Smith Street

2020 retail mix

- 5627 businesses
- 80 cafes & restaurants (26%)
- 28 bars & pubs (9%)
- 19 grocery & fresh food (6%)
- 18 homeware (6%)
- 44 fashion (14%)
- 15 recreational retail (5%)
- 23 other retail (8%)
- 30 hair & personal services (10%)
- 22 professional services (7%)
- 7 banks & financial (2%)
- 18 other (6%)

Key retail changes (Jan 2014 to Jan 2020)

- Fashion: -36%
- Recreational retail: -25%
- Bars & pubs: +56%
- Professional services: +69%

Vacancy rates

- 25% North of Johnston
- 20% All Smith Street
- 15% South of Johnston

Number of businesses

- 304

Turnover rate

- 16%

Night time economy

- 39%

Businesses open after 6pm*

- 20%

Businesses open after 10pm*

- 19
- 27
- 56

Top 3 categories

1. Restaurants & Cafes
2. Bars & Pubs
3. Hair & Personal Services

Vacancies: all shopfronts without an active business including construction sites and display suites

For more information
Visit yarracity.vic.gov.au/precincts
Or contact business@yarracity.vic.gov.au
Guide to Understanding the Precinct Pulse

**Number of businesses**: number of occupied premises at time of audit, ground floor only.

**Turnover rate**: number of premises that were occupied in 2019, that were vacant or had a new business in 2020, expressed as a percentage of total premises.

**Night time economy**: trading hours are as advertised on premises, or as stated on Google. Late trading hours must apply at least 2 days/week. Businesses open after 10pm are necessarily included in the ‘after 6pm’ figure.

Top 3 categories are based on the ‘after 6pm’ figure only.

**2020 retail mix**: percentages may not add up to 100% due to rounding. Number of businesses in each category accurate at time of audit. Yarra precinct averages are included below for reference.

Key retail changes: categories which have seen the largest degree of change from the first audit (usually January 2014) to the current audit (January 2020).

**Vacancy rates**: vacancies include all premises not occupied by an active business, including display suites and construction sites. Where precincts have been split into multiple geographic sections, the unbroken line depicts the overall precinct vacancy rate.

### Categories Explained

<table>
<thead>
<tr>
<th>Category</th>
<th>Includes</th>
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<tbody>
<tr>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td>Fashion</td>
<td>Sale of: clothing, footwear, accessories, etc</td>
</tr>
<tr>
<td>Grocery &amp; Food</td>
<td>Supermarket, convenience store, bakery, butcher, bottle shop, etc</td>
</tr>
<tr>
<td>Homeware</td>
<td>Sale of: furniture, kitchenware, garden supplies, hardware, appliances, whitegoods, etc</td>
</tr>
<tr>
<td>Recreational</td>
<td>Sale of: bicycles, sporting/camping equipment, records, books, toys, games, newspapers</td>
</tr>
<tr>
<td>Other Retail</td>
<td>Gallery, pharmacy, office supplies, pet supplies, tobacconist, etc</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td></td>
</tr>
<tr>
<td>Restaurant/Café</td>
<td></td>
</tr>
<tr>
<td>Bar/Pub</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Hair &amp; Personal Services</td>
<td>Hairdresser, barber, massage parlour, laundromat, dry cleaning, etc.</td>
</tr>
<tr>
<td>Professional Services</td>
<td>Real estate agency, architect, designer, travel agency, accountancy practice, vet clinic, etc.</td>
</tr>
<tr>
<td>Fitness</td>
<td>Gym, yoga studio, sporting club, etc.</td>
</tr>
<tr>
<td>Health Care</td>
<td>General Practice, hospital, dental practice, specialist practice, pilates studio, aged care, child care, rehabilitation, etc.</td>
</tr>
<tr>
<td>Financial</td>
<td>Bank, credit union, short term lender</td>
</tr>
<tr>
<td>Other</td>
<td>Petrol station, car retailer, car hire or maintenance, printing press, government institution or other not specified in above categories</td>
</tr>
</tbody>
</table>

**Overall Retail Mix**

Note: this is across Yarra’s 12 retail precincts and does not include businesses outside these locations.

![2020 Retail Mix Pie Chart](image-url)

- **24%** Restaurant & Cafés
- **9%** Grocer and Food
- **9%** Bars and Pubs
- **10%** Homeware
- **10%** Fashion
- **10%** Other Retail
- **20%** Personal Services
- **10%** Professional Services
- **10%** Health Care
- **10%** Other