

Woollahra Economic Data – December 2021

This information is prepared to provide a snapshot on various local economy in the Local Government Area (LGA).

Economic Profile (year ending June 2020)

Gross Regional Product (GRP)
\$5.01 Billion



Population
59,431

Local Businesses with GST
10,154

Largest industry business numbers:



Professional, Scientific & Technical Services

Largest industry employment:



Health Care & Social Assistance

Spendmapp Data (November 2020 – October 2021)*

Spend Categories	Value	Year-on Year Growth
Total Local Spend (Resident Local Spend + Visitor Local Spend)	\$1.619 billion	0.92% ↑
Resident Online Spend	\$1.635 billion	11.19% ↑

Total Local Spend 22.6 million transactions
\$72 average transaction value



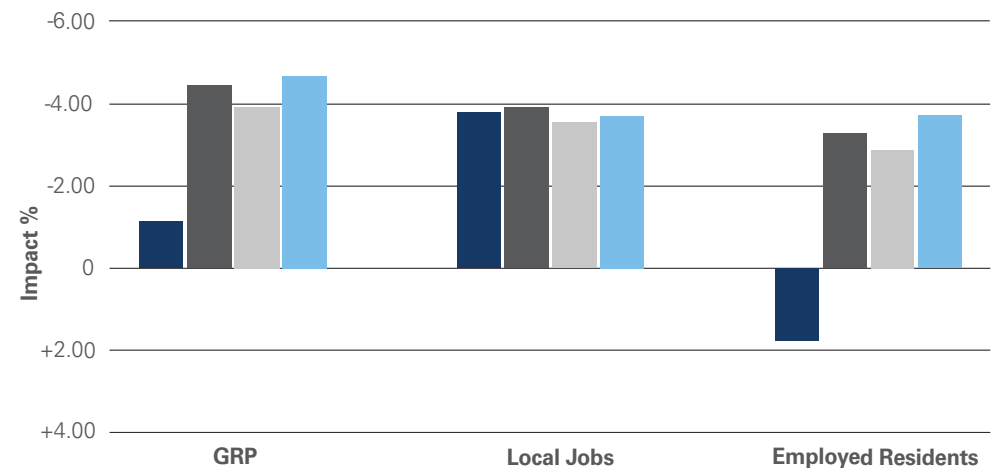
Resident Online Spend 10.2 million transactions
\$161 average transaction value



*Source: Spendmapp by Geografia

COVID-19 Economic Impact (Sept 2019 – Sept 2020)*

Impacts by region ● Woollahra ● Greater Sydney ● NSW ● Australia



- GRP is forecast to be -1.1% lower in the September quarter 2020 than the same quarter in 2019. This fall is much less than Greater Sydney (-4.2%), NSW (-4%) and Australia (-5%).
- The impact on employed resident (1.8%) in the LGA was lower than Greater Sydney (-3%) and Australia (-4%) (with JobKeeper scheme).

Top 3 most impacted industry sectors (without JobKeeper):



Accommodation & Food Services



Arts & Recreation Services

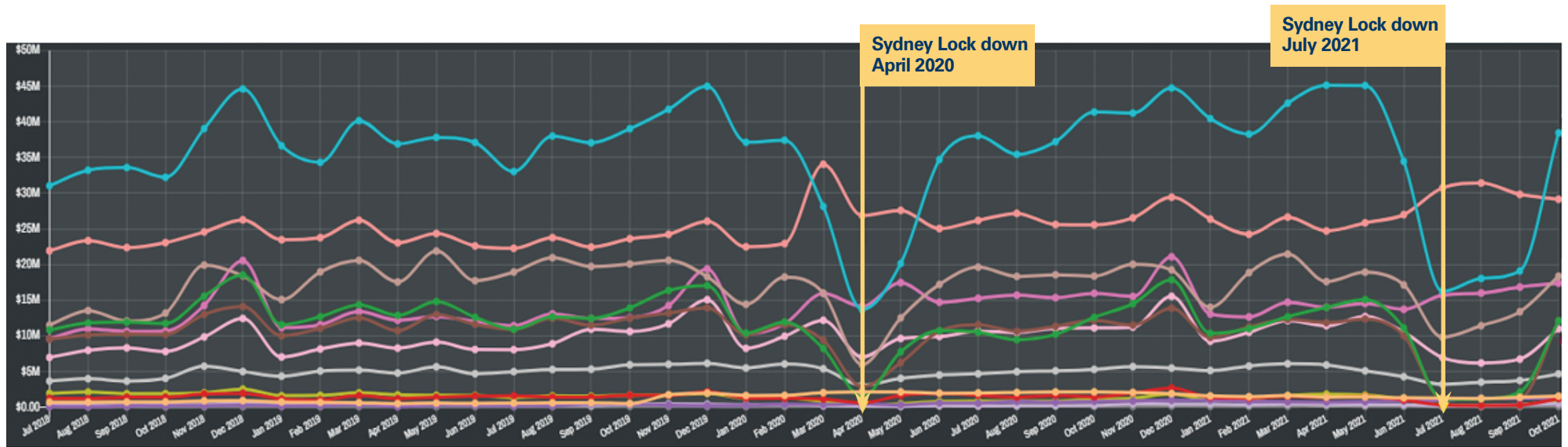


Retail Trade

*Source: National Institute of Economic and Industry Research (NIEIR) Version 2.1 (September 2020).
©2020 Compiled and presented in economy.id by .id (informed decisions)

COVID-19 Recovery through Spending Data

Expenditure Time Series by Category November 2020 – October 2021 (LGA Total Local Spend)



● Dining & Entertainment
 ● Grocery Stores & Supermarkets
 ● Professional Services
 ● Specialised Food Retailing
 ● Specialised & Luxury Goods

Category	October 2020 Vs October 2021
Dining & Entertainment	-7.08% ↓
Grocery Stores & Supermarkets	14.01% ↑
Professional Services	-0.01% ↓
Specialised Food Retailing	8.91% ↑
Specialised & Luxury Goods	-1.13% ↓

Through the lockdown we dined out less and cooked more at home.

COVID-19 Recovery through Spending Data (continued)

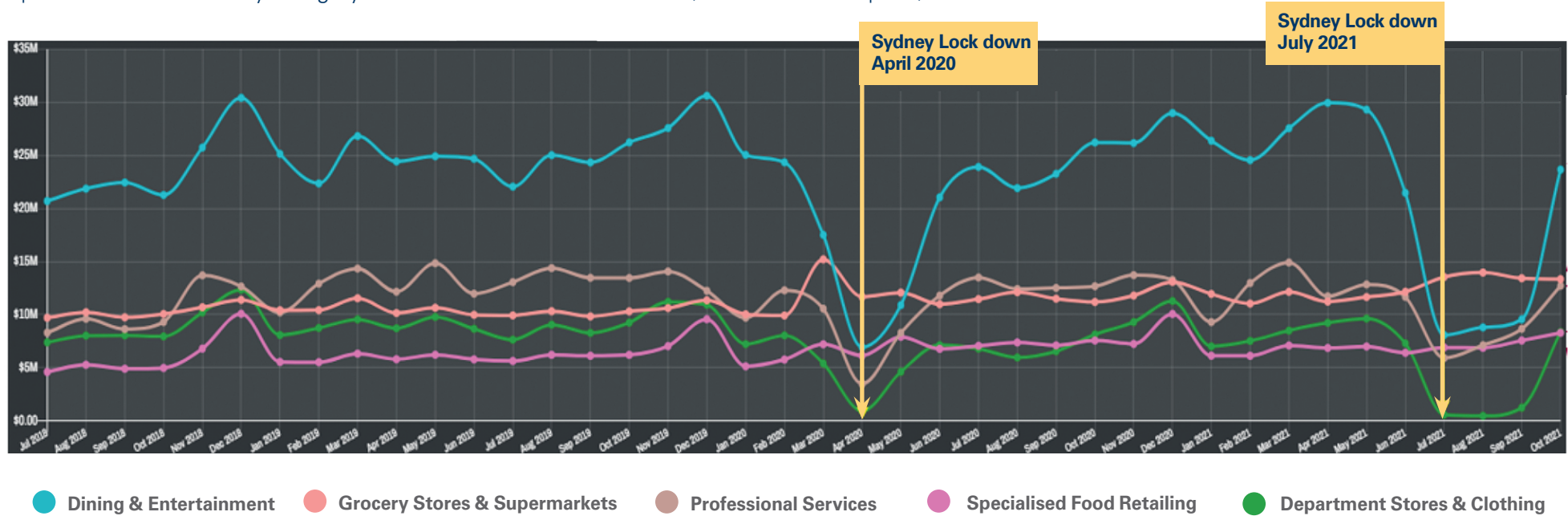
Expenditure Time Series by Category November 2020 – October 2021 (LGA Total Local Spend)



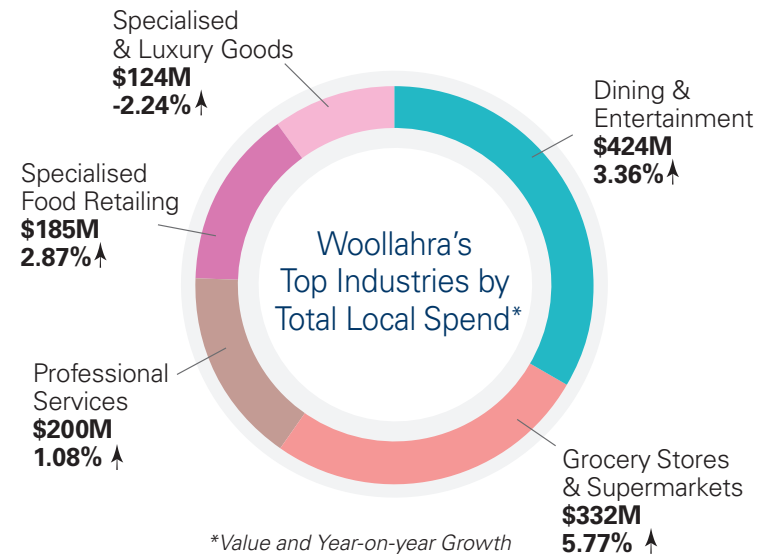
Category	October 2020 Vs October 2021
Professional Services	-7.39% ↓
Specialised & Luxury Goods	27.04% ↑
Dining & Entertainment	15.95% ↑
Travel	-7.66% ↓
Department Stores & Clothing	45.27% ↑

COVID-19 Recovery through Spending Data (continued)

Expenditure Time Series by Category November 2020 – October 2021 (LGA Total Local Spend)



Category	October 2020 Vs October 2021
Dining & Entertainment	-9.74% ↓
Grocery Stores & Supermarkets	19.29% ↑
Professional Services	0.29% ↑
Specialised Food Retailing	9.58% ↑
Department Stores & Clothing	2.83% ↑



Top 10 Visitor Suburbs to Woollahra

Who visits our LGA to spend?

1. Dover Heights
2. North Bondi
3. Rose Bay (Waverley City Council area)
4. Darlinghurst
5. Randwick
6. Vaucluse (Waverley City Council area)
7. Bondi Beach
8. Paddington (City of Sydney area)
9. Bondi
10. Mosman

Total Visitor Spend: \$921 million

Top 30 suburbs are mostly from the suburbs within a 10-km radius.
The emerging trend is an increasing number of visitors from Inner West suburban areas.

Top 10 Visitor LGAs to Woollahra

Which LGAs do they live and how much do we spend in their LGAs?

LGA	\$\$	How much do we spend in their LGA?
1. Waverley	\$235M	> \$89M
2. City of Sydney	\$145M	< \$321M
3. Randwick	\$66M	> \$21M
4. Inner West	\$19M	< \$28M
5. Mossman	\$15M	NA (negligible figure)
6. Ku-ring-gai	\$8.23M	NA (negligible figure)
7. Bayside	\$8.1M	< \$27M
8. North Sydney	\$7.5M	< \$13M
9. Northern Beaches	\$7.3M	< \$14M
10. Canada Bay	\$3.6M	NA (negligible figure)

Top 10 LGAs take up 57.96% of Total External Visitor Spend.

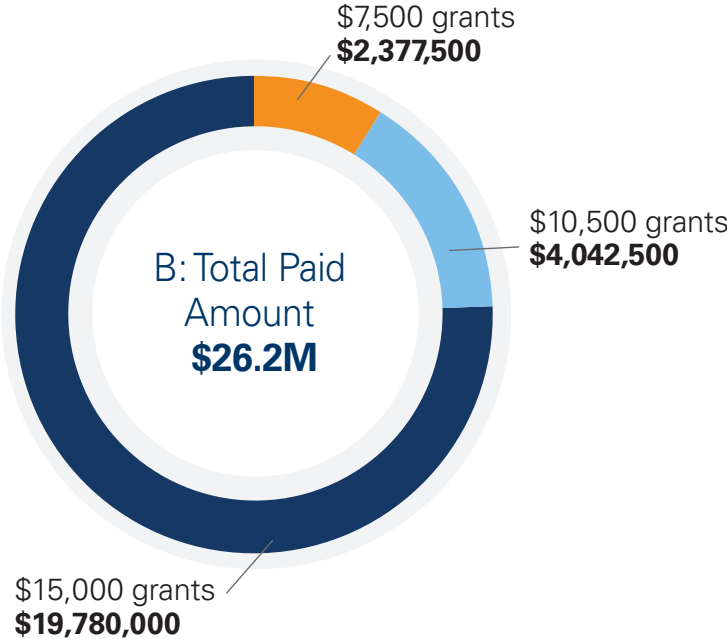
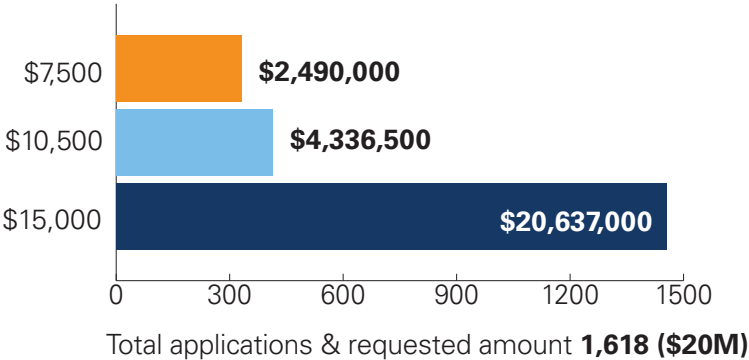
TOTAL	
External Visitor Spend	\$921M

NSW Government Business Grants

Support Data for Woollahra LGA.

2021 COVID-19 Business Grants (1 March – 30 November 2021)

A. Total Applications & Requested Amount:
1,618 (\$20M)



NSW Government Business Grants 'cont

Support Data for Woollahra LGA

2021 COVID-19 Micro Business Support Grant

(1 March – 30 November 2021)



Total **644**
Applications
Total Paid
\$5,634,750

Applications by Industry



Professional, Scientific
and Technical Services: **22%**



Personal and
Other Services: **11%**



Creative & Performing
Arts Activities: **7%**



Medical &
Other Education: **6%**



Construction
Services: **6%**

2021 Job Saver Program

(1 March – 30 November 2021)

Total **2,202**
Applications

Total Paid
\$51,551M

 **97%**

Thumbs up
11,495 responses

Dine & Discover NSW Vouchers

– Business Update (1 March – 30 November 2021)

Total **118**
Applications
Business

Dine 
\$728,350

Discover 
\$3,900



Main Industry for Applications

Dine: Food & Beverage Services **99.5%**

Discover: Creative & Performing Arts
Activities **40.6%**

Total Unspent
Amount*
\$848,000

Dine
\$61,775

Discover
\$786,225

Don't forget
to redeem
your vouchers

... & support
local business!

Business Application by Location

Paddington: **30**

Rose Bay: **23**

Double Bay: **21**

Woollahra: **17**

Edgecliff: **6**

Vaucluse: **6**

Bellevue Hill: **5**

Darling Point: **4**

Watsons Bay: **4**

Point Piper: **2**

*Excluding the additional \$50 vouchers released in October 2021.

Woollahra LGA Commercial Occupancy Audit Snapshot

(As at 1 December 2021)

Commercial centres have formed the heart of communities for many years. They represent a concentration of business trade, jobs and social activity that evolve against a backdrop of physical and geographical.

As a local government, Council is responsible for ensuring these centres remain sustainable and continue serving the current and future daily needs of the surrounding community.

Placemaking Team has conducted an annual commercial audit to achieve the following objectives:

- Measure the vacancy of ground floor commercial activity across each commercial centre
- Measure the industry mix across each commercial centre
- Incorporate the information into the interactive mapping that can be used for such campaigns like Shop Local.

Double Bay

Location	Number of Businesses	Number Vacant	Occupancy Rate
Double Bay total	324	13	95.99%
New South Head Rd	101	3	97.03%
Kiaora Place	53	2	96.23%
Bay Street	53	1	98.11%
Cross Street	55	3	94.55%
Transvaal	29	1	96.55%
Knox Street	33	3	90.91%

Paddington

Location	Number of Businesses	Number Vacant	Occupancy Rate
Paddington total	327	32	90.21%
Five Ways	45	3	93.33%
Intersection	30	1	96.70%
Oxford Street	206	26	87.38%
William Street	46	2	95.65%

Woollahra LGA Commercial Occupancy Audit Snapshot (As

(As at 1 December 2021) *Continued*

Rose Bay

Location	Number of Businesses	Number Vacant	Occupancy Rate
Rose Bay total	324	32	90.21%
New South Head Rd	65	3	95.38%
Dover Road	17	0	100.00%
Newcastle Street	17	0	100.00%
Plumer Road	12	0	100.00%
Old South Head Rd	95	3	96.84%

Edgecliff

Location	Number of Businesses	Number Vacant	Occupancy Rate
Edgecliff total	135	7	94.81%
New South Head Rd	81	3	96.30%
Edgecliff Centre	54	4	92.59%

Woollahra

Location	Number of Businesses	Number Vacant	Occupancy Rate
Woollahra total	124	5	95.97%
Edgecliff Road	45	3	93.33%
Queen Street	79	2	97.47%

Bellevue Road

Location	Number of Businesses	Number Vacant	Occupancy Rate
Bellevue Rd total	36	1	97.22%

Vaucluse

Location	Number of Businesses	Number Vacant	Occupancy Rate
Vaucluse total	41	2	95.12%
Watson's Bay	14	0	100.00%