

Council iQ Monthly Insight Card

City of Busselton, December 2025



\$153M

Total spend

**Other Discretionary
Retail**

Highest spend category

School Education

Highest growth category

+12.8%

vs. last year

+11.0%

vs. last year

+59.6%

vs. last year



Business

\$133M

Total spend

217K

Total customers

Pubs, Taverns and Bars

Highest spend growth category

+6.2%

vs. last year

+3.2%

vs. last year

+12.1%

vs. last year



Visitor

**Groceries and Other
Food Retailing**

Top category

25-34

Top age band

Young Family

Top lifestage

+13.0%

vs. last year

20.7%

of LGA visitors

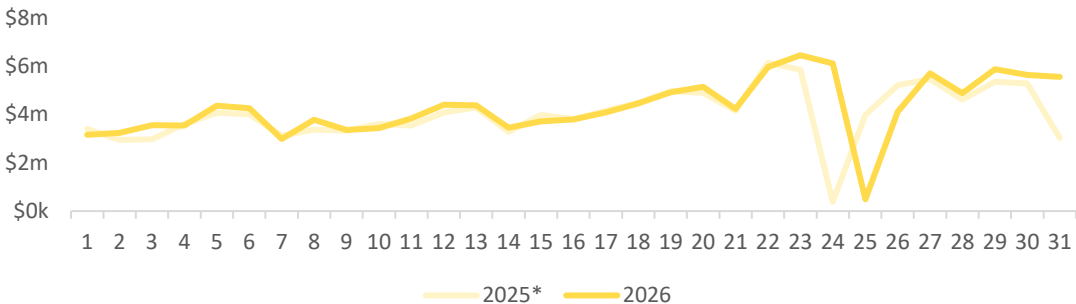
20.5%

of LGA visitors



Events

Spend by day in December 2025



23 December

Highest spending day

+10.2%

*vs. same day
last year*

\$122M

Total monthly day spend

\$11M

Total monthly night spend

+6.1%

vs. last year

+4.1%

vs. last year

** Same day of week and week of month*



Commonwealth Bank



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Quick reference definitions

Total spend

CBA's market share extrapolated to be nationally, or 100% representative of electronic customer transaction dollar spend for the selected month.

Highest spend category

The category with the highest absolute transaction dollar spend amount for the selected month.

Highest growth category

The category with the highest percentage growth in absolute transaction dollar spend amount for the selected month.

Total customers

Nationally representative unique customer count based on those who have made an electronic transaction and have a residential postcode address located within the LGA or Town (resident) or those who have a residential postcode address located outside the LGA or Town (visitor).

vs. last year

The percentage difference compared to the same month of the previous year.

LGA visitors

Those customers transaction within the region and who have a residential postcode address located outside the LGA or Town.

Top category

The category with the highest absolute transaction dollar spend amount for the selected month.

Top age band

The age band with the highest absolute transaction dollar spend amount for the selected month.

Top lifestage

The lifestage with the highest absolute transaction dollar spend amount for the selected month.

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