

City of Busselton

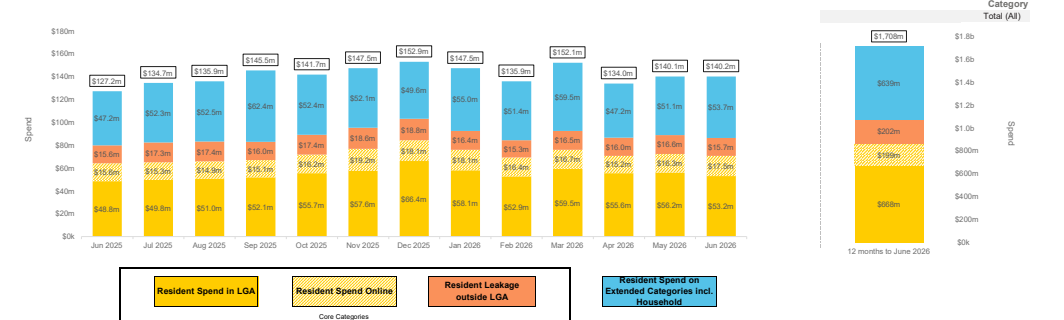
Resident	Business	Events	Visitor	Leakage
Month	Resident location	Resident type		
June 2026	City of Busselton	Total		

Overview

What are some of the key insights for Total residents for the 12 months until June 2026?

Annual national spend \$1.71B ↑ 8.7% vs last year ↑ 8.4% vs Regional WA	Annual top category Other Discretionary Retail 13.6% of spend for City of Busselton residents is within this category	Annual top lifestyle Retiree 29.9% of spend for LGA residents are within this lifestyle	Annual proportion of spend into the LGA 39.1% of spend for LGA residents during June 2026
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 2026. 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 Lifestyle categories.



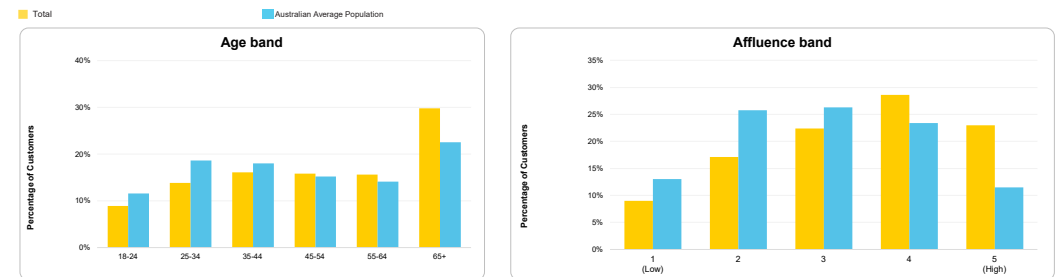
What are the highest performing categories for residents in LGA in the 12 months to June 2026?

Category	Month (June 2026)			Annual (Last 12 months up to June 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$140.2M	↑ 10.2%	↑ 8.4%	\$1.71B	↑ 8.7%	↑ 7.3%		\$202.0M
Discretionary Retail	\$36.9M	↑ 9.6%	↑ 7.8%	\$374.6M	↑ 9.7%	↑ 7.5%	1.00x	99.4%
Other Discretionary Retail	\$19.7M	↑ 9.3%	↑ 8.9%	\$235.2M	↑ 9.9%	↑ 7.1%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$8.3M	↑ 7.6%	↑ 5.2%	\$105.1M	↑ 8.9%	↑ 7.6%	0.98x	96.4%
Buy Now Pay Later	\$2.5M	↑ 21.6%	↑ 8.4%	\$29.2M	↑ 12.1%	↑ 9.7%	0.69x	17.2%
Print Media and Books	\$289K	↑ 10.8%	↑ 5.9%	\$3.8M	↑ 3.9%	↑ 8.1%	1.02x	39.3%
Children and Baby Stores	\$71K	↓ -33.9%	↑ 9.1%	\$1.3M	↑ 12.8%	↑ 8.4%	0.63x	9.3%
Food Retailing	\$27.1M	↑ 9.5%	↑ 6.9%	\$336.9M	↑ 6.4%	↑ 4.8%	1.00x	99.3%
Supermarkets	\$18.7M	↑ 8.0%	↑ 6.7%	\$230.0M	↑ 2.9%	↑ 3.6%	1.00x	98.9%
Groceries and Other Food Retailing	\$8.4M	↑ 13.0%	↑ 7.5%	\$106.9M	↑ 14.8%	↑ 8.5%	1.00x	97.7%
Household	\$27.0M	↑ 12.1%	↑ 9.6%	\$326.7M	↑ 10.2%	↑ 9.0%	1.00x	99.1%
Insurance	\$9.9M	↑ 13.7%	↑ 9.2%	\$112.3M	↑ 9.3%	↑ 6.6%	1.00x	65.1%
Telecommunication Services	\$4.0M	↑ 9.7%	↑ 9.1%	\$47.3M	↑ 8.1%	↑ 7.9%	0.99x	78.4%
Electricity, Gas and Water Supply	\$3.5M	↑ 12.5%	↑ 9.3%	\$51.3M	↑ 21.2%	↑ 19.3%	0.98x	50.1%
Personal Services	\$2.5M	↑ 17.3%	↑ 14.2%	\$30.0M	↑ 12.4%	↑ 9.3%	1.00x	80.3%
Pet Care	\$2.0M	↑ 25.4%	↑ 13.5%	\$20.8M	↑ 11.3%	↑ 7.6%	1.22x	44.9%
Motor Vehicle Services	\$1.9M	↓ -9.5%	↑ 10.6%	\$26.9M	↑ 10.6%	↑ 8.0%	1.12x	63.9%
Public Services	\$950K	↑ 26.9%	↑ 9.5%	\$11.3M	↓ -8.4%	↑ 2.6%	1.06x	56.8%
School Education	\$834K	↑ 24.0%	↑ 5.3%	\$9.1M	↑ 6.1%	↑ 9.8%	0.67x	22.6%
Fitness	\$635K	↑ 1.7%	↑ 2.3%	\$8.5M	↑ 3.6%	↑ 7.0%	0.74x	44.3%
Charities	\$413K	↑ 38.6%	↑ 4.5%	\$3.3M	↑ 15.4%	↑ 4.5%	1.03x	33.2%
Computer Services	\$209K	↑ 13.0%	↑ 24.2%	\$2.3M	↓ -9.5%	↑ 13.7%	0.85x	16.5%
Childcare Services	\$205K	↓ -30.8%	↓ -0.7%	\$3.6M	↑ 1.5%	↑ 3.6%	0.60x	3.9%
Tourism and Entertainment	\$15.9M	↑ 10.5%	↑ 8.3%	\$201.7M	↑ 11.7%	↑ 9.8%	1.00x	99.0%
Restaurants	\$3.3M	↑ 9.7%	↑ 13.3%	\$43.6M	↑ 8.5%	↑ 9.9%	0.99x	93.3%
Takeaway and Fast Food Outlets	\$2.8M	↑ 12.3%	↑ 8.0%	\$34.7M	↑ 9.0%	↑ 5.6%	0.98x	93.8%
Pubs, Taverns and Bars	\$2.5M	↑ 8.9%	↑ 4.2%	\$31.0M	↑ 11.8%	↑ 3.0%	1.05x	83.0%
Attractions, Events and Recreation	\$2.1M	↑ 16.9%	↓ -3.2%	\$27.1M	↑ 23.6%	↑ 11.3%	0.95x	74.3%
Online Entertainment	\$2.0M	↑ 18.7%	↑ 13.5%	\$23.3M	↑ 15.0%	↑ 21.3%	0.99x	70.3%
Cafes	\$1.7M	↓ -2.8%	↓ -3.2%	\$23.4M	↑ 6.7%	↓ -0.7%	1.02x	89.1%
Food Delivery Services	\$636K	↑ 7.4%	↑ 41.5%	\$10.4M	↑ 22.6%	↑ 46.8%	0.68x	28.9%
Breweries and Wineries	\$590K	↑ 14.3%	↑ 5.3%	\$8.3M	↑ 0.2%	↑ 3.5%	3.11x	63.2%
Private Transport	\$11.2M	↑ 5.8%	↑ 8.3%	\$135.5M	↑ 8.7%	↑ 5.4%	1.00x	97.0%
Accommodation	\$3.5M	↓ -1.7%	→ 0.0%	\$40.3M	↑ 3.3%	↑ 2.5%	1.12x	65.8%
								\$0K

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

What is the profile of Total residents during the 12 months to June 2026?



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 Total residents during the 12 months to June 2026?

Top 5 Clothing & Accessories	Top 5 Food Retailing	Top 5 Eating and Drinking Out
Brand	Brand	Brand
Ghanda Clothing	Bunbury Farmers Market	Chicken Treat
Angus And Coote	Liquor Stax	Royal Automobile Club Of Austral
Gazman	Liquor Barons	Dome Cafe
Just Jeans	The Good Grocer	Miss Maud
Sportsgirl	The Spud Shed	Bakehouse
Top 5 General Retail	Top 5 Homewares and Appliances	Top 5 Personal Services
Brand	Brand	Brand
Red Dot	House	Priceline
Perth Duty Free	Harvey Norman	Price Attack
Depop	The Good Guys	Just Cuts
Kmart	Adairs	Adore Beauty
The Reject Shop	Beacon Lighting	The Body Shop

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).

City of Busselton

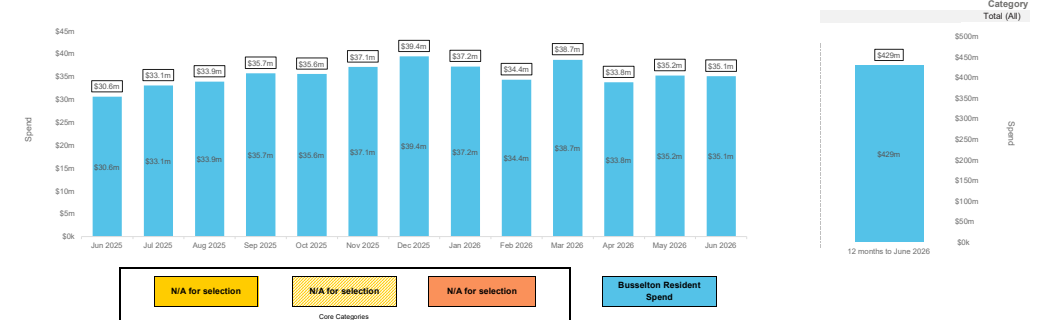
Resident	Business	Events	Visitor	Leakage
Month June 2026	Resident location Busselton			

Overview

What are some of the key insights for Total residents for the 12 months until June 2026?

Annual national spend \$429.3M ↑ 11.1% vs last year ↑ 8.4% vs Regional WA	Annual top category Other Discretionary Retail 14.0% of spend for Busselton residents is within this category	Annual top lifestyle Retiree 28.2% of spend for Sub-region residents are within this lifestyle	Annual proportion of spend into the LGA Not available of spend for Sub-region residents during June 2026
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N/A for selection	N/A for selection	N/A for selection	Busselton Resident Spend
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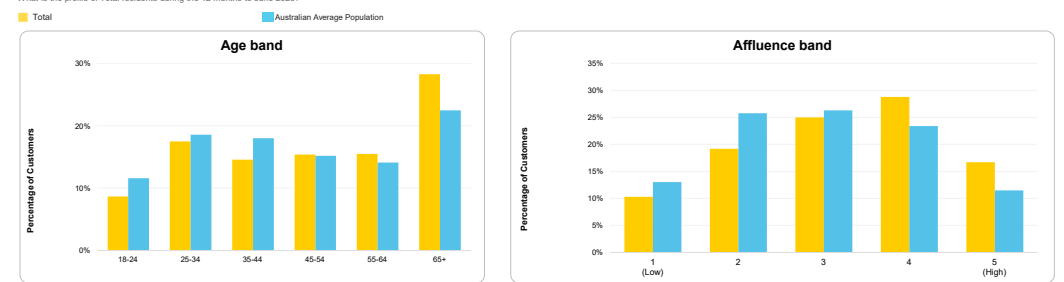
What are the highest performing categories for residents in Sub-region in the 12 months to June 2026?

Category	Month (June 2026)			Annual (Last 12 months up to June 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$35.1M	↑ 14.8%	↑ 8.4%	\$429.3M	↑ 11.1%	↑ 7.3%		\$56.1M
Discretionary Retail	\$8.2M	↑ 22.1%	↑ 7.8%	\$97.4M	↑ 14.8%	↑ 7.9%	1.00x	99.9%
Other Discretionary Retail	\$5.2M	↑ 28.1%	↑ 8.9%	\$60.1M	↑ 14.3%	↑ 7.1%	1.00x	\$12.1M
Department Stores, Clothing & Accessories	\$2.1M	↑ 7.8%	↑ 5.2%	\$27.3M	↑ 14.2%	↑ 7.6%	0.98x	95.9%
Buy Now Pay Later	\$794K	↑ 31.7%	↑ 8.4%	\$8.8M	↑ 18.7%	↑ 9.7%	0.75x	18.8%
Print Media and Books	\$64K	↑ 8.3%	↑ 5.9%	\$833K	↑ 1.6%	↑ 8.1%	0.90x	34.9%
Children and Baby Stores	\$18K	↓ -31.4%	↑ 9.1%	\$371K	↑ 38.6%	↑ 8.4%	0.58x	8.7%
Food Retailing	\$6.9M	↑ 13.0%	↑ 6.9%	\$85.2M	↑ 8.8%	↑ 4.8%	1.00x	99.4%
Supermarkets	\$4.8M	↑ 9.0%	↑ 6.7%	\$59.4M	↑ 5.4%	↑ 3.6%	1.00x	99.2%
Groceries and Other Food Retailing	\$2.1M	↑ 23.1%	↑ 7.5%	\$25.8M	↑ 17.6%	↑ 8.5%	1.00x	97.8%
Household	\$6.6M	↑ 17.0%	↑ 9.6%	\$79.5M	↑ 12.3%	↑ 9.0%	1.00x	98.8%
Insurance	\$2.3M	↑ 16.8%	↑ 9.2%	\$27.1M	↑ 10.7%	↑ 6.6%	0.97x	63.1%
Telecommunication Services	\$1.1M	↑ 19.0%	↑ 9.1%	\$12.2M	↑ 10.4%	↑ 7.9%	0.99x	78.8%
Electricity, Gas and Water Supply	\$821K	↑ 9.4%	↑ 9.3%	\$12.3M	↑ 20.6%	↑ 19.3%	0.89x	45.3%
Personal Services	\$627K	↑ 28.2%	↑ 14.2%	\$7.2M	↑ 17.2%	↑ 9.3%	0.97x	78.4%
Pet Care	\$462K	↑ 22.5%	↑ 13.5%	\$5.0M	↑ 11.9%	↑ 7.6%	1.06x	39.2%
Motor Vehicle Services	\$460K	↓ -2.1%	↑ 10.6%	\$6.5M	↑ 15.1%	↑ 8.0%	1.02x	57.9%
Public Services	\$246K	↑ 40.4%	↑ 9.5%	\$2.8M	↓ -11.0%	↑ 2.6%	0.96x	51.3%
School Education	\$225K	↑ 62.3%	↑ 5.3%	\$2.4M	↑ 21.0%	↑ 9.8%	0.95x	19.8%
Fitness	\$182K	↑ 29.2%	↑ 2.3%	\$2.0M	↓ -0.4%	↑ 7.0%	0.69x	41.2%
Charities	\$56K	↑ 8.4%	↑ 4.5%	\$720K	↑ 24.6%	↑ 4.5%	0.98x	31.5%
Computer Services	\$53K	↑ 11.2%	↑ 24.2%	\$558K	↑ 33.8%	↑ 13.7%	0.74x	14.5%
Childcare Services	\$47K	↓ -49.0%	↓ -0.7%	\$733K	↑ 13.3%	↑ 3.6%	0.50x	3.2%
Tourism and Entertainment	\$4.4M	↑ 18.1%	↑ 8.3%	\$53.0M	↑ 13.7%	↑ 8.8%	1.00x	98.1%
Takeaway and Fast Food Outlets	\$808K	↑ 14.1%	↑ 8.0%	\$9.9M	↑ 12.6%	↑ 5.6%	0.98x	93.7%
Restaurants	\$774K	↑ 8.1%	↑ 13.3%	\$10.3M	↑ 9.4%	↑ 9.9%	0.99x	92.7%
Pubs, Taverns and Bars	\$720K	↑ 13.5%	↑ 4.2%	\$8.5M	↑ 11.0%	↑ 3.0%	1.02x	80.6%
Online Entertainment	\$617K	↑ 32.1%	↑ 13.5%	\$6.4M	↑ 23.8%	↑ 21.3%	0.99x	70.6%
Attractions, Events and Recreation	\$593K	↑ 39.1%	↓ -3.2%	\$6.7M	↑ 18.6%	↑ 11.3%	0.92x	71.8%
Cafes	\$495K	↑ 11.7%	↓ -3.2%	\$6.0M	↑ 10.6%	↓ -0.7%	1.00x	87.5%
Food Delivery Services	\$293K	↑ 22.5%	↑ 41.5%	\$3.4M	↑ 30.5%	↑ 46.8%	0.71x	30.5%
Breweries and Wineries	\$155K	↑ 12.1%	↑ 5.3%	\$1.8M	↓ -3.9%	↑ 3.5%	2.88x	49.2%
Private Transport	\$2.8M	↑ 10.8%	↑ 8.3%	\$34.1M	↑ 11.6%	↑ 5.4%	1.00x	97.0%
Accommodation	\$971K	↑ 9.8%	→ 0.0%	\$10.9M	↑ 15.9%	↑ 2.5%	1.06x	62.6%

Affinity is based on the proportion of the residents shopping with the category (and 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 (and restricted to location). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

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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 Total residents during the 12 months to June 2026?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Angus And Coote</td><td>2.37x</td><td>8.4%</td></tr><tr><td>Ghanda Clothing</td><td>2.10x</td><td>11.5%</td></tr><tr><td>Just Jeans</td><td>1.83x</td><td>10.8%</td></tr><tr><td>Williams Shoes</td><td>1.74x</td><td>6.2%</td></tr><tr><td>Sportsgirl</td><td>1.51x</td><td>9.9%</td></tr></table>	Brand	Affinity	Penetration	Angus And Coote	2.37x	8.4%	Ghanda Clothing	2.10x	11.5%	Just Jeans	1.83x	10.8%	Williams Shoes	1.74x	6.2%	Sportsgirl	1.51x	9.9%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>61.1%</td></tr><tr><td>Liquor Stax</td><td>13.80x</td><td>22.3%</td></tr><tr><td>Liquor Barons</td><td>5.89x</td><td>9.2%</td></tr><tr><td>The Good Grocer</td><td>3.59x</td><td>9.2%</td></tr><tr><td>The Spud Shed</td><td>3.35x</td><td>18.1%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	61.1%	Liquor Stax	13.80x	22.3%	Liquor Barons	5.89x	9.2%	The Good Grocer	3.59x	9.2%	The Spud Shed	3.35x	18.1%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Royal Automobile Club Of Austral</td><td>8.90x</td><td>11.9%</td></tr><tr><td>Chicken Treat</td><td>8.71x</td><td>18.5%</td></tr><tr><td>Dome Cafe</td><td>8.53x</td><td>32.8%</td></tr><tr><td>Bakehouse</td><td>4.18x</td><td>11.6%</td></tr><tr><td>Miss Maud</td><td>2.53x</td><td>5.0%</td></tr></table>	Brand	Affinity	Penetration	Royal Automobile Club Of Austral	8.90x	11.9%	Chicken Treat	8.71x	18.5%	Dome Cafe	8.53x	32.8%	Bakehouse	4.18x	11.6%	Miss Maud	2.53x	5.0%
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City of Busselton

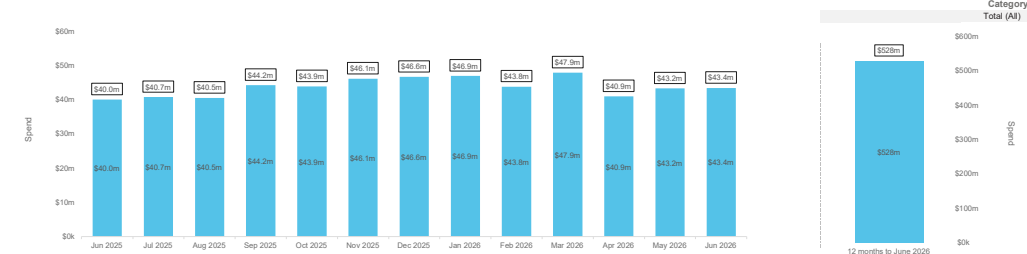
Resident	Business	Events	Visitor	Leakage
Month	Resident location			
June 2026	Dunsborough			

Overview

What are some of the key insights for Total residents for the 12 months until June 2026?

Annual national spend \$528.1M ↑ 6.8% vs last year ↑ 8.4% vs Regional WA	Annual top category Other Discretionary Retail 13.8% of spend for Dunsborough residents is within this category	Annual top lifestyle Retiree 26.8% of spend for Sub-region residents are within this lifestyle	Annual proportion of spend into the LGA Not available of spend for Sub-region residents during June 2026
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N/A for selection	N/A for selection	N/A for selection	Dunsborough Resident Spend
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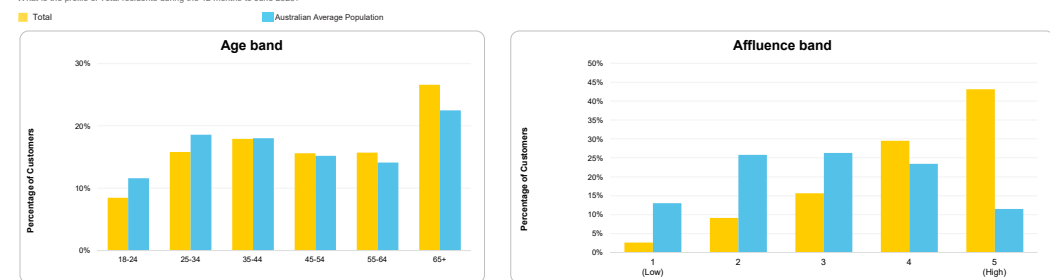
What are the highest performing categories for residents in Sub-region in the 12 months to June 2026?

Category	Month (June 2026)			Annual (Last 12 months up to June 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$43.4M	↑ 8.4%	↑ 8.4%	\$528.1M	↑ 6.8%	↑ 7.3%			\$67.3M
Discretionary Retail	\$9.4M	↑ 8.3%	↑ 7.8%	\$113.3M	↑ 8.8%	↑ 7.9%	1.00x	99.3%	
Other Discretionary Retail	\$6.3M	↑ 4.2%	↑ 8.9%	\$73.1M	↑ 5.7%	↑ 7.1%	1.00x	98.9%	\$15.3M
Department Stores, Clothing & Accessories	\$2.4M	↑ 8.1%	↑ 5.2%	\$32.2M	↑ 11.2%	↑ 7.6%	0.98x	96.0%	\$8.6M
Buy Now Pay Later	\$564K	↑ 8.9%	↑ 8.4%	\$6.3M	↓ -3.9%	↑ 9.7%	0.58x	14.4%	
Print Media and Books	\$106K	↑ 15.0%	↑ 5.9%	\$1.3M	↑ 11.9%	↑ 8.1%	1.10x	42.6%	
Children and Baby Stores	\$16K	↓ -62.1%	↑ 9.1%	\$399K	↓ -6.2%	↑ 8.4%	0.68x	10.1%	
Household	\$8.1M	↑ 7.1%	↑ 9.6%	\$101.1M	↑ 8.6%	↑ 9.0%	1.00x	99.5%	
Insurance	\$3.0M	↑ 7.3%	↑ 9.2%	\$35.4M	↑ 6.5%	↑ 6.6%	1.00x	64.9%	
Telecommunication Services	\$1.0M	↑ 3.8%	↑ 9.1%	\$12.7M	↑ 4.3%	↑ 7.9%	0.96x	76.2%	
Electricity, Gas and Water Supply	\$1.0M	↑ 6.1%	↑ 9.3%	\$15.3M	↑ 20.1%	↑ 19.3%	0.98x	48.9%	
Personal Services	\$862K	↑ 6.7%	↑ 14.2%	\$10.3M	↑ 12.6%	↑ 9.3%	1.03x	83.3%	
Motor Vehicle Services	\$718K	↓ -4.9%	↑ 10.6%	\$9.4M	↑ 8.1%	↑ 8.0%	1.23x	70.3%	
Pet Care	\$540K	↑ 34.5%	↑ 13.5%	\$5.9M	↑ 10.7%	↑ 7.6%	1.14x	42.0%	
School Education	\$292K	↑ 15.6%	↑ 5.3%	\$3.3M	↑ 12.9%	↑ 9.8%	0.74x	24.9%	
Charities	\$231K	↑ 100.8%	↑ 4.5%	\$1.0M	↑ 13.0%	↑ 4.5%	1.01x	32.5%	
Public Services	\$228K	↑ 8.9%	↑ 9.5%	\$2.8M	↓ -0.9%	↑ 2.6%	1.14x	61.1%	
Fitness	\$182K	↓ -11.2%	↑ 2.3%	\$3.0M	↑ 15.9%	↑ 7.0%	0.80x	47.8%	
Computer Services	\$68K	↓ -3.4%	↑ 24.2%	\$839K	↓ -31.6%	↑ 13.7%	1.01x	19.7%	
Childcare Services	\$38K	↓ -60.0%	↓ -0.7%	\$893K	↓ -14.6%	↑ 3.6%	0.60x	3.9%	
Food Retailing	\$7.8M	↑ 10.6%	↑ 6.9%	\$97.9M	↑ 5.9%	↑ 4.8%	1.00x	99.2%	
Supermarkets	\$5.2M	↑ 10.2%	↑ 6.7%	\$64.1M	↑ 2.1%	↑ 3.6%	1.00x	98.9%	\$7.7M
Groceries and Other Food Retailing	\$2.5M	↑ 11.3%	↑ 7.5%	\$33.8M	↑ 14.0%	↑ 8.5%	1.00x	97.9%	\$5.1M
Tourism and Entertainment	\$4.5M	↑ 8.4%	↑ 8.3%	\$60.6M	↑ 9.9%	↑ 9.8%	1.00x	96.4%	
Restaurants	\$1.2M	↑ 6.1%	↑ 13.3%	\$17.1M	↑ 5.5%	↑ 9.9%	1.02x	95.9%	\$6.2M
Pubs, Taverns and Bars	\$688K	↑ 14.9%	↑ 4.2%	\$9.5M	↑ 18.1%	↑ 3.0%	1.11x	87.7%	\$3.8M
Takeaway and Fast Food Outlets	\$658K	↑ 16.6%	↑ 8.0%	\$7.7M	↑ 6.1%	↑ 5.6%	1.00x	95.1%	\$2.6M
Cafes	\$538K	↓ -8.0%	↓ -3.2%	\$8.2M	↑ 7.4%	↓ -0.7%	1.07x	93.3%	\$1.9M
Attractions, Events and Recreation	\$536K	↑ 15.7%	↓ -3.2%	\$7.6M	↑ 15.0%	↑ 11.3%	0.97x	76.2%	\$2.1M
Online Entertainment	\$512K	↑ 12.0%	↑ 13.5%	\$5.9M	↑ 10.6%	↑ 21.3%	1.02x	72.9%	
Breweries and Wineries	\$226K	↑ 16.9%	↑ 5.3%	\$3.2M	↑ 0.7%	↑ 3.5%	3.48x	58.6%	\$740K
Food Delivery Services	\$90K	↓ -20.0%	↑ 41.5%	\$1.3M	↑ 6.1%	↑ 48.8%	0.54x	23.1%	
Private Transport	\$3.2M	↑ 3.3%	↑ 8.3%	\$41.4M	↑ 5.9%	↑ 5.4%	1.01x	97.7%	\$0K
Accommodation	\$1.3M	↓ -0.7%	→ 0.0%	\$14.3M	↓ -2.1%	↑ 2.5%	1.19x	70.3%	\$0K

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

What is the profile of Total residents during the 12 months to June 2026?



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 Total residents during the 12 months to June 2026?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>4.65x</td><td>9.9%</td></tr><tr><td>Ghanda Clothing</td><td>3.26x</td><td>17.9%</td></tr><tr><td>Rip Curl</td><td>1.57x</td><td>4.1%</td></tr><tr><td>Sportsgirl</td><td>1.50x</td><td>9.8%</td></tr><tr><td>Next</td><td>1.44x</td><td>1.6%</td></tr></table>	Brand	Affinity	Penetration	Gazman	4.65x	9.9%	Ghanda Clothing	3.26x	17.9%	Rip Curl	1.57x	4.1%	Sportsgirl	1.50x	9.8%	Next	1.44x	1.6%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>65.4%</td></tr><tr><td>Liquor Stax</td><td>29.70x</td><td>48.0%</td></tr><tr><td>Liquor Barons</td><td>10.32x</td><td>16.0%</td></tr><tr><td>The Good Grocer</td><td>6.76x</td><td>17.3%</td></tr><tr><td>The Jerky Co</td><td>2.21x</td><td>3.0%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	65.4%	Liquor Stax	29.70x	48.0%	Liquor Barons	10.32x	16.0%	The Good Grocer	6.76x	17.3%	The Jerky Co	2.21x	3.0%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.05x</td><td>19.2%</td></tr><tr><td>Royal Automobile Club Of Austral</td><td>7.92x</td><td>10.6%</td></tr><tr><td>Dome Cafe</td><td>6.39x</td><td>24.6%</td></tr><tr><td>Miss Maud</td><td>2.94x</td><td>5.8%</td></tr><tr><td>Varsity Bar</td><td>2.33x</td><td>3.5%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	9.05x	19.2%	Royal Automobile Club Of Austral	7.92x	10.6%	Dome Cafe	6.39x	24.6%	Miss Maud	2.94x	5.8%	Varsity Bar	2.33x	3.5%
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Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Perth Duty Free</td><td>10.30x</td><td>10.8%</td></tr><tr><td>Rest Dot</td><td>9.19x</td><td>32.0%</td></tr><tr><td>Depop</td><td>1.82x</td><td>4.7%</td></tr><tr><td>Kmart</td><td>0.99x</td><td>77.1%</td></tr><tr><td>Temu</td><td>0.98x</td><td>22.2%</td></tr></table>	Brand	Affinity	Penetration	Perth Duty Free	10.30x	10.8%	Rest Dot	9.19x	32.0%	Depop	1.82x	4.7%	Kmart	0.99x	77.1%	Temu	0.98x	22.2%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Adairs</td><td>2.48x</td><td>14.5%</td></tr><tr><td>Beacon Lighting</td><td>2.33x</td><td>5.6%</td></tr><tr><td>House</td><td>2.03x</td><td>15.8%</td></tr><tr><td>The Good Guys</td><td>1.98x</td><td>26.1%</td></tr><tr><td>Harvey Norman</td><td>1.94x</td><td>4.4%</td></tr></table>	Brand	Affinity	Penetration	Adairs	2.48x	14.5%	Beacon Lighting	2.33x	5.6%	House	2.03x	15.8%	The Good Guys	1.98x	26.1%	Harvey Norman	1.94x	4.4%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Priceline</td><td>2.89x</td><td>19.7%</td></tr><tr><td>Price Attack</td><td>2.50x</td><td>5.2%</td></tr><tr><td>Adore Beauty</td><td>1.02x</td><td>2.2%</td></tr><tr><td>Aesop</td><td>0.85x</td><td>1.2%</td></tr><tr><td>Mecca</td><td>0.84x</td><td>12.8%</td></tr></table>	Brand	Affinity	Penetration	Priceline	2.89x	19.7%	Price Attack	2.50x	5.2%	Adore Beauty	1.02x	2.2%	Aesop	0.85x	1.2%	Mecca	0.84x	12.8%
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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).

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

June 2026

City of Busselton

Overview

What are some of the key insights for the City of Busselton location for June 2026?

Annual spend

\$1.22B

↑ 6.5% vs last year
↑ 4.4% Regional WA

Annual customers

889K

↑ 2.1% vs last year

Annual visitor spend

\$555.4M

45% of total spend
within City of Busselton during June 2026 are from Visitors

Annual visitors

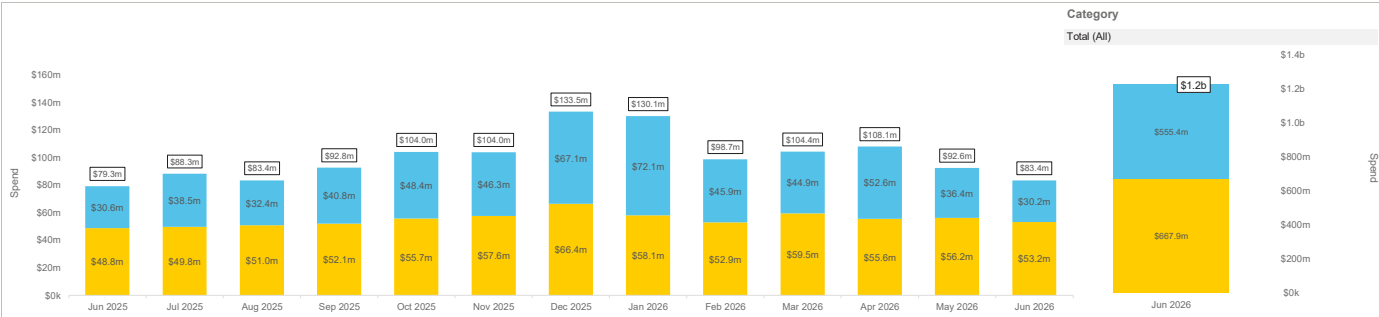
845K

95% of total customers
within City of Busselton during June 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the City of Busselton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

What are the key changes to category spend and visits in June 2026 versus the past year and Regional WA for the City of Busselton location?

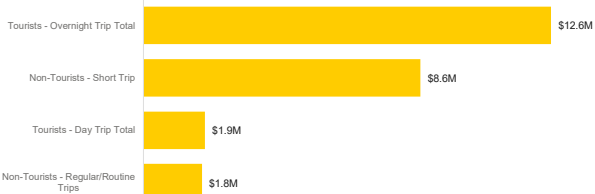
What are the key changes to category spend and visits in June 2026 vers the past year and Regional WA for the City of Busseton location?													Focal metric	Spend
Category	Current selection: Monthly (June 2026)						Latest year: Annual (June 2026)							
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth		
Total	\$83.4M	↑ 5.1% ↑ 6.0%	\$30.2M	↓ -1.3%	\$53.2M	↑ 9.1%	\$1.22B	↑ 6.5% ↑ 4.4%	\$555.4M	↑ 5.7%	\$667.9M	↑ 7.2%		
Food Retailing	\$28.3M	↑ 7.7% ↑ 5.7%	\$6.8M	↑ 1.8%	\$21.5M	↑ 9.7%	\$389.1M	↑ 8.0% ↑ 4.2%	\$122.0M	↑ 11.9%	\$267.1M	↑ 6.3%		
Supermarkets	\$18.4M	↑ 7.3% ↑ 5.9%	\$3.2M	↑ 4.9%	\$15.2M	↑ 7.8%	\$245.1M	↑ 1.5% ↑ 3.0%	\$57.4M	↑ 2.1%	\$187.7M	↑ 1.3%		
Groceries and Other Food Retailing	\$9.9M	↑ 8.4% ↑ 4.9%	\$3.6M	↓ -0.8%	\$6.3M	↑ 14.4%	\$144.0M	↑ 21.3% ↑ 7.9%	\$64.6M	↑ 22.4%	\$79.4M	↑ 20.5%		
Discretionary Retail	\$20.2M	↑ 9.1% ↑ 6.8%	\$6.1M	↑ 6.0%	\$14.1M	↑ 10.5%	\$266.2M	↑ 7.1% ↑ 5.2%	\$92.3M	↑ 7.0%	\$173.9M	↑ 7.1%		
Other Discretionary Retail	\$14.9M	↑ 10.0% ↑ 6.3%	\$4.1M	↑ 9.0%	\$10.8M	↑ 10.4%	\$192.3M	↑ 8.1% ↑ 5.1%	\$59.2M	↑ 8.0%	\$133.1M	↑ 8.1%		
Department Stores, Clothing & Accessories	\$5.3M	↑ 6.7% ↑ 8.5%	\$2.1M	↑ 0.4%	\$3.3M	↑ 11.1%	\$73.9M	↑ 4.6% ↑ 5.3%	\$33.1M	↑ 5.4%	\$40.8M	↑ 4.0%		
Tourism and Entertainment	\$12.0M	↓ -4.2% ↑ 2.1%	\$6.1M	↓ -14.3%	\$5.8M	↑ 9.4%	\$207.8M	↑ 2.0% ↑ 2.9%	\$130.3M	↓ -1.4%	\$77.4M	↑ 8.2%		
Restaurants	\$2.9M	↓ -12.1% ↑ 4.8%	\$1.5M	↓ -24.5%	\$1.3M	↑ 8.5%	\$52.4M	↓ -8.7% ↑ 5.2%	\$33.9M	↓ -14.2%	\$18.5M	↑ 3.5%		
Pubs, Taverns and Bars	\$2.3M	↑ 7.3% ↑ 1.8%	\$1.0M	↓ -2.0%	\$1.3M	↑ 15.7%	\$39.6M	↑ 16.3% ↑ 2.3%	\$22.4M	↑ 15.5%	\$17.2M	↑ 17.3%		
Takeaway and Fast Food Outlets	\$2.3M	↑ 9.7% ↑ 6.7%	\$793.0K	→ 0.0%	\$1.5M	↑ 15.4%	\$32.2M	↑ 10.5% ↑ 3.6%	\$14.2M	↑ 10.2%	\$18.1M	↑ 10.7%		
Cafes	\$2.1M	↓ -4.7% ↓ -5.0%	\$1.1M	↓ -4.9%	\$1.0M	↓ -4.6%	\$36.5M	↑ 6.2% ↓ -0.4%	\$22.5M	↑ 5.2%	\$14.0M	↑ 7.8%		
Breweries and Wineries	\$1.7M	↓ -13.9% ↓ -9.3%	\$1.3M	↓ -18.9%	\$357.0K	↑ 11.3%	\$32.2M	↓ -4.1% ↓ -0.1%	\$27.0M	↓ -4.0%	\$5.2M	↓ -4.6%		
Attractions, Events and Recreation	\$677.0K	↓ -14.8% ↓ -1.8%	\$379.0K	↓ -27.7%	\$298.0K	↑ 10.1%	\$14.8M	↓ -1.9% ↑ 3.1%	\$10.3M	↓ -4.8%	\$4.5M	↑ 5.4%		
Private Transport	\$8.0M	↑ 9.7% ↑ 3.8%	\$2.6M	↑ 10.0%	\$5.4M	↑ 9.5%	\$108.2M	↑ 12.6% ↑ 3.9%	\$41.6M	↑ 14.8%	\$66.6M	↑ 11.3%		
Accommodation - Online	\$3.4M	↓ -14.7% ↑ 1.0%	\$3.2M	↓ -15.5%	\$140.0K	↑ 10.3%	\$89.6M	↑ 3.3% ↑ 7.2%	\$88.1M	↑ 3.8%	\$1.5M	↓ -18.7%		
Accommodation - Instore	\$1.7M	↑ 3.0% ↓ -11.2%	\$1.5M	↑ 10.8%	\$224.0K	↓ -30.0%	\$32.5M	↓ -2.4% ↓ -5.5%	\$28.4M	↓ -3.8%	\$4.1M	↑ 8.9%		

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year. New: Accommodation - Online → Attributed expenditure. See FAQ for more information.

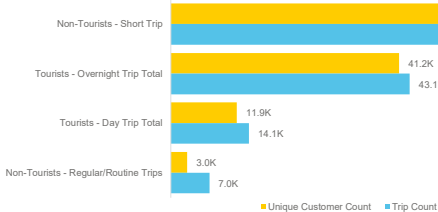
Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during June 2026?

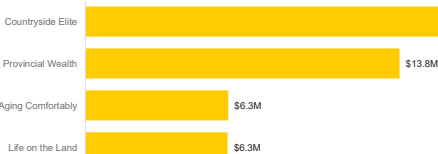
Trip Type by spend



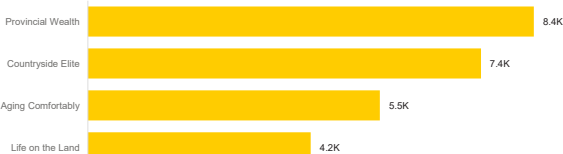
Trip Type by unique customer count and trip count



Top 5 customer segments by residents spend

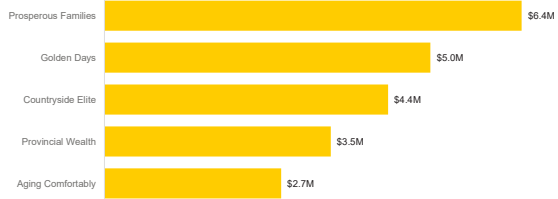


Top 5 customer segments by unique residents count

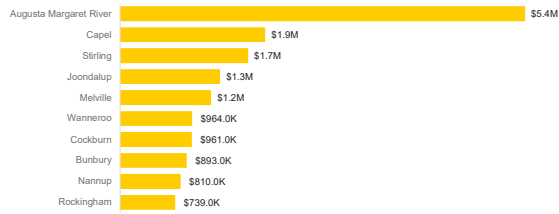


Country Living \$3.0M

Top 5 customer segments by visitors spend

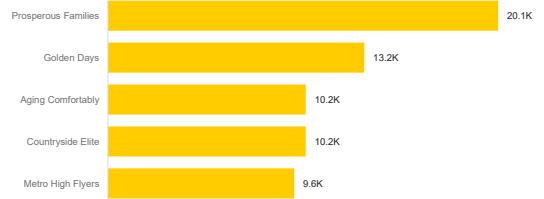


Top 10 source markets by visitors spend

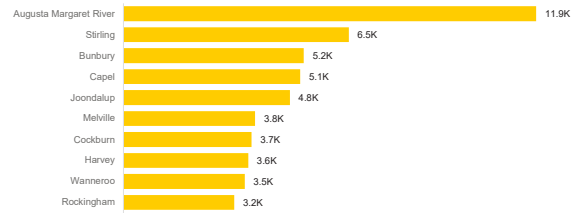


Country Living 3.1K

Top 5 customer segments by unique visitors count



Top 10 source markets by unique visitors count



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

Leakage

Busseton

What are some of the key insights for the Busselton location for June 2026?

↑ 7.2% .vs last year
↑ 4.4% Regional WA

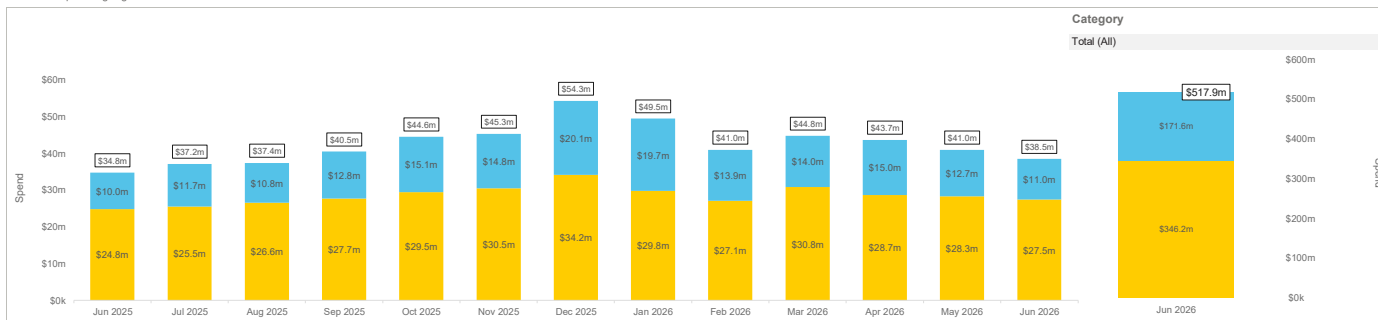
↑ 2.0% .vs last year

33% of total spend
within Busselton during June 2026 are from Visitors

93% of total customers
within Busselton during June 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

How much spend is going to businesses in the Busselton location over time?



Data is up to last complete Monday to Sunday week

Visitor Spend

Key categories for Visitors and Residents

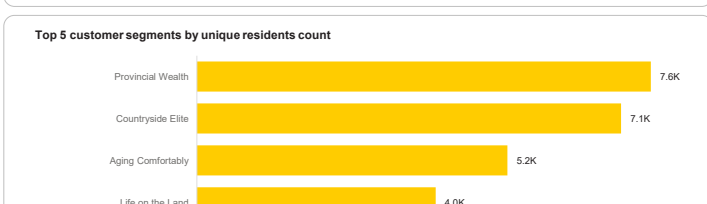
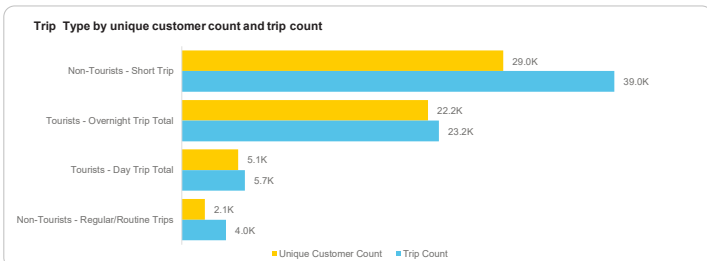
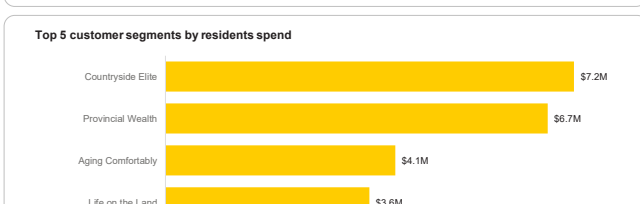
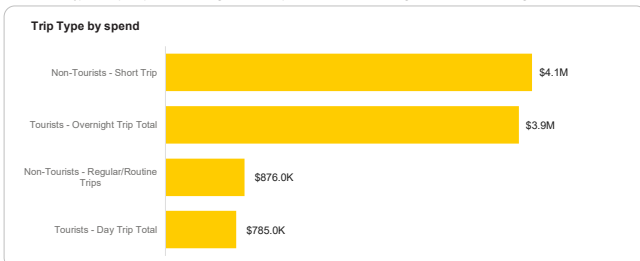
What are the key changes to category spend and visits in June 2026 versus the past year and Regional WA for the Russelton location?

[illegible]

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during June 2026?



Prudent Nostalgia

\$2.1M

Country Living

2.8K

Top 5 customer segments by visitors spend

Countryside Elite

\$2.1M

Provincial Wealth

\$1.7M

Aging Comfortably

\$1.4M

Prosperous Families

\$1.1M

Life on the Land

\$1.1M

Top 5 customer segments by unique visitors count

Prosperous Families

8.0K

Countryside Elite

6.9K

Aging Comfortably

6.4K

Provincial Wealth

5.8K

Golden Days

5.8K

Top 10 source markets by visitors spend

Augusta

\$1.3M

Margaret River

\$1.2M

Capel

\$1.1M

Pemberton

\$767.0K

Donnybrook - Balingup

\$268.0K

Australind - Leschenault

\$242.0K

South Bunbury - Bunbury

\$232.0K

Bridgetown - Boyup Brook

\$225.0K

Dalyellup

\$176.0K

Eaton - Pelican Point

\$139.0K

Top 10 source markets by unique visitors count

Margaret River

4.9K

Augusta

3.2K

Capel

2.3K

Australind - Leschenault

1.8K

South Bunbury - Bunbury

1.7K

Pemberton

1.5K

Dalyellup

1.4K

Eaton - Pelican Point

1.1K

Donnybrook - Balingup

1.0K

Bridgetown - Boyup Brook

0.8K

See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

Leakage

Overview

What are some of the key insights for the West Busseton location for June 2026?

↑ 10.3% .vs last year
↑ 4.4% Regional WA

↑ 5.7% .vs last year

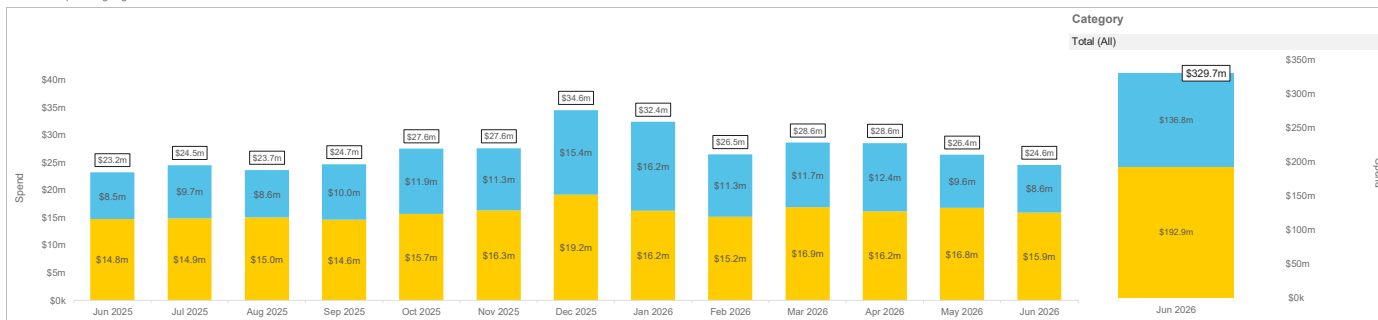
41% of total spend
within West Busseton during June 2026 are from Visitors

91% of total customers
within West Bussellton during June 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the West Busseton location over time?



Data is up to last complete Monday to Sunday week

Local Business Residents Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

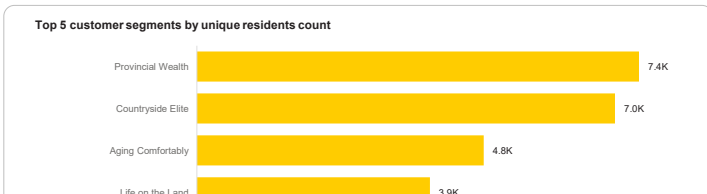
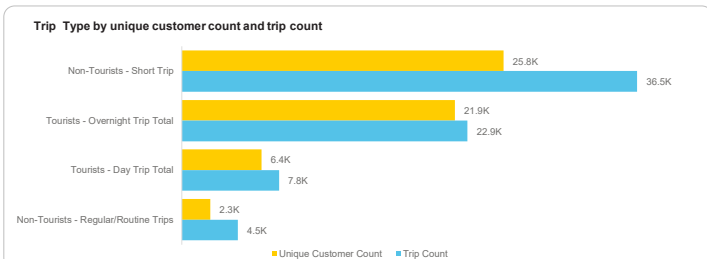
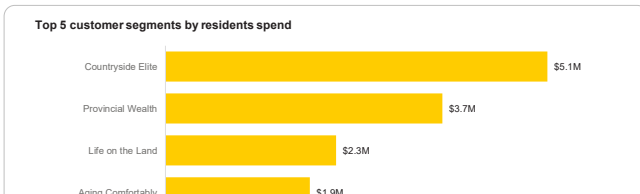
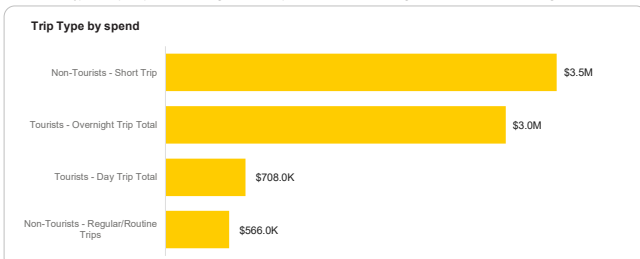
What are the key changes to category spend and visits in June 2026 versus the past year and Regional WA for the West Busseton location?

[illegible]

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Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during June 2026?

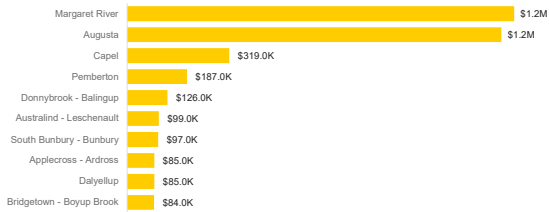


Country Living \$906.0K

Top 5 customer segments by visitors spend

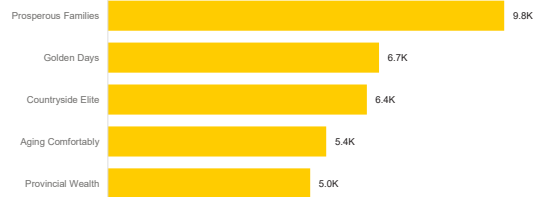


Top 10 source markets by visitors spend

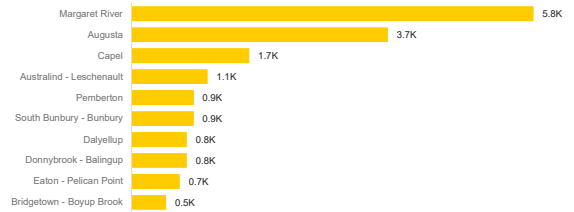


Country Living 2.8K

Top 5 customer segments by unique visitors count



Top 10 source markets by unique visitors count



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

June 2026

Dunsborough

Overview

What are some of the key insights for the Dunsborough location for June 2026?

Annual spend

\$283.6M

↑ 2.3% vs last year
↑ 4.4% Regional WA

Annual customers

528K

↑ 0.2% vs last year

Annual visitor spend

\$158.1M

56% of total spend
within Dunsborough during June 2026 are from Visitors

Annual visitors

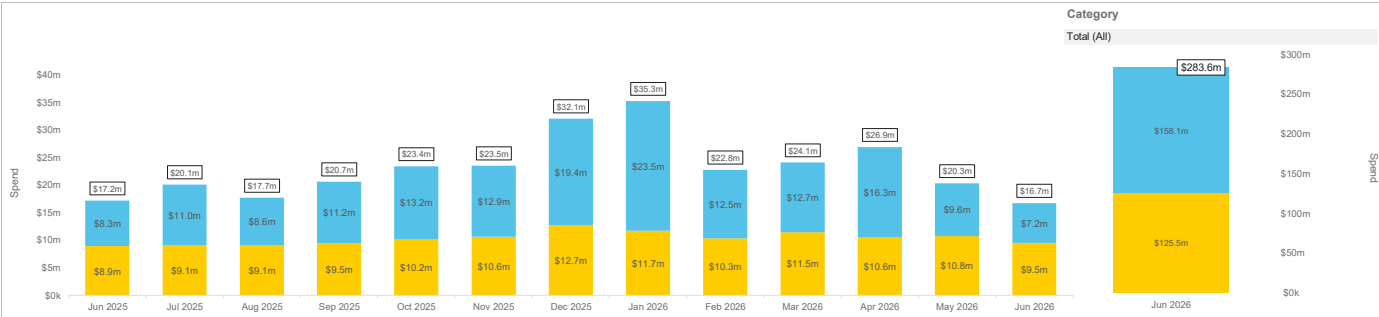
493K

93% of total customers
within Dunsborough during June 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the Dunsborough location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

What are the key changes to category spend and visits in June 2026 versus the past year and Regional WA for the Dunsborough location?

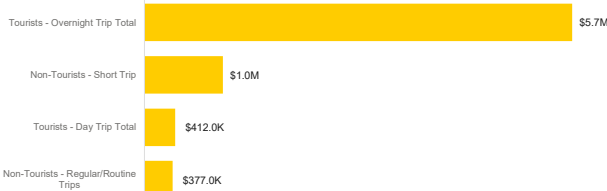
What are the key changes to category spend and visits in June 2026 vers the past year and Regional WA for the Dunsborough location?														Focal metric		Spend		
Category	Current selection: Monthly (June 2026)						Latest year: Annual (June 2026)											
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth		Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth	
Total	\$16.7M	↓ -2.7%	↑ 6.0%	\$7.2M	↓ -12.4%		\$9.5M	↑ 6.3%		\$283.6M	↑ 2.3%	↑ 4.4%	\$158.1M	↓ -0.4%		\$125.5M	↑ 5.8%	
Food Retailing	\$6.4M	↑ 5.9%	↑ 5.7%	\$1.7M	↓ -4.0%		\$4.7M	↑ 10.1%		\$98.1M	↑ 3.6%	↑ 4.2%	\$39.7M	↑ 3.6%		\$58.4M	↑ 3.6%	
Supermarkets	\$4.4M	↑ 9.5%	↑ 5.9%	\$800.0K	↑ 3.0%		\$3.6M	↑ 11.0%		\$62.6M	↑ 2.9%	↑ 3.0%	\$18.4M	↑ 2.1%		\$44.2M	↑ 3.2%	
Groceries and Other Food Retailing	\$2.0M	↓ -1.2%	↑ 4.9%	\$942.0K	↓ -9.2%		\$1.1M	↑ 7.2%		\$35.5M	↑ 4.9%	↑ 7.9%	\$21.2M	↑ 4.9%		\$14.3M	↑ 5.0%	
Tourism and Entertainment	\$4.8M	↓ -15.6%	↑ 2.1%	\$3.1M	↓ -23.8%		\$1.7M	↑ 5.1%		\$95.1M	↓ -3.0%	↑ 2.9%	\$71.0M	↓ -6.0%		\$24.1M	↑ 7.0%	
Restaurants	\$1.6M	↓ -23.1%	↑ 4.8%	\$1.0M	↓ -30.9%		\$564.0K	↓ -2.9%		\$31.8M	↓ -15.2%	↑ 5.2%	\$23.6M	↓ -18.8%		\$8.2M	↓ -2.6%	
Breweries and Wineries	\$1.0M	↓ -22.1%	↓ -9.3%	\$842.0K	↓ -26.3%		\$169.0K	↑ 8.8%		\$19.5M	↓ -6.8%	↓ -0.1%	\$17.0M	↓ -5.9%		\$2.5M	↓ -12.7%	
Cafes	\$933.0K	↓ -13.5%	↓ -5.0%	\$567.0K	↓ -14.7%		\$366.0K	↓ -11.6%		\$18.0M	↑ 4.9%	↓ -0.4%	\$12.4M	↑ 2.5%		\$5.6M	↑ 10.6%	
Pubs, Taverns and Bars	\$866.0K	↑ 6.4%	↑ 1.8%	\$466.0K	↓ -7.9%		\$400.0K	↑ 30.1%		\$17.5M	↑ 25.8%	↑ 2.3%	\$12.1M	↑ 22.0%		\$5.5M	↑ 34.9%	
Takeaway and Fast Food Outlets	\$302.0K	↑ 11.2%	↑ 6.7%	\$115.0K	↓ -9.1%		\$187.0K	↑ 28.9%		\$5.1M	↑ 4.6%	↑ 3.6%	\$3.0M	↑ 0.1%		\$2.0M	↑ 12.2%	
Attractions, Events and Recreation	\$140.0K	↓ -32.7%	↓ -1.8%	\$120.0K	↓ -35.8%		\$20.0K	↓ -4.8%		\$3.2M	↓ -14.3%	↑ 3.1%	\$2.9M	↓ -14.9%		\$301.0K	↓ -8.3%	
Discretionary Retail	\$2.3M	↑ 4.4%	↑ 6.8%	\$956.0K	↓ -5.3%		\$1.4M	↑ 12.5%		\$38.9M	↑ 10.7%	↑ 5.2%	\$19.8M	↑ 9.4%		\$19.0M	↑ 12.0%	
Other Discretionary Retail	\$1.7M	↑ 12.8%	↑ 6.3%	\$576.0K	↑ 14.5%		\$1.1M	↑ 11.9%		\$25.6M	↑ 10.5%	↑ 5.1%	\$10.3M	↑ 9.3%		\$15.3M	↑ 11.3%	
Department Stores, Clothing & Accessories	\$638.0K	↓ -12.7%	↑ 8.5%	\$380.0K	↓ -25.0%		\$258.0K	↑ 15.0%		\$13.3M	↑ 11.1%	↑ 5.3%	\$9.5M	↑ 9.5%		\$3.7M	↑ 15.3%	
Private Transport	\$1.1M	↓ -2.3%	↑ 3.8%	\$300.0K	↑ 2.0%		\$815.0K	↓ -3.8%		\$17.8M	↑ 2.3%	↑ 3.9%	\$6.3M	↑ 4.5%		\$11.5M	↑ 1.2%	
Accommodation - Instore	\$665.0K	↑ 1.7%	↓ -11.2%	\$621.0K	↑ 5.8%		\$44.0K	↓ -34.2%		\$14.1M	↓ -5.2%	↓ -5.5%	\$13.2M	↓ -3.6%		\$900.0K	↓ -23.8%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

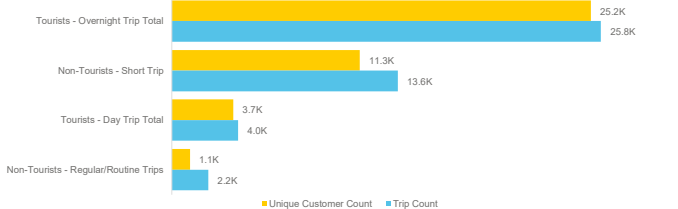
Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during June 2026?

Trip Type by spend



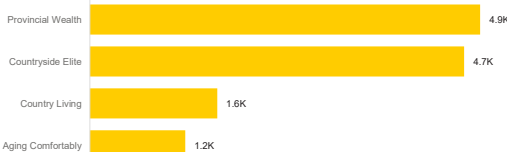
Trip Type by unique customer count and trip count



Top 5 customer segments by residents spend

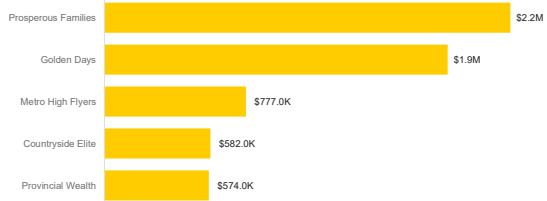


Top 5 customer segments by unique residents count

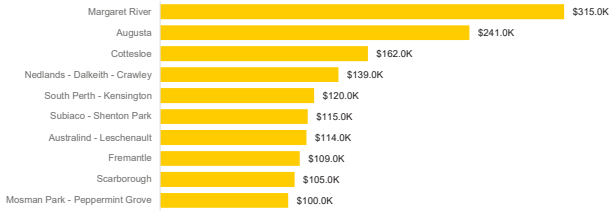


Life on the Land \$405.0K

Top 5 customer segments by visitors spend



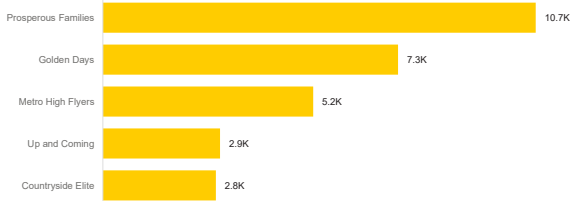
Top 10 source markets by visitors spend



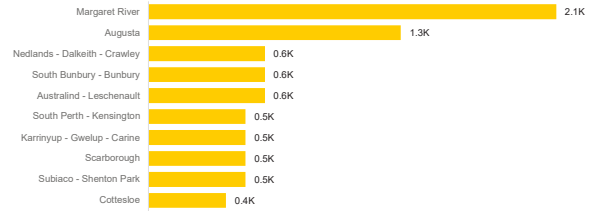
See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

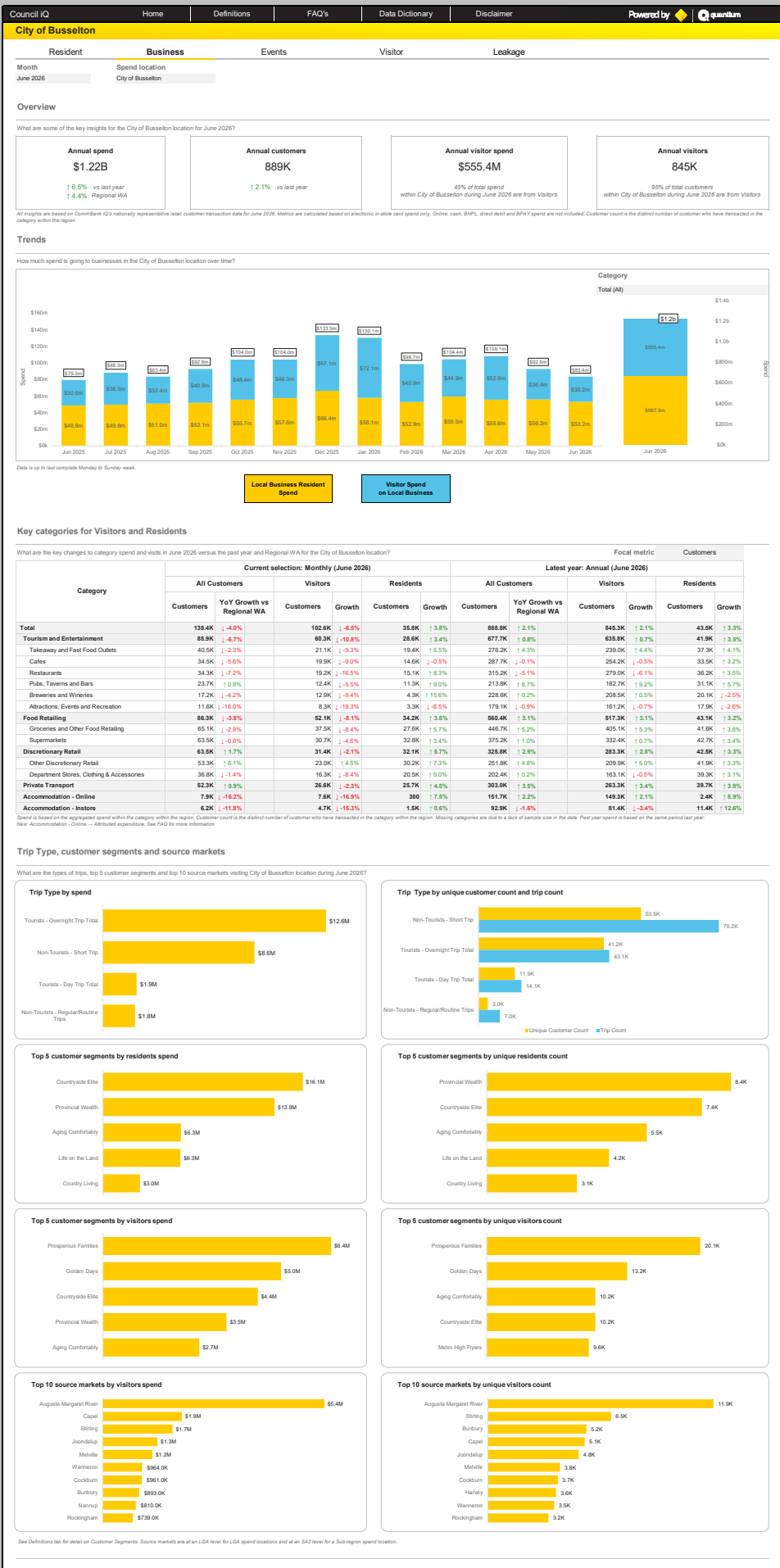
Life on the Land 1.2K

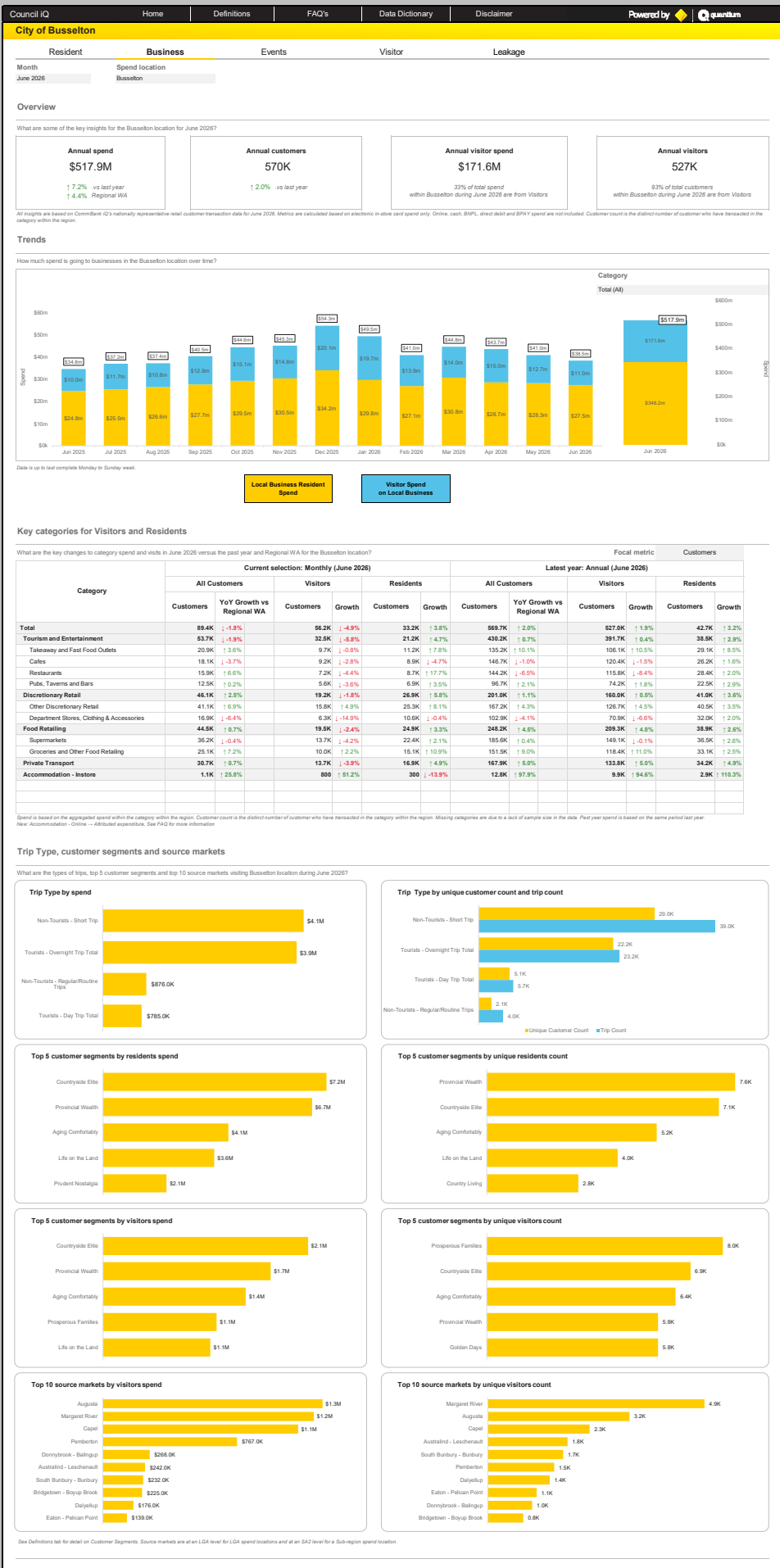
Top 5 customer segments by unique visitors count



Top 10 source markets by unique visitors count







Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Busselton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationJune 2026West Busselton

Overview

What are some of the key insights for the West Busselton location for June 2026?

Annual spend\$329.7M

↑ 10.3% -vs last year

↑ 4.4% -Regional WA

Annual customers487K

↑ 5.7% -vs last year

Annual visitor spend\$136.8M

41% of total spend within West Busselton during June 2026 are from Visitors

Annual visitors445K

91% of total customers within West Busselton during June 2026 are from Visitors

All insights are based on CombiBank IQ's nationally representative retail customer transaction data for June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the West Busselton location over time?

Category

Total (All)

Month	Local Business Resident Spend	Visitor Spend on Local Business	Total
Jun 2025	\$14.8m	\$8.9m	\$23.7m
Jul 2025	\$14.8m	\$6.7m	\$21.5m
Aug 2025	\$15.5m	\$8.6m	\$24.1m
Sep 2025	\$14.6m	\$10.5m	\$25.1m
Oct 2025	\$15.7m	\$11.9m	\$27.6m
Nov 2025	\$18.3m	\$11.3m	\$29.6m
Dec 2025	\$19.2m	\$16.4m	\$35.6m
Jan 2026	\$16.2m	\$16.2m	\$32.4m
Feb 2026	\$15.2m	\$11.9m	\$27.1m
Mar 2026	\$16.9m	\$11.7m	\$28.6m
Apr 2026	\$16.2m	\$12.4m	\$28.6m
May 2026	\$16.9m	\$9.6m	\$26.5m
Jun 2026	\$15.9m	\$8.9m	\$24.8m
Jun 2026 (Total)	\$192.0m	\$136.8m	\$329.7m

Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

What are the key changes to category spend and visits in June 2026 versus the past year and Regional WA for the West Busselton location?

Focal metricCustomers

Current selection: Monthly (June 2026)

Latest year: Annual (June 2026)

Category	All Customers				Visitors				Residents				All Customers				Visitors				Residents			
	Customers		YoY Growth vs Regional WA		Customers		Growth		Customers		Growth		Customers		YoY Growth vs Regional WA		Customers		Growth		Customers		Growth	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth				
Total	85.2K	-0.0%	53.2K	-2.6%	32.1K	1.4%	487.1K	5.7%	444.6K	5.9%	42.6K	3.4%												
Food Retailing	49.9K	-0.4%	24.4K	-3.9%	24.6K	3.3%	265.9K	9.7%	225.6K	10.9%	39.9K	4.1%												
Groceries and Other Food Retailing	35.6K	0.4%	17.3K	-4.2%	18.2K	5.3%	200.4K	10.1%	164.6K	10.4%	35.9K	6.2%												
Supermarkets	32.0K	-0.4%	11.4K	-4.2%	20.6K	1.8%	157.6K	0.9%	121.0K	0.4%	36.7K	2.8%												
Discretionary Retail	36.7K	5.7%	14.4K	6.1%	22.3K	5.5%	162.6K	2.6%	122.9K	2.3%	39.7K	3.2%												
Tourism and Entertainment	32.3K	-2.6%	15.8K	-10.4%	16.5K	6.2%	216.2K	6.0%	181.0K	6.9%	35.2K	3.8%												
Takeaway and Fast Food Outlets	23.6K	-2.9%	10.8K	-10.2%	12.8K	4.3%	149.4K	1.4%	118.6K	5.1%	30.8K	3.2%												
Cafes	5.9K	7.5%	2.3K	-2.9%	3.9K	15.7%	48.9K	24.0%	33.3K	24.4%	15.6K	25.2%												
Restaurants	5.6K	13.7%	2.9K	-6.6%	3.7K	28.0%	42.2K	8.0%	25.9K	3.2%	16.9K	12.1%												
Attractions, Events and Recreation	1.9K	-37.6%	900	-42.1%	1.0K	-33.0%	32.6K	12.9%	22.9K	23.3%	9.9K	-5.7%												
Private Transport	24.1K	4.4%	11.8K	3.0%	12.2K	5.8%	162.4K	6.3%	123.5K	6.7%	28.9K	4.8%												
Accommodation - Instore	3.8K	-18.3%	1.9K	-27.1%	1.0K	4.8%	46.9K	-8.6%	38.8K	-11.2%	8.1K	6.0%												

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

New: Accommodation - Online - Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during June 2026?

Trip Type by spend

Trip Type	Spend
Non-Tourists - Short Trip	\$3.5M
Tourists - Overnight Trip Total	\$3.0M
Tourists - Day Trip Total	\$708.0K
Non-Tourists - Regular/Routine Trips	\$566.0K

Trip Type by unique customer count and trip count

Trip Type	Unique Customer Count	Trip Count
Non-Tourists - Short Trip	25.9K	36.9K
Tourists - Overnight Trip Total	21.9K	22.9K
Tourists - Day Trip Total	6.4K	7.8K
Non-Tourists - Regular/Routine Trips	2.3K	4.5K

Top 5 customer segments by residents spend

Customer Segment	Spend
Countryside Elite	\$5.1M
Provincial Wealth	\$3.7M
Life on the Land	\$2.3M
Aging Comfortably	\$1.9M
Country Living	\$906.0K

Top 5 customer segments by unique residents count

Customer Segment	Count
Provincial Wealth	7.4K
Countryside Elite	7.0K
Aging Comfortably	4.8K
Life on the Land	3.9K
Country Living	2.8K

Top 5 customer segments by visitors spend

Customer Segment	Spend
Prosperous Families	\$1.7M
Countryside Elite	\$1.6M
Golden Days	\$1.2M
Provincial Wealth	\$1.1M
Aging Comfortably	\$790.0K

Top 5 customer segments by unique visitors count

Customer Segment	Count
Prosperous Families	9.8K
Golden Days	6.7K
Countryside Elite	6.4K
Aging Comfortably	5.4K
Provincial Wealth	5.0K

Top 10 source markets by visitors spend

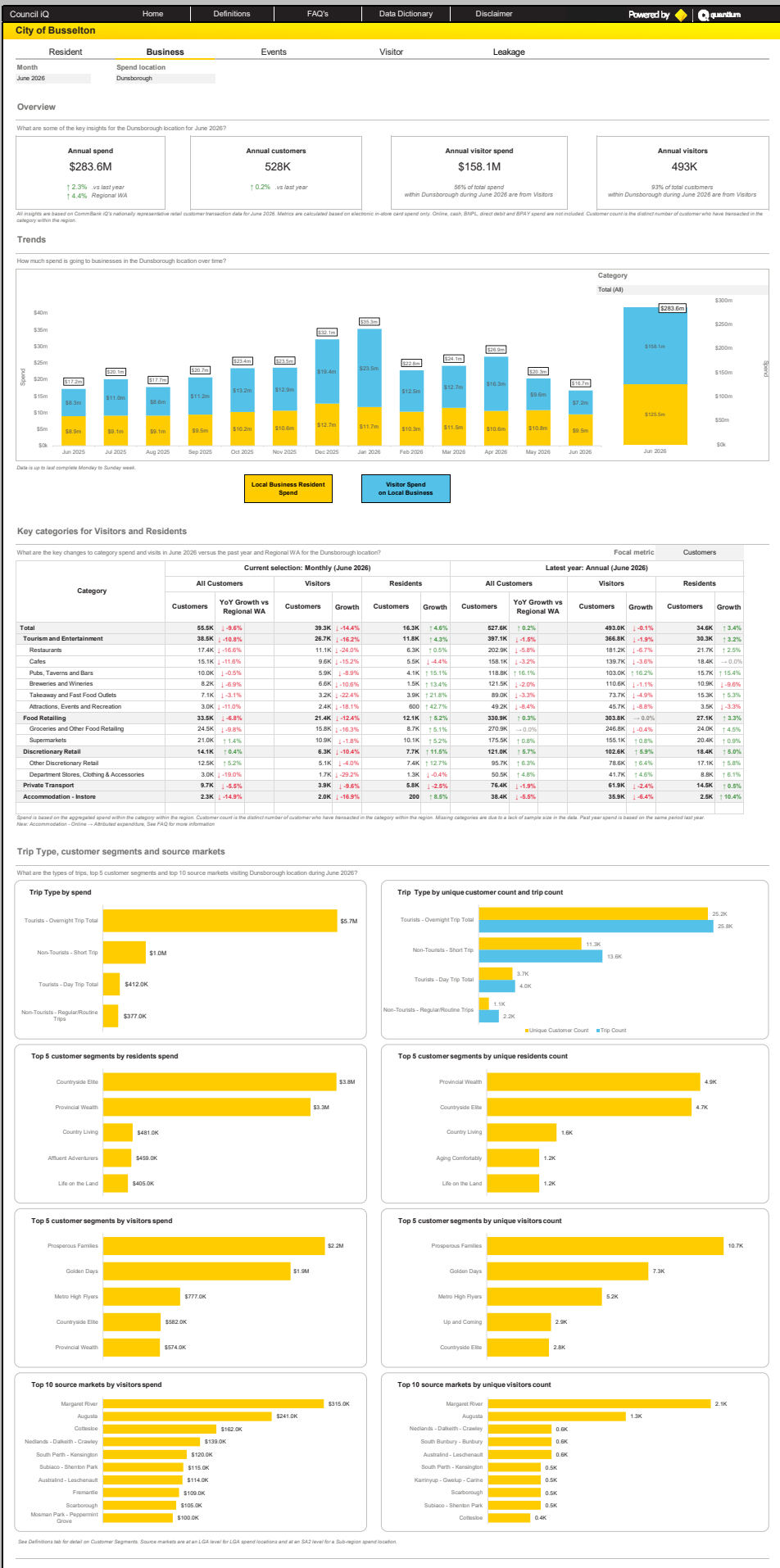
Source Market	Spend
Margaret River	\$1.2M
Augusta	\$1.2M
Capel	\$319.0K
Pemberton	\$187.0K
Dorridge - Balingup	\$126.0K
Australind - Leitchfield	\$99.0K
South Burrey - Burrey	\$87.0K
Applecross - Ardross	\$65.0K
Daylesford	\$65.0K
Bridgeview - Bayside Brook	\$84.0K

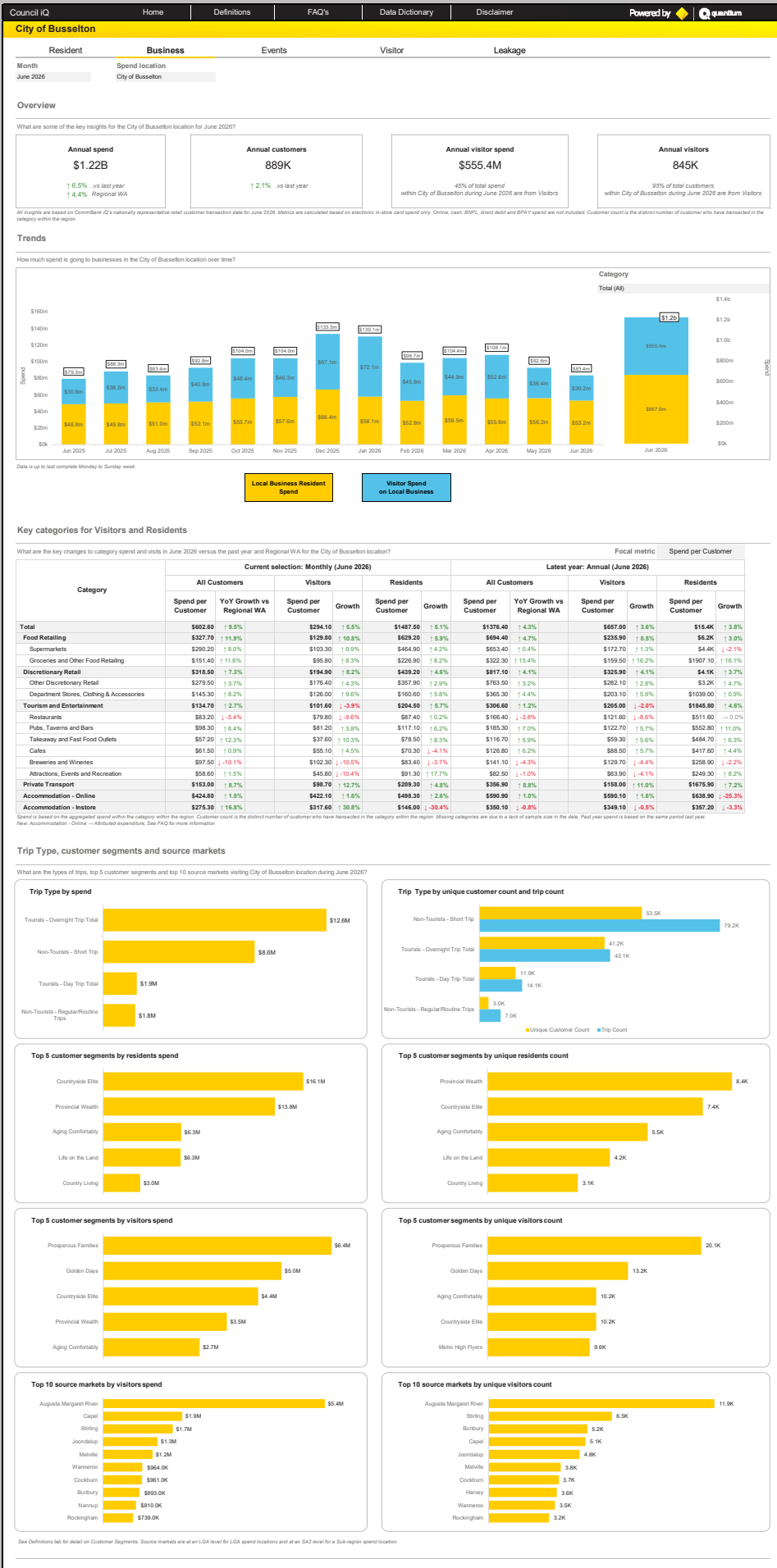
Top 10 source markets by unique visitors count

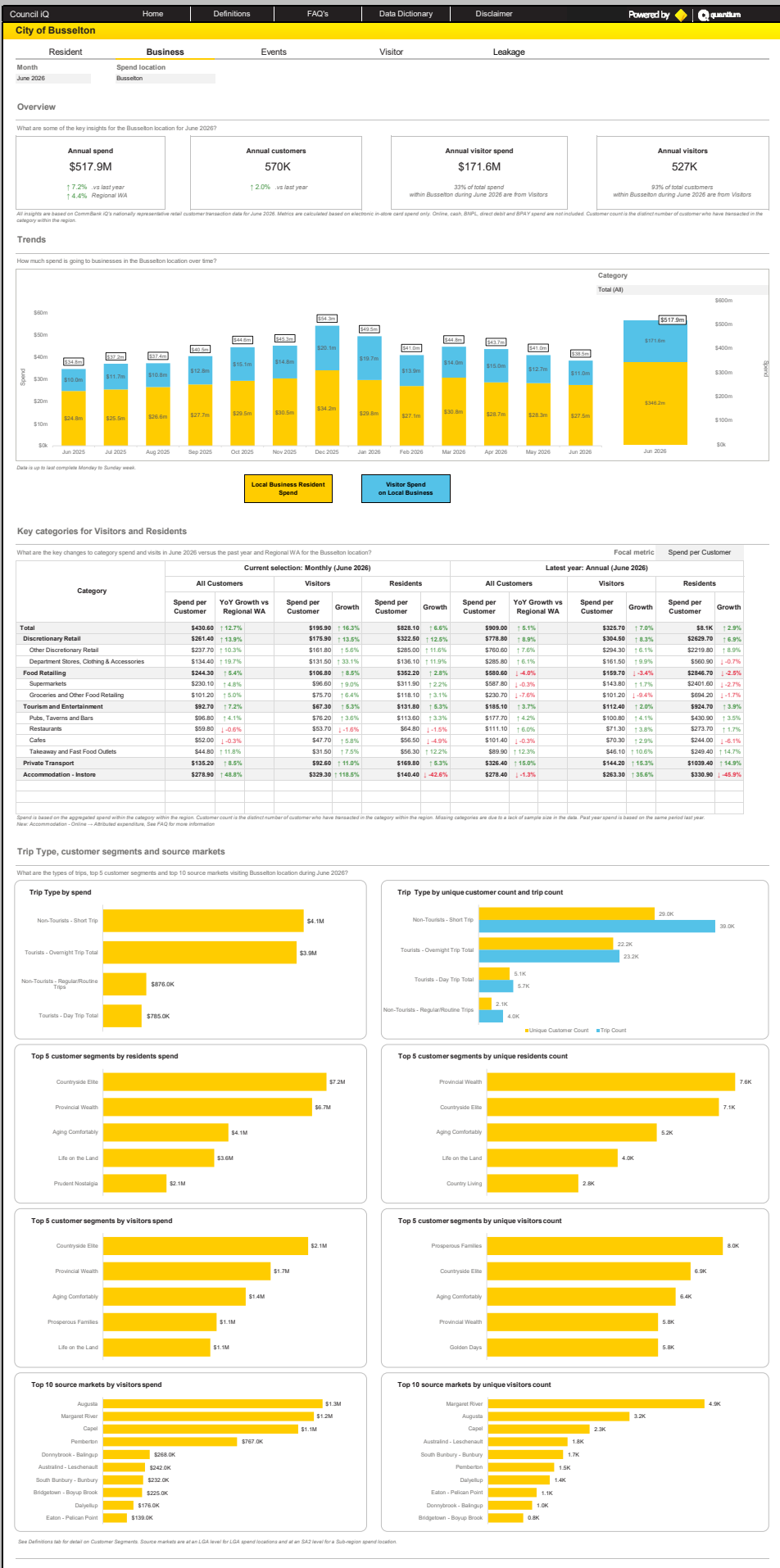
Source Market	Count
Margaret River	5.8K
Augusta	3.7K
Capel	1.7K
Australind - Leitchfield	1.1K
Pemberton	0.9K
South Burrey - Burrey	0.9K
Daylesford	0.8K
Dorridge - Balingup	0.8K
Eden - Pelican Point	0.7K
Bridgeview - Bayside Brook	0.8K

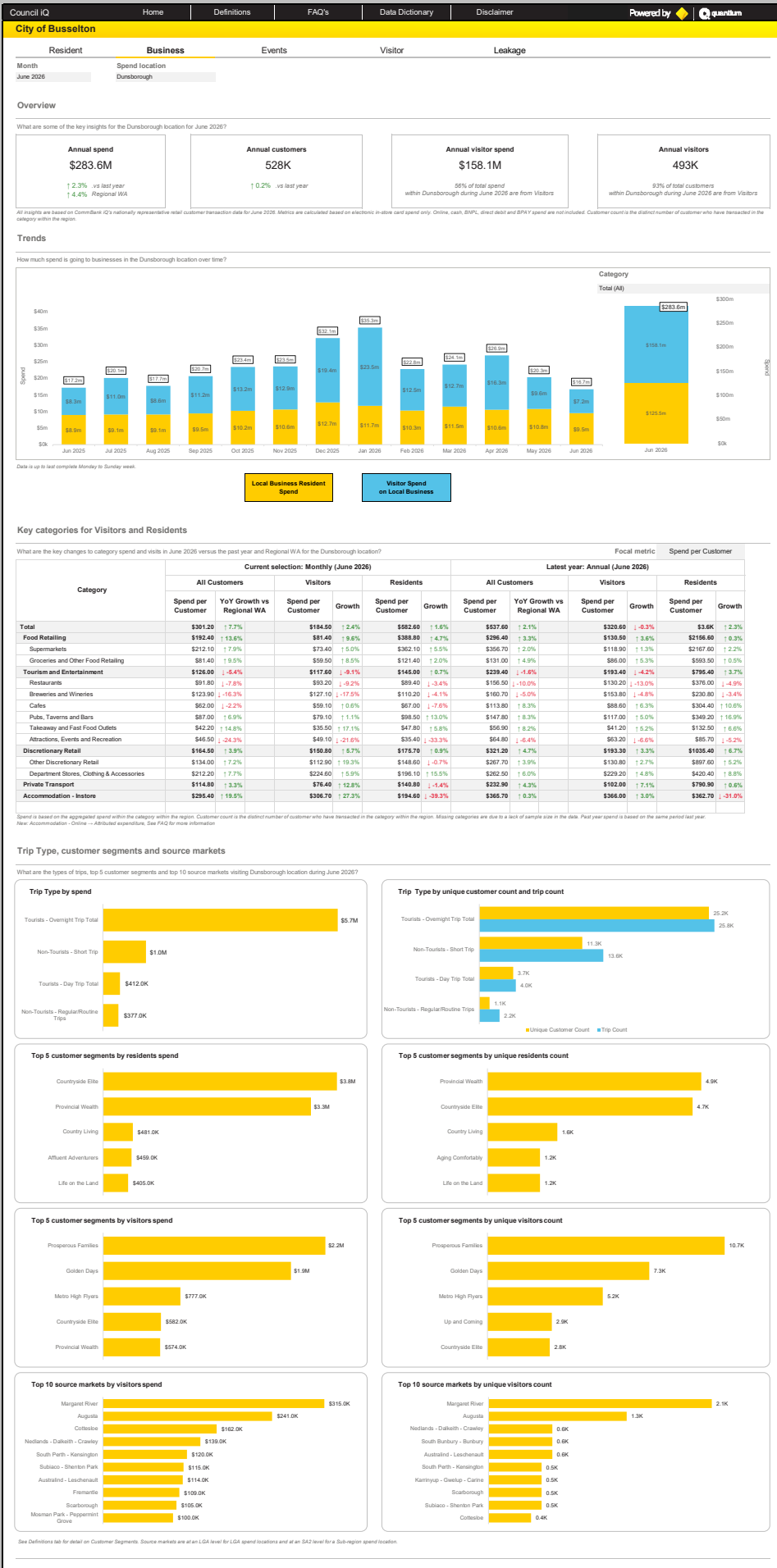
See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

7









City of Bussetton

Resident	Business	Events	Visitor	Leakage
Spend Location	Start Date	End Date	Benchmark Type	
City of Bussetton	01/06/2026	30/06/2026	52 weeks prior	
Event length: 30 days, Category coverage Score*: 100.0%				

Overview

What are some of the key insights for City of Bussetton for all categories between 1 June 2026 and 30 June 2026?

Total spend \$83.4M ↑ 5.6% uplift compared to Benchmark Period	Visitor spend \$30.2M ↑ 1.2% uplift compared to Benchmark Period	Day spend \$77.5M 93% of total spend over the event period was during the day (6am-6pm)	Night spend \$5.9M 7% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 June 2026 and 30 June 2026. 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 Bussetton location?

Event period: Mon 01-Jun-26 - Tue 30-Jun-26 (30 days)

Benchmark period: Mon 02-Jun-25 - Tue 01-Jul-25 (30 days)

Category coverage Score*: 100.0%

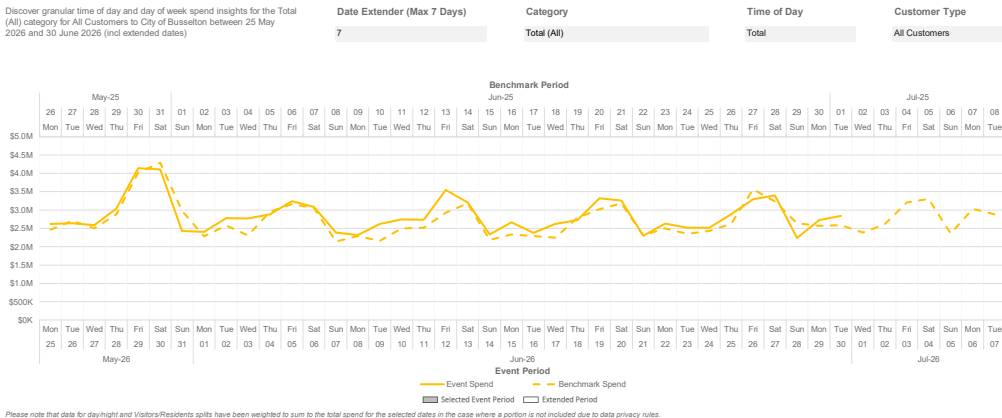
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$77.5M	\$5.9M	\$30.2M	\$53.2M	\$83.4M	\$79.0M	↑ 5.6%	\$14.4M	↑ 1.2%	↑ 8.3%
Food Retailing	\$26.6M	\$1.6M	\$6.8M	\$21.5M	\$28.3M	\$26.1M	↑ 8.5%	\$2.2M	↑ 5.3%	↑ 9.5%
Supermarkets			\$3.2M	\$15.2M	\$18.4M	\$17.1M	↑ 7.5%	\$1.3M	↑ 6.6%	↑ 7.6%
Groceries and Other Food Retailing			\$3.6M	\$6.3M	\$9.9M	\$8.9M	↑ 10.6%	\$1.0M	↑ 4.1%	↑ 14.6%
Discretionary Retail*	\$20.0M	\$242K	\$6.1M	\$14.1M	\$20.2M	\$18.6M	↑ 8.6%	\$1.6M	↑ 6.0%	↑ 9.7%
Other Discretionary Retail			\$4.1M	\$10.8M	\$14.9M	\$13.6M	↑ 9.6%	\$1.3M	↑ 9.1%	↑ 9.8%
Department Stores, Clothing & Accessories			\$2.0M	\$3.3M	\$5.3M	\$5.1M	↑ 5.8%	\$2.0M	↑ 0.4%	↑ 9.5%
Tourism and Entertainment	\$9.4M	\$2.6M	\$6.1M	\$5.8M	\$12.0M	\$11.8M	↑ 1.1%	\$1.2M	↓ -7.1%	↑ 11.3%
Restaurants	\$2.0M	\$813K	\$1.5M	\$1.3M	\$2.9M	\$3.0M	↓ -6.2%	-\$1.90M	↓ -16.8%	↑ 10.4%
Pubs, Taverns and Bars	\$1.4M	\$916K	\$1.0M	\$1.3M	\$2.3M	\$2.1M	↑ 11.2%	\$2.3M	↑ 3.9%	↑ 17.9%
Takeaway and Fast Food Outlets*	\$1.8M	\$550K	\$796K	\$1.5M	\$2.3M	\$2.0M	↑ 13.2%	\$2.70M	↑ 13.4%	↑ 24.0%
Cafes			\$1.1M	\$1.0M	\$2.1M	\$2.1M	↑ 0.1%	\$3K	↑ 3.1%	↓ -3.3%
Breweries and Wineries*			\$1.3M	\$348K	\$1.7M					
Attractions, Events and Recreation*			\$391K	\$286K	\$677K					
Private Transport			\$2.6M	\$5.4M	\$8.0M	\$7.3M	↑ 9.1%	\$668K	↑ 12.2%	↑ 7.7%
Accommodation - Online					\$3.4M	\$3.9M	↓ -13.4%	-\$1.91M		
Accommodation - In-store*			\$1.5M	\$241K	\$1.7M	\$1.7M	↑ 3.7%	\$61K	↑ 15.1%	↓ -26.3%

* Total sales not available for all days in selected range. * Daynight 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 constraints. 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 (All) category for All Customers to City of Bussetton between 25 May 2026 and 30 June 2026 (incl extended dates)



Please note that data for daynight 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$2.6M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$3.0M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$4.1M	\$4.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$4.1M	\$4.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$2.4M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$2.4M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$2.8M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$2.8M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$2.9M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$3.2M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$3.3M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$2.4M	\$2.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 08-Jun-26	Mon 09-Jun-25	\$2.3M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 09-Jun-26	Tue 10-Jun-25	\$2.6M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 10-Jun-26	Wed 11-Jun-25	\$2.7M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 11-Jun-26	Thu 12-Jun-25	\$2.7M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 12-Jun-26	Fri 13-Jun-25	\$3.5M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 13-Jun-26	Sat 14-Jun-25	\$3.2M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 14-Jun-26	Sun 15-Jun-25	\$2.3M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 15-Jun-26	Mon 16-Jun-25	\$2.7M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 16-Jun-26	Tue 17-Jun-25	\$2.4M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 17-Jun-26	Wed 18-Jun-25	\$2.6M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 18-Jun-26	Thu 19-Jun-25	\$2.7M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 19-Jun-26	Fri 20-Jun-25	\$3.3M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 20-Jun-26	Sat 21-Jun-25	\$3.3M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 21-Jun-26	Sun 22-Jun-25	\$2.3M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 22-Jun-26	Mon 23-Jun-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 23-Jun-26	Tue 24-Jun-25	\$2.5M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 24-Jun-26	Wed 25-Jun-25	\$2.5M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 25-Jun-26	Thu 26-Jun-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 26-Jun-26	Fri 27-Jun-25	\$3.3M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 27-Jun-26	Sat 28-Jun-25	\$2.6M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 28-Jun-26	Sun 29-Jun-25	\$2.2M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 29-Jun-26	Mon 30-Jun-25	\$2.7M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 30-Jun-26	Tue 01-Jul-25	\$2.8M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 01-Jul-26	Wed 02-Jul-25	\$2.4M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 02-Jul-26	Thu 03-Jul-25	\$2.6M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 03-Jul-26	Fri 04-Jul-25	\$3.2M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 04-Jul-26	Sat 05-Jul-25	\$3.0M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 05-Jul-26	Sun 06-Jul-25	\$2.4M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 06-Jul-26	Mon 07-Jul-25	\$3.5M	\$3.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 07-Jul-26	Tue 08-Jul-25	\$2.5M	\$2.5M

Resident	Business	Events	Visitor	Leakage
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Overview

What are some of the key insights for Busselton for all categories between 1 June 2026 and 30 June 2026?

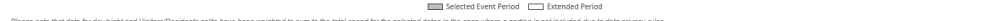
All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 June 2026 and 30 June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

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: Mon 02-Jun-25 - Tue 01-Jul-25 (30 days)

* 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 constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and the benchmark)

All Customers

[illegible]

Resident	Business	Events	Visitor	Leakage
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Overview

What are some of the key insights for West Busseton for all categories between 1 June 2026 and 30 June 2026?

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 June 2026 and 30 June 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Event period: Mon 01-Jun-26 - Tue 30-Jun-26 (30 days)

* Total sales not available for all days in selected range. ^ Daynight 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 constraints. 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).

(All) category for All Customers to visit Busselton between 25 May 2026 and 30 June 2026 (incl extended dates)	7	Total (All)	Total	All Customers
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City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location Dunsborough	Start Date 01/06/2026	End Date 30/06/2026	Benchmark Type 52 weeks prior	
Event length: 30 days, Category coverage Score*: 97.5%				

Overview

What are some of the key insights for Dunsborough for all categories between 1 June 2026 and 30 June 2026?

Total spend \$16.7M ↑ 0.8% uplift compared to Benchmark Period	Visitor spend \$7.2M ↓ -5.5% uplift compared to Benchmark Period	Day spend \$15.1M 90% of total spend over the event period was during the day (6am-6pm)	Night spend \$1.6M 10% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 June 2026 and 30 June 2026. 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 Dunsborough location?

Event period: Mon 01-Jun-26 - Tue 30-Jun-26 (30 days)

Benchmark period: Mon 02-Jun-25 - Tue 01-Jul-25 (30 days)

Category coverage Score*: 97.5%

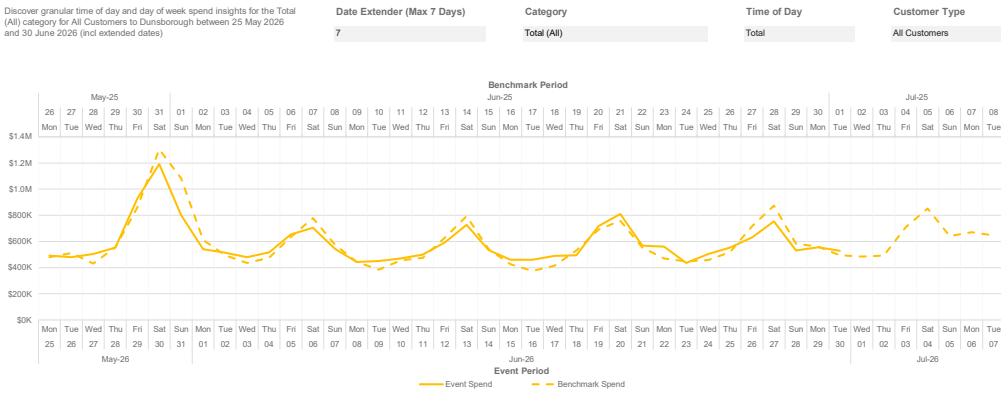
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$15.1M	\$1.6M	\$7.2M	\$9.5M	\$16.7M	\$16.6M	↑ 0.8%	↑\$129K	↓ -6.5%	↑ 6.1%
Food Retailing	\$6.0M	\$412K	\$1.7M	\$4.7M	\$6.4M	\$5.9M	↑ 8.5%	↑\$503K	↑ 3.4%	↑ 10.3%
Supermarkets			\$799K	\$3.6M	\$4.4M	\$4.0M	↑ 10.6%	↑\$428K	↑ 7.7%	↑ 11.3%
Groceries and Other Food Retailing			\$944K	\$1.1M	\$2.0M	\$1.9M	↑ 3.9%	↑\$75K	→ 0.0%	↑ 7.9%
Tourism and Entertainment	\$3.9M	\$903K	\$3.1M	\$1.7M	\$4.9M	\$5.3M	↓ -8.3%	↓-\$440K	↓ -15.7%	↑ 9.0%
Restaurants*	\$1.1M	\$452K	\$1.0M	\$563K	\$1.6M	\$1.9M	↓ -16.6%	↓-\$318K	↓ -23.0%	↓ -1.4%
Breweries and Wineries*			\$827K	\$183K	\$1.0M					
Cafes			\$568K	\$365K	\$936K	\$1.0M	↓ -6.8%	↓-\$68K	↓ -6.0%	↓ -10.8%
Pubs, Taverns and Bars*	\$457K	\$409K	\$464K	\$398K	\$866K	\$771K	↑ 12.3%	↑\$95K	↓ -1.1%	↑ 31.4%
Takeaway and Fast Food Outlets**	\$231K	\$72K	\$125K	\$178K	\$303K					
Attractions, Events and Recreation*			\$114K	\$27K	\$141K					
Discretionary Retail*			\$922K	\$1.4M	\$2.3M	\$2.2M	↑ 4.3%	↑\$96K	↓ -15.3%	↑ 3.3%
Other Discretionary Retail**			\$481K	\$912K	\$1.4M					
Department Stores, Clothing & Accessories**			\$266K	\$203K	\$469K					
Private Transport			\$300K	\$815K	\$1.1M	\$1.1M	↓ -1.0%	↓-\$11K	↑ 11.5%	↓ -4.2%
Accommodation - Instore*					\$652K					

* 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 constraints. 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 (All) category for All Customers to Dunsborough between 25 May 2026 and 30 June 2026 (incl extended dates)



Please note that data for daylight 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.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$493K	\$480K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$481K	\$511K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$504K	\$432K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$554K	\$550K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$696K	\$658K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$1.3M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$802K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$542K	\$612K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$514K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$479K	\$436K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$516K	\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$653K	\$634K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$796K	\$778K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$544K	\$575K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 08-Jun-26	Mon 09-Jun-25	\$443K	\$443K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 09-Jun-26	Tue 10-Jun-25	\$451K	\$389K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 10-Jun-26	Wed 11-Jun-25	\$470K	\$459K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 11-Jun-26	Thu 12-Jun-25	\$500K	\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 12-Jun-26	Fri 13-Jun-25	\$562K	\$630K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 13-Jun-26	Sat 14-Jun-25	\$775K	\$793K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 14-Jun-26	Sun 15-Jun-25	\$533K	\$542K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 15-Jun-26	Mon 16-Jun-25	\$461K	\$425K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 16-Jun-26	Tue 17-Jun-25	\$461K	\$379K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 17-Jun-26	Wed 18-Jun-25	\$489K	\$419K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 18-Jun-26	Thu 19-Jun-25	\$495K	\$531K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 19-Jun-26	Fri 20-Jun-25	\$719K	\$669K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 20-Jun-26	Sat 21-Jun-25	\$619K	\$679K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 21-Jun-26	Sun 22-Jun-25	\$569K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 22-Jun-26	Mon 23-Jun-25	\$569K	\$471K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 23-Jun-26	Tue 24-Jun-25	\$437K	\$447K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 24-Jun-26	Wed 25-Jun-25	\$504K	\$458K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Jun-26	Thu 26-Jun-25	\$554K	\$519K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Jun-26	Fri 27-Jun-25	\$932K	\$717K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Jun-26	Sat 28-Jun-25	\$794K	\$673K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 28-Jun-26	Sun 29-Jun-25	\$532K	\$582K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 29-Jun-26	Mon 30-Jun-25	\$559K	\$561K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 30-Jun-26	Tue 01-Jul-25	\$530K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Jul-26	Wed 02-Jul-25		\$468K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Jul-26	Thu 03-Jul-25		\$493K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Jul-26	Fri 04-Jul-25		\$709K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Jul-26	Sat 05-Jul-25		\$691K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Jul-26	Sun 06-Jul-25		\$642K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Jul-26	Mon 07-Jul-25		\$671K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Jul-26	Tue 08-Jul-25		\$646K

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

Filter

June 2026

City of Busselton

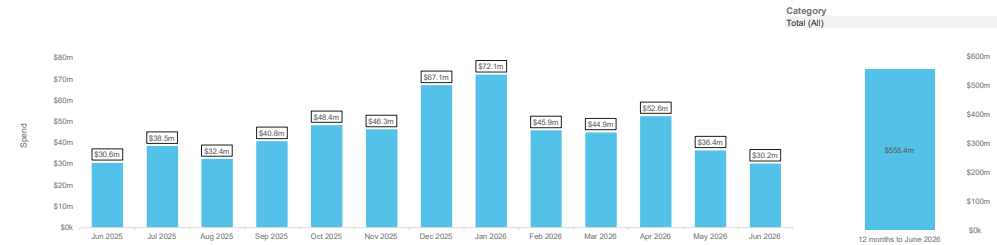
All Visitors

Overview

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



Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202506) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

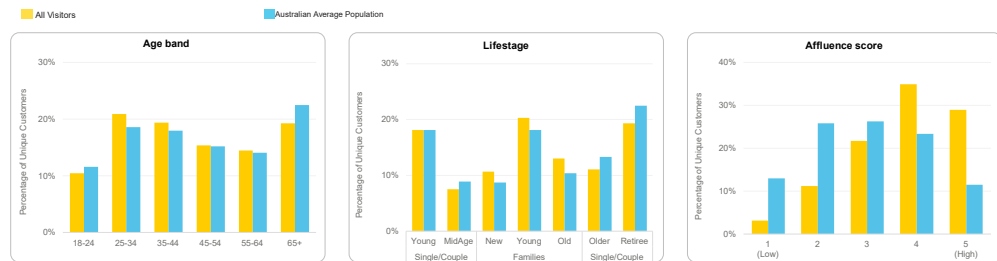
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (July 2025 - June 2026)?

Category	Monthly			Annual (Last 12 months up to June 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$30.2M	↓ -1.3%	↑ 1.2%	\$555.4M	↑ 5.7%		
Food Retailing	\$6.8M	↑ 1.8%	↑ 1.7%	\$122.0M	↑ 11.9%	0.88x	61.2%
Groceries and Other Food Retailing	\$3.6M	↓ -0.8%	↓ -1.1%	\$64.6M	↑ 22.4%	0.96x	47.9%
Supermarkets	\$3.2M	↑ 4.9%	↑ 2.9%	\$57.4M	↑ 2.1%	0.94x	39.3%
Tourism and Entertainment	\$6.1M	↓ -14.3%	↓ -3.3%	\$130.3M	↓ -1.4%	0.99x	75.2%
Restaurants	\$1.5M	↓ -24.5%	↑ 1.5%	\$33.9M	↓ -14.2%	0.93x	33.0%
Breweries and Wineries	\$1.3M	↓ -18.9%	↓ -13.0%	\$27.0M	↓ -4.0%	0.95x	24.7%
Cafes	\$1.1M	↓ -4.9%	↓ -18.7%	\$22.5M	↑ 5.2%	0.93x	30.1%
Pubs, Taverns and Bars	\$1.0M	↓ -2.0%	↓ -4.0%	\$22.4M	↑ 15.5%	0.90x	21.6%
Takeaway and Fast Food Outlets	\$793K	→ 0.0%	↑ 8.7%	\$14.2M	↑ 10.2%	0.92x	28.3%
Attractions, Events and Recreation	\$379K	↓ -27.7%	↓ -6.2%	\$10.3M	↓ -4.8%	0.94x	19.1%
Discretionary Retail	\$6.1M	↑ 6.0%	↑ 8.6%	\$92.3M	↑ 7.0%	0.93x	33.5%
Other Discretionary Retail	\$4.1M	↑ 9.0%	↑ 7.3%	\$59.2M	↑ 8.0%	0.89x	24.8%
Department Stores, Clothing & Accessories	\$2.1M	↑ 0.4%	↑ 11.9%	\$33.1M	↑ 5.4%	0.86x	19.3%
Accommodation - Online	\$3.2M	↓ -15.5%	↑ 1.0%	\$68.1M	↑ 3.8%	1.03x	
Private Transport	\$2.6M	↑ 10.0%	↓ -4.2%	\$41.6M	↑ 14.8%	0.92x	31.1%
Accommodation - In-store	\$1.5M	↑ 10.8%	↓ -13.6%	\$28.4M	↓ -3.8%	0.92x	9.6%

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 (202506). 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. See FAQ for more information.

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (202506)?



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 (202506)?

How to read: 5.9% 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.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	5.9%
Busselton Jetty	Attractions	1.01x	11.1%
Ngilgi Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.00x	1.0%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.5%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.0%
Pulman	Travel	0.97x	1.3%
Abbey Beach Resort	Travel	0.95x	1.0%
Beerlarm Metricup	Eating And Drinking Out	0.94x	4.6%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.8%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.6%
Cheeky Monkey	Eating And Drinking Out	0.94x	2.3%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.93x	1.6%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Yallingup Goughupf	Food Retailing	0.92x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	4.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.5%
Yallingup Woodfired Bakery	Food Retailing	0.90x	2.2%
Caves House Hotel	Eating And Drinking Out	0.90x	4.9%
Coles	Food Retailing	0.90x	25.3%
The Goose	Eating And Drinking Out	0.90x	9.8%
Merchant And Maker	Eating And Drinking Out	0.89x	5.1%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.2%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Cafe Evviva	Eating And Drinking Out	0.88x	1.1%
Kyst	Eating And Drinking Out	0.88x	6.4%
La Lah	Eating And Drinking Out	0.87x	1.7%

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.

City of Bussetton

Resident

Business

Events

Visitor

Leakage

Month

June 2026

Spend location

Bussetton

Filter

All Visitors

Overview

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

Top category

Other Discretionary Retail

\$2.6M of Bussetton Visitors spend during June 2026

Top age band

25-34

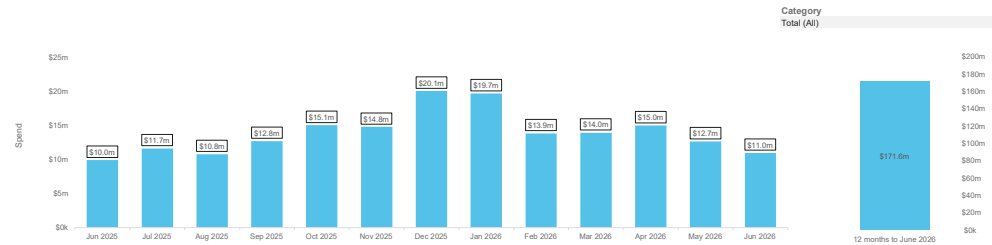
21.3% of Bussetton Visitors are within this age band

Top lifestyle

Young Families

20.4% of Bussetton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail transaction data for the recent static period (202506) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

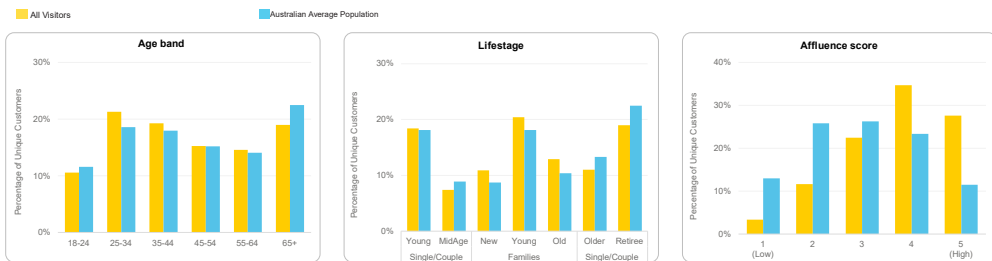
What are the highest performing categories for Visitors to Bussetton during the past 12 months (July 2025 - June 2026)?

Category	Monthly			Annual (Last 12 months up to June 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.6M	↑ 10.6%	↑ 1.2%	\$171.6M	↑ 9.0%		
Discretionary Retail	\$3.4M	↑ 11.4%	↑ 8.6%	\$48.7M	↑ 8.9%	0.84x	30.4%
Other Discretionary Retail	\$2.6M	↑ 10.6%	↑ 7.3%	\$37.3M	↑ 10.9%	0.86x	24.0%
Department Stores, Clothing & Accessories	\$629K	↑ 13.3%	↑ 11.9%	\$11.5M	↑ 2.6%	0.60x	13.5%
Tourism and Entertainment	\$2.3M	↓ -9.8%	↓ -3.3%	\$44.0M	↓ 2.4%	0.96x	74.3%
Cafes	\$439K	↑ 2.9%	↓ -18.7%	\$8.9M	↑ 1.3%	0.71x	22.9%
Pubs, Taverns and Bars	\$427K	↓ -0.2%	↓ -4.0%	\$7.5M	↑ 6.0%	0.59x	14.1%
Restaurants	\$388K	↓ -5.9%	↑ 1.5%	\$8.3M	↓ -4.9%	0.62x	22.0%
Takeaway and Fast Food Outlets	\$305K	↑ 6.6%	↑ 6.7%	\$4.9M	↑ 22.2%	0.65x	20.1%
Food Retailing	\$2.1M	↑ 5.9%	↑ 1.7%	\$33.4M	↑ 1.2%	0.63x	39.7%
Supermarkets	\$1.3M	↑ 4.4%	↑ 2.9%	\$21.4M	↑ 1.6%	0.68x	28.3%
Groceries and Other Food Retailing	\$759K	↑ 8.7%	↓ -1.1%	\$12.0M	↑ 0.5%	0.45x	22.5%
Private Transport	\$1.3M	↑ 6.7%	↓ -1.2%	\$19.3M	↑ 21.1%	0.75x	25.4%
Accommodation - Instore	\$275K	↑ 230.4%	↓ -13.5%	\$2.6M	↑ 163.7%	0.18x	1.9%

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 (202506). 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. See FAQ for more information.

Demographic profile

What is the profile of Visitors to Bussetton during the recent static period (202506)?



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 Bussetton during the recent static period (202506)?

How to read: 17.8% of Visitors to Bussetton have transacted with Bussetton Jetty in Bussetton. This is 1.62x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bussetton Jetty	Attractions	1.62x	17.8%
Sheller Brewing Co	Eating And Drinking Out	1.50x	20.1%
The Goose	Eating And Drinking Out	1.44x	15.6%
Kyatt	Eating And Drinking Out	1.40x	10.3%
Mano Wraps	Eating And Drinking Out	1.31x	2.7%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Caltex	Private Transport	1.26x	11.9%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.2%
Hungry Jacks	Eating And Drinking Out	1.12x	4.3%
Ship Inn	Eating And Drinking Out	1.11x	2.5%
Baked Bussetton	Food Retailing	1.09x	4.9%
Liberty Petrol	Private Transport	1.09x	7.6%
Timezone	Recreation	1.08x	1.3%
The Fire Station	Eating And Drinking Out	1.08x	2.7%
Dome Cafe	Eating And Drinking Out	1.08x	3.8%
Dan Murphys	Food Retailing	1.07x	6.2%
Geographe Restauranty	Eating And Drinking Out	1.07x	1.5%
Zambrero	Eating And Drinking Out	1.06x	1.3%
The Vasse Tavern	Eating And Drinking Out	1.03x	1.5%
Benesse Cafe	Eating And Drinking Out	1.02x	2.8%
Burnings Warehouse	Hardware And Garden Retailing	1.02x	9.1%
The Tav	Eating And Drinking Out	1.01x	2.1%
Bussetton Pavilion	Eating And Drinking Out	1.00x	2.1%
Best And Less	Clothing And Accessories	0.97x	3.4%
Bcf	Recreational Goods	0.95x	2.6%
Kwik Koffee	Eating And Drinking Out	0.93x	2.4%
Western Growers Fresh	Food Retailing	0.91x	1.9%
Reading Cinemas	Films And Videos	0.90x	1.9%
Cotton On	Clothing And Accessories	0.90x	1.6%
Sushi Sushi	Eating And Drinking Out	0.88x	1.8%

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.

City of Bussetton

Resident

Business

Events

Visitor

Leakage

Month

June 2026

Spend location

West Bussetton

Filter

All Visitors

Overview

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

Top category

Groceries and Other Food Retailing

\$1.9M of West Bussetton Visitors spend during June 2026

Top age band

65+

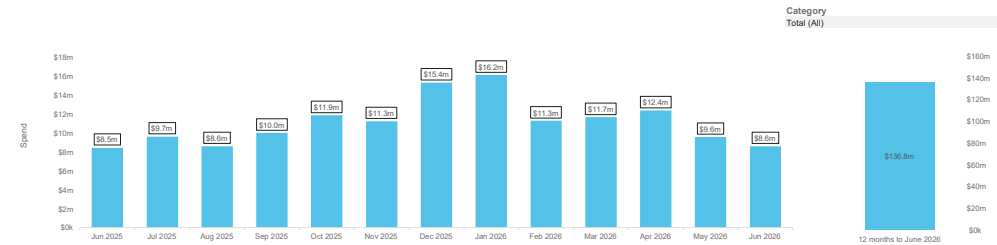
20.5% of West Bussetton Visitors are within this age band

Top lifestage

Young Families

21.6% of West Bussetton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail transaction data for the recent static period (202506) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

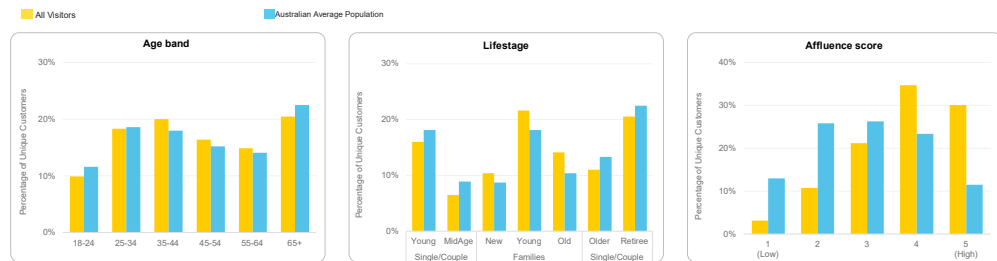
What are the highest performing categories for Visitors to West Bussetton during the past 12 months (July 2025 - June 2026)?

Category	Monthly			Annual (Last 12 months up to June 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$8.6M	↑ 2.0%	↑ 1.2%	\$136.8M	↑ 10.7%		
Food Retailing	\$2.9M	↑ 2.4%	↑ 1.7%	\$48.8M	↑ 29.6%	0.81x	50.8%
Groceries and Other Food Retailing	\$1.9M	↑ 0.1%	↓ -1.1%	\$31.3M	↑ 52.0%	0.74x	37.0%
Supermarkets	\$1.0M	↑ 6.8%	↑ 2.9%	\$17.5M	↑ 2.6%	0.65x	27.2%
Discretionary Retail	\$1.8M	↑ 3.8%	↑ 8.8%	\$23.3M	↑ 1.7%	0.76x	27.7%
Private Transport	\$1.1M	↑ 17.1%	↓ -4.2%	\$16.0M	↑ 12.3%	0.82x	27.5%
Tourism and Entertainment	\$776K	↓ -3.3%	↓ -3.3%	\$14.9M	↑ 12.7%	0.54x	40.7%
Takeaway and Fast Food Outlets	\$373K	↓ -1.9%	↑ 8.7%	\$6.2M	↑ 7.3%	0.87x	26.7%
Restaurants	\$110K	↓ -8.6%	↑ 1.5%	\$2.1M	↑ 15.4%	0.16x	5.7%
Cafes	\$92K	↑ 45.5%	↓ -18.7%	\$1.6M	↑ 73.5%	0.23x	7.5%
Attractions, Events and Recreation	\$44K	↓ -54.5%	↓ -6.2%	\$1.5M	↑ 11.5%	0.25x	5.1%
Accommodation - Instore	\$593K	↓ -11.9%	↓ -13.5%	\$12.7M	↓ -15.2%	0.83x	8.7%

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 (202506). 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. See FAQ for more information.

Demographic profile

What is the profile of Visitors to West Bussetton during the recent static period (202506)?



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 Bussetton during the recent static period (202506)?

How to read: 11.3% of Visitors to West Bussetton have transacted with St John Of God in West Bussetton. This is 1.95x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.95x	11.3%
The Kiosk	Eating And Drinking Out	1.91x	1.2%
Mandalay Resort	Travel	1.91x	1.2%
Abbey Beach Resort	Travel	1.80x	2.0%
Bunbury Farmers Market	Food Retailing	1.60x	24.9%
Subzero Gelato	Food Retailing	1.55x	2.1%
Vibe Petroleum	Private Transport	1.55x	13.9%
Petro Fuels	Private Transport	1.51x	2.7%
Broadwater Village Grocer	Food Retailing	1.48x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.45x	6.3%
United Petrol	Private Transport	1.42x	3.9%
Kmart	General Retail	1.41x	17.7%
Olsson Coffee Roasters	Eating And Drinking Out	1.36x	2.1%
The Par 3	Recreation	1.31x	3.0%
Gropers Fish And Chips	Eating And Drinking Out	1.28x	1.6%
Dusty Buns	Eating And Drinking Out	1.28x	2.1%
Aldi	Food Retailing	1.25x	9.1%
Leeuwin Way Takeaway	Eating And Drinking Out	1.23x	1.5%
Kfc	Eating And Drinking Out	1.22x	4.2%
The Vietnamese Kitchen	Eating And Drinking Out	1.16x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.14x	1.7%
Anacosta	Recreational Goods	1.14x	3.8%
Chicken Treat	Eating And Drinking Out	1.12x	1.9%
Coffee Head Co	Eating And Drinking Out	1.12x	1.4%
Broadwater Pharmacy	Personal Goods Retailing	1.10x	1.1%
Vasse Bakery	Food Retailing	1.09x	3.1%
Amelia Park Lodge	Travel	1.07x	1.7%
Red Rooster	Eating And Drinking Out	1.04x	2.7%
Boost Juice	Eating And Drinking Out	1.02x	1.5%
Bottega	Eating And Drinking Out	1.00x	1.3%

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.

City of Busselton

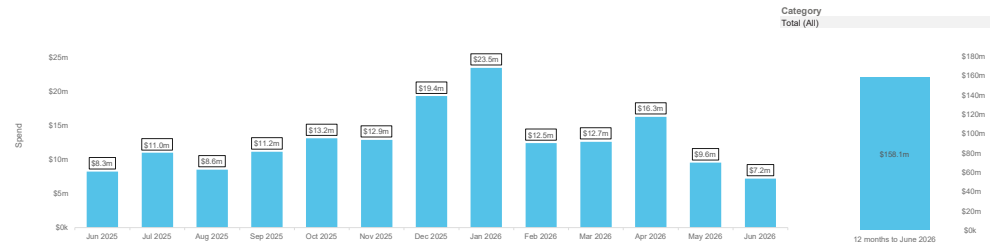
Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
June 2026	Dunsborough		All Visitors	

Overview

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



Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202506) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

What are the highest performing categories for Visitors to Dunsborough during the past 12 months (July 2025 - June 2026)?

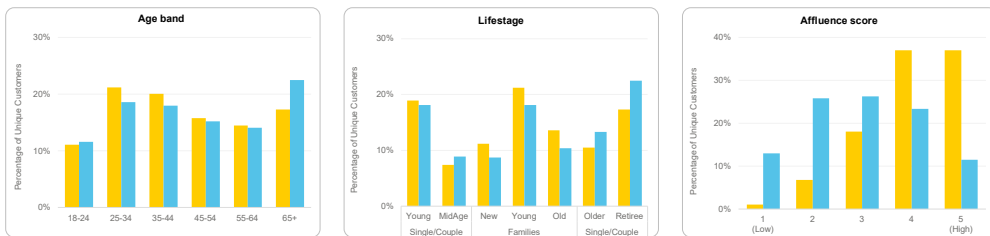
Category	Monthly			Annual (Last 12 months up to June 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$7.2M	↓ -12.4%	↑ 1.2%	\$158.1M	↓ -0.4%		
Tourism and Entertainment	\$3.1M	↓ -23.8%	↓ -3.3%	\$71.0M	↓ -6.0%	0.88x	74.4%
Restaurants	\$1.0M	↓ -30.0%	↑ 1.5%	\$23.6M	↓ -18.8%	1.04x	36.8%
Breweries and Wineries	\$842K	↓ -26.3%	↓ -13.0%	\$17.0M	↓ -5.9%	0.87x	22.4%
Cafes	\$567K	↓ -14.7%	↓ -18.7%	\$12.4M	↑ 2.5%	0.89x	28.3%
Pubs, Taverns and Bars	\$468K	↑ 7.9%	↓ -4.0%	\$12.1M	↑ 22.0%	0.87x	20.9%
Attractions, Events and Recreation	\$120K	↓ -35.8%	↓ -6.2%	\$2.9M	↓ -14.9%	0.46x	9.3%
Takeaway and Fast Food Outlets	\$115K	↓ -9.1%	↑ 8.7%	\$3.0M	↑ 0.1%	0.45x	14.9%
Food Retailing	\$1.7M	↓ -4.0%	↑ 1.7%	\$39.7M	↑ 3.6%	0.98x	61.6%
Groceries and Other Food Retailing	\$942K	↓ -9.2%	↓ -1.1%	\$21.2M	↑ 4.9%	1.00x	50.1%
Supermarkets	\$800K	↑ 3.0%	↑ 2.9%	\$18.4M	↑ 2.1%	0.75x	31.5%
Discretionary Retail	\$956K	↓ -5.3%	↑ 8.6%	\$19.8M	↑ 9.4%	0.58x	20.8%
Other Discretionary Retail	\$576K	↑ 14.5%	↑ 7.3%	\$10.3M	↑ 9.3%	0.57x	15.9%
Department Stores, Clothing & Accessories	\$380K	↓ -25.0%	↑ 11.9%	\$9.5M	↑ 9.5%	0.38x	8.5%
Accommodation - Instore	\$424K	↑ 5.8%	↓ -13.5%	\$13.2M	↓ -3.6%	0.69x	7.3%
Private Transport	\$300K	↑ 2.8%	↓ -1.2%	\$6.3M	↑ 4.5%	0.37x	12.8%

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 (202506). 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. See FAQ for more information.

Demographic profile

What is the profile of Visitors to Dunsborough during the recent static period (202506)?

All Visitors Australian Average Population



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 Dunsborough during the recent static period (202506)?

How to read: 1.4% of Visitors to Dunsborough have transacted with Bettenays Margaret River in Dunsborough. This is 1.74x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bettenays Margaret River	Travel	1.74x	1.4%
Nigligi Cave	Attractions	1.72x	4.0%
Tasman Holiday Parks	Travel	1.72x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.72x	4.3%
The Margaret River Chocolate Company	Food Retailing	1.71x	17.1%
Hay Shed Hill Wines	Eating And Drinking Out	1.69x	1.0%
Pulman	Travel	1.67x	2.3%
Swings And Roundabouts	Eating And Drinking Out	1.67x	1.6%
Wise Wine	Eating And Drinking Out	1.66x	1.5%
Country Life Farm	Recreation	1.63x	1.0%
Beerfarm Metripcu	Eating And Drinking Out	1.61x	7.9%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.4%
Dunsborough Bakery	Food Retailing	1.61x	9.7%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.5%
Cheeky Monkey	Eating And Drinking Out	1.59x	3.9%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.59x	2.8%
Vasse Virgin	Personal Services	1.59x	1.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.57x	5.7%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.57x	2.5%
Yallingup Gugelhuft	Food Retailing	1.57x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.0%
Aravina Estate	Eating And Drinking Out	1.56x	4.2%
Yallingup Woodfired Bakery	Food Retailing	1.55x	3.7%
Caves House Hotel	Eating And Drinking Out	1.54x	8.4%
Merchant And Maker	Eating And Drinking Out	1.53x	8.8%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.6%
Simmos Ice Creamery	Eating And Drinking Out	1.51x	7.3%
Wild And Woods	Eating And Drinking Out	1.51x	1.9%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.51x	2.0%
Cafe Evviva	Eating And Drinking Out	1.50x	1.8%

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.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

LGA

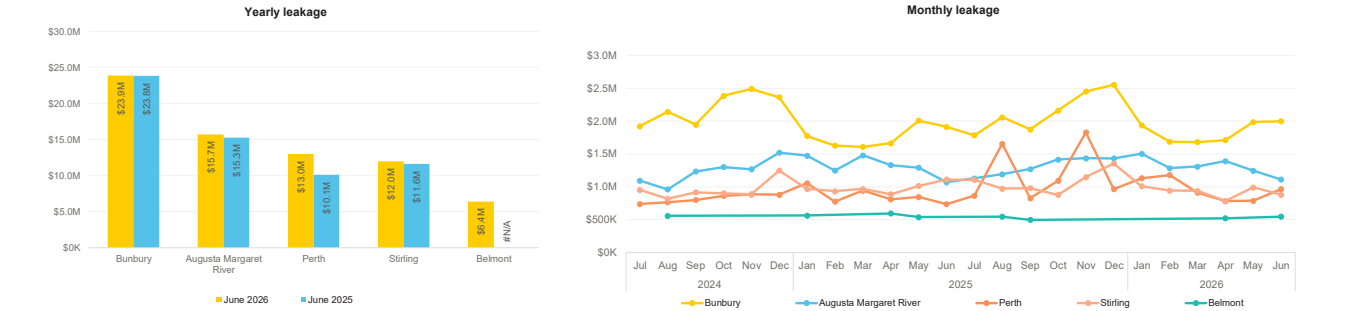
Total (excl. Other)

Leakage trends by location and category

What are the top 5 locations where the residents spend money and how has this changed over time?

How to read: In the 12 months to June 2026, there was \$23.9m of spend by residents to Bunbury in Total (excl. Other), this was \$37k more than the previous 12 months

How to read: In the month of June 2026, there was \$2.0m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.9m in the month of June 2025



All insights are based on CommBank IQ'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 June 2026, residents spent \$23.9m on Total (excl. Other) in Bunbury. This was \$37k or 0.2% increase compared to June 2025.

LGA	Total (excl. Other)			
	June 2026 Spend	June 2025 Spend	Spend Change	Spend % Change
IN LGA	\$589.1M	\$548.6M	↑\$40.5M	↑ 6.9%
Online	\$199.0M	\$171.7M	↑\$27.4M	↑ 13.7%
Bunbury	\$23.9M	\$23.8M	↑\$37K	↑ 0.2%
Augusta Margaret River	\$15.7M	\$15.3M	↑\$445K	↑ 2.8%
Perth	\$13.0M	\$10.1M	↑\$2.9M	↑ 22.3%
Stirling	\$12.0M	\$11.6M	↑\$386K	↑ 3.2%
Belmont	\$6.4M			

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Annual leakage by sub-region and crowd

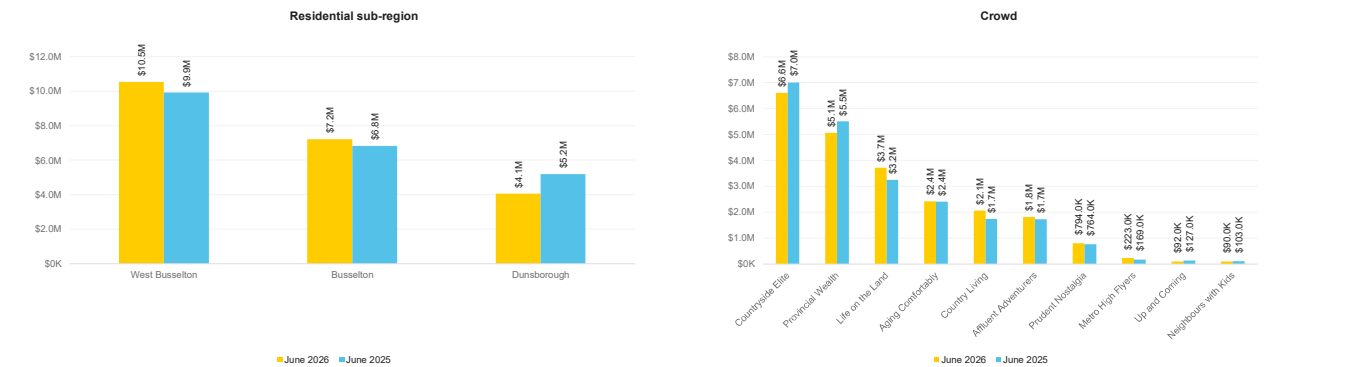
Location

Bunbury

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

How to read: In the 12 months to June 2026, there was \$10.5m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$602k more than the previous 12 months.

How to read: In the 12 months to June 2026, there was \$6.6m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$402k less than the previous 12 months.



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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Region

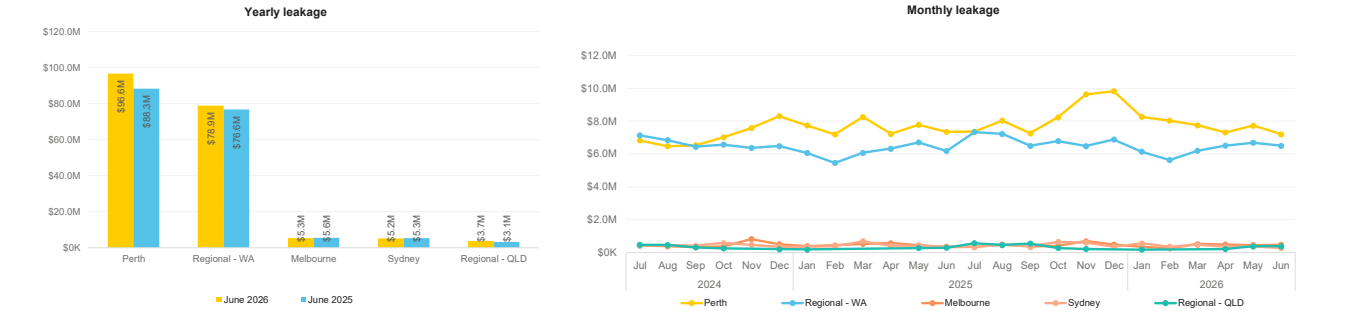
Total (excl. Other)

Leakage trends by location and category

What are the top 5 locations where the residents spend money and how has this changed over time?

How to read: In the 12 months to June 2026, there was \$96.6m of spend by residents to Perth in Total (excl. Other), this was \$8.3m more than the previous 12 months

How to read: In the month of June 2026, there was \$7.2m of spend by residents to Perth in Total (excl. Other), this was compared to \$7.4m in the month of June 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to June 2026, residents spent \$96.6m on Total (excl. Other) in Perth. This was \$8.3m or 8.6% increase compared to June 2025.

Region	Total (excl. Other)			
	June 2026 Spend	June 2025 Spend	Spend Change	Spend % Change
IN LGA	\$589.1M	\$548.6M	↑\$40.5M	↑ 6.9%
Online	\$199.0M	\$171.7M	↑\$27.4M	↑ 13.7%
Perth	\$96.6M	\$88.3M	↑\$8.3M	↑ 8.6%
Regional - WA	\$79.9M	\$76.6M	↑\$2.2M	↑ 2.8%
Melbourne	\$5.3M	\$5.6M	-\$240K	↓ -4.5%
Sydney	\$5.2M	\$5.3M	-\$97K	↓ -1.9%
Regional - QLD	\$3.7M	\$3.1M	↑\$643K	↑ 17.2%

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Annual leakage by sub-region and crowd

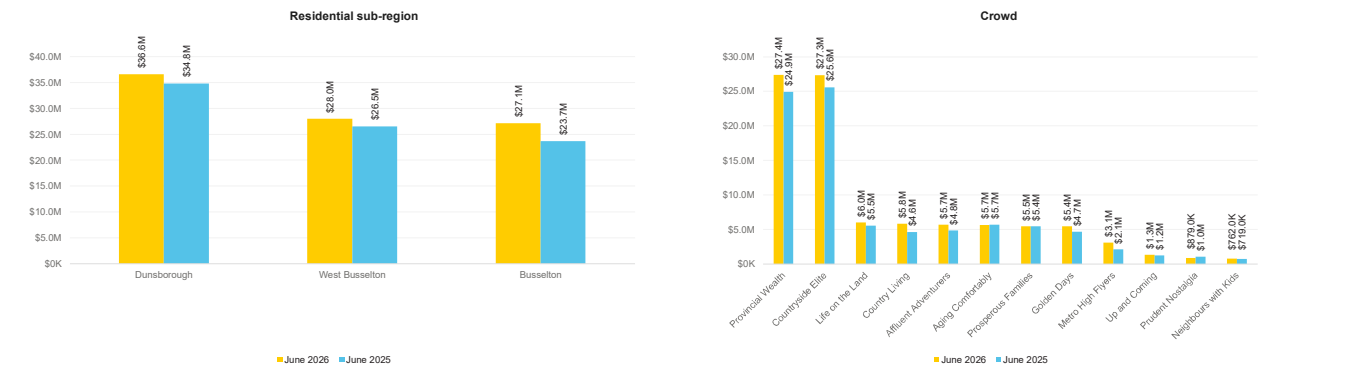
Location

Perth

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

How to read: In the 12 months to June 2026, there was \$36.6m of spend by Dunsborough residents to Perth in Total (excl. Other), this was \$1.8m more than the previous 12 months.

How to read: In the 12 months to June 2026, there was \$27.4m of spend by Provincial Wealth residents to Perth in Total (excl. Other), this was \$2.4m more than the previous 12 months.



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City of Busselton

Resident

Business

Events

Visitor

Leakage

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