



City of
Whittlesea

Economic Snapshot

January – March 2024



Snapshot

This snapshot provides an overview of the current performance of the economy in the City of Whittlesea, as well as the support provided by Council's Economic Development Department.

The report highlights key trends, which can be used, to help guide Council's response and support available to the existing and future business community.

The data is reported each quarter and used to monitor how the local economy is performing.

The snapshot has two components

Business Support

(this data will be reviewed and updated on an annual basis)

- Business network
- Business size
- Business E-News
- Business Concierge
- Business types, commercial, industrial and home-based
- Percentage of enquiries by suburb

Investment and growth

- Investment Attraction
- Enquiries into suburbs



Business Support

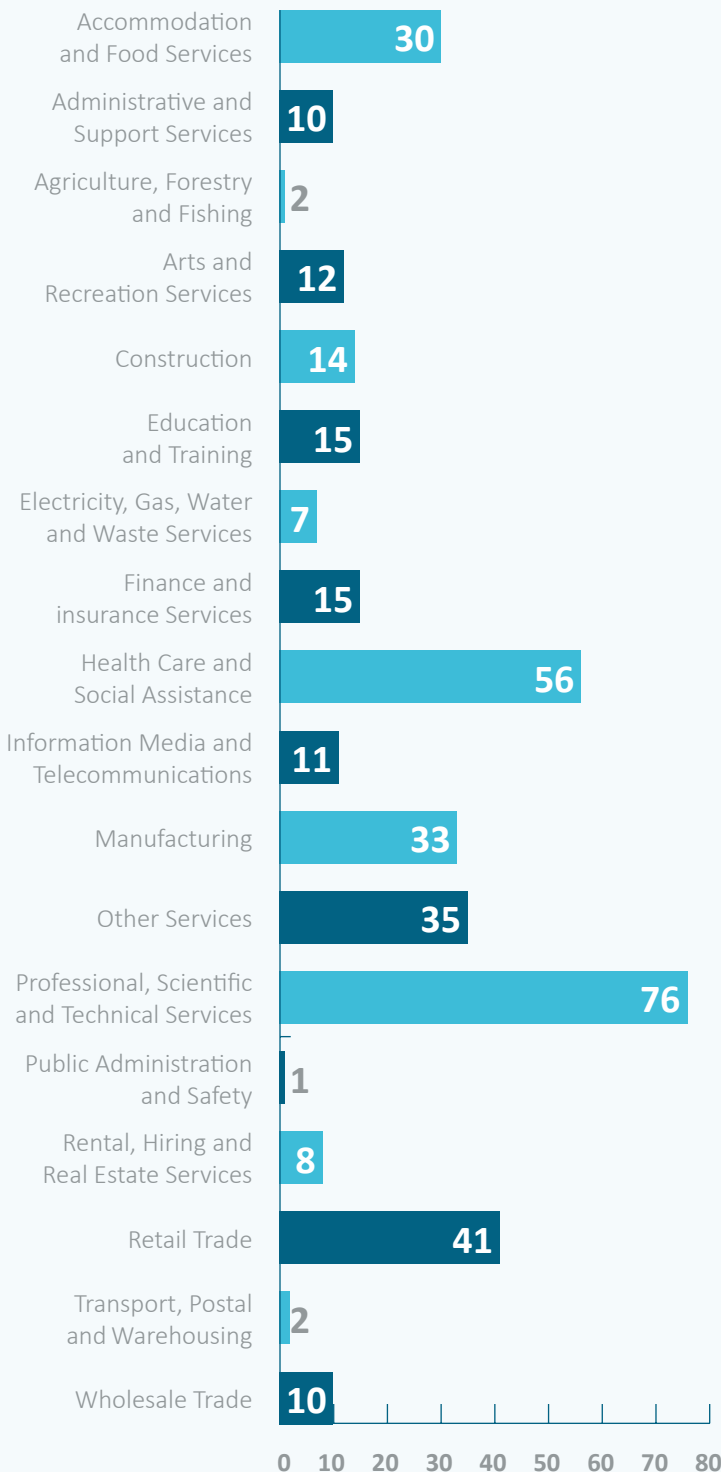
Business network

Number of members

378

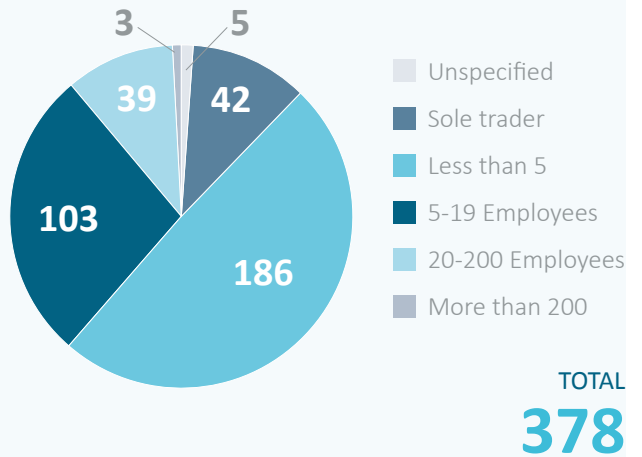
Breakdown by industry sector

MEMBERS BY INDUSTRY



Business size

MEMBER BY NUMBER OF EMPLOYEES



Business e-News

Number of subscribers

2843
(average)

Click rate
(avg over 3 months)

4.4%

Open rate
(avg over 3 months)

39.8%

Top-ranked eNews story:
Announcement of
Business Awards Finalists

199
clicks

Business Concierge

Number of enquiries handled

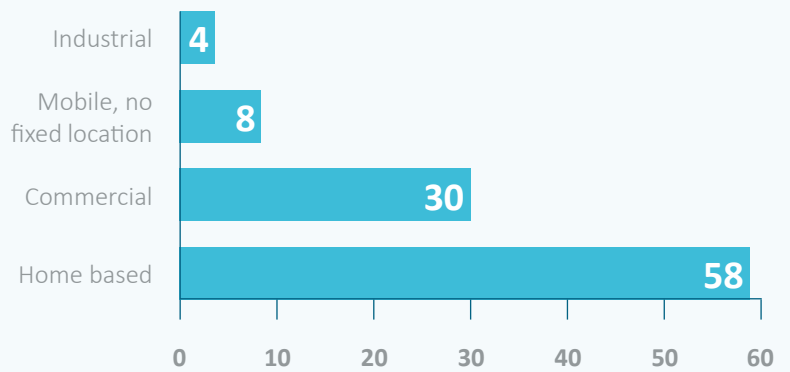
84

PERCENTAGE OF ENQUIRIES BY SECTOR

Accommodation 1	Car Sales 2
Education 1	Massage 2
Entertainment 1	Retail Shop 4
Animal Care 1	Community Support 6
Industrial 1	Beauty 16
Food Manufacturing 2	Food 47

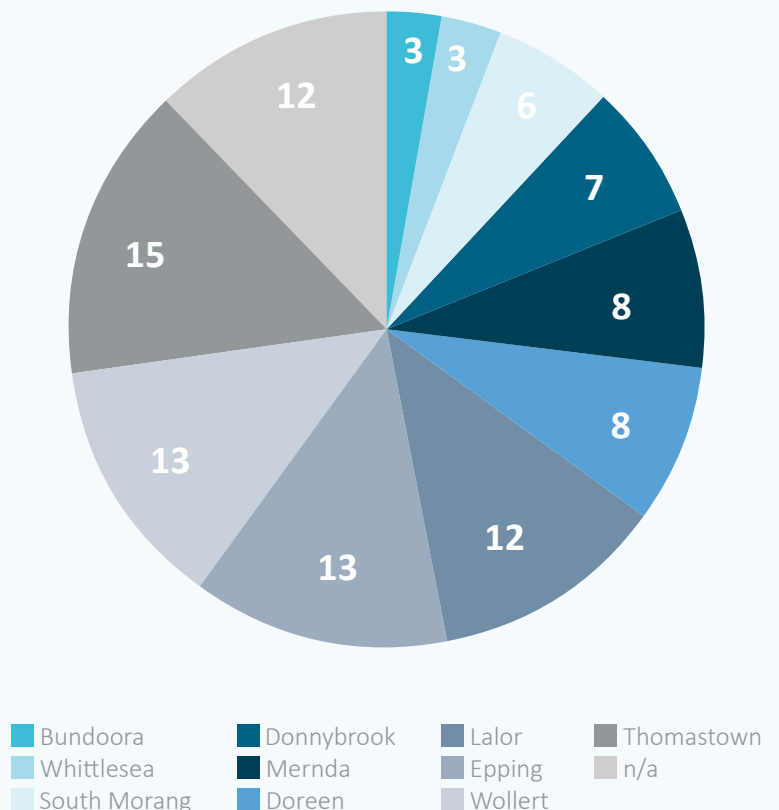
Business types, commercial, industrial and home-based

■ % type of premises



Percentage of enquiries by suburb

■ % of query



Investment and growth

Investment Attraction

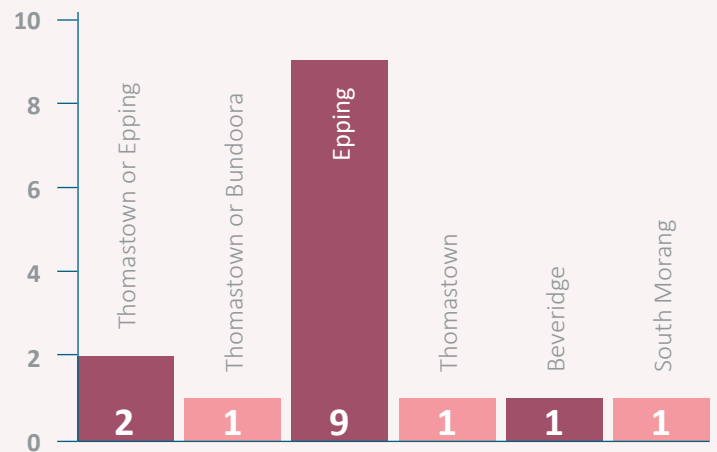
NUMBER OF
BUSINESSES RELOCATING INTO
CITY OF WHITTLESEA:

4 (FROM IA ACTIVITY)

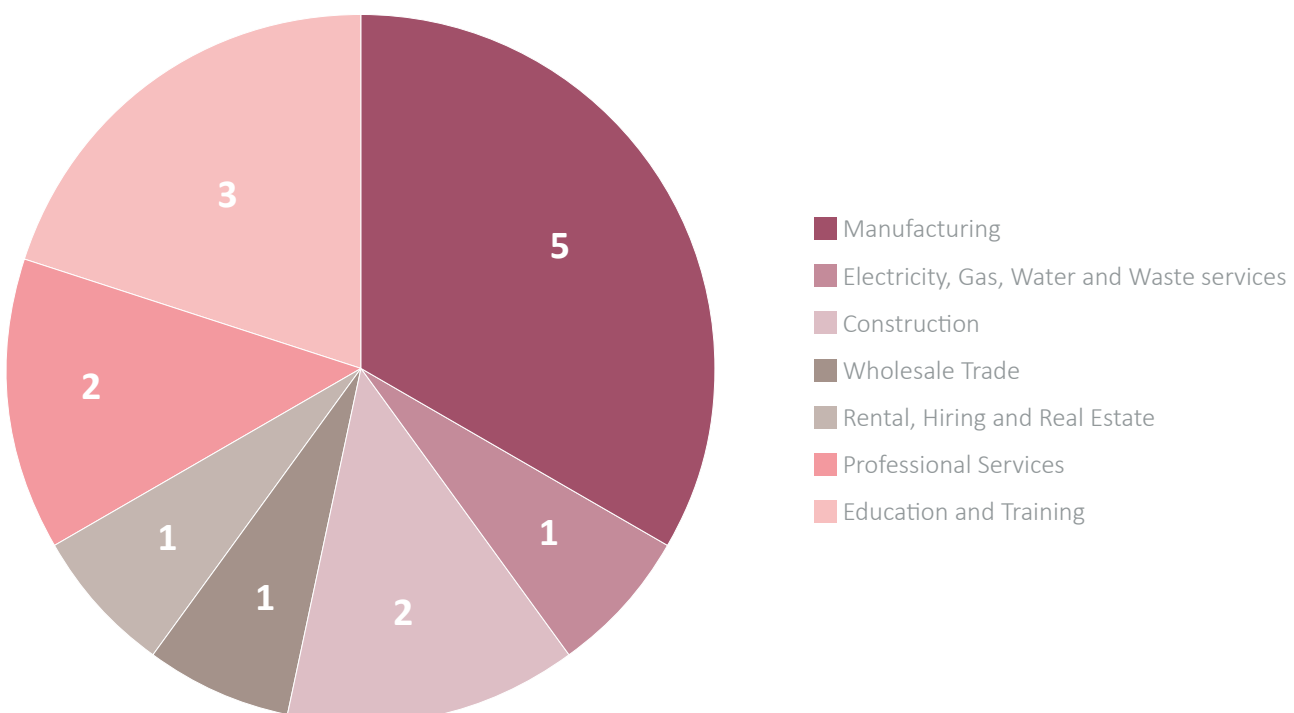
15

New enquiries

Enquiries into suburbs



Enquiries into sectors



Council Offices

25 Ferres Boulevard
South Morang VIC 3752

Email: business@whittlesea.vic.gov.au

Website: whittlesea.vic.gov.au

Postal address

City of Whittlesea Locked Bag
Bundoora MDC VIC 3083

Phone: 9217 2170

National Relay Service: 133 677
(ask for 9217 2170)

Connect with us in your
preferred language:



Free telephone
interpreter service

131 450



**City of
Whittlesea**