



Quarterly Precinct Health Report

Edition 3, October - December 2024





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Municipal Economic Overview

Resident Spend		Business Spend			
<p>What residents are spending on?</p> <p>Total Spend:</p> <p>\$1,157.6 million spent by CoPP residents between Oct - Dec 2024 (+\$84.8M on previous quarter)</p> <p>Highest Spend Categories:</p> <p>Other Discretionary Retail (\$125.5M)</p> <p>Supermarkets (\$118.1M)</p> <p>Department Stores, Clothing & Accessories (\$96.2M)</p> <p>Highest Spend Growth Categories (vs 2023)</p> <p>Attractions, Events & Recreation</p> <p>School Education</p> <p>Pet care</p> <p><small>Source: Council IQ</small></p>		<p>Domestic resident and visitor spend within the City of Port Phillip</p> <p>Total Spend:</p> <p>\$513.2 million (+\$65.5M on previous quarter)</p> <p>Highest Spend Category:</p> <p>Supermarkets (\$107.6M)</p> <p>Highest Spend Growth Categories:</p> <p>Breweries and Wineries</p> <p>Accommodation</p> <p><small>Source: Council IQ</small></p>			
Customer Requests		Footpath Trading Permits		Number of Businesses	
<p>Number of requests in precincts:</p> <p>1,151 (previous quarter: 1,085)</p> <p>Highest reported issues:</p> <p>Dumped rubbish: 113 (88)</p> <p>Street & laneway cleaning: 88 (81)</p> <p>Graffiti removal: 65 (78)</p> <p>Highest reported precinct:</p> <p>Fitzroy Street 360 (439)</p> <p><small>Source: OneCouncil (including Snap, Send Solve)</small></p> <p><small>Figures in parentheses are previous quarter</small></p>		<p>Total number of permits:</p> <p>646 (-3)</p> <p>Outdoor dining: 417 (-6) / 65% (0%)</p> <p>Number of new approved permits:</p> <p>44 (+12)</p> <p>Outdoor dining: 25 (-2) / 57% (-27%)</p> <p>Total number of parklets:</p> <p>44 (-1)</p> <p><small>Source: CoPP City Permits team</small></p> <p><small>Figures in parentheses are a comparison to previous quarter</small></p>		<p>The number of GST registered businesses increased by 146 in the June 2024 quarter - 652 new businesses and 506 business GST cancellations.</p> <p>For the March 2024 quarter the number of GST registered businesses increased by 240 - 595 new businesses and 355 business GST cancellations</p> <p><small>Source: Australian Business Register. ©2024 Compiled and presented in economy.id by id (informed decisions)</small></p>	
Commentary					
<ul style="list-style-type: none">• The annual trimmed mean inflation was 3.2% in the December quarter, the lowest in 3 years, down from 3.6% in the September quarter. (ABS)• The unemployment rate (Victoria) was 4.4% in December, the highest of any state or territory. The national rate was 4% (ABS, seasonally adjusted)• Job vacancies (Victoria) decreased by 2.2% in the three months to November 2024, following a 5.3% fall over the quarter to May 2024. Western Australia was the only other state or territory to record a fall (-0.1%) (ABS)• Retail turnover rose in all states and territories. Victoria recorded a 0.7% rise in retail turnover in October and 0.8% in November. Australian retail turnover rose 0.5% in October and 0.8% in November (ABS, seasonally adjusted)• “Black Friday sales events proved once again to be a big hit, with widespread discounting and higher spending across all retail industries.” (Robert Ewing, ABS, November 2024)• Household spending in November rose in all states and territories except for Tasmania and the ACT. The strongest increases were in Queensland (+0.7%) and Victoria, South Australia and Western Australia (+0.5%) (ABS, seasonally adjusted)					

Around the Precincts - Overview

Table I

Precinct	Business Council iQ			Vacancy Rate CoPP vacancy audits	Customer Requests OneCouncil	Footpath Trading Permits CoPP FTP Data
	Total Spend (\$million)	Highest Retail Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of FTPs:
Acland Street, St Kilda	Total: 76.21 Dec: 28.23 Nov: 25.17 Oct: 22.8 Previous: 59	Oct: Private Transport Nov & Dec: Accommodation	Prahran-Windsor Brighton Caulfield Nth Elsternwick Caulfield Sth	6.3** -4.1#	188 (+50>) Graffiti removal Dumped rubbish Footpath obstructions	48 No change from previous quarter
Fitzroy Street, St Kilda	Total: 11.39 Dec: 3.89 Nov: 3.84 Oct: 3.66 Previous: 10.62	Oct, Nov & Dec: Discretionary Retail	Prahran-Windsor South Yarra- West Caulfield Nth Brighton Southbank-East	6.5 -5.5	360 (-79>) Dumped rubbish Street/laneway cleaning Illegally parked vehicle	42 +3>
Bay Street, Port Melbourne	Total: 60.33 Dec: 21.27 Nov: 19.89 Oct: 19.18 Previous: 51.29	Oct & Dec: Pubs, Taverns & Bars Nov: Breweries & Wineries	Docklands Southbank-East Brighton Newport Southbank-West	7.9 -2	244 (+39>) Dumped rubbish Illegally parked vehicle Planning permit non-compliance	74 +1
Carlisle Street, Balaclava	Total: 41.34 Dec: 14.36 Nov: 13.7 Oct: 13.28 Previous: 37.48	Oct: Other Discretionary Retail Nov & Dec: Attractions, Events & Recreation	Caulfield Nth Caulfield Sth Elsternwick Prahran-Windsor Brighton	11.7 +0.7	199 (+33>) Dumped rubbish Street/laneway cleaning Road, footpath & laneway repairs	53 -1
Clarendon Street, South Melbourne	Total: 60.06 Dec: 23.28 Nov: 18.6 Oct: 18.12 Previous: 50.89	Oct, Nov & Dec: Supermarkets	Southbank-East Southbank-West Docklands South Yarra- West Brighton	10 -3.8	160 (+23>) Street/laneway cleaning Street/parking signs Dumped rubbish	61 -3

Table I notes:

*Compared to previous year

** As at December 2024

Increase or decrease compared to June 2024

> Increase or decrease compared to previous quarter

Acland Street, St Kilda

Business Source: Council iQ			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 FTPs
Total: 76.21 Dec: 28.23 Nov: 25.17 Oct: 22.8 Previous: 59	Oct: Private Transport Nov & Dec: Accommodation	Prahran- Windsor Brighton Caulfield Nth Elsternwick Caulfield Sth	6.3** -4.1# <small>Source: CoPP vacancy audits</small>	188 (+50>) Graffiti removal Dumped rubbish Footpath obstructions <small>Source: OneCouncil (including Snap, Send Solve)</small>	48 No change from previous quarter <small>Source: CoPP City Permits team</small>

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Commentary

- Australia Post installed parcel lockers in Acland Court following the closure of the post office.
- Acland Street Vacant Shop Program concluded on 31 October 2024.
- The Vineyard lease Expression of Interest closed on 11 October 2024.
- In collaboration with Fitzroy Street Business Association, Acland Street Village Business Association hosted Scare Kilda from 25 to 27 October 2024.
- Acland Street Precinct Prospective Business Hub was launched via Council's website.



Fitzroy Street, St Kilda

Business Source: Council iQ			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 FTPs
Total: 11.39 Dec: 3.89 Nov: 3.84 Oct: 3.66 Previous: 10.62	Oct, Nov & Dec: Discretionary Retail	Prahran-Windsor South Yarra-West Caulfield Nth Brighton Southbank-East	6.5** -5.5# <small>Source: CoPP vacancy audits</small>	360 (-79>) Dumped rubbish Street/laneway cleaning Illegally parked vehicle <small>Source: OneCouncil (including Snap, Send Solve)</small>	42 +3> <small>Source: CoPP City Permits team</small>

Table notes:

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Increase or decrease compared to June 2024

> Increase or decrease compared to previous quarter

Commentary

- In collaboration with Fortis, Mike Stretch filled vacant properties at 61A-73 Fitzroy Street, St Kilda with pop-up businesses.
- In collaboration with Acland Street Village Business Association, Fitzroy Street Business Association hosted Scare Kilda from 25 to 27 October 2024.



Bay Street, Port Melbourne

Business Source: Council iQ			Vacancy Rate	Customer Requests	Footpath Trading Permits
Total Spend (\$million)	Highest Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of FTPs:
Total: 60.33 Dec: 21.27 Nov: 19.89 Oct: 19.18 Previous: 51.29	Oct & Dec: Pubs, Taverns & Bars Nov: Breweries & Wineries	Docklands Southbank-East Brighton Newport Southbank-West	7.9** -2# <i>Source: CoPP vacancy audits</i>	244 (+39>) Dumped rubbish Illegally parked vehicle Planning permit non-compliance <i>Source: OneCouncil (including Snap, Send Solve)</i>	74 +1> <i>Source: CoPP City Permits team</i>

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Commentary

- Port Melbourne Business Association hosted their annual Howl-o-ween Paw Parade on 27 October 2024 and the Artisan Market on 7 December 2024.



Carlisle Street, Balaclava

Business Source: Council iQ			Vacancy Rate	Customer Requests	Footpath Trading Permits
Total Spend (\$million)	Highest Growth Category*	Top 5 source markets (visitor \$)	%	Number of requests & key categories	Total number of FTPs:
Total: 41.34 Dec: 14.36 Nov: 13.7 Oct: 13.28 Previous: 37.48	Oct: Other Discretionary Retail Nov & Dec: Attractions, Events & Recreation	Caulfield Nth Caulfield Sth Elsternwick Prahran-Windsor Brighton	11.7** +0.7# <small>Source: CoPP vacancy audits</small>	199 (+33>) Dumped rubbish Street/laneway cleaning Road, footpath & laneway repairs <small>Source: OneCouncil (including Snap, Send Solve)</small>	53 -1> <small>Source: CoPP City Permits team</small>

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Commentary

- Carlisle Street Traders Association continued the trial of the monthly farmers market with further markets on the 26 October and 23 November 2024.
- Following its success in its inaugural year last year, Carlisle Street Traders Association again hosted Balaclava Boogie from 22 to 24 November 2024.
- The night-time lighting engagement report for Carlisle Street was finalised and will impact the future planning of Carlisle Street and the evening economy.



Clarendon Street, South Melbourne

Business Source: Council iQ			Vacancy Rate	Customer Requests	Footpath Trading Permits
Total Spend (\$million)	Highest Growth Category*	Top 3 source markets (visitor \$)	%	Number of requests & key categories	Total number of FTP:
Total: 60.06 Dec: 23.28 Nov: 18.6 Oct: 18.12 Previous: 50.89	Oct, Nov & Dec: Supermarkets	Southbank-East Southbank-West Docklands South Yarra- West Brighton	10** -3.8# <small>Source: CoPP vacancy audits</small>	160 (+23>) Street/laneway cleaning Street/parking signs Dumped rubbish <small>Source: OneCouncil (including Snap, Send Solve)</small>	61 -3> <small>Source: CoPP City Permits team</small>

Table notes:

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Increase or decrease compared to June 2024

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Commentary

- In collaboration with the Clarendon and Coventry Streets Business Association, fairy and up lights were installed along Clarendon Street.

