Bass Coast Precinct Profiles

Bass Coast

About precinct profiles

This biannual report measures the occupancy rates of shops in Cowes, Grantville, Inverloch, San Remo and Wonthaggi. It highlights the viability, industry mix and changes in Bass Coast's main shopping precincts over time.











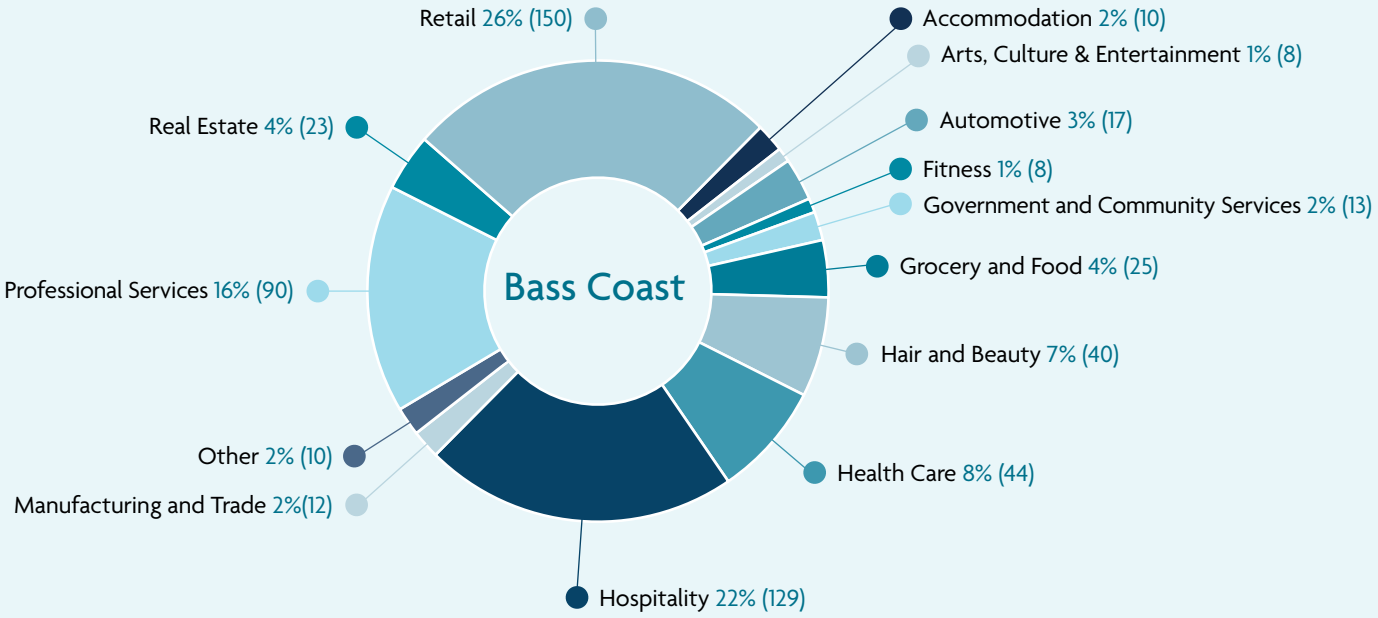
December 2023

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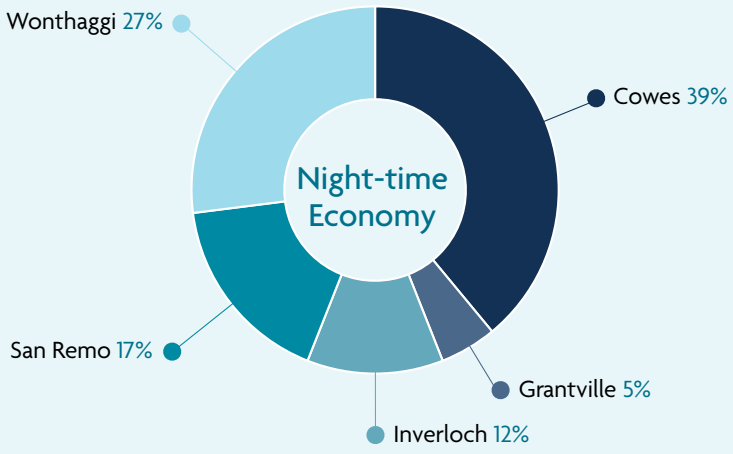
Bass Coast industry mix



Bass Coast night-time economy

23% of businesses in Bass Coast are open past 6pm at least 2 nights a week.

Percentage of night-time economy in each township



Number of shopfronts

605

579 occupied

Occupancy rate

96%

1% increase since May 2023

Turnover rate

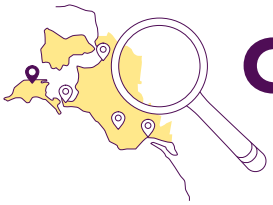
5%

28 business changes since May 2023

December 2023

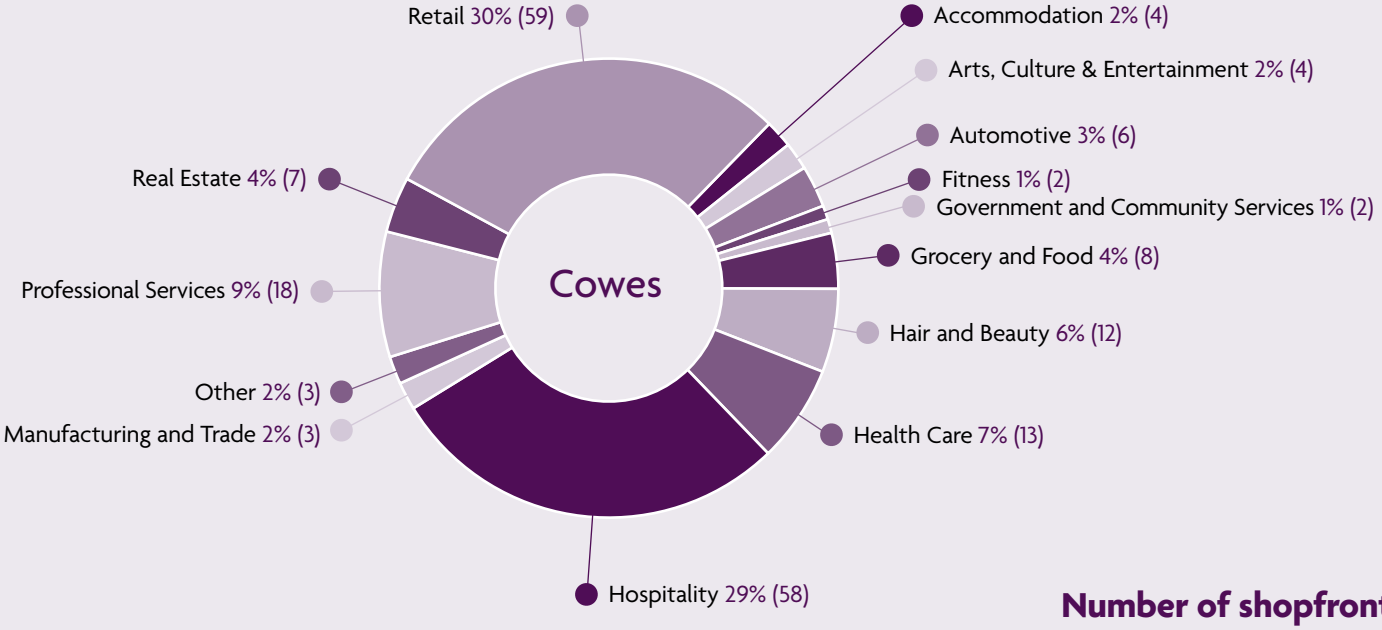
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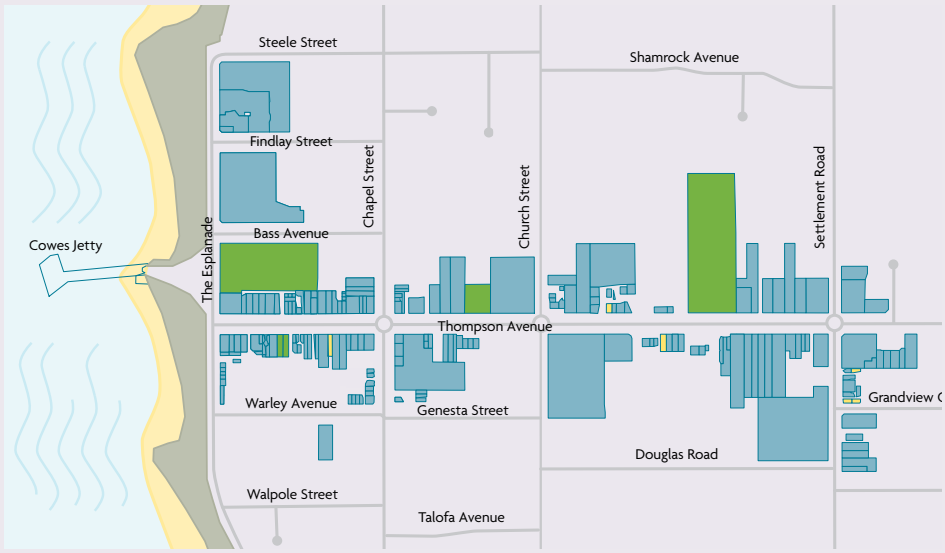
Bass Coast Precinct Profiles



Cowes

Cowes industry mix





Number of shopfronts

205

199 occupied

Occupancy rate

97%

3% increase since May 2023

Turnover rate

7%

15 business changes since May 2023

Night-time economy

27%

businesses in Cowes are open 2 or more nights after 6pm per week

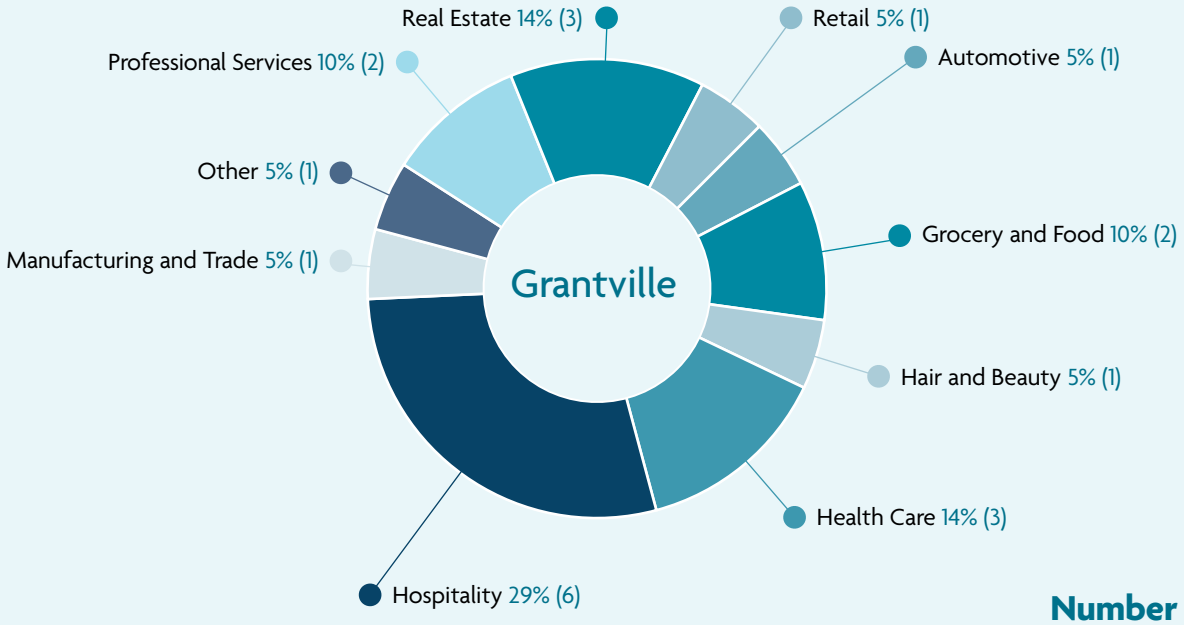
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Grantville

Grantville industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

21

21 occupied

Occupancy rate

100%

5% increase since May 2023

Turnover rate

10%

2 business changes since May 2023

Night-time economy

33%

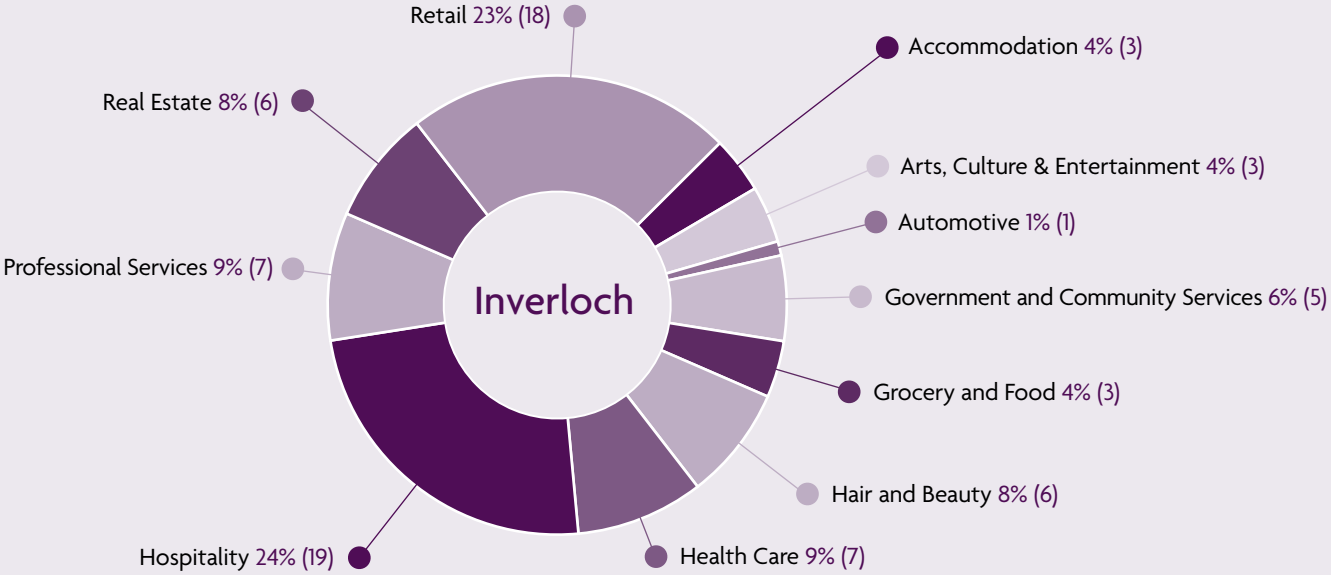
businesses in Grantville are open 2 or more nights after 6pm per week

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Inverloch

Inverloch industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

84

78 occupied

Occupancy rate

93%

5% decrease since May 2023

Turnover rate

2%

2 business changes since May 2023

Night-time economy

21%

businesses in Inverloch are open 2 or more nights after 6pm per week

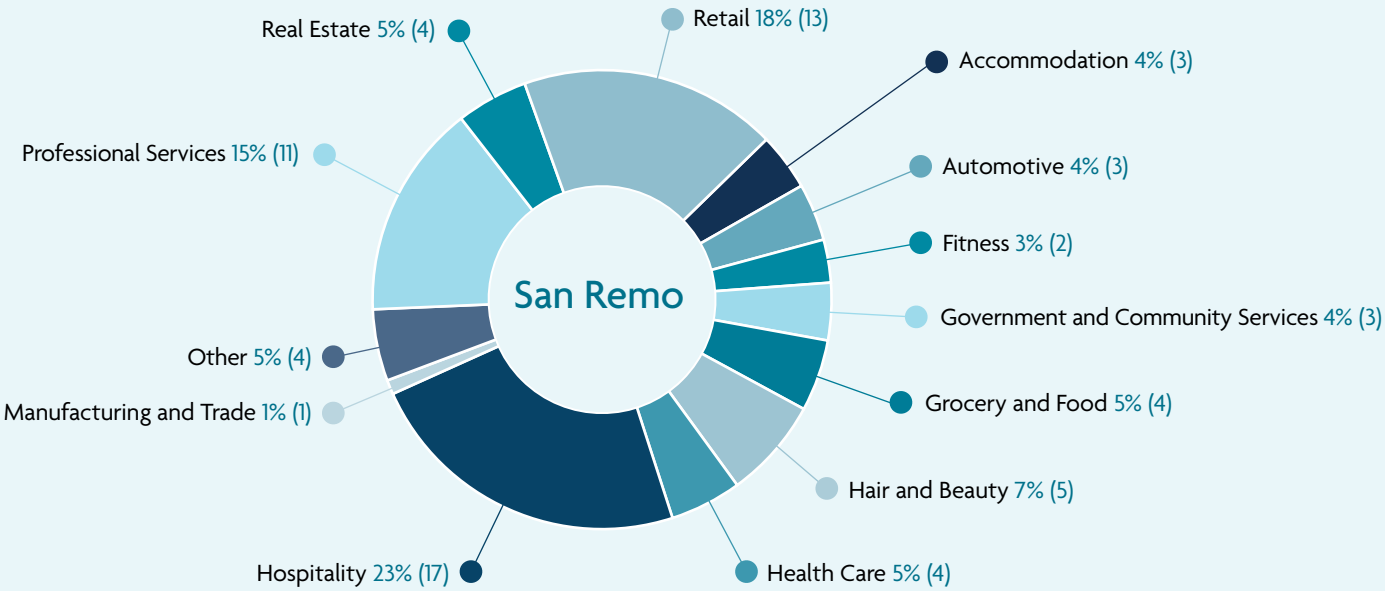
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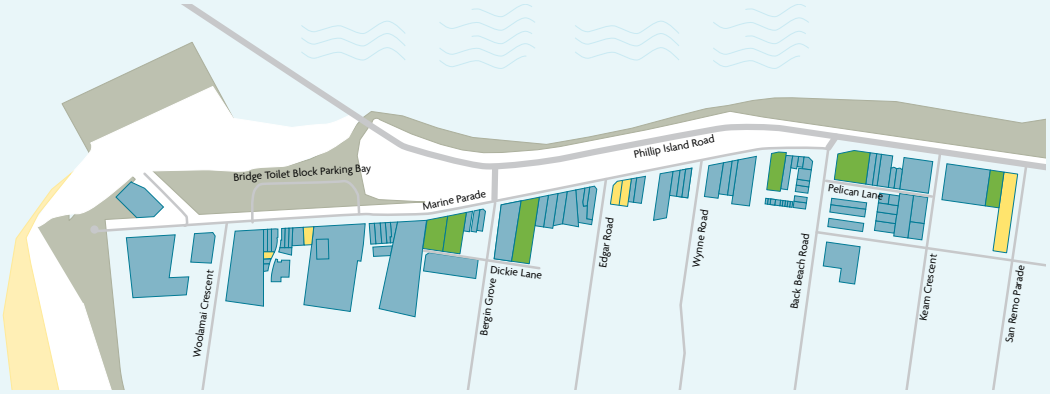
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San Remo

San Remo industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

79

74 occupied

Occupancy rate

94%

1% decrease since May 2023

Turnover rate

4%

3 business changes since May 2023

Night-time economy

31%

businesses in San Remo are open 2 or more nights after 6pm per week

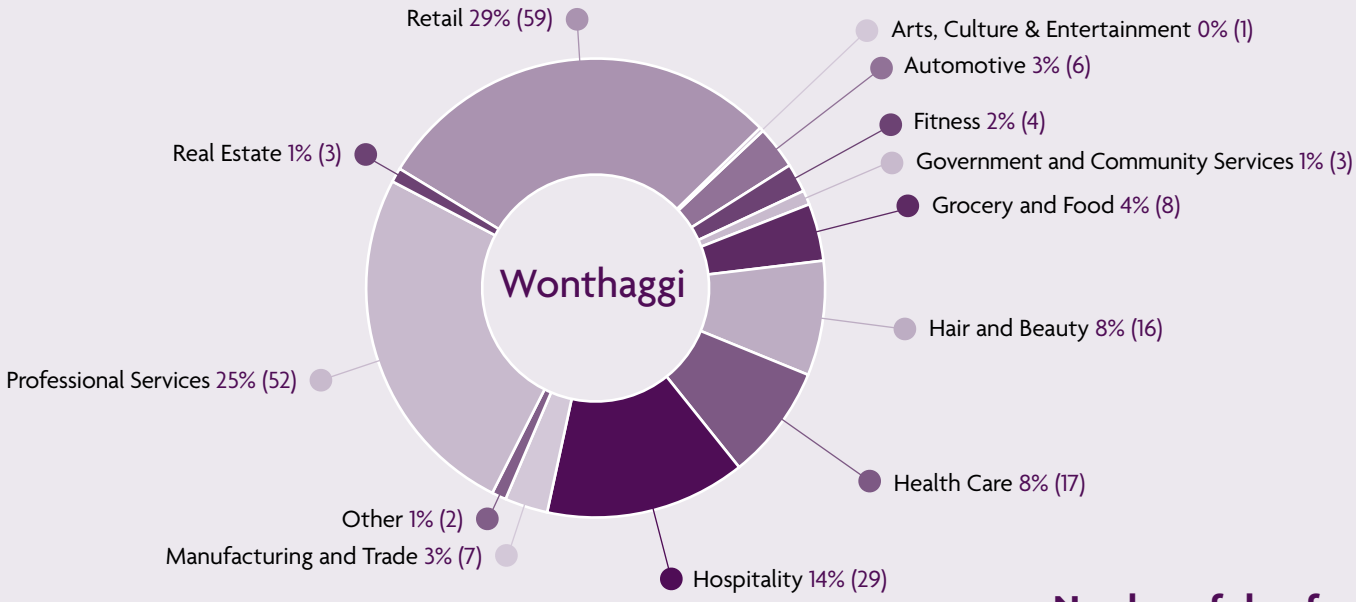
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Wonthaggi

Wonthaggi industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

216

207 occupied

Occupancy rate

96%

1% decrease since May 2023

Turnover rate

3%

6 business changes since May 2023

Night-time economy

17%

businesses in Wonthaggi are open 2 or more nights after 6pm per week

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Your guide to the Precinct Profiles

Number of shopfronts: number of occupied plus unoccupied shopfronts at the time of audit.

Occupancy rate: proportion of total shopfronts that are occupied at the time of audit.

Turnover rate: number of premises that were occupied in previous audit, that were vacant or had a new business in current audit, expressed as a percentage of total premises.

Night-time economy: number of businesses that are open 2 or more nights after 6pm per week.

Occupied: number of occupied shopfronts at the time of audit.

Accommodation	Caravan park, holiday apartment
Arts, Culture & Entertainment	Gallery, cinema, museum, mini golf, tourism business
Automotive	Petrol station, automotive retail, car wash
Fitness	Gym, fitness studio, yoga, Pilates
Government and Community Services	Government agency, Council office, library, childcare centre, CFA
Grocery and Food	Supermarket, butcher, bakery (takeaway only), liquor store
Hair and Beauty	Hairdresser, barber, massage, nail therapy, tattooist, beauty treatment
Health Care	Doctor surgery, dental surgery, physiotherapy, allied health services, pharmacy, optical clinic
Hospitality	Restaurant, bar, café, bakery (eat in options), pub, takeaway meal
Manufacturing and Trade	Trade services
Other	Storage, laundromat
Professional Services	Vet clinic, bank, accountancy, architect, designer etc.
Real Estate	Real estate agency
Retail	Fashion, homewares, recreation, newsagency

Please note: percentages may not add up to 100% due to rounding. Number of occupied businesses for each category are accurate at the time of the audit.

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