

Quarterly Economic Snapshot

Oct-23 to Dec-23

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 up 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%)	80.8 (+2.8%)	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%)	82.4 (+2.1%)	80.06m tonnes (-3.8%)

CONSUMER EXPENDITURE

Trending Flat

Trend	Change in Total Local Spend	
	Victoria	Wyndham
	11.0%	6.5%

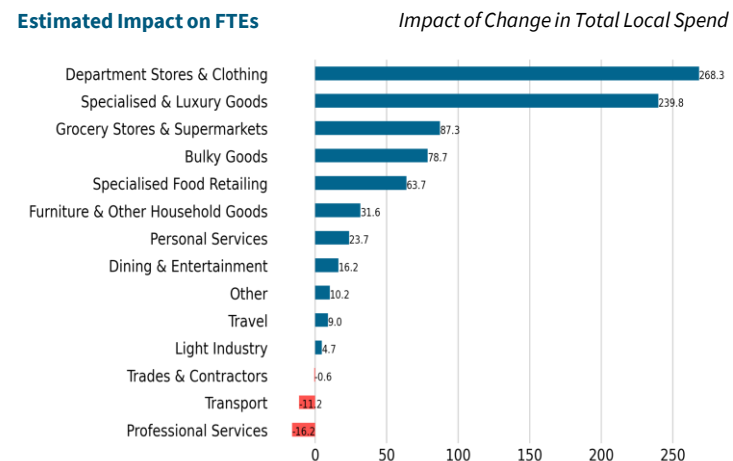
Daily Spending		Average Daily Spend by Day of Week	
Day	Total	Resident	Visitor
Mon	\$10.2M (+3.1%)	\$7.5M (+2.7%)	\$2.56M (+4.2%)
Tue	\$10.7M (+8.2%)	\$7.85M (+7.6%)	\$2.78M (+10.2%)
Wed	\$11.6M (+5.9%)	\$8.51M (+5.3%)	\$2.98M (+7.0%)
Thu	\$13.2M (+7.2%)	\$9.76M (+7.0%)	\$3.3M (+8.2%)
Fri	\$14.6M (+10.0%)	\$10.8M (+9.2%)	\$3.67M (+11.5%)
Sat	\$14.8M (+5.3%)	\$11.2M (+3.8%)	\$3.58M (+9.5%)
Sun	\$11.9M (+7.4%)	\$9.13M (+5.8%)	\$2.69M (+13.0%)

Peak Day Friday 22 December 2023: \$20.1M

Trough Day Monday 25 December 2023: \$2.53M

JOB IMPACT

Net Positive



Largest Increase 268.3 FTEs, Department Stores and Clothing

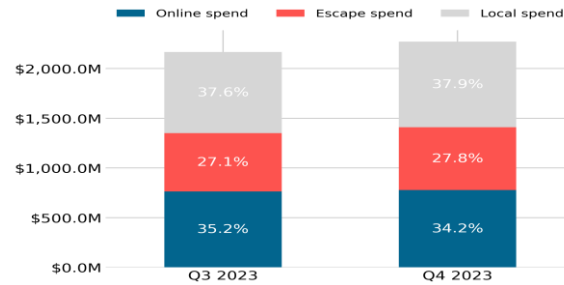
Largest Decrease -16.2 FTEs, Professional Services

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

WALLET SHARE

Escaping

Share of Resident Wallet Latest and Previous Quarter



Trend Change in Resident Wallet Share

Spend	Victoria	Wyndham
Local Spend	+0.6%	+0.3%
Escape Spend	+0.3%	+0.7%
Online Spend	-1.0%	-1.0%

Compared with the previous quarter, in Q4 2023:

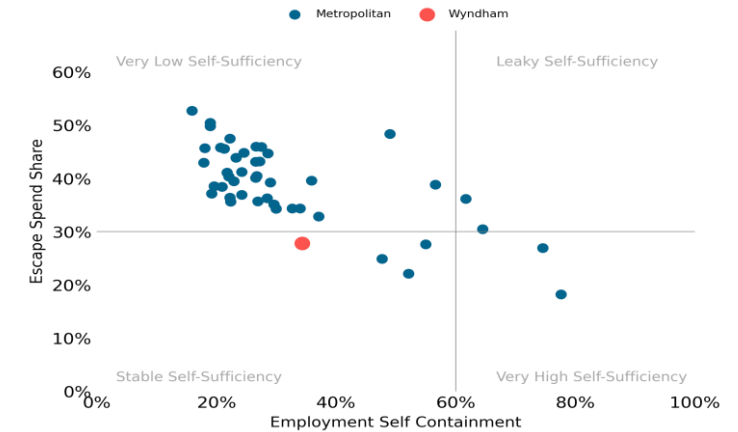
- Wyndham saw more escape spend as a share of Resident Wallet; and
- Local spend in Victoria saw the greatest increase in share.

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.