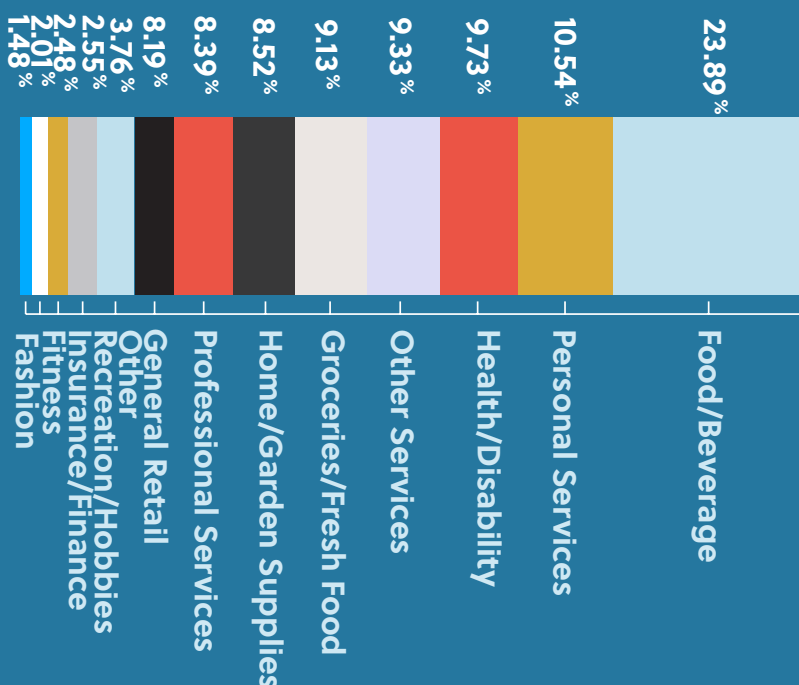


Precinct Profile

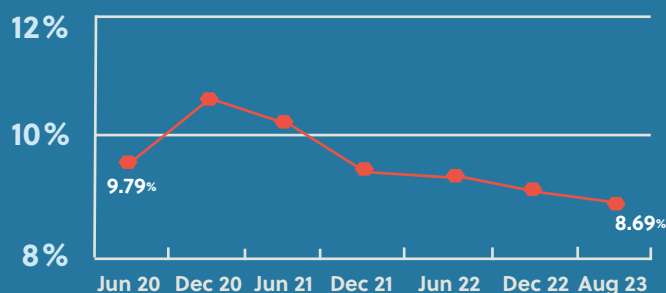
Welcome to Whitehorse

Located 15 km east of Melbourne, Whitehorse has a connective advantage of the major roadways of Eastern Freeway and Eastlink, these allow for ease of transport to both tertiary institutions as well as commercial precincts. Well positioned with access to diverse cuisines, shopping and culture amidst tree lined suburbs; there is something for everyone in Whitehorse.

Business Mix August 2023



Vacancy Rates



Total Occupancy

Jun 20
89.61%

Aug 23
90.52%



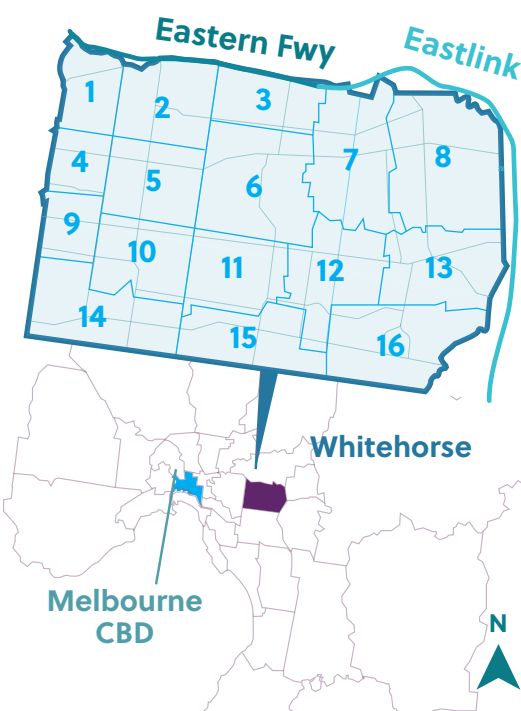
Home to
172 316 residents*



Resident Median Age
39



Employment
88,045 jobs



- 1 Mont Albert Nth 2 Box Hill Nth
3 Blackburn Nth 4 Mont Albert
5 Box Hill 6 Blackburn 7 Nunawading
8 Mitcham 9 Surrey Hills
10 Box Hill Sth 11 Blackburn Sth
12 Forest Hill 13 Vermont 14 Burwood
15 Burwood East 16 Vermont Sth



‘Colourful and vibrant, full of diversified shops catering to everyone’s needs with friendliness and smiles’
(Resident)



Contact Us

Email business@whitehorse.vic.gov.au
or visit our website at wbiz.com.au

Precinct Profile Explained

Information is intended for the monitoring of economic vitality and trends, identifying business mix as well as walk-able catchment areas for the planning of 20 minute Neighbourhoods.

Data has been extracted from precinct audits of shopping areas with a minimum of 5 ground floor tenancies, completed 6 monthly between June 2020 and August 2023. Future statistics are planned to be on an annual basis.

Population statistics have been extracted from REMPLAN and is project population for 2023, based on the Australian Bureau of Statistics Census results (2021).

Resident median age obtained from the Australian Bureau of Statistics.



Vacancy Rates

Vacancy rates include unoccupied premises within the precincts, excluding vacant land, premises under construction and residential properties.



Business Mix

Breakdown of business categories is based on Australian and New Zealand Standard Industry Classification ("ANZSIC") business industry codes. Data* is sourced through an audit of precincts with at least 5 ground floor tenancies.

*Percentages may not add up to 100% due to rounding.

*Number of businesses is accurate at time of audit.



Fashion

Men's Women's Children's Clothing, Footwear and Accessories, Sportswear, Bridal.



Fitness

Gym, Health and Fitness Services, Yoga Studio.



Food/Beverage

Casual Dining, Cafes, Restaurants, Pubs.



General Retail

Variety, Pet Care, Gifts/ Homewares, Pool Equipment, Home Maintenance Supplies, Newsagency, Florist, Car Retailers.



Groceries/Fresh Food

Supermarket, Grocery Store, Greengrocer, Specialty Foods, Milk Bar, Deli, Health food, Butcher, Bakery, Bottleshop.



Health/Disability

Medical Centres, Dental Services, Therapeutic, Mobility, Pharmacy, Optometrist.



Other

Education, Tutoring, Car Rental.



Home/Garden Supplies

Furniture Retailers, Bathroom Products, Kitchen Design, Flooring.



Insurance/Finance

Financial Services, Insurance and Mortgage Brokers.



Other Services

Real Estate Services, Veterinary Services, Photographer, Design, Legal, Consulting Services, Mechanic, Pet Grooming, Post Office, Electrical.



Personal Services

Beauty, Hairdressers, Laundry, Massage Therapy, Tattoo Parlour, Dry Cleaner.



Professional Services

Legal, Conveyancing.



Recreation/Hobbies

Bicycle Retail, Gun Shop, Musical Instruments.

