

Bayside Business Monitor

Bayside City Council

09 | 04 | 2024



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1. Introduction

1.1 Background

Bayside is located in Melbourne's south-east, around 8km from the Melbourne CBD. Bayside is bounded by Port Phillip Bay in the west and the Nepean Highway and Frankston railway line to the east, covering an area of 37 square kilometres. Over 102,000 people reside in Bayside (ABS Estimated Resident Population data, 2022) and enjoy a high quality of life. Bayside contributes to the wider economic region on the south-east primarily through the five major activity centres (MACs) across Bayside including Bay Street, Church Street, Hampton Street, Sandringham Village, Hampton East and also through the Bayside Business District (BBD).

1.2 Scope and purpose

Bayside City Council has produced 6 iterations of the Business Monitor report between 1995 to 2018. The Business Monitor documents analyse the physical and economic characteristics and changes of Bayside's commercial precincts. The previous 2018 Business Monitor focused entirely on the then four Major Activity Centres (MACs) in Bayside (Church Street, Hampton Street, Bay Street and Sandringham).

This version of the Business Monitor will expand this analysis to include the 5 designated MACs across Bayside (Church Street, Hampton Street, Bay Street and Sandringham and Moorabbin-Hampton East), as well as the Bayside Business District. This report will provide a snapshot of these 6 centres and the employment and economic landscape of each. The scope of Bayside Business monitors has changed over time and the 2018 Monitor continued Council's commitment to keep abreast of commercial development activity, but at a substantially reduced scale. The purpose of the 2023 Monitor is to provide a snapshot of Bayside's commercial centres in the wake of COVID-19.

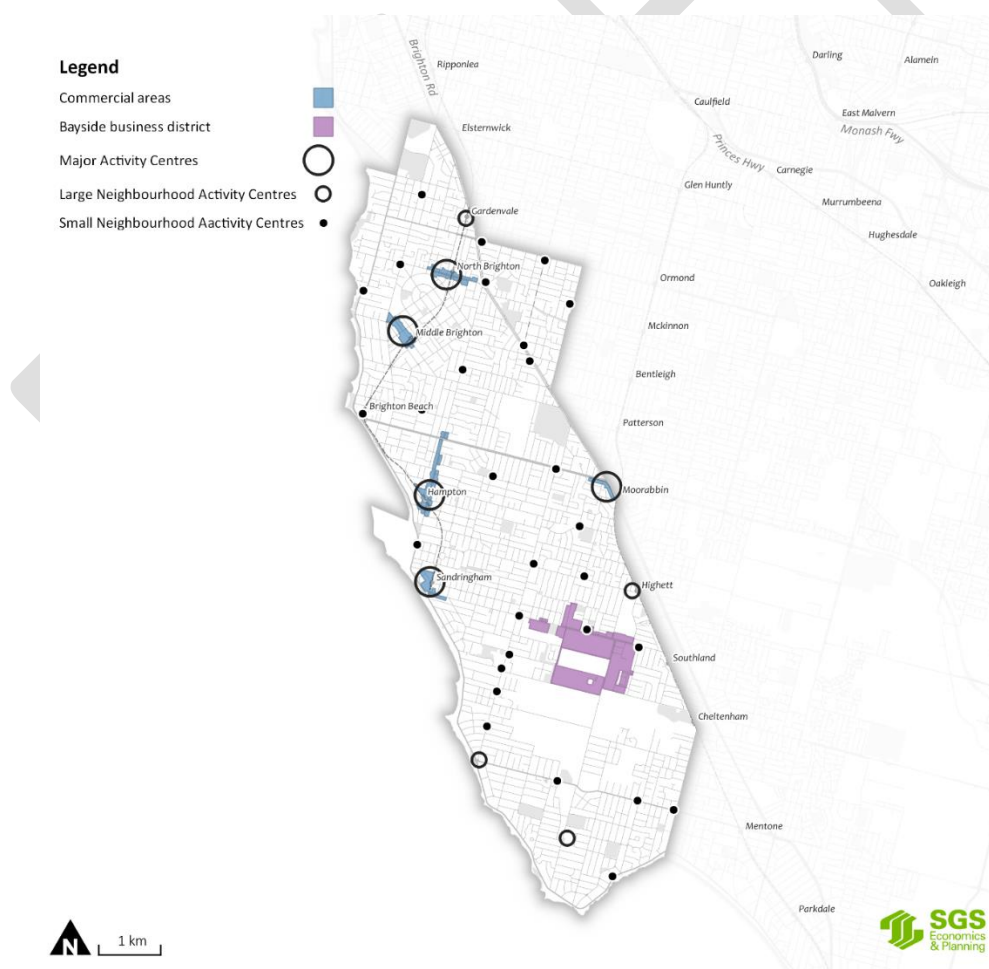
2. Bayside's centres

2.1 The role of Bayside's Major Activity Centres

Bayside has five Major Activity Centres (MACs) designated in Plan Melbourne, the guiding metropolitan planning strategy for Greater Melbourne. MACs are intended to provide a range of service jobs in the middle and outer rings of Metropolitan Melbourne. Activity centres need to provide a broad range of goods and services, diversifying their offerings, focusing on mixed-use development including retail, commercial and residential, and ensuring they are well connected. The development of activity centres supports local economies and the development of 20-minute neighbourhoods.

While not recognised in Plan Melbourne, the Bayside Business District has been recognised by Council as a significant employment hub within Bayside that is transitioning its function from traditional industrial to a hub for the creative, health and business services industries. The BBD, given its size and location, has a critical economic role as an employment precinct.

FIGURE 1: BAYSIDE'S ACTIVITY CENTRES AND EMPLOYMENT CENTRES



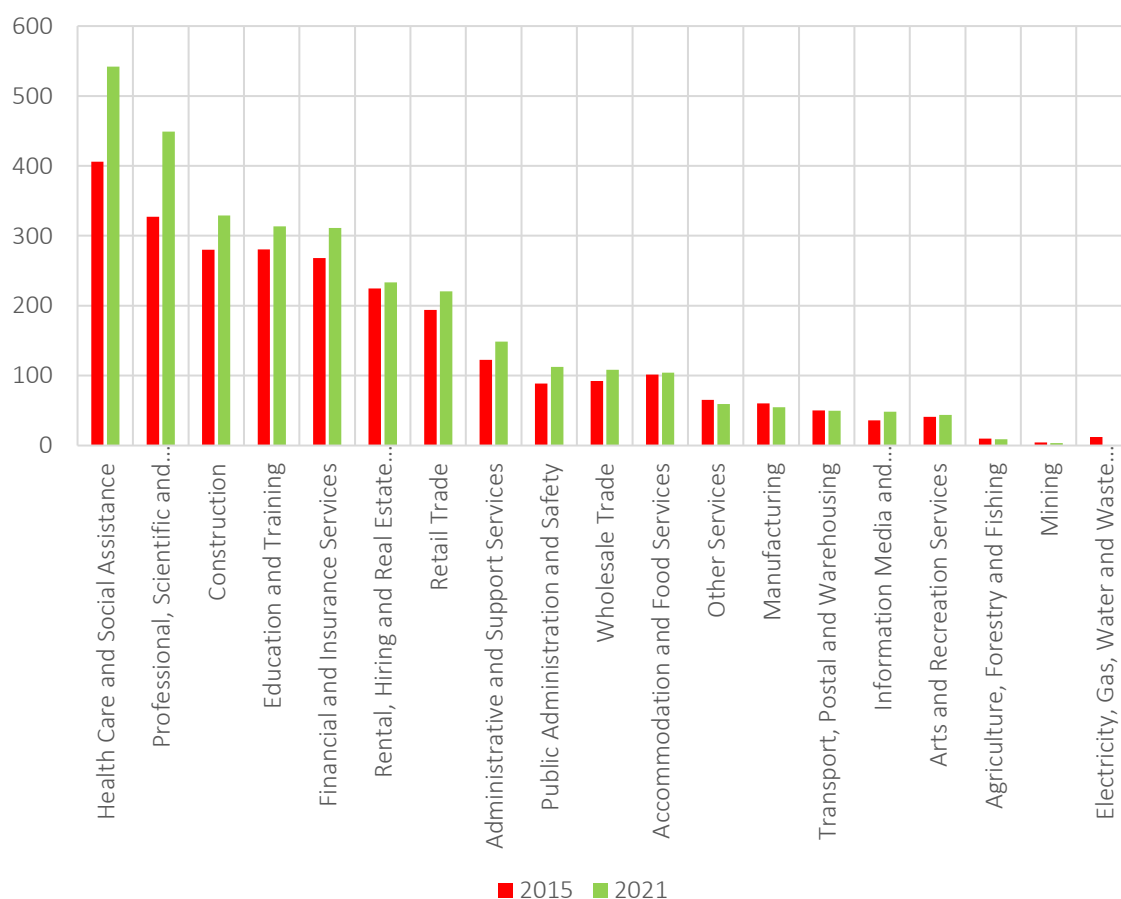
Source: SGS Economics & Planning, 2023.

3. Overview of Bayside's economy

3.1 Structure of Bayside economy

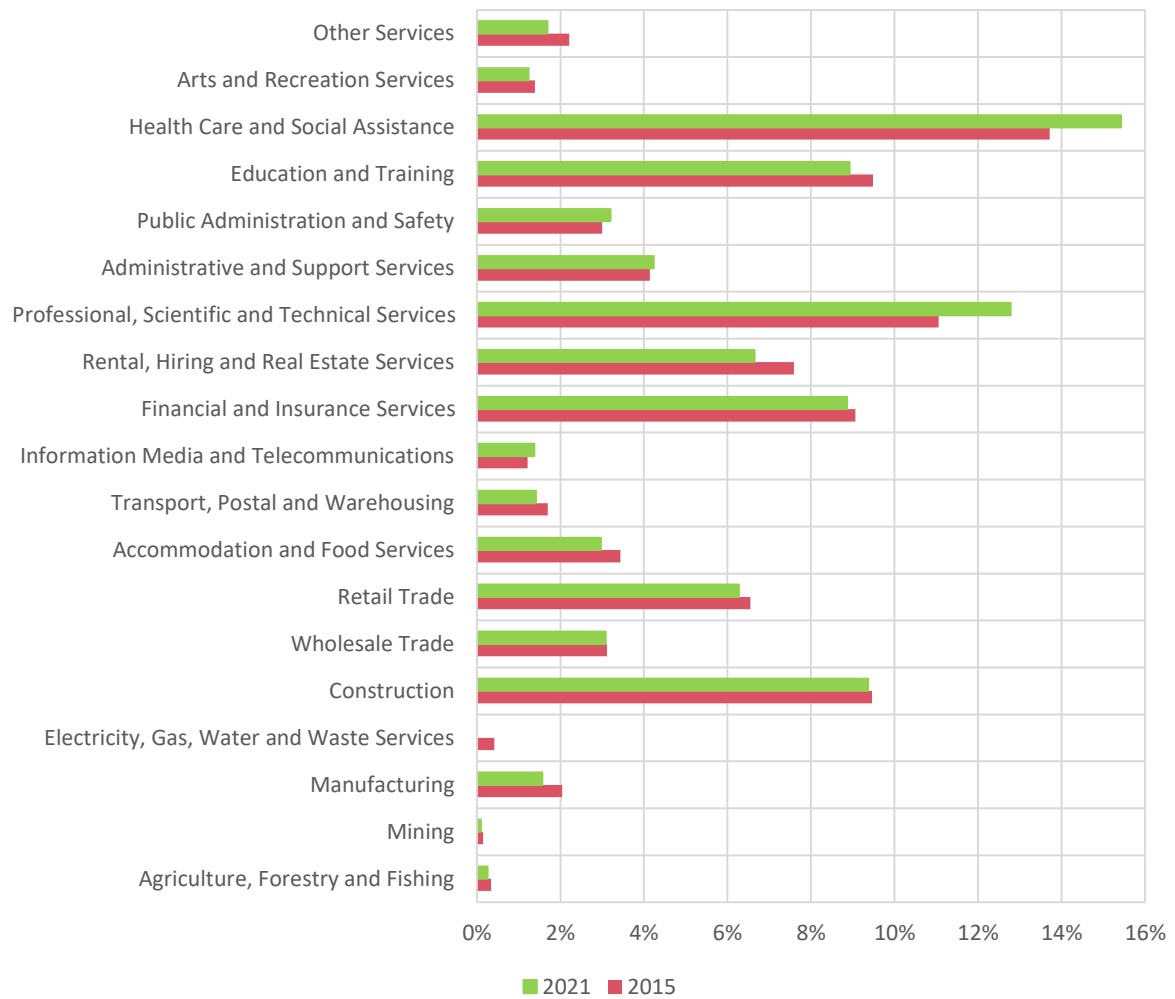
Economic structure refers to different parts of an economy and what drives its growth. It looks at things like total production, trade, the value added by industries, and jobs. For example, in Bayside, the biggest part of the economy is health care and social assistance, with other important areas like science and technical services, construction, finance, and retail. Health care has grown a lot in the past five years, the fastest in Australia, because of more older people and population growth. Professional services have also seen big increases. In 2020/21, Bayside's economy was worth \$3.14 billion. Over the last decade, health care and science services have grown a lot, showing a shift from industries that serve just the local population to more diverse, knowledge-based areas. However, there's been a decrease in the contribution of education, real estate, retail, food services, and manufacturing. This change shows how Bayside's economy is adapting to new needs and trends.

FIGURE 2: GROSS VALUE-ADDED BY INDUSTRY IN BAYSIDE 2021 AND 2015 (\$ MILLION)



Source: SGS Economics and Planning: Australia's Economic Wellbeing (link) dataset derived from ABS State Accounts, Cat. No. 5220.0, 2021

FIGURE 3: STRUCTURE OF BAYSIDE ECONOMY (INDUSTRY SHARE OF GVA), 2015 AND 2021

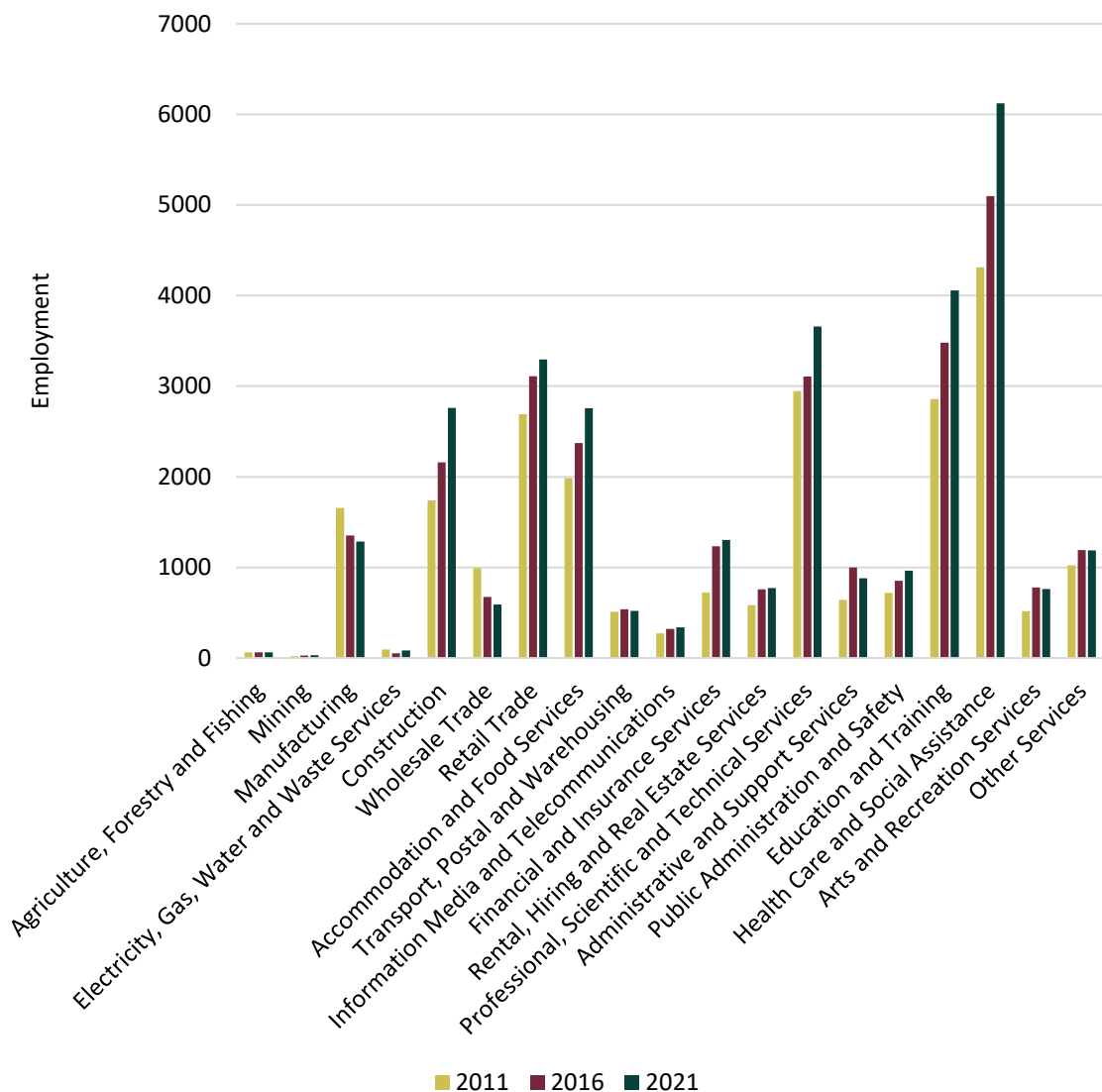


Source: SGS Economics and Planning (2022) - Australia's Economic Wellbeing Dataset (internal)

3.2 Employment

In line with national trends, Bayside has seen the highest employment growth in the Health Care and Social Assistance sector with an increase of 1,812 people employed in the sector in the last 10 years. Education and Training has seen high growth in employment with nearly 1200 additional people employed in the sector in the last 10 years. Traditional industrial jobs such as Manufacturing and Wholesale Trade are seeing steady decline with both industries seeing reductions in almost 400 people in each sector over a 10-year period between 2011 to 2021. The historic employment change of all industries in Bayside is shown in Figure 4.

FIGURE 4: HISTORICAL EMPLOYMENT IN BAYSIDE, 2011 TO 2021

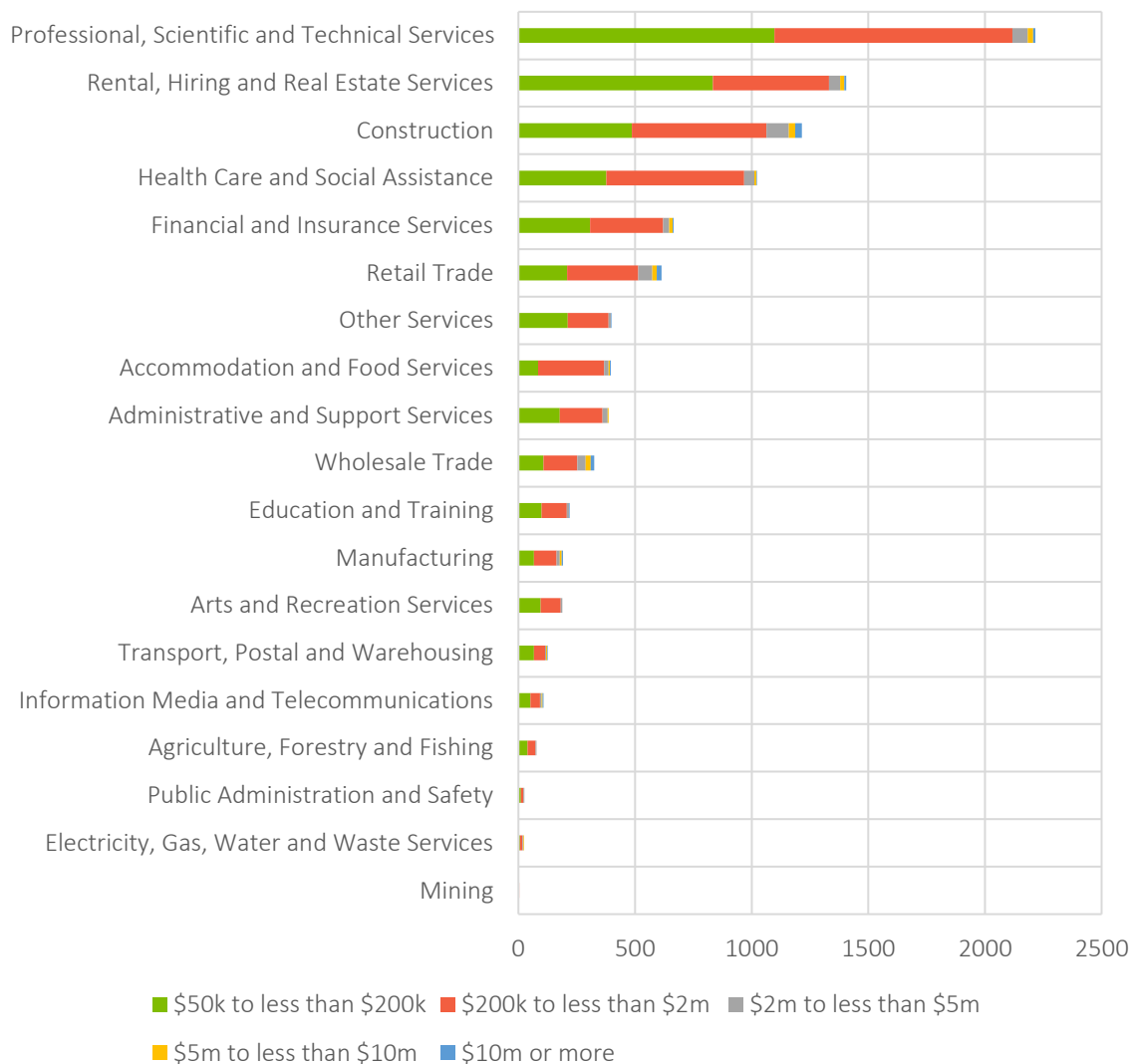


Source: SGS Economics & Planning using ABS Census data by Place of Work 2021.

3.3 Businesses

Bayside has 8,915 locally registered businesses with a turnover greater than \$50,000 annually (ABS, 2022). Most of these (93%) are small and medium enterprises (SMEs) with a turnover between \$50,000 and \$2 million. There are also 97 businesses registered in Bayside with over \$10 million turnover, which are vital economic anchors and export earners. The largest industry sector by business count (turnover greater than \$50,000) is professional, scientific and technical services, followed by rental, hiring and real estate and construction.

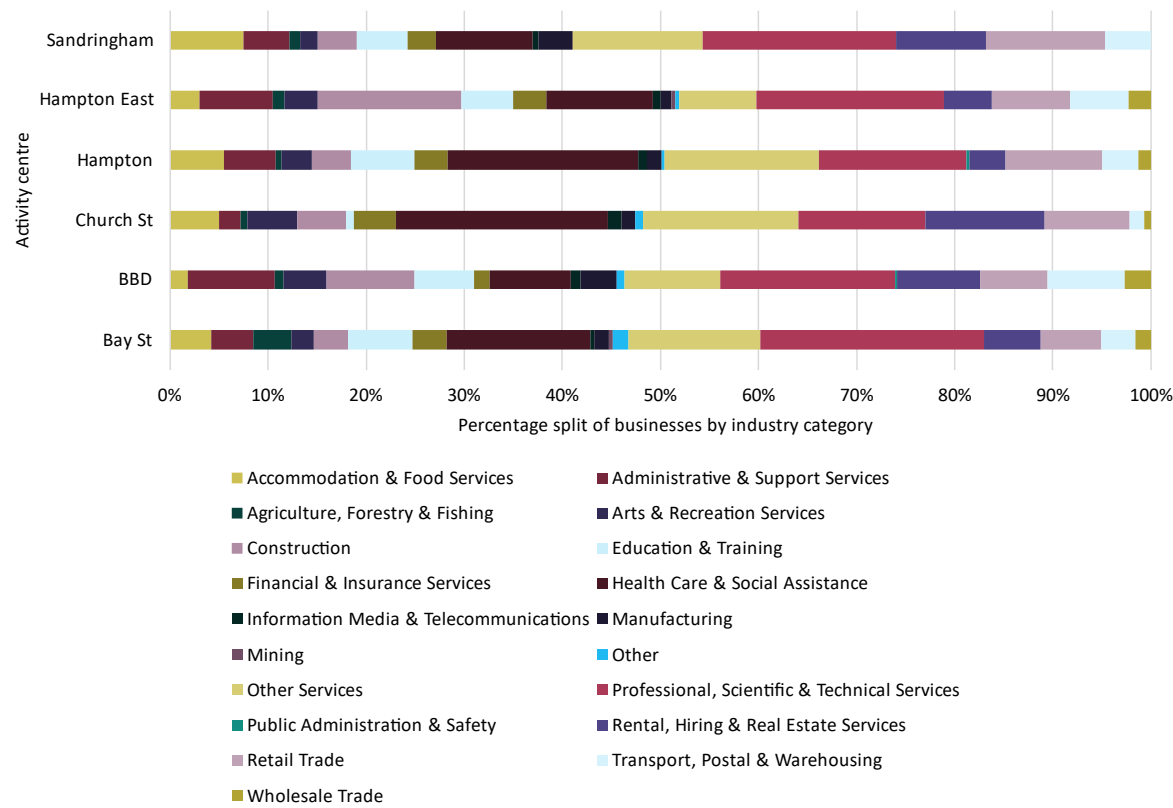
FIGURE 5: COUNTS OF BUSINESSES REGISTERED IN BAYSIDE, 2021



Source: Australian Bureau of Statistics (ABS) Business Register (2021) and SGS Economics Planning. The Australian Bureau of Statistics (ABS) Business Register is derived from the GST register held by the Australian Tax Office (ATO). Businesses are included if they are registered with the ATO, with an ABN used within the previous two financial years.

How the businesses of Bayside and their associated industries are split across Bayside’s MACs and the BBD is shown in Figure 6. Using geocoded ABR data collated by REMPLAN, the chart reveals the diversity of offerings of each centre.

FIGURE 6: PERCENTAGE SPLIT OF BUSINESSES BY INDUSTRY ACROSS BAYSIDE'S KEY EMPLOYMENT PRECINCTS

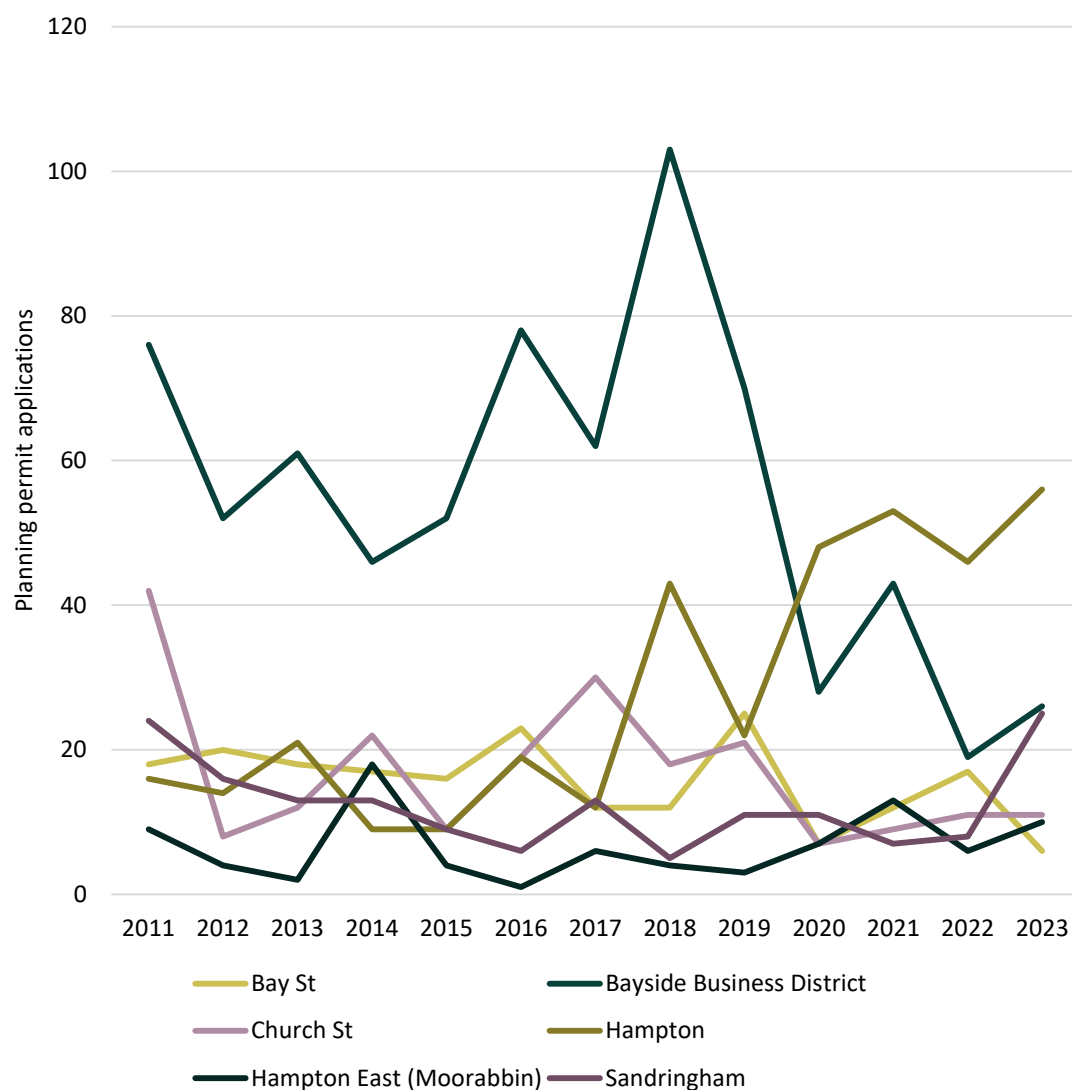


Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

3.4 Planning permit activity

Planning permit activity can be used as a measure of construction in the economy. Permit applications indicate confidence in the business community and residents to invest. Figure 7 shows planning permit activity across the different centers within the Bayside LGA, from 2011 to early 2023. Since the beginning of the pandemic the number of permit applications within the BBD has dropped off significantly. The majority of the other centres have remained relatively steady with slight fluctuations in permit application numbers over the years. However, since the end of the pandemic, Hampton St has seen a significant spike in the number of permit applications received by council, however these are mostly attributed to residential applications.

FIGURE 7: PLANNING PERMIT APPLICATIONS BY MAC AND EMPLOYMENT CENTRE, 2011-2023



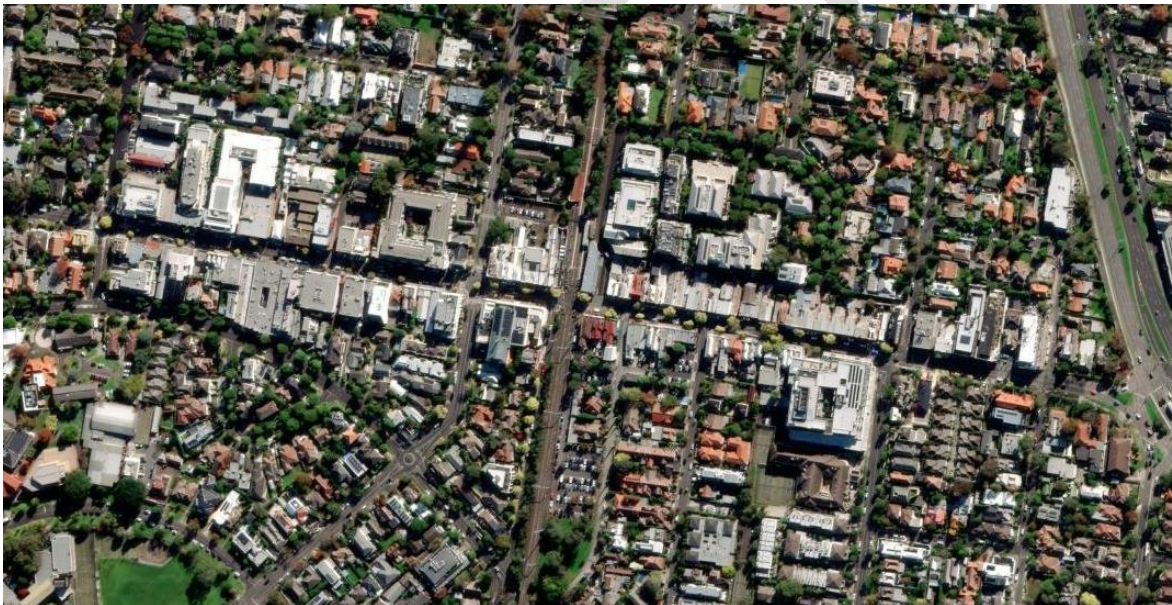
Source: SGS Economics and Planning using Planning Permit Application data from Bayside City Council, 2023.

4. Bay Street

4.1 Overview

An 800 metre-long strip centre, typically consisting of two-storey buildings with shopfronts, along with some three to five-storey mixed-use buildings featuring offices and dwellings. The Centre is anchored by a full-line supermarket, complementing a variety of specialty stores, including food operators, apparel, general retailing and hospitality. Health and lifestyle and food service businesses have been the growth sectors over recent years. The retail offer in Bay Street is more disjointed than other Bayside MACs, somewhat a result of the larger proportion of finance, property and professional services businesses among the tenancies.

FIGURE 8: BAY ST MAC AERIAL IMAGE, 2023

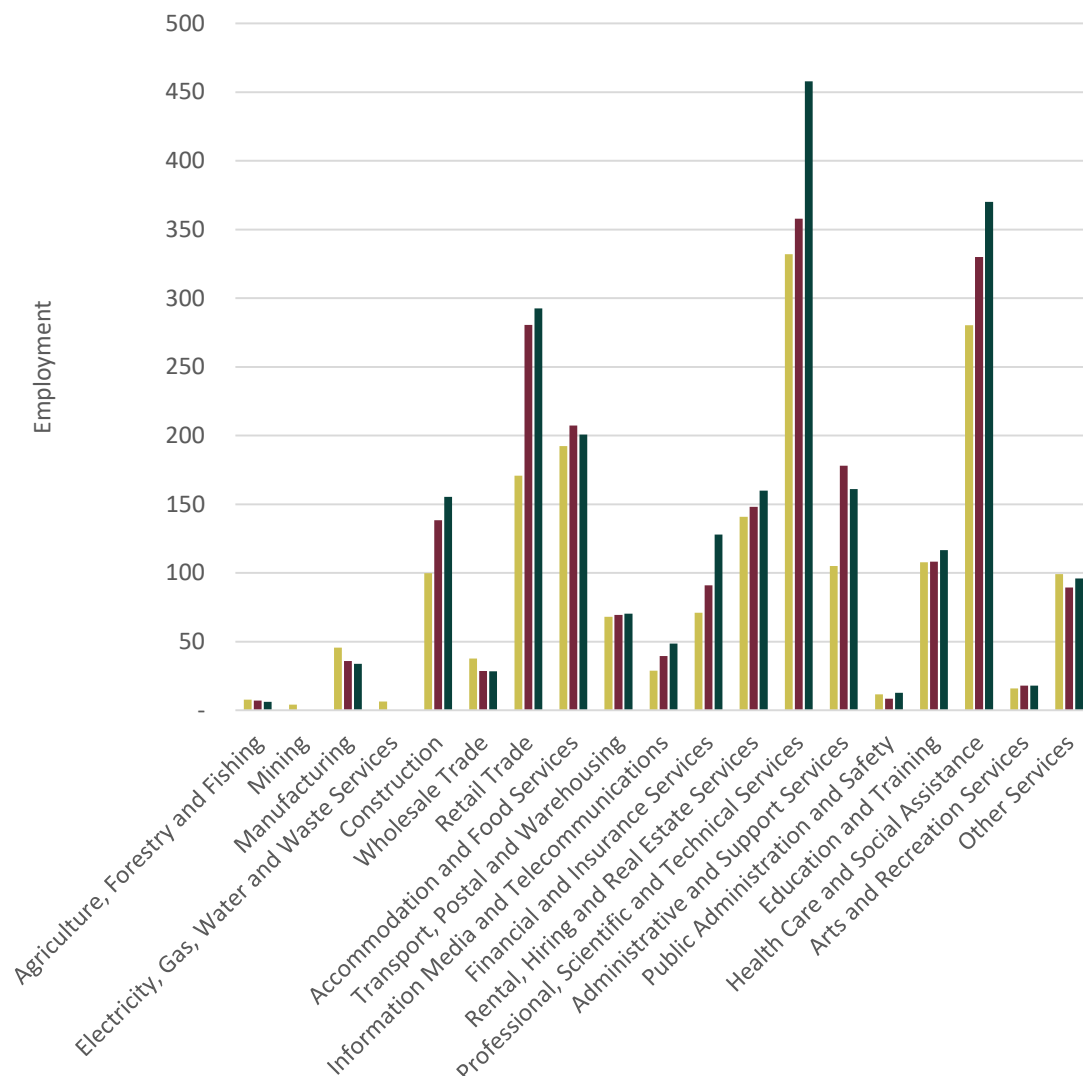


Source: ESRI World Imagery Wayback, 2023

4.2 Employment

2,356 people are employed within the Bay St MAC. The Bay St MAC's employment trends show a growing concentration of knowledge economy related industries such as Professional, scientific and technical services, Financial and insurance services and Health care and social assistance. Professional, scientific and technical service jobs are the most common industry of employment and has grown exponentially between 2011 and 2021 with an additional 126 jobs. While professional service based jobs have typically experience the most significant growth, Retail industry has continued to show strong signs of growth despite the effects of the pandemic. At a centre wide level, Bay St has seen an addition 531 jobs in the last 10 census years with an average annual growth rate (AAGR) of 2.6 per cent.

FIGURE 9: BAY STREET'S EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 1: BAY STREET'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

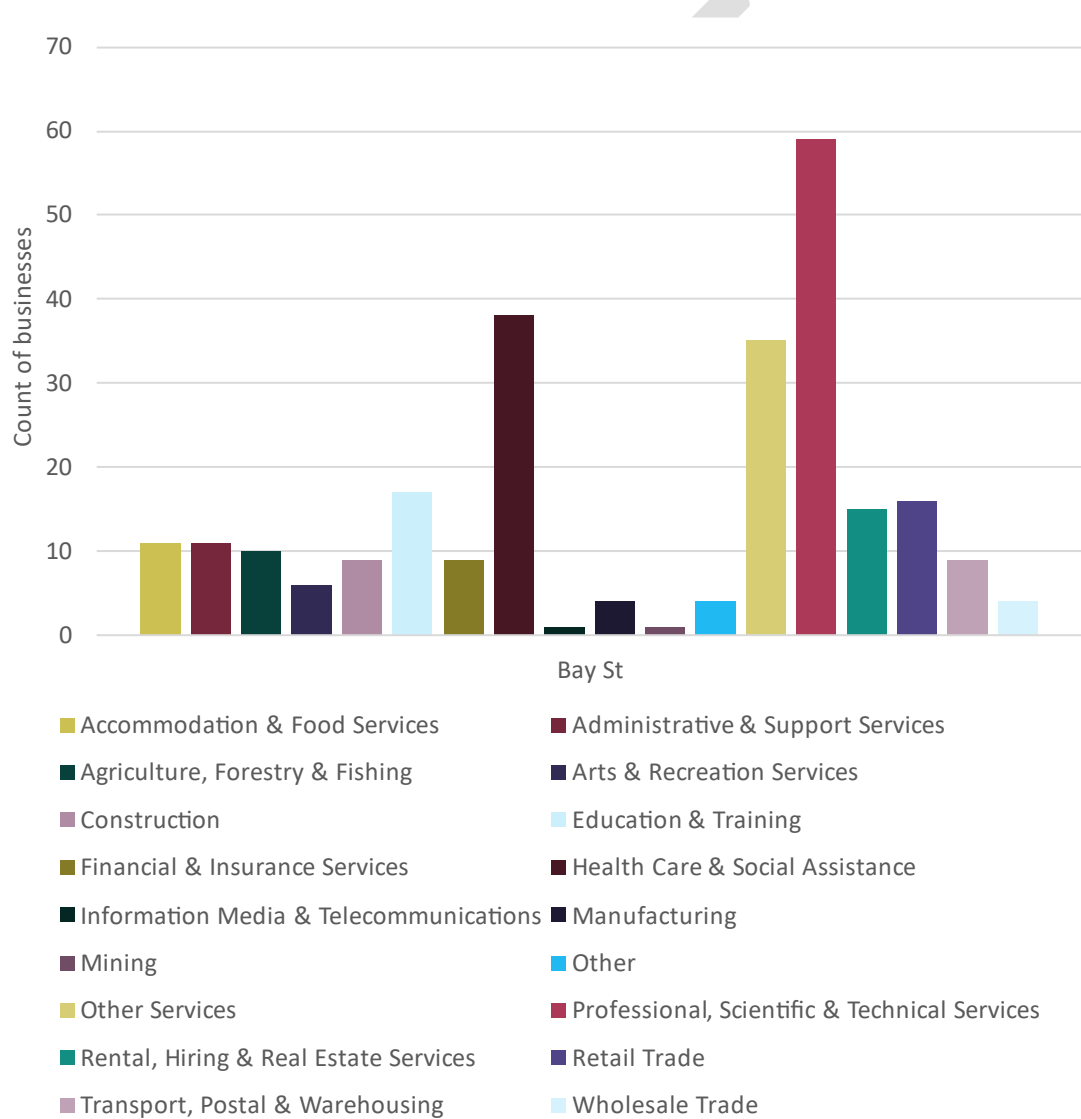
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	6	-2	-2.2%
Mining	0	-4	-100.0%
Manufacturing	34	-12	-3.0%
Electricity, Gas, Water and Waste Services	0	-6	-69.2%
Construction	155	55	4.5%
Wholesale Trade	28	-9	-2.8%
Retail Trade	292	122	5.5%
Accommodation and Food Services	201	8	0.4%
Transport, Postal and Warehousing	70	2	0.3%
Information Media and Telecommunications	48	20	5.4%
Financial and Insurance Services	128	57	6.1%
Rental, Hiring and Real Estate Services	160	19	1.3%
Professional, Scientific and Technical Services	458	126	3.3%
Administrative and Support Services	161	56	4.4%
Public Administration and Safety	13	1	1.1%
Education and Training	117	9	0.8%
Health Care and Social Assistance	370	90	2.8%
Arts and Recreation Services	18	2	1.2%
Other Services	96	-3	-0.3%
Total	2356	531	2.6%

Source: SGS Economics and Planning internal Small Area Model, 2023

4.3 Businesses

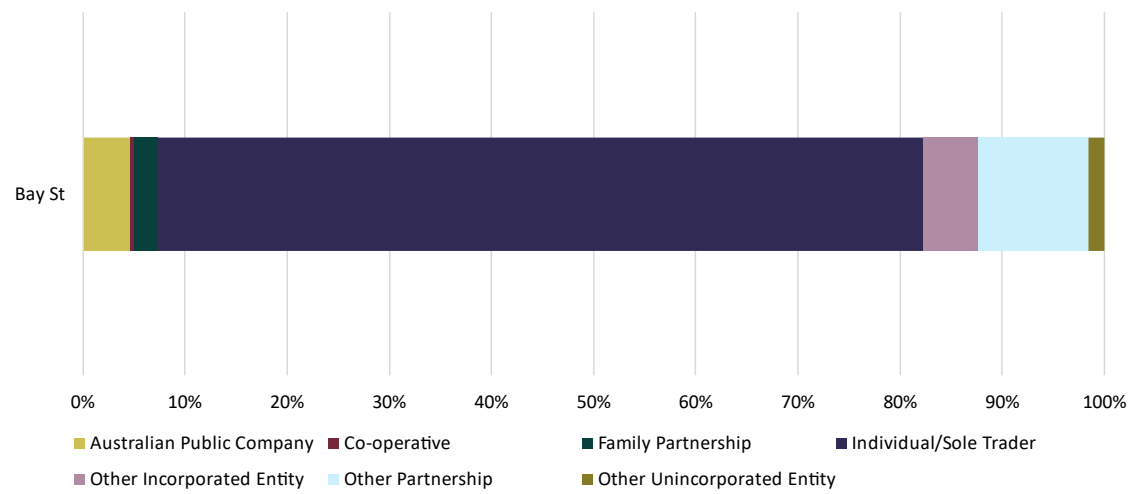
Bay St has a total of 259 registered businesses which is an increase of 31 businesses within the MAC since last recorded in 2018. In line with employment trends, Bay St has the highest concentration of business in the Professional, scientific and technical services related industry, followed by Health care and social assistance and Other services which are businesses primarily engaged in providing a range of personal care services, such as hair, beauty, diet and weight management services. As shown in Figure 11, the large majority of businesses within the Bay St MAC are individual/sole traders, with less than 5 per cent of businesses listed as Australian public companies.

FIGURE 10: COUNT OF BUSINESSES BY INDUSTRY IN BAY STREET MAC, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 11: SHARE OF BUSINESSES IN BAY ST BY OWNERSHIP CATEGORY



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

4.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. A typical vacancy rate in these areas can vary, but it often ranges between 5% to 10%, depending on the economic climate and the location. In early 2023 the total vacancy rate of Melbourne’s main retail strips was around 13 per cent.¹ Bay St recorded a vacancy rate of 7.9 per cent. While the vacancy rate rose sharply from 4.3 per cent in 2011 to 10.1 per cent in 2018, the vacancy rate in Bay St has seen a moderate reduction, despite the economic effects of Covid-19. However it is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 12: BAY ST MAC VACANCIES AS OF SEPTEMBER, 2023



TABLE 2: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
Bay St	178	14	7.9%

Source: SGS Economics & Planning, 2023.

¹ *Urban Property Australia, Q1 2023 – Melbourne Retail Market, April 2023.*

5. Sandringham

5.1 Overview

Unlike the linear form of other Major Activity Centres, Sandringham Village is a large cluster of shops located along multiple intersecting streets. The commercial area south of Sandringham station largely consists of older-style single-storey developments, whilst the commercial area west of the station consists of a mix of older-style double-storey shops and new three to five-level residential developments. Sandringham has strengthened its role as a finance, property and professional services centre.

FIGURE 13: SANDRINGHAM MAC AERIAL IMAGE, 2023

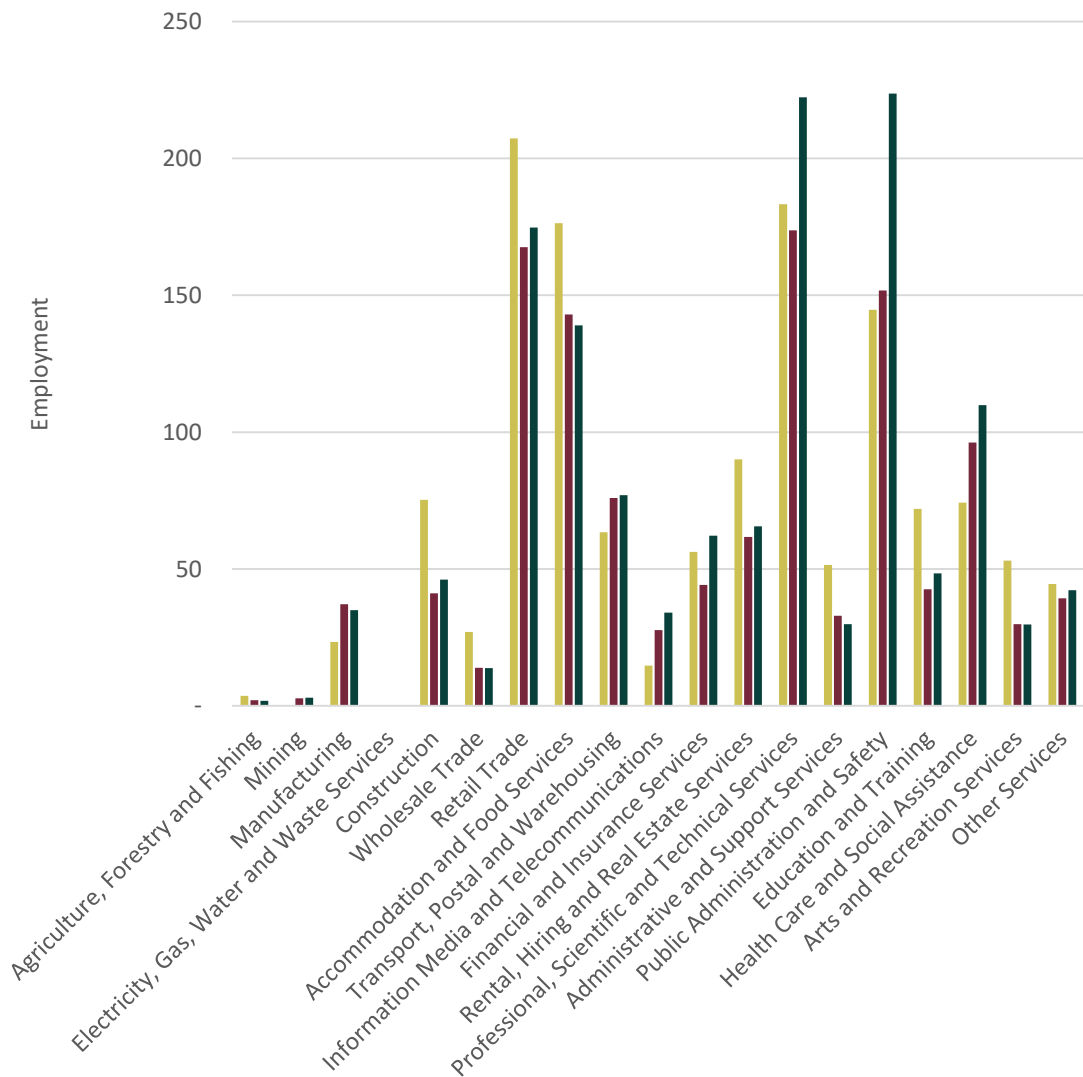


Source: ESRI World Imagery Wayback, 2023.

5.2 Employment

Around 1,350 people are employed within the Sandringham MAC. While retail was the largest employing sector in Sandringham in 2011, this dropped considerably by 40 jobs between 2011 to 2016. Between 2016 and 2021 employment in the Retail trade sector rebounded slightly, however over the last 10 census years the industry saw an AAGR of -1.7 per cent. Accommodation and food services has been steadily decreasing in employment numbers with 37 less people employed in the sector between 2011 and 2021 and an AAGR of -2.4 per cent. Public administration and safety and Professional, scientific and technical services are now the largest employing sectors in the Sandringham MAC.

FIGURE 14: SANDRINGHAMS EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 3: SANDRINGHAM'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

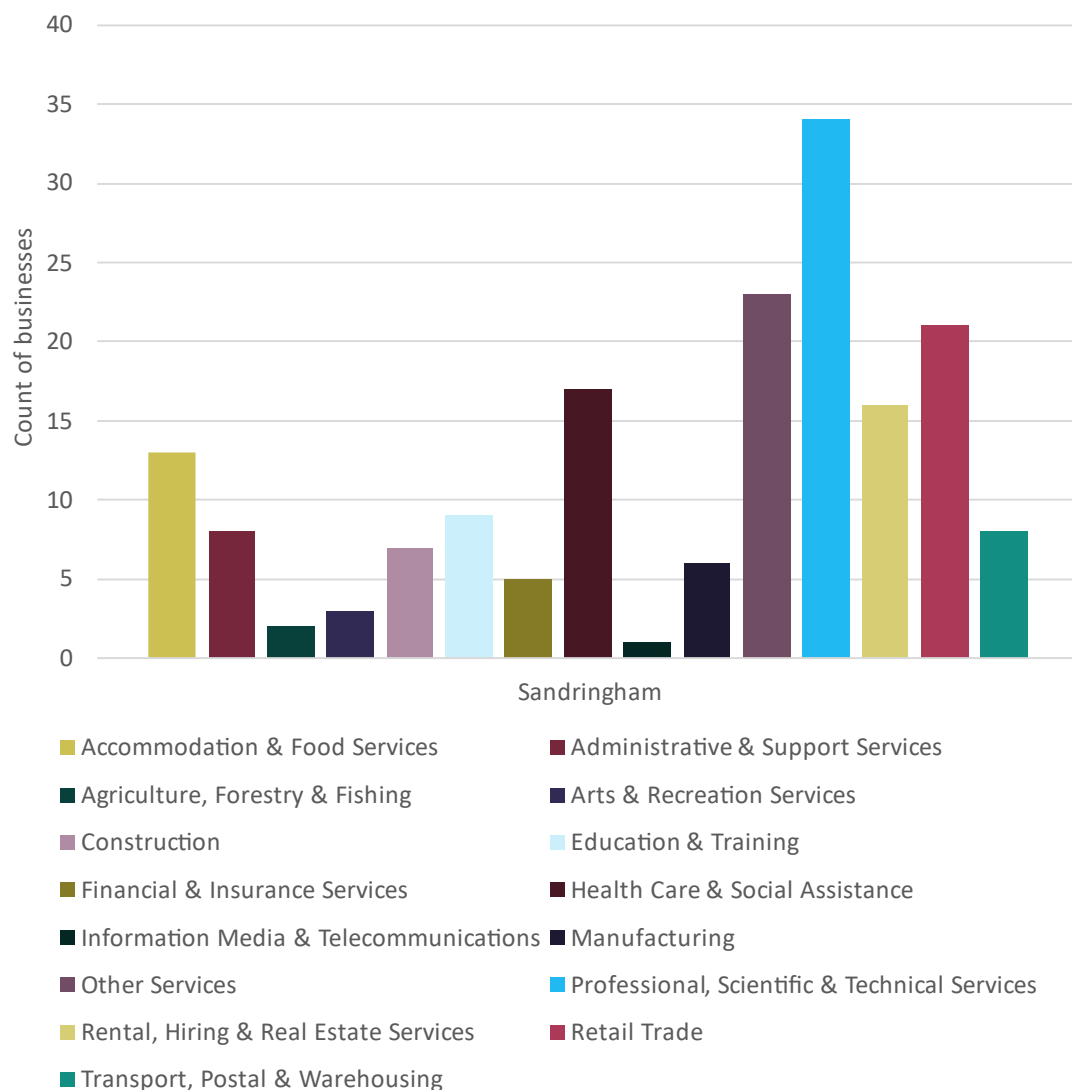
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	-	-	0.0%
Mining	3	3	0.0%
Manufacturing	35	12	4.1%
Electricity, Gas, Water and Waste Services	-	-	0.0%
Construction	46	-29	-4.8%
Wholesale Trade	14	-13	-6.5%
Retail Trade	175	-33	-1.7%
Accommodation and Food Services	139	-37	-2.4%
Transport, Postal and Warehousing	77	13	1.9%
Information Media and Telecommunications	34	19	8.8%
Financial and Insurance Services	62	6	1.0%
Rental, Hiring and Real Estate Services	66	-24	-3.1%
Professional, Scientific and Technical Services	222	39	2.0%
Administrative and Support Services	30	-22	-5.3%
Public Administration and Safety	224	79	4.5%
Education and Training	48	-23	-3.9%
Health Care and Social Assistance	110	36	4.0%
Arts and Recreation Services	30	-23	-5.6%
Other Services	42	-2	-0.5%
Total	1,357	-0	0.0%

Source: SGS Economics and Planning internal Small Area Model, 2023

5.3 Businesses

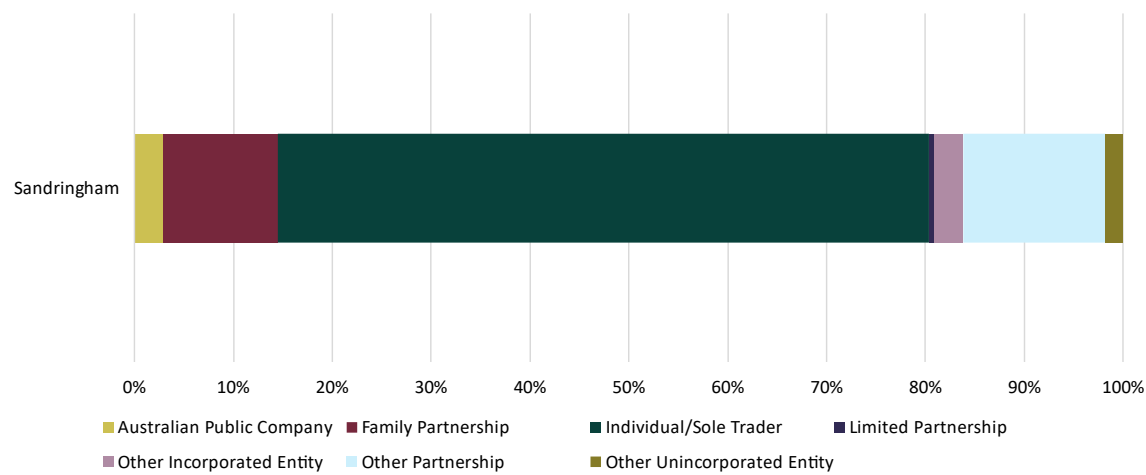
There is a total of 173 registered businesses within the Sandringham MAC. The 2018 Business Monitor update identified 150 businesses, a 15 per cent increase in 5 years. The largest share of businesses in the MAC are related to the Professional, scientific and technical services industry with 34 businesses in total. This is followed by Other services (23) and Retail trade (21). Figure 16 shows the share of businesses by ownership in the Sandringham MAC. Around 66 per cent of businesses are individual/sole trader, however a larger proportion of business in Sandringham are registered as family partnerships or other partnerships compared to other MACs in Bayside.

FIGURE 15: COUNT OF BUSINESSES BY INDUSTRY IN THE SANDRINGHAM MAC, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 16: SHARE OF BUSINESSES IN THE SANDRINGHAM MAC BY OWNERSHIP CATEGORY, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

5.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. The Sandringham MAC recorded a vacancy rate of 6.4 per cent at the time of the most recent survey. The vacancy rate has been steadily dropping across each Business Monitor study, from 15.9 per cent in 2011 to 8.7 per cent in 2018 and 6.4 per cent in 2023. However, it is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 17: SANDRINGHAM MAC VACANCIES AS OF SEPTEMBER, 2023

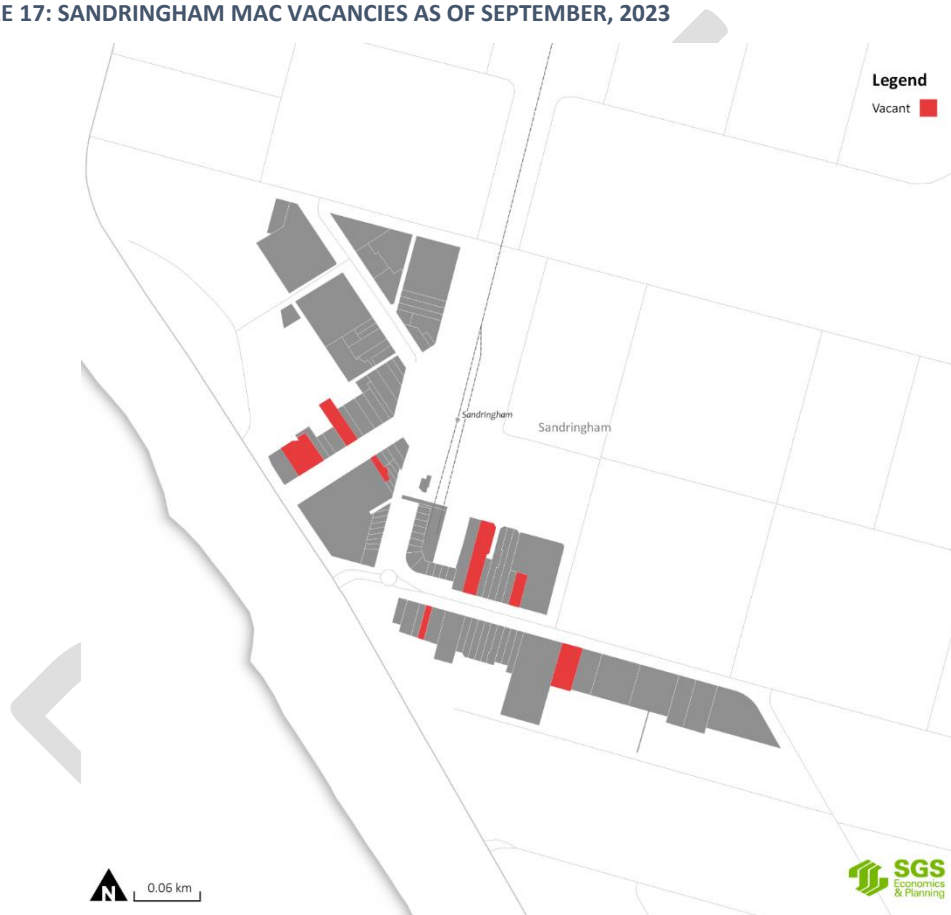


TABLE 4: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
Sandringham	141	9	6.4%

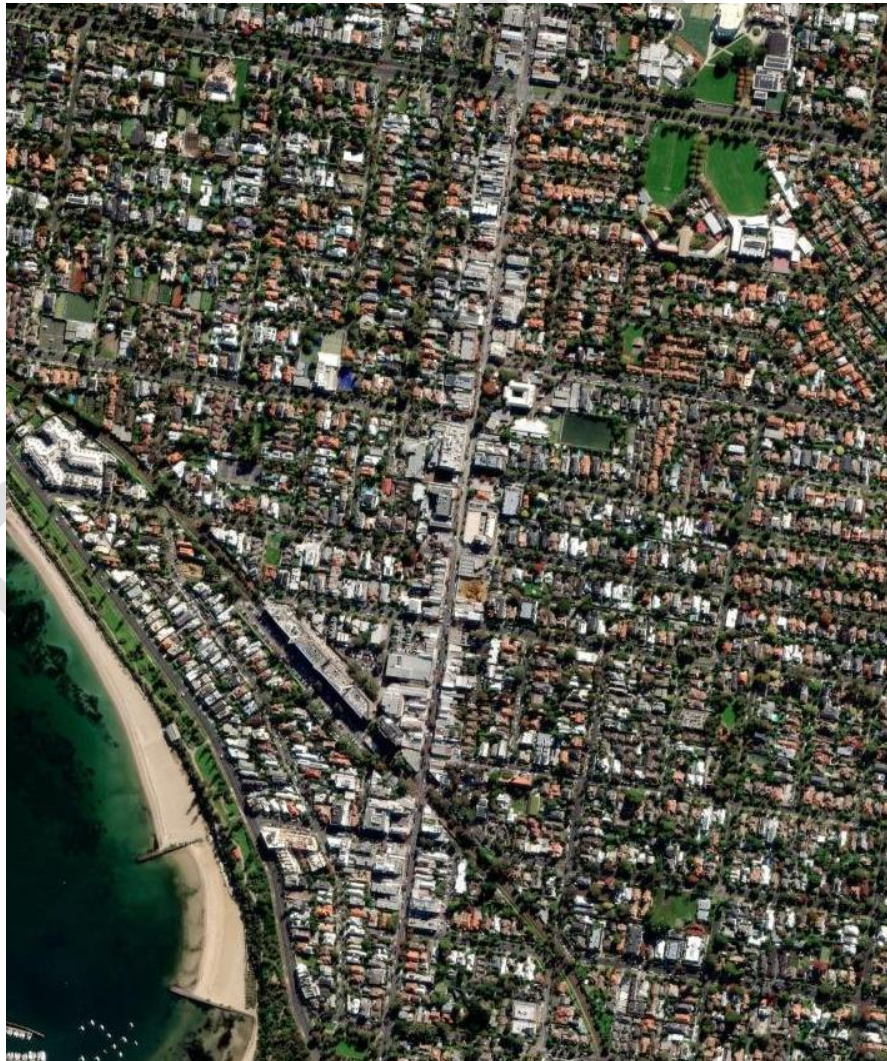
Source: SGS Economics & Planning, 2023.

6. Hampton Street

6.1 Overview

The Hampton MAC extends 1.4 kilometres and is the largest commercial precinct in Bayside. As a result, Hampton Street is more of a linear corridor of activities than a 'centre', with car travel through the street important in the absence of any tram infrastructure. Hampton Street has the most diverse array of retail in Bayside, anchored by a mid-sized supermarket. Intensive retail activity is undertaken at the southern end of the strip, which benefits from proximity to Hampton Railway Station and street dining and weather protection.

FIGURE 18: HAMPTON MAC AERIAL IMAGE, 2023

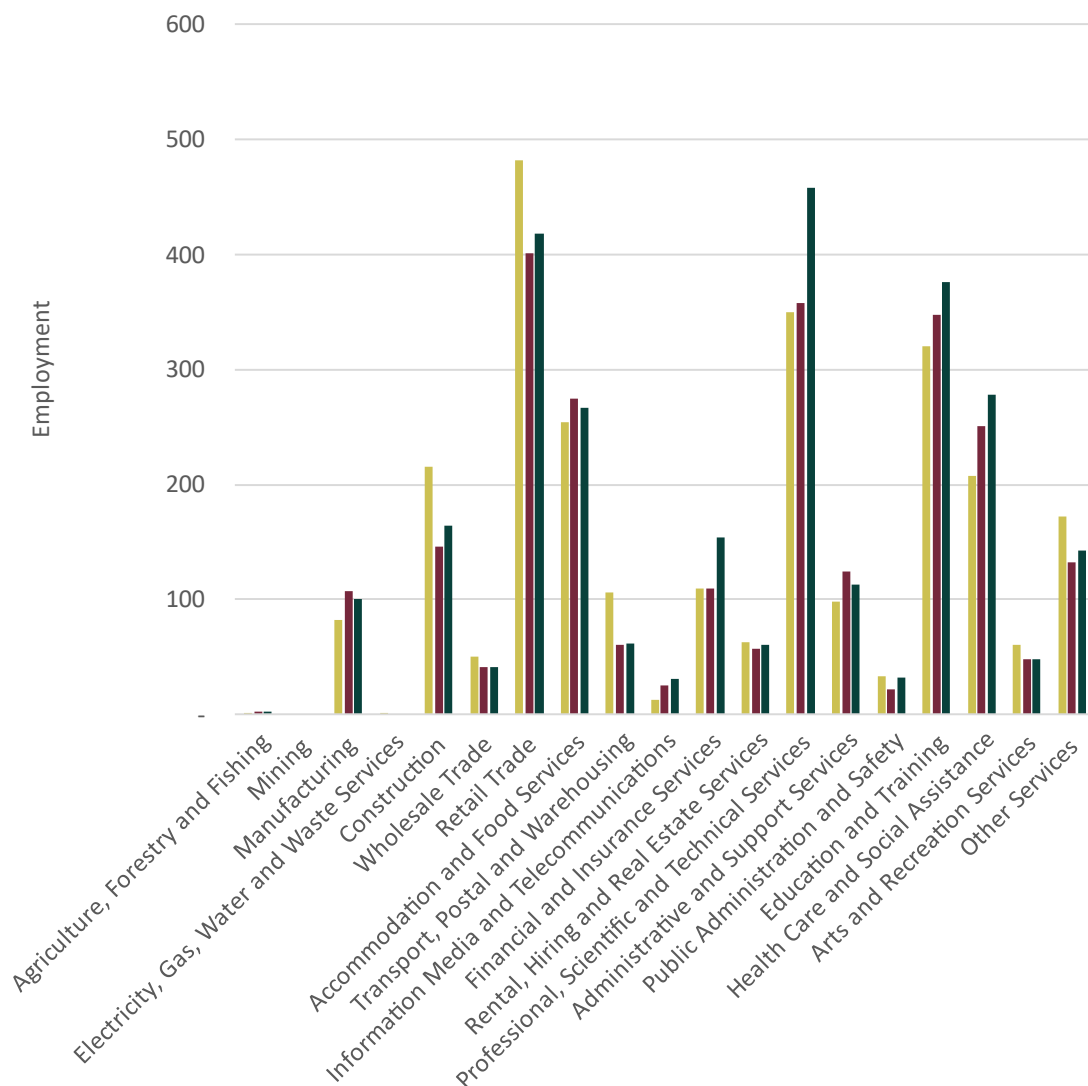


Source: ESRI World Imagery Wayback, 2023

6.2 Employment

Almost 2,750 people are employed within the Hampton MAC. Like most other MACs within Bayside, Professional, scientific and technical service related industries are the highest employing within the Hampton MAC. The same industry saw a significant increase in employment numbers between 2016 to 2021 with an additional 100 people employed in the sector. Employment in Retail trade dropped by 80 between 2011 and 2016, however rebounded slightly in 2021. While only employing 31 people in 2021, Information Media and Telecommunications as an industry has been growing at the highest AAGR at 9 per cent.

FIGURE 19: HAMPTON ST'S EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 5: HAMPTON ST'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

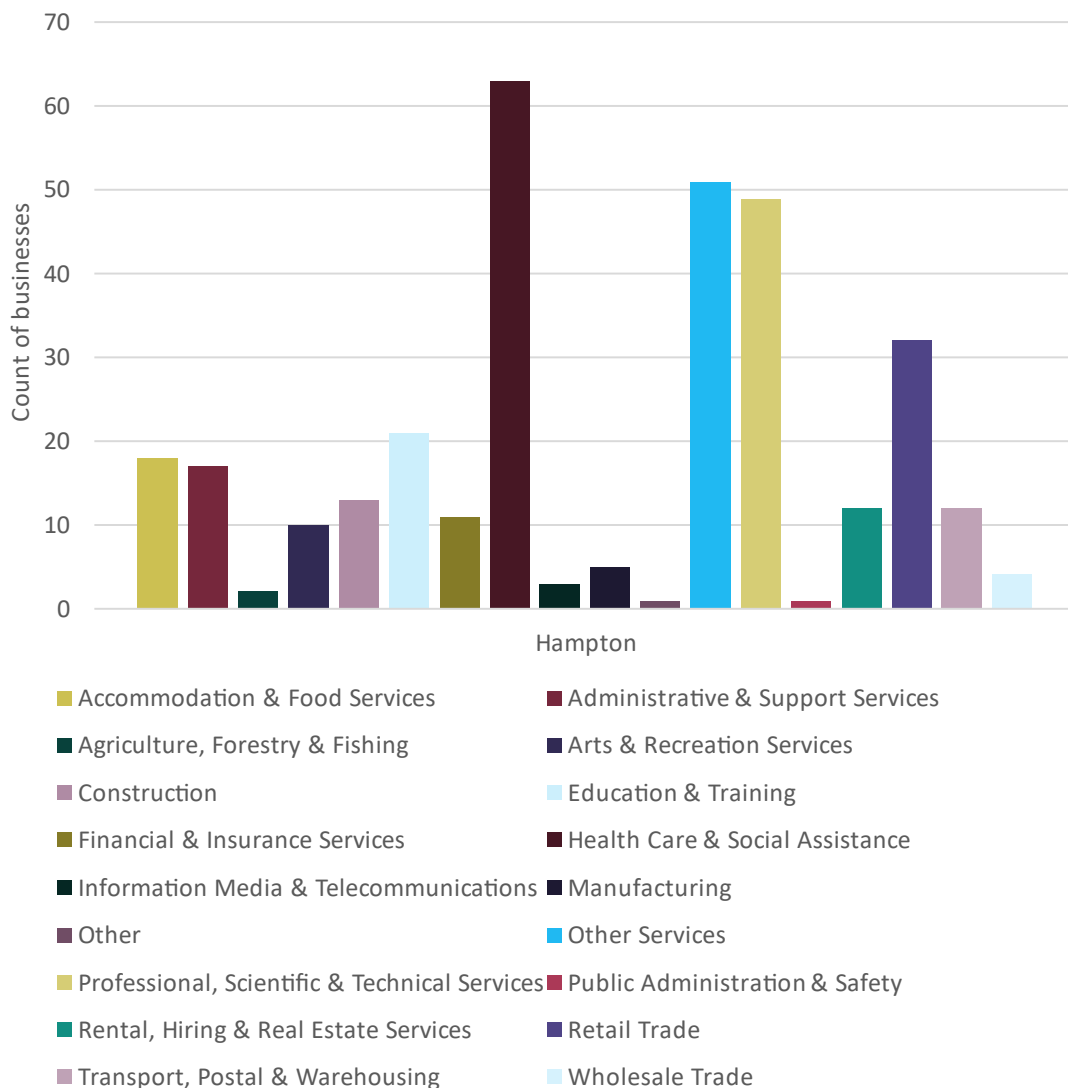
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	3	1	3.1%
Mining	-	-	0.0%
Manufacturing	101	19	2.1%
Electricity, Gas, Water and Waste Services	-	-	0.0%
Construction	164	-51	-2.7%
Wholesale Trade	41	-9	-2.0%
Retail Trade	418	-63	-1.4%
Accommodation and Food Services	267	12	0.5%
Transport, Postal and Warehousing	62	-45	-5.3%
Information Media and Telecommunications	31	18	9.0%
Financial and Insurance Services	154	44	3.5%
Rental, Hiring and Real Estate Services	61	-1	-0.2%
Professional, Scientific and Technical Services	458	107	2.7%
Administrative and Support Services	113	14	1.4%
Public Administration and Safety	33	-1	-0.3%
Education and Training	376	56	1.6%
Health Care and Social Assistance	278	70	3.0%
Arts and Recreation Services	49	-12	-2.2%
Other Services	142	-30	-1.9%
Total	2,749	129	0.5%

Source: SGS Economics and Planning internal Small Area Model, 2023

6.3 Businesses

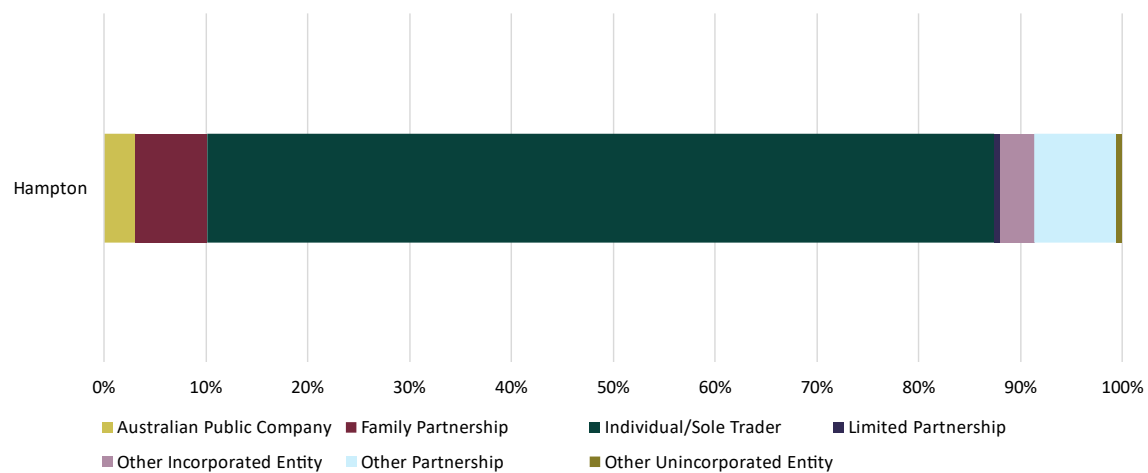
In 2023 there are a total of 325 registered businesses within the Hampton MAC. The number of businesses in the Hampton MAC has remained steady since 2018 which recorded 324 businesses within the MAC. The largest share of businesses are concerned with Health care and social assistance (63), followed by Other services (51) and Professional, scientific and technical services (49). Retail trade also has a strong presence with 32 business in this sector. Of the 325 businesses, 251 of these operate as individual/sole traders while just 10 are Australian public companies. Hampton Street remains the largest MAC in terms of size, number of businesses and employment numbers within Bayside.

FIGURE 20: COUNT OF BUSINESSES BY INDUSTRY IN THE HAMPTON ST MAC, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 21: SHARE OF BUSINESSES IN HAMPTON ST MAC BY OWNERSHIP CATEGORY, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

6.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. The Hampton St MAC recorded a vacancy rate of 5.5 per cent at the time of the most recent survey. This is a substantial drop from 2018's vacancy rate of 12.96 per cent. It is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 22: HAMPTON MAC VACANCIES AS OF SEPTEMBER, 2023



TABLE 6: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
Hampton St	381	21	5.5%

Source: SGS Economics & Planning, 2023.

7. Church Street

7.1 Overview

Church Street offers the second largest number of businesses of Bayside's MACs but in a relatively compact space of two blocks. Shops are typically single storey although some double-storey offices are evident. The strip benefits from on-street dining, many shade trees and an attractive presentation overall. The MAC is anchored by two supermarkets. Core retailing remains stronger in Church Street than any other Bayside MACs, with clothing retail outlets continuing as the largest retailing sub-sector.

FIGURE 23: CHURCH ST MAC AERIAL IMAGE, 2023

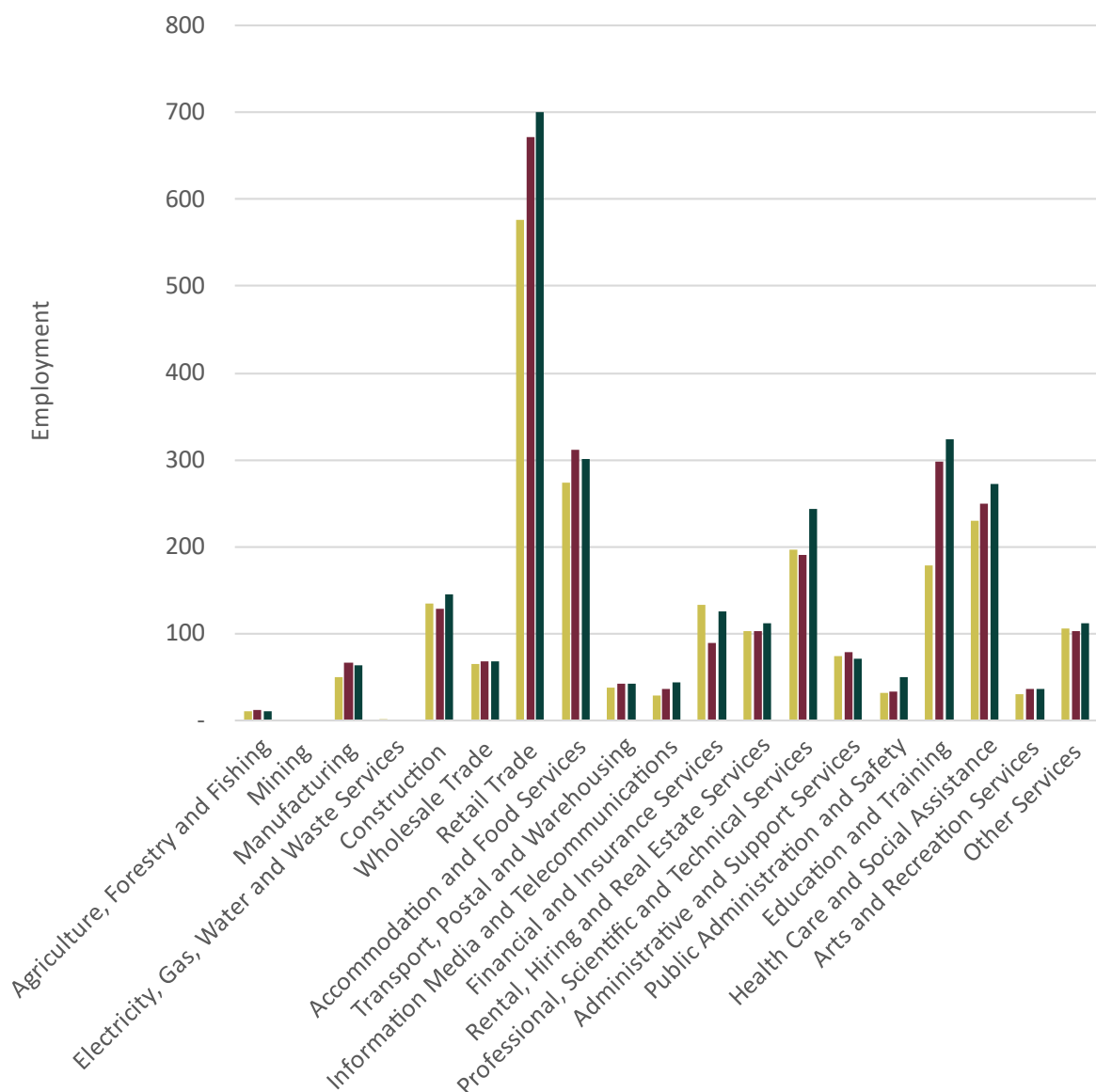


Source: ESRI World Imagery Wayback, 2023

7.2 Employment

In 2021 there were 2,714 people working within the Church St MAC, an increase of 462 people since 2011. Retail trade has historically been the largest employing sector in the MAC with a total of 700 people employed within the sector. Retail trade is also continuing to grow with an AAGR of 2 per cent between 2011 and 2021. Unlike many other MACs within Bayside, nearly all industry sectors have recorded employment growth in Church St besides Electricity, Gas, Water and Waste Services, Financial and Insurance Services and Administrative and Support Services. Education and training is the fastest growing sector in terms of employment in Church St with an additional 146 people employed between 2011 and 2021 equivalent to an AAGR of 6.2 per cent.

FIGURE 24: CHURCH ST'S EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 7: CHURCH ST'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

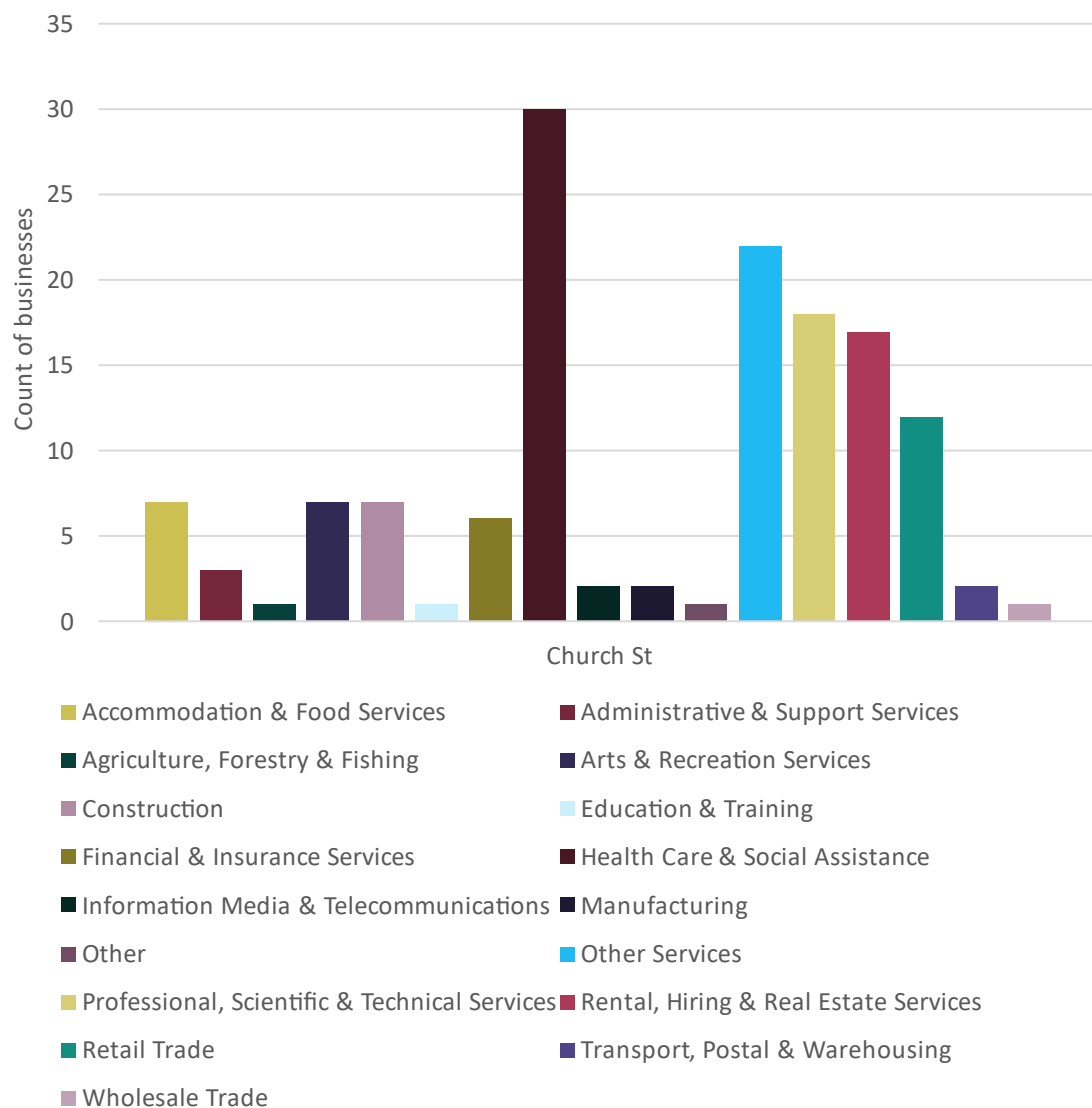
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	10	1	0.9%
Mining	-	-	0.0%
Manufacturing	63	14	2.5%
Electricity, Gas, Water and Waste Services	0	-1	-62.5%
Construction	144	10	0.7%
Wholesale Trade	67	3	0.4%
Retail Trade	700	124	2.0%
Accommodation and Food Services	301	28	1.0%
Transport, Postal and Warehousing	42	5	1.3%
Information Media and Telecommunications	43	15	4.4%
Financial and Insurance Services	125	-8	-0.6%
Rental, Hiring and Real Estate Services	111	8	0.8%
Professional, Scientific and Technical Services	243	47	2.2%
Administrative and Support Services	71	-3	-0.4%
Public Administration and Safety	50	19	4.9%
Education and Training	324	146	6.2%
Health Care and Social Assistance	273	43	1.7%
Arts and Recreation Services	36	6	1.9%
Other Services	111	5	0.5%
Total	2,714	462	1.9%

Source: SGS Economics and Planning internal Small Area Model, 2023

7.3 Businesses

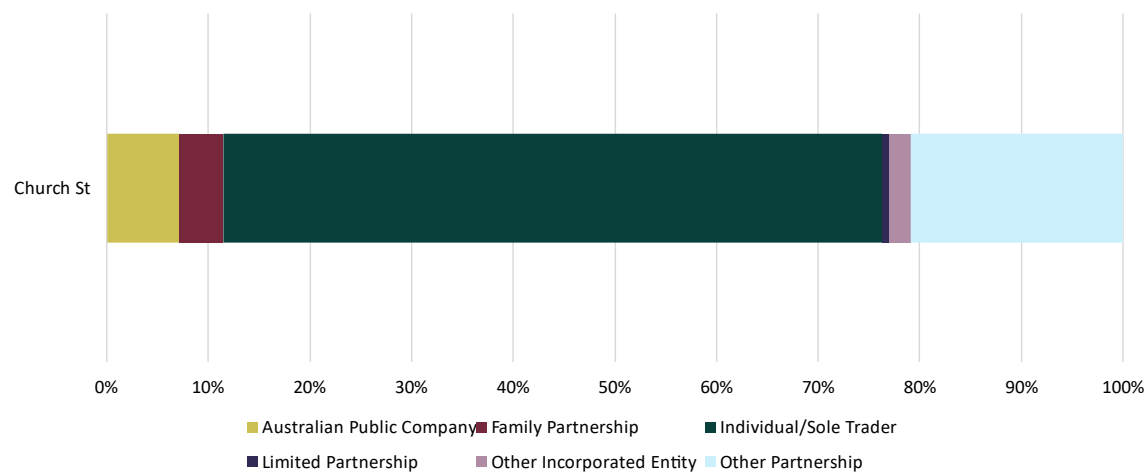
In 2023 there were 139 registered businesses within the Church St MAC. The Health care and social assistance sector has the largest number of associated business (30), followed by Other services (22), Professional, scientific and technical services (18), Rental, hiring and real estate (17) and Retail trade (12). Compared to the ownership types within other Bayside MACs there is a much larger proportion of partnerships within Church St with almost 30 per cent of businesses being owned in a partnership or family partnership while 65 per cent of businesses are owned by an individual/sole trader.

FIGURE 25: COUNT OF BUSINESSES BY INDUSTRY IN THE CHURCH ST MAC, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 26: SHARE OF BUSINESSES IN CHURCH ST MAC BY OWNERSHIP CATEGORY, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

7.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. The Church St MAC recorded a vacancy rate of 5 per cent at the time of the most recent survey. This is a slight increase on vacancy rates recorded in 2011 (4.3 per cent) and 2018 (4.7 per cent), however overall the vacancy rate remains relatively low. It is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 27: CHURCH ST MAC VACANCIES AS OF SEPTEMBER, 2023

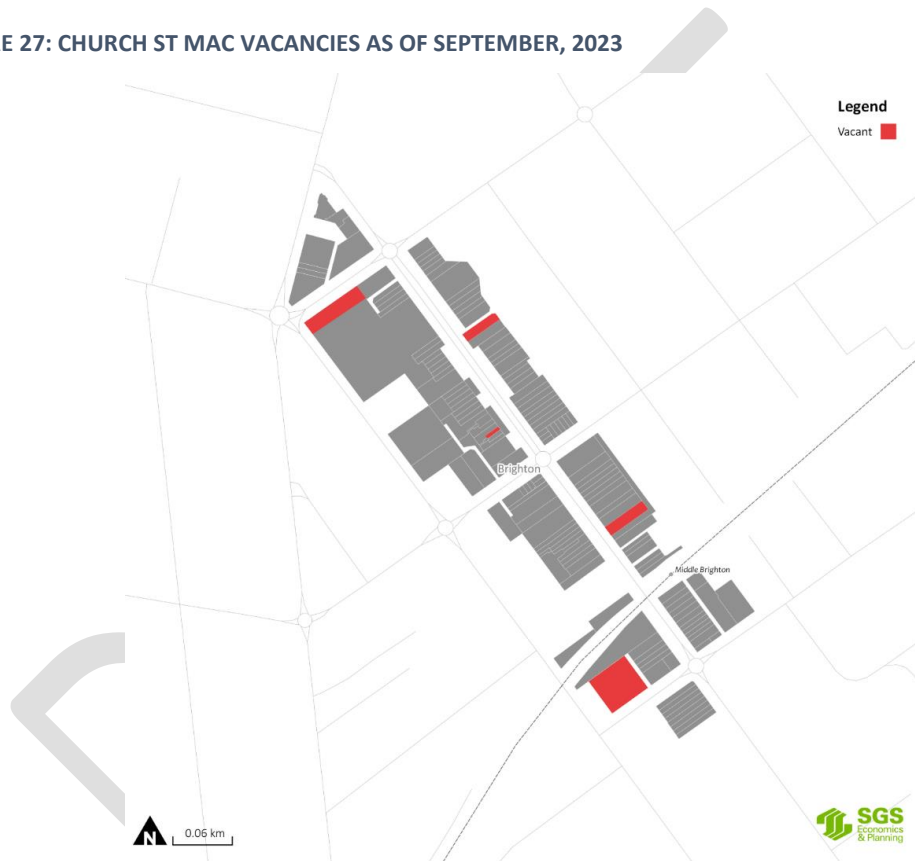


TABLE 8: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
Church St	202	10	5.0%

Source: SGS Economics & Planning, 2023.

8. Hampton East

8.1 Overview

Hampton East is a portion of the designated Moorabbin MAC which largely falls within the neighbouring municipality of Kingston. The Hampton East area is on the west side of Nepean Highway, across from the Moorabbin train station and Moorabbin town hall. The strip stretches 325m along Nepean Highway and a further 75m west along South Rd (600m in total). For a long period of time the southern end of the strip has been anchored by outdoor retailers, however, this is changing as other large format retailer have taken over these spaces as well as a bank. Most shops are single story with wide frontages however multi-story buildings border the Nepean Hwy – South Rd intersection. The strips main offerings include retail, financial services and other personal services.

FIGURE 28: HAMPTON EAST (MOORABBIN MAC) AERIAL IMAGE, 2023

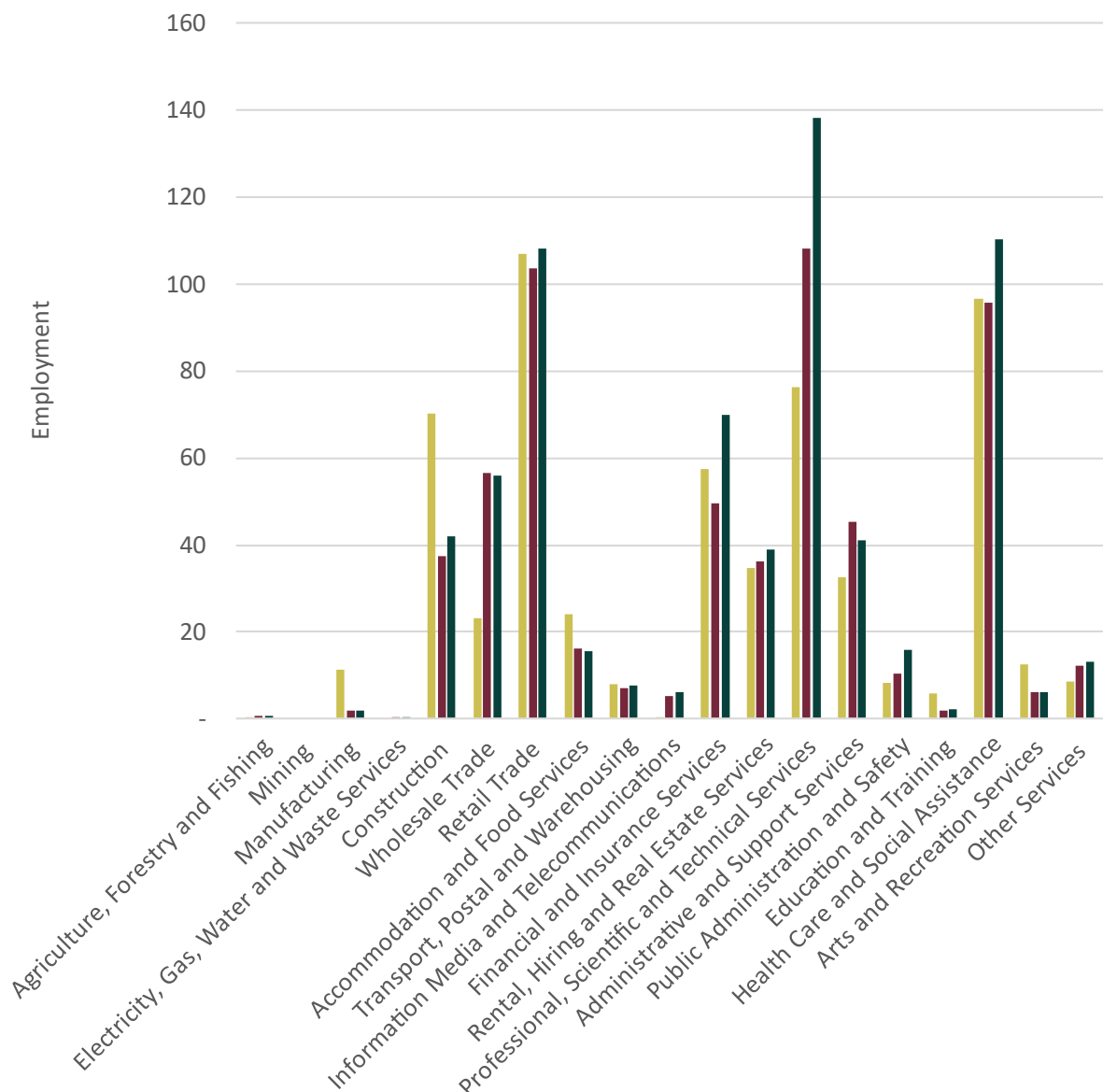


Source: ESRI World Imagery Wayback, 2023

8.2 Employment

Hampton East is the smallest employing centre across Bayside's MACs with 674 people employed in 2021, which is to be expected given it is a small portion of the larger Moorabbin MAC in Kingston. Professional, scientific and technical services and Health care and social assistance are the two largest industries present in the Hampton East MAC by employment size. Retail has remained strong with steady employment between 2011 (107 people employed) to 2021 (108 people employed). Financial and insurance service related jobs have seen a significant increase, especially between 2016 and 2021 with an additional 20 people employed in the sector.

FIGURE 29: HAMPTON EAST'S EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 9: HAMPTON EAST'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

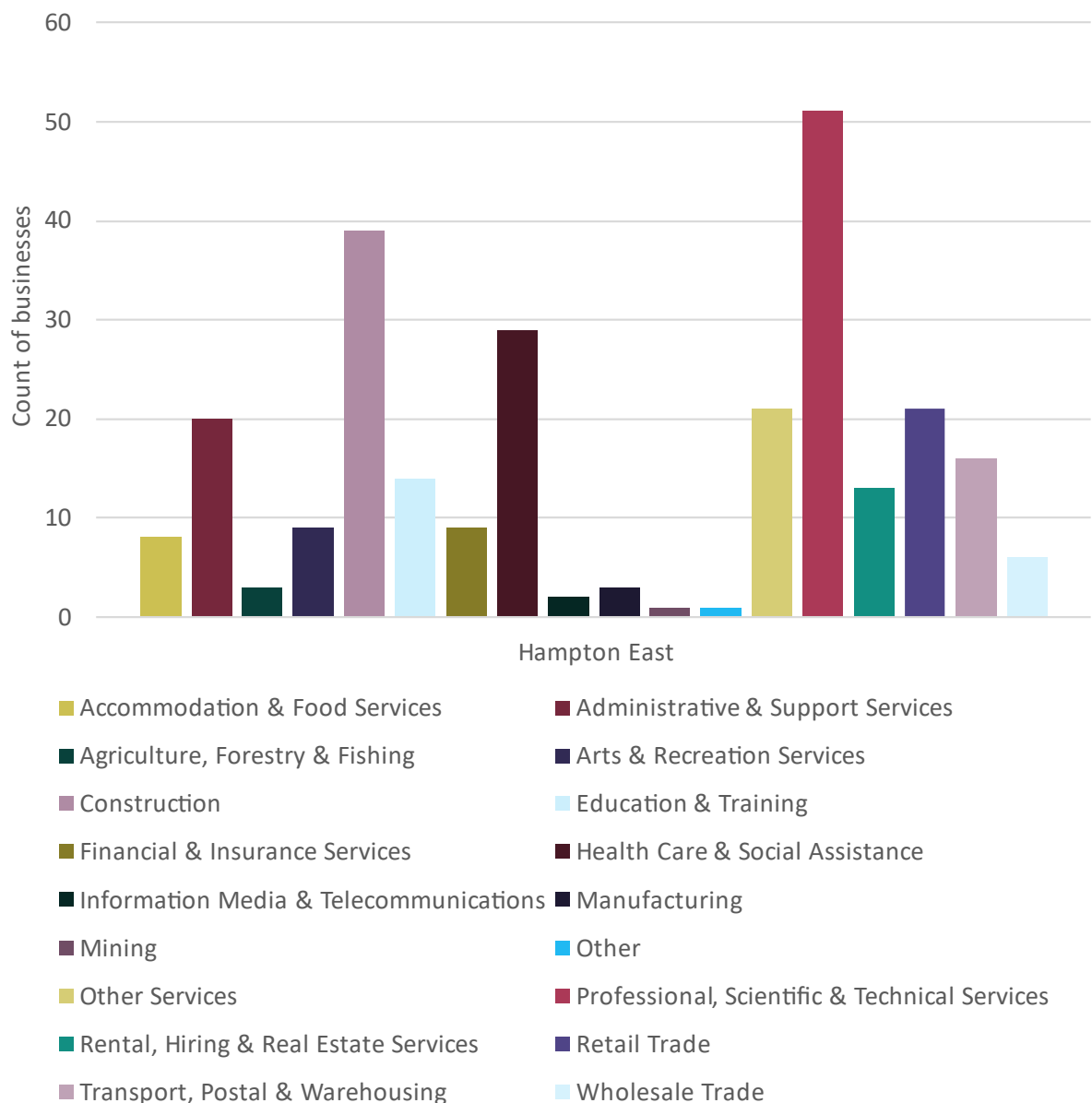
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	1	1	116.5%
Mining	0	0	0.0%
Manufacturing	2	-9	-16.6%
Electricity, Gas, Water and Waste Services	0	0	0.0%
Construction	42	-28	-5.0%
Wholesale Trade	56	33	9.2%
Retail Trade	108	1	0.1%
Accommodation and Food Services	16	-9	-4.2%
Transport, Postal and Warehousing	8	-0	-0.4%
Information Media and Telecommunications	6	6	154.6%
Financial and Insurance Services	70	12	2.0%
Rental, Hiring and Real Estate Services	39	4	1.2%
Professional, Scientific and Technical Services	138	62	6.1%
Administrative and Support Services	41	9	2.4%
Public Administration and Safety	16	7	6.5%
Education and Training	2	-4	-9.4%
Health Care and Social Assistance	110	14	1.3%
Arts and Recreation Services	6	-6	-6.7%
Other Services	13	4	4.2%
Total	674	97	1.6%

Source: SGS Economics and Planning internal Small Area Model, 2023

8.3 Businesses

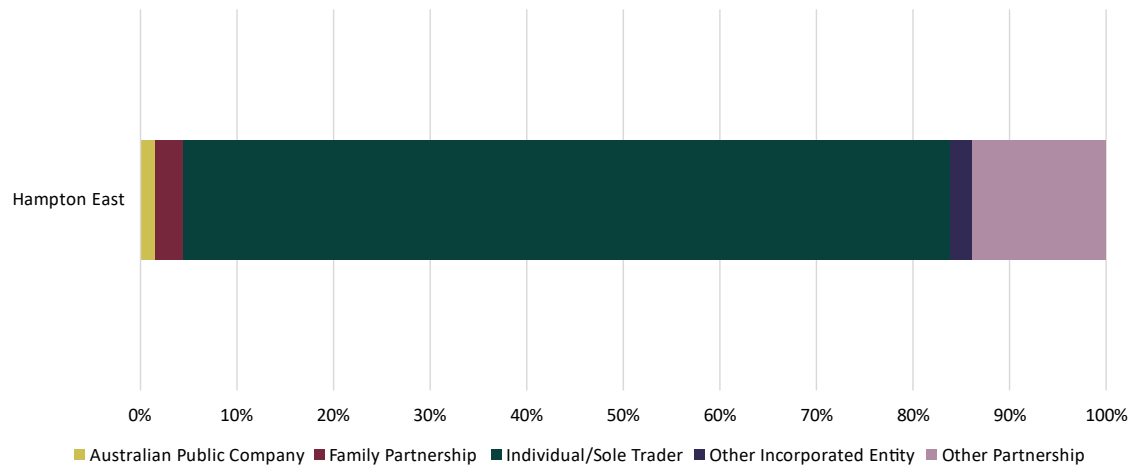
The Hampton Street MAC has not been included in previous Business Monitor studies and so the number of businesses with the MAC cannot be compared across years. In 2023 there are 226 businesses within the Hampton East centre. Almost 20 per cent of businesses are concerned with Professional, scientific and technical services, 15 per cent with construction, 8 per cent with retail trade and 11 per cent with health care and social assistance. 83 per cent of businesses within the Hampton East centre are owned by individual/sole traders as shown in Figure 31.

FIGURE 30: COUNT OF BUSINESSES BY INDUSTRY IN THE HAMPTON EAST MAC, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 31: SHARE OF BUSINESSES IN THE HAMPTON EAST MAC BY OWNERSHIP CATEGORY, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

8.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. The Hampton East MAC recorded a vacancy rate of 11.4 per cent in 2023. This is the highest vacancy rates across all the centres surveyed for the 2023 Business Monitor study, however, the vacancy rate is not available for comparison in previous years. It is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 32: HAMPTON EAST (MOORABIN) MAC VACANCIES AS OF SEPTEMBER, 2023



TABLE 10: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
Hampton East	70	8	11.4%

Source: SGS Economics & Planning, 2023.

9. Bayside Business District

9.1 Overview

The Bayside Business District (BBD) is a significant employment precinct within Bayside, however it is not included as a Major Activity Centre. The BBD has an industrial history, with the precinct having accommodated a range of manufacturing and wholesaling activities in the past. The BBD is strategically positioned between Sandringham and Southland, the precinct's main entry point and active frontage is along Bay Road. The BBD is the largest area of industrial land within the Inner South East region of Melbourne and is an area in transition from its traditional manufacturing base to a more business services focus, providing a range of manufacturing and industrial uses as well as a growing commercial role.

FIGURE 33: BAYSIDE BUSINESS DISTRICT AERIAL IMAGE, 2023

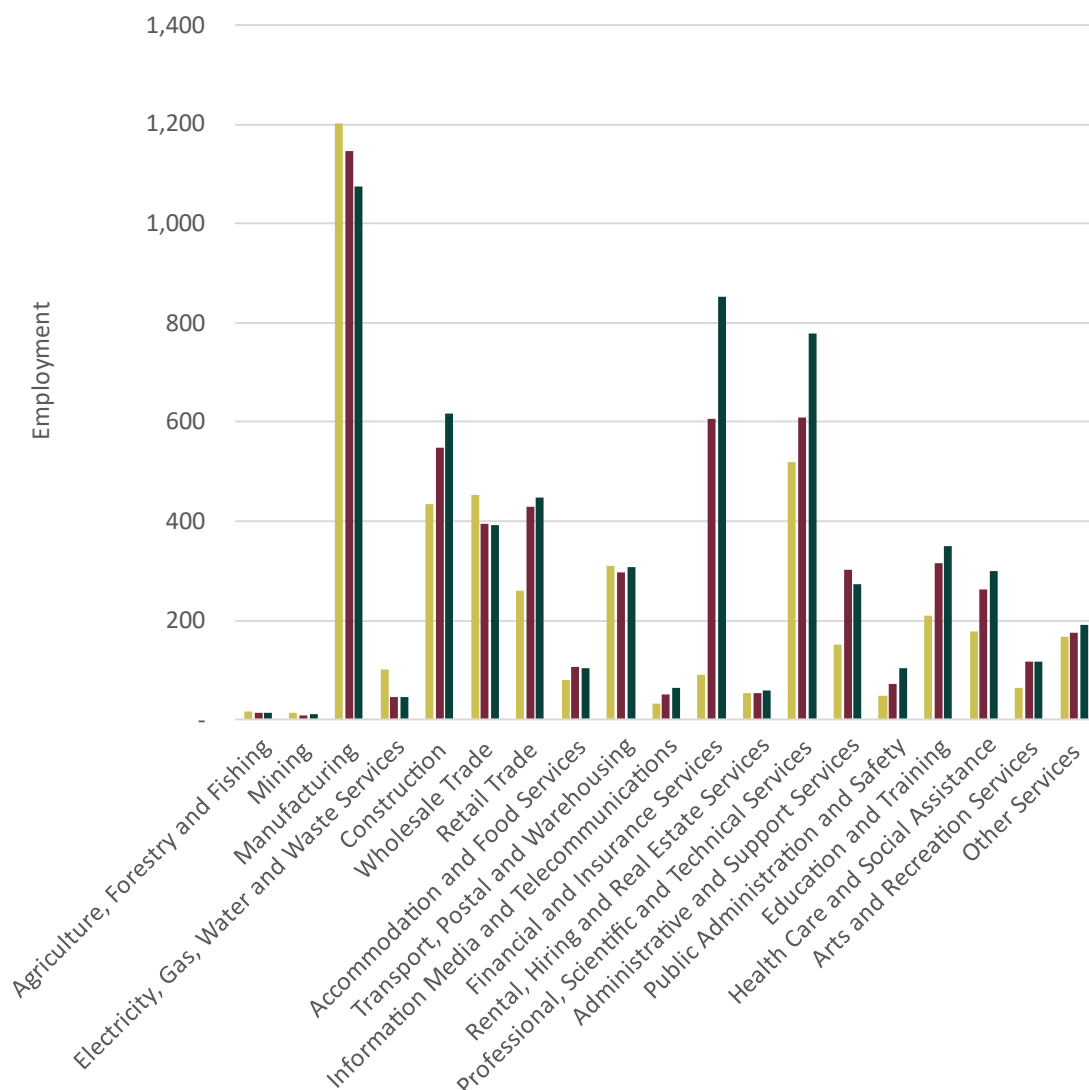


Source: ESRI World Imagery Wayback, 2023

9.2 Employment

The employment data below shows the transition that the BBD is undergoing from traditional industrial sectors towards business services. In total there was 6,099 people employed within the BBD areas in 2021. Although manufacturing is still the largest employing sector, employment has been steadily declining through to 2021. Industries concerned with the knowledge based economy such as Professional, scientific and technical services and Financial and insurance services have been growing at high rates. Employment in Financial and Insurance Services grew at an AAGR of over 25 per cent. Construction, wholesale trade and Transport, postal and warehousing all remain significant employing industries.

FIGURE 34: THE BBD'S EMPLOYMENT BY INDUSTRY, 2011, 2016 & 2021



Source: SGS Economics and Planning internal Small Area Model, 2023

TABLE 11: THE BBD'S EMPLOYMENT CHANGE BY INDUSTRY, 2011 - 2021

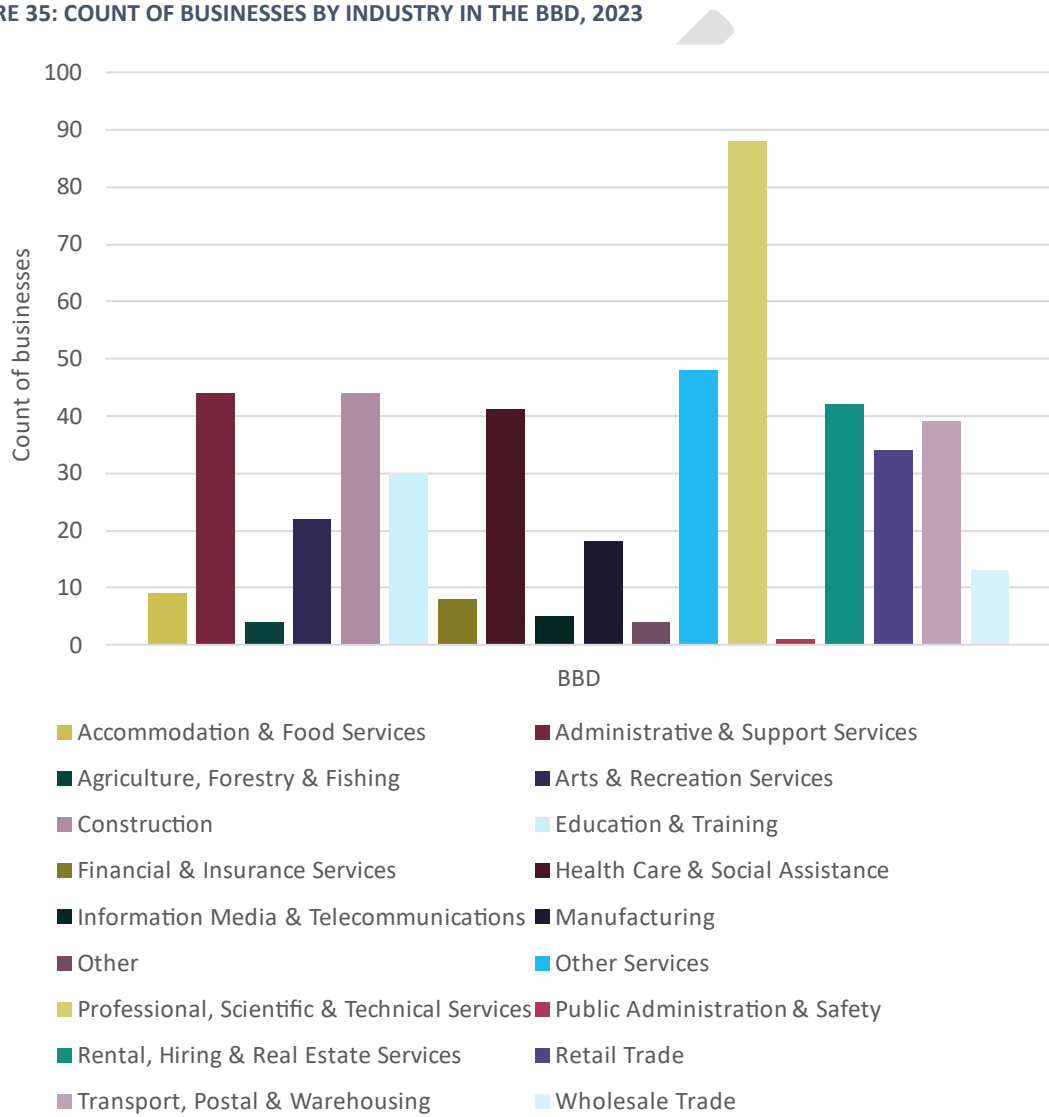
Industry	Jobs in 2021	Change between 2011-2021	AAGR
Agriculture, Forestry and Fishing	13	-4	-2.7%
Mining	10	-3	-2.6%
Manufacturing	1,075	-125	-1.1%
Electricity, Gas, Water and Waste Services	46	-55	-7.6%
Construction	617	184	3.6%
Wholesale Trade	392	-60	-1.4%
Retail Trade	448	189	5.6%
Accommodation and Food Services	103	24	2.7%
Transport, Postal and Warehousing	307	-5	-0.2%
Information Media and Telecommunications	64	30	6.6%
Financial and Insurance Services	853	762	25.2%
Rental, Hiring and Real Estate Services	58	5	0.8%
Professional, Scientific and Technical Services	778	259	4.1%
Administrative and Support Services	274	122	6.1%
Public Administration and Safety	105	56	8.0%
Education and Training	349	140	5.3%
Health Care and Social Assistance	300	121	5.3%
Arts and Recreation Services	116	52	6.1%
Other Services	192	26	1.5%
Total	6,099	1,718	3.4%

Source: SGS Economics and Planning internal Small Area Model, 2023

9.3 Businesses

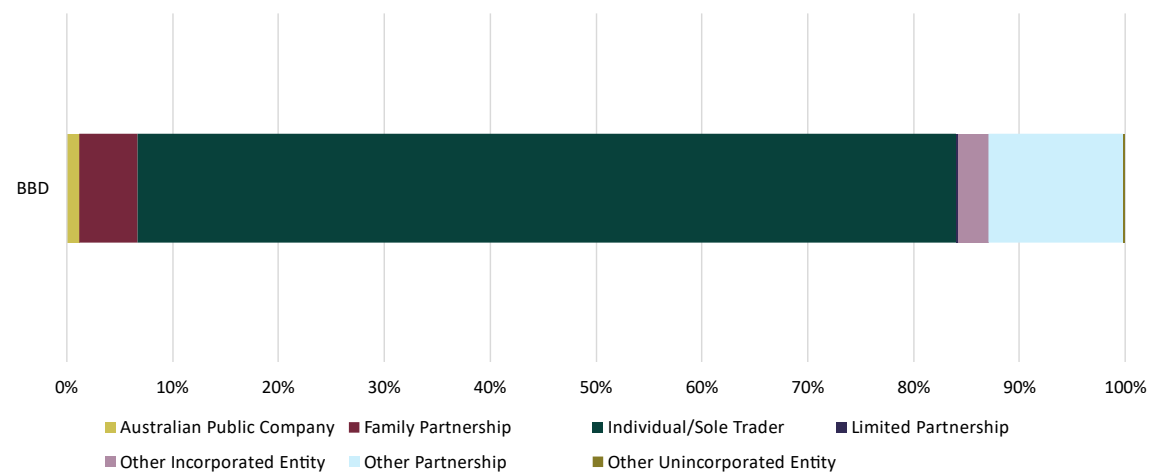
The BBD’s transition away from traditional industrial industries is also evident in the number of businesses within the BBD related to business services and the knowledge economy. While traditional industrial sectors are responsible for the highest levels of employment by industries, Professional, scientific and technical service related businesses are the most common in the BBD (88 businesses), followed by Other services (48), Administrative support services (44) and Construction (44). 77 per cent of businesses within the Hampton East centre are owned by individual/sole traders as shown in Figure 36.

FIGURE 35: COUNT OF BUSINESSES BY INDUSTRY IN THE BBD, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

FIGURE 36: SHARE OF BUSINESSES IN THE BBD BY OWNERSHIP CATEGORY, 2023



Source: SGS Economics and Planning 2023 using REMPLAN and ABR data.

9.4 Vacancies

A high-level vacancy audit was undertaken by Council staff in September of 2023 which recorded the number of shops vacant at the time of the survey. Vacancy rates in activity centres typically measure the proportion of available commercial or retail spaces that are not currently leased or occupied. Within the BBD vacancies were only recorded along the Bay St strip. This is considered the gateway to the BBD and is the most common precinct for retail and commercial uses. The BBD recorded a vacancy rate of 6.3 per cent in 2023. While relatively low in 2023, the vacancy rate is not available for comparison in previous years. It is important to note that vacancy rates represent a single point in time and the rate is likely to fluctuate.

FIGURE 37: BAY RD, BBD VACANCIES AS OF SEPTEMBER, 2023



TABLE 12: VACANCY AUDIT RESULTS

Employment area/centre	Total business lots	Vacant business lots	Vacancy %
BBD	125	8	6.4%

Source: SGS Economics & Planning, 2023.

10. Key Findings

Overall, Bayside's Major Activity Centres are in good economic health. Where comparable across previous years each centre has seen a reduction in vacancy rates showing positive signs of a strong recovery from the economic effects of COVID-19.

Employment trends have shown reduction in retail trade related employment which is consistent with general trends given the continued evolution and popularity of online retail and the shift away from brick and mortar retail shops. Despite this, Church St has still seen significant employment growth in the retail sector.

In general each centre has seen an increase in the number of businesses operating within it. There is a substantial difference in the number of businesses operating within each sector and the wide variety of the industries they are operating in shows the diversity of Bayside's centres and the strong offerings within each.

Future Business Monitor studies will be able to compare the Hampton East centre and the BBD to better understand vacancy and business trends in these employment centres.

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