

# WAVERLEY'S ECONOMIC SNAPSHOT



WAVERLEY  
COUNCIL

ISSUE 5 | APRIL 2024

Please visit Waverley Council's [Resources for Businesses](#) web-page to get further insights from our data sources and how this can be helpful to use within your business.

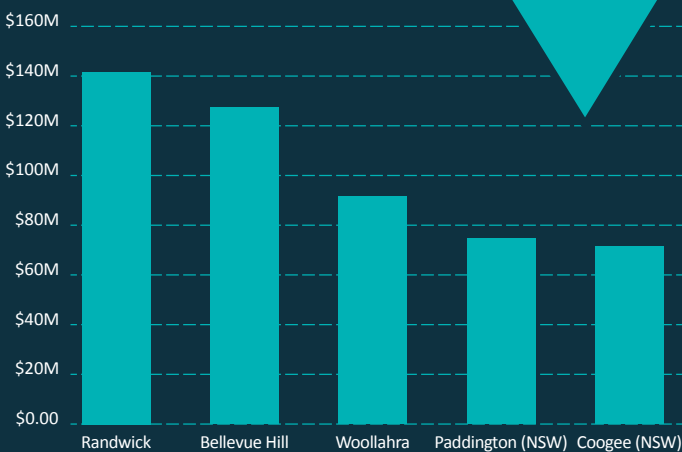
## Total Spend \* Source: SpendMapp data

	TRANSACTIONS	AVERAGE TRANSACTION VALUE	TOTAL LOCAL SPEND	CHANGE
Year ending February 2023*	39.5M	\$77	▲ \$3.05M	▲ 6.17%
February 2023 – January 2024*	40.7M	\$78	▲ \$7M	▲ 3.18%

## Visitor Spend \* Source: SpendMapp data

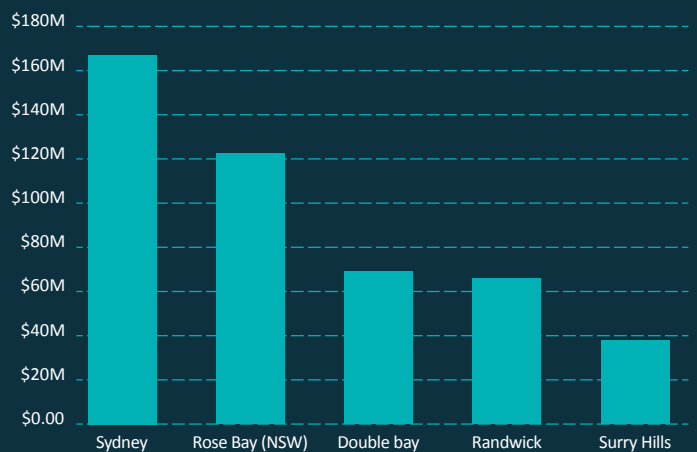
### VISITOR SPEND ORIGIN

April 2023 - March 2024\*



### RESIDENT SPEND OUTSIDE OF WAVERLEY

Feb 2023 – Jan 2024\*



## Night Time Economy \* Source: SpendMapp data

Business activity from 6pm – 6am. Year ending February 2024

TOTAL LOCAL SPEND  
**562M**



TOTAL TRANSACTIONS  
**16.3M**



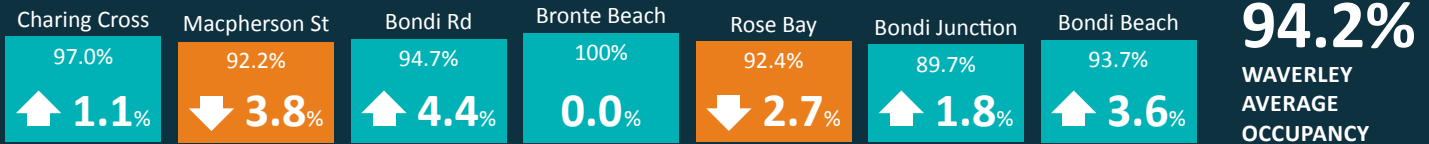
MOST POPULAR SUBURB

**Bondi Junction**

# Commercial Occupancy Audit\*

\* Source: Waverley Council

## Ground Floor Commercial Occupancy % (February 2024 compared to February 2023)



## Bondi Domestic Visitor Profile\*

\* Source: Destination NSW

(Year ending Dec 2022)

# 0.9M Visitors

 8.5% SHARE OF SYDNEY VISITORS

### TOP 5 ACTIVITIES:

EAT OUT/DINE AT RESTAURANT OR CAFE	87%
GO TO THE BEACH	52%
VISIT FRIENDS AND RELATIVES	38%
SIGHTSEEING	35%
GO SHOPPING FOR PLEASURE	34%

### TRAVEL PARTY:

SOLO TRAVELLERS	29%
FRIENDS AND/OR RELATIVES	27%
ADULT COUPLE	25%
FAMILY GROUP	14%

## Number of Businesses in Waverley

\* Source: Australian Business Register

Financial Year	Number of new businesses	Total	Change
2021/22	4,374	38,693	↓ 1,333
2022/23	5,945	38,527	↓ 166

## Grants

**175+**  
BUSINESS GRANTS  
AVAILABLE  
WORTH OVER  
**\$5.7B**

### MVP Ventures Program

Aims to support startups and innovative small and medium enterprises (SMEs) in the product lifecycle between early-stage research and mature investment opportunities. It will provide grants to drive the commercialisation of highly innovative and new products or processes.

Click [here](#) to learn about the Program.



#### Resources for Businesses:

[https://www.waverley.nsw.gov.au/business/resources\\_for\\_business](https://www.waverley.nsw.gov.au/business/resources_for_business)

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

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