

# Woollahra Economic Data FY July 2022–June 2023

## Woollahra Economic Profile



**Gross Regional Product\*** (GRP)

**\$5.3B**

(NIEIR 2022)

\*This is the equivalent of Gross Domestic Product, but for a smaller area. It is the amount of the nation's wealth which is generated by businesses, organisations and individuals working in the area.



**Population**

**53,505**

(ABS 2022)



**Number of Employed Residents**

**30,845**

(ABS 2022)



**Number of Local Businesses** with GST

**10,321**

(ABS 2022)



**Largest industry** business numbers:

Rental, Hiring and Real Estate Services

(NIEIR 2022)



**Largest industry** employment:

Health Care and Social Assistance

(NIEIR 2022)

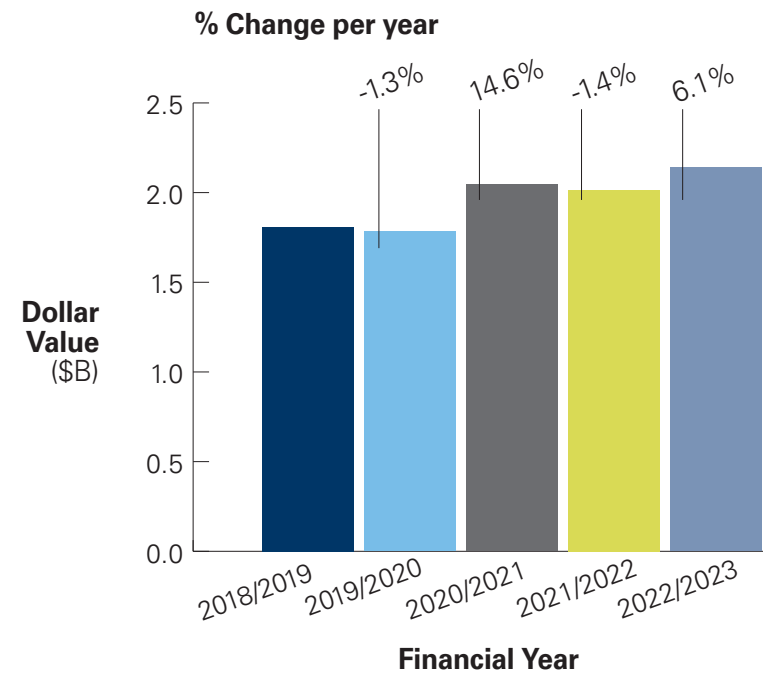
# Woollahra Economic Data

Woollahra Economic Data FY July 2022–2023

## Woollahra Expenditure Overview



## Year on Year Total Local Spend



# Top spends by Suburb

FY July 2022–June 2023

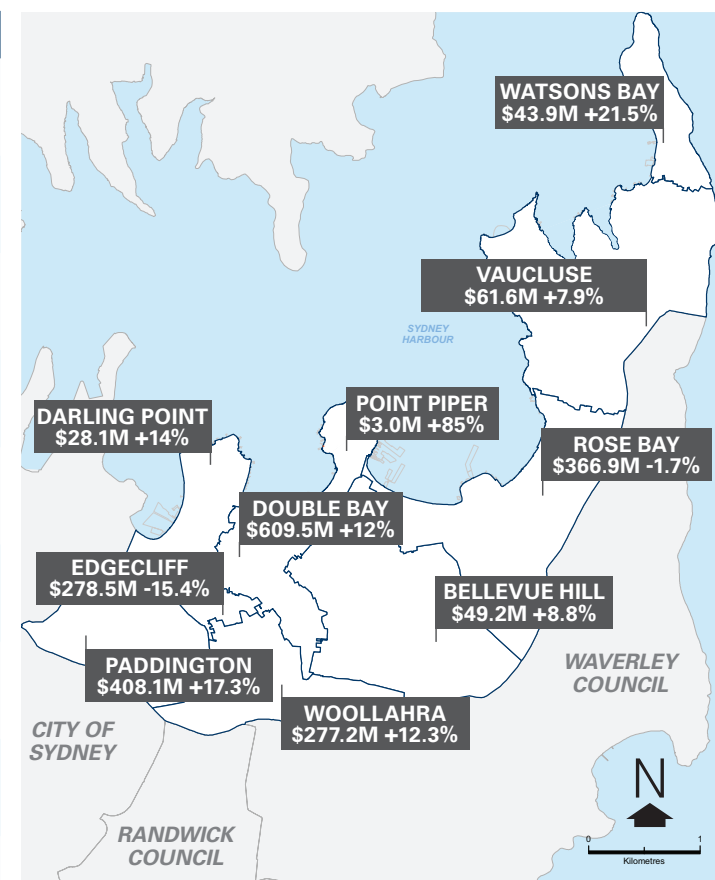
## Top 5 Expenditure Categories by suburb

Residents and external visitors

Suburb	1	2	3	4	5
<b>Bellevue Hill</b>	Dining & Entertainment \$12.6 M	Specialised Food Retailing \$11.5 M	Department Stores & Clothing \$7.5 M	Personal Services \$6.9 M	Professional Services \$4.4 M
<b>Darling Point</b>	Dining & Entertainment \$19.0 M	Specialised Food Retailing \$2.5 M	Transport \$2.2 M	Professional Services \$1.2 M	Personal Services \$1.1 M
<b>Double Bay</b>	Dining & Entertainment \$161.2 M	Grocery Stores & Supermarkets \$109.7 M	Professional Services \$92.6 M	Personal Services \$63.9 M	Specialised Food Retailing \$63.5 M
<b>Edgecliff</b>	Grocery Stores & Supermarkets \$86.0 M	Travel \$41.3 M	Professional Services \$37.8 M	Transport \$27.8 M	Specialised & Luxury Goods \$27.5 M
<b>Paddington</b>	Dining & Entertainment \$142.1 M	Department Stores & Clothing \$94.1 M	Professional Services \$38.4 M	Personal Services \$35.9 M	Specialised & Luxury Goods \$31.2 M
<b>Point Piper</b>	Other \$2.3 M	Dining & Entertainment \$574.1 K	Professional Services \$40.0 K	Light Industry \$34.5 K	Department Stores & Clothing \$20.7 K
<b>Rose Bay</b>	Grocery Stores & Supermarkets \$120.7 M	Dining & Entertainment \$95.1 M	Professional Services \$38.4 M	Specialised & Luxury Goods \$26.4 M	Specialised Food Retailing \$24.1 M
<b>Vaucluse</b>	Dining & Entertainment \$22.6 M	Specialised Food Retailing \$14.9 M	Professional Services \$7.4 M	Specialised & Luxury Goods \$5.7 M	Personal Services \$4.8 M
<b>Watsons Bay</b>	Dining & Entertainment \$37.9 M	Specialised Food Retailing \$3.3 M	Professional Services \$1.6 M	Department Stores & Clothing \$478.9 K	Specialised & Luxury Goods \$461.3 K
<b>Woollahra</b>	Dining & Entertainment \$104 M	Professional Services \$35.5 M	Transport \$26 M	Department Stores & Clothing \$23.6 M	Specialised & Luxury Goods \$23.0 M

## Total Local Spend

Total spending inside the LGA\*



\*FY July 2022–June 2023 compared to FY July 2021–June 2022.

# External visitor local spending

FY July 2022–June 2023

## Top 5 Expenditure Categories by suburb Visitors

Suburb	1	2	3	4	5
<b>Bellevue Hill</b>	Dining & Entertainment \$7.1 M	Department Stores & Clothing \$6.3 M	Specialised Food Retailing \$3.9 M	Personal Services \$3.2 M	Professional Services \$2.7 M
<b>Darling Point</b>	Dining & Entertainment \$12.4 M	Specialised Food Retailing \$2.0 M	Transport \$1.5 M	Professional Services \$1.2 M	Light Industry \$491.4 K
<b>Double Bay</b>	Dining & Entertainment \$109.7 M	Professional Services \$59.6 M	Grocery Stores & Supermarkets \$48.4 M	Personal Services \$34.3 M	Department Stores & Clothing \$33.1 M
<b>Edgecliff</b>	Travel \$40.8 M	Grocery Stores & Supermarkets \$38.2 M	Professional Services \$25.1M	Transport \$16.7 M	Specialised & Luxury Goods \$12.9 M
<b>Paddington</b>	Dining & Entertainment \$102.7 M	Department Stores & Clothing \$78.0 M	Professional Services \$28.4 M	Personal Services \$23.1 M	Specialised & Luxury Goods \$21.3 M
<b>Point Piper</b>	Other \$811.9 K	Dining & Entertainment \$274.4 K	Professional Services \$27.1 K	Light Industry \$24.6 K	Department Stores & Clothing \$20.7 K
<b>Rose Bay</b>	Dining & Entertainment \$58.3 M	Grocery Stores & Supermarkets \$52.1 M	Professional Services \$19.0 M	Specialised & Luxury Goods \$12.3 M	Specialised Food Retailing \$11.2 M
<b>Vaucluse</b>	Dining & Entertainment \$12.0 M	Specialised Food Retailing \$5.5 M	Professional Services \$3.2 M	Specialised & Luxury Goods \$3.0 M	Personal Services \$2.0 M
<b>Watsons Bay</b>	Dining & Entertainment \$32.2 M	Specialised Food Retailing \$1.9 M	Professional Services \$1.6 M	Specialised & Luxury Goods \$254.0 K	Department Stores & Clothing \$178.4 K
<b>Woollahra</b>	Dining & Entertainment \$62.3 M	Professional Services \$26.0 M	Department Stores & Clothing \$15.6 M	Specialised & Luxury Goods \$14.4 M	Transport \$14.3 M

## Top 10 Visitor Suburbs to Woollahra

Who visits our LGA to spend?

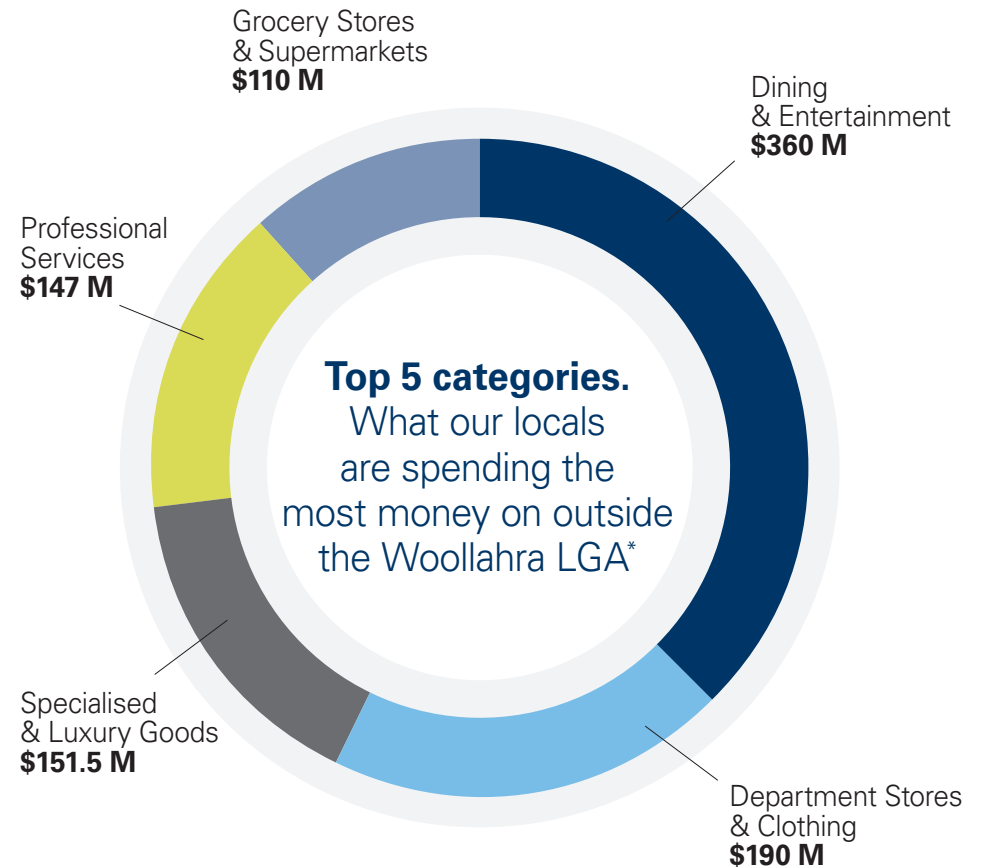
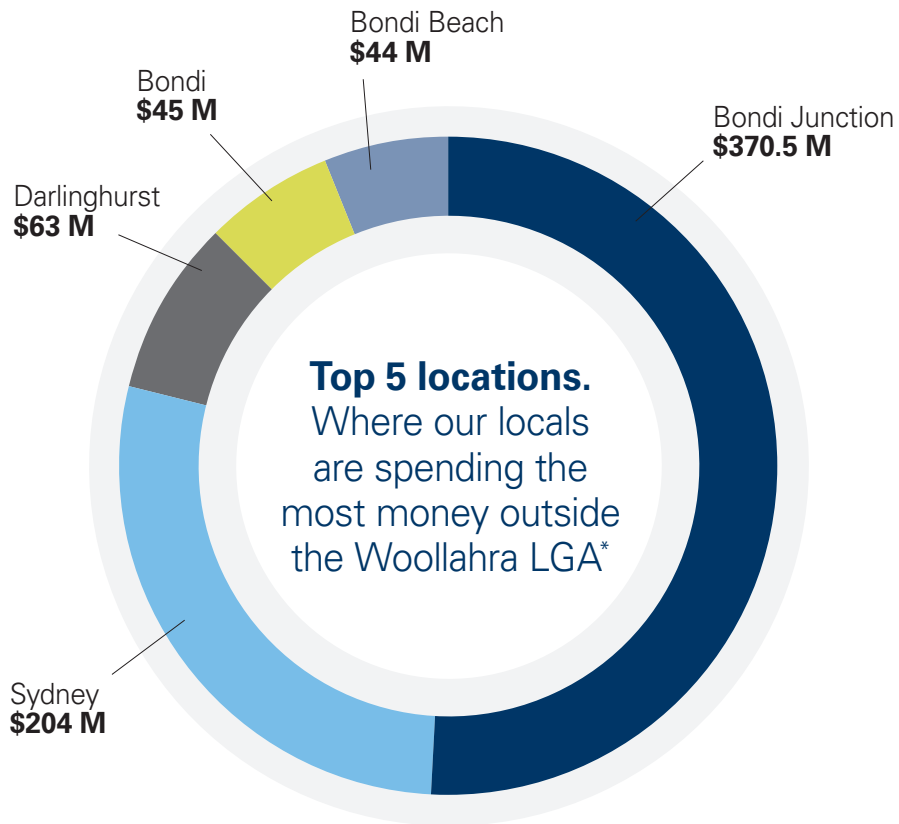
1. Dover Heights	\$44.9 M
2. North Bondi	\$43.8 M
3. Rose Bay (Waverley area)	\$36.6 M
4. Darlinghurst	\$36.1 M
5. Randwick	\$34.6 M
6. Bondi Beach	\$32.6 M
7. Vaucluse (Waverley area)	\$30.5 M
8. Paddington (City of Sydney area)	\$24.0 M
9. Bondi	\$23.1 M
10. Mosman	\$21.5 M

**Total Visitor Spend: \$327.9 M**



# Resident escape spend

FY July 2022–June 2023



# Business occupancy audit snapshot

As at 1 September 2023

Commercial centres have formed the heart of communities for many years. They represent a concentration of business trade, jobs and social activity within an area. Council is committed to ensuring these centres remain sustainable and continue serving the current and future daily needs of the surrounding community.

Each year, Council staff conduct an on-the-ground-audit to measure the occupancy of ground floor

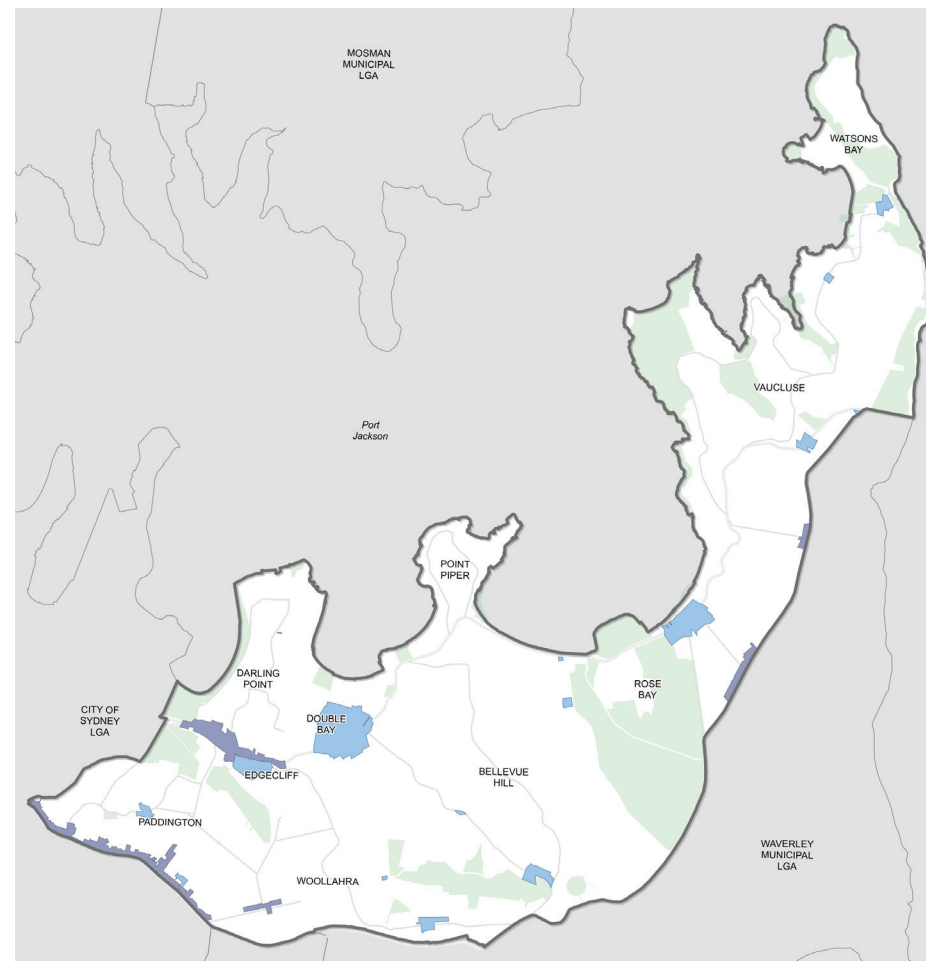
commercial activity across commercial centres in the Council area. Commercial centres consist of land zoned E1 Local Centre and MU1 Mixed Use under the *Woollahra Local Environmental Plan 2014*.

This information will be utilised to inform important decision making and for the development of new projects and initiatives to support the community.

## Business Occupancy Audit Table

Suburb	Total number of lower ground floor shopfronts visible from the streetscape	Number of vacant shopfronts	Occupancy Rate
Double Bay	304	29	91.3%
Paddington	339	19	94.7%
Rose Bay	184	17	91.5%
Edgecliff	116	15	88.6%
Woollahra	122	6	95.3%
Bellevue Hill	37	0	100%
Vaucluse	35	9	79.5%
Watsons Bay	15	2	88.2%

## Map of Employment Zones (Commercial Centres) throughout the Woollahra LGA



LEGEND ■ E1 Local Centre Zone ■ MU1 Mixed Use Zone

# Glossary

Expenditure Types	
<b>Cardholder</b>	The person making the transaction and their place of residence, or, in the case of a local business, their location.
<b>External Visitor Local Spend</b>	Expenditure by cardholders and businesses located outside the Woollahra Local Government Area (LGA), spent at merchants located inside the LGA. It represents the amount of external demand met by local supply.
<b>Internal Visitor Local Spend</b>	Expenditure from cardholders who reside in one suburb in the Woollahra LGA who then visit another suburb within the LGA where they make a transaction.
<b>Resident Escape Spend</b>	Expenditure by cardholders and businesses located in the Woollahra LGA, spent at merchants located outside the LGA. It represents the amount of local demand not adequately served by local supply. This includes spending by residents using all cards they may have, including cards from overseas banks.
<b>Resident Local Spend</b>	Expenditure by Woollahra LGA cardholders and businesses, spent at merchants also located within the LGA. It represents the amount of local demand met by local supply.
<b>Resident Online Spend</b>	The amount spent by local cardholders and businesses located in the Woollahra LGA on online goods and services.
<b>Total Local Spend</b>	Total spending inside the Woollahra LGA. The sum of Resident Local Spend and Visitor Local Spend. Does not include Resident Online Spend or Resident Escape Spend.

Spend Categories	
<b>Department Stores &amp; Clothing</b>	Includes department stores, discount stores, clothing and footwear stores, uniform suppliers, variety and accessory stores.
<b>Dining &amp; Entertainment</b>	Includes cafes, restaurants, cinemas, bars and pubs, casinos and amusement parks.
<b>Grocery Stores &amp; Supermarkets</b>	Includes all large and small grocery stores and supermarkets.
<b>Light Industry</b>	Includes all manufacturing and repair related stores, including repair shops, heating, air conditioning, electrical and plumbing stores, printing, and landscaping.
<b>Other</b>	Includes miscellaneous merchants such as money exchanges, government-owned lotteries outlets, and religious organisations.
<b>Personal Services</b>	Includes cleaning services, dry cleaners, shoe repairs, health and beauty spas, massage parlours, barbers, funeral parlours and similar services.
<b>Professional Services</b>	Includes cleaning services, dry cleaners, shoe repairs, health and beauty spas, massage parlours, barbers, funeral parlours and similar services.
<b>Specialised Food Retailing</b>	Includes confectioners, bakeries, fromageries, convenience stores, butchers and liquor outlets.
<b>Specialised and Luxury Goods</b>	Includes hobby stores, sporting goods retailers, as well as merchants selling luggage and leather, stationery, cosmetics, books, art, watches and jewellery.
<b>Transport</b>	Includes vehicle dealers, vehicle wrecking yards, car washes, transport operators (e.g. bus services), tyre stores and other automotive parts and accessory dealers.
<b>Travel</b>	Includes airlines, accommodation providers, car and boat hire.