

SPRINGVALE ACTIVITY CENTRE

Business Audit and Analysis

History of Business Audits and Analysis

In 2016 the City of Greater Dandenong commenced a business auditing and analysis program to collect consistent business data for its three activity centres Dandenong, Springvale and Noble Park. The purpose was to ensure Council could:

- Have access to base line data for businesses in activity centres
- Be positioned to share key business insights with internal and external stakeholders
- Have the capacity to monitor and track trends and changes to inform place making policy/strategy
- Understand trends within the retail landscape of activity centres, and
- Identify clusters that provide uniqueness.

The City of Greater Dandenong has identified a three-year cycle for data to be re-collected and analysed. Council undertook Business Audits of the three activity centres in 2019 and 2022 using the same methodology to ensure that comparative insights can be revealed and understood. This represents a valuable pre and post Covid-19 analysis of the business landscape.

Methodology

The auditing of businesses is undertaken at a consistent time of the year through a field collection of ground and upper levels of buildings and shopping centre complexes, with support from relevant Centre Managements/ Body Corporates.

The Business characteristics that are collected include:

- Land use (retail/ commercial/industrial)
- Floorspace
- Business numbers and type
- Cultural theme
- Opening Hours
- Vacancy

Ingredients for success

Research suggests that great activity centres do share something in common. Typically they:

- Offer a balanced distribution of retail and commercial uses with diversity in the business mix
- Cater for a variety of daily needs including accommodation, food, retail, health care and professional services
- Have cultural relevance that reflects and meets the needs of residents and workers
- Are well used throughout the day and the evening contributing to the overall liveability and vibe of the place.

Applying the Results

The data collected helps to understand the complex business structure of activity centres. It reveals how business character contributes to the reasons why people visit and how businesses relate to and support each other.

Applying the analysis ensures that investments are targeted and not based on assumptions. It encourages more strategic and sustainable approaches to making places more occupied, relevant and much loved.

Small adjustments to places can be tested and the results observed and measured.

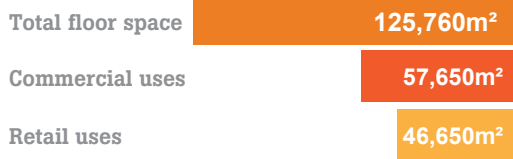


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Fast Facts 2022



623
Tenancies



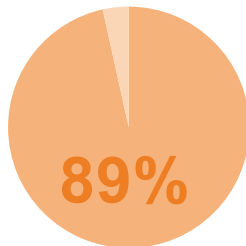
Tenancies open Mon–Fri



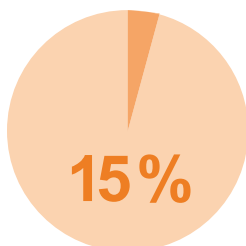
Tenancies open Sat–Sun



Culturally
themed
tenancies
Asian



Vacant
floorspace



Key Trends

- The share of tenancies operating in the evenings has increased for both Weekdays and Weekends since the 2019
- A decrease in the share of Commercial/Other and Retail tenancies occurred from 2019 to 2022
- The share of Vacant tenancies and Vacant total floorspace increased since 2019, indicating that parts of the Centre have been impacted by COVID-19
- Springvale Activity Centre is the only activity center to feature industrial uses
- The mix of culturally themed tenancies has remained largely consistent. The share of Asian theme tenancies declined marginally, while Middle Eastern and European tenancies slightly increased

Trends 2019 - 2022

Occupied tenancies declined

3%

Weekday evening opening times grew

3%

Vacant floorspace grew

4%

Asian culturally themed tenancies declined

3%

March 2022