





Event length: 31 days, Category coverage Score\*: 99.4%

#### Overviev

What are some of the key insights for City of Busselton for all categories between 1 August 2025 and 31 August 2025?

Total spend Visitor spend \$82.2M \$31.6M \$7.3% uplift compared to Benchmark Period uplift compared to Benchmark Period

Day spend \$75.4M

92% of total spend over the event period was during the day (6am-6pm)

Night spend \$6.8M

8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank (Q's nationally representative retail customer transaction data between 1 August 2025 and 31 August 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

## **Category Summary**

What are the key changes to category spend between the event period versus the benchmark period for the City of Busselton location?

Event period: Fri 01-Aug-25 - Sun 31-Aug-25 (31 days)

Category coverage Score\*: 99.4%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Benchmark period: Fri 02-Aug-24 - Sun 01-Sep-24 (31 days) Spend Change vs Benchmark Period Benchmark Residents Total % Total \$ Day period Total \$31.6M Food Retailing \$7.3M \$20.7M \$28.0M ↑\$3.0M Supermarkets \$3.3M \$14.8M \$18.0M \$18.6M ↓ -2.7% ↓\$504K ↑ 1.5% ↓ -3.6% Groceries and Other Food Retailing \$4.0M \$5.9M \$9.9M \$6.4M ↑ 54.3% ↑\$3.5M ↑ 74.4% ↑ 43.0% \$17.5M \$213K \$17.8M - ⊥\$502K Discretionary Retail^ \$5.4M \$12.4M \$18.3M ↓ -2.7% ↑ 1.3% ↓ -4.4% \$3.5M \$13.0M \$13.6M - ↓\$593K Other Discretionary Retail \$9.5M ↓ -4.4% ↑ 1.0% ↓ -1.3% Department Stores, Clothing & Accessories \$2.9M \$4.8M ↑ 2.6% \$1.9M ↑ 1.9% ↑ 15.2% Tourism and Entertainment \$10.3M \$3.1M \$7.4M \$6.0M \$13.4M \$13.1M ↑\$207K ↑ **2.9**% Restaurants \$2.5M \$1.2M \$2.3M \$1.4M \$3.7M \$3.7M Pubs, Taverns and Bars \$1.5M \$1.0M \$1.2M \$1.3M \$2.5M ↑ 8.9% ↑ 9.1% ↑ 8.9% ↑\$199K Cafes \$1.3M \$1.2M \$2.4M \$2.2M Takeaway and Fast Food Outlets° \$1.7M \$589K \$818K \$1.5M \$2.3M \$2.0M ↑ 14.6% ↑\$290K ↑ 42.4% ↑ 31.8% Breweries and Wineries\*° \$1.3M \$278K \$1.6M Attractions, Events and Recreation\*° \$512K \$270K \$782K Private Transport \$2.5M \$4.8M \$7.3M ↑ **14.7**% ↑\$935K ↑ **24.3**% Accommodation - Online\* \$3.3M Accommodation - Instore° \$1.2M \$331K \$1.6M \$1.8M ↓ -14.4% - ↓\$265K ↓ -16.5% ↑ 4.4%

\* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days.

Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Periods).

#### **Events Timeseries**

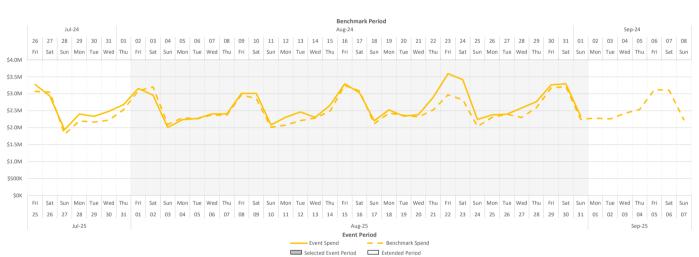
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 25 July 2025 and 31 August 2025 (incl extended dates)

Date Extender (Max 7 Days)
7

Category
Total (All)

Time of Day

Customer Type



Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmar Spend
GA	City of Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$3.3M	\$3.1M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$2.9M	\$3.0M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$1.9M	\$1.8M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$2.4M	\$2.2M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$2.3M	\$2.2M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$2.5M	\$2.2M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$2.7M	\$2.5M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24	\$3.2M	\$3.1M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24	\$3.0M	\$3.2M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24	\$2.0M	\$2.1M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24	\$2.2M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24	\$2.3M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24	\$2.4M	\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24	\$2.4M	\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 08-Aug-25	Fri 09-Aug-24	\$3.0M	\$3.0M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 09-Aug-25	Sat 10-Aug-24	\$3.0M	\$2.9M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 10-Aug-25	Sun 11-Aug-24	\$2.1M	\$2.0M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 11-Aug-25	Mon 12-Aug-24	\$2.3M	\$2.1M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 12-Aug-25	Tue 13-Aug-24	\$2.5M	\$2.2M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 13-Aug-25	Wed 14-Aug-24	\$2.3M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 14-Aug-25	Thu 15-Aug-24	\$2.7M	\$2.5M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 15-Aug-25	Fri 16-Aug-24	\$3.3M	\$3.2M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 16-Aug-25	Sat 17-Aug-24	\$3.0M	\$3.1M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 17-Aug-25	Sun 18-Aug-24	\$2.2M	\$2.1M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 18-Aug-25	Mon 19-Aug-24	\$2.5M	\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 19-Aug-25	Tue 20-Aug-24	\$2.3M	\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 20-Aug-25	Wed 21-Aug-24	\$2.4M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 21-Aug-25	Thu 22-Aug-24	\$2.9M	\$2.5M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 22-Aug-25	Fri 23-Aug-24	\$3.6M	\$3.0M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 23-Aug-25	Sat 24-Aug-24	\$3.4M	\$2.8M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 24-Aug-25	Sun 25-Aug-24	\$2.2M	\$2.0M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$2.4M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$2.4M	\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$2.6M	\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$2.8M	\$2.6M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$3.3M	\$3.2M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$3.3M	\$3.2M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$2.3M	\$2.2M
GA	City of Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24		\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24		\$2.3M
GA	City of Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24		\$2.4M
GA	City of Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24		\$2.5M
GA	City of Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24		\$3.1M
GA	City of Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24		\$3.1M
GA	City of Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24		\$2.2M

 Resident
 Business
 Events
 Visitor
 Leakage

 Region Type
 Spend Location
 Start Date
 End Date
 Benchmark Type

 Sub-region
 Busselton
 01-Aug-25
 31-Aug-25
 52 weeks prior

Event length: 31 days, Category coverage Score\*: 95.4%

Overviev

What are some of the key insights for Busselton for all categories between 1 August 2025 and 31 August 2025?

Total spend Visitor spend  $\$37.5M \\ \uparrow 3.4\% \\ \downarrow \text{plift compared to Benchmark Period}$  Visitor spend  $\$11.3M \\ \uparrow 15.6\% \\ \downarrow \text{uplift compared to Benchmark Period}$ 

Day spend \$34.5M

92% of total spend over the event period was during the day (6am-6pm)

Night spend

8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank (Q's nationally representative retail customer transaction data between 1 August 2025 and 31 August 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

## **Category Summary**

What are the key changes to category spend between the event period versus the benchmark period for the Busselton location?

Event period: Fri 01-Aug-25 - Sun 31-Aug-25 (31 days)

Category coverage Score\*: 95.4%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Benchmark period: Fri 02-Aug-24 - Sun 01-Sep-24 (31 days) Spend Change vs Benchmark Period Category Benchmark Visitors Residents Total % Total \$ Visitors % Residents % Day period Total Food Retailing \$2.2M \$8.7M \$10.8M - ↓\$570K Supermarkets \$1.4M \$7.1M \$8.5M \$8.7M ↓ -2.3% - ↓\$200K ↑ 6.7% ↓ -3.8% Groceries and Other Food Retailing \$753K \$1.5M \$2.3M \$2.7M -14.1% - J\$377K ↑ 3.0% -20.4% \$10.0M - ↓\$439K Discretionary Retail^ \$114K \$2.8M \$7.3M \$10.1M \$10.6M ↓ -4.2% ↑ 1.0% ↓ -6.0% - ↓\$387K Other Discretionary Retail \$2.2M \$6.0M \$8.2M \$8.6M ↓ -4.5% ↓ -1.5% ↓ -5.6% Department Stores, Clothing & Accessories \$1.2M \$1.9M ↓ -2.7% ↓ -8.2% \$652K \$1.9M Tourism and Entertainment \$3.9M \$2.4M \$2.9M \$5.2M \$5.2M ↑\$64K ↑ 0.5% ↑ **2.0**% Pubs, Taverns and Bars \$825K \$487K \$489K \$822K \$1.3M \$1.3M ↑ 3.5% ↑\$45K ↑ 17.5% ↓ -3.6% ↑\$114K Restaurants \$838K \$431K \$678K \$590K \$1.3M \$1.2M ↑ 9.9% ↑ 31.9% ↓ -3.9% Cafes \$447K \$578K \$1.0M \$1.0M ↑ 0.5% ↑\$5K ↓ -6.3% ↑ 5.1% Takeaway and Fast Food Outlets° \$669K \$230K \$301K \$600K \$901K \$653K ↑ 38.0% ↑\$248K ↑ 90.8% ↑ 77.9% Private Transport \$3.9M ↑\$1.1M \$1.3M \$2.6M \$2.8M ↑ 39.8% ↑ 50.0% ↑ 35.1% \$57K

\*Total sales not available for all days in selected range, \*Day/night sales have been proportioned to total spend based on available days, \*Visitors/Residents sales have been proportioned to total spend based on available days.

Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark pairods).

#### **Events Timeseries**

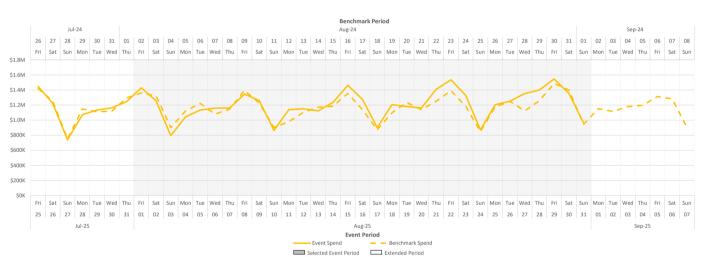
Discover granular time of day and day of week spend insights for the Total (AlI) category for All Customers to Busselton between 25 July 2025 and 31 August 2025 (incl extended dates)

Date Extender (Max 7 Days)
7

Category
Total (All)

Time of Day

Customer Type



Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
ub-region	Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$1.4M	\$1.4M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$1.2M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$740K	\$750K
ub-region	Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$1.1M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$1.1M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$1.2M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24	\$1.4M	\$1.4M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24	\$1.3M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24	\$794K	\$902K
ub-region	Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24	\$1.0M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24	\$1.1M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 08-Aug-25	Fri 09-Aug-24	\$1.3M	\$1.4M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 09-Aug-25	Sat 10-Aug-24	\$1.3M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 10-Aug-25	Sun 11-Aug-24	\$865K	\$904K
ub-region	Busselton	Total (All)	Total	All Customers	Mon 11-Aug-25	Mon 12-Aug-24	\$1.1M	\$979K
ub-region	Busselton	Total (All)	Total	All Customers	Tue 12-Aug-25	Tue 13-Aug-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Wed 13-Aug-25	Wed 14-Aug-24	\$1.1M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 14-Aug-25	Thu 15-Aug-24	\$1.2M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 15-Aug-25	Fri 16-Aug-24	\$1.5M	\$1.4M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 16-Aug-25	Sat 17-Aug-24	\$1.3M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 17-Aug-25	Sun 18-Aug-24	\$900K	\$871K
ub-region	Busselton	Total (All)	Total	All Customers	Mon 18-Aug-25	Mon 19-Aug-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Tue 19-Aug-25	Tue 20-Aug-24	\$1.2M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Wed 20-Aug-25	Wed 21-Aug-24	\$1.2M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 21-Aug-25	Thu 22-Aug-24	\$1.4M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 22-Aug-25	Fri 23-Aug-24	\$1.5M	\$1.4M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 23-Aug-25	Sat 24-Aug-24	\$1.3M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 24-Aug-25	Sun 25-Aug-24	\$871K	\$849K
ub-region	Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$1.2M	\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$1.3M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$1.4M	\$1.1M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$1.4M	\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$1.5M	\$1.5M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$1.4M	\$1.4M
ıb-region	Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$961K	\$944K
ıb-region	Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24		\$1.2M
ıb-region	Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24		\$1.1M
ıb-region	Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24		\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24		\$1.2M
ub-region	Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24		\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24		\$1.3M
ub-region	Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24		\$907K

## **Category Summary**

What are the key changes to category spend between the event period versus the benchmark period for the Dunsborough location?

Event period: Fri 01-Aug-25 - Sun 31-Aug-25 (31 days)

Category coverage Score\*: 97.0%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Renchmark period: Fri 02 Aug 24 Sup 01 Sep 24 (31 days)

	Spend						Change vs Benchmark Period			
Category	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$15.6M	\$2.0M	\$8.6M	\$9.0M	\$17.6M	\$17.5M	↑ 1.0%	↑\$167K	↑ 1.5%	↑ <b>0.4</b> %
Food Retailing	\$5.7M	\$547K	\$2.0M	\$4.3M	\$6.3M	\$6.4M	↓ -1.0%	- ↓\$64K	↑ 3.5%	↓ -3.0%
Tourism and Entertainment	\$4.7M	\$1.2M	\$4.1M	\$1.7M	\$5.8M	\$6.0M	↓ -2.5%	- ↓\$149K	↓ -3.1%	↓ -1.0%
Restaurants^°	\$1.5M	\$635K	\$1.5M	\$601K	\$2.1M	\$2.3M	↓ -9.7%	- ↓\$225K	↓ -14.6%	↓ -4.7%
Breweries and Wineries°			\$1.0M	\$185K	\$1.2M	\$1.3M	↓ -10.3%	- ↓\$138K	↓ -39.5%	↓ -51.4%
Cafes°			\$705K	\$407K	\$1.1M	\$1.0M	↑ 6.1%	↑\$64K	↑ 6.4%	↓ -4.9%
Pubs, Taverns and Bars^	\$448K	\$461K	\$536K	\$373K	\$909K	\$761K	↑ 19.4%	↑\$148K	↑ 22.9%	↑ 13.4%
Takeaway and Fast Food Outlets*^°	\$159K	\$77K	\$107K	\$129K	\$236K					
Attractions, Events and Recreation*°			\$151K	\$23K	\$174K					
Discretionary Retail*°	\$45K		\$989K	\$1.2M	\$2.2M					
Other Discretionary Retail*°			\$545K	\$924K	\$1.5M					
Department Stores, Clothing & Accessories*°			\$413K	\$164K	\$577K					
Private Transport			\$294K	\$799K	\$1.1M	\$1.1M	↑ 2.7%	↑\$29K	↑ <b>6.5</b> %	↑ 0.5%
Accommodation - Instore°					\$775K	\$830K	↓ -6.6%	- ↓\$55K	↓ -80.8%	↓ -75.0%

\* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, \* Visitors/Residents sales have been proportioned to total spend based on available days.

Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

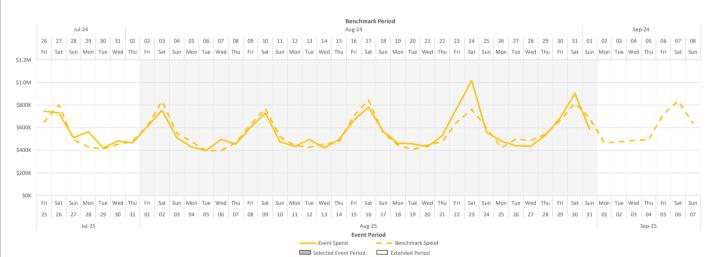
#### **Events Timeseries**

Discover granular time of day and day of week spend insights for the Total (AII) category for AII Customers to Dunsborough between 25 July 2025 and 31 August 2025 (incl extended dates)

7 Total (AII)

Total (AII)

Total (AII)



Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmar Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$745K	\$650K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$732K	\$801K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$511K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$564K	\$430K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$420K	\$411K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$482K	\$453K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$468K	\$480K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24	\$611K	\$613K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24	\$755K	\$835K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24	\$513K	\$554K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24	\$430K	\$477K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24	\$398K	\$396K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24	\$497K	\$398K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24	\$455K	\$467K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 08-Aug-25	Fri 09-Aug-24	\$603K	\$625K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 09-Aug-25	Sat 10-Aug-24	\$727K	\$768K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 10-Aug-25	Sun 11-Aug-24	\$477K	\$520K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 11-Aug-25	Mon 12-Aug-24	\$433K	\$442K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 12-Aug-25	Tue 13-Aug-24	\$495K	\$426K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 13-Aug-25	Wed 14-Aug-24	\$422K	\$455K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 14-Aug-25	Thu 15-Aug-24	\$494K	\$476K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 15-Aug-25	Fri 16-Aug-24	\$665K	\$703K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 16-Aug-25	Sat 17-Aug-24	\$782K	\$844K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 17-Aug-25	Sun 18-Aug-24	\$566K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 18-Aug-25	Mon 19-Aug-24	\$461K	\$447K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 19-Aug-25	Tue 20-Aug-24	\$457K	\$406K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 20-Aug-25	Wed 21-Aug-24	\$432K	\$446K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 21-Aug-25	Thu 22-Aug-24	\$528K	\$476K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 22-Aug-25	Fri 23-Aug-24	\$777K	\$649K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 23-Aug-25	Sat 24-Aug-24	\$1.0M	\$762K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 24-Aug-25	Sun 25-Aug-24	\$561K	\$600K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$482K	\$421K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$441K	\$500K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$436K	\$486K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$533K	\$543K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$685K	\$664K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$903K	\$819K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$584K	\$682K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24		\$466K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24		\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24		\$487K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24		\$493K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24		\$718K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24		\$836K
ub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24		\$641K

Resident Business Events Visitor Leakage Benchmark Type Spend Location End Date Region Type Start Date Sub-region West Busselton 01-Aug-25 31-Aug-25 52 weeks prior

Event length: 31 days, Category coverage Score\*: 97.3%

What are some of the key insights for West Busselton for all categories between 1 August 2025 and 31 August 2025?

Total spend Visitor spend \$23.6M \$8.5M ↑ 16.0% ↑ **20.1%** uplift compared to Benchmark Period uplift compared to Benchmark Period

Day spend \$21.7M

92% of total spend over the event period was during the day (6am-6pm)

Night spend \$1.8M

8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank (Q's nationally representative retail customer transaction data between 1 August 2025 and 31 August 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

## **Category Summary**

What are the key changes to category spend between the event period versus the benchmark period for the West Busselton location? Event period: Fri 01-Aug-25 - Sun 31-Aug-25 (31 days)

Category coverage Score\*: 97.3%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Benchmark period: Fri 02-Aug-24 - Sun 01-Sep-24 (31 days)

			Spe	end			Change vs Benchmark Period			
Category	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$21.7M	\$1.8M	\$8.5M	\$15.1M	\$23.6M	\$20.3M	↑ 16.0%	↑\$3.3M	↑ <b>20.1</b> %	↑ 13.9%
Food Retailing	\$10.2M	\$617K	\$3.2M	\$7.7M	\$10.8M	\$7.2M	↑ 50.4%	↑\$3.6M	↑ 100.4%	↑ 36.3%
Supermarkets			\$1.1M	\$4.4M	\$5.5M	\$5.6M	↓ -2.0%	- ↓\$113K	↑ 20.3%	↑ 16.49
Groceries and Other Food Retailing			\$2.1M	\$3.3M	\$5.3M	\$1.6M	↑ 235.1%	↑\$3.7M	↑ 716.9%	↑ 284.29
Discretionary Retail^°	\$5.2M	\$155K	\$1.5M	\$3.8M	\$5.3M	\$5.6M	↓ -5.6%	- ↓\$313K	↓ -9.1%	↓ -9.0%
Private Transport			\$882K	\$1.4M	\$2.3M	\$2.5M	↓ -8.4%	- ↓\$206K	↑ 3.5%	↓ -15.0%
Tourism and Entertainment	\$1.6M	\$608K	\$873K	\$1.3M	\$2.2M	\$1.9M	↑ 14.8%	↑\$283K	↑ <b>22.3</b> %	↑ 10.5%
Takeaway and Fast Food Outlets^	\$812K	\$291K	\$380K	\$719K	\$1.1M	\$1.1M	↓ -0.6%	- ↓\$7K	↑ 8.6%	↓ -6.19
Cafes°			\$115K	\$181K	\$296K	\$165K	↑ 79.4%	↑\$131K	↑ 109.4%	↑ 90.2%
Restaurants*°			\$112K	\$183K	\$295K					
Attractions, Events and Recreation*°			\$57K	\$80K	\$137K					
Accommodation - Instore*°			\$431K	\$167K	\$598K					

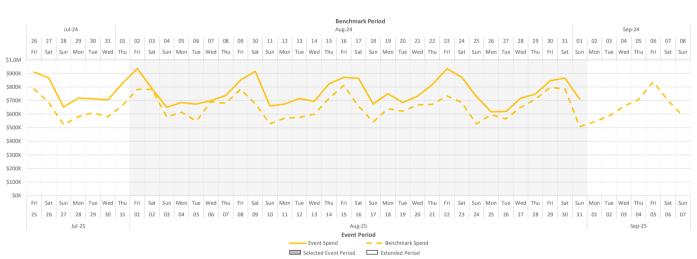
#### **Events Timeseries**

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Busselton between 25 July 2025 and 31 August 2025 (incl extended dates) 7

Date Extender (Max 7 Days)

Category Total (All)

Customer Type



Please note that data for day/hight and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmar Spend
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$910K	\$785K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$866K	\$685K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$652K	\$522K
ub-region	West Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$719K	\$581K
ub-region	West Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$713K	\$610K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$706K	\$580K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$827K	\$664K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24	\$936K	\$783K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24	\$788K	\$783K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24	\$650K	\$578K
ub-region	West Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24	\$686K	\$615K
ub-region	West Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24	\$673K	\$548K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24	\$699K	\$691K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24	\$738K	\$680K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 08-Aug-25	Fri 09-Aug-24	\$851K	\$784K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 09-Aug-25	Sat 10-Aug-24	\$916K	\$676K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 10-Aug-25	Sun 11-Aug-24	\$660K	\$529K
ub-region	West Busselton	Total (All)	Total	All Customers	Mon 11-Aug-25	Mon 12-Aug-24	\$674K	\$570K
ub-region	West Busselton	Total (All)	Total	All Customers	Tue 12-Aug-25	Tue 13-Aug-24	\$715K	\$576K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 13-Aug-25	Wed 14-Aug-24	\$694K	\$599K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 14-Aug-25	Thu 15-Aug-24	\$824K	\$715K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 15-Aug-25	Fri 16-Aug-24	\$870K	\$812K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 16-Aug-25	Sat 17-Aug-24	\$865K	\$658K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 17-Aug-25	Sun 18-Aug-24	\$675K	\$543K
ub-region	West Busselton	Total (All)	Total	All Customers	Mon 18-Aug-25	Mon 19-Aug-24	\$750K	\$640K
ub-region	West Busselton	Total (All)	Total	All Customers	Tue 19-Aug-25	Tue 20-Aug-24	\$686K	\$621K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 20-Aug-25	Wed 21-Aug-24	\$731K	\$668K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 21-Aug-25	Thu 22-Aug-24	\$816K	\$672K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 22-Aug-25	Fri 23-Aug-24	\$934K	\$734K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 23-Aug-25	Sat 24-Aug-24	\$871K	\$687K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 24-Aug-25	Sun 25-Aug-24	\$729K	\$528K
ub-region	West Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$617K	\$596K
ub-region	West Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$620K	\$565K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$717K	\$651K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$748K	\$709K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$846K	\$797K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$866K	\$786K
ıb-region	West Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$710K	\$508K
ıb-region	West Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24		\$543K
ıb-region	West Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24		\$587K
ub-region	West Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24		\$658K
ub-region	West Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24		\$708K
ub-region	West Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24		\$838K
ub-region	West Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24		\$699K
ub-region	West Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24		\$587K

ResidentBusinessEventsVisitorLeakageMonthFilterRegion TypeResident locationAugust 2025Resident locationLGACity of Busselton

## Overview

What are some of the key insights for City of Busselton residents during August 2025?

Total spend \$135.1M ↑ 7.2% .vs last year

↑ 5.2% .vs Regional WA

Top category
Supermarkets

\$18.3M of spend for City of Busselton residents is within this category during August 2025

Top lifestage Retiree

28.5% of City of Busselton residents are within this lifestage

Proportion of spend into the LGA 37.3%

of spend for City of Busselton residents during August 2025

Demographic insights are based on CommBank (Q's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

## Category performance

What are the highest performing categories for City of Busselton residents during the past 12 months (September 2024 - August 2025)?

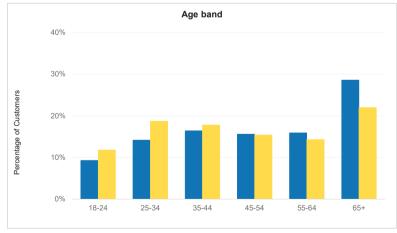
		Monthly		Annual (Last 12 months up to August 2025)			
		% Change	e vs last year				
Category	Spend	Selected region	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
Total	\$135.1M	↑ <b>7.2</b> %	↑ 5.2%	\$1.58B	↑ <b>4.3</b> %		
Discretionary Retail	\$27.4M	↑ <b>2.4%</b>	↑ 3.2%	\$344.1M	↑ <b>2.4%</b>	1.00x	99.49
Other Discretionary Retail	\$17.0M	↑ 0.3%	↑ 1.7%	\$215.5M	↑ 0.1%	1.00x	99.0
Department Stores, Clothing & Accessories	\$7.6M	↑ 4.0%	↑ 4.5%	\$97.3M	↑ 4.4%	0.99x	96.6
Buy Now Pay Later	\$2.3M	↑ 13.4%	↑ 7.5%	\$26.6M	↑ 15.1%	0.71x	18.3
Print Media and Books	\$284K	↓ -0.9%	↑ 7.7%	\$3.6M	↓ -0.9%	1.03x	39.89
Children and Baby Stores	\$121K	↑ 49.2%	↑ 23.4%	\$1.2M	↑ 7.4%	0.59x	9.29
Food Retailing	\$26.3M	↑ 5.0%	↑ <b>2.5%</b>	\$319.2M	↑ <b>4.8%</b>	1.00x	99.3
Supermarkets	\$18.3M	↓ -1.7%	↑ 1.5%	\$223.7M	↑ 0.7%	1.00x	98.99
Groceries and Other Food Retailing	\$8.0M	↑ 24.3%	↑ 6.2%	\$95.5M	↑ 16.1%	1.00x	97.69
Household	\$25.0M	↑ 9.7%	↑ 9.4%	\$298.8M	↑ <b>4.7%</b>	1.00x	99.1
Insurance	\$8.6M	↑ 6.0%	↑ 4.0%	\$103.4M	↑ 8.8%	0.98x	64.7
Electricity, Gas and Water Supply	\$3.9M	↑ 57.0%	↑ 40.4%	\$44.1M	↓ -0.6%	1.02x	51.0
Telecommunication Services	\$3.7M	↑ 4.4%	↑ 8.8%	\$44.1M	↑ 7.9%	0.99x	78.9
Personal Services	\$2.2M	↑ 7.3%	↑ 4.5%	\$27.0M	↑ 7.0%	0.99x	79.59
Motor Vehicle Services	\$2.1M	↑ 7.8%	↑ 3.7%	\$24.8M	↑ 9.3%	1.08x	62.7
Pet Care	\$1.6M	↓ -4.8%	↑ 2.1%	\$18.7M	↓ -2.4%	1.20x	45.4
School Education	\$817K	↑ 36.3%	↑ 3.2%	\$8.9M	↑ 12.8%	0.64x	21.4
Public Services	\$758K	↓ -35.3%	↑ 4.4%	\$11.3M	↓ -25.6%	1.06x	58.5
Fitness	\$655K	↑ 23.4%	↑ 11.3%	\$8.4M	↑ 24.9%	0.70x	42.1
Childcare Services	\$307K	↑ 22.5%	↓ -5.0%	\$3.7M	↓ -1.3%	0.70x	4.6
Charities	\$212K	↑ 5.2%	↑ 3.8%	\$2.8M	↓ -6.7%	1.04x	32.3
Computer Services	\$91K	↓ -44.1%	↓ -17.1%	\$1.6M	↓ -1.9%	0.79x	8.5
Tourism and Entertainment	\$16.7M	↑ 13.7%	↑ 11.6%	\$184.9M	↑ <b>7.4%</b>	1.00x	98.9
Restaurants	\$3.5M	↑ 7.0%	↑ 9.2%	\$42.2M	↑ 16.0%	0.99x	93.1
Takeaway and Fast Food Outlets	\$2.8M	↑ 7.3%	↑ 5.6%	\$32.1M	↑ 2.0%	0.98x	93.9
Attractions, Events and Recreation	\$2.7M	↑ 65.5%	↑ 20.2%	\$23.8M	↑ 9.2%	0.95x	75.1
Pubs, Taverns and Bars	\$2.5M	↑ 7.5%	↑ 1.2%	\$27.6M	↑ 2.1%	1.03x	82.4
Cafes	\$1.9M	↑ 8.3%	↓ -1.1%	\$22.0M	↑ 2.0%	1.01x	88.6
Online Entertainment	\$1.9M	↑ 5.6%	↑ 32.5%	\$21.1M	↑ 15.0%	0.98x	69.8
Food Delivery Services	\$858K	↑ 19.9%	↑ 45.4%	\$8.8M	↑ 16.0%	0.67x	28.3
Breweries and Wineries	\$535K	↓ -6.6%	↑ 5.7%	\$7.4M	↓ -9.0%	2.85x	50.4
Private Transport	\$10.4M	↑ <b>6.4</b> %	↑ 0.3%	\$125.0M	↑ 0.8%	1.00x	96.9
Accommodation	\$3.4M	↓ -6.5%	↑ 4.8%	\$38.9M	↑ <b>4.2</b> %	1.09x	65.6

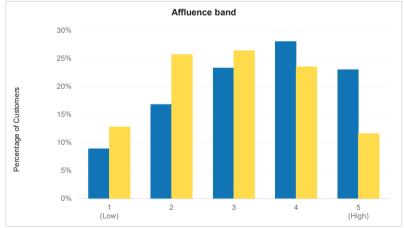
Affinity is based on the proportion of the residents shopping with the category (not restricted to location). Benchmark is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

# Demographic profiles

What is the profile of City of Busselton residents during the recent static period (September 2024 - August 2025)?







See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

What are the top brand preferences of City of Busselton residents during the recent static period (September 2024 - August 2025)?

Top 5 Clothing & Accessories						
Brand	Affinity	Penetration				
Rockmans	3.36x	5.3%				
Ghanda Clothing	2.56x	13.6%				
Angus And Coote	2.12x	4.4%				
Just Jeans	2.04x	12.2%				
Gazman	2.02x	4.3%				

Top 5 General Retail						
Brand	Affinity	Penetration				
Red Dot	11.32x	45.0%				
Perth Duty Free	7.62x	7.7%				
Kmart	1.07x	84.1%				
Temu	1.01x	23.9%				
The Reject Shop	1.00x	37.8%				

Top 5 Food Retailing						
Brand	Affinity	Penetration				
Bunbury Farmers Market	>30x	66.1%				
Liquor Stax	20.13x	34.8%				
Liquor Barons	7.40x	11.7%				
The Good Grocer	3.66x	6.4%				
The Spud Shed	2.39x	12.1%				

Top 5 Homewares and Appliances							
Brand	Affinity	Penetration					
House	2.81x	20.4%					
The Good Guys	2.18x	27.9%					
Beacon Lighting	2.03x	4.9%					
Harvey Norman	1.92x	4.4%					
Adaire	1.80v	10.0%					

Top 5 Eating and Drinking Out							
Brand	Affinity	Penetration					
Chicken Treat	10.95x	23.5%					
Dome Cafe	9.92x	38.1%					
Sushi Sushi	2.79x	28.6%					
Miss Maud	2.71x	5.2%					
Bod Boostor	2.15v	27.40/					

Top 5 Personal Services			
Brand	Affinity	Penetration	
Price Attack	3.66x	7.3%	
Priceline	3.64x	27.0%	
Adore Beauty	0.70x	1.4%	
The Body Shop	0.69x	2.9%	
Essential Regulty	0.65v	0.7%	

ffinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location)

ResidentBusinessEventsVisitorLeakageMonthFilterRegion TypeResident locationAugust 2025Resident locationSub-regionBusselton

## Overview

What are some of the key insights for Busselton residents during August 2025?

Total spend \$35.3M ↑ 13.6% .vs last year

↑ 5.2% .vs Regional WA

Top category
Supermarkets

\$4.8M of spend for Busselton residents is within this category during August 2025

Top lifestage Retiree Proportion of spend into the LGA 35.9%

of spend for Busselton residents during August 2025

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

## Category performance

What are the highest performing categories for Busselton residents during the past 12 months (September 2024 - August 2025)?

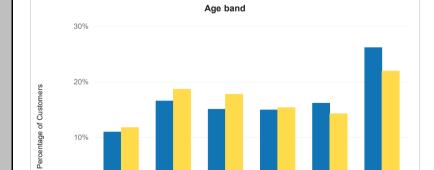
		Monthly		Annual (Last 12 months up to August 2025)			:5)
Catanani		% Change	e vs last year	Spend	vs previous 12 months	Affinity	Penetration
Category	Spend	Selected region	Regional WA				
Total	\$35.3M	↑ 13.6%	↑ 5.2%	\$395.9M	↑ 6.0%		
Discretionary Retail	\$7.2M	↑ 10.8%	↑ 3.2%	\$87.7M	↑ 4.0%	1.00x	99.3%
Other Discretionary Retail	\$4.3M	↑ 2.9%	↑ 1.7%	\$54.1M	↑ 0.8%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.1M	↑ 21.8%	↑ 4.5%	\$24.8M	↑ 6.2%	0.98x	95.7%
Buy Now Pay Later	\$739K	↑ 33.7%	↑ 7.5%	\$7.8M	↑ 23.7%	0.74x	18.9%
Print Media and Books	\$67K	↑ 3.2%	↑ 7.7%	\$821K	↓ -0.5%	0.90x	34.8%
Children and Baby Stores	\$28K	↑ 144.0%	↑ 23.4%	\$277K	↑ 13.9%	0.48x	7.4%
Food Retailing	\$6.7M	↑ <b>6.4</b> %	↑ <b>2.5%</b>	\$79.8M	↑ 6.1%	1.00x	99.4%
Supermarkets	\$4.8M	↑ 1.9%	↑ 1.5%	\$57.5M	↑ 2.9%	1.00x	99.1%
Groceries and Other Food Retailing	\$1.9M	↑ 19.6%	↑ 6.2%	\$22.3M	↑ 15.3%	1.00x	97.5%
Household	\$6.4M	↑ 18.5%	↑ 9.4%	\$72.9M	↑ 6.4%	1.00x	98.8%
Insurance	\$2.2M	↑ 12.8%	↑ 4.0%	\$25.1M	↑ 10.9%	0.94x	61.7%
Electricity, Gas and Water Supply	\$1.0M	↑ 92.8%	↑ 40.4%	\$10.9M	↑ 5.2%	0.92x	46.29
Telecommunication Services	\$968K	↑ 11.3%	↑ 8.8%	\$11.3M	↑ 8.2%	1.00x	79.9%
Personal Services	\$583K	↑ 14.8%	↑ 4.5%	\$6.4M	↑ 5.3%	0.96x	76.6%
Motor Vehicle Services	\$524K	↑ 10.8%	↑ 3.7%	\$5.9M	↑ 14.2%	0.97x	56.2%
Pet Care	\$396K	↑ 7.3%	↑ 2.1%	\$4.5M	↓ -5.8%	1.06x	40.0%
School Education	\$212K	↑ 29.9%	↑ 3.2%	\$2.1M	↑ 11.3%	0.56x	18.79
Public Services	\$186K	↓ -33.1%	↑ 4.4%	\$2.9M	↓ -22.4%	0.95x	52.6%
Fitness	\$134K	↑ 3.4%	↑ 11.3%	\$2.1M	↑ 21.2%	0.68x	40.6%
Childcare Services	\$78K	↑ 62.8%	↓ -5.0%	\$816K	↑ 16.0%	0.50x	3.3%
Charities	\$49K	↑ 17.1%	↑ 3.8%	\$594K	↓ -4.7%	0.95x	29.5%
Computer Services	\$22K	↓ -4.5%	↓ -17.1%	\$289K	↓ -12.6%	0.73x	7.89
Tourism and Entertainment	\$5.0M	↑ 31.4%	↑ 11.6%	\$48.8M	↑ 11.3%	1.00x	98.7%
Attractions, Events and Recreation	\$1.2M	↑ 157.6%	↑ 20.2%	\$6.6M	↑ 20.0%	0.91x	71.9%
Takeaway and Fast Food Outlets	\$812K	↑ 19.1%	↑ 5.6%	\$9.0M	↑ 6.6%	0.98x	94.09
Restaurants	\$805K	↑ 7.1%	↑ 9.2%	\$10.0M	↑ 18.7%	0.98x	92.19
Pubs, Taverns and Bars	\$724K	↑ 8.6%	↑ 1.2%	\$7.7M	↑ 4.5%	1.01x	80.29
Online Entertainment	\$544K	↑ 19.7%	↑ 32.5%	\$5.6M	↑ 17.8%	0.97x	68.99
Cafes	\$487K	↑ 16.6%	↓ -1.1%	\$5.5M	↑ 7.1%	0.98x	86.19
Food Delivery Services	\$281K	↑ 36.4%	↑ 45.4%	\$2.7M	↑ 16.6%	0.73x	31.09
Breweries and Wineries	\$119K	↓ -11.2%	↑ 5.7%	\$1.7M	↓ -10.5%	2.55x	45.19
Private Transport	\$2.6M	↑ 9.1%	↑ 0.3%	\$31.0M	↑ 3.7%	0.99x	96.2%
Accommodation	\$958K	↑ 16.9%	↑ <b>4.8%</b>	\$9.7M	↑ 9.3%	1.02x	61.7%

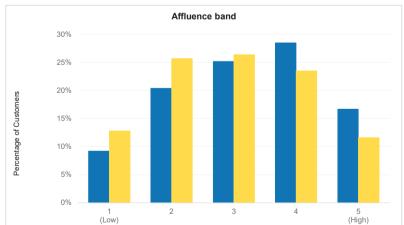
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

# Demographic profiles

Busselton

What is the profile of Busselton residents during the recent static period (September 2024 - August 2025)?





See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Australian Average Population

# Brand preference

What are the top brand preferences of Busselton residents during the recent static period (September 2024 - August 2025)?

Top 5 Clothing & Accessories			
Brand	Affinity	Penetration	
Rockmans	3.39x	5.4%	
Angus And Coote	2.08x	4.3%	
Ghanda Clothing	2.05x	10.9%	
Just Jeans	1.95x	11.6%	
Best And Less	1.46x	30.8%	

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	60.8%
Liquor Stax	11.19x	19.3%
Liquor Barons	6.02x	9.5%
The Spud Shed	3.07x	15.5%
The Good Grocer	3.04x	5.3%
Top 5 Homewares and Appli	ances	

Brand	Affinity	Penetration
Price Attack	3.71x	7.4%
Priceline	3.66x	27.2%
Essential Beauty	0.69x	0.7%
The Body Shop	0.63x	2.6%
Adore Beauty	0.59x	1.2%

Affinity Penetration

36.8% 19.7%

28.0%

9.57x 9.20x

2.74x

Top 5 Eating and Drinking Out

Brand
Dome Cafe
Chicken Treat

Miss Maud Sushi Sushi

Top 5 General Retail				
Brand	Affinity	Penetration		
Red Dot	11.09x	44.1%		
Perth Duty Free	6.20x	6.3%		
The Reject Shop	1.08x	41.0%		
Kmart	1.05x	82.6%		
Temu	0.93v	21.0%		

Top 5 Homewares and Appliances				
Brand	Affinity	Penetration		
House	2.68x	19.4%		
The Good Guys	1.96x	25.0%		
Beacon Lighting	1.91x	4.7%		
Barbeques Galore	1.74x	3.0%		
Dusk	1.57x	9.8%		
a proportion of all Australian's shopping w	ith the brand Penetra	tion is based on the		

Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location)

Top 5 Food Retailing

Resident Business **Events** Visitor Leakage Region Type Filter Month Resident location Resident location Sub-region August 2025 Dunsborough

## Overview

What are some of the key insights for Dunsborough residents during August 2025?

Total spend \$39.9M ↑ 2.6% .vs last year

↑ 5.2% .vs Regional WA

Top category Other Discretionary Retail \$5.1M of spend for Dunsborough residents is within this category during August 2025

Top lifestage Retiree 24.6% of Dunsborough residents are within this lifestage

Proportion of spend into the LGA 34.4% of spend for Dunsborough residents during August 2025

per 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct Demographic insights are based on CommBank (Q's nationally representative retail customer transaction data for debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories

## Category performance

What are the highest performing categories for Dunsborough residents during the past 12 months (September 2024 - August 2025)?

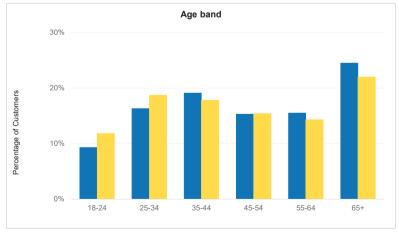
	Monthly		Annual (Last 12 months up to August 2025)				
		% Change vs last year					
Category	Spend	Selected region	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
Total	\$39.9M	<b>↑ 2.6%</b>	↑ 5.2%	\$490.9M	↑ 3.0%		
Discretionary Retail	\$7.9M	↓ -3.4%	↑ 3.2%	\$105.4M	↑ 3.1%	1.00x	99.5%
Other Discretionary Retail	\$5.1M	↓ -4.5%	↑ 1.7%	\$68.3M	↑ 2.0%	1.00x	99.19
Department Stores, Clothing & Accessories	\$2.2M	↓ -0.1%	↑ 4.5%	\$29.0M	↑ 3.2%	0.99x	96.6%
Buy Now Pay Later	\$479K	↓ -6.0%	↑ 7.5%	\$6.5M	↑ 17.8%	0.66x	17.09
Print Media and Books	\$97K	↑ 3.7%	↑ 7.7%	\$1.2M	↑ 0.2%	1.11x	42.9%
Children and Baby Stores	\$27K	↓ -24.7%	↑ 23.4%	\$392K	↓ -6.9%	0.68x	10.6%
Household	\$7.4M	↑ <b>0.7%</b>	↑ 9.4%	\$92.0M	↑ <b>2.1%</b>	1.00x	99.3%
Insurance	\$2.7M	↑ 2.3%	↑ 4.0%	\$32.6M	↑ 5.1%	1.01x	66.1%
Electricity, Gas and Water Supply	\$1.2M	↑ 29.9%	↑ 40.4%	\$13.0M	↓ -3.4%	1.03x	51.6%
Telecommunication Services	\$1.0M	↑ 6.9%	↑ 8.8%	\$12.1M	↑ 9.1%	0.97x	77.5%
Personal Services	\$736K	↑ 0.4%	↑ 4.5%	\$9.4M	↑ 7.6%	1.02x	81.6%
Motor Vehicle Services	\$599K	↓ -5.3%	↑ 3.7%	\$8.6M	↑ 7.7%	1.18x	68.8%
Pet Care	\$430K	↓ -22.2%	↑ 2.1%	\$5.2M	↓ -9.6%	1.11x	41.6%
Fitness	\$249K	↑ 46.6%	↑ 11.3%	\$2.6M	↑ 18.5%	0.73x	43.8%
School Education	\$203K	↓ -5.8%	↑ 3.2%	\$3.0M	↑ 5.6%	0.67x	22.7%
Public Services	\$172K	↓ -48.9%	↑ 4.4%	\$2.6M	↓ -30.2%	1.12x	62.19
Childcare Services	\$90K	↓ -12.2%	↓ -5.0%	\$1.1M	↓ -20.9%	0.91x	6.19
Charities	\$53K	↓ -14.2%	↑ 3.8%	\$852K	↓ -22.6%	1.03x	32.2%
Computer Services	\$35K	↓ -64.5%	↓ -17.1%	\$858K	↑ 16.5%	0.94x	10.19
Food Retailing	\$7.3M	↑ <b>4.3%</b>	↑ <b>2.5%</b>	\$92.3M	↑ 5.2%	1.00x	99.5%
Supermarkets	\$4.8M	↓ -4.2%	↑ 1.5%	\$61.6M	↑ 0.3%	1.00x	98.9%
Groceries and Other Food Retailing	\$2.5M	↑ 25.3%	↑ 6.2%	\$30.7M	↑ 16.8%	1.00x	98.29
Tourism and Entertainment	\$4.6M	↑ <b>4.5%</b>	↑ 11.6%	\$56.0M	↑ 2.7%	1.00x	99.4%
Restaurants	\$1.4M	↑ 6.6%	↑ 9.2%	\$16.9M	↑ 14.8%	1.02x	95.9%
Pubs, Taverns and Bars	\$715K	↑ 10.4%	↑ 1.2%	\$7.9M	↓ -5.2%	1.08x	86.3%
Cafes	\$657K	↑ 5.1%	↓ -1.1%	\$7.6M	↓ -0.3%	1.06x	92.89
Takeaway and Fast Food Outlets	\$578K	↓ -3.2%	↑ 5.6%	\$7.2M	↓ -2.1%	0.99x	94.6%
Attractions, Events and Recreation	\$540K	↑ 19.3%	↑ 20.2%	\$6.7M	↓ -1.6%	1.00x	78.6%
Online Entertainment	\$446K	↓ -10.2%	↑ 32.5%	\$5.4M	↑ 2.9%	1.03x	73.5%
Breweries and Wineries	\$206K	↓ -1.1%	↑ 5.7%	\$3.0M	↓ -6.0%	3.36x	59.49
Food Delivery Services	\$109K	↓ -3.0%	↑ 45.4%	\$1.3M	↑ 6.2%	0.55x	23.19
Private Transport	\$3.0M	↑ <b>0.8</b> %	↑ 0.3%	\$38.6M	↓ -0.6%	1.01x	98.3%
Accommodation	\$1.1M	↓ -28.2%	↑ 4.8%	\$14.1M	↑ 0.9%	1.19x	71.79

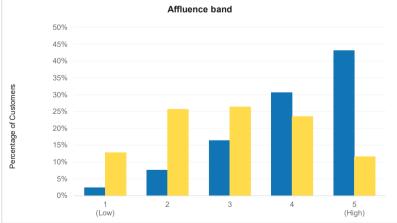
Affinity is based on the proportion of the residents shopping with the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

# Demographic profiles

What is the profile of Dunsborough residents during the recent static period (September 2024 - August 2025)?







See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

What are the top brand preferences of Dunsborough residents during the recent static period (September 2024 - August 2025)?

Top 5 Clothing & Accessories			
Brand	Affinity	Penetration	
Gazman	4.21x	9.0%	
Ghanda Clothing	3.53x	18.7%	
Vans	2.11x	2.1%	
Sportsgirl	1.66x	11.5%	
Just Jeans	1.61x	9.6%	

Top 5 General Retail				
Brand	Affinity	Penetration		
Perth Duty Free	9.39x	9.5%		
Red Dot	7.97x	31.7%		
Kmart	1.02x	80.2%		
Temu	0.99x	23.3%		
David Jones	0.97x	14.3%		

Top 5 Food Retailing			
Brand	Affinity	Penetration	
Bunbury Farmers Market	>30x	65.9%	
Liquor Stax	26.75x	46.2%	
Liquor Barons	9.76x	15.4%	
The Good Grocer	5.19x	9.1%	
The Jerky Co	2.06x	2.3%	

Top 5 Homewares and Appliances				
Brand	Affinity	Penetration		
Beacon Lighting	2.24x	5.5%		
House	2.16x	15.7%		
Adairs	2.13x	12.9%		
The Good Guys	2.08x	26.6%		
Spotlight	1.52v	13.1%		

Top 5 Eating and Drinking	g Out	
Brand	Affinity	Penetration
Chicken Treat	10.10x	21.7%
Dome Cafe	8.67x	33.3%
Miss Maud	3.03x	5.9%
Sushi Sushi	2.43x	24.8%
Vareity Par	2.00v	2 00/-

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	2.61x	5.2%
Priceline	2.60x	19.3%
Adore Beauty	1.02x	2.1%
Mecca	0.80x	11.9%
Aesop	0.79x	1.1%

Resident Business **Events** Visitor Leakage Filter Month Region Type Resident location Resident location Sub-region West Busselton August 2025

## Overview

What are some of the key insights for West Busselton residents during August 2025?

Total spend \$52.8M ↑ 7.8% .vs last year

↑ 5.2% .vs Regional WA

Top category Supermarkets \$7.8M of spend for West Busselton residents is within this category during August 2025

Top lifestage Retiree

32.2% of West Busselton residents are within this lifestage

Proportion of spend into the LGA 40.2%

of spend for West Busselton residents during August 2025

ative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct Demographic insights are based on CommBank (Q's nationally representative retail customer transaction data for debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories

## Category performance

What are the highest performing categories for West Busselton residents during the past 12 months (September 2024 - August 2025)?

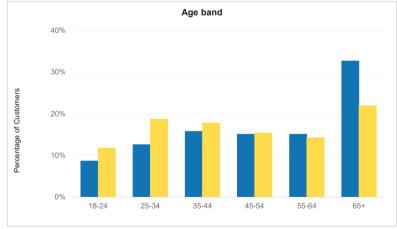
		Monthly		Annual (Last 12 months up to August 2025)			
Catagory		% Change	e vs last year			Affinity	Penetration
Category	Spend	Selected region	Regional WA	Spend	vs previous 12 months		
Total	\$52.8M	↑ <b>7.8%</b>	↑ 5.2%	\$613.3M	↑ <b>4.4</b> %		
Food Retailing	\$11.0M	↑ <b>4.5</b> %	↑ <b>2.5</b> %	\$131.3M	↑ 3.7%	1.00x	99.2
Supermarkets	\$7.8M	↓ -2.6%	↑ 1.5%	\$93.4M	↓ -0.4%	1.00x	98.9
Groceries and Other Food Retailing	\$3.2M	↑ 26.5%	↑ 6.2%	\$37.8M	↑ 15.7%	0.99x	97.3
Discretionary Retail	\$10.6M	↑ <b>0.8</b> %	↑ 3.2%	\$131.7M	↑ 0.4%	1.00x	99.5
Other Discretionary Retail	\$6.5M	↑ 0.5%	↑ 1.7%	\$80.0M	↓ -2.7%	1.00x	99.1
Department Stores, Clothing & Accessories	\$2.9M	↓ -2.9%	↑ 4.5%	\$38.4M	↑ 4.8%	0.99x	97.4
Buy Now Pay Later	\$1.0M	↑ 13.5%	↑ 7.5%	\$11.4M	↑ 8.5%	0.77x	19.7
Print Media and Books	\$106K	↓ -6.9%	↑ 7.7%	\$1.4M	↓ -2.2%	1.07x	41.4
Children and Baby Stores	\$59K	↑ 81.1%	↑ 23.4%	\$443K	↑ 17.2%	0.61x	9.4
Household	\$9.9M	↑ 10.3%	↑ 9.4%	\$119.6M	↑ 5.7%	1.00x	99.2
Insurance	\$3.4M	↑ 4.6%	↑ 4.0%	\$40.9M	↑ 10.5%	1.01x	66.5
Electricity, Gas and Water Supply	\$1.6M	↑ 71.6%	↑ 40.4%	\$18.2M	↓ -1.0%	1.08x	53.8
Telecommunication Services	\$1.5M	↓ -0.4%	↑ 8.8%	\$18.6M	↑ 6.3%	1.01x	80.6
Personal Services	\$846K	↑ 10.0%	↑ 4.5%	\$10.2M	↑ 7.6%	1.01x	80.8
Motor Vehicle Services	\$713K	↓ -8.0%	↑ 3.7%	\$8.9M	↑ 4.8%	1.10x	63.6
Pet Care	\$632K	↑ 3.9%	↑ 2.1%	\$7.8M	↑ 7.8%	1.33x	50.2
Public Services	\$346K	↓ -30.2%	↑ 4.4%	\$5.2M	↓ -22.5%	1.08x	59.9
School Education	\$344K	↑ 78.3%	↑ 3.2%	\$3.2M	↑ 20.8%	0.68x	22.7
Fitness	\$246K	↑ 15.6%	↑ 11.3%	\$3.3M	↑ 33.2%	0.71x	42.5
Childcare Services	\$126K	↑ 43.9%	↓ -5.0%	\$1.6M	↑ 5.1%	0.72x	4.8
Charities	\$100K	↑ 15.7%	↑ 3.8%	\$1.2M	↑ 6.2%	1.12x	34.9
Computer Services	\$29K	↓ -26.1%	↓ -17.1%	\$389K	↓ -12.1%	0.72x	7.8
Tourism and Entertainment	\$6.3M	↑ 8.4%	↑ 11.6%	\$71.4M	↑ <b>7.9</b> %	1.00x	98.6
Takeaway and Fast Food Outlets	\$1.3M	↑ 3.4%	↑ 5.6%	\$14.2M	↑ 0.5%	0.98x	93.6
Restaurants	\$1.1M	↑ 8.4%	↑ 9.2%	\$13.5M	↑ 15.7%	0.98x	92.3
Pubs, Taverns and Bars	\$952K	↑ 5.2%	↑ 1.2%	\$10.7M	↑ 6.0%	1.03x	81.9
Attractions, Events and Recreation	\$847K	↑ 27.0%	↑ 20.2%	\$9.3M	↑ 10.9%	0.96x	75.7
Online Entertainment	\$794K	↑ 7.6%	↑ 32.5%	\$9.1M	↑ 21.2%	0.97x	68.8
Cafes	\$715K	↑ 6.7%	↓ -1.1%	\$7.9M	↓ -0.3%	1.01x	88.2
Food Delivery Services	\$421K	↑ 13.9%	↑ 45.4%	\$4.4M	↑ 15.9%	0.74x	31.3
Breweries and Wineries	\$183K	↓ -8.8%	↑ 5.7%	\$2.4M	↓ -12.4%	2.80x	49.6
Private Transport	\$4.1M	↑ <b>7.6</b> %	↑ 0.3%	\$47.6M	↑ 0.1%	0.99x	96.5
Accommodation	\$1.1M	↑ <b>7.2</b> %	↑ 4.8%	\$13.2M	↑ 3.2%	1.07x	64.4

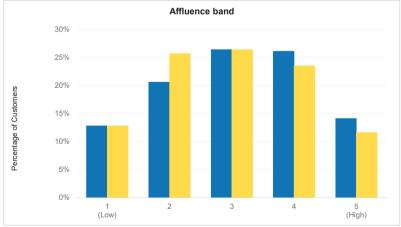
### \$1.1M | 7.2% | 7.4% | \$13.2M | 7.2% | 1.07x | \$4.8% | \$13.2M | 7.2% | \$4.8% | \$13.2M | 7.2% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8% | \$4.8

# Demographic profiles

What is the profile of West Busselton residents during the recent static period (September 2024 - August 2025)?







See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

Top 5 General Retail

Red Dot

Kmart

Perth Duty Free

The Reject Shop

What are the top brand preferences of West Busselton residents during the recent static period (September 2024 - August 2025)?

88.4%

1.13x

Top 5 Clothing & Accessories					
Brand	Affinity	Penetration			
Rockmans	4.73x	7.5%			
Angus And Coote	2.95x	6.1%			
Ghanda Clothing	2.42x	12.8%			
Just Jeans	2.41x	14.4%			
Sportsgirl	1.98x	13.7%			

2.41x	14.4%
1.98x	13.7%
Affinity	Penetration
13.87x	55.2%
7.66x	7.8%
1.21x	45.9%

Top 5 Eating and Drinkin	g Out	
Brand	Affinity	Penetration
Chicken Treat	13.15x	28.2%
Dome Cafe	11.08x	42.6%
Sushi Sushi	3.21x	32.8%
Red Rooster	2.53x	44.0%
Mice Moud	2.45v	4 70/-

Top 5 Personal Services		
Brand	Affinity	Penetration
Priceline	4.43x	32.9%
Price Attack	4.25x	8.4%
The Body Shop	0.81x	3.4%
Adore Beauty	0.66x	1.4%
Essential Beauty	0.59x	0.6%

1.09x 25.7% Spotlight 1.93x 55.0% Temu

Top 5 Food Retailing

Bunbury Farmers Market Liquor Stax

Affinity Penetration

Affinity Penetration

5.4%

24.5% 6.0%

30.7%

4.9%

>30x 22.99x 6.71x 3.07x

3.38x 2.57x

2.40x

1.99x

Brand

Liquor Barons

Beacon Lighting

All Visitors

## Overview

August 2025

What are some of the key insights for Visitors to City of Busselton?

LGA

# Top category Groceries and Other Food Retailing

\$4M of City of Busselton Visitors spend during August 2025

# Top age band 35-44

19.5% of City of Busselton Visitors are within this age band

# Top lifestage Young Families

21% of City of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, ca

## Category performance

What are the highest performing categories for Visitors to City of Busselton during the past 12 months (September 2024 - August 2025)?

City of Busselton

	1	Monthly		Annual (Last 12 months up to August 2025)			
Cottomore		% Change vs I					
Category	Spend	Spend location	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
Total	\$31.6M	↑ <b>7.6</b> %	↑ 1.9%	\$525.1M	↑ 3.9%		
Tourism and Entertainment	\$7.4M	↑ <b>4.0%</b>	↑ <b>5.4%</b>	\$130.4M	↑ 1.9%	0.99x	75.6%
Restaurants	\$2.3M	↑ 4.4%	↑ 8.4%	\$41.6M	↑ 22.5%	0.95x	38.5%
Breweries and Wineries	\$1.3M	↓ -17.6%	↓ -2.6%	\$24.6M	↓ -14.5%	0.94x	20.3%
Cafes	\$1.3M	↑ 12.1%	↑ 5.1%	\$21.2M	↑ 7.7%	0.93x	30.4%
Pubs, Taverns and Bars	\$1.2M	↑ 24.7%	↑ 4.4%	\$19.5M	↓ -7.1%	0.90x	20.4%
Takeaway and Fast Food Outlets	\$814K	↑ 25.4%	↑ 8.2%	\$12.9M	↓ -1.4%	0.92x	27.7%
Attractions, Events and Recreation	\$519K	↓ -11.4%	↑ 1.4%	\$10.6M	↓ -7.4%	0.93x	19.5%
Food Retailing	\$7.3M	↑ 31.6%	↑ 2.3%	\$112.8M	↑ 19.8%	0.98x	60.9%
Groceries and Other Food Retailing	\$4.0M	↑ 75.4%	↑ 6.8%	\$56.4M	↑ 44.9%	0.96x	47.0%
Supermarkets	\$3.3M	↑ 0.9%	↑ 0.3%	\$56.4M	↑ 2.2%	0.94x	39.8%
Discretionary Retail	\$5.4M	↑ 1.0%	↑ 1.6%	\$86.6M	↑ 1.8%	0.93x	33.0%
Other Discretionary Retail	\$3.5M	↓ -2.4%	↑ 0.8%	\$54.9M	↑ 0.2%	0.89x	24.0%
Department Stores, Clothing & Accessories	\$1.9M	↑ 7.9%	↑ 3.2%	\$31.7M	↑ 4.8%	0.86x	19.6%
Accommodation - Online	\$3.2M	↓ -22.0%	↑ 5.9%	\$79.2M	↑ 1.2%	1.03x	
Private Transport	\$2.5M	↑ <b>25.6</b> %	↑ 0.9%	\$37.2M	↑ 16.1%	0.92x	30.7%
Accommodation - Instore	\$1.2M	↓ -19.6%	↓ -9.8%	\$28.5M	↓ -21.2%	0.93x	10.0%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (September 2024 - August 2025). Spend and Penetration is based on aggregated spend are proportion of the visitor customer group shopping with the category within the spend location.

Benchmark definition is based on all visitors.

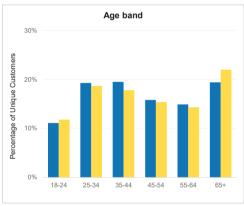
See FAQ for more information

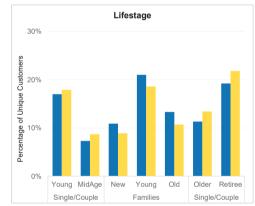
## Demographic profile

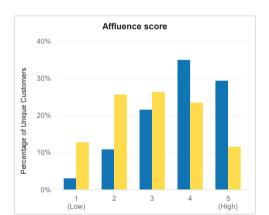
What is the profile of Visitors to City of Busselton during the recent static period (September 2024 - August 2025)?

All Visitors









See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (September 2024 - August 2025)?

How to read: 6.3% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

rand	Industry	Affinity	Penetratio	
St John Of God	Hospitals	1.03x	6.3	
Tasman Holiday Parks	Travel	1.01x	1.19	
Busselton Jetty	Attractions	1.01x	11.19	
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7	
Ngilgi Cave	Attractions	1.01x	2.4	
The Margaret River Chocolate Company	Food Retailing	1.00x	10.4	
Pullman	Travel	0.97x	1.6	
Abbey Beach Resort	Travel	0.96x	1.1	
Dunsborough Bakery	Food Retailing	0.94x	5.7	
Meelup Farmhouse	Eating And Drinking Out	0.94x	1.4	
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6	
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.7	
Shelter Brewing Co	Eating And Drinking Out	0.93x	6.9	
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.4	
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.6	
Yallingup Gugelhupf	Food Retailing	0.92x	1.1	
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.9	
Caves House Hotel	Eating And Drinking Out	0.91x	5.0	
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1	
Aravina Estate	Eating And Drinking Out	0.90x	2.3	
Margaret Double Bay	Eating And Drinking Out	0.90x	3.1	
The Goose	Eating And Drinking Out	0.90x	9.8	
Coles	Food Retailing	0.90x	25.5	
Merchant And Maker	Eating And Drinking Out	0.90x	5.0	
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.89x	1.2	
La Lah	Eating And Drinking Out	0.89x	1.8	
Wild And Woods	Eating And Drinking Out	0.88x	1.3	
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.6	
Kyst	Eating And Drinking Out	0.88x	7.4	
Cafe Evviva	Eating And Drinking Out	0.88x	1.4	

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand

Overview

What are some of the key insights for Visitors to Busselton?

Top category
Other Discretionary Retail

\$2.2M of Busselton Visitors spend during August 2025

Top age band 25-34

19.4% of Busselton Visitors are within this age band 2

Top lifestage
Young Families

21.1% of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, ca

## Category performance

What are the highest performing categories for Visitors to Busselton during the past 12 months (September 2024 - August 2025)?

		Monthly		Annual (Last 12 months up to August 2025)			
Catanani		% Change vs last year					
Category	Spend	Spend location	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
Total	\$11.3M	↑ <b>14.4</b> %	↑ 1.9%	\$161.6M	↑ 3.0%		
Discretionary Retail	\$2.9M	↑ 0.3%	↑ 1.6%	\$44.6M	↑ 0.3%	0.85x	30.4%
Other Discretionary Retail	\$2.2M	↓ -2.1%	↑ 0.8%	\$33.4M	↓ -0.5%	0.86x	23.29
Department Stores, Clothing & Accessories	\$650K	↑ 9.2%	↑ 3.2%	\$11.2M	↑ 2.8%	0.64x	14.6%
Tourism and Entertainment	\$2.4M	↑ <b>2.7%</b>	↑ 5.4%	\$42.7M	↑ 6.1%	0.98x	74.7%
Restaurants	\$678K	↑ 35.1%	↑ 8.4%	\$11.7M	↑ 61.8%	0.78x	31.5%
Pubs, Taverns and Bars	\$490K	↑ 20.8%	↑ 4.4%	\$7.1M	↑ 2.6%	0.63x	14.29
Cafes	\$449K	↓ -2.2%	↑ 5.1%	\$8.2M	↑ 3.4%	0.72x	23.3%
Takeaway and Fast Food Outlets	\$303K	↑ 44.3%	↑ 8.2%	\$4.1M	↑ 1.0%	0.63x	19.0%
Food Retailing	\$2.2M	↑ <b>4.4%</b>	↑ 2.3%	\$32.9M	↓ -0.3%	0.62x	38.7%
Supermarkets	\$1.4M	↑ 5.5%	↑ 0.3%	\$21.5M	↑ 1.5%	0.70x	29.4%
Groceries and Other Food Retailing	\$752K	↑ 2.5%	↑ 6.8%	\$11.4M	↓ -3.5%	0.41x	20.3%
Private Transport	\$1.3M	↑ 50.0%	↑ 0.9%	\$17.0M	↑ 6.5%	0.75x	25.0%
Accommodation - Instore	\$85K	↑ <b>116.8%</b>	↓ -9.8%	\$1.2M	↑ 1.4%	0.10x	1.1%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (September 2024 - August 2025). Spend and Penetration is based on aggregated spend an proportion of the visitor customer group shopping with the category within the spend location.

Benchmark definition is based on all visitors.

See FAQ for more information

## Demographic profile

What is the profile of Visitors to Busselton during the recent static period (September 2024 - August 2025)?

All Visitors

Age band

30%

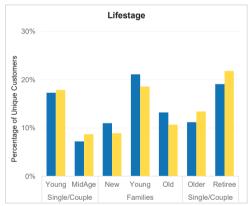
Age band

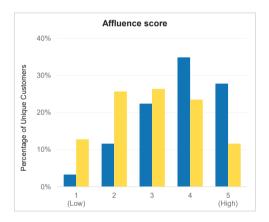
30%

10%

10%

Age of Unique Of Uniqu





See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

What are the top brand preferences for Visitors to Busselton during the recent static period (September 2024 - August 2025)?

How to read: 17.8% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.61x more likely than all customers who have transacted in the LGA in the last 12 months.

and	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.61x	17.8%
Shelter Brewing Co	Eating And Drinking Out	1.48x	11.1%
The Goose	Eating And Drinking Out	1.44x	15.7%
Kyst	Eating And Drinking Out	1.41x	11.8%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.8%
Mano Wraps	Eating And Drinking Out	1.27x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.19x	6.1%
Ship Inn	Eating And Drinking Out	1.14x	2.7%
Hungry Jacks	Eating And Drinking Out	1.13x	4.5%
Caltex	Private Transport	1.12x	12.2%
Baked Busselton	Food Retailing	1.11x	4.7%
The Vasse Tavern	Eating And Drinking Out	1.11x	2.4%
Dan Murphys	Food Retailing	1.09x	6.7%
The Fire Station	Eating And Drinking Out	1.08x	2.5%
Timezone	Recreation	1.08x	1.5%
Liberty Petrol	Private Transport	1.06x	6.3%
Benesse Cafe	Eating And Drinking Out	1.06x	3.1%
The Tav	Eating And Drinking Out	1.05x	2.2%
Geographe Restauranty	Eating And Drinking Out	1.03x	1.6%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	9.1%
Busselton Pavilion	Eating And Drinking Out	0.99x	1.7%
Bcf	Recreational Goods	0.95x	2.7%
Best And Less	Clothing And Accessories	0.95x	3.2%
Kwik Koffee	Eating And Drinking Out	0.93x	2.8%
Reading Cinemas	Films And Videos	0.89x	1.8%
Cotton On	Clothing And Accessories	0.89x	1.6%
Sushi Sushi	Eating And Drinking Out	0.89x	2.4%
Pharmacy 777	Personal Goods Retailing	0.87x	3.3%
City Of Busselton	Government Administration	0.84x	2.9%
The Salvation Army	Personal Goods Retailing	0.83x	1.1%

Top age band

35-44

\$1.5M of Dunsborough Visitors spend during August 2025

20.1% of Dunsborough Visitors are within this age band

Top lifestage Young Families

22.1% of Dunsborough Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, car

## Category performance

Top category

Restaurants

What are the highest performing categories for Visitors to Dunsborough during the past 12 months (September 2024 - August 2025)?

		Monthly		Annual (Last 12 months up to August 2025)			
Category		% Change	vs last year		vs previous 12 months	Affinity	Penetration
Subgory	Spend	Spend location	Regional WA	Spend			
Total	\$8.6M	↑ 3.9%	↑ 1.9%	\$157.8M	↓ -1.8%		
Tourism and Entertainment	\$4.1M	↑ 1.2%	↑ 5.4%	\$74.0M	↓ -2.8%	0.98x	75.09
Restaurants	\$1.5M	↓ -6.6%	↑ 8.4%	\$28.2M	↑ 10.1%	0.95x	38.49
Breweries and Wineries	\$1.1M	↓ -2.2%	↓ -2.6%	\$17.7M	↓ -8.9%	1.02x	22.19
Cafes	\$707K	↑ 14.2%	↑ 5.1%	\$12.0M	↑ 10.7%	0.89x	29.09
Pubs, Taverns and Bars	\$535K	↑ 25.1%	↑ 4.4%	\$9.9M	↓ -18.0%	0.80x	18.19
Attractions, Events and Recreation	\$215K	↓ -17.7%	↑ 1.4%	\$3.3M	↓ -32.8%	0.47x	9.89
Takeaway and Fast Food Outlets	\$127K	↑ 32.0%	↑ 8.2%	\$2.9M	↓ -10.7%	0.51x	15.39
Food Retailing	\$2.0M	↑ <b>4.7%</b>	↑ 2.3%	\$39.0M	↑ 3.3%	0.99x	61.99
Discretionary Retail	\$994K	↑ 14.1%	↑ 1.6%	\$18.5M	↑ <b>4.4</b> %	0.55x	19.79
Other Discretionary Retail	\$544K	↑ 17.1%	↑ 0.8%	\$9.6M	↑ 3.3%	0.55x	15.09
Department Stores, Clothing & Accessories	\$450K	↑ 10.6%	↑ 3.2%	\$8.9M	↑ 5.7%	0.36x	8.19
Accommodation - Instore	\$695K	↓ -8.5%	↓ -9.8%	\$13.0M	↓ -19.0%	0.70x	7.69
Private Transport	\$293K	↑ 8.6%	↑ 0.9%	\$5.9M	↓ -6.2%	0.38x	12.79

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (September 2024 - August 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

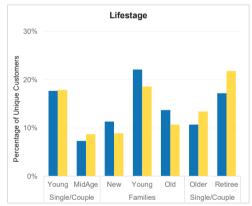
Benchmark definition is based on all visitors.

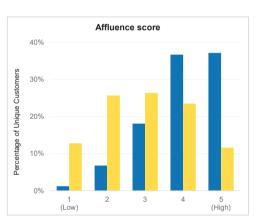
# Demographic profile

All Visitors

What is the profile of Visitors to Dunsborough during the recent static period (September 2024 - August 2025)?

Age band
30%
20%
10% - 10% - 10%





See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Australian Average Population

# Brand preference

What are the top brand preferences for Visitors to Dunsborough during the recent static period (September 2024 - August 2025)?

How to read: 1.8% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.71x more likely than all customers who have transacted in the LGA in the last 12 months.

rand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.71x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.69x	4.5%
Cullen Wines	Eating And Drinking Out	1.69x	1.1%
Ngilgi Cave	Attractions	1.69x	4.1%
Bettenays Margaret River	Travel	1.68x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.67x	17.5%
Hay Shed Hill Wines	Eating And Drinking Out	1.67x	1.0%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.65x	1.4%
Wise Wine	Eating And Drinking Out	1.64x	1.7%
Swings And Roundabouts	Eating And Drinking Out	1.63x	1.3%
Pullman	Travel	1.63x	2.7%
Gabriel Chocolate	Food Retailing	1.62x	1.1%
Lamonts	Eating And Drinking Out	1.60x	1.3%
Dunsborough Bakery	Food Retailing	1.59x	9.6%
Vasse Virgin	Personal Services	1.58x	1.6%
Meelup Farmhouse	Eating And Drinking Out	1.58x	2.4%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.58x	1.4%
Eagle Bay Brewing Co	Eating And Drinking Out	1.58x	6.1%
Beerfarm Metricup	Eating And Drinking Out	1.56x	7.9%
Wild Hop Brewing Company	Eating And Drinking Out	1.55x	5.7%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.55x	2.8%
Yallingup Gugelhupf	Food Retailing	1.55x	1.8%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.53x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	1.52x	6.6%
Caves House Hotel	Eating And Drinking Out	1.52x	8.4%
Yallingup Woodfired Bakery	Food Retailing	1.52x	3.6%
Aravina Estate	Eating And Drinking Out	1.52x	3.9%
Woody Nook Wines	Eating And Drinking Out	1.51x	1.7%
Merchant And Maker	Eating And Drinking Out	1.51x	8.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.49x	2.1%

## Overview

What are some of the key insights for Visitors to West Busselton?

# Top category

Groceries and Other Food Retailing
\$2.1M of West Busselton Visitors spend during August 2025

Top age band

20.6% of West Busselton Visitors are within this age band

# Top lifestage Young Families

22.3% of West Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (September 2024 - August 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, car

## Category performance

What are the highest performing categories for Visitors to West Busselton during the past 12 months (September 2024 - August 2025)?

	1	Monthly			Annual (Last 12 months up to August 2025)			
Category		% Change	vs last year	Spend	vs previous 12 months	Affinity	Penetration	
	Spend	Spend location	Regional WA					
Total	\$8.5M	↑ 19.6%	↑ 1.9%	\$125.8M	↑ 15.4%			
Food Retailing	\$3.2M	↑ 99.4%	↑ 2.3%	\$40.8M	↑ 75.5%	0.80x	49.79	
Groceries and Other Food Retailing	\$2.1M	↑ 331.0%	↑ 6.8%	\$23.8M	↑ 267.2%	0.71x	34.99	
Supermarkets	\$1.1M	↓ -1.9%	↑ 0.3%	\$17.0M	↑ 1.3%	0.68x	28.59	
Discretionary Retail	\$1.5M	↓ -5.0%	↑ 1.6%	\$23.4M	↑ 2.7%	0.79x	28.29	
Private Transport	\$883K	↑ 5.8%	↑ 0.9%	\$14.3M	↑ 46.3%	0.82x	27.4	
Tourism and Entertainment	\$871K	↑ <b>24.2</b> %	↑ 5.4%	\$13.3M	↑ 19.1%	0.53x	40.89	
Takeaway and Fast Food Outlets	\$383K	↑ 12.0%	↑ 8.2%	\$5.9M	↑ 2.0%	0.89x	27.09	
Cafes	\$116K	↑ 103.8%	↑ 5.1%	\$998K	↑ 10.3%	0.20x	6.49	
Restaurants	\$116K	↑ 28.1%	↑ 8.4%	\$1.7M	↑ 52.1%	0.16x	6.39	
Attractions, Events and Recreation	\$72K	↑ 81.3%	↑ 1.4%	\$1.3M	↑ 117.3%	0.22x	4.79	
Accommodation - Instore	\$453K	↓ -38.4%	↓ -9.8%	\$14.3M	↓ -24.4%	0.94x	10.29	

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (September 2024 - August 2025). Spend and Penetration is based on aggregated spend an proportion of the visitor customer group shopping with the category within the spend location.

Benchmark definition is based on all visitors.

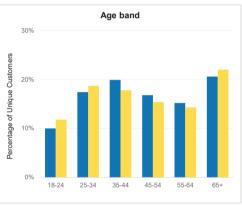
#### See FAQ for more information

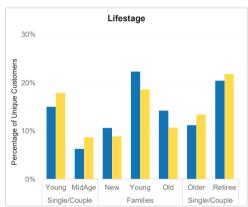
## Demographic profile

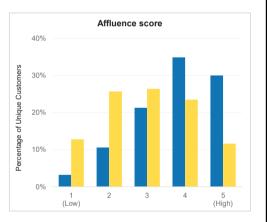
What is the profile of Visitors to West Busselton during the recent static period (September 2024 - August 2025)?











See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

# Brand preference

What are the top brand preferences for Visitors to West Busselton during the recent static period (September 2024 - August 2025)?

How to read: 12.4% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 2.01x more likely than all customers who have transacted in the LGA in the last 12 months.

and	Industry	Affinity	Penetratio
St John Of God	Hospitals	2.01x	12.49
Mandalay Resort	Travel	1.95x	1.39
Abbey Beach Resort	Travel	1.88x	2.19
Flametree Wines	Eating And Drinking Out	1.75x	1.19
Subzero Gelato	Food Retailing	1.61x	2.5
Bunbury Farmers Market	Food Retailing	1.59x	21.2
Vibe Petroleum	Private Transport	1.57x	12.1
Broadwater Village Grocer	Food Retailing	1.51x	5.1
Tonic By The Bay	Eating And Drinking Out	1.50x	6.1
United Petrol	Private Transport	1.47x	4.4
Kmart	General Retail	1.47x	18.6
Obison Coffee Roasters	Eating And Drinking Out	1.36x	1.8
Aldi	Food Retailing	1.31x	9.8
Kfc	Eating And Drinking Out	1.27x	4.8
Gropers Fish And Chips	Eating And Drinking Out	1.27x	1.6
Dusty Buns	Eating And Drinking Out	1.27x	2.1
The Vietnamese Kitchen	Eating And Drinking Out	1.22x	1.8
Leeuwin Way Takeaway	Eating And Drinking Out	1.20x	1.3
The Urban Coffee House	Eating And Drinking Out	1.19x	1.9
Coffee Head Co	Eating And Drinking Out	1.17x	1.5
Anaconda	Recreational Goods	1.17x	3.7
Chicken Treat	Eating And Drinking Out	1.12x	2.1
Broadwater Pharmacy	Personal Goods Retailing	1.11x	1.2
Vasse Bakery	Food Retailing	1.11x	3.2
3 Par Golf Course	Recreation	1.08x	2.2
Amelia Park Lodge	Travel	1.08x	1.7
Red Rooster	Eating And Drinking Out	1.07x	3.1
Boost Juice	Eating And Drinking Out	1.06x	1.7
Brewplus	Food Retailing	1.05x	1.8
Red Dot	General Retail	0.97x	3.9

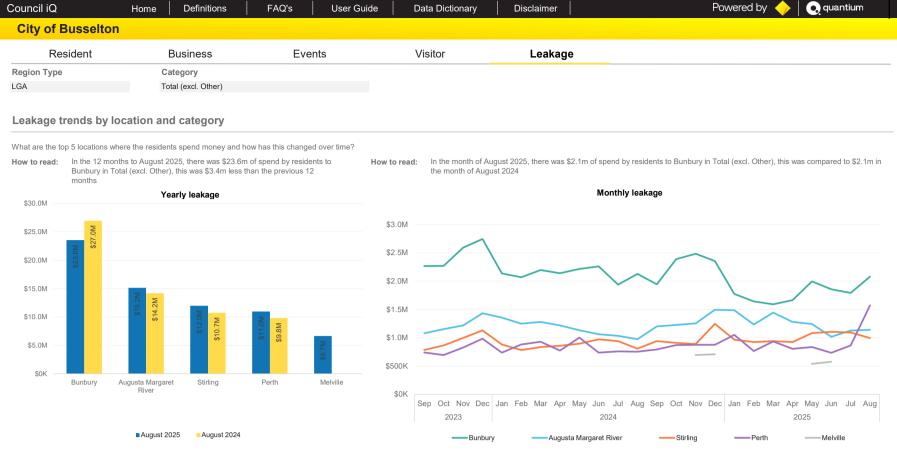
Red Dot

General Retail

U.97X

3.976

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers are proportion of the visitor customers are propo



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## Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to August 2025, residents spent \$23.6m on Total (excl. Other) in Bunbury. This was \$3.4m or -14.4% decrease compared to August 2024.

		Total (excl. Other)					
LGA	August 2025 Spend	August 2024 Spend	Spend Change	Spend % Change			
IN LGA	\$550.7M	\$536.9M	↑\$13.7M	↑ 2.5%			
Online	\$175.9M	\$159.0M	↑\$16.9M	↑ 9.6%			
Bunbury	\$23.6M	\$27.0M	-\$3.4M	↓ -14.4%			
Augusta Margaret River	\$15.2M	\$14.2M	↑\$966K	↑ 6.4%			
Stirling	\$12.0M	\$10.7M	↑\$1.3M	↑ 10.5%			
Perth	\$11.0M	\$9.8M	↑\$1.2M	↑ 10.5%			
Melville	\$6.7M						

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# Annual leakage by sub-region and crowd

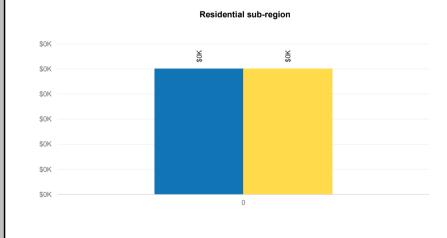
How does the proportion of expenditure change by sub-region and Crowd?

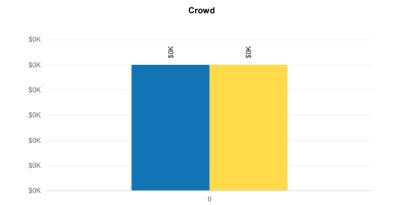
How to read: In the 12 months to August 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read:

ad: In the 12 months to August 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

Bunbury (WA)





Location

■August 2025 ■August 2024 ■ August 2025 ■August 2025 ■August 2026

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All insights are based on CommBank (Q's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included

## Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to August 2025, residents spent \$89.7m on Total (excl. Other) in Perth. This was \$3.7m or 4.1% increase compared to August 2024.

Region		Total (excl. Other)					
	August 2025 Spend	August 2024 Spend	Spend Change	Spend % Change			
IN LGA	\$550.7M	\$536.9M	↑\$13.7M	↑ 2.5%			
Online	\$175.9M	\$159.0M	↑\$16.9M	↑ 9.6%			
Perth	\$89.7M	\$86.0M	↑\$3.7M	↑ 4.19			
Regional - WA	\$76.5M	\$80.9M	-\$4.4M	↓ -5.8%			
Melbourne	\$5.7M	\$5.6M	↑\$152K	↑ 2.6%			
Sydney	\$5.7M	\$4.9M	↑\$793K	↑ 14.0%			
Regional - QLD	\$3.2M	\$3.4M	- \$206K	↓ -6.49			

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# Annual leakage by sub-region and crowd

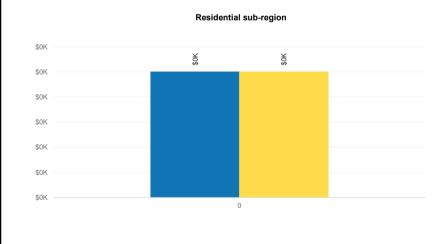
How does the proportion of expenditure change by sub-region and Crowd?

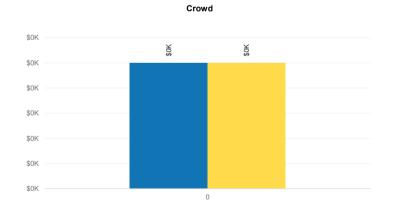
How to read: In the 12 months to August 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read: In the 12 months to August 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

Bunbury (WA)

Location





August 2025 August 2024 august 2025 August 2024 All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to August 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

## Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to August 2025, residents spent \$11.8m on Total (excl. Other) in Bunbury (WA). This was \$277k or -2.4% decrease compared to August 2024.

		Total (excl. Other)				
Locality	August 2025 Spend	August 2024 Spend	Spend Change	Spend % Change		
IN LGA	\$550.7M	\$536.9M	↑\$13.7M	↑ 2.5%		
Online	\$175.9M	\$159.0M	↑\$16.9M	↑ 9.6%		
Bunbury (WA)	\$11.8M	\$12.0M	- \$277K	↓ -2.4%		
Margaret River (WA)	\$9.4M	\$9.4M	↑\$41K	↑ 0.4%		
Perth (WA)	\$8.0M	\$7.4M	↑\$622K	↑ 7.7%		
East Bunbury	\$5.7M	\$5.5M	↑\$135K	↑ 2.4%		
Perth Airport	\$3.7M					

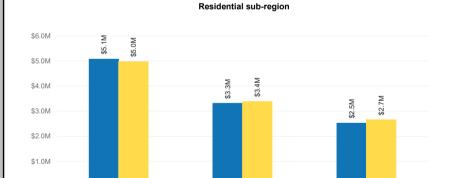
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# Annual leakage by sub-region and crowd

\$0K

How does the proportion of expenditure change by sub-region and Crowd?

How to read: In the 12 months to August 2025, there was \$5.1m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$102k more than the previous 12 months.



Busselton

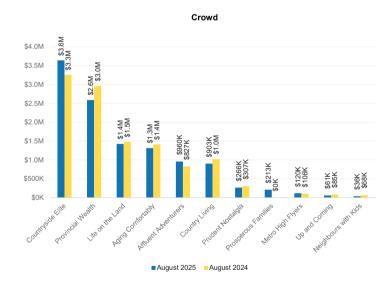
August 2025 August 2024

West Busselton

In the 12 months to August 2025, there was \$3.6m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$380k more than the previous 12 months. How to read:

Bunbury (WA)

Location



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to August 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Dunsborough

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# **City of Busselton**

Resident Business **Events** Visitor Leakage

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