

JUNE 2025

Glen Eira Economy Snapshot

Economic Development Unit



GLEN EIRA
CITY COUNCIL

BENTLEIGH, BENTLEIGH EAST, BRIGHTON EAST, CARNEGIE, CAULFIELD, ELSTERNWICK,
GARDENVALE, GLEN HUNTLY, MCKINNON, MURRUMBEENA, ORMOND, ST KILDA EAST

Table of Contents

GLEN EIRA – OVERVIEW.....	3
GLEN EIRA – SPENDING DATA	5
ACTIVITY CENTRES IN GLEN EIRA	6
BENTLEIGH	7
CARNEGIE	9
CAULFIELD EAST.....	11
ELSTERNWICK.....	13
GLEN HUNTLY	15
GLOSSARY	17

GLEN EIRA – OVERVIEW

Included suburbs

The City of Glen Eira includes the suburbs of Bentleigh, Bentleigh East, Carnegie, Caulfield, Caulfield East, Caulfield North, Caulfield South, Elsternwick, Gardenvale, Glen Huntly, McKinnon, Murrumbeena and Ormond, and parts of the suburbs of Brighton East and St Kilda East.

Major Features

Major features of the City of Glen Eira include Caulfield Racecourse, Monash University (Caulfield Campus), Rippon Lea historic mansion, Labassa historic mansion, Monash Medical Centre (Moorabbin Hospital), Caulfield Hospital, Yarra Yarra Golf Club, Glen Eira Sports and Aquatic Centre, Caulfield Park and local parks, reserves, and various shopping strips along several of the main roads.

Market characteristics highlights

- Total overseas born (37.1 per cent of which top three birthplaces are China, India and the UK.
- Speaks language other than English at home (31 per cent) of which top three languages are Mandarin, Greek and Russian.
- Bachelor or higher degree (46.4 per cent)
- The City of Glen Eira is home to the largest Jewish community in Victoria

(Source: ABS 2021)

Top 3 household types

- Couples with children (31.8 per cent)
- Lone person (27.3 per cent)
- Couples without children (24 per cent)

(Source: ABS 2021)

Number of local businesses

17,147 (Source: ABS 2024)

Top 4 industry sectors by number of businesses

- Professional, Scientific and Technical Services (18.8 per cent)
- Rental, Hiring and Real Estate Services (16 per cent)
- Construction (11 per cent)
- Health Care and Social Assistance (10.3 per cent)

(Source: ABS 2024)

Top 4 industry sectors by full-time employment

- Health Care and Social Assistance (20.6 per cent)
- Education and Training (15.8 per cent)
- Retail Trade (11.5 per cent)
- Professional, Scientific and Technical Services (10.8 per cent)

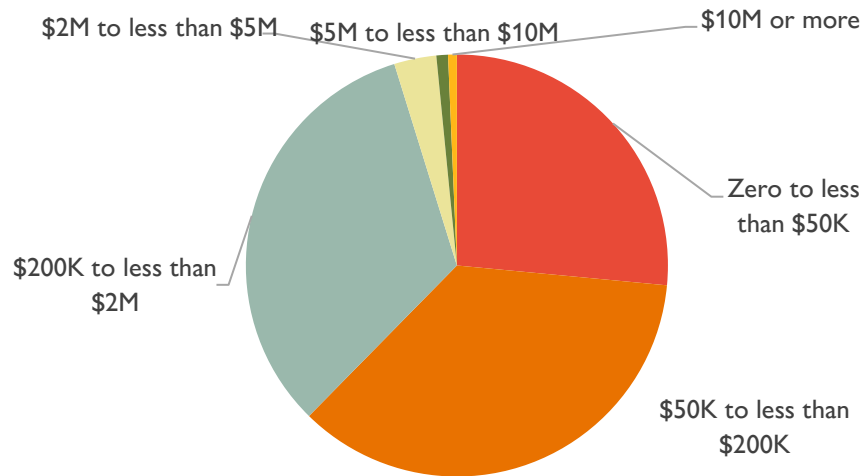
(Source: NIEIR 2024)

Trader groups and associations

- Bentleigh Traders Association
- Carnegie Mainstreet Traders Association
- Elsternwick Mainstreet Committee
- Glen Huntly Village Traders Association
- Ormond Traders Association
- Murrumbeena Traders Association

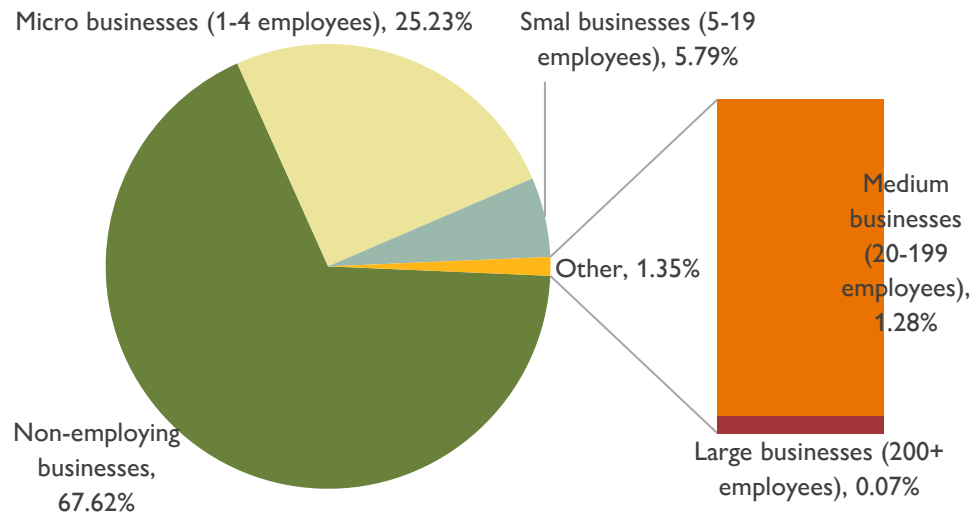
Businesses by turnover

(Source: ABS 2024)



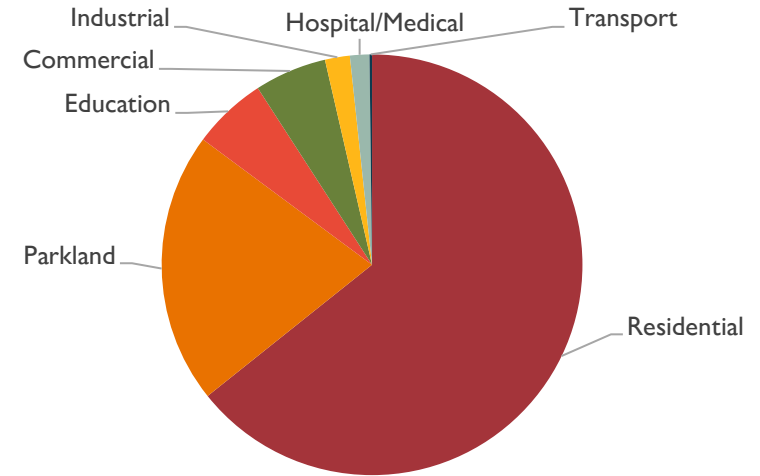
Businesses by size

(Source: ABS 2024)



Land use

(Source: ABS 2021)



Key Glen Eira's Economic Development Programs

[BusEd](#)

[Business Concierge](#)

[Business Excellence Awards](#)

[Business Mentor Program](#)

[Business Networking and Training Events](#)

[Business Newsletter](#)

[Economic Data Reports](#)

[Trader Association and Activity Centre Support](#)

[Women in Business Events](#)

GLEN EIRA – SPENDING DATA

(Source: Banking Transaction Data, June 2025)

Business data represents electronic in-store spend with local businesses in Glen Eira City Council over 12 months to June 2025.

Spend on local business

\$1.38B ↑ 2.8%

Contribution from visitors

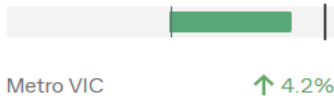
\$577M (42%)

Key Categories

Growth Decline Metro VIC

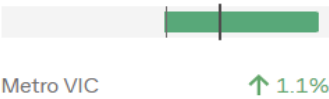
Tourism And Entertainment

\$244M ↑ 3.3%



Discretionary Retail

\$229M ↑ 3.2%



Food Retailing

\$614M ↑ 4.1%



Accommodation – Online

\$3.87M ↑ 6.5%



Popular Sub-Categories

Growth Decline Metro VIC

Takeaway And Fast Food Outlets

\$71.1M → 0.1%



Restaurants

\$97.3M ↑ 11%



Attractions, Events And Recreation

\$17.7M ↓ -9.6%



Department Stores, Clothing & Accessories

\$29.6M ↑ 7.6%



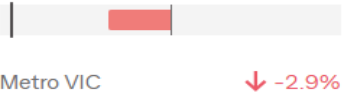
Pubs, Taverns And Bars

\$23.6M ↑ 1.7%



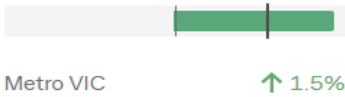
Cafes

\$34.8M ↓ -1.1%



Other Discretionary Retail

\$199M ↑ 2.6%



Day and Night Economies

(Source: Banking Transaction Data, June 2025)

Day spend

\$1.1B ↑ 2.9%

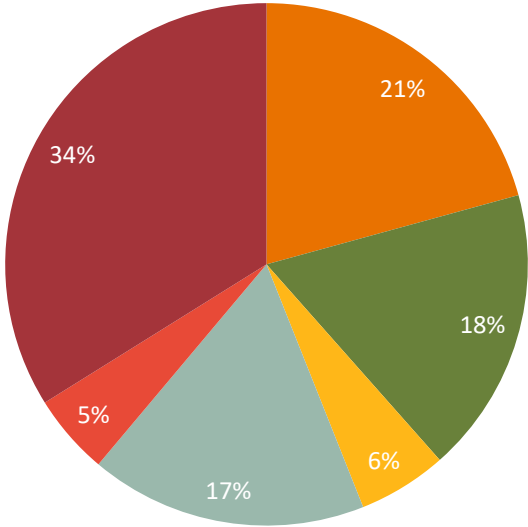
Night economy

\$281M ↑ 2.2%

Weekend economy

\$455M → 0.7%

Spending per precinct



Bentleigh Carnegie Caulfield East Elsternwick Glen Huntly Other

Top 5 locations where residents spend money

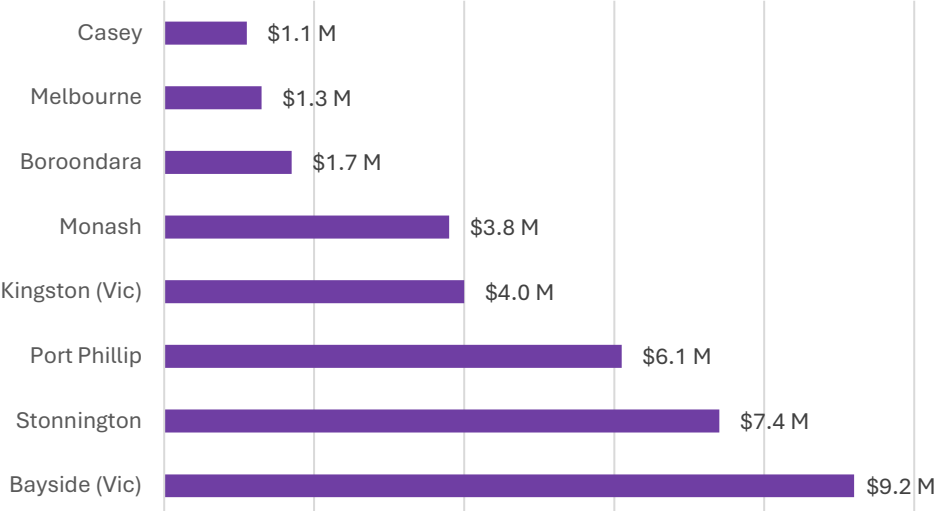
(Source: Banking Transaction Data, June 2025)

Yearly Leakage

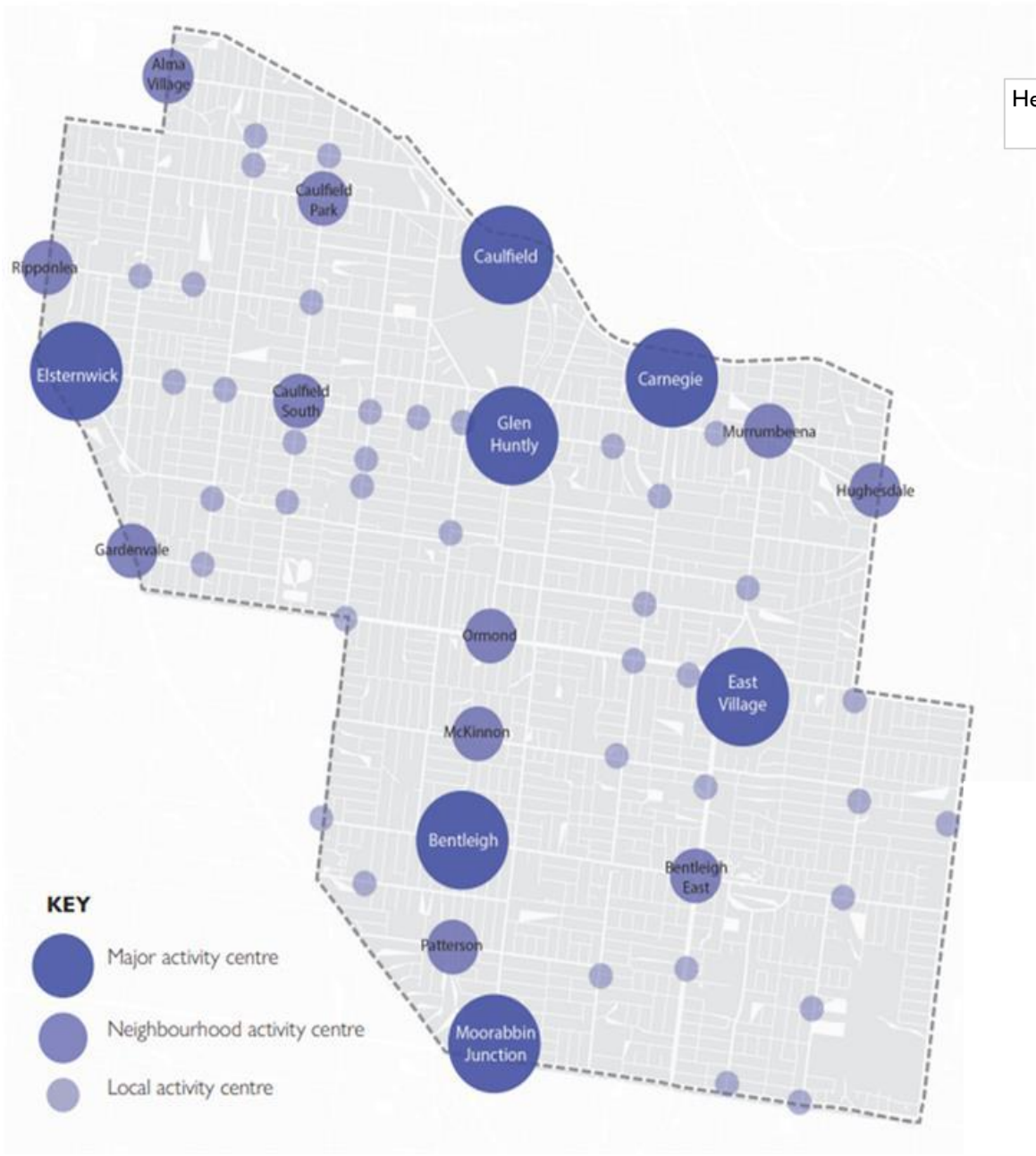


Top 10 source markets by visitor spend (June 2025)

(Source: Banking Transaction Data, June 2025)



ACTIVITY CENTRES IN GLEN EIRA



PRECINCTS PROFILE

(Source: Glen Eira City Council, June 2025)



Total Number of Businesses: 2,063 (1,896 occupied)



Vacancy Rate: 8.1per cent (down from 9.2 per cent in January 2025)



Turnover Rate: 4 per cent



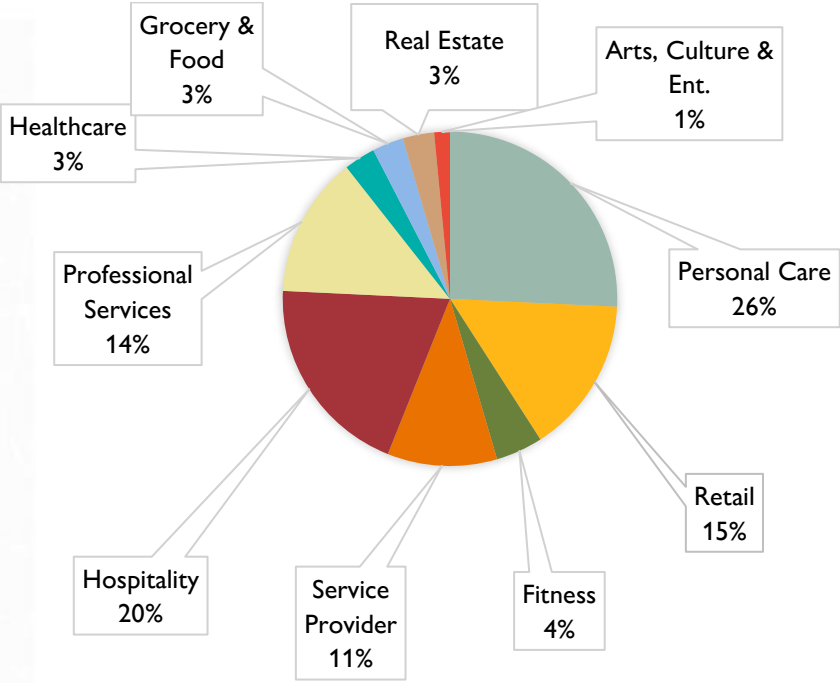
New Businesses: 66



Closed Business: 48

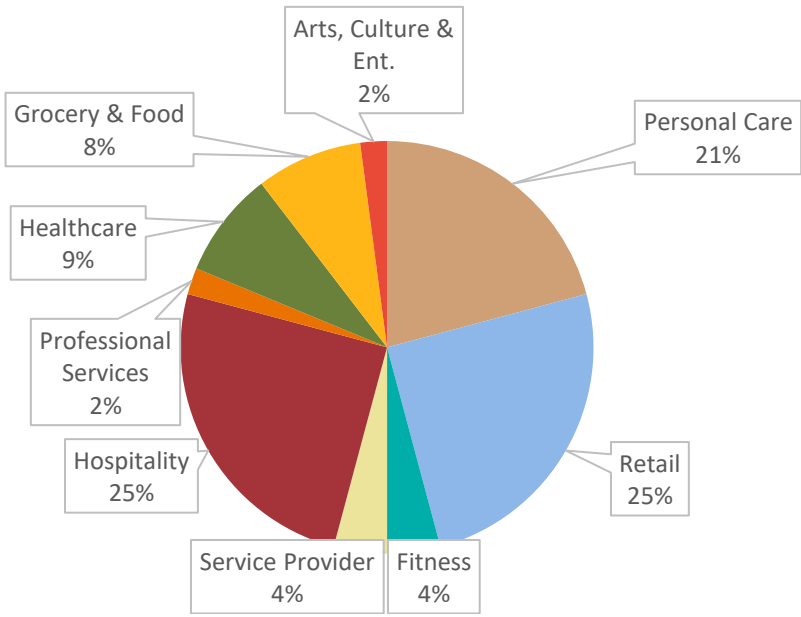
New Businesses by Industry Mix

(Source: Glen Eira City Council, June 2025)



Closed Businesses by Industry Mix

(Source: Glen Eira City Council, June 2025)



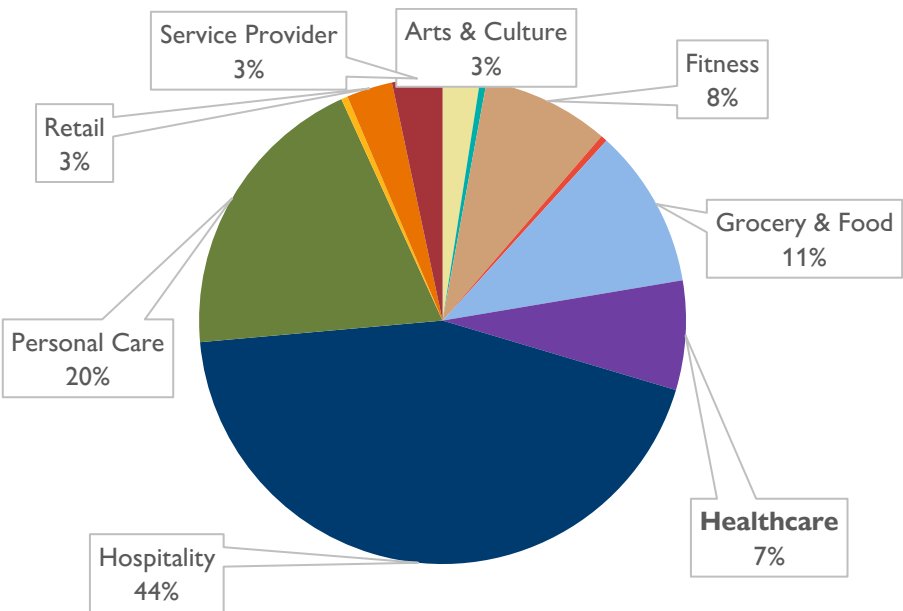
Night-time Economy in Glen Eira

(Source: Glen Eira City Council, March 2025)

Across Glen Eira’s seventeen (17) Major & Neighbourhood activity centres a total of **690** businesses are operating between **6:00pm and 6:00am**, which is a Night-Time Economy rate of **33 per cent**. The three largest activity centres of Elsternwick (**18 per cent**), Carnegie (**17 per cent**) and Bentleigh (**12 per cent**) account for nearly 50 per cent of all businesses that operate within the Night-Time Economy.

Night-Time Economy by Industry Mix

(Source: Glen Eira City Council, March 2025)



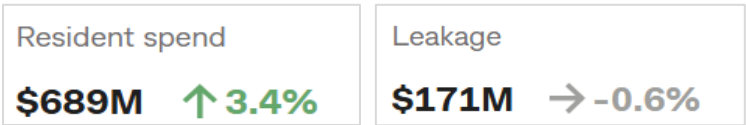
BENTLEIGH



Spend data

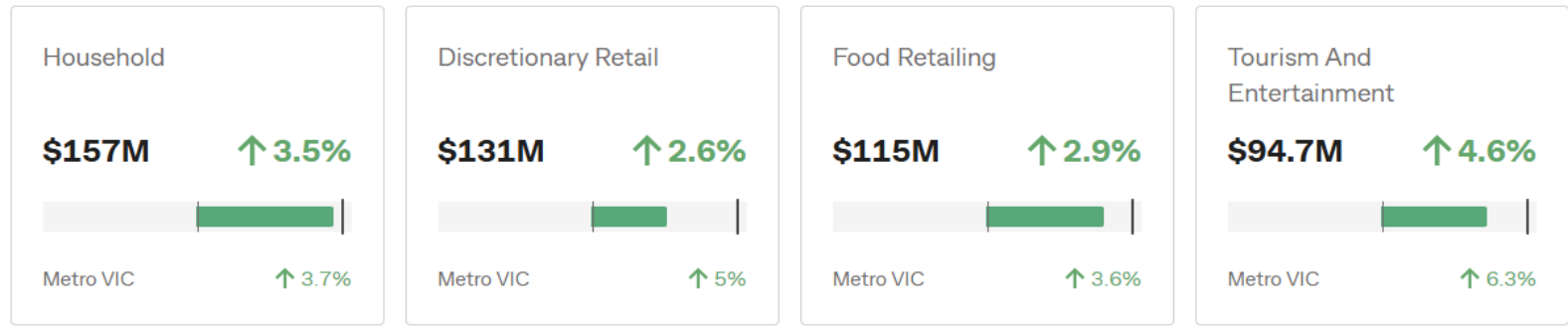
(Source: Banking Transaction Data, June 2025)

Business data represents electronic in-store spend with local businesses in Bentleigh over 12 months to June 2025.



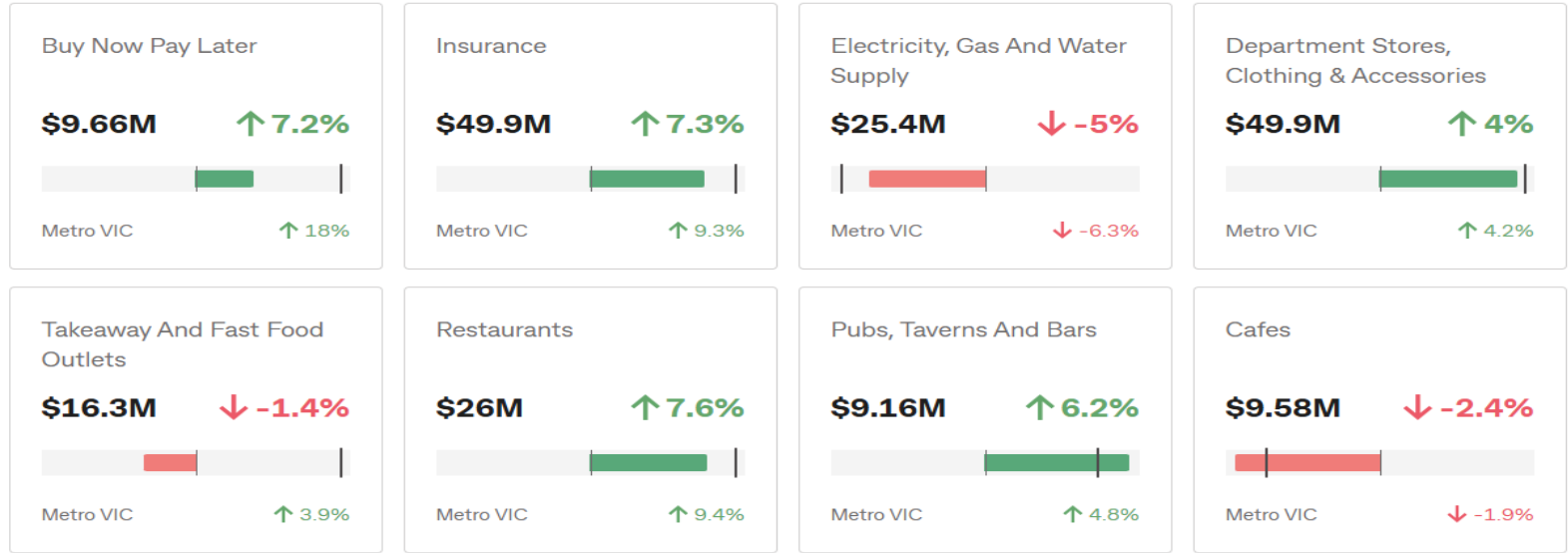
Key Categories

■ Growth ■ Decline | Metro VIC



Popular Sub-Categories

■ Growth ■ Decline | Metro VIC

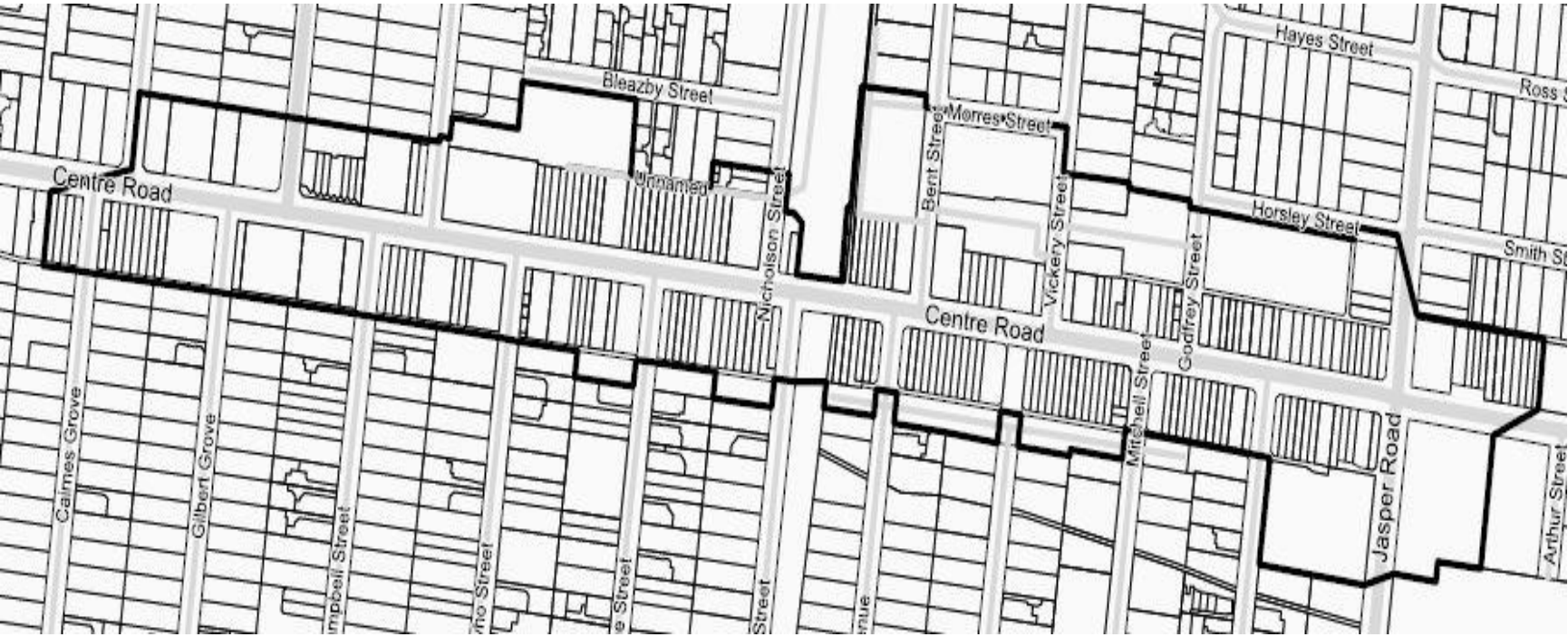


Day and Night Economies



Precinct Profile

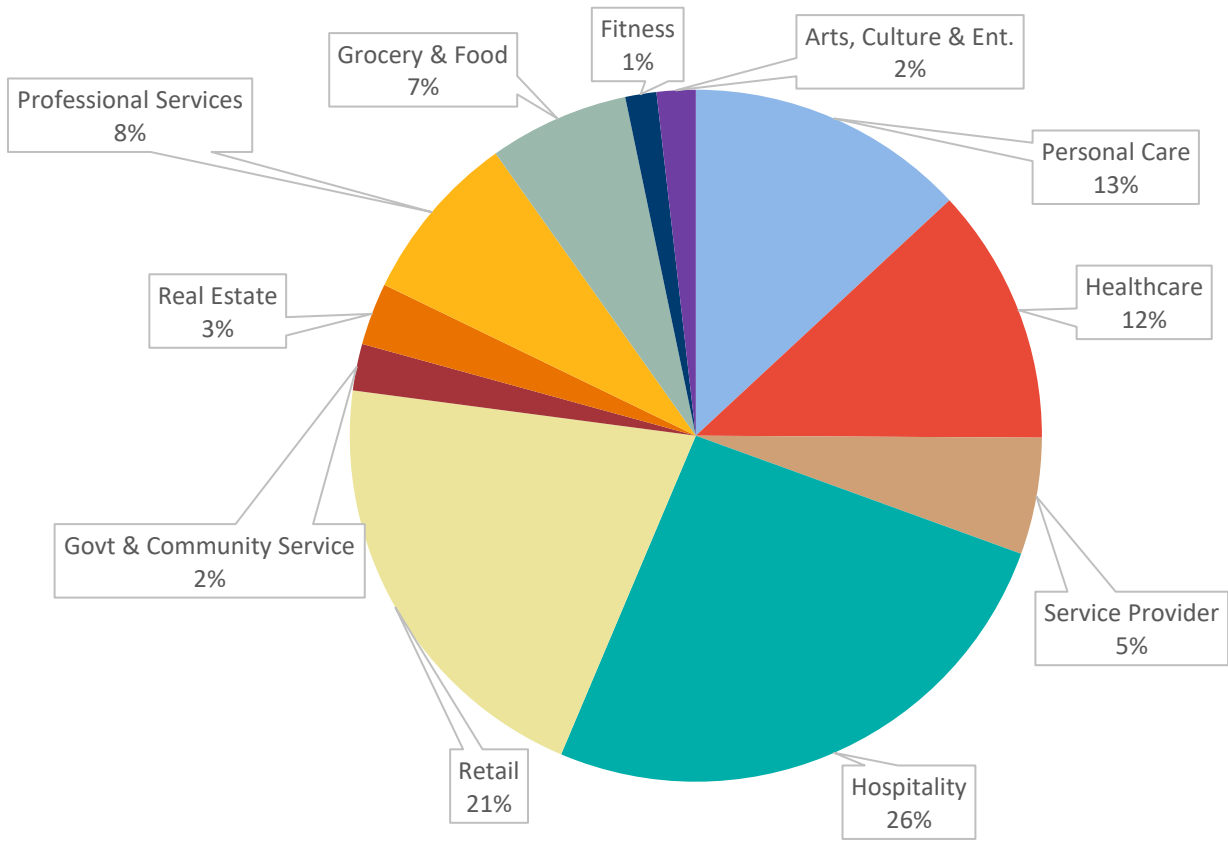
(Source: Glen Eira City Council, June 2025)



-  Total Number of Businesses: 296 (283 occupied)
-  Vacancy Rate: 4 per cent (down from 6 per cent in January 2025)
-  Turnover Rate: 5 per cent
-  New Businesses: 12
-  Closed Business: 7

Industry Mix

(Source: Glen Eira City Council, June 2025)



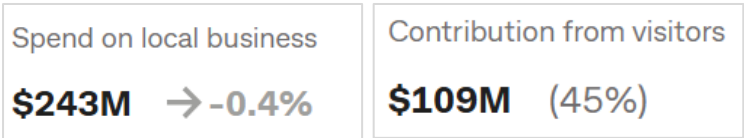
CARNEGIE



Spend data

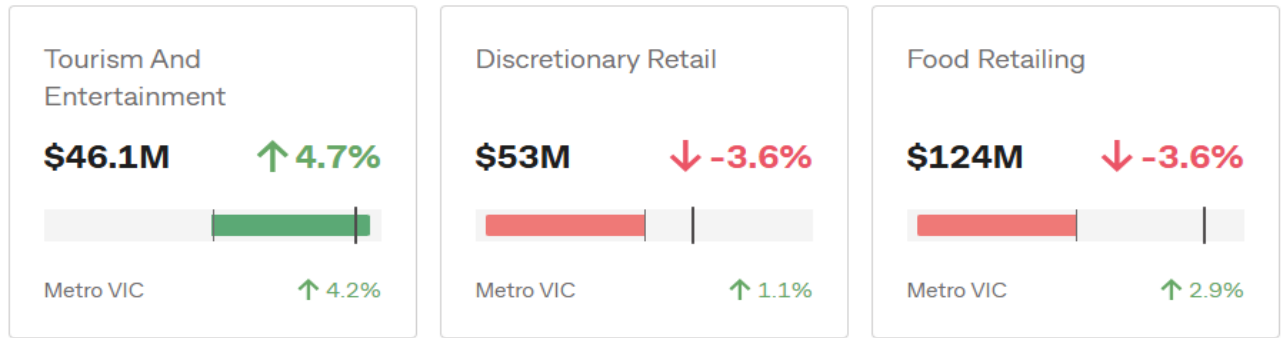
(Source: Banking Transaction Data, June 2025)

Business data represents electronic in-store spend with local businesses in Glen Eira City Council over 12 months to June 2025.



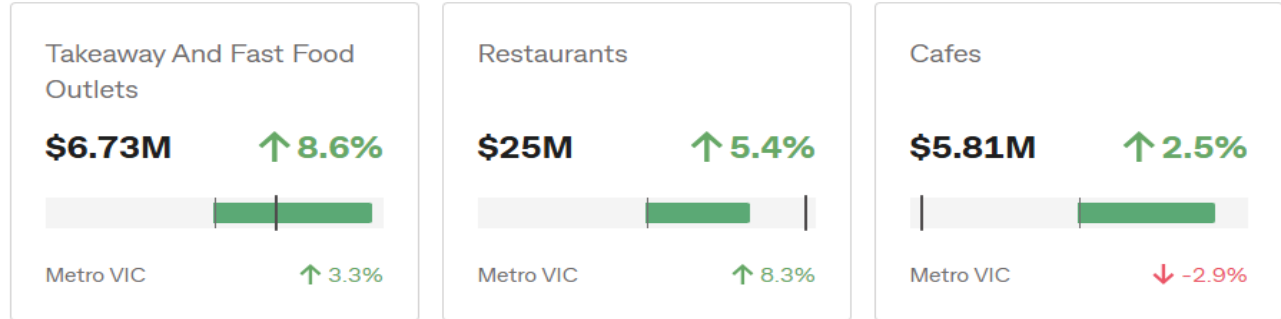
Key Categories

Growth Decline Metro VIC

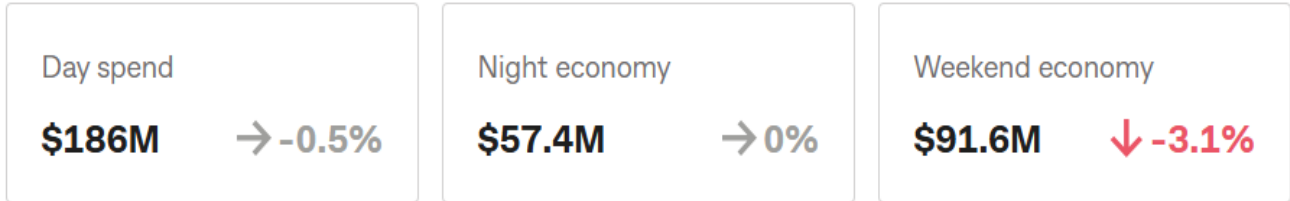


Popular Sub-Categories

Growth Decline Metro VIC



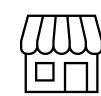
Day and Night Economies



Precinct Profile

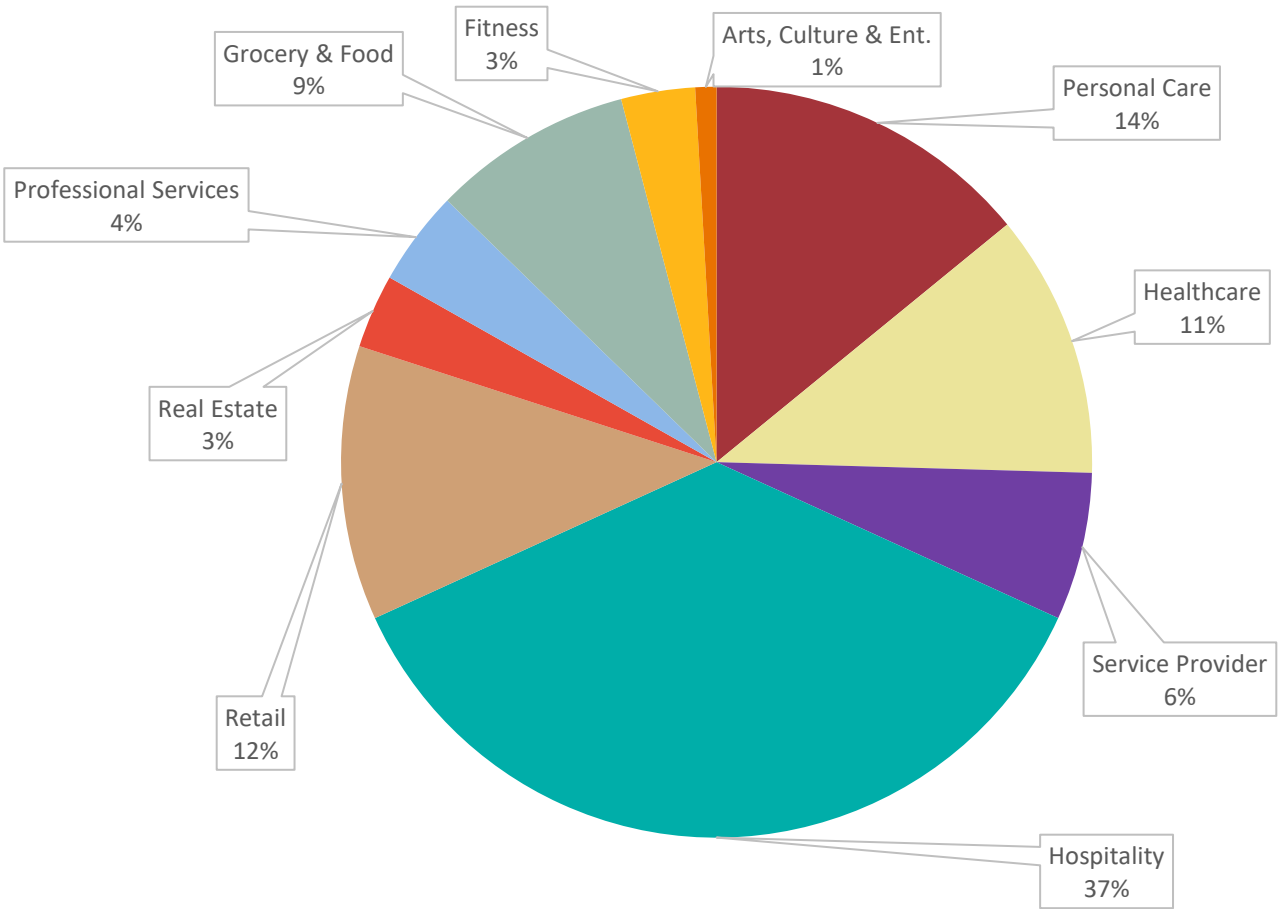
(Source: Glen Eira City Council, June 2025)



-  **Total Number of Businesses:** 232 (228 occupied)
-  **Vacancy Rate:** 2% (down from 4% in January 2025)
-  **Turnover Rate:** 5%
-  **New Businesses:** 10
-  **Closed Business:** 5

Industry Mix

(Source: Glen Eira City Council, June 2025)



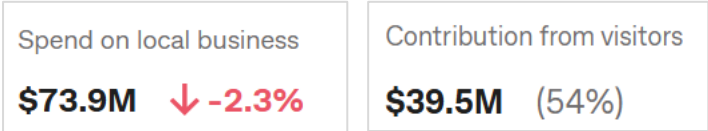
CAULFIELD EAST



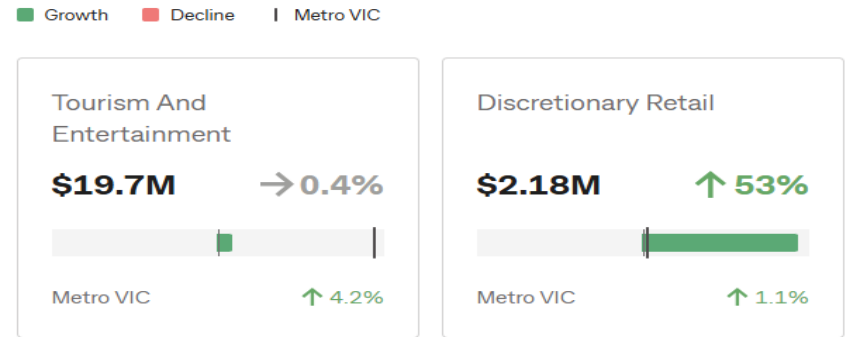
Spend data

(Source: Banking Transaction Data, June 2025)

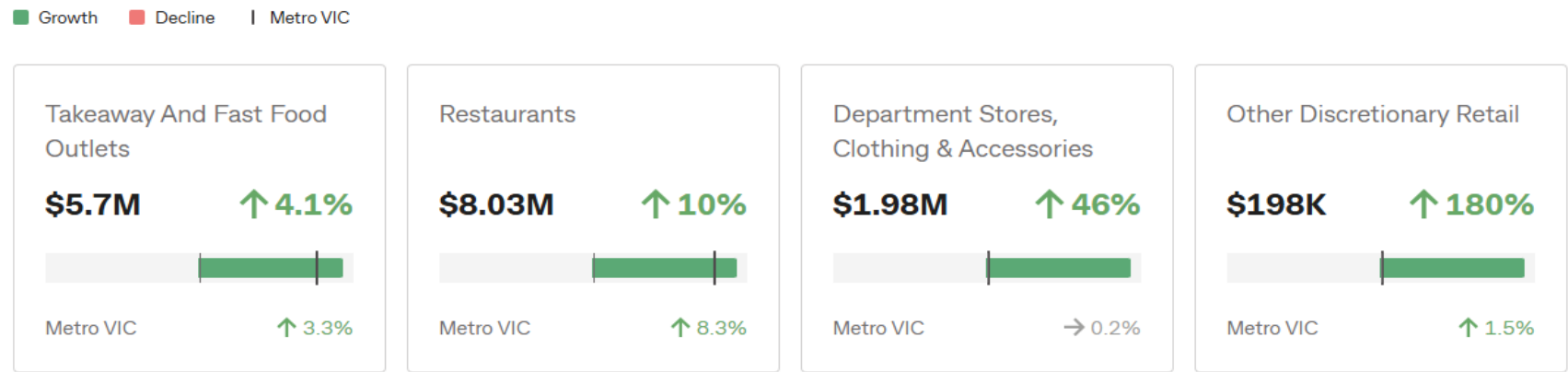
Business data represents electronic in-store spend with local businesses in Glen Eira City Council over 12 months to June 2025.



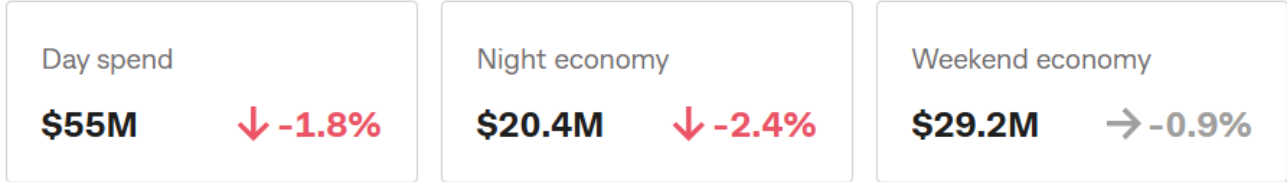
Key Categories



Popular Sub-Categories



Day and Night Economies



Precinct Profile

(Source: Glen Eira City Council, June 2025)



Total Number of Businesses: 41 (38 occupied)



Vacancy Rate: 10 per cent (level with January 2025)



Turnover Rate: 0 per cent



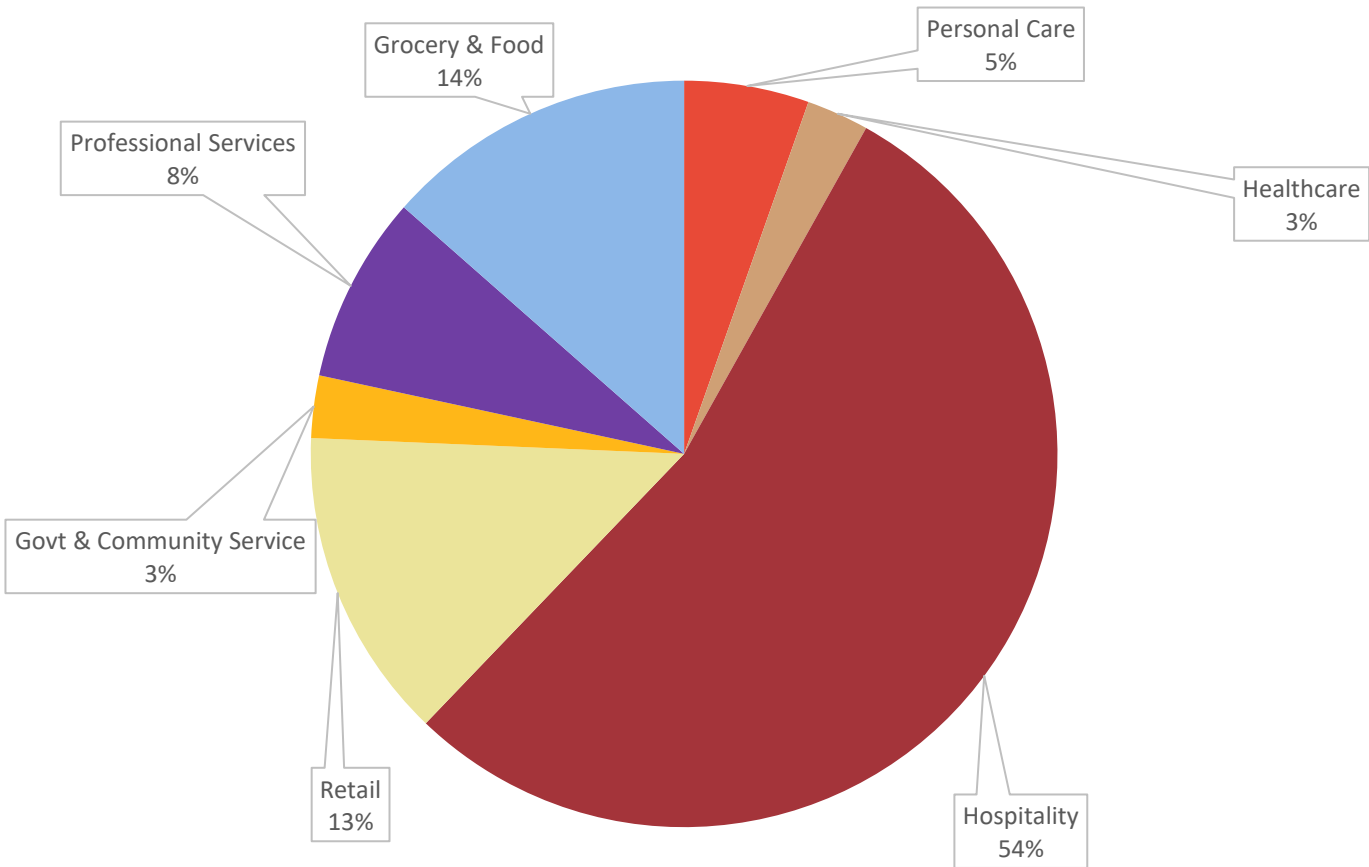
New Businesses: 6



Closed Business: 5

Industry Mix

(Source: Glen Eira City Council, June 2025)



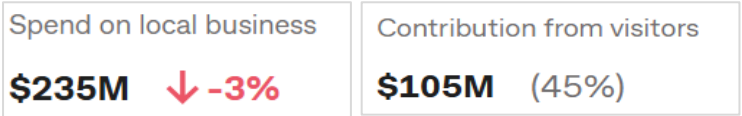
ELSTERNWICK



Spend data

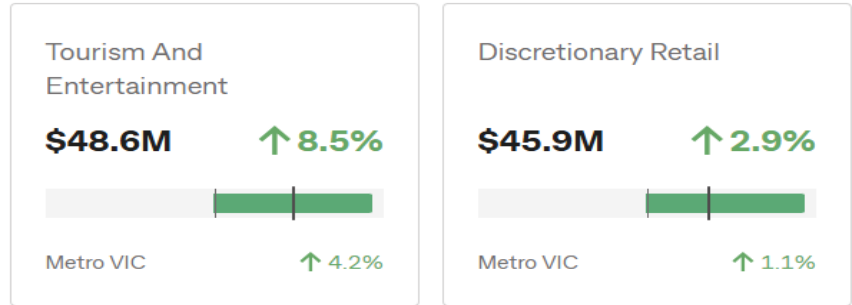
(Source: Banking Transaction Data, June 2025)

Business data represents electronic in-store spend with local businesses in Glen Eira City Council over 12 months to June 2025.



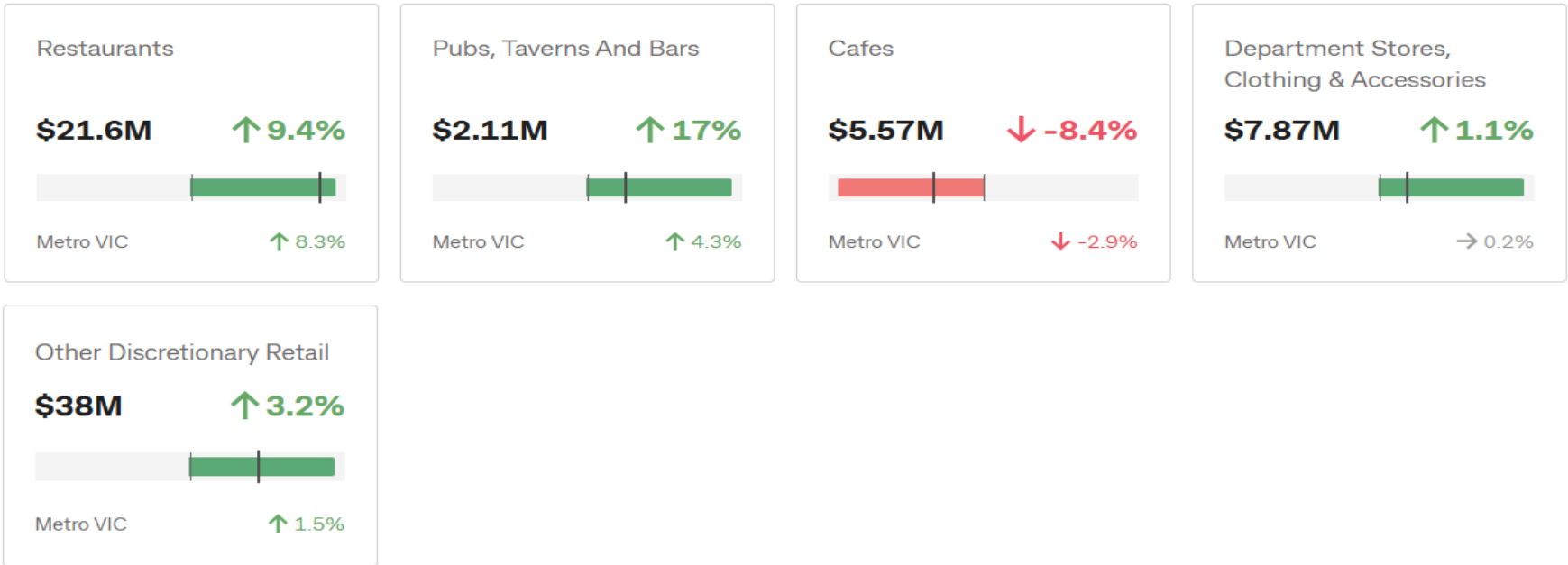
Key Categories

■ Growth ■ Decline | Metro VIC



Popular Sub-Categories

■ Growth ■ Decline | Metro VIC



Day and Night Economies

Day spend	Night economy	Weekend economy
\$183M ↓ -2.6%	\$52.6M ↓ -4%	\$80.4M ↓ -4.1%

Precinct Profile

(Source: Glen Eira City Council, June 2025)



Total Number of Businesses: 312 (299 occupied)



Vacancy Rate: 4 per cent (down from 5 per cent in January 2025)



Turnover Rate: 2 per cent



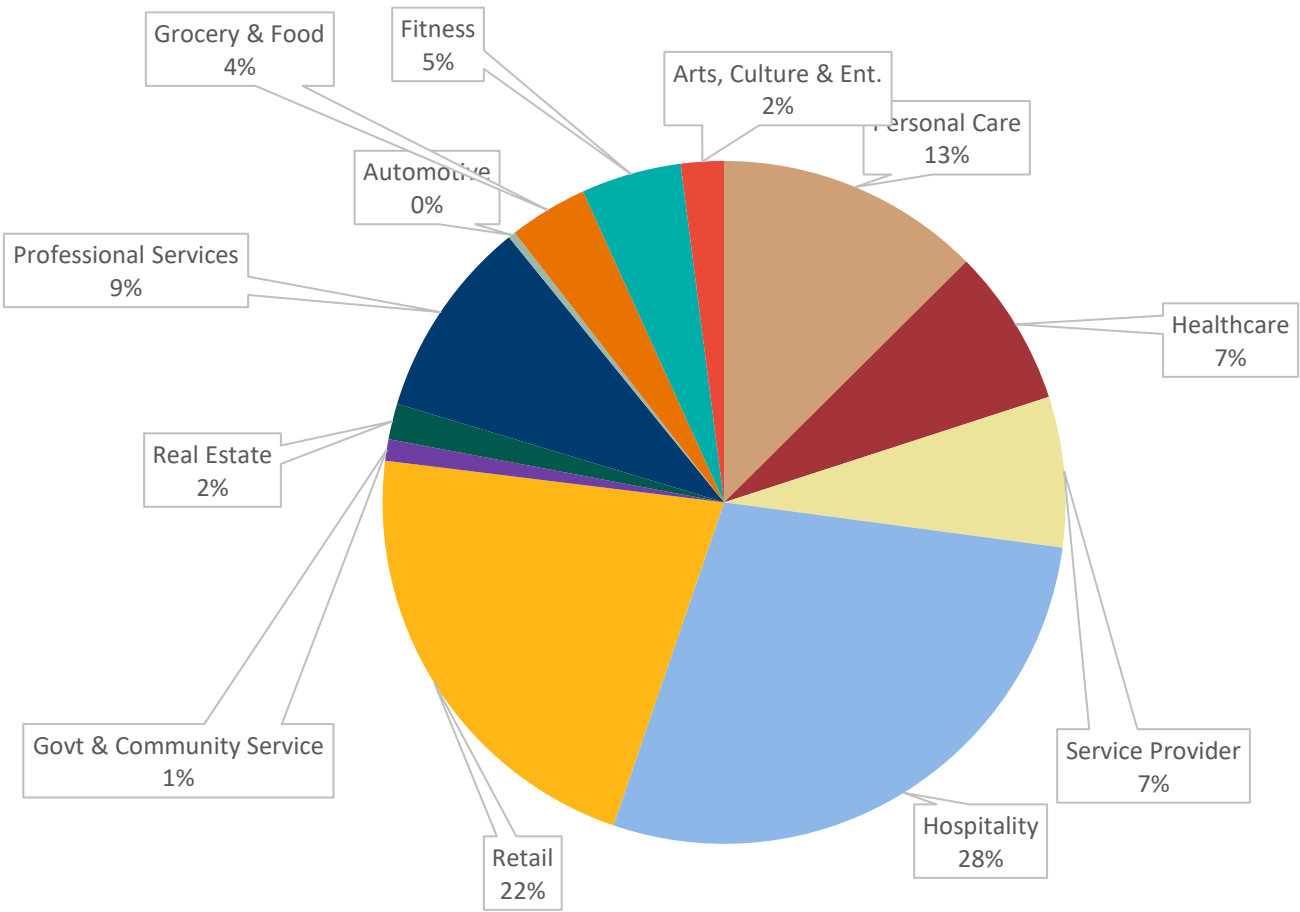
New Businesses: 7



Closed Business: 3

Industry Mix

(Source: Glen Eira City Council, June 2025)



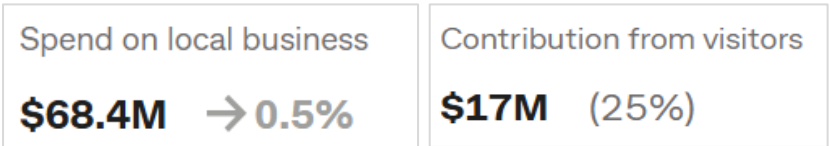
GLEN HUNTLY



Spend data

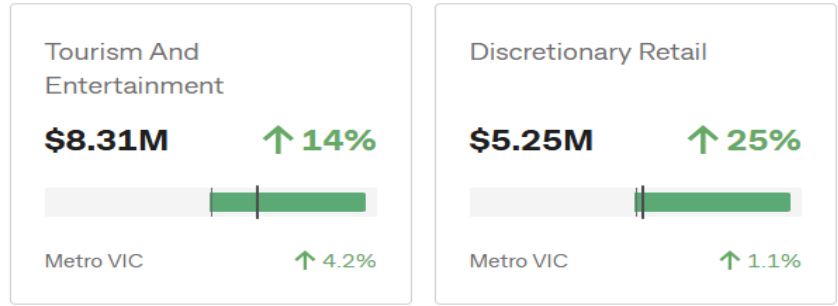
(Source: Banking Transaction Data, June 2025)

Business data represents electronic in-store spend with local businesses in Glen Eira City Council over 12 months to June 2025.



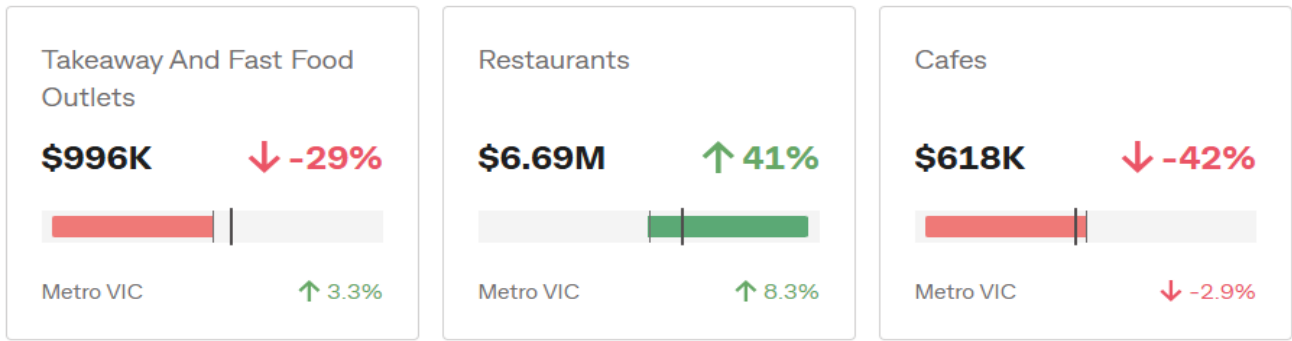
Key Categories

■ Growth ■ Decline | Metro VIC

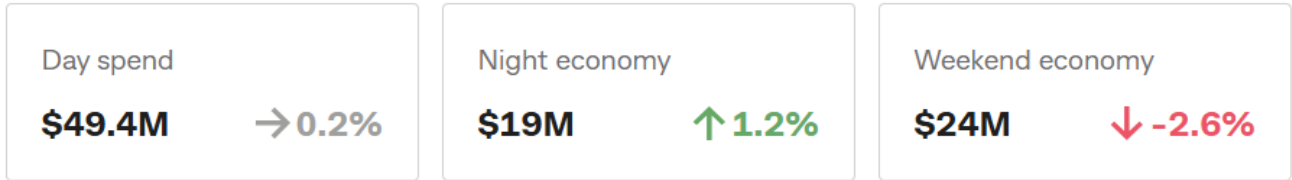


Popular Sub-Categories

■ Growth ■ Decline | Metro VIC



Day and Night Economies



Precinct Profile

(Source: Glen Eira City Council, June 2025)



Total Number of Businesses: 123 (110 occupied)



Vacancy Rate: 11 per cent (level with January 2025)



Turnover Rate: 2 per cent



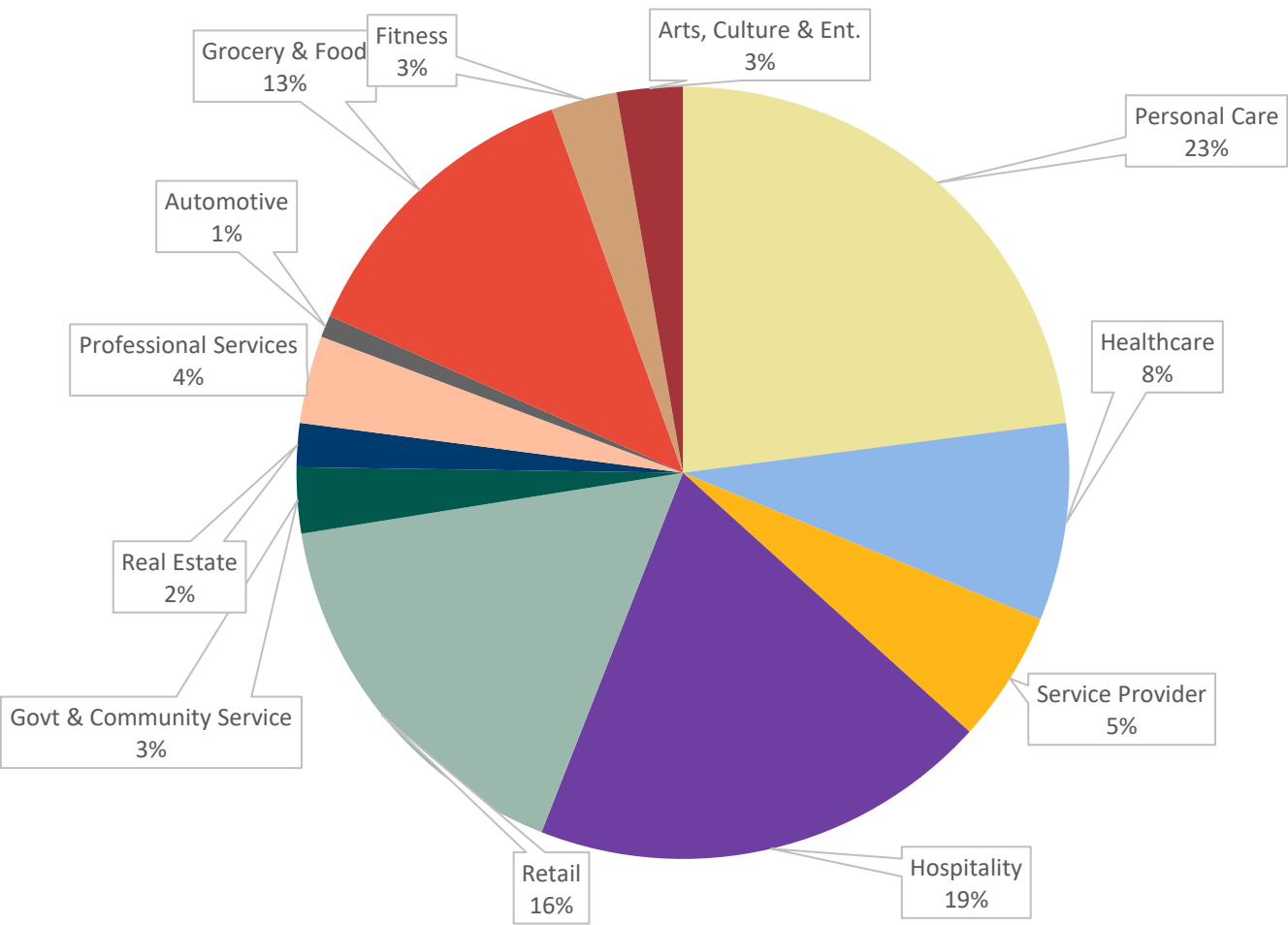
New Businesses: 1



Closed Business: 3

Industry Mix

(Source: Glen Eira City Council, June 2025)



GLOSSARY

Accommodation – online

It refers to the practice of booking lodging, such as hotels, apartments, or other types of short-term rentals, through internet platforms.

Benchmark category spend growth (per cent)

Year-on-year change in in-store spend with businesses located in the benchmark region over the selected time period by category.

Business turnover

Total sales from all 12 months in the last financial year.

Day spend

The spend between 6am to 6pm.

Discretionary retail

This category includes department stores, clothing and accessories, and other discretionary retail.

Food retailing

This category includes supermarkets, groceries and other food retailing.

Leakage data

This dataset tracks spending by your residents that occurs outside your LGA.

Local community centre

A smaller-scale areas designed to serve the immediate needs of the surrounding local community.

Major Activity Centre

A designated area in Victoria, Australia, identified for its role in providing services, employment, housing, public transport, and social interaction within a local community.

Neighbourhood Activity Centre

Neighbourhood Activity Centre has a local focus of uses and are dominated by small businesses and shops and some community services.

Night-time economy

The Night-Time or 24-hour Economy covers all activities (businesses and services) that take place between the hours of 6:00pm and 6:00am.

Precinct Turnover Rate

The percentage of businesses within a specific area (precinct) that have been sold or changed ownership within a given period, compared to the total number of businesses in that area.

Source market

It is based on the locations where visitors come from.

Spend (\$)

In-store spend with businesses located in the selected region over the selected time period.

Spend growth (per cent)

Year-on-year change in in-store spend with businesses located in the selected region over the selected time period.

Tourism and Entertainment

This category includes restaurants, takeaway and fast food outlets, cafes, pubs, taverns and bars, attractions, events and recreation.

Vacancy rate

The percentage of unoccupied or available business properties in an area compared to the total number of business properties.

Visitor

Nationally representative customer count based on those who have a residential postal code address located outside of the LGA or Town.

Visitor spend

The total electronic amount of money that visitors spend during their stay in Glen Eira.

For more information, visit [Glen Eira Profile](#) or contact the Economic Development Team at business@gleneira.vic.gov.au.