

Rockdale Economy Snapshot July 2022 - June 2023

Local Economic Spend

What was the total amount spent in Rockdale?

\$529.7M

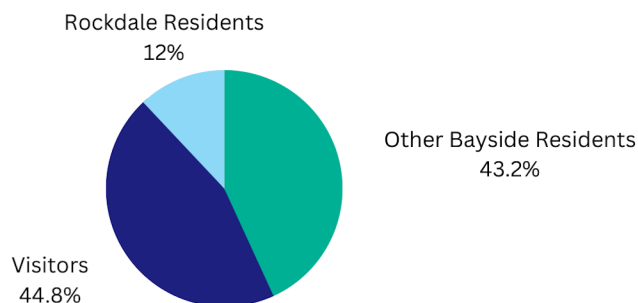
Previous Year:

\$466.2M

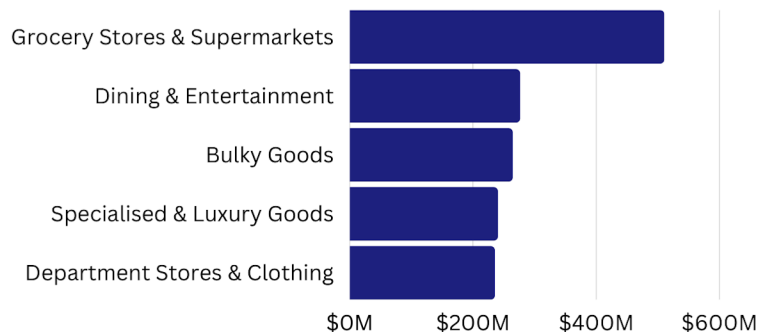


14%

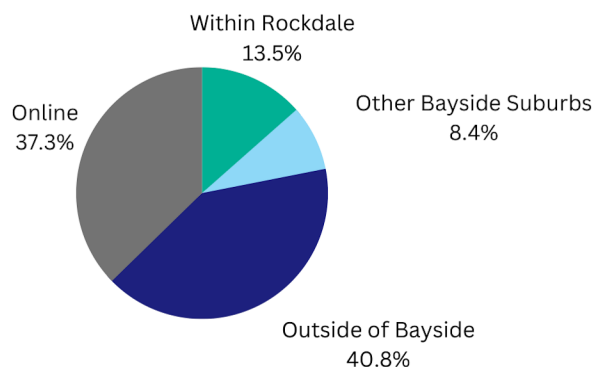
Who contributed to spending in Rockdale?



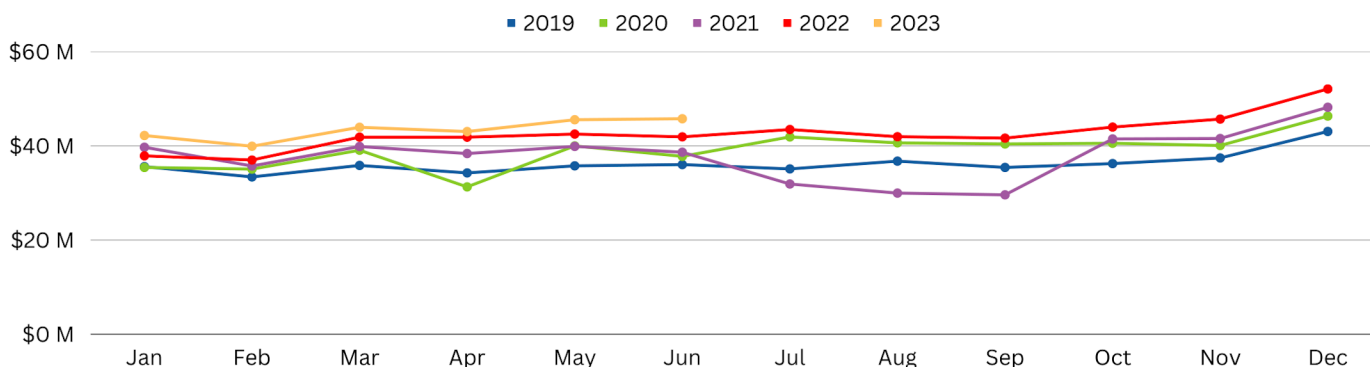
What were the top 5 spend categories in Rockdale?



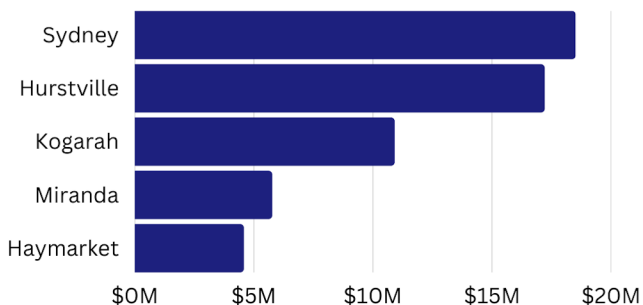
Where did Rockdale residents split their wallet spend?



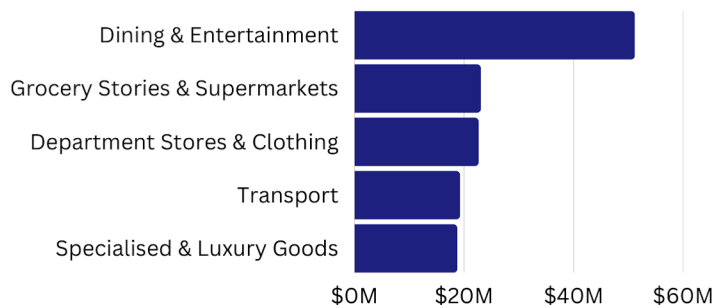
How much was spent in Rockdale each month? (compared to last 4 years)



What were the top 5 suburbs Rockdale residents visited to spend outside of Bayside?



What were the top 5 categories Rockdale residents spent on when they left Bayside LGA?



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

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Visitor Economy

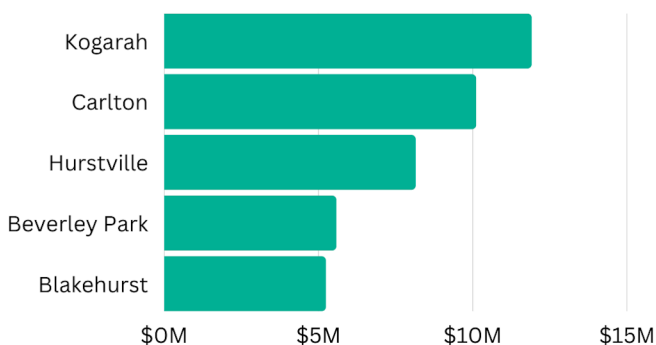
What was the total amount spent by visitors in Rockdale?

\$237.4M

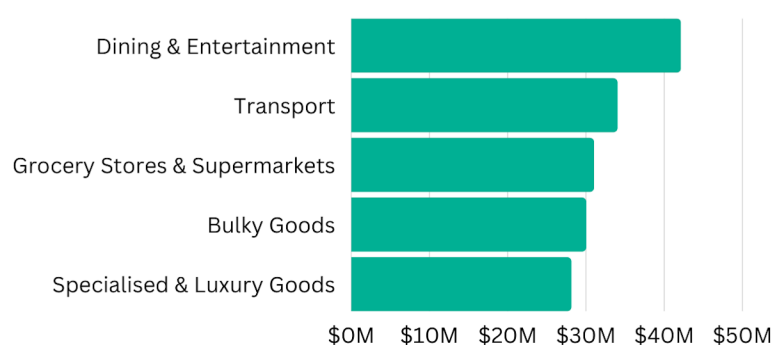
Previous Year: \$193.5M

▲ 23%

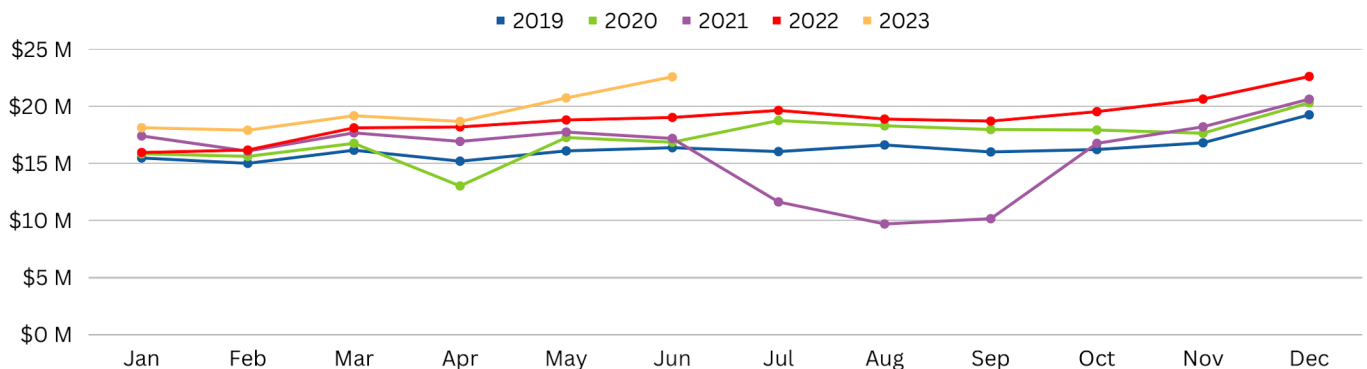
What were the top 5 suburbs visitors came from to spend in Rockdale?



What were the top 5 categories visitors spent on when they visited Rockdale?



How much did visitors spend in Rockdale each month? (compared to last 4 years)

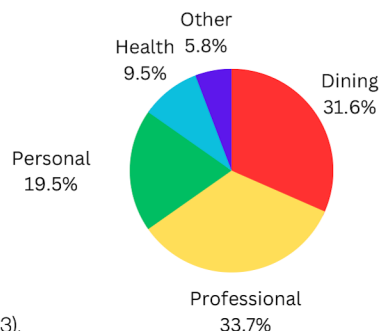


High Street Indicators

Occupancy rate



Store types



Parking Spaces

400

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

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Rockdale Population Demographics

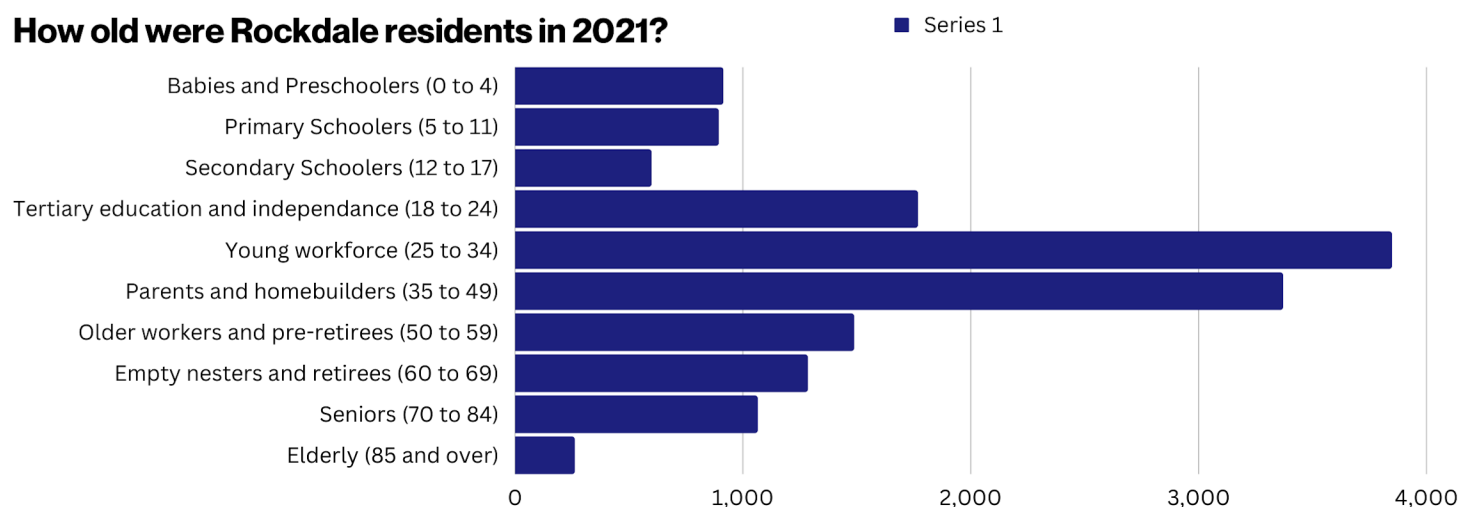
**Estimated Resident
Population in 2021**

15,583

**Population change
from 2016 to 2021**

-59

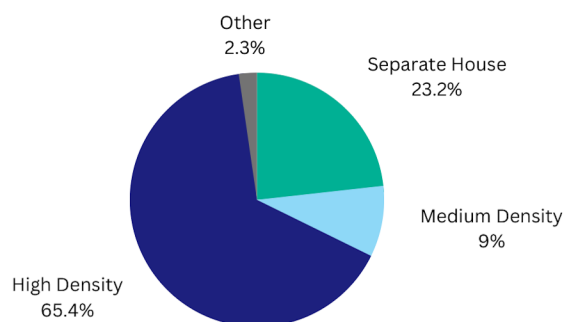
How old were Rockdale residents in 2021?



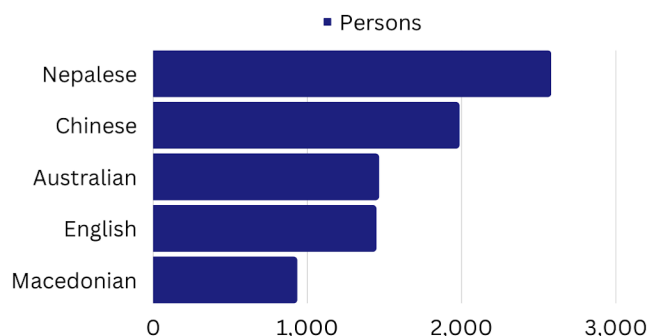
**Number of dwellings
in 2021**

6,533

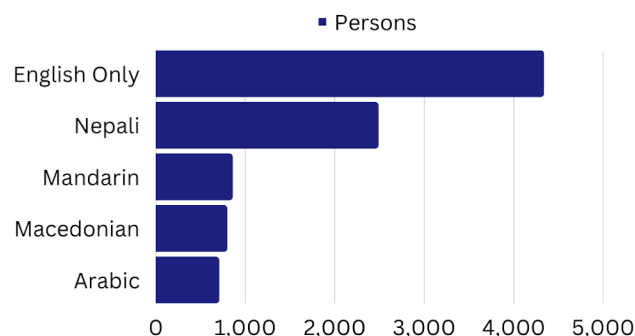
Dwelling Type Breakdown in 2021



What were the top 5 ancestries of Rockdale residents in 2021?



What were the top 5 languages people spoke at home in Rockdale in 2021?



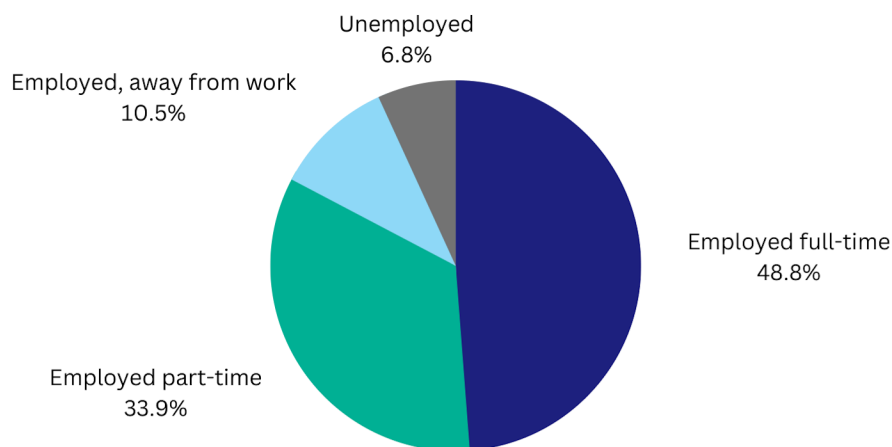
SOURCE: profile.id.com.au/baysidensw, using Census data from 2021 and 2016, and National Institute of Economic and Industry Research (NIEIR) 2023

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Rockdale Employment Demographics

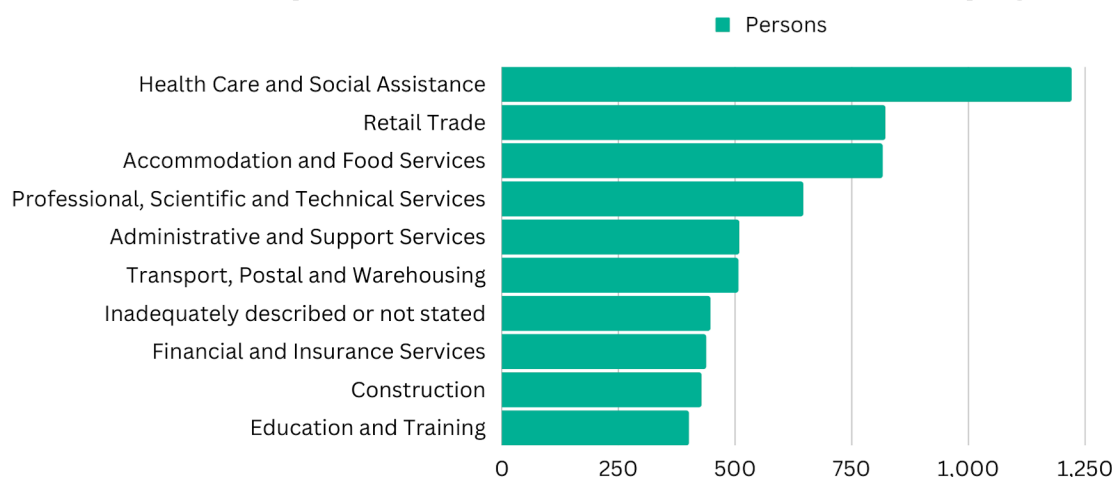
What was the employment status of Rockdale residents in 2021?



**Change in employed
people from 2016 to
2021**

-424

What were the top 10 industries Rockdale residents were employed in, in 2021?

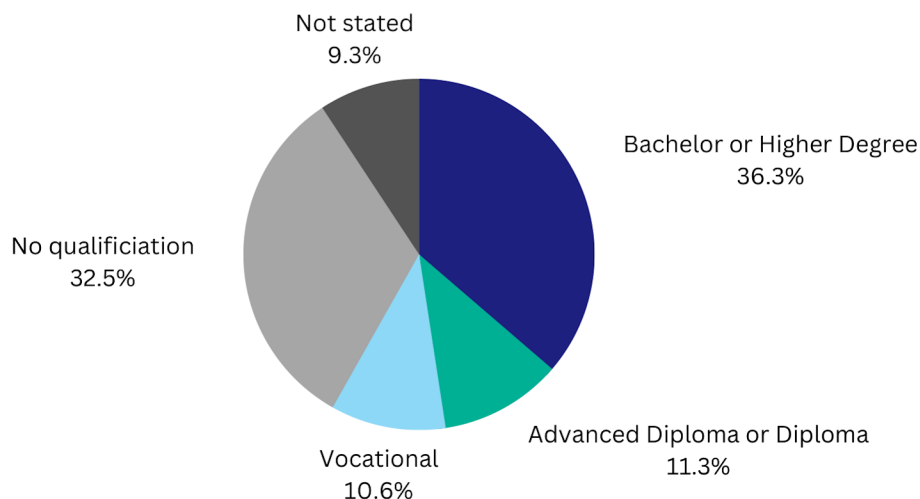


**Largest change in jobs
from 2016 to 2021:**

**Accommodation and
Food Services Industry**

**-427
persons**

What was the highest qualification achieved by Rockdale residents in 2021?



SOURCE: profile.id.com.au/baysidensw, using Census data from 2021 and 2016, and National Institute of Economic and Industry Research (NIEIR) 2023

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