

Quarterly Economic Snapshot

Jan-24 to Mar-24

In the last quarter, Australia's GDP increased by 2.1%. For Victoria, GDP increased by 1.8%. Population was up nationally, and up in Victoria. Consumer sentiment was up across the nation and down in Victoria. Total CO₂-e emissions for the latest quarter decreased by -6.0% in Australia and decreased by -3.8% for Victoria.

ECONOMY	PEOPLE	COMMUNITY	ENVIRONMENT
GDP (Australia)	Population (Australia)	Consumer Sentiment Index (Australia)	CO₂-e emissions (Australia)
\$643,563m (+2.1%)	26,124,814 (+1.64%)	83.3 (+3.1%)	464.77m tonnes (-6.0%)
GDP (Victoria)	Population (Victoria)	Consumer Sentiment Index (Victoria)	CO₂-e emissions (Victoria)
\$151,018m (+1.8%)	6,656,281 (+1.68%)	81.4 (-1.3%)	80.06m tonnes (-3.8%)

CONSUMER EXPENDITURE

Trending Down

Trend	Change in Total Local Spend	
	Victoria	Wyndham
	-8.7%	-10.0%

Daily Spending

Average Daily Spend by Day of Week			
Day	Total	Resident	Visitor
Mon	\$9.62M (-5.5%)	\$7.12M (-5.0%)	\$2.37M (-7.2%)
Tue	\$10M (-6.9%)	\$7.37M (-6.1%)	\$2.52M (-9.5%)
Wed	\$11M (-5.2%)	\$8.12M (-4.6%)	\$2.78M (-6.9%)
Thu	\$12.5M (-4.8%)	\$9.28M (-5.0%)	\$3.14M (-4.8%)
Fri	\$12.4M (-15.2%)	\$9.15M (-15.6%)	\$3.17M (-13.5%)
Sat	\$13.2M (-10.7%)	\$9.93M (-11.0%)	\$3.24M (-9.6%)
Sun	\$10.2M (-14.0%)	\$7.82M (-14.4%)	\$2.34M (-13.1%)

Peak Day Thursday 28 March 2024: \$16.7M

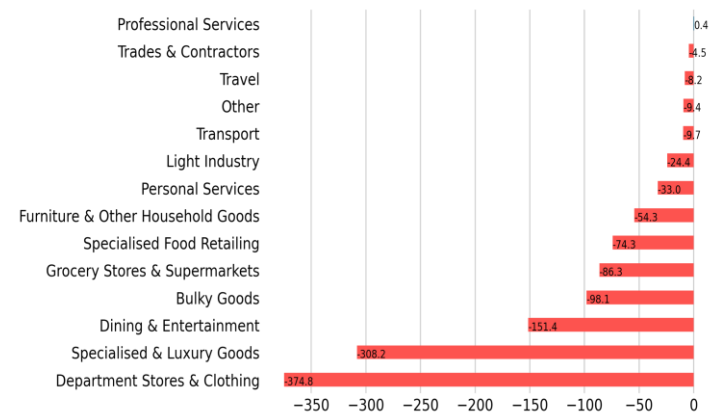
Trough Day Friday 29 March 2024: \$5.13M

JOB IMPACT

Net Negative

Estimated Impact on FTEs

Impact of Change in Total Local Spend



Largest Increase 0.4 FTEs, Professional Services

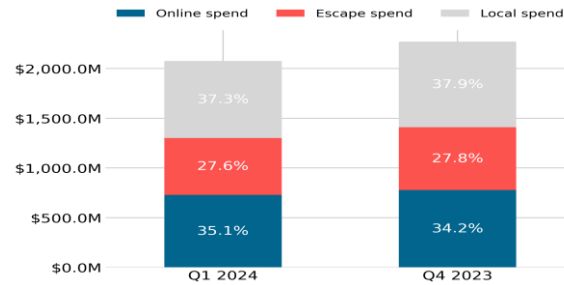
Largest Decrease -374.8 FTEs, Department Stores and Clothing

Sources: ABS, Cat. Nos. 3101.052, 5206.001, 5206.027; ABS Census 2016; Spendmapp.com.au; industry.gov.au; DISER, 2020

WALLET SHARE

Going online

Share of Resident Wallet Latest and Previous Quarter



Trend Change in Resident Wallet Share

Spend	Victoria	Wyndham
Local Spend	-0.5%	-0.6%
Escape Spend	-0.4%	-0.3%
Online Spend	+0.9%	+0.9%

Compared with the previous quarter, in Q1 2024:

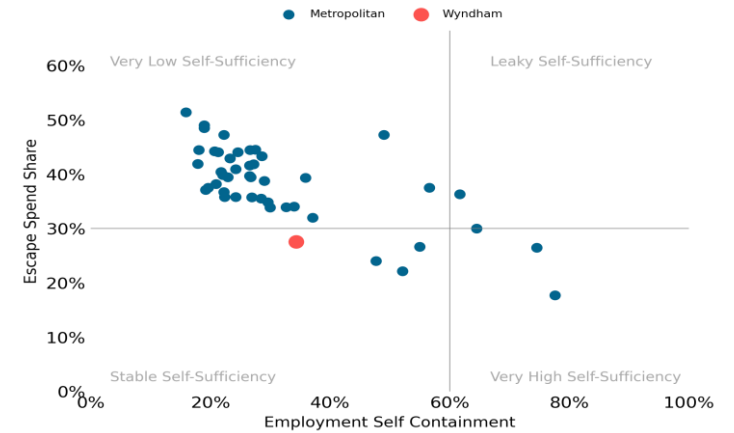
- Wyndham saw more online spend as a share of Resident Wallet; and
- Online spend in Victoria saw the greatest increase in share.

SELF-SUFFICIENCY

Stable

The Commuter Effect

Escape Spend and Commuting



Compared with other Metropolitan councils, in Wyndham:

- There is very high economic self-sufficiency.
- There is high employment self-containment (based on the last Census).
- Resident Escape Spend has a low share of Resident Wallet.

Disclaimer

This document has been prepared by Geografia Pty Ltd for Wyndham City Council and is intended for its use only. Any use of material from the report should be appropriately cited (i.e. source: Spendmapp by Geografia). While every effort is made to provide accurate and complete information, Geografia does not warrant or represent that the information contained is free from errors or omissions and accepts no responsibility for any loss, damage, cost or expense (whether direct or indirect) incurred as a result of a person taking action in respect to any representation, statement, or advice referred to in this report.