

Northern Grampians Economic Report Card and Outlook Summer 2015

'Creating a better lifestyle and environment'

The Northern Grampians Economic Report Card and Outlook aims to provide the community with a snapshot of economic health in the shire. It examines how our local economy is changing, the types of businesses we have, employment, revenue and wages and salaries. These figures help us to determine appropriate actions to improve the economic health of the shire by seeking new opportunities and expanding on existing ones.

Key result areas

New business registrations

Our vision: Attracting and encouraging new enterprises while supporting existing businesses through the implementation of targeted industry sector plans.

ABN Business Registrations – Northern Grampians Shire

Number of registered business in NGS	3265
New registrations in 2014	162
Increase from 2013	4.9%

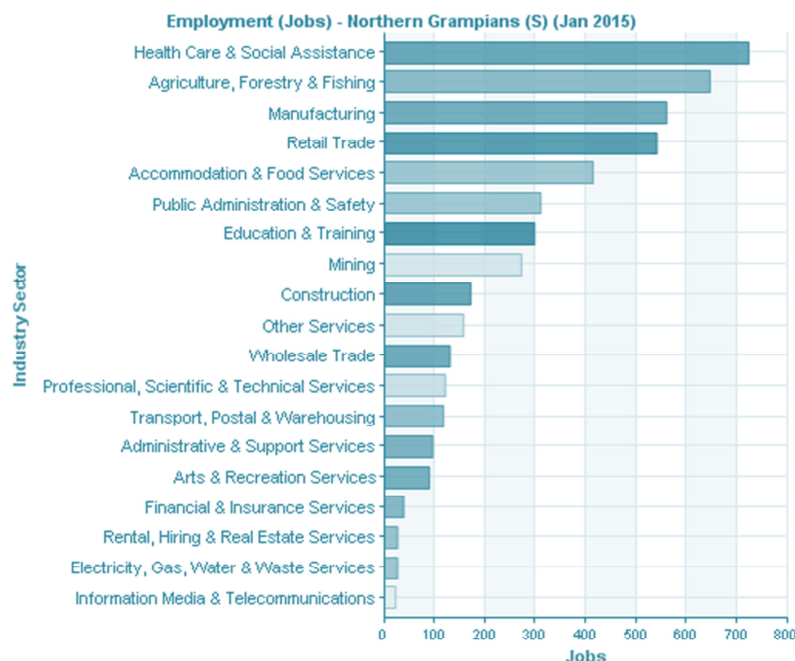
(Source: ABN Registration Lookup, Australian Business Register)

What Council can do to assist new businesses:

- Support people with new ideas and encourage their development
- Provide assistance and support through the Business Services Unit
- Provide or recommend business training workshops
- Provide information on the Northern Grampians Shire Council Business Assistance Scheme (BAS)

Employment, wages and salaries

Our vision: Creating industrial development opportunities and employment in whole shire.



Approximately 4,757 people are employed in the Northern Grampians Shire. The retail, accommodation and services sectors contribute to 955 of these jobs, or 20 per cent of total employment.



Case study: **Didjun Skin & Body**

Didjun Skin and Body is the only business in Halls Gap that offers massage, facials and tanning, as well as hair and makeup for weddings and special occasions.

It is a place for locals and visitors to relax and unwind, whether they are mums taking time out for themselves, or stressed businessmen from the city.

Owned and operated by Amanda Stevens, who has 15 years' experience in the beauty industry including a Diploma of Hair and Makeup Artistry, Didjun Skin and Body is a business that is sensitive to the environment.

It is also the sole stockist of Aveda products and treatments in the Grampians region. Aveda, an internationally recognised product, sources ingredients from nature.

"It's quite fitting to where we are," Amanda said.

"Aveda is rather popular with international travellers. They get a surprise and say 'I didn't know Aveda was here!' It has a loyal following."

Following eight years at Pomonal, Amanda recently shifted to Halls Gap and runs Didjun from a beautiful 100-year-old cottage.

"I wanted a change of scenery and I like renovating, so this was a great opportunity to live and run a business out of Halls Gap," she said.

Located just 400 metres from the town centre, Didjun is accessible to tourists by foot, bike and car.

"We're in between the backpacker hostels, so international guests can just walk down," Amanda said.

Didjun has also launched its new user friendly website. The new site is easier to navigate from tablet computers and smartphones, allowing clients to keep up to date with product information and other important news while on the move.

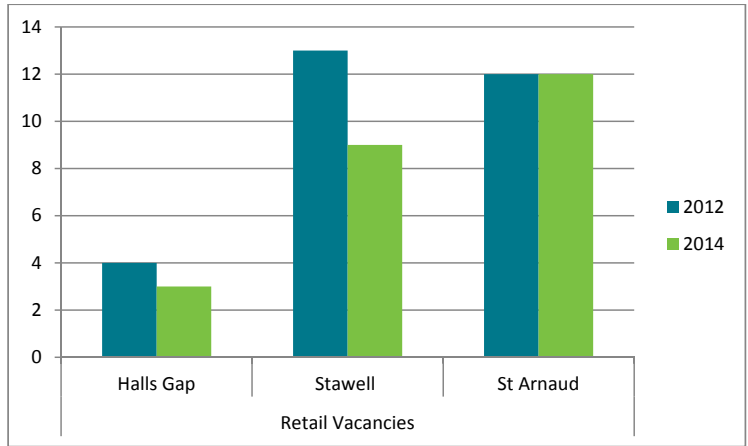
Local retail precinct occupancy trends

Overall, vacancies in Council's retail precincts have reduced over the past two years.

Stawell has displayed the most dramatic change, with the number of vacant shops in the Main Street reducing from 13 to nine.

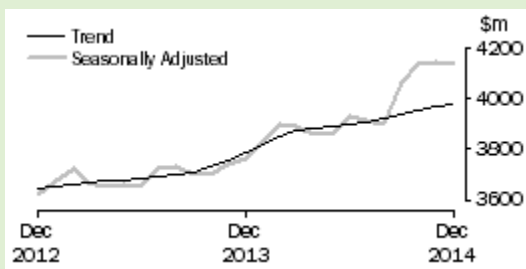
Occupancy in Halls Gap has also increased, bringing the current number of vacant shops to just three.

Conversely, retail vacancies in St Arnaud have remained steady between 2012 and 2014, with new stores tending to open soon after premises have been vacated.



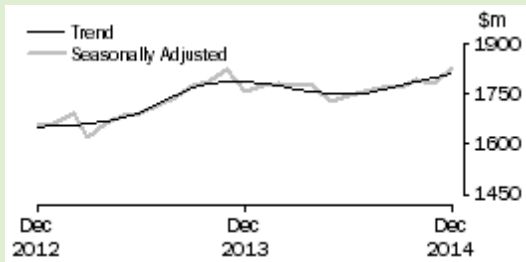
State Retail Industry Analysis

Source: ABS



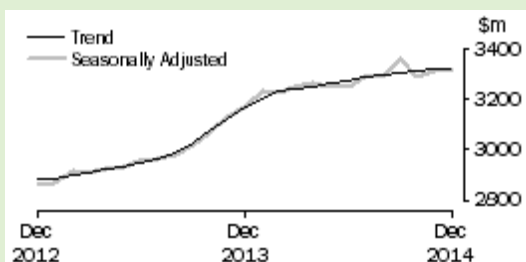
Household Goods

In current prices, the trend estimate for household goods retailing rose 0.3% in December 2014. The seasonally adjusted estimate fell 0.4%. By industry subgroup, the trend estimate rose for furniture, floor coverings, houseware and textile goods retailing (0.7%) and was relatively unchanged for hardware, building and garden supplies retailing (0.0%) and electrical and electronic goods retailing (0.0%). The seasonally adjusted estimate fell for hardware, building and garden supplies retailing (-3.4%) and rose for electrical and electronic goods retailing (1.5%) and furniture, floor coverings, houseware and textile goods retailing (0.7%).



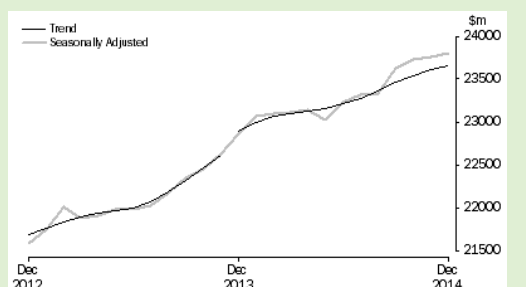
Clothing, Footwear and Personal Accessory Retailing

In current prices, the trend estimate for clothing, footwear and personal accessory retailing rose 0.6% in December 2014. The seasonally adjusted estimate rose 2.7%. By industry subgroup, the trend estimate rose for footwear and other personal accessory retailing (1.6%) and was relatively unchanged for clothing retailing (0.0%). The seasonally adjusted estimate rose for Clothing retailing (2.3%) and footwear and other personal accessory retailing (3.5%).



Cafes, Restaurants and Takeaway Food Services

In current prices, the trend estimate for cafes, restaurants and takeaway food services rose 0.1% in December 2014. The seasonally adjusted estimate was relatively unchanged (0.0%). By industry subgroup, the trend estimate rose for takeaway food services (0.7%) and fell for cafes, restaurants and catering services (-0.4%). The seasonally adjusted estimate fell for Takeaway food services (-0.3%) and rose for cafes, restaurants and catering services (0.2%).



ANALYSIS: Total Monthly Retail

In current prices, the trend estimate for Australian turnover rose 0.2% in December 2014 following a rise of 0.3% in November 2014 and a rise of 0.3% in October 2014. The seasonally adjusted estimate for Australian turnover rose 0.2% in December 2014 following a rise of 0.1% in November 2014 and a rise of 0.4% in October 2014. The original estimate for Australian turnover rose 22.9% in December 2014. The original estimate for chains and other larger retailers rose 26.1% in December 2014. The original estimate for smaller retailers rose 16.6% in December 2014.



Case study:

George and Kids Fish and Chips

Due to customer demand, George and Antoinette Kondis have brought their famous fish and chips to Stawell.

George and Kids Fish and Chips recently opened in Seaby Street, and its fresh fish and 100 per cent cholesterol free oil have been attracting customers from miles around.

The store has been fully renovated for a fresh, clean look and is conveniently situated just off the Western Highway.

With over 40 years' experience in the industry, George and Antoinette offer traditional Greek souvlakis with tender meat slow-cooked on the spit.

The extensive menu also boasts delicious hamburgers, falafels and veggie burgers, along with the usual fish and chip fare, including potato cakes, dim sims, scallops, calamari rings and loads more.

There are also several gluten free options.

Antoinette said the feedback from customers since the opening of George and Kids Fish and Chips had been overwhelming.

"We pride ourselves on having delicious fresh food and fantastic service, so hearing how much people appreciate what we do is very rewarding," she said.

"We really enjoy country living and we love seeing the same customers coming back again and again for our fish and chips."

Contact us:

Northern Grampians Shire Council
 PO Box 580
 Stawell, Victoria 3380
 E: ngshire@ngshire.vic.gov.au
 W: www.ngshire.vic.gov.au
 P: (03) 5358 8700