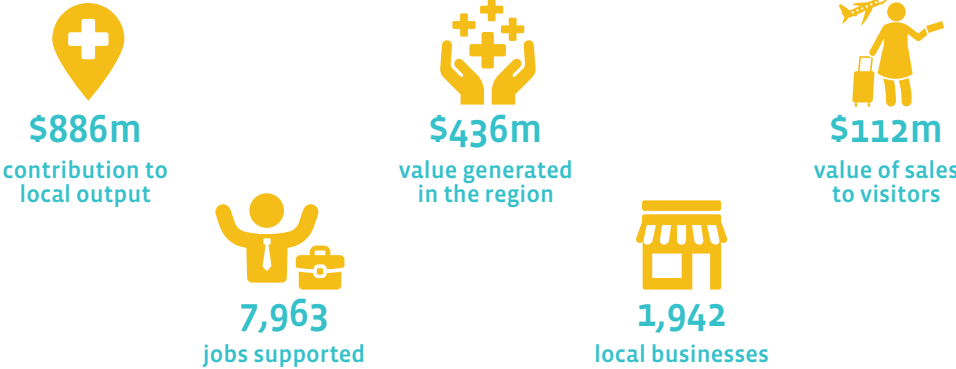


# Moreland's Retail and Food Sector

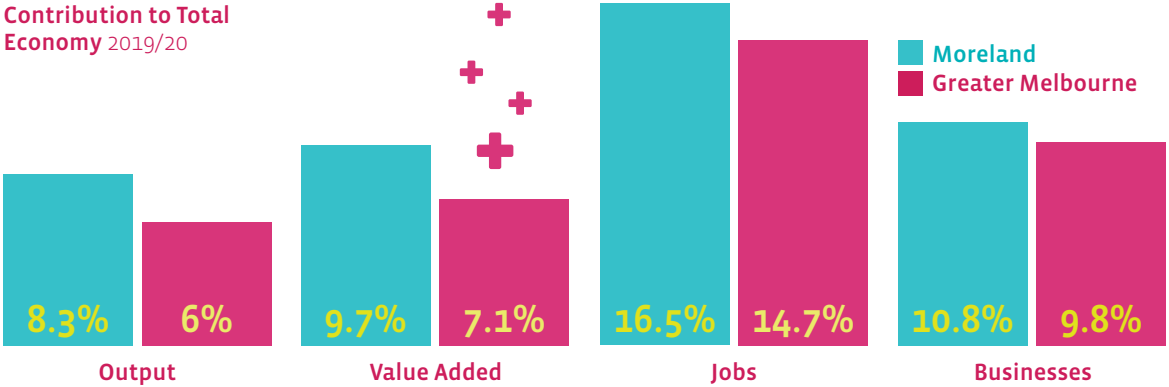
## Important sector in Moreland

Retail and Food Services are an important sector in Moreland, driving high levels of spending with activity focused in Moreland's network of centres and shopping strips.



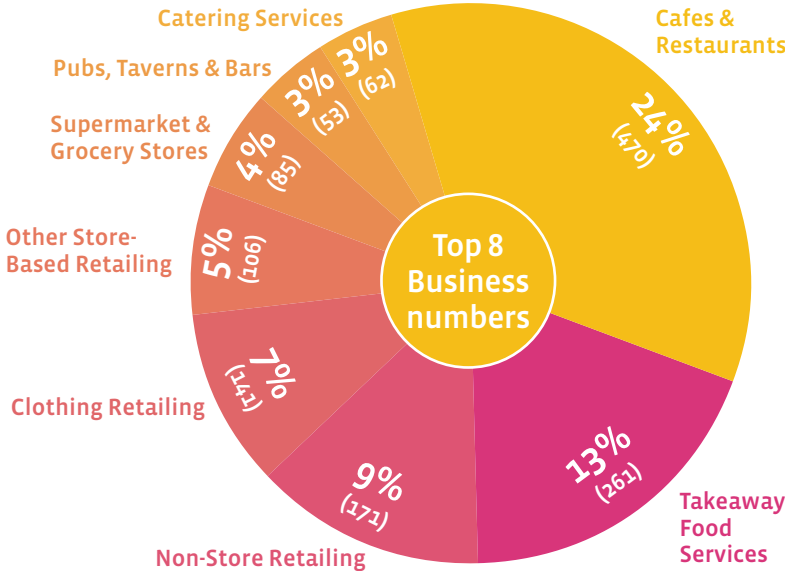
## Major retail and food destination in Melbourne's North

Moreland's Retail and Food Sector generated \$436 million in value added in 2019/20. This represented 9.7% of total value added in Moreland and 16.5% of total jobs. This share is well above the Melbourne metropolitan average, making it a major retail and food destination in the region.



## Vibrant and diverse sector

Moreland is known as a vibrant food and retail location. Many of its shopping strips operate day and night. With a collection of vibrant retail shops, bars, cafes, restaurants and a mix of personal service spaces, these shopping strips provide a major tourist attraction for locals and visitors alike.

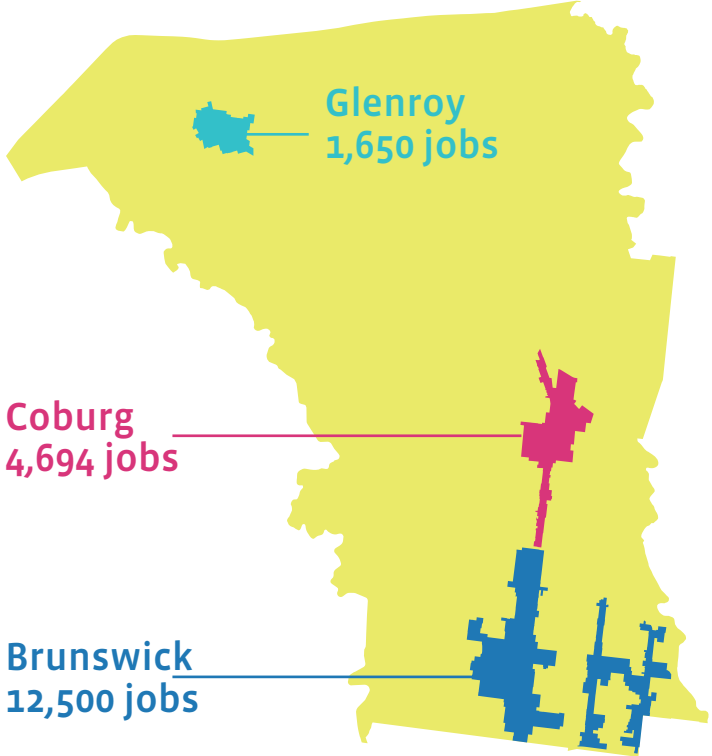


Pasticceria Padova, Fawkner



Michael Khalil – owner Lygon St Nursery, Brunswick East

**18,900 jobs located in Moreland's 3 largest centres and shopping strips**

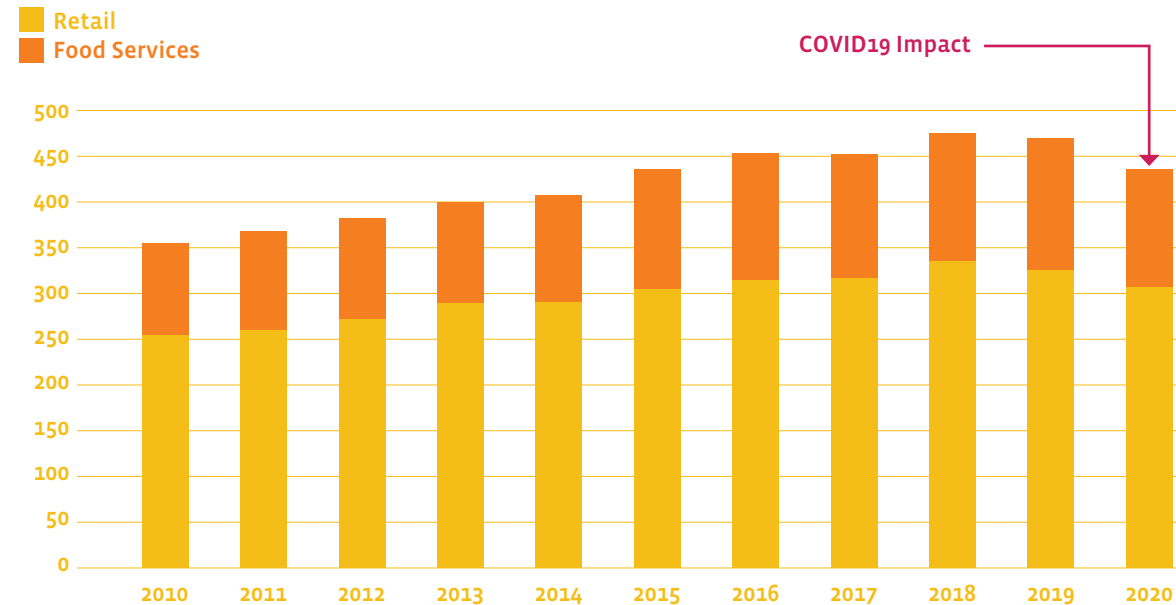




## A sector that has significantly grown

As the Moreland population grows, new retail and food service businesses pop up to serve their diverse needs and tastes. Cafes, restaurants, bars and food retailing (such as supermarkets, butchers, fruit and vegetables) continue to be the fastest growing sub-sectors. While COVID-19 has impacted Moreland's Retail and Food Sector, the drivers below point to growth over the next 15 years.

### Retail and Food Services Growth in Value Added, \$m



#### Retail

**+181 jobs and \$50m**  
value added  
(last 10 years)



#### Food Services

**+769 jobs and \$31m**  
value added  
(last 10 years)



#### Major Investments

**+177 million** worth of Retail  
and Food related building  
approvals over 4 years

### Future Drivers of Growth

Strong population growth, cultural diversity, rising incomes and visitor attraction will continue to drive demand for new Retail and Food Sector businesses. This sector is forecast to grow by around 3,500 jobs over the next 15 years.



**+25%**  
Forecast population  
growth (2020-2035)



**+34%**  
Born Overseas



**+615,000**  
visitors p.a.  
avg. last 5 years



**\$114,672**  
Disposable income  
per household



**Investment**  
into public realm  
and accessibility

## Profile of Retail and Food Sector Jobs in Moreland in 2016



**51%**  
Male



**38%**  
Born Overseas



**30%**  
Aged 15-24  
years old



**47%**  
Have a  
qualification



**42%**  
Full time



**\$41,310**  
Average annual  
income per  
worker

### Top 4 Occupations



**29%**  
Sales  
Assistants &  
salespersons



**11%**  
Hospitality  
Workers



**9%**  
Food Trade  
Workers



**9%**  
Retail  
Managers

### Top 4 Fields of Qualification



**7%**  
Food &  
Hospitality



**5%**  
Business &  
Management



**3%**  
Accounting



**2%**  
Graphic  
Design

## Opportunity analysis

### Strengths

- Strong population growth in Moreland and its surrounding region
- Growth in high income groups
- Cultural diversity
- Established shopping centres and strips
- Accessibility / connections offered by train, tram and bus
- Mix of entertainment, community and commercial facilities adds to vibrancy
- Large labour force catchment with high share of workers with retail and food related qualifications

### Opportunities

- Population growth across all age groups will support demand for a wide range of retail and food services
- Continued investment by Council and private sector in public realm and night-time activation
- Improve access and connectivity to increase visitation
- Encourage growth and diversification of night time activities (e.g. further emphasis on local arts, events and creative sector)
- More residents working from home will create additional demand in Moreland for retail and food services
- Continue programs that activate vacant shops

### Weaknesses

- Relatively high vacancy rates in centres and shopping strips
- Traffic congestion
- Large outflow of employed residents and associated spending on retail and food services elsewhere

### Threats

- COVID19 impacts on visitation and viability of businesses
- Online shopping impact on traditional retail
- Competition from other retail / food precincts with large anchors

Nicole Hardwick – Proprietor  
Nelson's Amcal Pharmacy, Glenroy



"We chose Brunswick because it's an area that both myself and my business partner Sam really love, having grown up around this side of town. We also have a lot of loyal customers in the north-western suburbs and Brunswick is a gateway to most of them. The diversity of Moreland already produces interesting and vibrant activity centres that really showcase a great side of Melbourne. There is still plenty of untapped potential and growth opportunities both with its growing population and development."

**Ryan O'Connor**  
Co-owner Terra Madre, Brunswick