

## Local Economic Spend

### Total local spend

The total spent within the location, including by locals *and* domestic and international visitors.

Spend is calculated from all transactions within the Westpac Group, adjusted to account for all banks and then weighted (using a formula devised from ATO data) to account for cash and non-card transactions including BPay and cheque. The only transactions that are not considered are direct bank transfers.

### Source of local spend

A breakdown of where spending comes from. This data is sourced by the nominated address of the credit card holder. For example, a resident of Bexley pays with their credit card in Mascot; this transaction will be recorded as "Other Bayside Resident". A resident from outside of Bayside will be recorded as "Visitor"

### Spend categories

When a business obtains EFTPOS facilities from their bank, they are assigned a Merchant Category Code (MCC) that relates to the type of goods/services that they provide. The Top Spend Categories in the Snapshot lists the top MCCs within a suburb by the amount of expenditure.

To ensure that individual businesses cannot be identified, sub categories are rolled-up into higher level categories where there are limited numbers of businesses with any given MCC. Bayside Council does not have access to individual business data.

- Bulky Goods - includes home supplies, auto parts, nurseries, hardware stores and appliances.
- Department Stores & Clothing - includes department stores, discount stores, clothing and footwear stores, uniform suppliers, variety and accessory stores.
- Dining & Entertainment - includes cafes, restaurants, cinemas, bars and pubs, casinos and amusement parks.
- Grocery Stores & Supermarkets - includes all large and small grocery stores and supermarkets.
- Light Industry - includes manufacturing and repair related stores, heating, air-conditioning, electrical and plumbing stores, printing and landscaping.
- Other - includes miscellaneous merchants such as money exchanges, government-owned lotteries and religious organisations
- Personal Services - includes cleaning services, dry cleaners, shoe repairs, health and beauty spas, massage parlours, barbers, funeral parlours and similar services.
- Professional Services - includes medical and allied health services, accounting and legal services, educational services and IT.
- Specialised & Luxury Goods - includes hobby stores, sporting goods retailers, as well as merchants selling luggage and leather stores, stationery, cosmetics, books, art, watches and jewellery.
- Specialised Food Retailing - includes confectioners, bakeries, fromageries, convenience stores, butchers and liquor outlets.
- Transport - includes vehicle dealers, vehicle wrecking yards, car washes, transport operators, tyre stores and other automotive parts and accessory dealers.
- Travel - includes airlines, accommodation providers, car and boat hire, cruise lines, duty-free and gifts and souvenir stores, tourist attractions, passenger railways, trailer parks, and taxi services.

### Resident Wallet

'Share of wallet' is a commonly-used consumer marketing term to refer to the proportion of an individual's expenditure that is made on a particular good or service. In the context of this Snapshot, the residents' Share of Wallet refers to the proportion of local residents' expenditure that is made within the suburb, elsewhere in our LGA, outside of the LGA and online.

### Escape spend

Escape spend refers to the expenditure made by local residents outside of their own suburb. This can assist identify gaps in the local retail offering and provides a benchmark with which to measure local retail health.

## Visitor Economy

### Visitor Spend

For the purposes of this Snapshot, visitor spend is expenditure by cardholders and businesses located outside of Bayside Council.

## High Street Indicators

### Occupancy Rate

Occupancy Rate is calculated by the following formula:

$\text{Number of Operating Businesses} / \text{Total Number of Commercial Lots} * 100$

The audited area includes the ground level commercial lots within each suburb town centre.

### Store Types

When performing the occupancy audit, each operating business was categorised.

Dining - A business selling food for immediate consumption. Includes cafes, restaurants, clubs and bars, and takeaways.

Health - A business selling a health service or health related products. Includes chemists, pharmacists, doctors, dentists, physiotherapists, podiatrists, chiropractors and health specialists.

Personal - A business selling a personal service. Includes gyms, personal fitness trainers, hairdressers, barbers, beauty and nail salons, and massage parlours.

Professional - A business selling a professional service. Includes real estate agents, accountants, lawyers, sign-makers, pet care, education services, laundromats, drycleaners, engineers and architects.

Retail - A business selling non-health products, including food not for immediate consumption. Includes supermarkets, grocers, bakers, butchers, florists, tobacconists, and fashion stores.

Other - A business that does not fit into the above categories. Includes gambling spaces and post offices.

### Parking Spaces

The number of Council-owned, marked parking spaces within walking distance of the high street.

## Night-Time Economy

### Night-Time Spend

Night-Time spend is categorised as spending between 6pm and 6am. Night-time spending can help to measure the vibrancy and sense of uniqueness of a location.

### Spend by day of week

This reflects the total spend in the town by day of week. Peaks and troughs can indicate low days of visitation and highway traffic, as well as closures by some business on certain days of the week.