

# Spendmapp Monthly Report

## Local Government Area: Melton City Council

Spendmapp cleans and analyses bank transaction data by time, geography, Expenditure Category and Type allowing continuous monitoring and analysis of local economic activity.

For the month of December 2024:

- Resident Local Spend was \$175.0M. This is a 1.87% increase from the same time last year.
- Visitor Local Spend was \$90.6M. This is a 5.52% increase from the same time last year.
- Total Local Spend was \$265.6M. This is a 3.09% increase from the same time last year.
- Resident Escape Spend was \$249.4M. This is a 7.06% increase from the same time last year.
- Resident Online Spend was \$256.3M. This is a 20.17% increase from the same time last year.

The 20.17 % increase in Resident Online Spend reflects the growing national trend towards online sales. This emphasises the need for a strategy to support local traders in enhancing their online presence.

### Expenditure by Expenditure Type

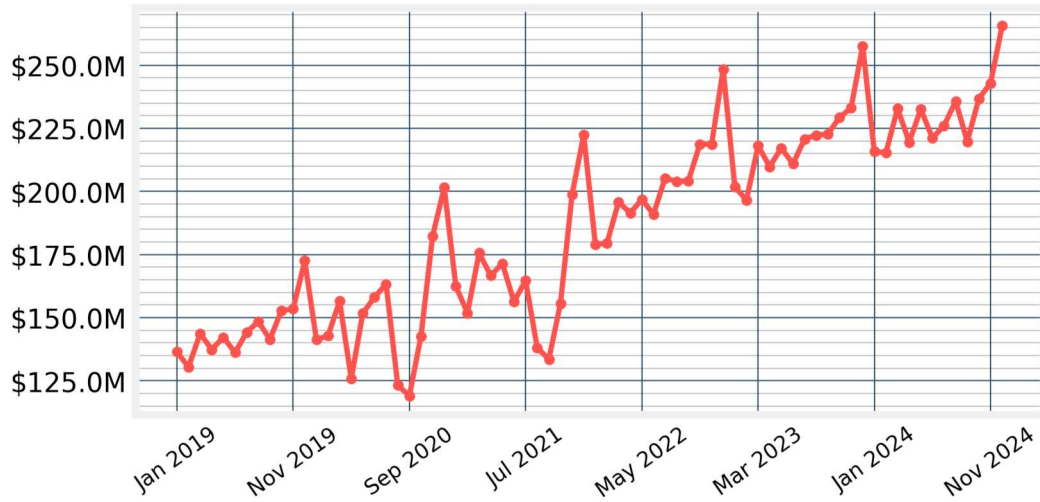
These expenditure charts show the long-term pattern of expenditure activity by Expenditure Type across the Melton City Council LGA. Typically, we see spending spikes at Easter and Christmas; dips in the post-Christmas period; and a steady climb through winter.

By way of a benchmark, the mean ratio of Resident Online Spend to all resident spending is 0.22. That is, for every dollar spent by resident cardholders anywhere, 22c goes online. Another 34c is in Escape Expenditure and the rest is spent locally.

Over the last few years across most of Australia, total expenditure has been relatively flat, even in fast growing municipalities. The exception to this has often been in Resident Online Spend, which continues to grow relative to Total Local Spend.

## Total Local Spend

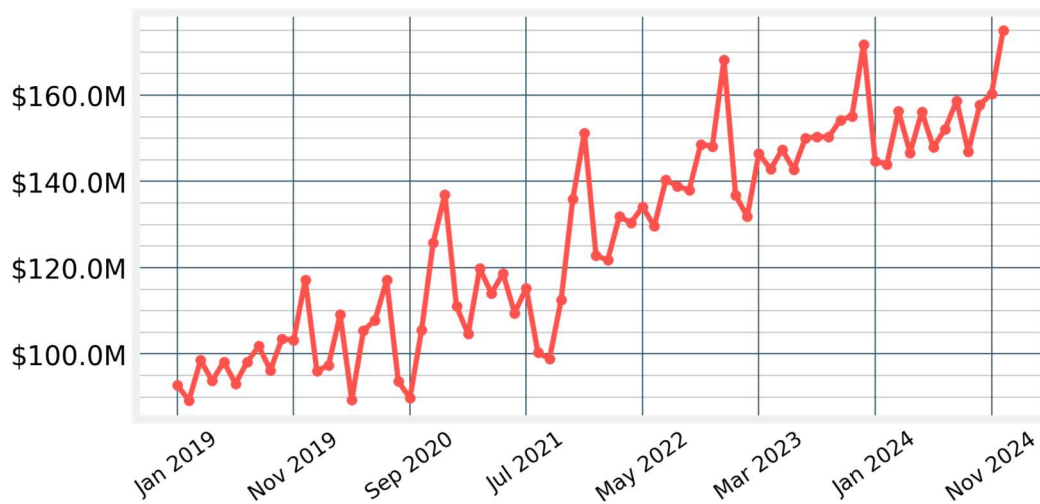
The total amount spent with merchants within the Melton City Council LGA.



Over the last 72 months, the spending trend (as shown by the trendline in the Spendmapp app) for Total Local Spend has been upwards.

## Resident Local Spend

The amount spent by residents and local businesses with merchants inside the Melton City Council LGA.



Over the last 72 months, the spending trend (as shown by the trendline in the Spendmapp app) for Resident Local Spend has been upwards.

## Visitor Local Spend

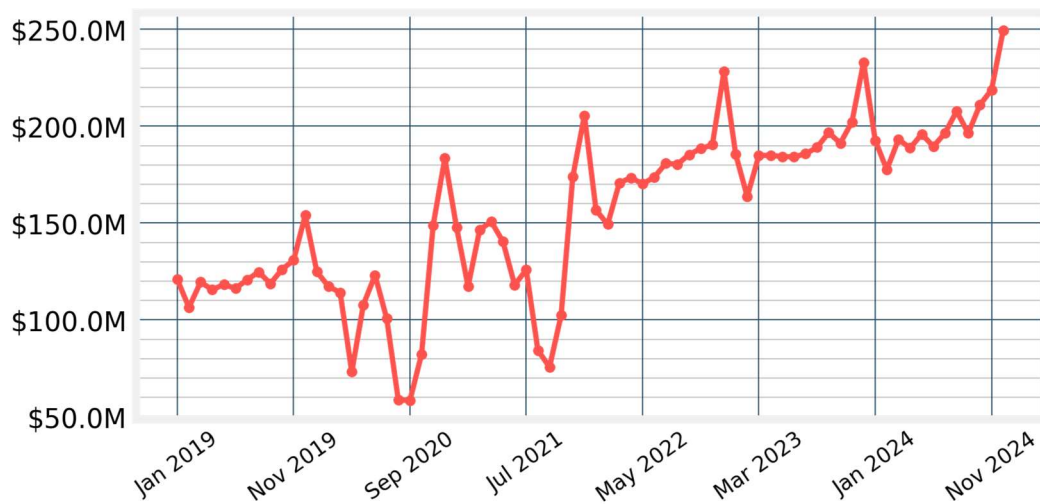
The amount spent by non-residents and non-local businesses with merchants inside the Melton City Council LGA.



Over the last 72 months, the spending trend (as shown by the trendline in the Spendmapp app) for Visitor Local Spend has been upwards.

## Resident Escape Spend

The amount spent by residents and local businesses outside the Melton City Council LGA.



Over the last 72 months, the spending trend (as shown by the trendline in the Spendmapp app) for Resident Escape Spend has been upwards.

## Resident Online Spend

The amount spent by Melton City Council LGA residents and local businesses with online merchants.

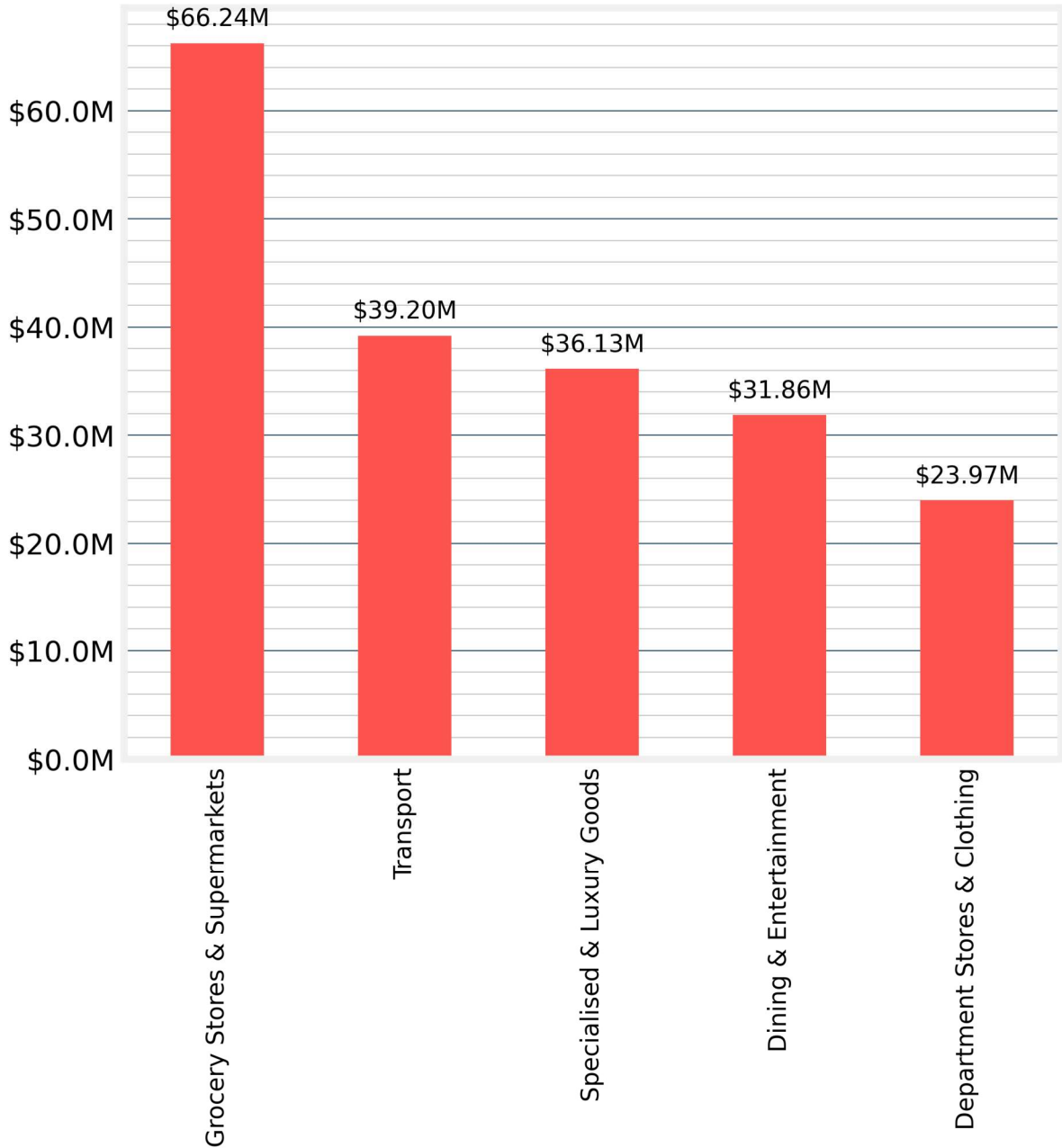


Over the last 72 months, the spending trend (as shown by the trendline in the Spendmapp app) for Resident Online Spend has been upwards.

# Expenditure by Expenditure Category

## The Top 5 Spending Categories for December 2024

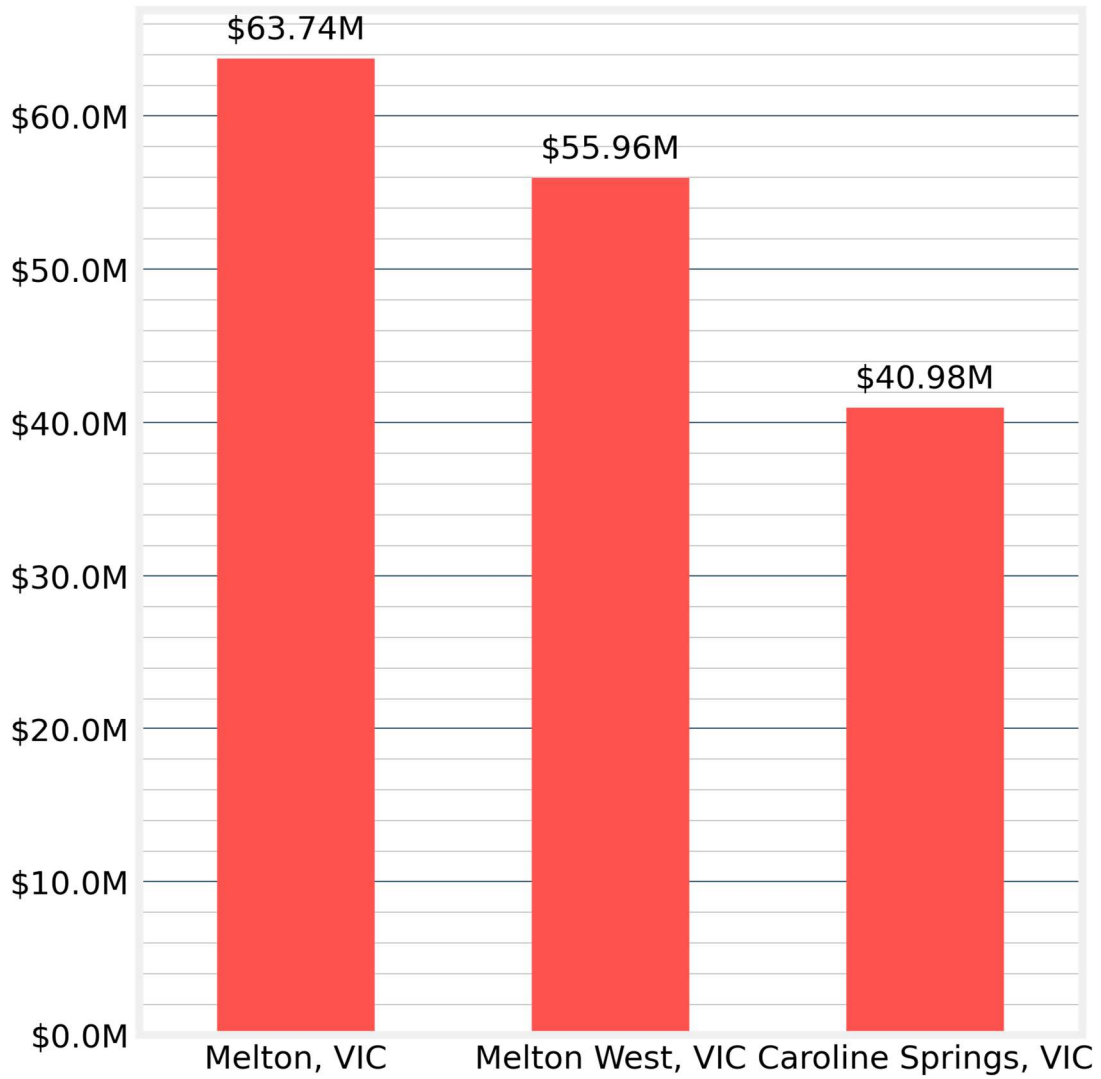
Total Local Spend split by the top 5 Expenditure Categories.



## Spend by Origin and Destination

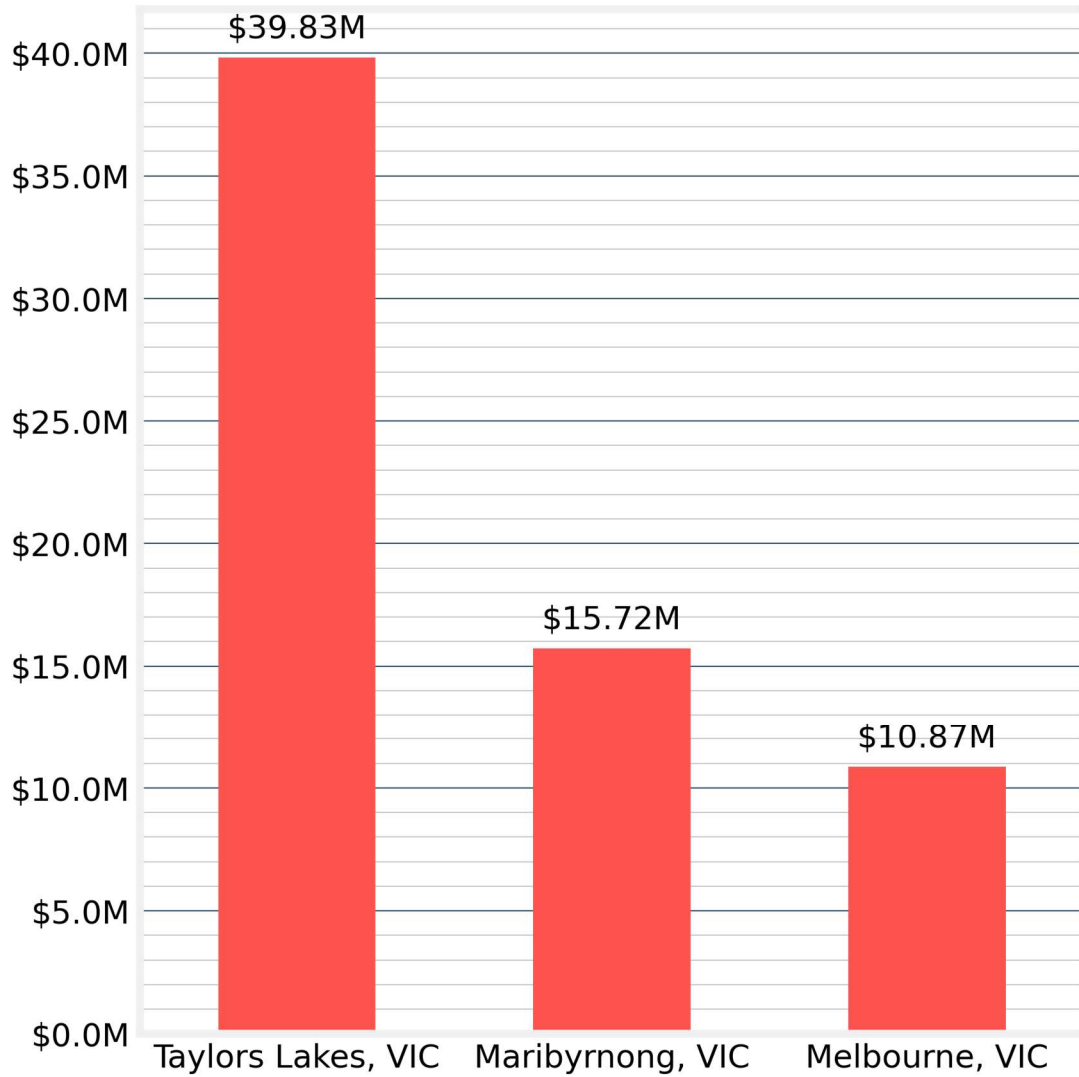
### The Top 3 Suburbs by Total Local Spend for December 2024

Total Local Spend by Suburbs of destination (i.e. where the spending occurs)



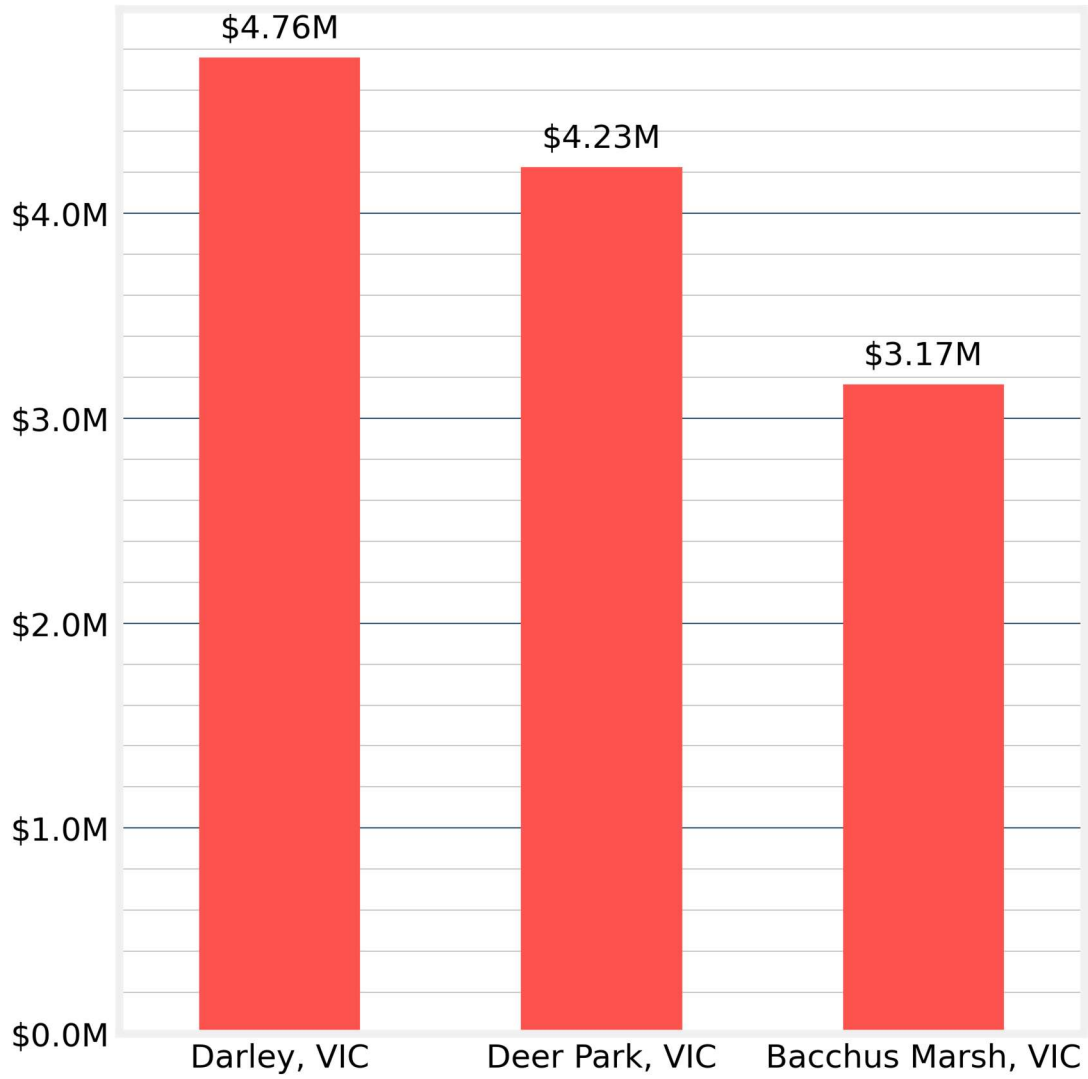
## The Top 3 Suburbs by Resident Escape Spend for December 2024

Resident Escape Spend by destination Suburbs (i.e. where the spending goes to).



## The Top 3 Suburbs by Visitor Local Spend for December 2024

Visitor Local Spend by Suburbs of origin (i.e. where the visitors originate).

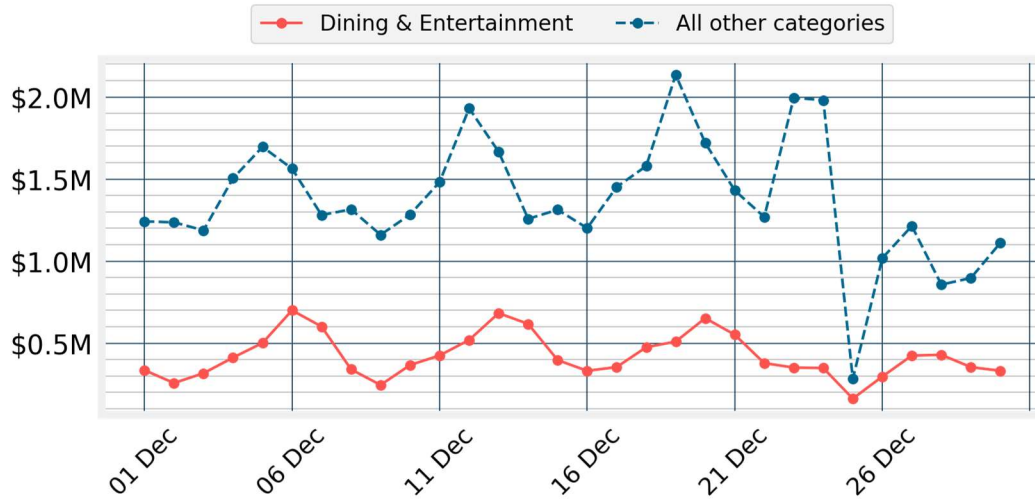




# Night Time Economy

## Night Time Economy for December 2024

The biggest spending night of the month of December 2024 was Thursday 19 December with Total Local Spend of \$2.6M. This was made up of \$0.5M in Dining and Entertainment spending and \$2.1M spending in all other categories.



### Disclaimer

This document has been prepared by Geografia Pty Ltd for Melton City Council and is intended for its use only. Any use of material from the report should be appropriately cited (i.e. source: Spendmapp by Geografia). While every effort is made to provide accurate and complete information, Geografia does not warrant or represent that the information contained is free from errors or omissions and accepts no responsibility for any loss, damage, cost or expense (whether direct or indirect) incurred as a result of a person taking action in respect to any representation, statement, or advice referred to in this report.