

# WAVERLEY'S ECONOMIC SNAPSHOT




WAVERLEY  
COUNCIL

ISSUE 2 | JUNE 2021

Please visit Waverley Council's Business Resource Centre web-page to get further insights from our data sources and how this can be helpful to use within your business.


## Spend

**SPENDING** (Year ending April 2021)\*

 **37.3M**  
TRANSACTIONS

 **\$68**  
AVERAGE  
TRANSACTION  
VALUE



 **\$2,525M**  
TOTAL LOCAL SPEND


 **3.6%**  
CHANGE  
on year ending April 2020

\* Source: SpendMapp data

## Visitation

**VISITORS** (Year ending December 2020)\*

DOMESTIC DAY   
 **271,000**


INTERNATIONAL DAY  
 **370,000**

DOMESTIC NIGHT   
 **72,000**  
184,000 (nights)

INTERNATIONAL NIGHT  
 **25,000**  
660,000 (nights)

\* Source: Tourism Solutions (TRA data). International figures are based on estimates


## Market Analysis\*

**GROSS REGIONAL PRODUCT (GRP)** (year ending June 2020)  **\$4,900M**

**LOCAL EMPLOYMENT**

(year ending June 2020)

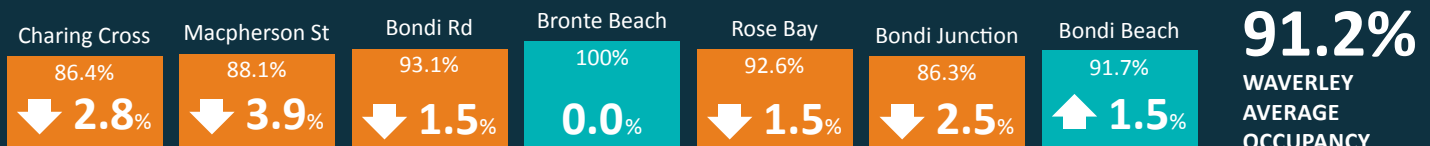


 **29,047 jobs**  
LOCATED IN WAVERLEY LGA

\* Source: Economy.ID


## Commercial Occupancy Audit\*

**Ground Floor Commercial Occupancy % (February 2021 compared to August 2020)**



\* Source: Waverley Council

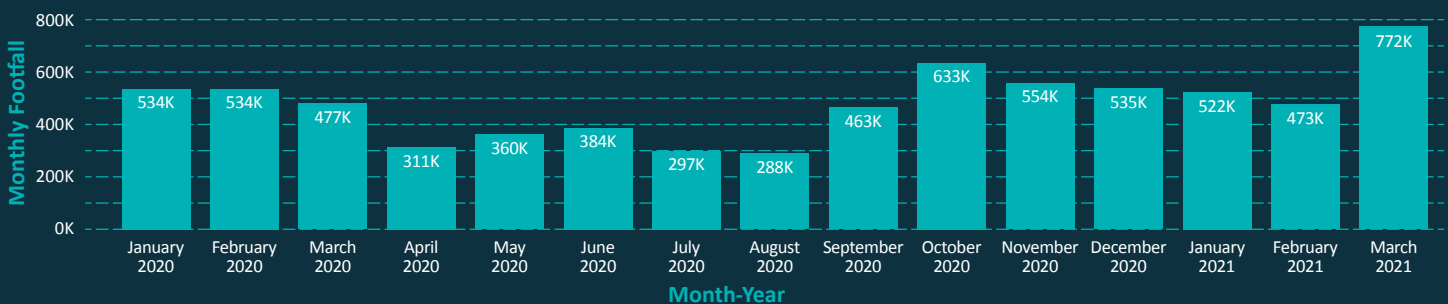
# Waverley's Top Industries\* (Year ending April 2021)

	<b>DEPARTMENT STORES &amp; CLOTHING</b>	<b>\$536M</b> TOTAL SPEND	<b>\$120M</b> RESIDENT SPEND	<b>\$416M</b> VISITOR SPEND
	<b>DINING &amp; ENTERTAINMENT</b>	<b>\$483M</b> TOTAL SPEND	<b>\$196M</b> RESIDENT SPEND	<b>\$287M</b> VISITOR SPEND
	<b>GROCERY STORES &amp; SUPERMARKETS</b>	<b>\$369M</b> TOTAL SPEND	<b>\$189M</b> RESIDENT SPEND	<b>\$180M</b> VISITOR SPEND
	<b>SPECIALISED &amp; LUXURY GOODS</b>	<b>\$357M</b> TOTAL SPEND	<b>\$114M</b> RESIDENT SPEND	<b>\$243M</b> VISITOR SPEND
	<b>PROFESSIONAL SERVICES</b>	<b>\$275M</b> TOTAL SPEND	<b>\$79M</b> RESIDENT SPEND	<b>\$196M</b> VISITOR SPEND

\* Source: SpendMapp data

## Footfall in Bondi Junction\*

### BONDI JUNCTION CENTRE – MONTHLY FOOTFALL



\* Source: Skyfii Data. Estimated number of people located within Council's public wifi coverage area in Bondi Junction.

## Grants

### CURRENTLY

**288**

BUSINESS GRANTS AVAILABLE IN NSW, WITH OVER

**\$3.3B**

### NSW Small Business Fees and Charges Rebate

If you are a sole trader, the owner of a small business or a not-for-profit organisation in NSW, you may be eligible for a small business fees and charges rebate of \$1500.

Search Grant Guru grant finder for business [waverley.grantguru.com.au/](http://waverley.grantguru.com.au/)



Business Resource Centre:

[https://www.waverley.nsw.gov.au/business/business\\_resource\\_centre](https://www.waverley.nsw.gov.au/business/business_resource_centre)

Email: [Business@waverley.nsw.gov.au](mailto:Business@waverley.nsw.gov.au)

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**GRANT  
HUB**

