

Questions taken on notice and further information agreed to be supplied at the hearings.

Portfolio:	Industry Support and Recovery
Witness:	Simon Phemister
Committee Member:	Mr James Newbury
Page/s of transcript:	2-3

Relevant text:

Mr NEWBURY: No worries. I will talk to the minister about it this afternoon. In terms of CBD revitalisation and the work you are doing there, what type of work is the department doing—perhaps it is a question for the Secretary—in terms of tracking the revitalisation of the city, in terms of people who are there, number of small businesses that are returning, number of shops that are remaining vacant et cetera?

Mr PHEMISTER: Thanks, Minister. Thanks, Mr Newbury. There are multiple data sources. Anecdotally foot traffic is driven by intel from VCCI, City of Melbourne, AHA, the building council—that kind of stuff. ARA has also been a really good source of advice. We have public transport data, obviously, coming in, so we have traffic flow movement, we have public transport utilisation. Visit Victoria track hotel occupancy, which is a really good signal for the night-time economy, which Minister Pakula spoke about. I am getting some really good turnover data from restaurant and caterers and AHA as well. That informed basically the design of midweek dining, for example, because we could track not only the amount of economic activity in the CBD but also when during the day and during the week it was happening.

Mr NEWBURY: Would you mind taking on notice the issue to see whether there is anything you can provide to the committee in terms of that data—just a point-in-time type response?

Answer:

The Department of Jobs, Precincts and Regions (DJPR) uses multiple data sources to track economic activity in the Melbourne CBD. Examples are provided below.

Data and Source	Description	Examples of recent data
<i>Commuter and pedestrian activity</i>		
CBD pedestrian/foot traffic data from the City of Melbourne Pedestrian Counting System	<ul style="list-style-type: none"> Data generated from pedestrian sensor devices located across the city. 	<ul style="list-style-type: none"> Weekday foot traffic in the CBD was at 56% to 69% of normal levels* on the weekdays 9 to 13 May 2022. Weekend foot traffic in the CBD was 90% of normal levels on Saturday, 14 May 2022 and 83% of normal levels* on Sunday, 15 May 2022. * Normal levels are the yearly average prior to 8 March 2020. Visualisation website (http://www.pedestrian.melbourne.vic.gov.au/)

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		<ul style="list-style-type: none"> City of Melbourne open data platform (https://data.melbourne.vic.gov.au/Tra nsport/Pedestrian-Counting-System-Monthly-counts-per-hour/b2ak-trbp?src=featured_banner) 												
Business activity and return to work														
Workplace Visits in City of Melbourne from Google Mobility Reports	<ul style="list-style-type: none"> Google Mobility Reports show how visits and length of stay at different places have changed compared to “normal” (where normal is median traffic volumes between 3 Jan - 6 Feb 2020). 	<ul style="list-style-type: none"> Workplace visits in City of Melbourne between 73% and 80% of normal levels on the weekdays of 9-13 May 2022. Link to a sample report of 16 May 2022: 2022-05-16 AU Victoria Mobility Report en-GB.pdf (gstatic.com) 												
Melbourne CBD Office Occupancy, Office Vacancy and Demand for Office Space from the Property Council of Australia	<ul style="list-style-type: none"> Statistics are based on survey responses from Property Council members who own or manage CBD office buildings. <ul style="list-style-type: none"> ‘Office occupancy’ figures indicate percentage of pre-pandemic workforce physically attending an office for work. ‘Office vacancy’ rates indicate amount of office space not currently leased. 	<ul style="list-style-type: none"> Office Occupancy: Melbourne CBD office occupancy increased to 36% in April 2022, the highest level in the last 7 months. Link: https://research.propertycouncil.com.au/blog/april-2022-office-occupancy-results-0-0 Office Vacancy: Melbourne CBD office vacancy rate rose from 3.2 per cent in Jan 2020 (pre-COVID) to 11.9 per cent in Jan 2022. According to the Property Council this is being driven primarily by new supply of office space, rather than a drop in demand. Link: https://research.propertycouncil.com.au/data-room/office Demand for Office Space: Net demand for office space in the Melbourne CBD in the six months to Jan 2022 increased from less than 30,000 sqm to 45,560 sqm. According to the Property Council this office space has been taken up by new leases, far exceeding Melbourne’s historical average. Link: https://propertycouncil.com.au/Web/Content/Media_Release/VIC/2022/Melbourne s CBD set to rebound as of fice demand surges 												
Business entries and exits in Melbourne LGA from Australian Business Register (ABR) database	<ul style="list-style-type: none"> Data on business entries and exits is based on number of ABNs created or cancelled by day. 	<ul style="list-style-type: none"> Aggregated data on business entries in the Melbourne LGA provided below: <table border="1" data-bbox="890 1760 1385 1951"> <thead> <tr> <th></th> <th>2020</th> <th>2021</th> <th>2022 (Until Apr)</th> </tr> </thead> <tbody> <tr> <td>Business entries</td> <td>4,581</td> <td>4,886</td> <td>1,127</td> </tr> <tr> <td>Business exits</td> <td>2,185</td> <td>2,298</td> <td>834</td> </tr> </tbody> </table> 		2020	2021	2022 (Until Apr)	Business entries	4,581	4,886	1,127	Business exits	2,185	2,298	834
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Visitors, Hospitality and Retail														

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<p>Hotel Occupancy data from STR</p>	<ul style="list-style-type: none"> • STR data provides details on the traditional short-term accommodation sector of Hotels, Motels and Serviced Apartments of 10 rooms or more. • Data is collected directly from accommodation providers and is based on voluntary participation. 	<ul style="list-style-type: none"> • In Apr 2022, monthly hotel, motel, and serviced apartment occupancy in Melbourne Centre was, on average, almost 66%. This compares to around 55% monthly occupancy in Apr 2021 and 29% in Apr 2020. Over the Grand Prix weekend (9-10 April), daily hotel occupancy in Melbourne peaked at 90 per cent on the Saturday night. • Link to 2020-21 annual report on Victoria's accommodation sector via Business Victoria: https://business.vic.gov.au/business-information/tourism-industry-resources/tourism-industry-research/tourist-accommodation
<p>Travel behaviour from Tourism Research Australia (TRA).</p>	<ul style="list-style-type: none"> • Published statistics primarily based on consumer surveys. • National Visitor Survey conducted via mobile phones of 120,000 Australians per annum on their recent travel behaviour (day trips, overnight trips within Australia, and outbound trips). 	<ul style="list-style-type: none"> • During Feb 2022 Melbourne received 437,000 domestic overnight visitors, down 45% on Feb 2020 (pre-COVID-19). Domestic overnight spend in Melbourne was \$358 million in Feb 2022, down 41% on Feb 2020. Despite these declines since the pandemic began, there is an upward trend in 2022. Both visitors and spend were stronger in Feb 2022 than in Feb 2021 (up 29% and 67% respectively). Link: https://www.tra.gov.au/Domestic/monthly-snapshot • Latest annual data for year ending Dec 2021 compared to the pre-COVID-19 year ending Dec 2019 showed a fall in domestic overnight spend in Melbourne (-67% to \$3.1 billion). Link: https://business.vic.gov.au/business-information/tourism-industry-resources/tourism-industry-research/teve-research
<p>International student data from the Australian Department of Education, Skills and Employment</p>	<ul style="list-style-type: none"> • Monthly data for international student enrolments and commencements by nationality and state is available since 2016. 	<ul style="list-style-type: none"> • As at 18 April, there were 81,900 international student visa holders onshore in Victoria. Link: https://www.dese.gov.au/international-data/student-visa-holders-and-outside-australia • From Jan-Feb 2022, international student commencements in Victoria were 31,000, up 72% from Jan-Feb 2021 (note this includes offshore visa holders). Link: https://www.dese.gov.au/international

Data and Source	Description	Examples of recent data
		l-data/international-student-monthly-summary-and-data-tables
<i>Program data from initiatives being delivered under the State-City of Melbourne Funds</i>		
Program data such as Mid-Week Melbourne Claims data from the City of Melbourne	<ul style="list-style-type: none"> The Midweek Melbourne Money data is sourced from claims and survey results collected by the City of Melbourne as part of the Midweek Melbourne Money program. Amount spent is a customer input through the survey questions. 	<ul style="list-style-type: none"> More than 300,000 claims were made on Midweek Melbourne Money Round 3 that ran 7 Mar-11 Apr 2022. It also had a positive flow on effect to other sectors with more than 160,000 diners saying they engaged in other activities like shopping, attending sporting events, museums and live music events during their visit. Link: https://www.melbourne.vic.gov.au/about-melbourne/melbourne-is-open/Pages/melbourne-money