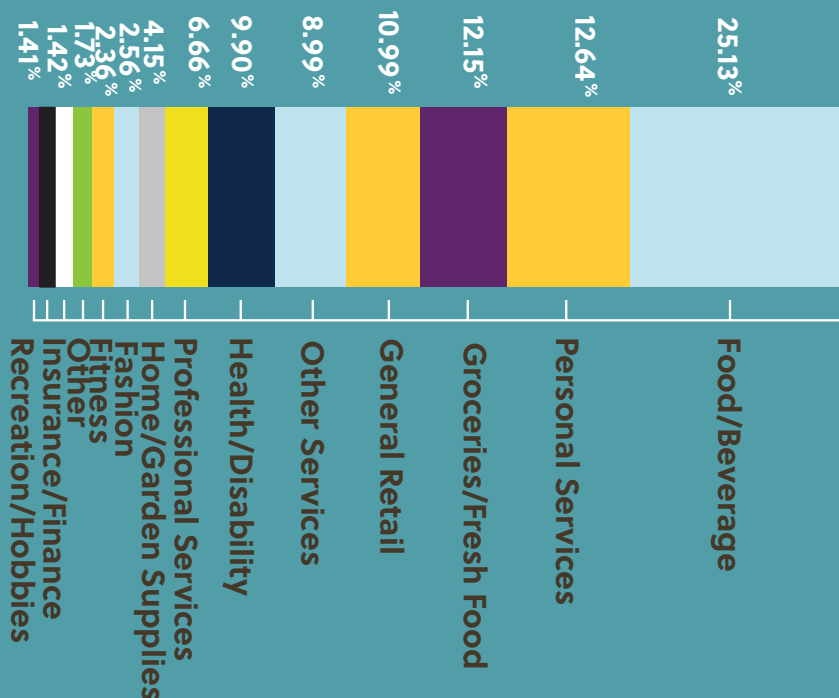


# Precinct Profile

## Mitcham, Forest Hill and Vermont

Suburbs located in the east of the City of Whitehorse include Mitcham, Forest Hill and Vermont. These leafy suburbs provide residents with a safe, family friendly atmosphere and first-rate infrastructure. Accessible by train and bus services, residents benefit from walkable trails, convenient local shopping areas and a variety of quality education choices for their families.

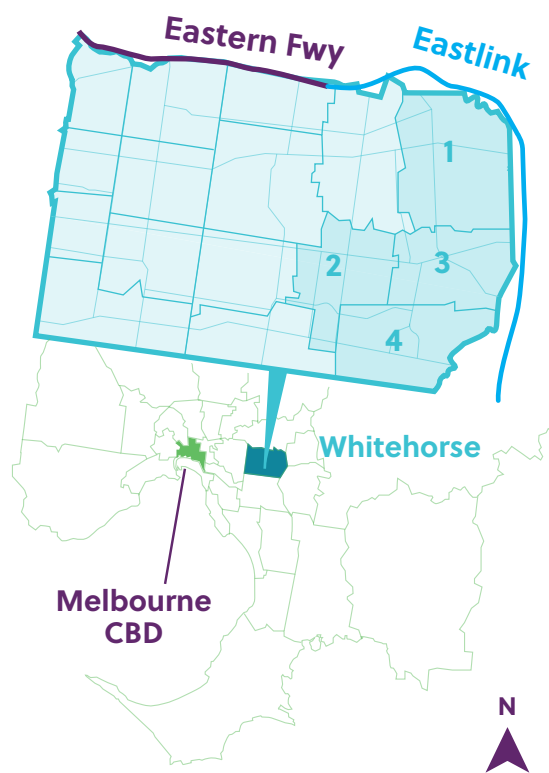
### Business Mix August 2023



Home to  
**49,822 residents**



Number of Businesses\*  
**387 businesses**



1 Mitcham 2 Forest Hill  
3 Vermont 4 Vermont Sth

### Vacancy Rates



### Total Occupancy

Jun 20  
93.96%

Aug 23  
93.70%



“The coffee is great and the streetscapes encourage social connectedness.”  
(Resident)



### Contact Us

Email [business@whitehorse.vic.gov.au](mailto:business@whitehorse.vic.gov.au)  
or visit our website at [wbiz.com.au](http://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.

Population statistics are based on the most recent available Australian Bureau of Statistics Census results (2021).

\*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.



## 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.

