Mornington Peninsula Shire Council

Quarterly Economic Snapshot

Jan-25 to Mar-25 In the last quarter, Australia's GDP increased by 2.1%. For Victoria, GDP increased by 1.8%. Population was up nationally, and up in Victoria. Consumer sentiment was up across the nation and down in Victoria. Total CO_2 -e emissions for the latest quarter decreased by -6.0% in Australia and decreased by -3.8% for Victoria.

ECONOMY	ECONOMY PEOPLE		ENVIRONMENT	
GDP (Australia)	Population (Australia)	Consumer Sentiment Index (Australia)	CO ₂ -e emissions (Australia)	
\$643,563m (+2.1%)	26,124,814 (+1.64%)	98.8 (+8.5%)	464.77m tonnes (-6.0%)	
GDP (Victoria)	Population (Victoria)	Consumer Sentiment Index (Victoria)	CO₂-e emissions (Victoria)	
\$151,018m (+1.8%)	6,656,281 (+1.68%)	nan (nan%)	80.06m tonnes (-3.8%)	

CONSUMER EXPENDITURE

Trending Down

Trend Change in Total Local Spend

Victoria		Mornington Peninsula	
	-11.4%	-4.9%	

Daily Spending

Average Daily Spend by Day of Week

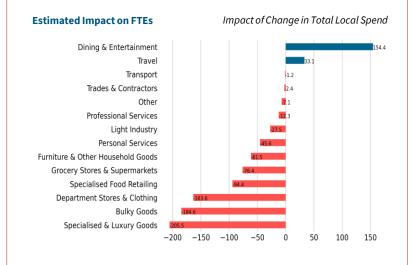
Day	Total	Resident	Visitor
Mon	\$11.5M (-14.4%)	\$7.33M (-16.5%)	\$3.84M (-9.8%)
Tue	\$12.1M (-5.3%)	\$8.03M (-5.3%)	\$3.74M (-5.5%)
Wed	\$12.3M (+5.6%)	\$7.89M (-4.1%)	\$4.09M (+33.0%)
Thu	\$13.7M (+1.5%)	\$8.7M (-7.0%)	\$4.67M (+22.8%)
Fri	\$15.5M (+0.4%)	\$9.36M (-7.0%)	\$5.8M (+14.2%)
Sat	\$14.9M (-2.3%)	\$7.61M (-10.9%)	\$7.02M (+9.3%)
Sun	\$10.7M (-6.4%)	\$5.57M (-13.7%)	\$4.99M (+4.1%)

Peak Day Friday 03 January 2025: \$18.7M

Trough Day Sunday 16 March 2025: \$8.56M

JOB IMPACT

Net Negative



Largest Increase 154.4 FTEs, Dining and Entertainment

Largest Decrease -205.5 FTEs, Specialised and Luxury Goods

Sources: ABS, Cat. Nos. 3101.052, 5206.001, 5206.027; ABS Census 2016; Spendmapp.com.au; industry.gov.au; DISER, 2020



Mornington **Peninsula Shire** Council

Quarterly **Economic** Snapshot

Jan-25 to Mar-25

Going online WALLET SHARE Share of Resident Wallet Latest and Previous Quarter Local spend \$2,000.0M \$1,750.0M \$1,500.0M \$1,250.0M \$1,000.0M \$750.0M \$500.0M 36.7% 38.0% \$250.0M \$0.0M Q4 2024 Q1 2025 Change in Resident Wallet Share Trend **Mornington Peninsula Spend Victoria** -0.6% -0.2% Local Spend -0.5% -1.0% Escape Spend Online Spend +1.1% +1.2% Compared with the previous quarter, in Q1 2025:

- Mornington Peninsula saw more online spend as a share of Resident Wallet; and
- Online spend in Victoria saw the greatest increase in share.

SELF-SUFFICIENCY Stable The Commuter Effect Escape Spend and Commuting Mornington peninsula 60% Very Low Self-Sufficiency Leaky Self-Sufficiency 50% Spend Share 40% 30% Escape 20% 10%

Compared with other Metropolitan councils, in Mornington Peninsula:

Employment Self Containment

80%

60%

· There is very high economic self-sufficiency.

20%

- There is high employment self-containment (based on the last Census).
- Resident Escape Spend has a low share of Resident Wallet.

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