Brighton-le-Sands Economy Snapshot July 2022 - June 2023

Bayside Council
Serving Our Community

Local Economic Spend

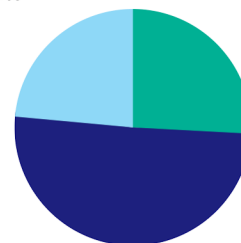### What was the total amount spent in Brighton-le-Sands?

$139M

Previous Year:
$137M

▲ 1.5%

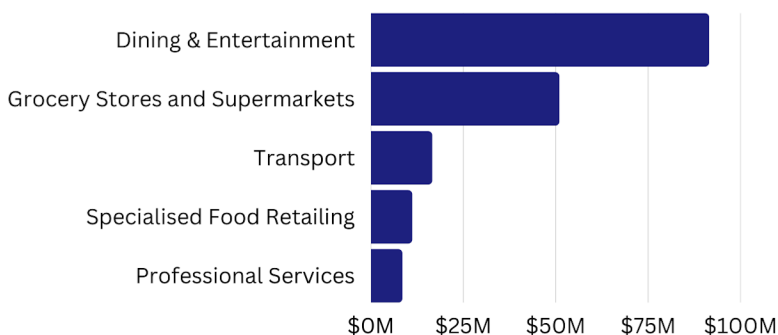### Who contributed to spending in Brighton-le-Sands?

Brighton-le-Sands Residents
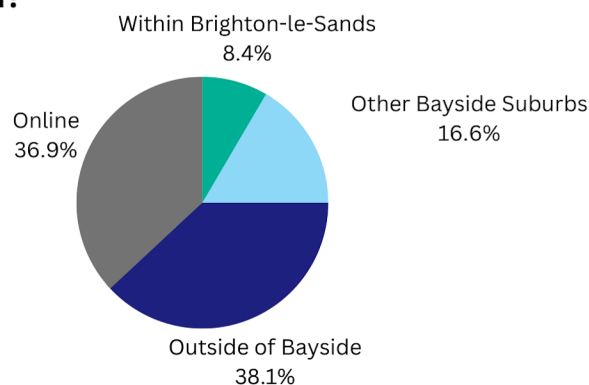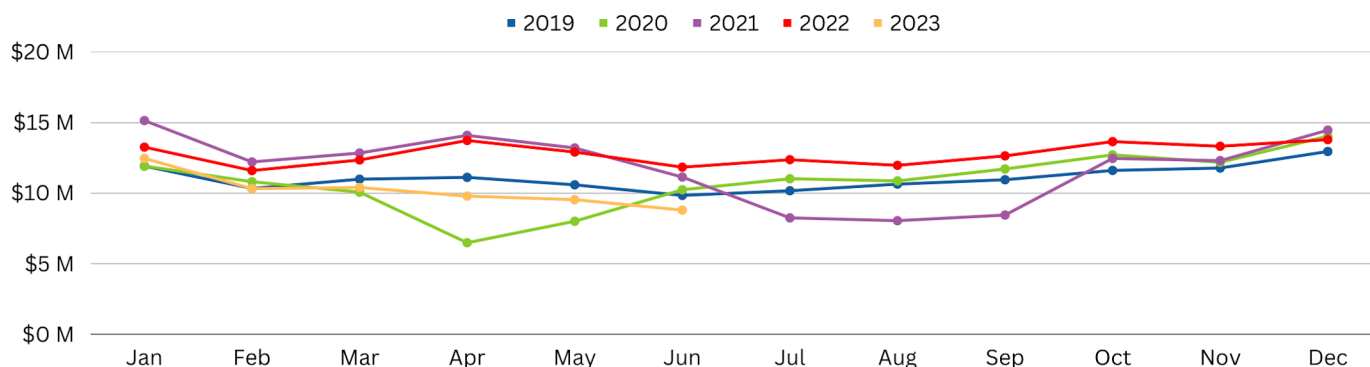23.5%

Other Bayside Residents
25.8%

Visitors
50.6%

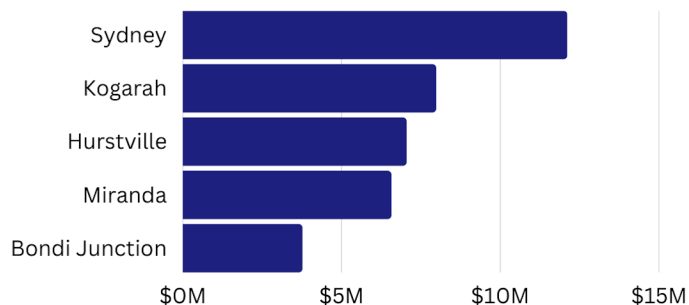### What were the top 5 spend categories in Brighton-le-Sands?

- Dining & Entertainment
- Grocery Stores and Supermarkets
- Transport
- Specialised Food Retailing
- Professional Services

$0M $25M $50M $75M $100M

Where did Brighton-le-Sands residents split their wallet spend?

Within Brighton-le-Sands
8.4%

Other Bayside Suburbs
16.6%

Online
36.9%

Outside of Bayside
38.1%

How much was spent in Brighton-le-Sands each month? (compared to last 4 years)

Legend: 2019 2020 2021 2022 2023

$20 M
$15 M
$10 M
$5 M
$0 M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

What were the top 5 suburbs Brighton-le-Sands residents visited to spend outside of Bayside?

- Sydney
- Kogarah
- Hurstville
- Miranda
- Bondi Junction

$0M $5M $10M $15M

What were the top 5 categories Brighton-le-Sands residents spent on when they left Bayside LGA?

- Dining & Entertainment
- Department Stores & Clothing
- Professional Services
- Specialised & Luxury Goods
- Transport

$0M $10M $20M $30M $40M

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Visitor Economy

What is the total amount spent by visitors in Brighton-le-Sands?

$70.34M

Previous Year:
$60.4M

▲ 16%

What were the top 5 suburbs visitors came from to spend in Brighton-le-Sands?

- Hurstville
- Greenacre
- Maroubra
- Earlwood
- Kogarah

$0M $0.25M $0.5M $0.75M $1M $1.25M

What were the top 5 categories visitors spent on when they visited Brighton-le-Sands?

- Dining & Entertainment
- Grocery Stores & Supermarkets
- Transport
- Travel
- Professional Services

$0M $10M $20M $30M $40M $50M
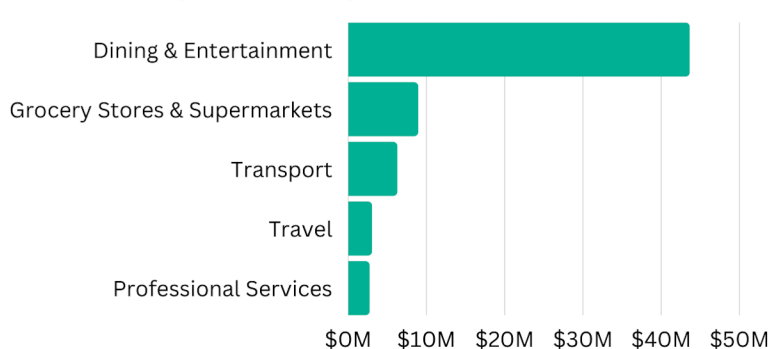
How much did visitors spend in Brighton-le-Sands each month? (compared to last 4 years)

Legend: ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

$10 M
$7.5 M
$5 M
$2.5 M
$0 M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

High Street Indicators

Occupancy rate

83%

Store types

- Other 2.7%
- Health 14.7%
- Dining 45.3%
- Personal 22.7%
- Professional 14.7%
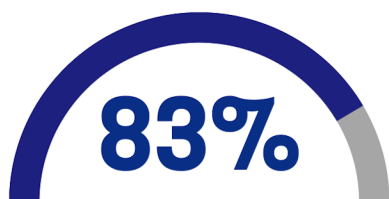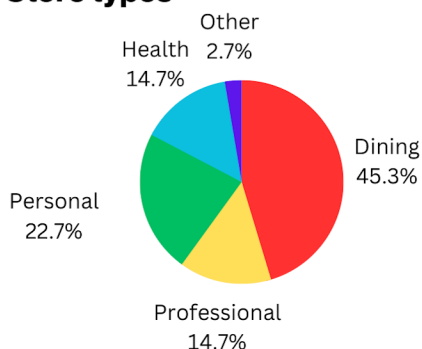
Parking Spaces

473

Number of Council owned marked parking spaces within 300m of town centre. Does not include private or parallel street parking.

Spending Data source: Spendmapp by Geografia (2023).

High Street Indicator data is sourced by an on-the-ground audit performed by staff from Bayside Council's Economic Development team.

Bayside Council has taken care to ensure this information is correct at the time of publication, however assumes no responsibility or liability for any errors, omissions or changes to information over time. Bayside Council does not accept any liability whatsoever for any direct or indirect loss, damage or injury suffered as a result of reliance on this information. For enquiries, please email the Economic Development Team at business@bayside.nsw.gov.au

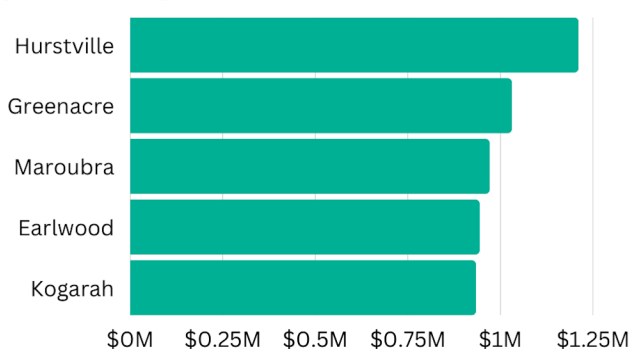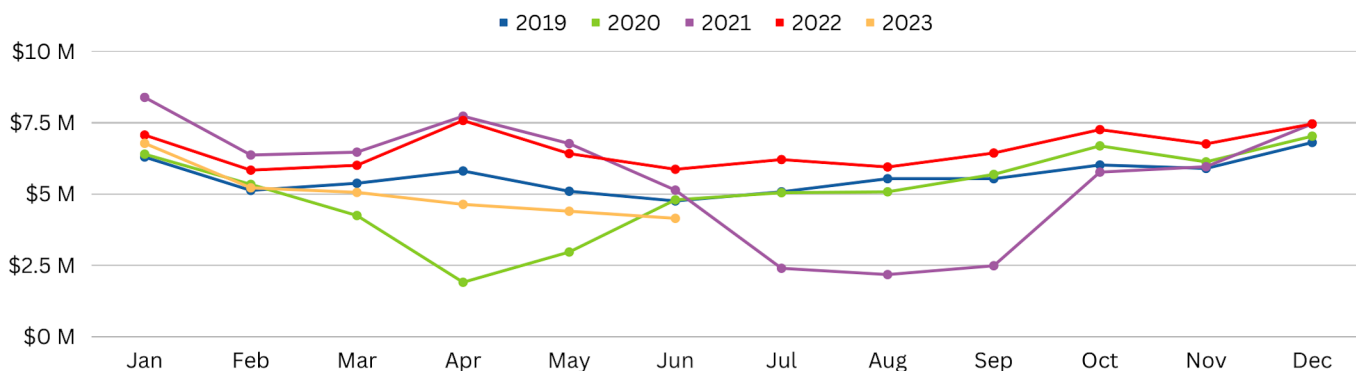# Brighton-le-Sands Economy Snapshot July 2022 - June 2023

Bayside Council — Serving Our Community

Brighton-le-Sands and Kyeemagh Population Demographics

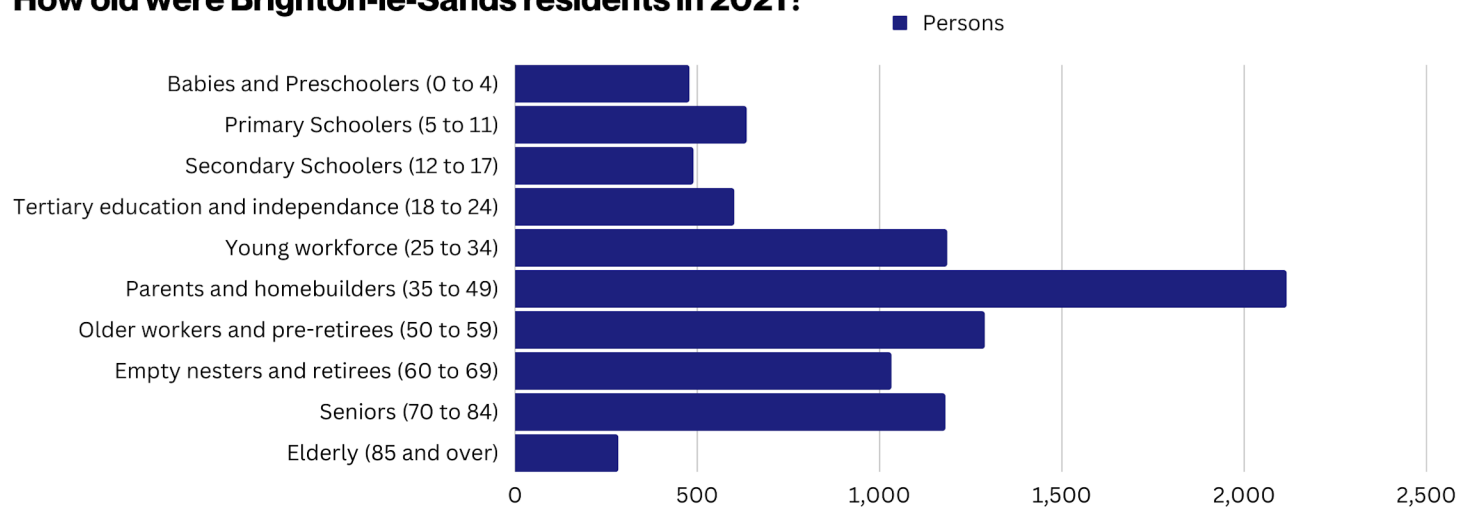*Note: profile.id merges Brighton-le-Sands and Kyeemagh data together*
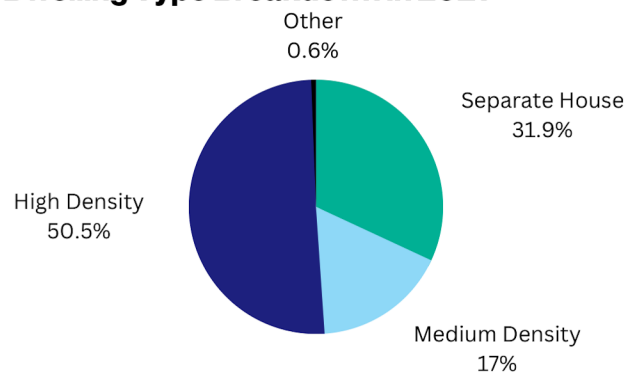
Estimated Resident Population in 2021

9,282

Population change from 2016 to 2021

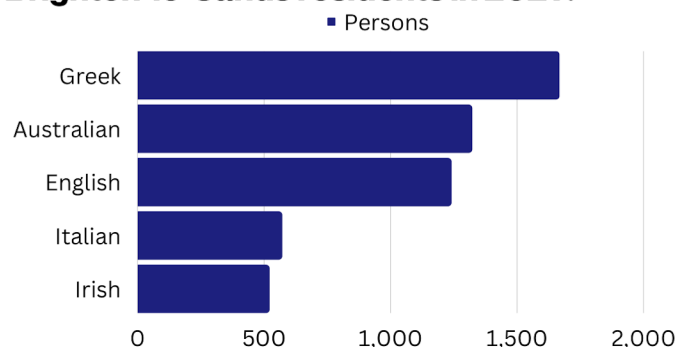## -106

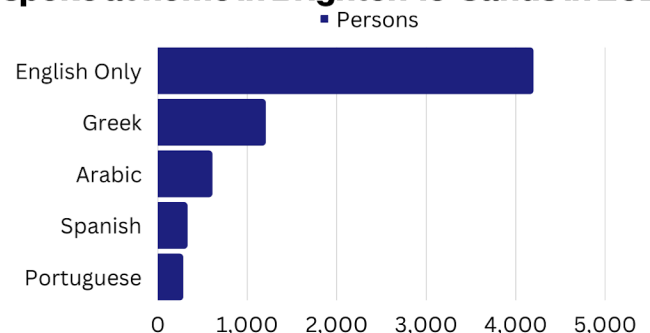## How old were Brighton-le-Sands residents in 2021?

■ Persons

- Babies and Preschoolers (0 to 4)
- Primary Schoolers (5 to 11)
- Secondary Schoolers (12 to 17)
- Tertiary education and independance (18 to 24)
- Young workforce (25 to 34)
- Parents and homebuilders (35 to 49)
- Older workers and pre-retirees (50 to 59)
- Empty nesters and retirees (60 to 69)
- Seniors (70 to 84)
- Elderly (85 and over)

(x-axis: 0, 500, 1,000, 1,500, 2,000, 2,500)

Number of dwellings in 2021

4,502

Dwelling Type Breakdown in 2021

- Other 0.6%
- Separate House 31.9%
- High Density 50.5%
- Medium Density 17%

What were the top 5 ancestries of Brighton-le-Sands residents in 2021?

■ Persons

- Greek
- Australian
- English
- Italian
- Irish

(x-axis: 0, 500, 1,000, 1,500, 2,000)

What were the top 5 languages people spoke at home in Brighton-le-Sands in 2021?

■ Persons

- English Only
- Greek
- Arabic
- Spanish
- Portuguese

(x-axis: 0, 1,000, 2,000, 3,000, 4,000, 5,000)

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Bayside Council
Serving Our Community

Brighton-le-Sands and Kyeemagh Employment Demographics

What was the employment status of Brighton-le-Sands residents in 2021?

- Unemployed 5.4%
- Employed, away from work 11.8%
- Employed full-time 53.7%
- Employed part-time 29%

Change in employed people from 2016 to 2021

-220

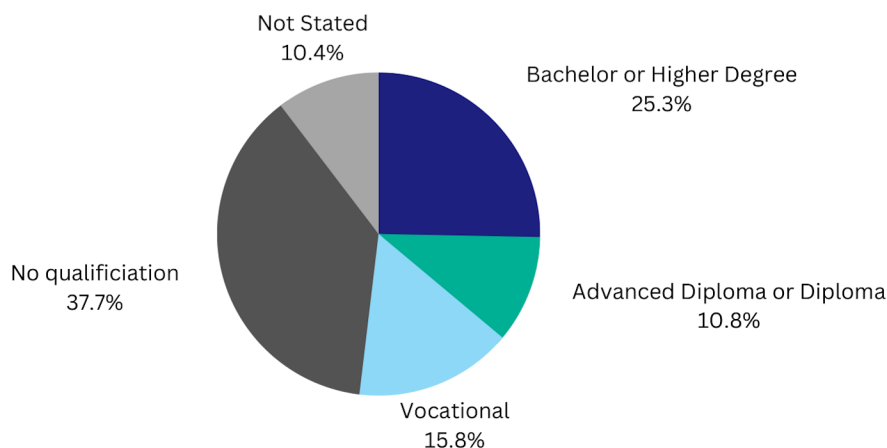### What were the top 10 industries Brighton-le-Sands residents were employed in, in 2021?

■ Persons

- Health Care and Social Assistance
- Construction
- Professional, Scientific and Technical Services
- Retail Trade
- Education and Training
- Transport, Postal and Warehousing
- Public Administration and Safety
- Financial and Insurance Services
- Accommodation and Food Services
- Inadequately described or not stated

0   100   200   300   400   500

Largest change in jobs from 2016 to 2021:

Transport, Postal and Warehousing

-84
persons

What was the highest qualification achieved by Brighton-le-Sands residents in 2021?

- Not Stated 10.4%
- Bachelor or Higher Degree 25.3%
- No qualificiation 37.7%
- Advanced Diploma or Diploma 10.8%
- Vocational 15.8%