Geografia | Spendmapp

City of Spendmapp

Precinct Custom Data Extract Report

Spendmapp data: Jan 2020 to Jan 2025

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Overview

Modest growth in 2022, driven by post-COVID recovery, has shifted to steady cyclical spending patterns. Expected rate cuts throughout 2025 offers some price relief and optimism.

Spending in the Spendmapp Precinct shows strong seasonal patterns, with a notable increase leading up to Christmas. In 2022, moderate growth signalled recovery from the COVID downturn, while 2023–2024 saw continued spending stability.

December 2024 follows the expected seasonal uptick, reinforcing the established pattern of heightened holiday spending (Figure 1).

Looking ahead, the prospect of RBA rate cuts in throughout 2025 brings renewed optimism. Easing financial conditions could stimulate consumer confidence and drive further recovery, setting the stage for potential growth in the coming months.

Key Numbers

Region	Total Local Spend	Resident Local Spend	Visitor Local Spend
Spendmapp Precinct	54.8M	19.8M (36%)	35M (64%)

Table 1: Expenditure Value by Expenditure Type Jan 2025, Percentage share of Total Local Spend in brackets
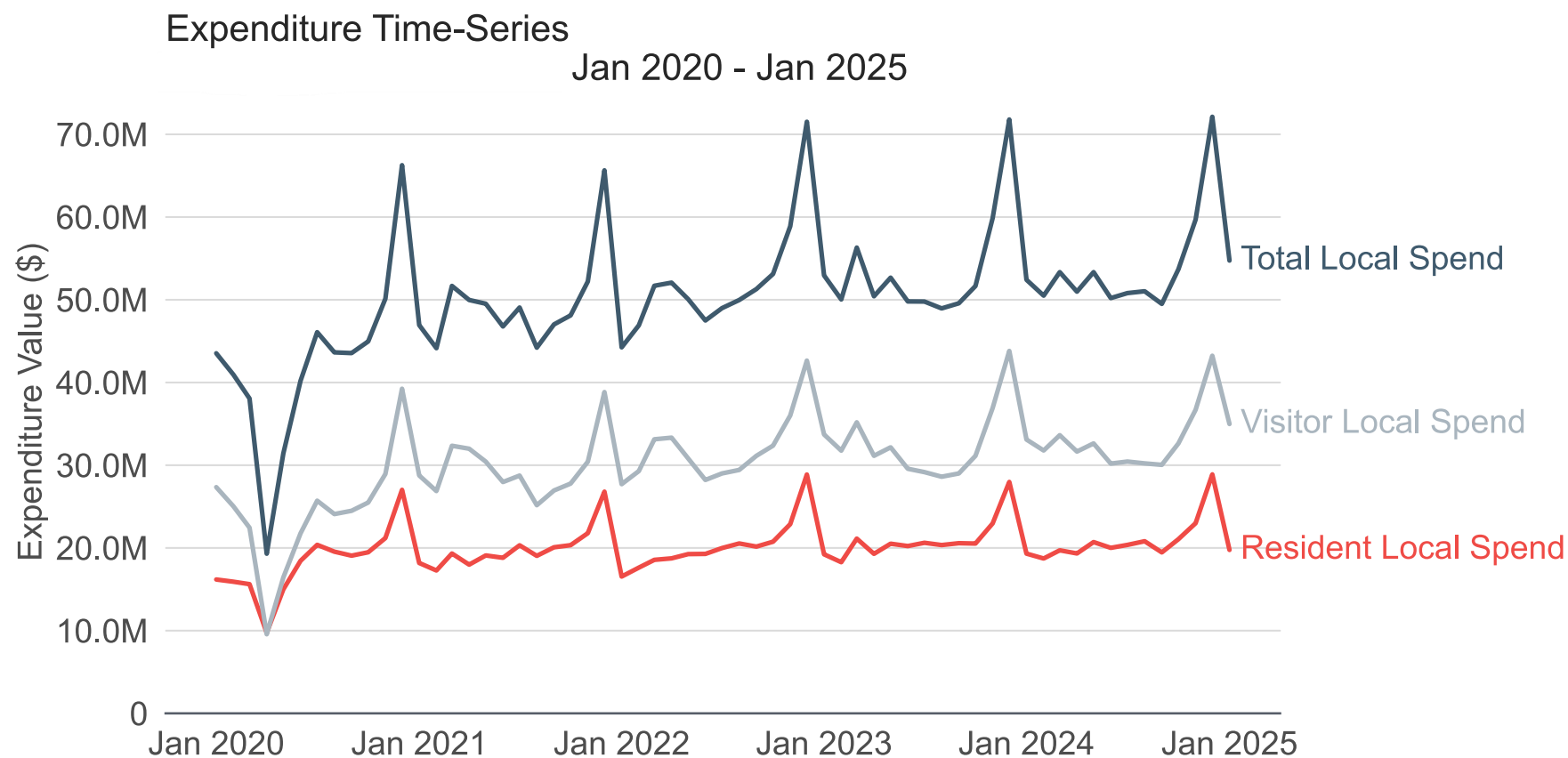Source: Spendmapp by Geografia, 2025

Figure 1: Expenditure by Expenditure Type, Spendmapp Precinct
Source: Spendmapp by Geografia, 2025

Total Local Spend

Year-on-Year growth remains steady and modest, while Christmas spending continues to outperform metropolitan counterparts

Figure 3 highlights (in green) positive year-on-year change and (in red) negative year on year change. At the start of 2023, strong year-on-year growth indicates a recovery from pandemic-era declines. Moving into 2024, growth stabilises at a more modest rate.

Figure 4 shows growth of Total Local Spend, disaggregated by expenditure categories, indexed to February 2023. The Consumer Price Index (CPI) is included as a benchmark, demonstrating how spending in each category has fluctuated relative to January 2022 levels. If spending growth is equal to the CPI growth, it means the increase in spending is just enough to keep up with rising prices due to inflation. People are spending more in dollar value but not actually buying more goods or services — they are simply paying higher prices for the same basket of goods and services.

When growth is above the CPI, it indicates that spending is growing in real terms, people are buying more goods and services, not just paying higher prices due to inflation. The latest trends show growth above the CPI across all expenditure categories.

Figure 5 shows growth of Total Local Spend compared to Metropolitan Local Government Areas (LGAs) and the CPI. The graphs show three key lines: the growth rate of Total Local Spend of the activity centre (in blue), the average growth rate of other metropolitan LGAs (in orange), and a shaded band representing the typical range of growth rates for metropolitan LGAs.

The Spendmapp Precinct shows growth above the CPI and is in line with the typical metropolitan range, highlighting its consistent spending activity. Spending in the past three Christmas season has outperformed the metropolitan average, highlighting its status as a leading retail and economic hub in the City of Spendmapp.
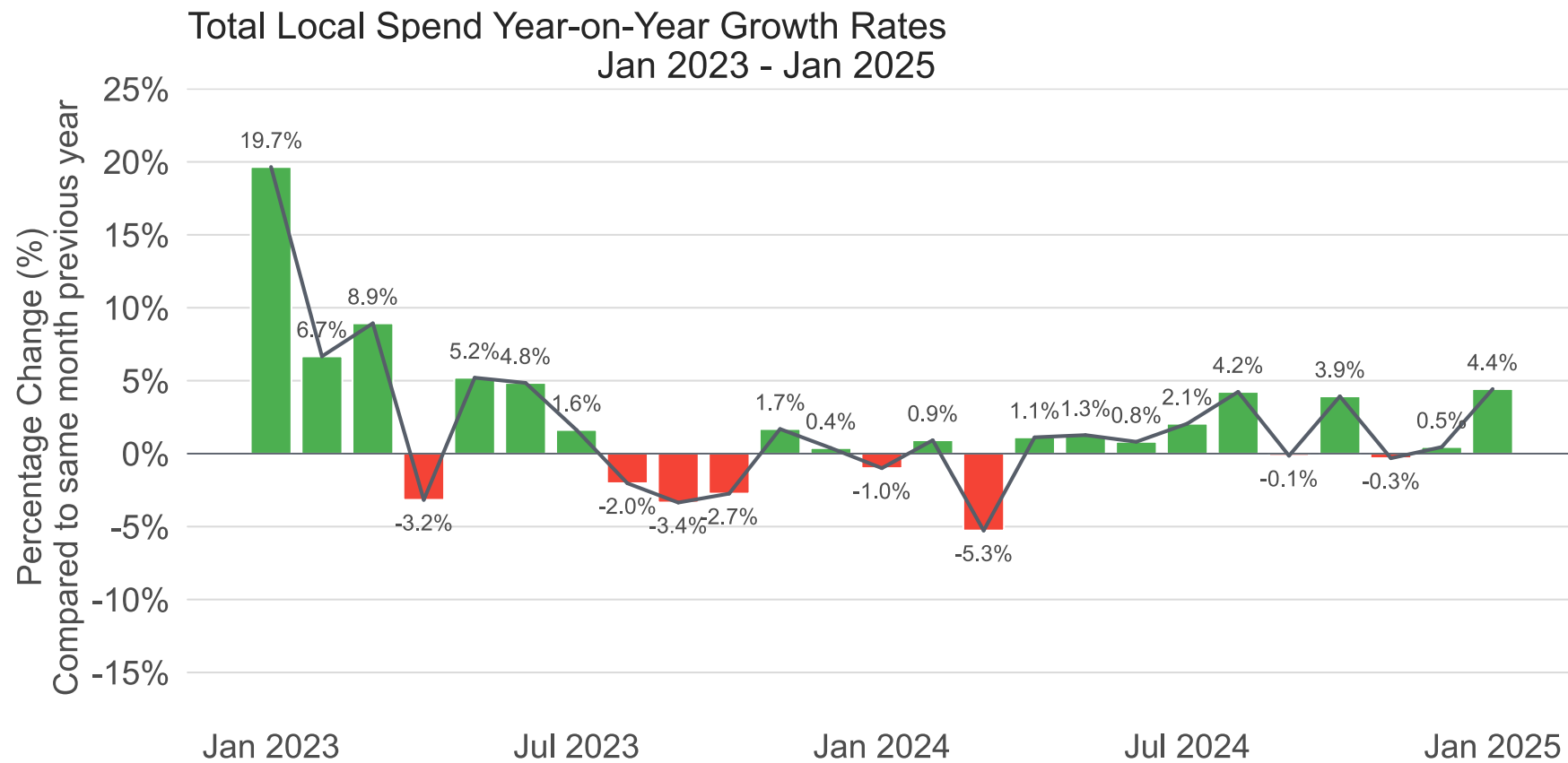
Figure 3: Year-on-Year Change in Total Local Spend
Source: Spendmapp by Geografia, 2025

Total Local Spend indexed to Jan 2022

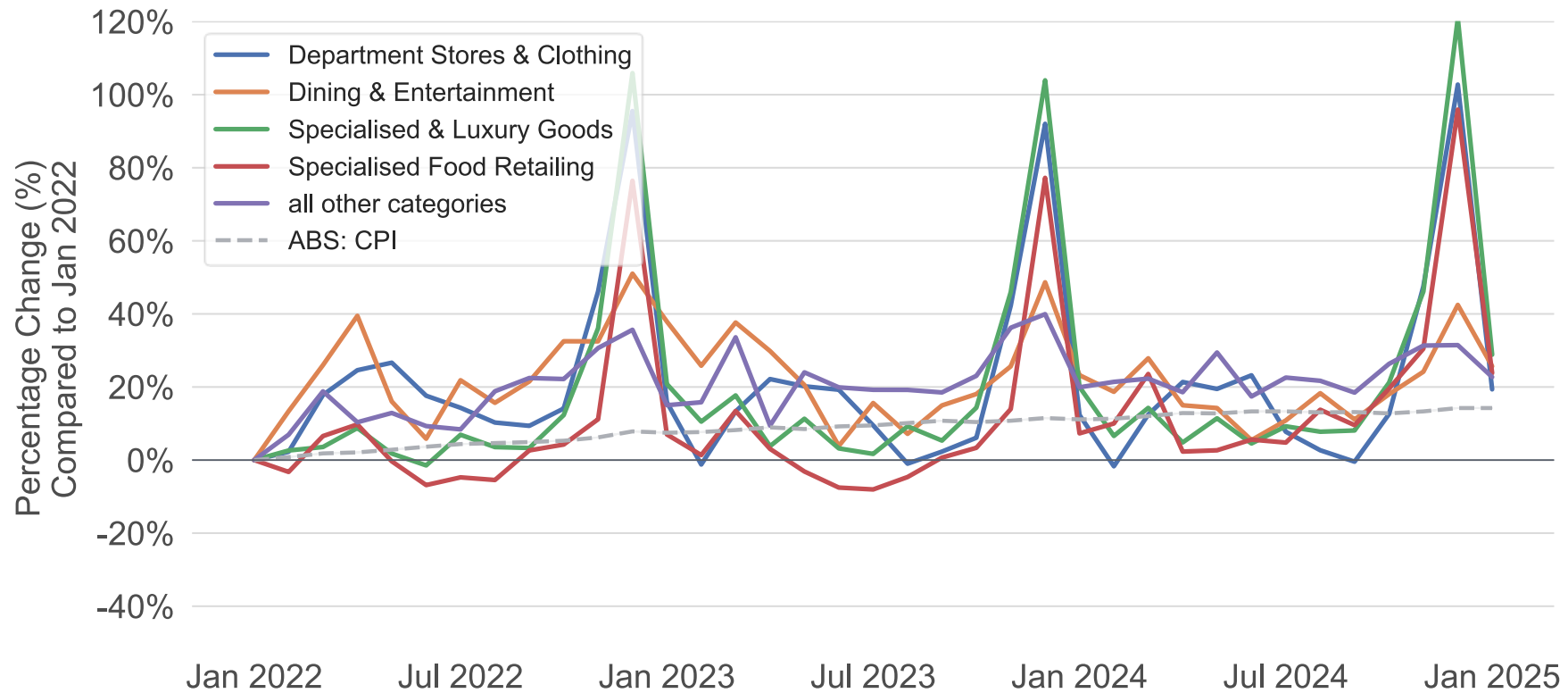Figure 4: Indexed Total Local Spend by Expenditure Categories
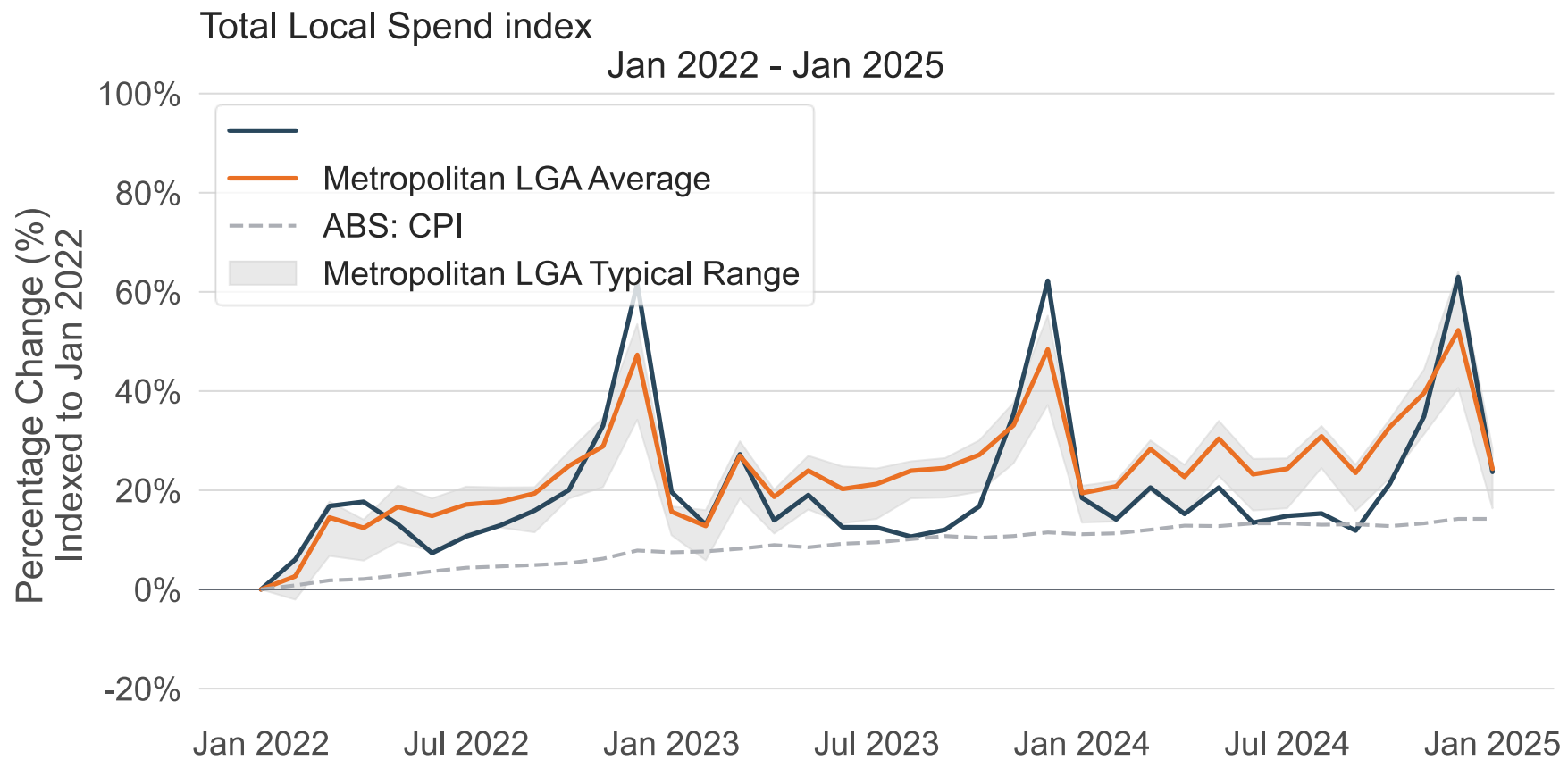
Source: Spendmapp by Geografia, 2025

Total Local Spend index
Jan 2022 - Jan 2025

Figure 5: Indexed Total Local Spend Compared to CPI and Metro LGAs
Source: Spendmapp by Geografia, 2025

Breakdown of spend for Jan 2025

Total Local Spend

all other categories	Dining & Entertainment
Value: 23.7M	Value: 10.1M
Percentage: 43.4%	Percentage: 18.4%

Specialised & Luxury Goods
Value: 8.7M
Percentage: 15.9%

Department Stores & Clothing
Value: 8.6M
Percentage: 15.8%

Specialised Food Retailing
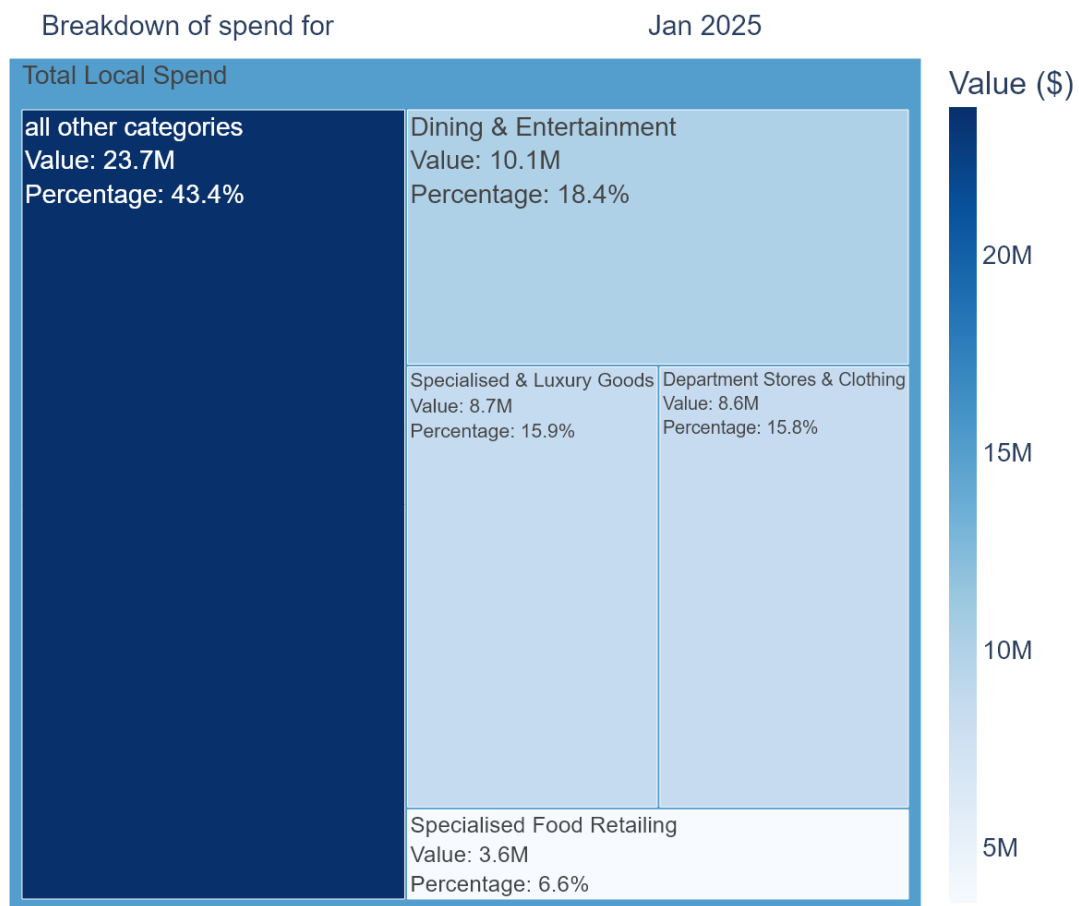Value: 3.6M
Percentage: 6.6%

Value ($)

20M

15M

10M

5M

Figure 6: Breakdown of Total Local Spend, Spendmapp Precinct
Source: Spendmapp by Geografia, 2025

Figure 6 visualises the breakdown of Total Local Spend by expenditure categories using a treemap. Only the top four categories are displayed, with all remaining categories aggregated.

Resident Local Spend

Stability in Resident Local Spend is essential for sustaining local businesses and services

Resident local spending plays a vital role in the local economy by providing businesses and services with a consistent source of revenue. This consistent flow of income promotes business growth, sustains employment, and supports overall community development.

A stable pattern of spending allows businesses to not only survive but also innovate, improving their products and services to better serve the community. Additionally, a thriving local business ecosystem attracts visitors, further boosting the local economy.

Figures 7-8 provide an abridged version of the visualisations from the Total Local Spend section, but filtered specifically for Resident Local Spend. The strong post-pandemic recovery, marked by double-digit year-on-year growth in 2023, has slowed to a mixed trend. Residents are cutting back on spending, but RBA rate cuts may offer relief.
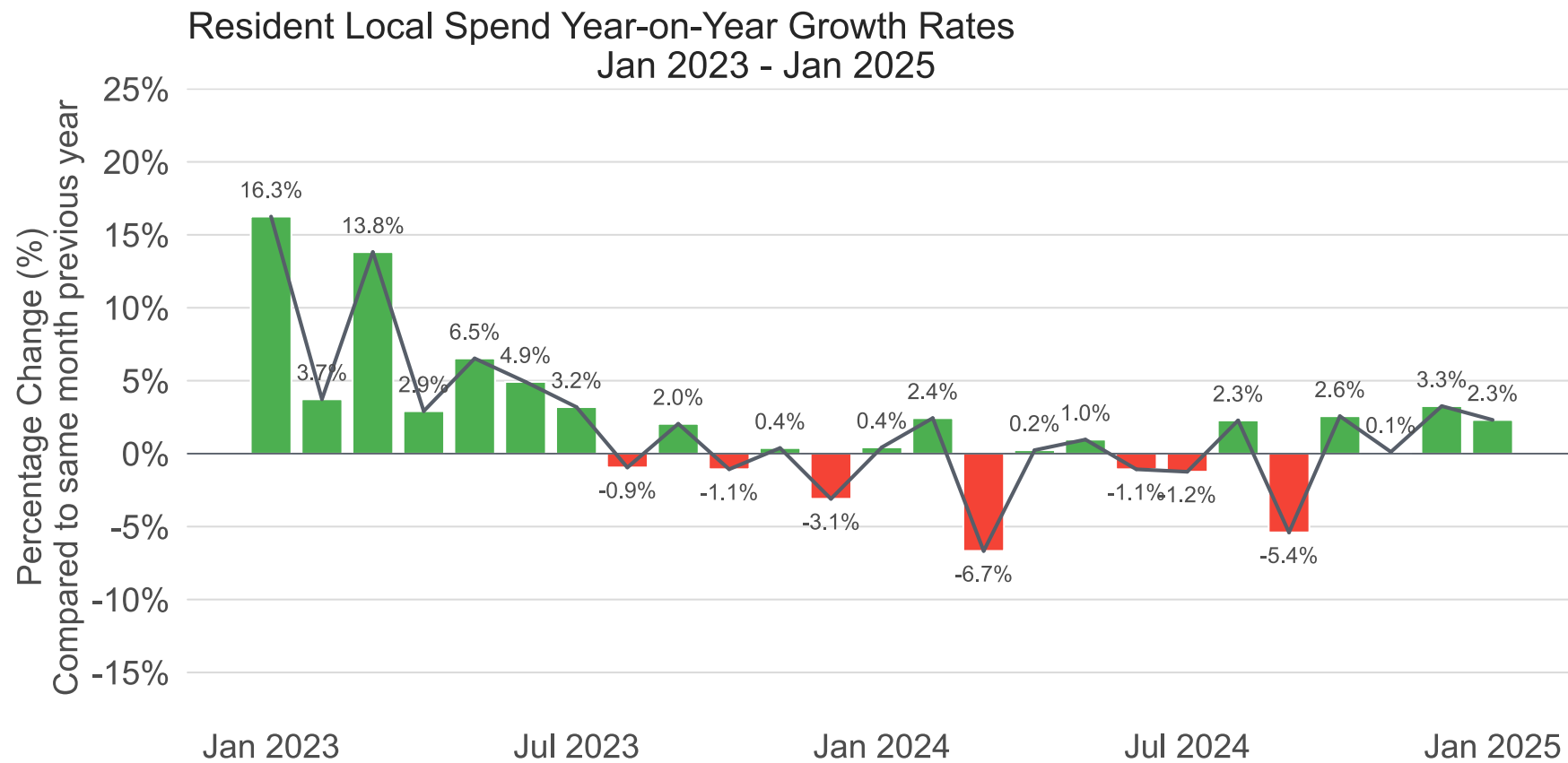
Figure 7: Year-on-year change in Resident Local Spend

Source: Spendmapp by Geografia, 2025

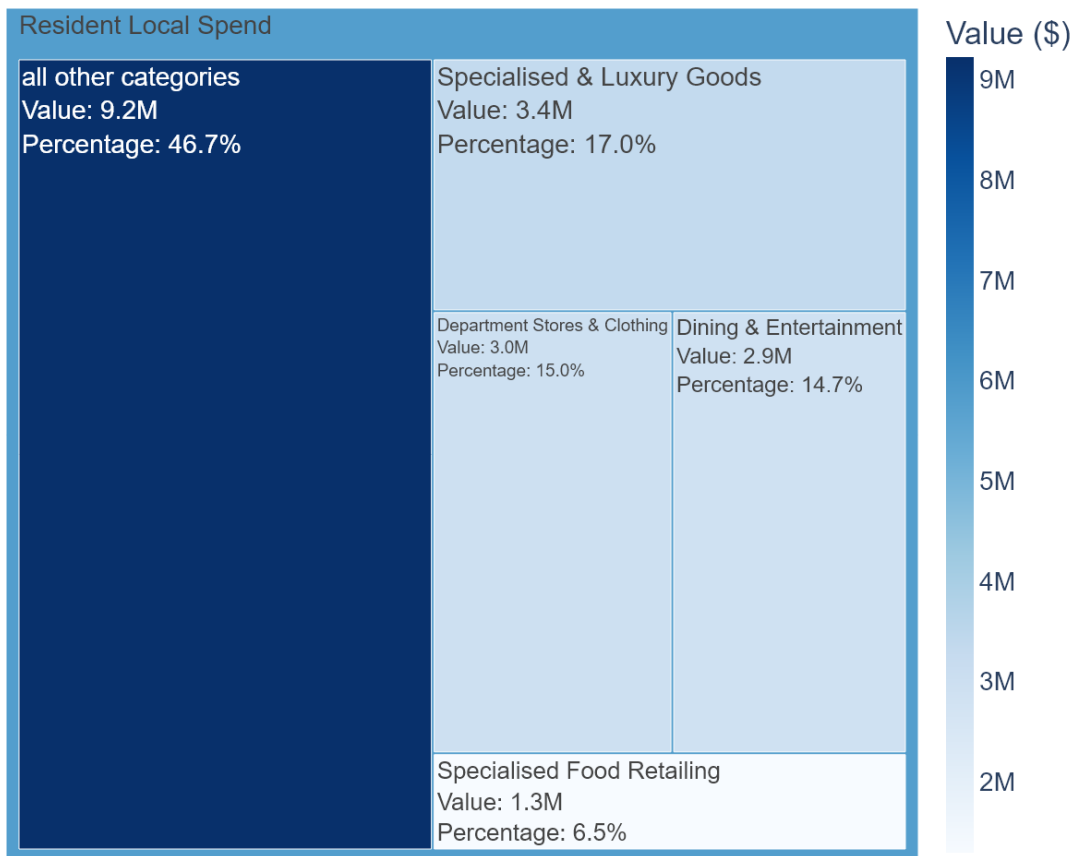Breakdown of spend for   Jan 2025

Figure 8: Breakdown of Resident Local Spend, Spendmapp Precinct
Source: Spendmapp by Geografia, 2025

Visitor Local Spend

Visitor spending is vital but volatile, and economic resilience depends on diversification

Even more so than for resident spending, an analysis of Visitor Local Spend by category can reveal both strengths and weaknesses in the economy. For example, economic resilience is highly dependent on economic diversity. Relying on high levels of visitor spending comes with risks, as we often see extreme volatility in this spending (e.g., a significant drop in winter). Ideally, visitor spending should be steady throughout the year and spread across your Expenditure Categories.

Figures 9-10 provide an abridged version of the visualisations from the Total Local Spend section, but filtered specifically for Visitor Local Spend.

Visitor spending outpaced resident spending in 2024, recording more months of positive year-on-year growth.
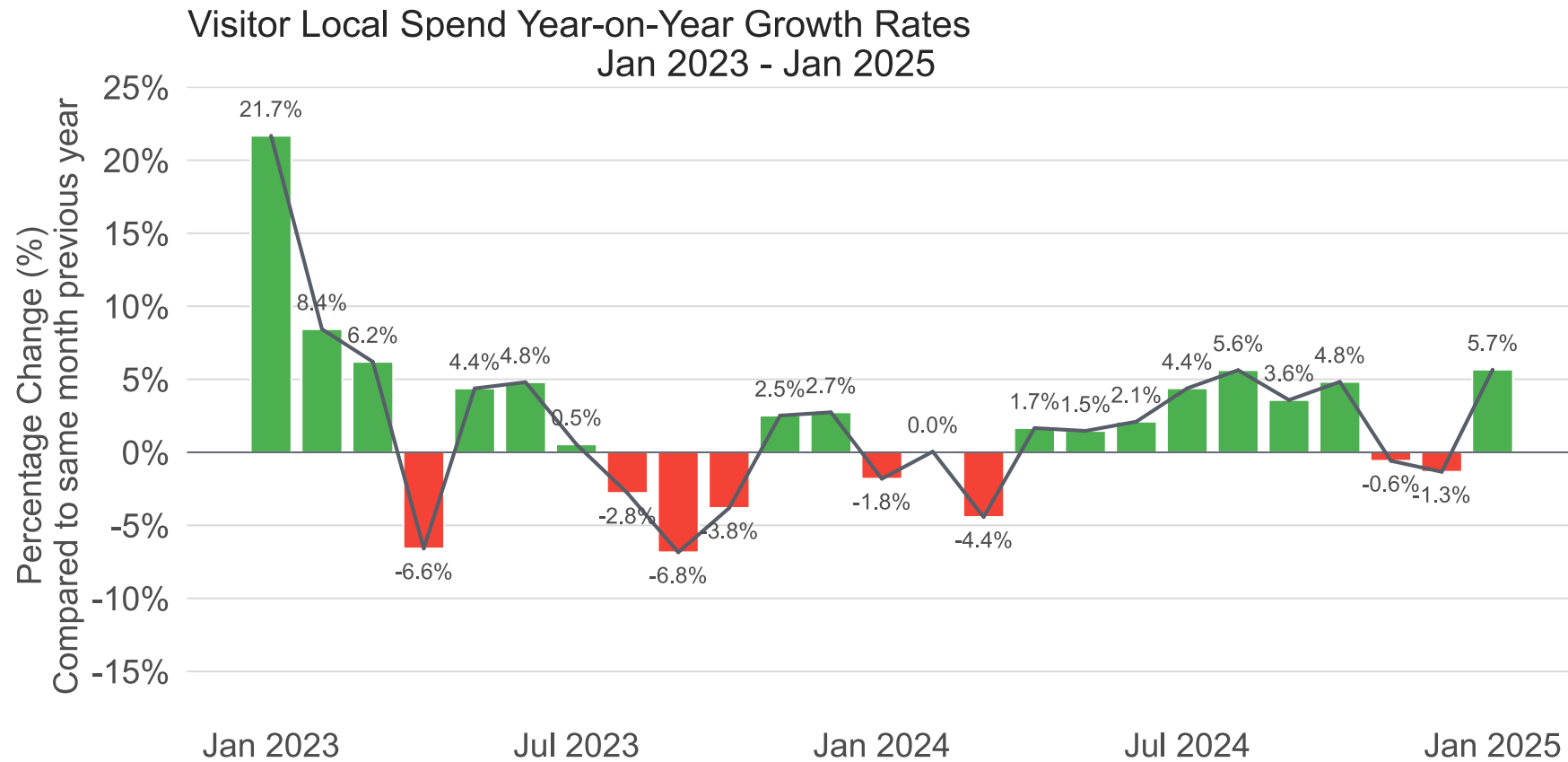
Figure 9: Year-on-Year Change in Visitor Local Spend
Source: Spendmapp by Geografia, 2025

Breakdown of spend for   Jan 2025

Visitor Local Spend

all other categories	Department Stores & Clothing
Value: 14.5M	Value: 5.7M
Percentage: 41.5%	Percentage: 16.2%

Specialised & Luxury Goods
Value: 5.3M
Percentage: 15.2%

Dining & Entertainment
Value: 7.2M
Percentage: 20.5%

Specialised Food Retailing
Value: 2.3M
Percentage: 6.6%

Value ($)

14M

12M

10M

8M

6M

4M

Figure 10: Breakdown of Visitor Local Spend, Spendmapp Precinct
Source: Spendmapp by Geografia, 2025

Daily Analysis

Daily level data expose short-term shifts and seasonal shocks, providing a granular view of economic fluctuations.

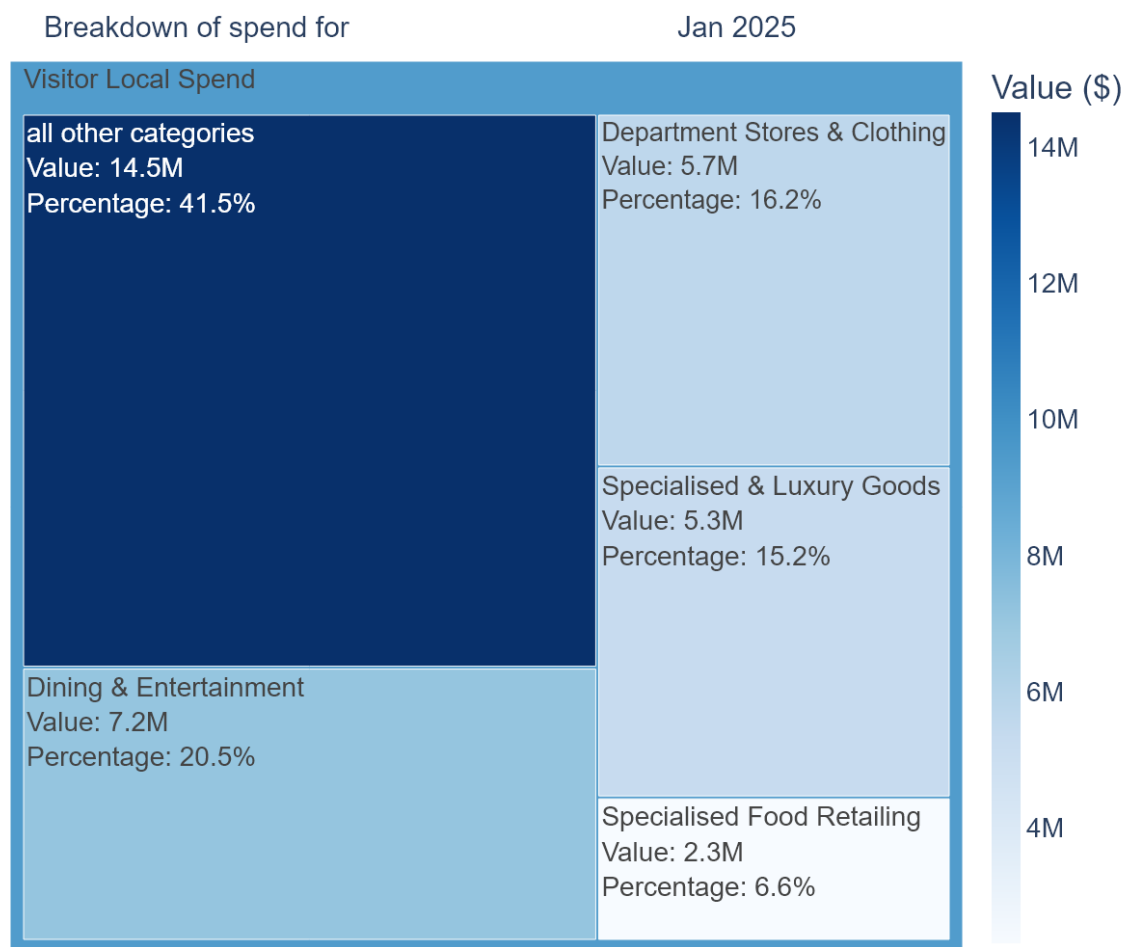Figure 11 shows Total Local Spend at a daily frequency, highlighting the highest and lowest spending days. A seasonal pattern emerges, with lower spending during winter months and a peak during the Christmas period.

Figure 12 visualises the average Total Local Spend over various months and by day of the week. Each row represents a month, while each column corresponds to a day from Sunday to Saturday. The colour intensity in each cell indicates the level of spending: lighter shades signify lower spending amounts, while darker shades represent higher spending.

This visual tool helps us understand patterns in local spending behaviour, highlighting which days and months experience the most activity. For instance, Saturdays consistently record high levels of spending throughout the year, while Mondays tend to be quieter spending periods.

Key Numbers

Region	Lowest	Highest
Spendmapp Precinct	Sunday ($1.0M)	Friday ($2.2M)

Table 2: Lowest and Highest Average Spending by Day of Week (Jan 2023 – Jan 2025),
Average Value of Total Local Spend in Brackets
Source: Spendmapp by Geografia, 2025

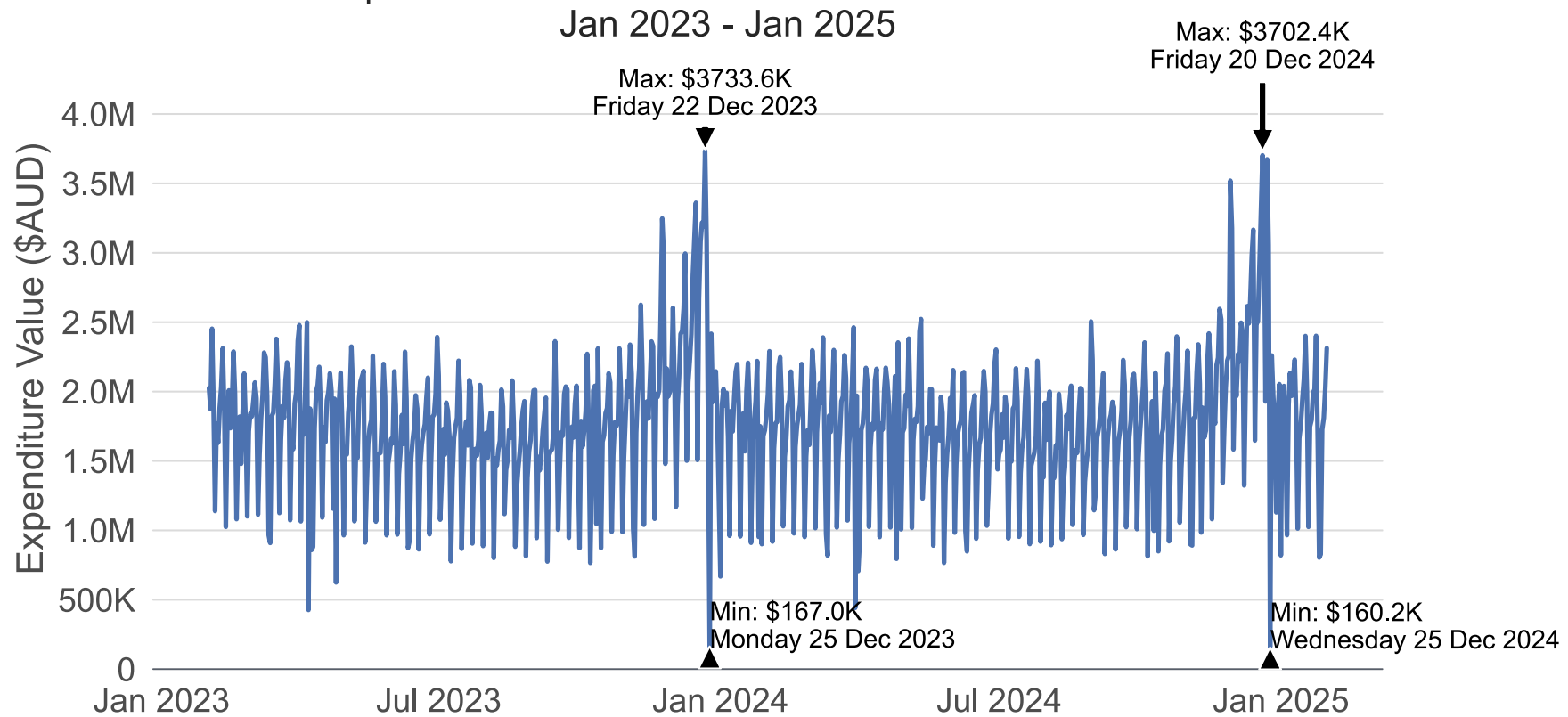Figure 11: Highest and Lowest Spending Days

Source: Spendmapp by Geografia, 2025

Total Local Spend by Month and Day of the Week
Jan 2023 - Jan 2025

Month	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January	0.9	1.6	1.8	1.8	2.0	2.1	1.8
February	1.0	1.6	1.8	1.8	2.0	2.3	1.9
March	1.0	1.4	1.8	1.9	2.1	2.1	2.0
April	1.0	1.6	1.6	1.9	1.9	2.0	1.9
May	1.0	1.5	1.6	1.8	1.9	2.2	2.0
June	1.0	1.3	1.6	1.7	1.8	2.1	2.0
July	0.9	1.4	1.6	1.7	1.8	2.1	1.9
August	0.9	1.4	1.5	1.6	1.7	2.0	2.0
September	0.9	1.5	1.6	1.7	1.9	2.1	1.9
October	0.9	1.6	1.7	1.9	1.7	2.2	2.0
November	1.1	1.6	1.9	2.0	2.2	2.6	2.4
December	1.5	2.1	2.4	2.2	2.6	2.8	2.7

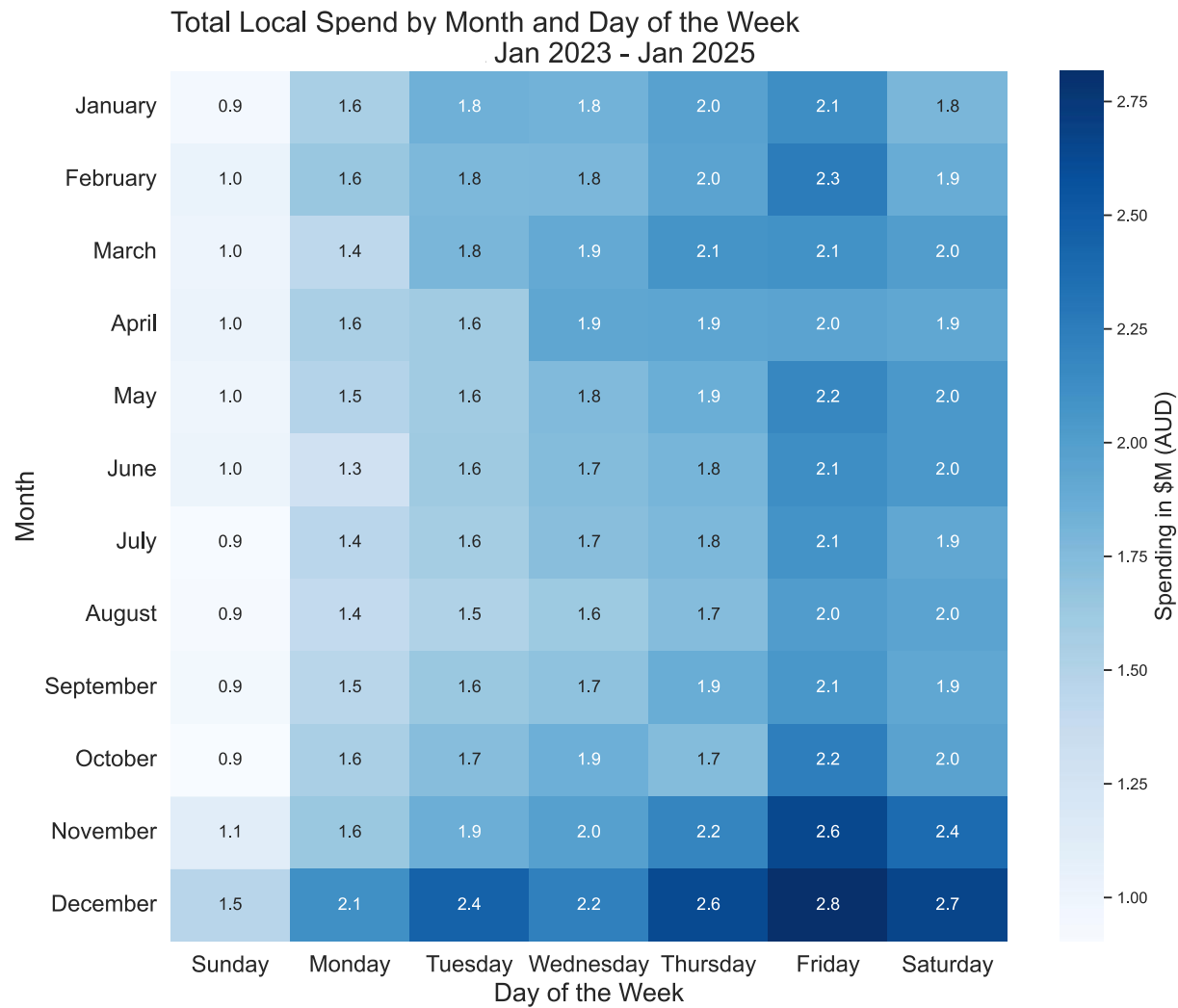Day of the Week

Spending in $M (AUD)

Figure 12: Heatmap of Total Local Spend by Month and Day of Week
Source: Spendmapp by Geografia, 2025