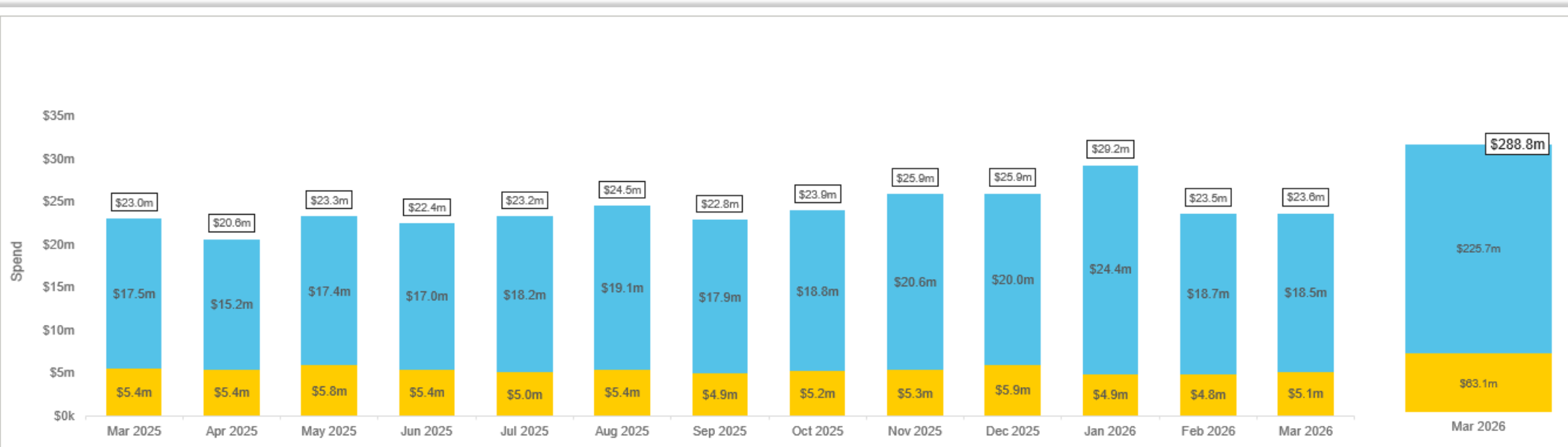
Port Phillip Resident: \$14.8M

For the 12 months to March 2026

Total: \$288.8M

Visitor: \$225.7M

Port Phillip Resident: \$63.1M



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business