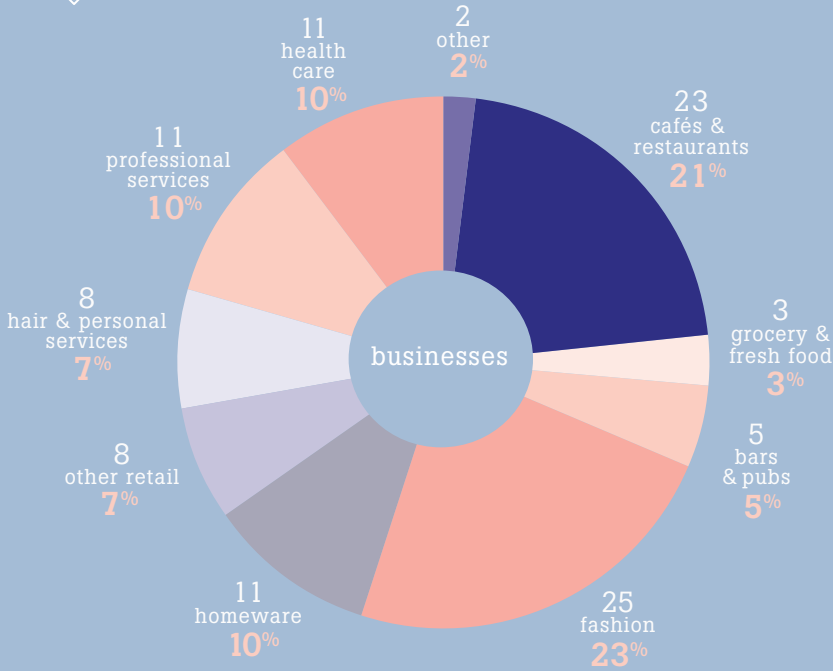




Gertrude Street

2022 retail mix



Key retail changes (Jan 2014 to Jan 2022)



professional services
+120%
5 to 11

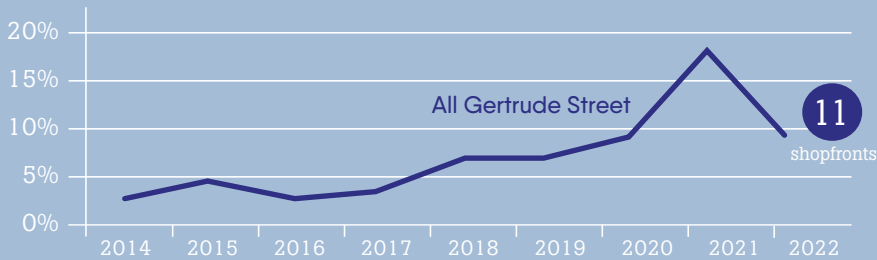


health care
+38%



homewares
-50%

Vacancy rates



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

Number of businesses

107



Turnover rate

23%



Night time economy

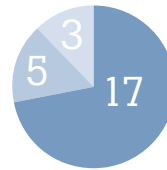
30%



Businesses open after 6pm*

17%

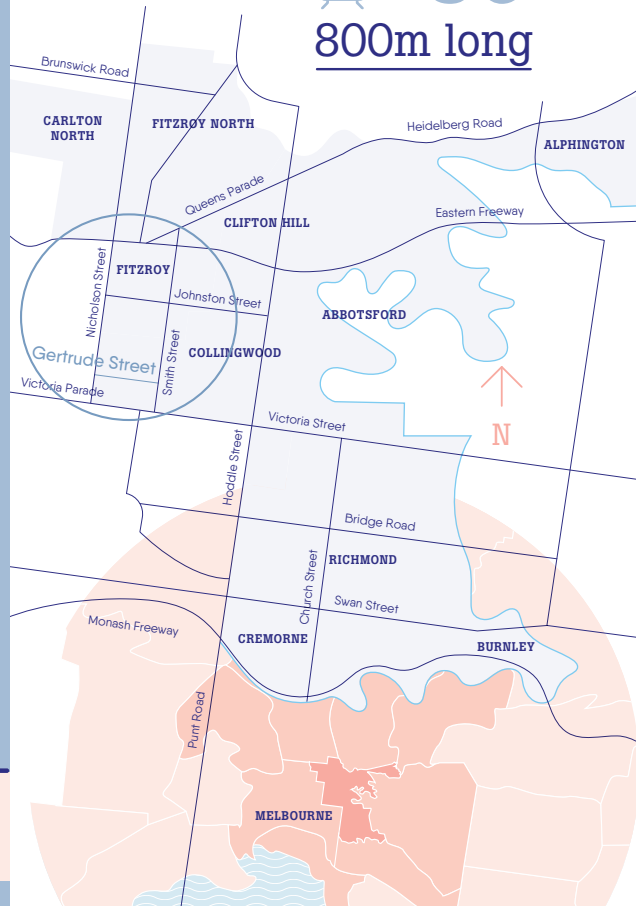
Businesses open after 10pm*
*2 or more nights/week



Night time economy Top 3 categories

- 1 Restaurants & Cafes
- 2 Bars & Pubs
- 3 Healthcare

#86
800m long

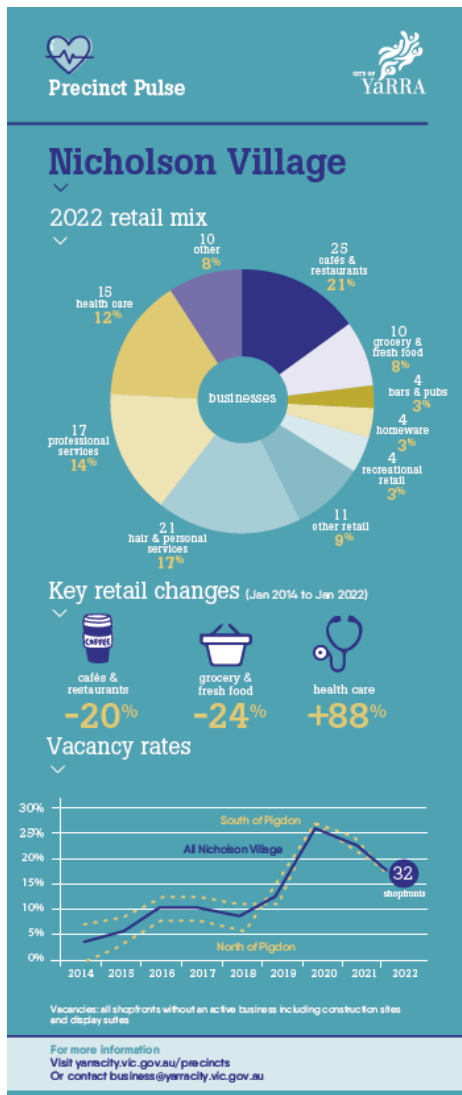


For more information

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 2021).

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

Category	Includes
Retail	
Fashion	Sale of: clothing, footwear, accessories, etc
Grocery & Food	Supermarket, convenience store, bakery, butcher, bottle shop, etc
Homeware	Sale of: furniture, kitchenware, garden supplies, hardware, appliances, whitegoods, etc
Recreational	Sale of: bicycles, sporting/camping equipment, records, books, toys, games, newspapers
Other Retail	Gallery, pharmacy, office supplies, pet supplies, tobacconist, etc
Food and Beverage	
Restaurant/Café	
Bar/Pub	

<i>Services</i>	
Hair & Personal Services	Hairdresser, barber, massage parlour, laundromat, dry cleaning, etc
Professional Services	Real estate agency, architect, designer, travel agency, accountancy practice, vet clinic, etc.
Fitness	Gym, yoga studio, sporting club, etc
Health Care	General Practice, hospital, dental practice, specialist practice, pilates studio, aged care, child care, rehabilitation, etc
Financial	Bank, credit union, short term lender
Other	Petrol station, car retailer, car hire or maintenance, printing press, government institution or other not specified in above categories

Overall Business Mix

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

