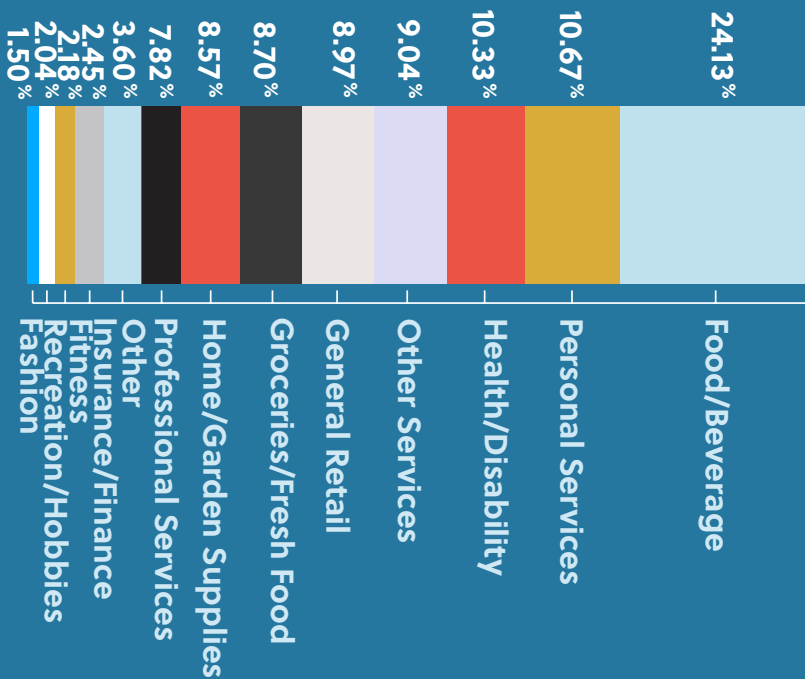


Precinct Profile

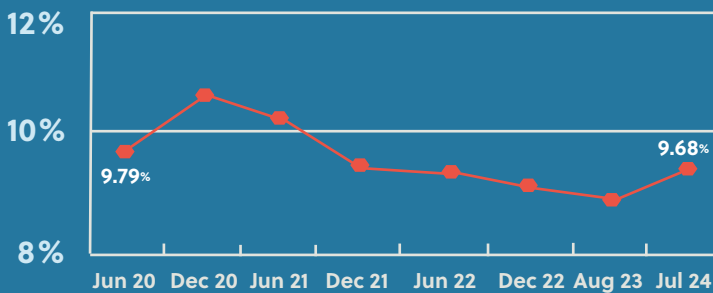
Welcome to Whitehorse

Located 15 km east of Melbourne, Whitehorse has a connective advantage of the major roadways of Eastern Freeway and Eastlink, these allow for ease of transport to both tertiary institutions as well as commercial precincts. Well positioned with access to diverse cuisines, shopping and culture amidst tree lined suburbs; there is something for everyone in Whitehorse.

Business Mix July 2024



Vacancy Rates



Home to **178 639** residents

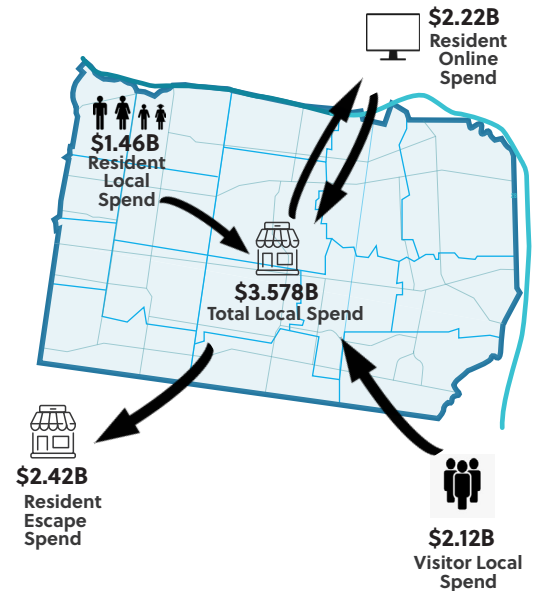


Local Jobs **84 600**



Resident Median Age **39**

Expenditure Overview



Total Occupancy

Jun 20
89.61%

Jul 24
89.53%



Contact Us

Email business@whitehorse.vic.gov.au
or visit our website at wbiz.com.au

Precinct Profile Explained

Information is intended for the monitoring of economic vitality and trends, identifying business mix as well as walk-able catchment areas for the planning of 20 minute Neighbourhoods.

Data has been extracted from precinct audits of shopping areas with a minimum of 5 ground floor tenancies. Originally, the audits were conducted every 6 months to determine any micro- changes. From 2023 audits are being undertaken annually. The data collected allows the measure of economic vibrancy with reference to the macroeconomic context.

Population and jobs statistics have been extracted from Economy. id.

Expenditure overview data is for time period July 2023 to June 2024 and obtained from Spendmapp by Geografia (2024).



Vacancy Rates

Vacancy rates include unoccupied premises within the precincts, excluding vacant land, premises under construction and residential properties.



Business Mix

Breakdown of business categories is based on Australian and New Zealand Standard Industry Classification ("ANZSIC") business industry codes. Data* is sourced through an audit of precincts with at least 5 ground floor tenancies.

*Percentages may not add up to 100% due to rounding.

*Number of businesses is accurate at time of audit.



Fashion

Clothing, Footwear and Accessories



Fitness

Health and Fitness Services



Food/Beverage

Casual Dining, Cafes, Restaurants, Pubs



General Retail

Variety, Newsagency, Florist, Car Retail



Groceries/Fresh Food

Supermarket, Greengrocer, Deli, Butcher, Bakery



Health/Disability

Medical Centres, Dental Services, Therapeutic, Mobility, Pharmacy, Optometrist



Home/Garden Supplies

Furniture, Bathroom & Kitchen Products, Hardware



Insurance/Finance

Financial Services, Banks, Insurance and Mortgage Brokers



Other

Education, Tutoring, Car Rental



Other Services

Photography, Design, Consulting Services, Mechanic, Pet Grooming, Post Office, Electrical



Personal Services

Beauty, Hairdressers, Massage, Tattoo Parlour, Dry Cleaner



Professional Services

Real Estate, Veterinary, Legal, Accounting



Recreation/Hobbies

Bicycle, Fishing, Musical retail

