

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. In 2019 Council undertook a second Business Audit of the three activity centres using the same methodology to ensure that comparative insights can be revealed and understood.

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 place making interventions 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.



SPRINGVALE ACTIVITY CENTRE

Fast facts



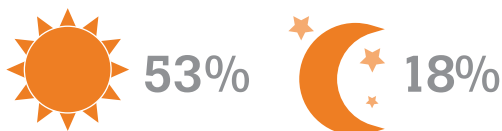
629
Tenancies

Total floor space	129,020m ²
Commercial uses	63,240m ²
Retail uses	48,050m ²

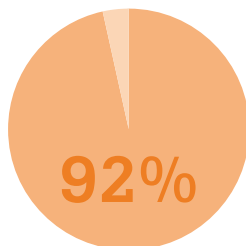
Tenancies open Mon–Fri



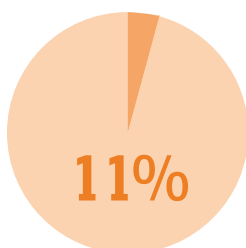
Tenancies open Sat–Sun



**Culturally
themed
tenancies
Asian**



**Vacant
floorspace**



Key observations

- There is an opportunity for the retail and food dominance to bring about a higher percentage of businesses being open after 6pm in the future
- Most culturally themed tenancies are in the 'Accommodation and Food Services' and 'Retail Trade' categories are also prevalent
- Vacancies tend to be distributed in the north of the railway where predominantly commercial uses occur
- The key retail precinct west of Springvale Road and to the south of the rail line has high occupancy - a positive reflection on the value of the Springvale markets
- Springvale Activity Centre is the only activity centre to retain industrial uses
- The dominant Asian cultural theme reflects the centre's historic context as an arrival point for Asian communities in Melbourne

Trends 2016–2019

Occupied tenancies grew

9%

Weekday evening opening times grew

33%

Vacant floorspace grew

4%

Culturally themed tenancies have remained consistent

~