Bass Coast Precinct Profiles

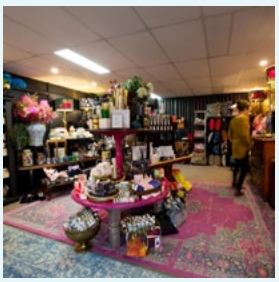
Bass Coast

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.











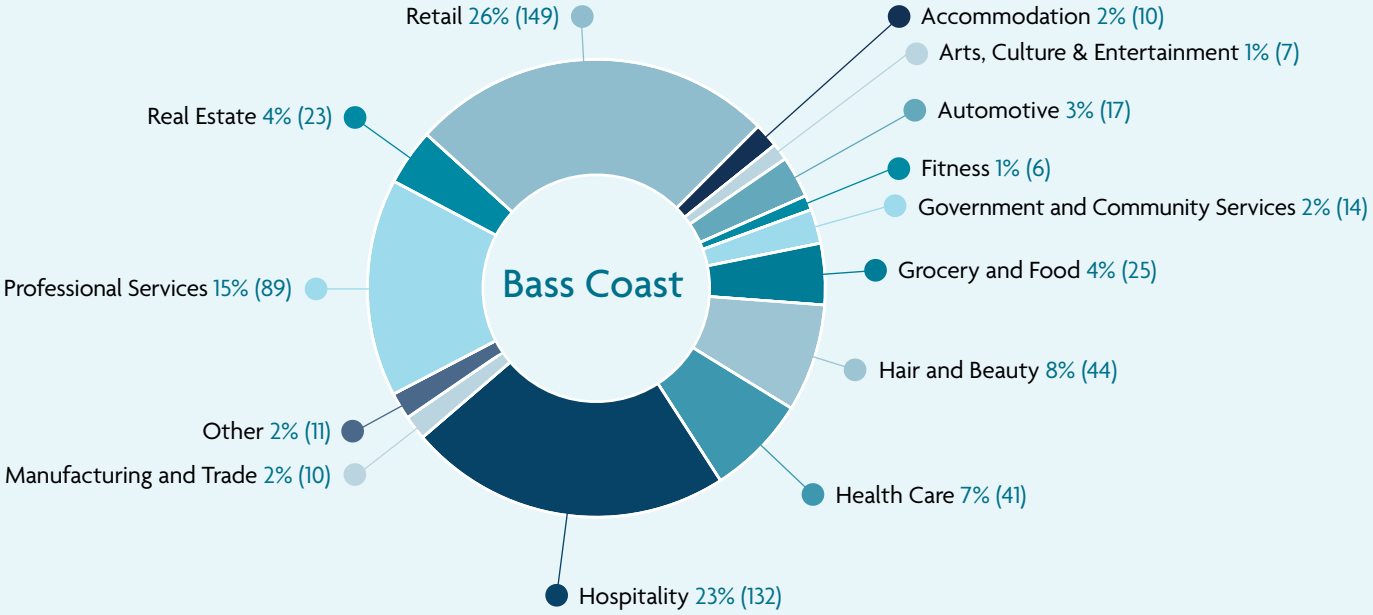
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Bass Coast Precinct Profiles

Bass Coast

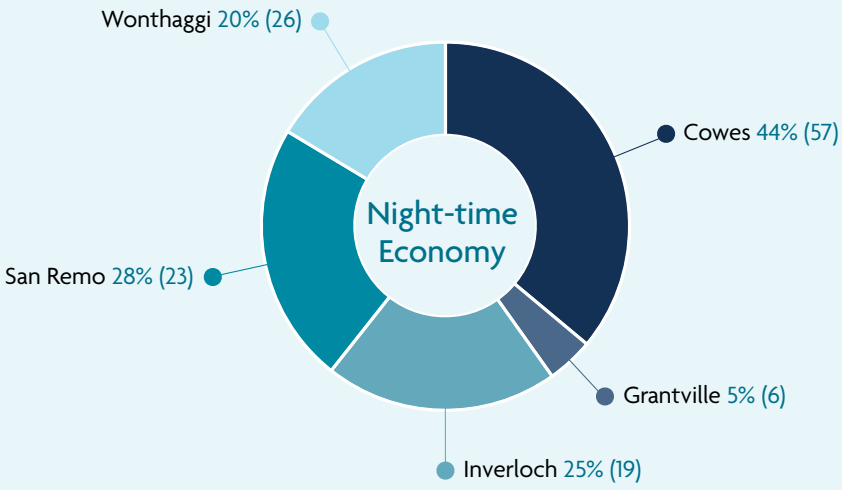
Bass Coast industry mix



Bass Coast night-time economy

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

Distribution of night-time economy in Bass Coast



Number of shopfronts

605

576 occupied

Occupancy rate

95%

1% decrease since Dec 2023

Turnover rate

2%

16 business changes since Dec 2023

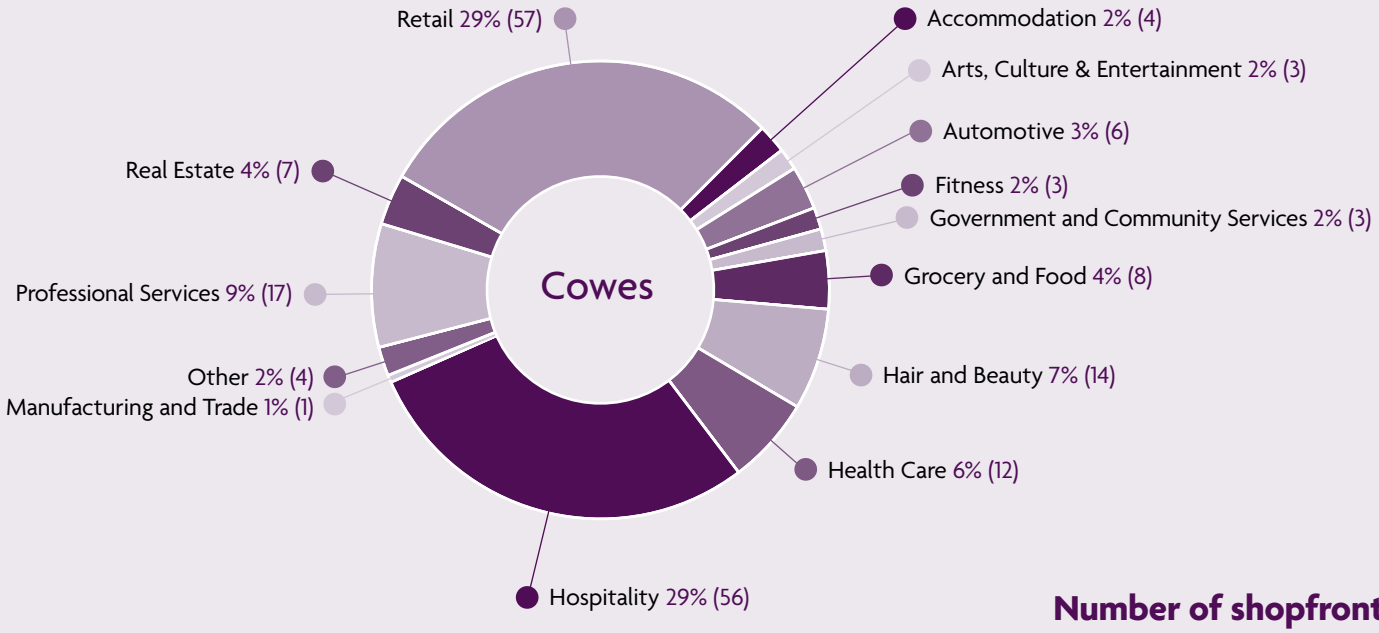
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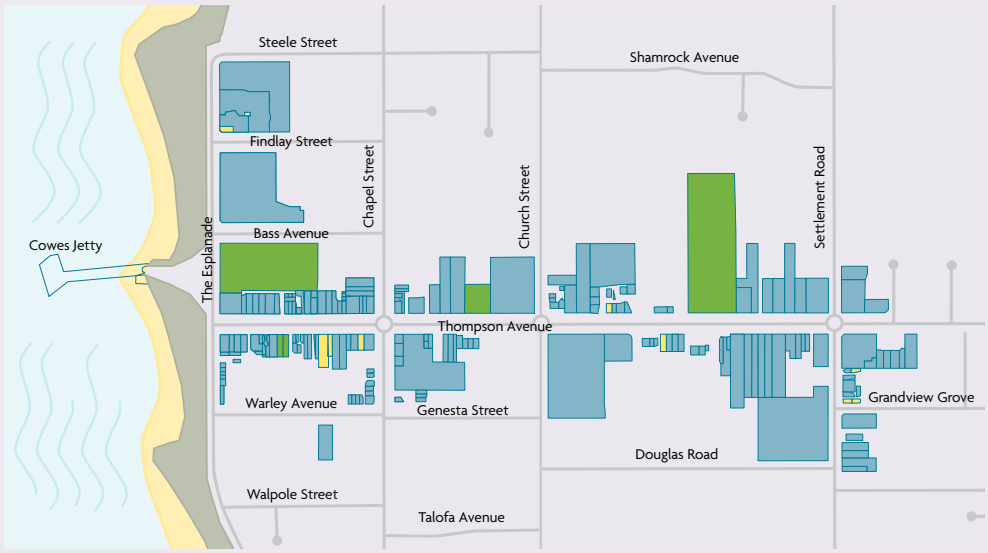
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Bass Coast Precinct Profiles

Cowes

Cowes industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

204

195 occupied

Occupancy rate

95%

2% decrease since Dec 2023

Turnover rate

3%

7 business changes since Dec 2023

Night-time economy

29%

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

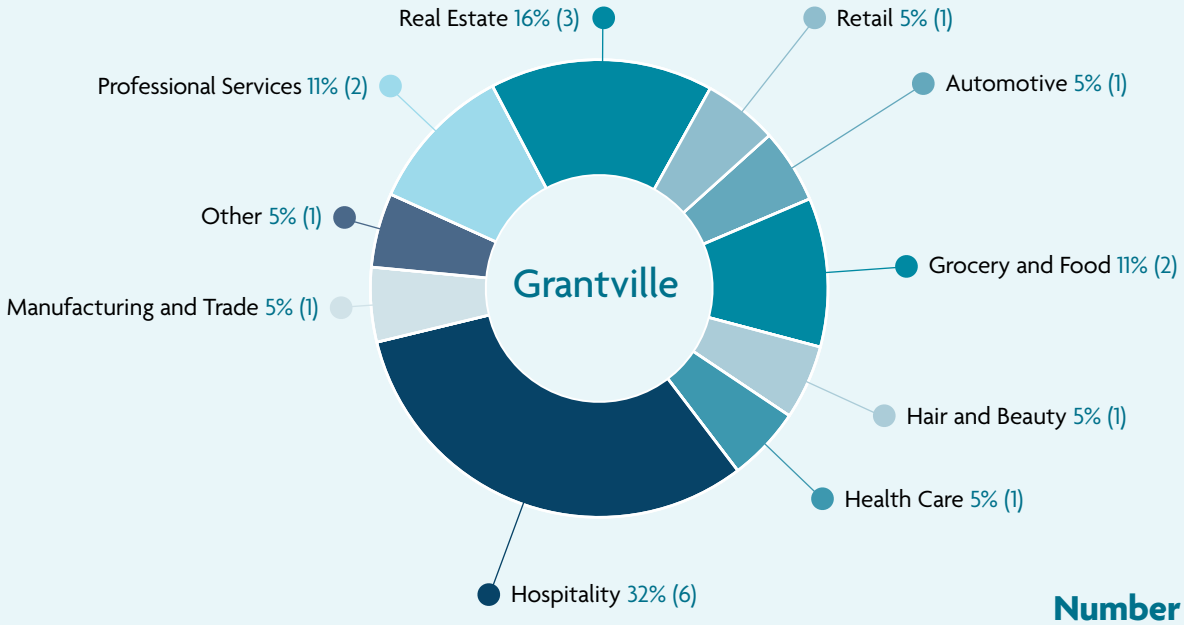
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Bass Coast Precinct Profiles

Grantville

Grantville industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

21

19 occupied

Occupancy rate

90%

10% decrease since Dec 2023

Turnover rate

10%

2 business changes since Dec 2023

Night-time economy

32%

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

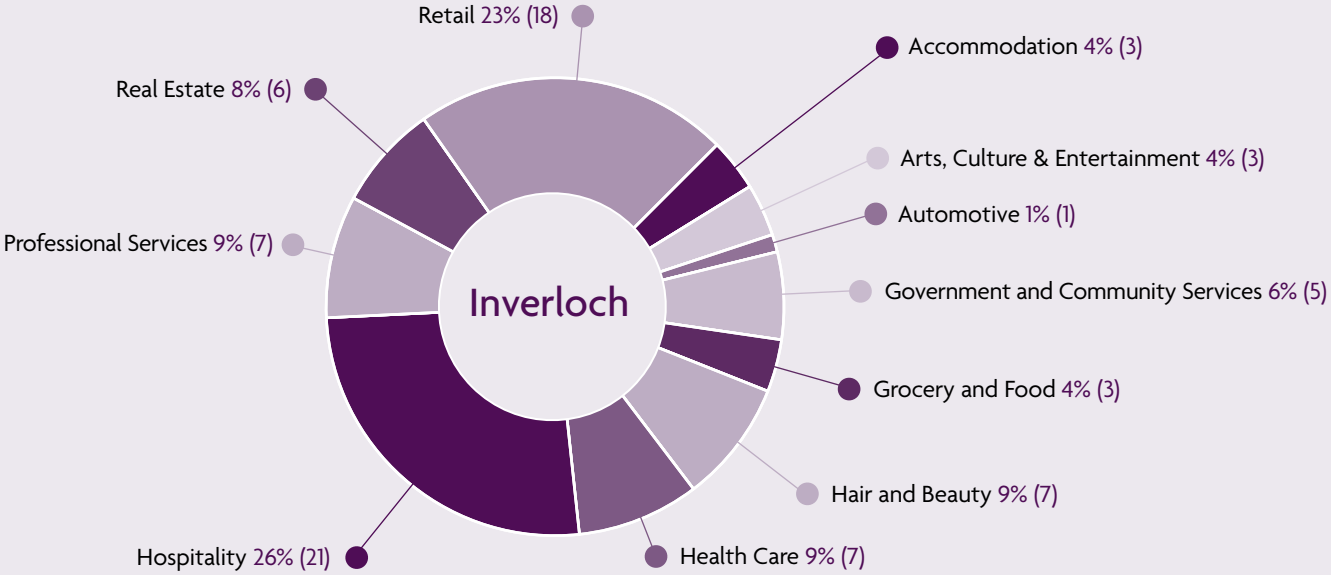
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Bass Coast Precinct Profiles

Inverloch

Inverloch industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

84

80 occupied

Occupancy rate

95%

2% increase since Dec 2023

Turnover rate

2%

2 business changes since Dec 2023

Night-time economy

23%

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

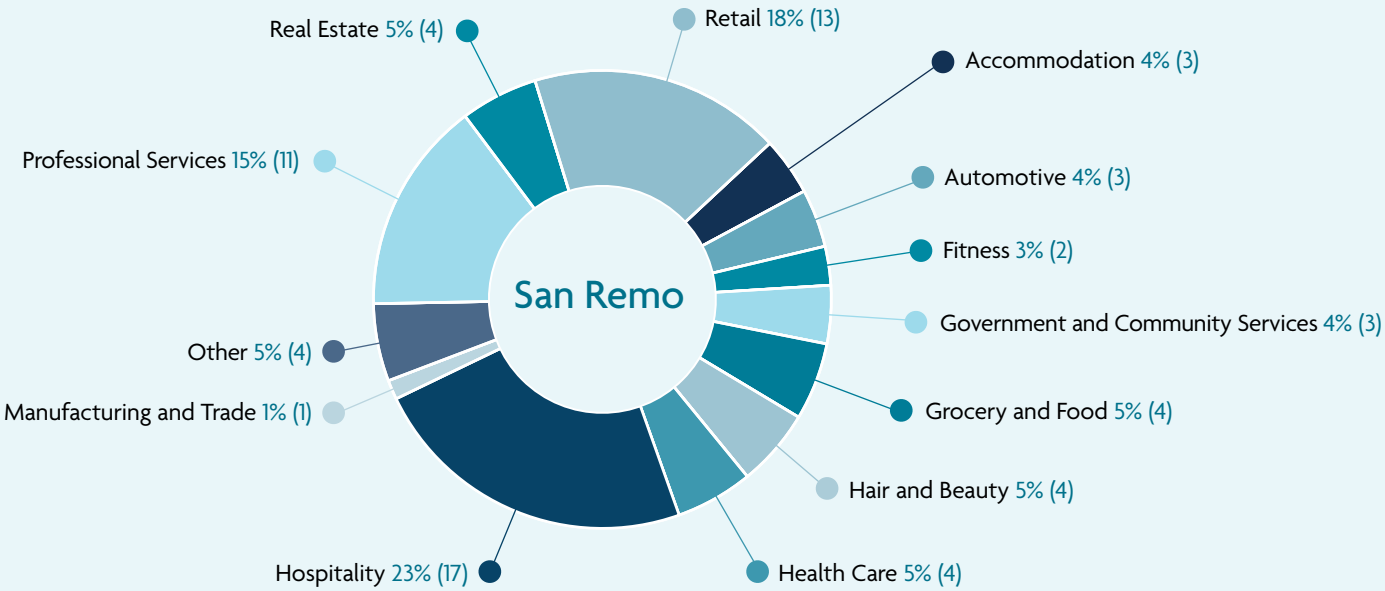
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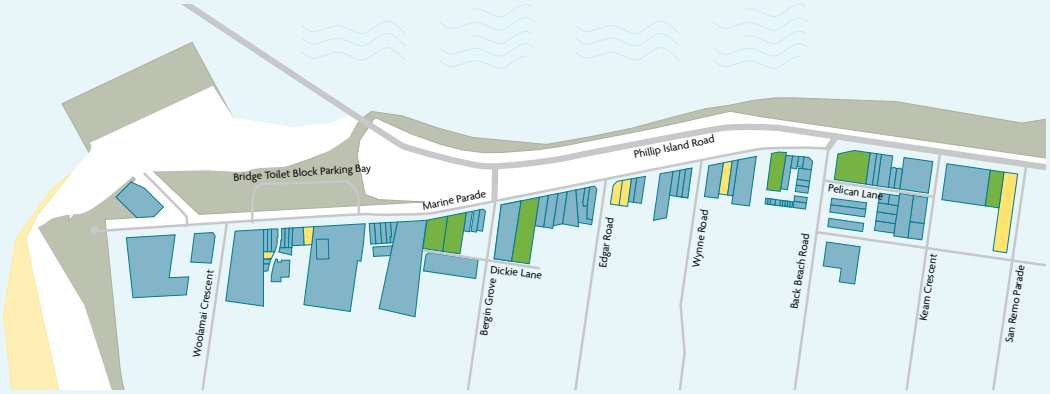
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Bass Coast Precinct Profiles

San Remo

San Remo industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

79

73 occupied

Occupancy rate

92%

2% decrease since Dec 2023

Turnover rate

1%

1 business changes since Dec 2023

Night-time economy

31%

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

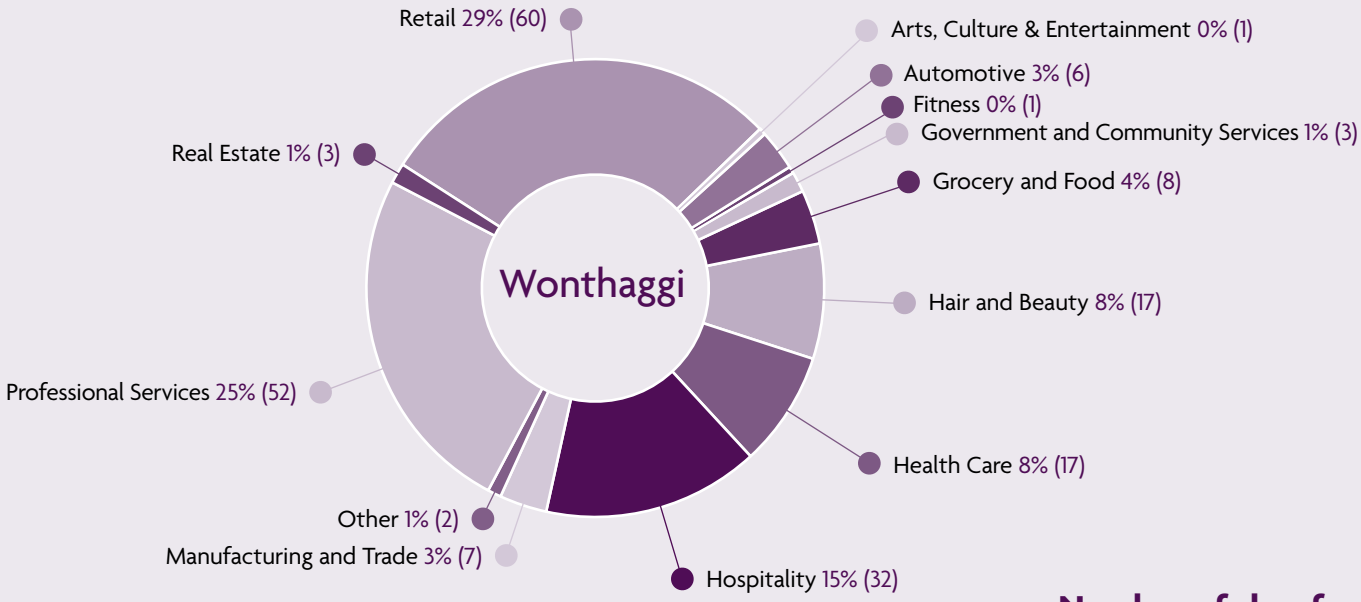
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Bass Coast Precinct Profiles

Wonthaggi

Wonthaggi industry mix





Occupied Unoccupied Greenfield

Number of shopfronts

217

209 occupied

Occupancy rate

96%

no change since Dec 2023

Turnover rate

2%

4 business changes since Dec 2023

Night-time economy

12%

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

June 2024

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Bass Coast Precinct Profiles



Bass Coast

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 two or more nights after 6pm per week. This includes businesses from all industries in the study areas.

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.

June 2024
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