

Fraser Coast

Economic Indicators – April 2021



Fraser Coast
REGIONAL COUNCIL

**BUSINESS
AND INVESTMENT**

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businessfrasercoast.com

Disclaimer

The Fraser Coast Regional Council's (FCRC) Business & Investment Team works to support the growth of the Fraser Coast economy and the prosperity of the region's residents. The Business & Investment Team do not provide business or investment advice.

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Spendmapp Data: *Geografia Spendmapp provides detailed data from nine Australian banks to which they apply a proprietary weighting method to account for all Australian banks, all transactions made by non-card methods, cash, cheque, B-PAY and direct debits.*

Fraser Coast Labour Force

	Dec-20	Sep 20	Jun 20	Mar 20	Dec 19	Sep 19	Jun 19
Fraser Coast Unemployment	13.1%	13.1%	11.3%	10.1%	8.8%	8.2%	8.3%

7.5% - QLD unemployment (Dec 2020)*

JobKeeper - number of businesses applied:

Postcode	Jan 21	Dec 20	Sep 20	May 20
4650	125	181	569	586
4655	376	524	1,391	1,484

Employment by industry:

6,736 Healthcare & Social Assistance
 4,247 Retail Trade
 3,589 Education & Training
 2,931 Construction

6,053 Local Businesses

60.1% Non employing
 26.9% 1-4 employees
 11% 5-19 employees
 1.9% 20+ employees

*Source: QGSO

Spending in the Fraser Coast LGA

Fraser Coast Economic Indicators

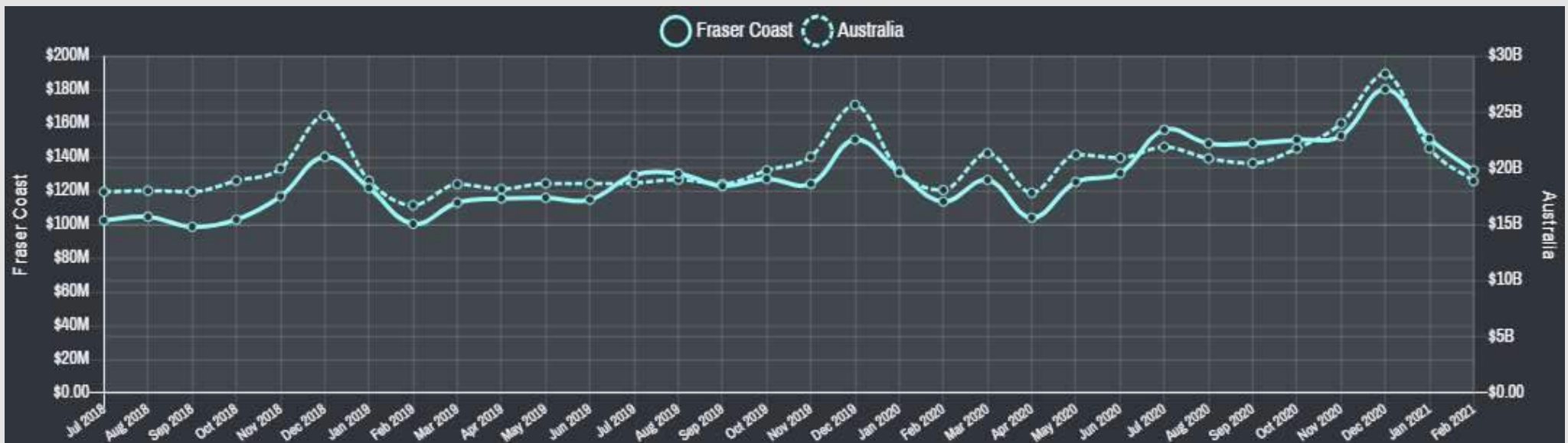
Data sourced through Spendmapp.

Spendmapp provides a snapshot of spending within the Fraser Coast LGA every 12 hours using detailed credit card transaction data from nine Australian banks. Spendmapp have developed a process to ensure the figures accounts for spending through all other Australian banks and non-card methods.

This data is helpful for indentifying longer term economic trends, as well as the impact of events such as COVID within the region.

Fraser Coast spending consistent with national trends

Local vs.
National
Expenditure

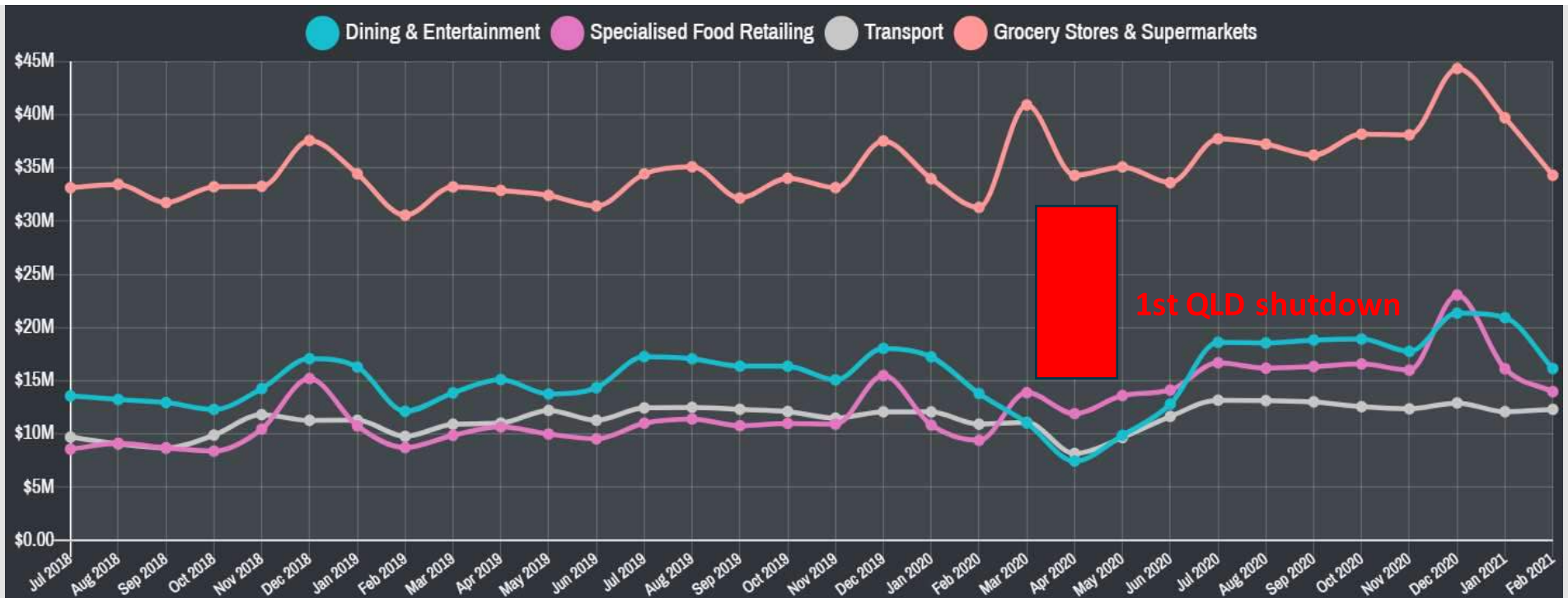


Source: spendmapp.com.au

Fraser Coast Spend – Categories

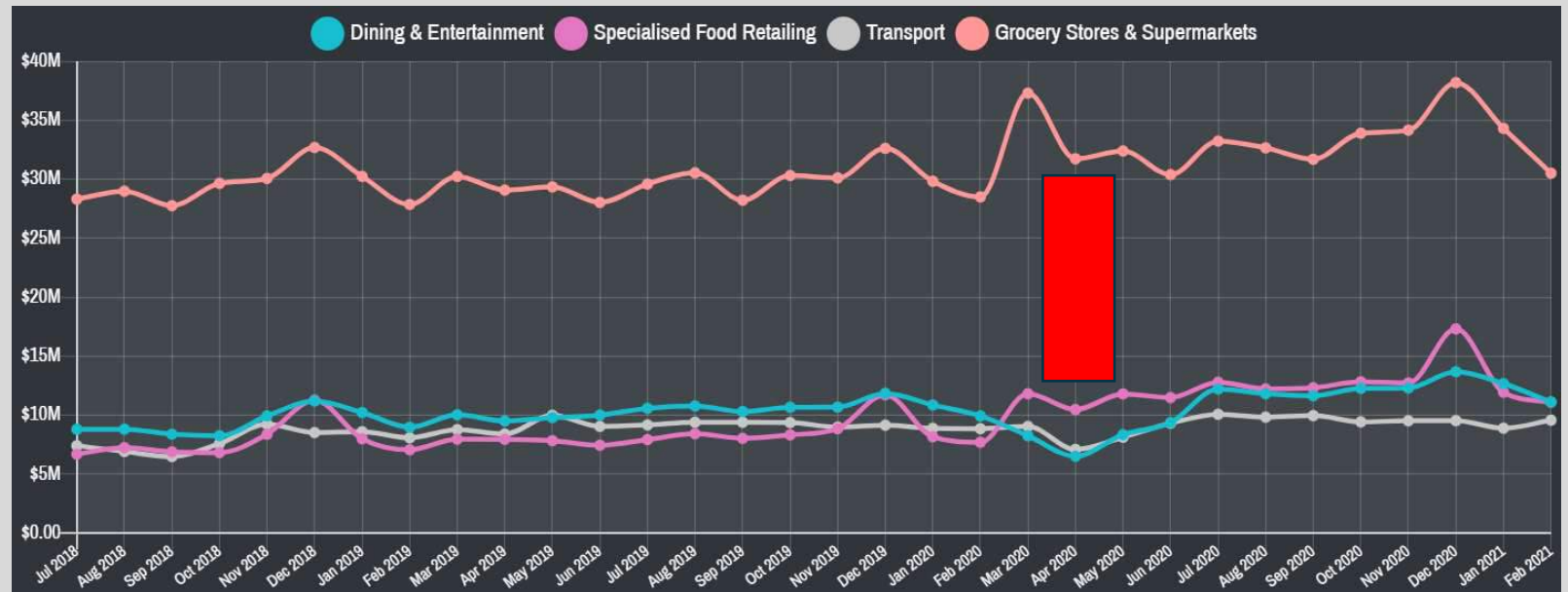
Return to pre-covid cycles

Local
Expenditure



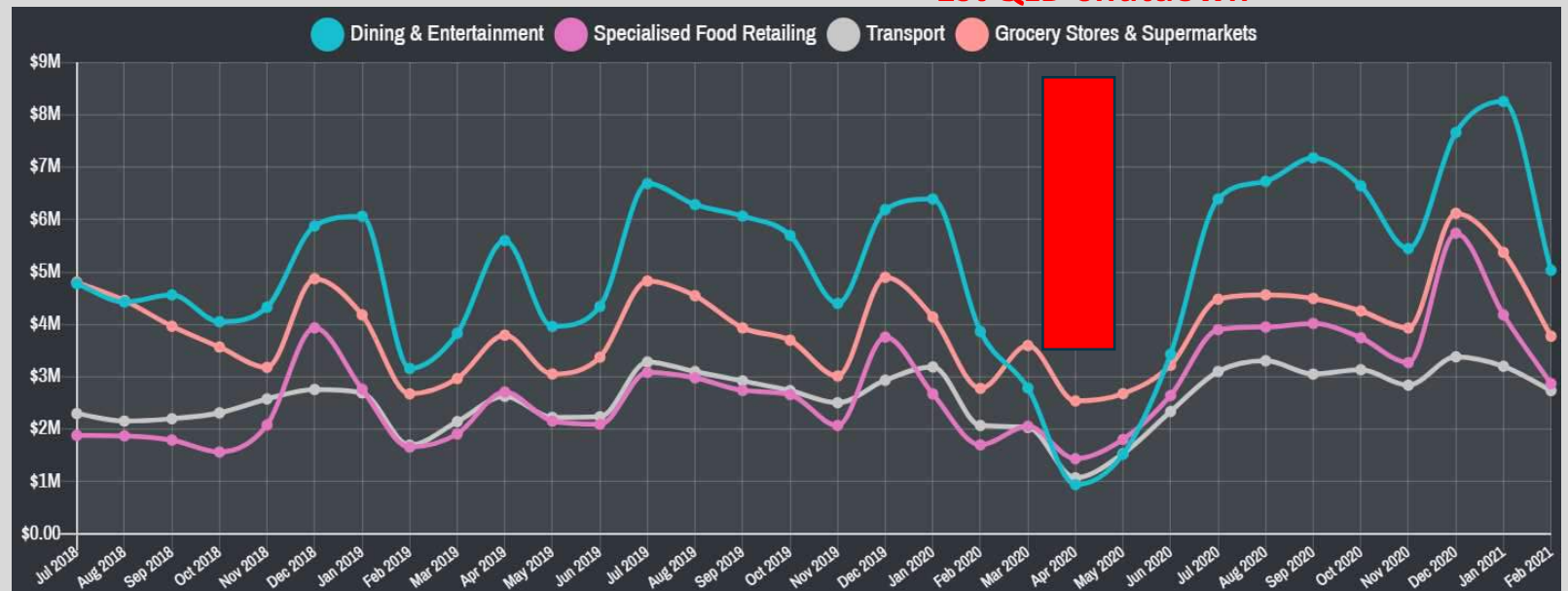
Source: spendmapp.com.au

Residents



1st QLD shutdown

Visitors



Local Spend – Services

Professional services highly affected by uncertainty of COVID impact

Local Expenditure



Source: spendmapp.com.au

Local Spend February 2021

Fraser Coast Economic Indicators (Feb 21)



Feb 2021 total local spend was \$132 million

- 16.16% increase vs. Feb 2020

Feb 2021 resident local spend was \$108 million

- 15.62% increase vs. Feb 2020

Feb 2021 visitor spend in Fraser Coast was \$23.9 million

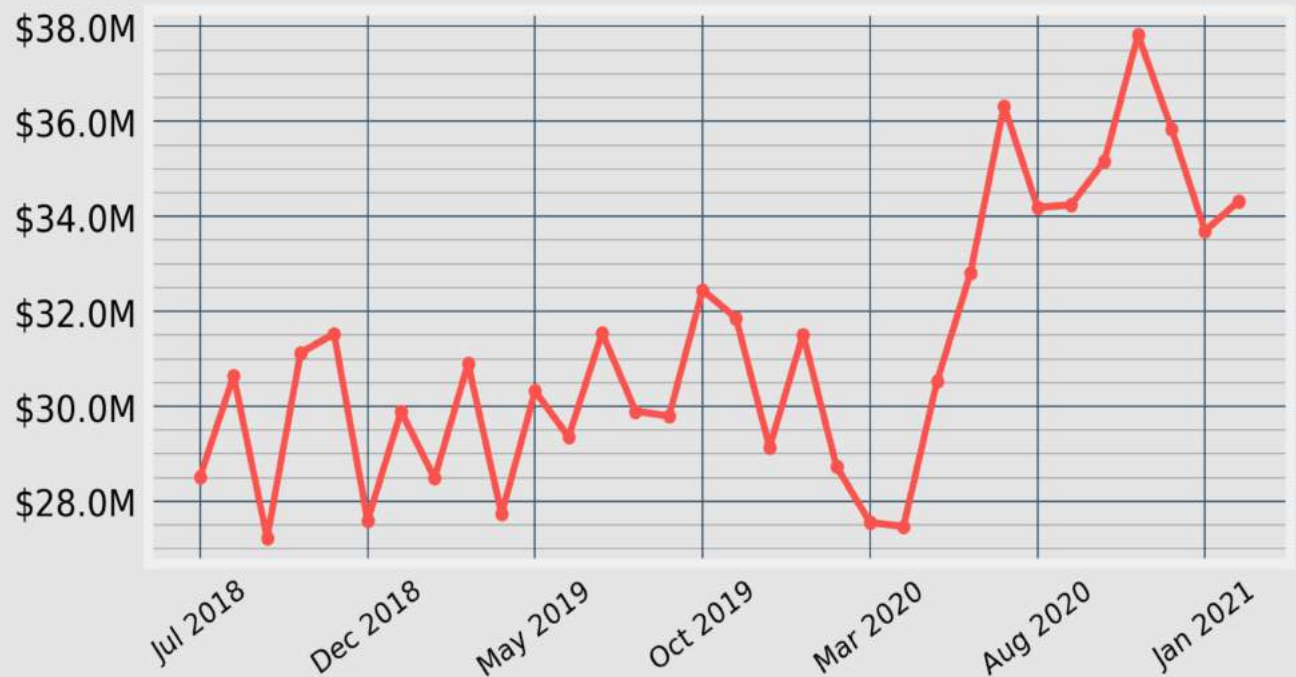
- 18.66% increase vs. Feb 2020

Feb 2021 resident online spend was \$34.3 million

This is a 19.44% increase from the same time last year

Resident Online Spend February 2021

Fraser Coast residents embracing online shopping



Source: spendmapp.com.au



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Fraser Coast Business Summit

- *Business insights from David Koch*
- *14 May, Hervey Bay Beach House*



Economic Stimulus Grants

- *Business Advice*
- *Shopfront Revitalisation*



Fraser Coast Business Expo

Buy Local Campaign



Questions?

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