

Stonnington overview

Financial year 2022–2023 baseline plus three years of PLED implementation

Total Stonnington spend

Jul 22 – Jun 23

\$3.74B

baseline spend

Jul 23 – Jun 24

\$3.51B

↓ down 6.1% from 22/23 FY

Jul 24 – Jun 25

\$3.50B

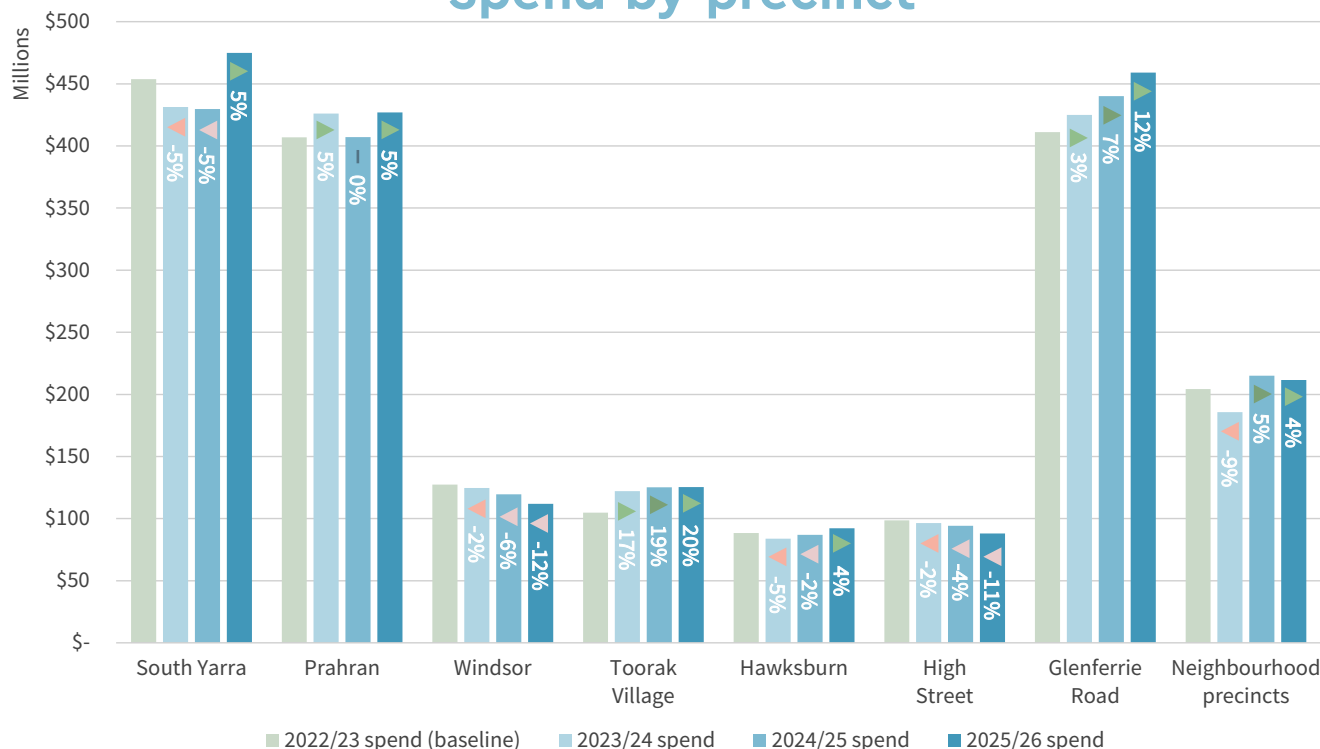
↓ down 6.6% from 22/23 FY

Jul 25 – Jun 26

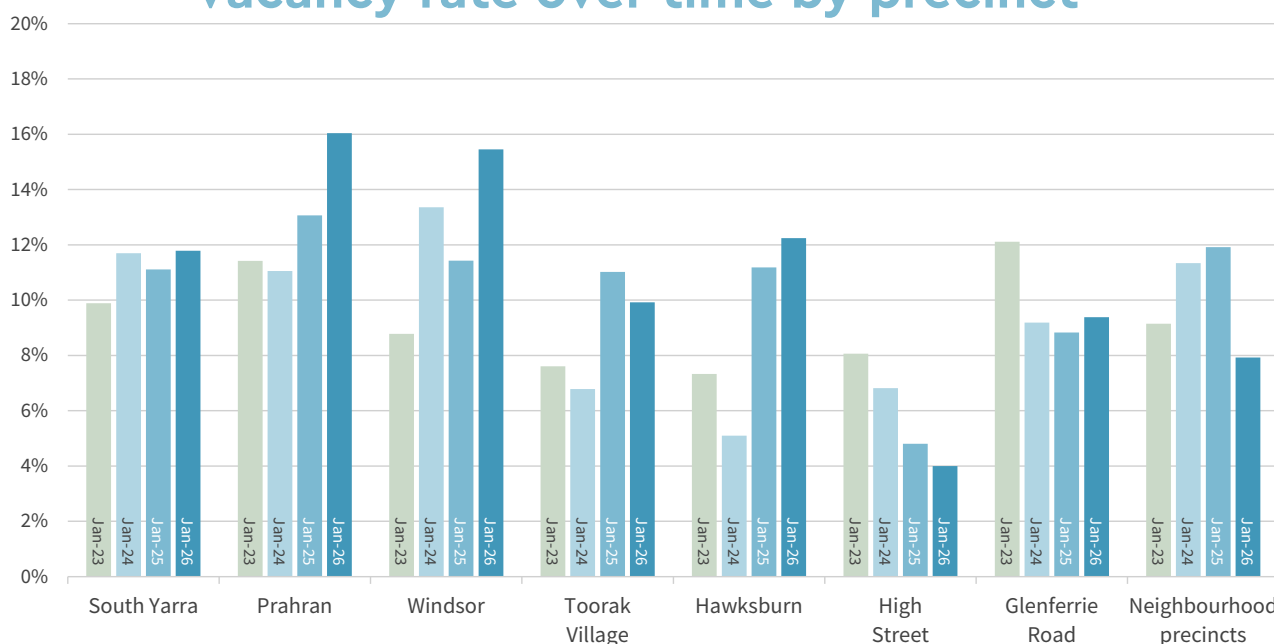
\$3.78B

↑ up 0.96% from 22/23 FY

Spend by precinct



Vacancy rate over time by precinct



Vacancy data includes businesses on street level facing the street - does not include enclosed shopping centres (eg Chadstone). Spend data current as of 16 July 2026 and is subject to revisions. Source: Banking transaction data (2026). Does not include spend at Chadstone Shopping Centre - See 'Malvern East' later in this report for figures including Chadstone. Vacancy and new business data current as of January 2026 - 6 monthly review. Source: Vacancy Review, prepared by E3 valuations and commissioned by City of Stonnington.

Stonnington – summary

Annual Economic Snapshot: July 2025 – June 2026

Total Stonnington consumer spend

\$3.78B

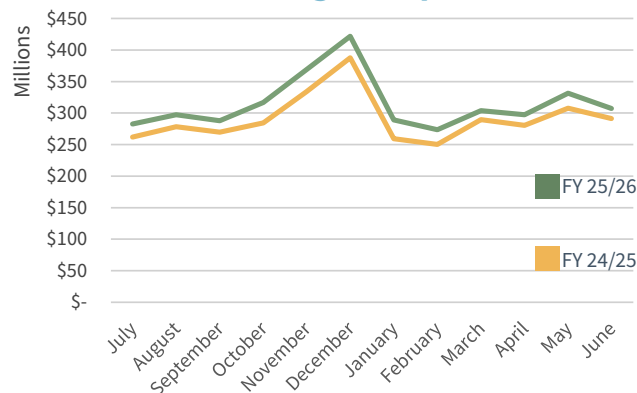
↑ up 8.1% from previous year

Stonnington night-time spend

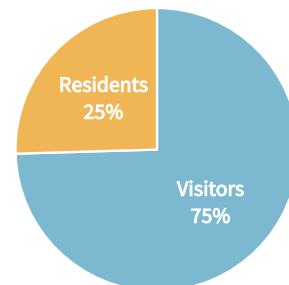
\$849M

22% of total consumer spend

July 2025 – June 2026 total Stonnington spend



Stonnington visitor spend



Total businesses

3122

ground floor premises in street-facing business precincts

Business growth

+56

vacancies filled minus properties vacated in Stonnington from Jul 25 – Jun 26

Vacancy rate

10.86%

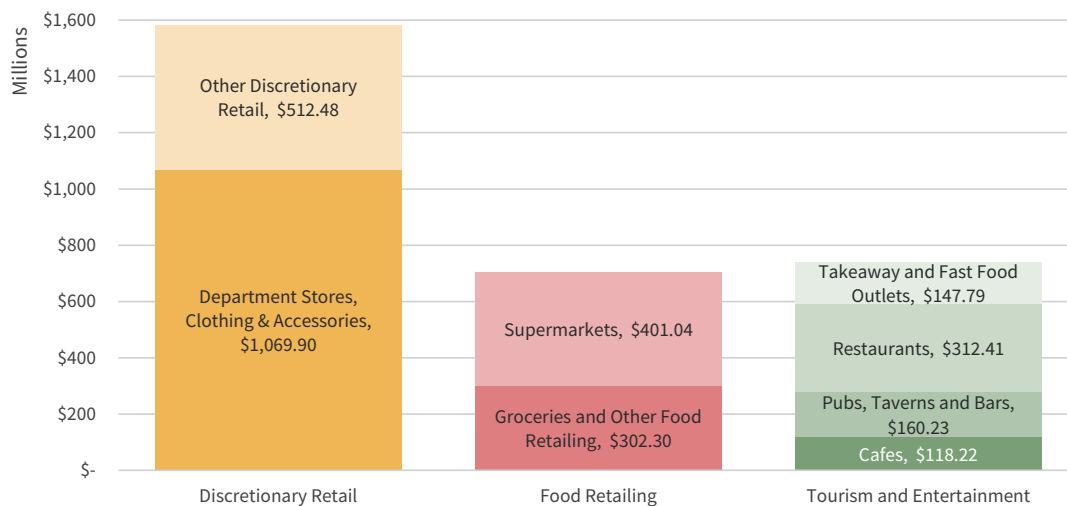
in Jan 2026 vacancy audit
↓ down 0.02% from Jan 2025

Engagements

700+

business engagements through the business concierge and liaison service

July 2025 – June 2026 category spend



Top spend category

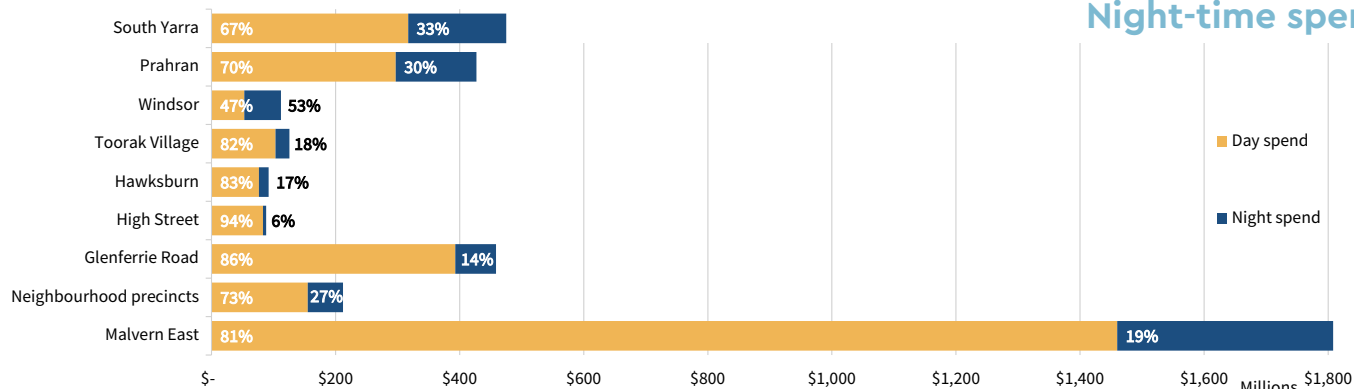
Discretionary retail

↑ up 4.9% from previous year

Top spend sub-category

Department stores, clothing and accessories

↑ up 1.8% from previous year



Night-time spend

CoS = City of Stonnington, municipal-wide figures. "Ground floor premises" refers to businesses on street level facing the street - does not include enclosed shopping centres (eg Chadstone). Spend data current as of 17 July 2026 and is subject to revisions. Source: Banking transaction data (2026). Vacancy and new business data current as of January 2026 - 6 monthly review. Source: Vacancy Review, prepared by E3 valuations and commissioned by City of Stonnington.

South Yarra

Annual Economic Snapshot: July 2025 – June 2026

South Yarra total consumer spend

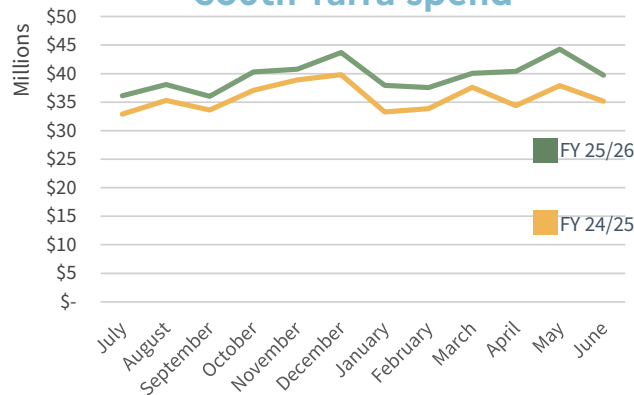
\$475M

↑ up 11% from previous year
13% of total CoS spend

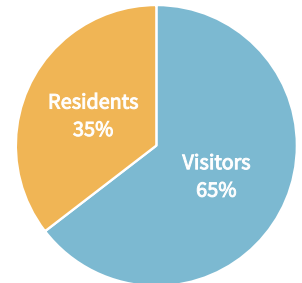
South Yarra night-time spend

\$158M

July 2025 – June 2026 total South Yarra spend



South Yarra visitor spend



Total businesses

662

ground floor premises in South Yarra

Total CoS ground floor business premises
3122

Business growth

+13

vacancies filled minus properties vacated in South Yarra from Jul 25 – Jun 26

CoS net business growth
+56

Vacancy rate

11.78%

in Jan 2026 vacancy audit
↑ up 0.67% from Jan 2025

CoS overall vacancy rate
10.86%

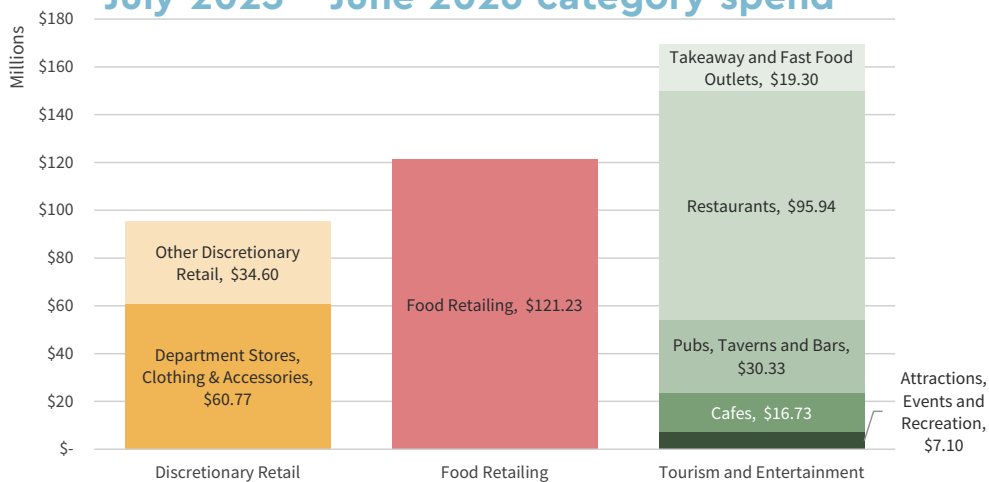
Top visitor origins

South Yarra-West
\$18M

Richmond (South)-Cremorne
\$10.2M

Albert Park
\$8.97M

July 2025 – June 2026 category spend



Top spend category

Tourism and entertainment

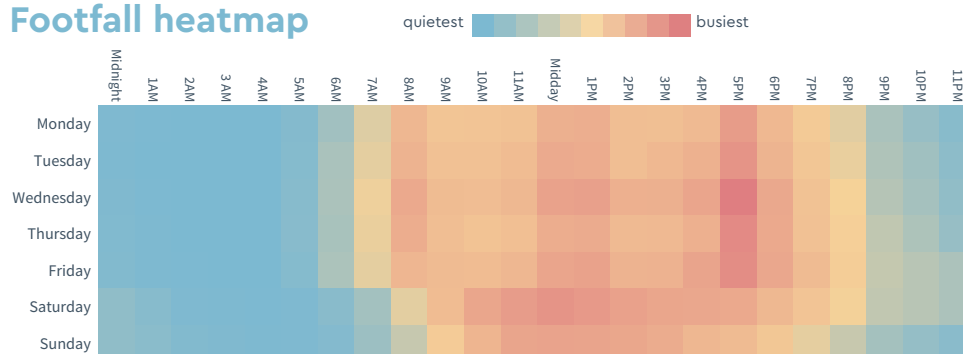
↑ up 14% from previous year

Top spend sub-category

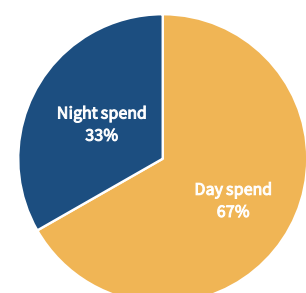
Restaurants

↑ up 15% from previous year

Footfall heatmap



Night-time spend



Prahran

Annual Economic Snapshot: July 2025 – June 2026

Prahran total consumer spend

\$427M

↑ up 4.9% from previous year

11% of total CoS spend

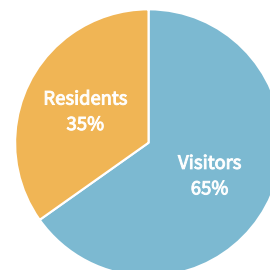
Prahran night-time spend

\$130M

July 2025 – June 2026 total Prahran spend



Prahran visitor spend



Total businesses

530

ground floor premises in Prahran

Total CoS ground floor business premises
3122

Business growth

-8

vacancies filled minus properties vacated in Prahran from Jul 25 – Jun 26

CoS net business growth
+56

Vacancy rate

16.04%

in Jan 2026 vacancy audit

↑ up 2.97% from Jan 2025

CoS overall vacancy rate
10.86%

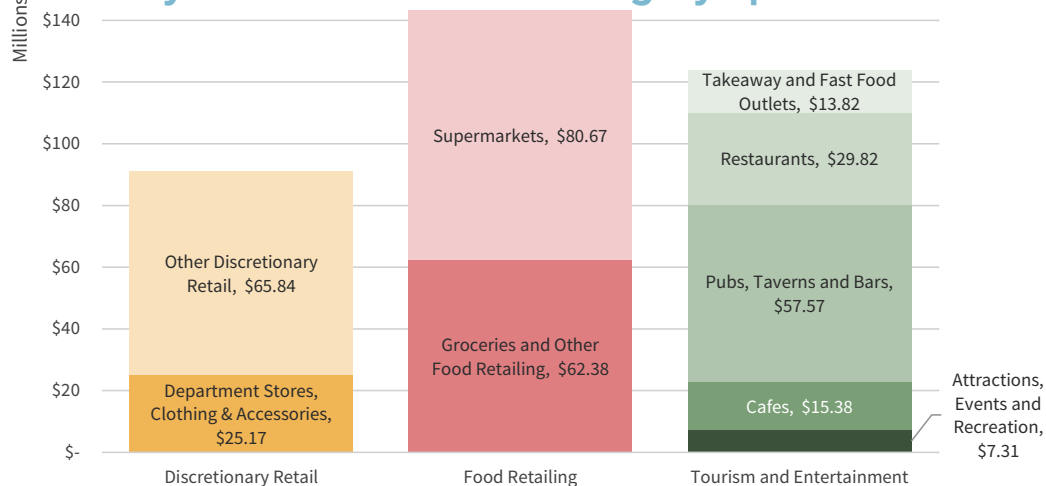
Top visitor origins

Albert Park
\$13.2M

St Kilda-West
\$12.9M

St Kilda East
\$11.6M

July 2025 – June 2026 category spend



Top spend category

Food retailing

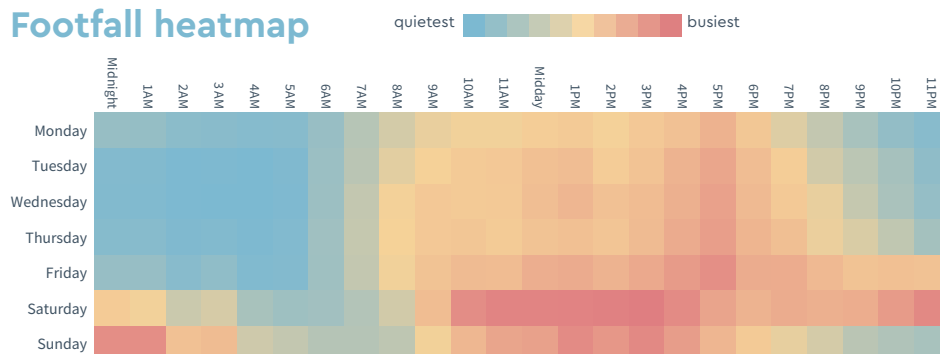
■ down 0.2% from previous year

Top spend sub-category

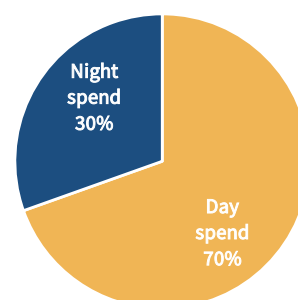
Supermarkets

↑ up 0.5% from previous year

Footfall heatmap



Night-time spend



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Annual Economic Snapshot: July 2025 – June 2026

Windsor total consumer spend

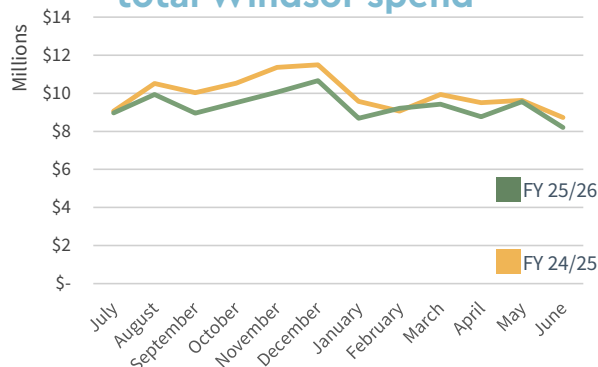
\$112M

↓ down 6.3% from previous year
3% of total CoS spend

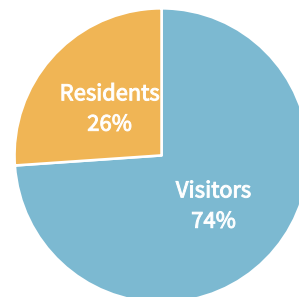
Windsor night-time spend

\$59M

July 2025 – June 2026
total Windsor spend



Windsor visitor spend



Total businesses

246

ground floor premises in Windsor

Business growth

-6

vacancies filled minus
properties vacated in Windsor
from Jul 25 – Jun 26

Vacancy rate

15.45%

in Jan 2026 vacancy audit
↑ up 4.02% from Jan 2025

**CoS overall
vacancy rate**

10.86%

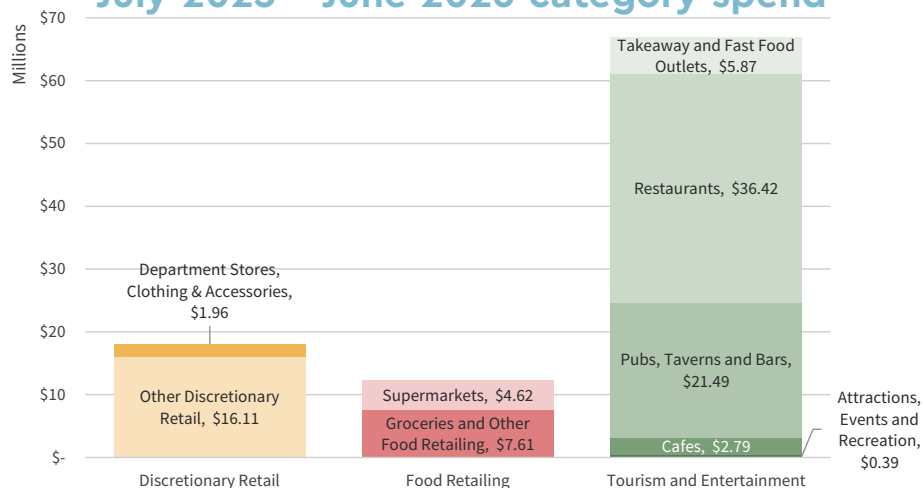
Top visitor origins

St Kilda East
\$4.88M

St Kilda-Central
\$4.83M

St Kilda-West
\$3.28M

July 2025 – June 2026 category spend



Top spend category

Tourism and entertainment

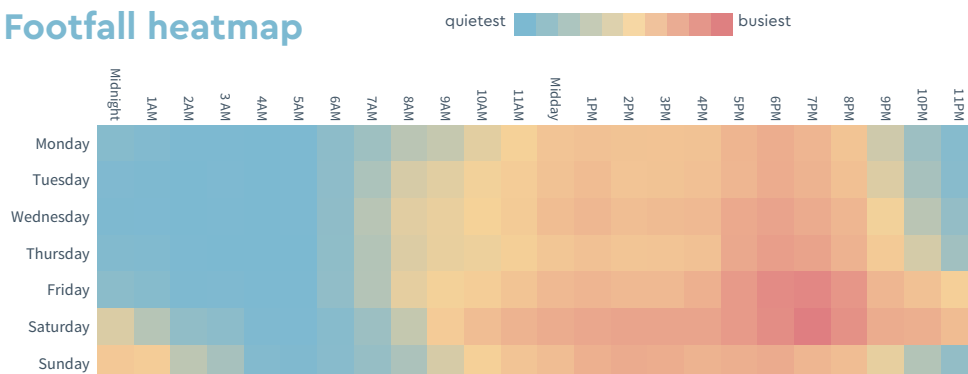
↓ down 6.6% from previous year

Top spend
sub-category

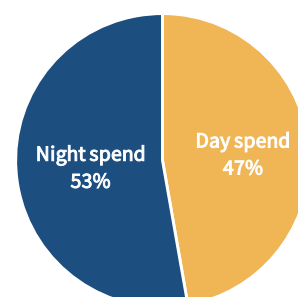
Restaurants

↓ down 1.9% from previous year

Footfall heatmap



Night-time spend



Toorak Village

Annual Economic Snapshot: July 2025 – June 2026

Toorak Village total consumer spend

\$125M

— up 0.1% from previous year
3% of total CoS spend

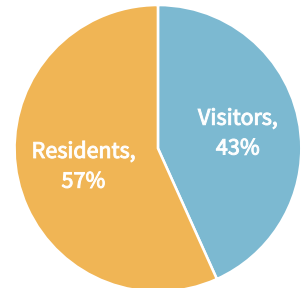
Toorak Village night-time spend

\$22.6M

July 2025 – June 2026 total Toorak Village spend



Toorak Village visitor spend



Total businesses

121

ground floor premises in Toorak Village

Total CoS ground floor business premises

3122

Business growth

+6

vacancies filled minus properties vacated in Toorak Village from Jul 25 – Jun 26

CoS net business growth

+56

Vacancy rate

9.92%

in Jan 2026 vacancy audit
↓ down 1.10% from Jan 2025

CoS overall vacancy rate

10.86%

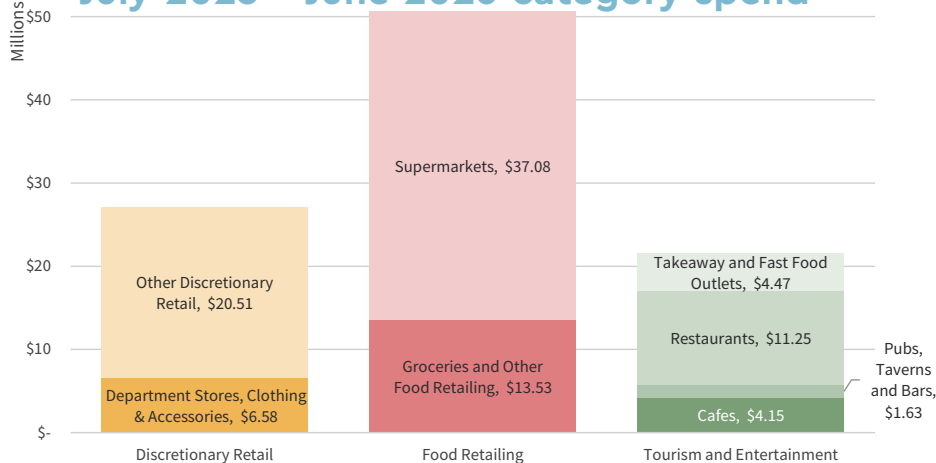
Top visitor origins

South Yarra-West
\$1.99M

Richmond (South)-Cremorne
\$1.68M

Caulfield-North
\$1.58M

July 2025 – June 2026 category spend



Top spend category

Food retailing

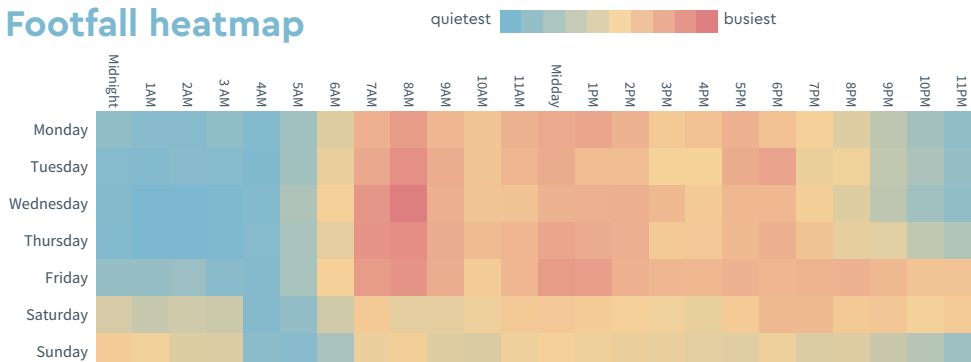
↓ down 1.5% from previous year

Top spend sub-category

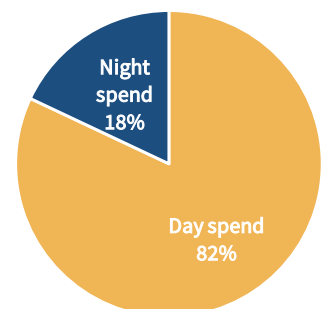
Supermarkets

↑ up 0.7% from previous year

Footfall heatmap



Night-time spend



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Hawksburn

Annual Economic Snapshot: July 2025 – June 2026

Hawksburn total consumer spend

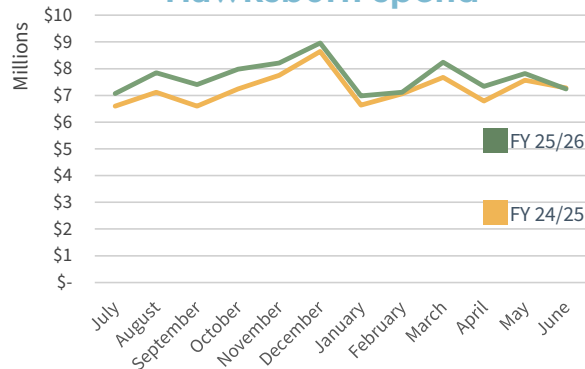
\$92.2M

↑ up 6% from previous year
2% of total CoS spend

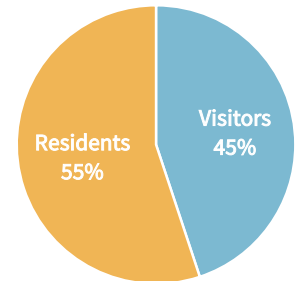
Hawksburn night-time spend

\$15.7M

July 2025 – June 2026 total Hawksburn spend



Hawksburn visitor spend



Total businesses

147

ground floor premises in
Hawksburn

Total CoS ground floor business premises

3122

Business growth

-6

vacancies filled minus
properties vacated in

Hawksburn from Jul 25 – Jun 26

CoS net business growth

+56

Vacancy rate

12.24%

in Jan 2026 vacancy audit
↑ up 1.06% from Jan 2025

CoS overall vacancy rate

10.86%

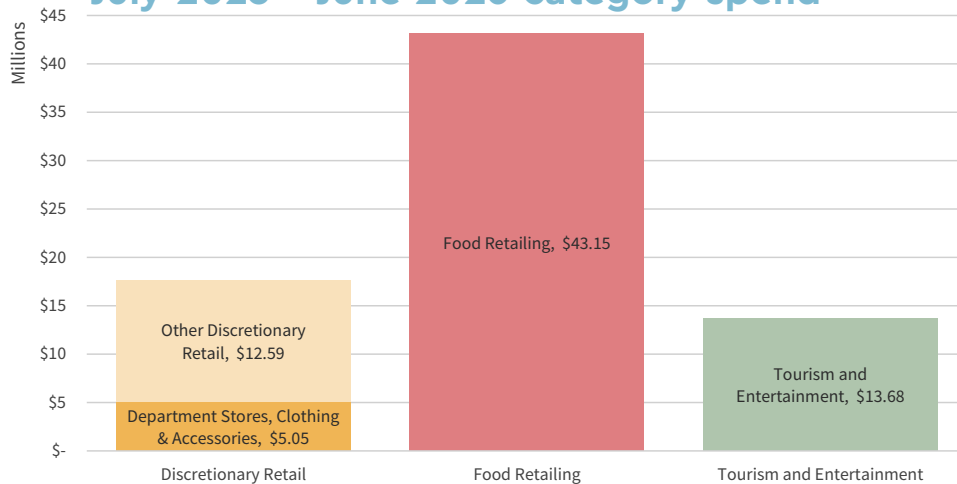
Top visitor origins

Caulfield-North
\$2.65M

St Kilda East
\$1.9M

Brighton
\$1.6M

July 2025 – June 2026 category spend



Top spend category

Food retailing

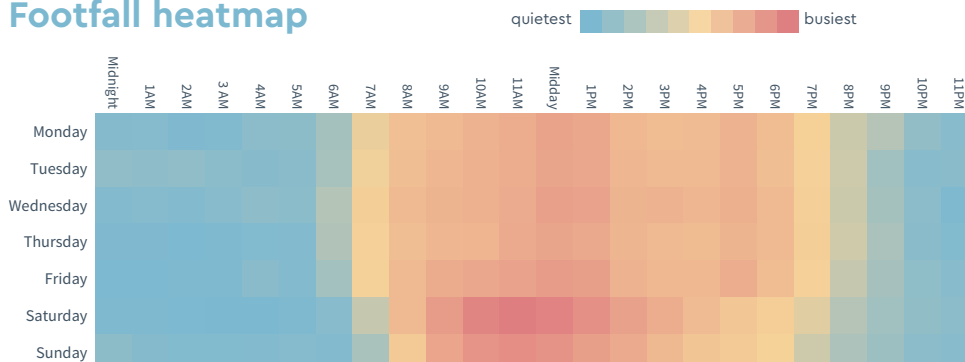
↑ up 2.1% from
previous year

Top spend sub-category

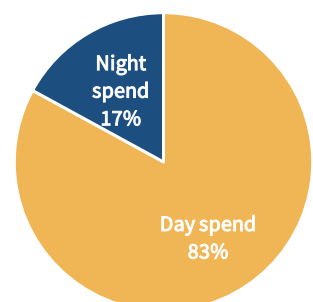
Other discretionary retail

↓ down 2.1% from
previous year

Footfall heatmap



Night-time spend



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High Street, Armadale

Annual Economic Snapshot: July 2025 – June 2026

High Street total consumer spend

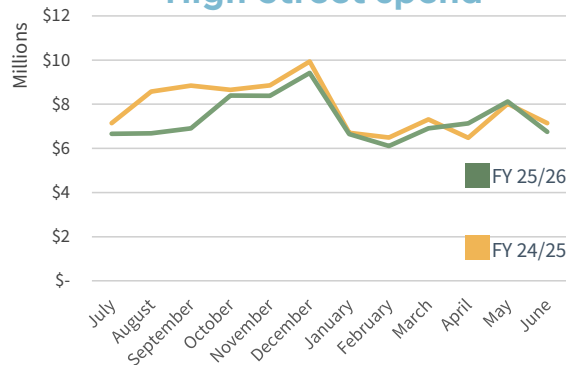
\$88.1M

↓ down 6.5% from previous year
2% of total CoS spend

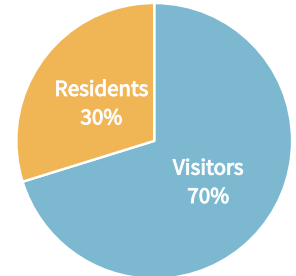
High Street night-time spend

\$5.27M

July 2025 – June 2026 total High Street spend



High Street visitor spend



Total businesses

250

ground floor premises in High Street

Total CoS ground floor business premises
3122

Business growth

+4

vacancies filled minus properties vacated in High Street from Jul 25 – Jun 26

CoS net business growth
+56

Vacancy rate

4.00%

in Jan 2026 vacancy audit
↓ down 0.80% from Jan 2025

CoS overall vacancy rate
10.86%

Top visitor origins

Caulfield-North
\$2.56M

Brighton
\$1.83M

Caulfield-South
\$1.33M

July 2025 – June 2026 category spend



Top spend category

Discretionary Retail

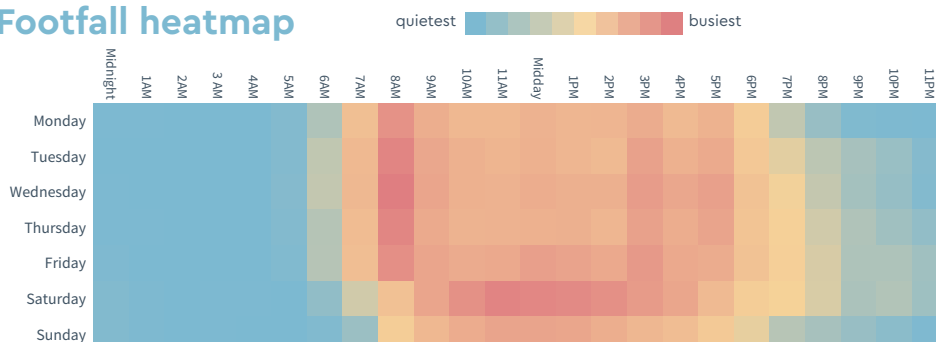
— up 0.9% from previous year

Top spend sub-category

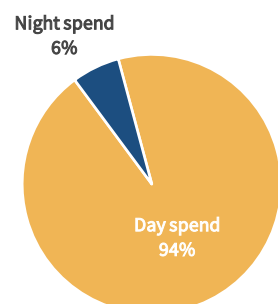
Department stores, clothing and accessories

↑ up 2% from previous year

Footfall heatmap



Night-time spend



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Glenferrie Road, Malvern

Annual Economic Snapshot: July 2025 – June 2026

Glenferrie Road total consumer spend

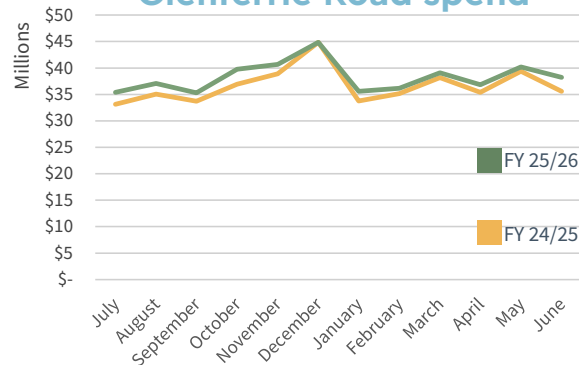
\$459M

↑ up 4.3% from previous year
12% of total CoS spend

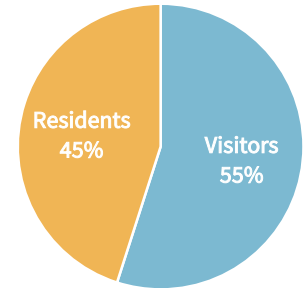
Glenferrie Road night-time spend

\$65.6M

July 2025 – June 2026 total Glenferrie Road spend



Glenferrie Road visitor spend



Total businesses

384

ground floor premises in
Glenferrie Road

Business growth

+9

vacancies filled minus
properties vacated in Glenferrie
Road from Jul 25 – Jun 26

Vacancy rate

9.38%

in Jan 2026 vacancy audit
↑ up 0.55% from Jan 2025

Total CoS ground floor business premises

3122

CoS net business growth

+56

CoS overall vacancy rate

10.86%

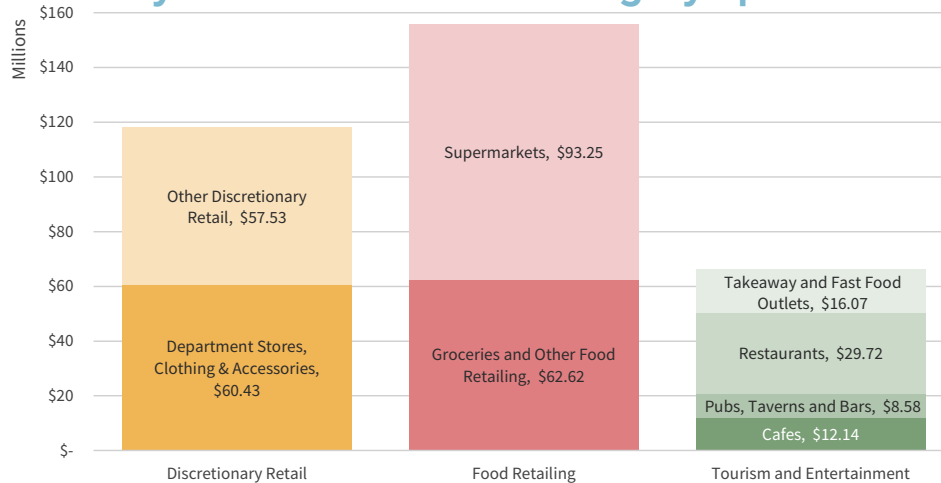
Top visitor origins

Caulfield-North
\$34.9M

Caulfield-South
\$13.8M

Glen Iris-East
\$9.29M

July 2025 – June 2026 category spend



Top spend category

Food retailing

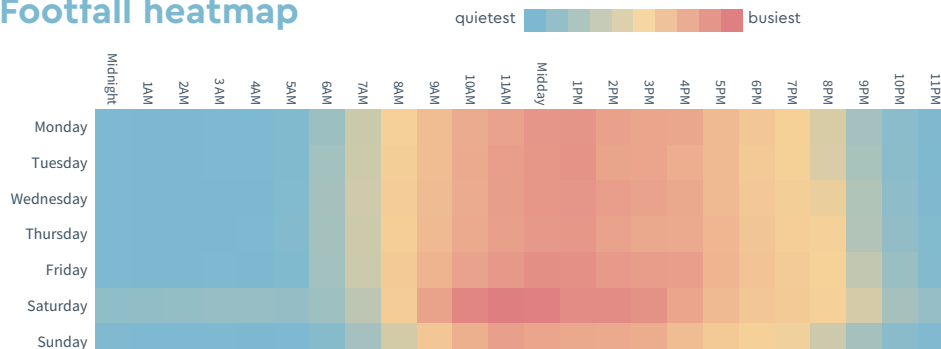
↑ up 1.5% from
previous year

Top spend sub-category

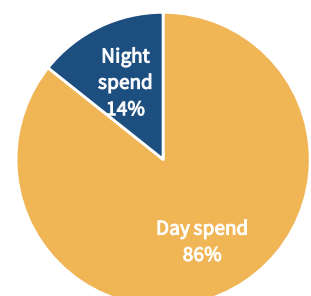
Supermarkets

↓ down 1.3% from
previous year

Footfall heatmap



Night-time spend



Neighbourhood precincts

Annual Economic Snapshot: July 2025 – June 2026

Neighbourhood precinct total consumer spend

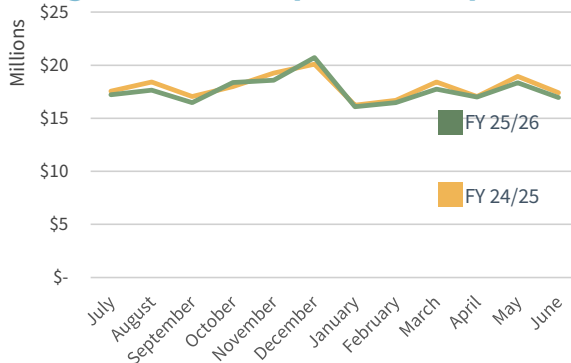
\$212M

↓ down 1.6% from previous year
6% of total CoS spend

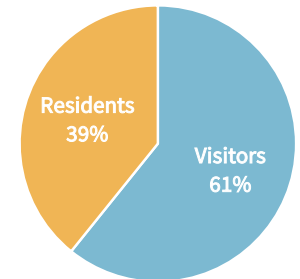
Neighbourhood precinct night-time spend

\$56.9M

July 2025 – June 2026 total neighbourhood precinct spend



Neighbourhood precinct visitor spend



Total businesses

782

ground floor premises in small precincts

Total CoS ground floor business premises

3122

Business growth

+44

vacancies filled minus properties vacated in small precincts from Jul 25 – Jun 26

CoS net business growth

+56

Vacancy rate

7.93%

in Jan 2026 vacancy audit
↓ down 3.99% from Jan 2025

CoS overall vacancy rate

10.86%

Top visitor origins

Glen Iris-East
\$6.71M

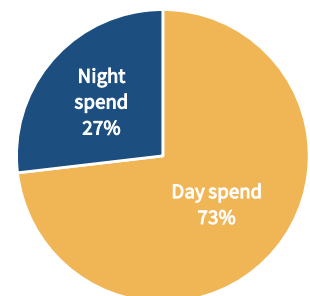
Caulfield-North
\$6.31M

Carnegie
\$4.6M

Breakdown – selected precincts

	Business growth	Vacancy rate
Malvern Village	+11	8.51%
Waverley Road Malvern East (corner Burke Road)	+3	14.02%
Prahran East Village	+2	5.05%
High Street Armadale (minor)	+1	6.25%
East Malvern Terminus	+2	9.26%

Night-time spend



July 2025 – June 2026 category spend



Top spend category

Tourism and entertainment

↓ down 1.7% from previous year

Top spend sub-category

Pubs, taverns and bars

↓ down 7.1% from previous year

Malvern East (Chadstone)

Annual Economic Snapshot: July 2025 – June 2026

Malvern East total consumer spend

\$1.81B

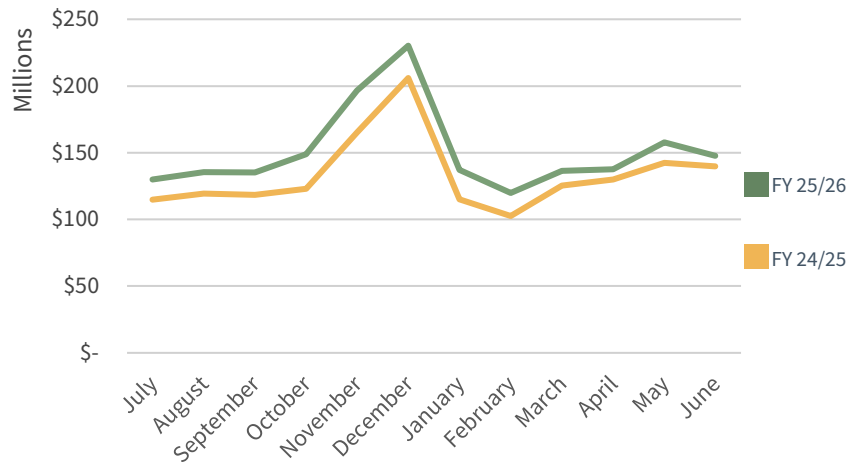
↑ up 13% from previous year

48% of total CoS spend

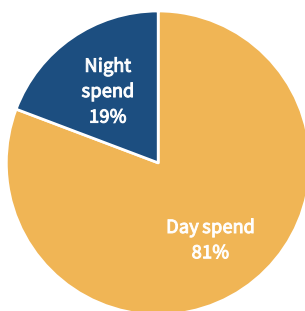
Malvern East night-time spend

\$348M

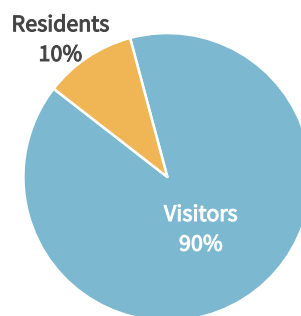
July 2025 – June 2026 total Malvern East spend



Night-time spend



Malvern East visitor spend



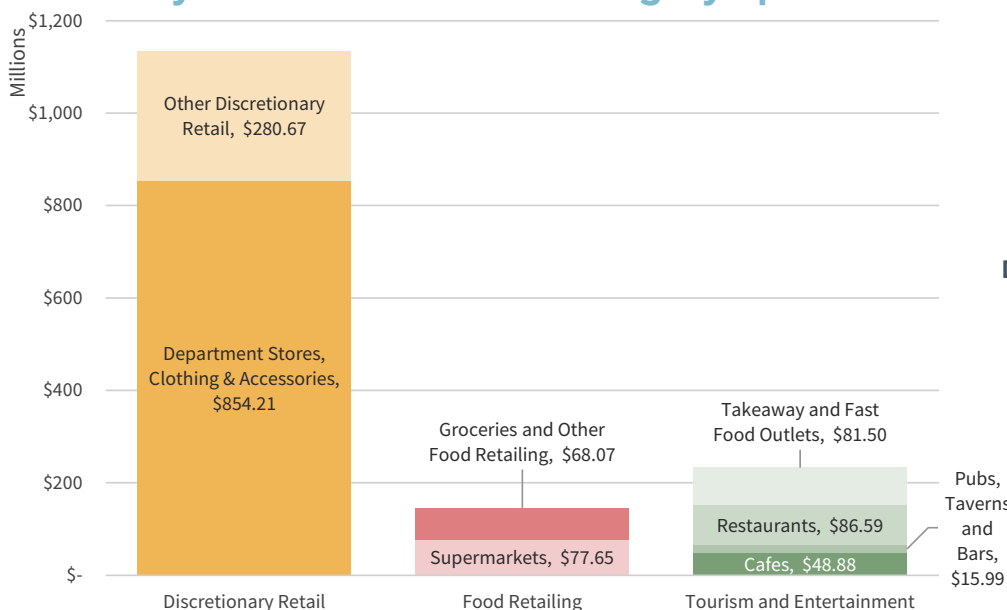
Top visitor origins

Oakleigh – Huntingdale
\$41.6M

Ashwood – Chadstone
\$41.2M

Carnegie
\$36.4M

July 2025 – June 2026 category spend



Top spend category

Discretionary retail

↑ up 5.8% from previous year

Top spend sub-category

Department stores, clothing and accessories

↑ up 2.4% from previous year

Snapshot key

Annual Economic Snapshot: July 2025 – June 2026

<precinct> total consumer spend

Total amount spent within the precinct by anyone - residents or visitors.

%  or  compared to spend in the same period of last year (Jul 24-Jun 25)

% **contribution that the defined precinct makes to the overall consumer spend in Stonnington**

<precinct> night-time spend

Total amount spent in the specified precinct between the hours of 6pm and 6am

July 2025 – June 2026 total <precinct> spend

Graph depicts the total consumer spend by month for the defined precinct, with the 24/25 financial year depicted in yellow and 25/26 in green.

 FY 25/26

 FY 24/25

<precinct> visitor spend

The pie chart depicts how much of the total consumer spend is contributed to by each shopper group

Residents: Stonnington residents spending within the defined precinct, eg. Stonnington residents shopping in Malvern

Visitors: Anyone from outside Stonnington shopping in the defined precinct, eg. Hawthorn residents shopping in Malvern.

All vacancy data provided by E3 valuations on a six-monthly basis, includes ground floor premises only.

Total businesses Business growth

XX

ground floor premises in defined precinct in Jan 26 vacancy audit.

+/-

vacancies filled minus properties vacated in the precinct for the Aug 2025 and Jan 2026 vacancy audits

Vacancy rate

XX%

number of vacant properties as a proportion of total commercial ground floor premises in defined precinct

Top visitor origins

Visitor origin by total spend for the defined precinct from Jul 2025 – Jun 2026. These origin locations are grouped by Statistical Area 2 (SA2), which are standard geographical boundaries set by the ABS, and effectively captures all spend outside Stonnington, even when the **suburb** sits partially within Stonnington.

Precincts included in vacancy figures:

South Yarra: Toorak Rd South Yarra and Chapel St South Yarra

Prahran: Chapel St Prahran, Commercial Rd and Greville St

Windsor: Chapel St Windsor

Toorak Village: Toorak Village

High Street: High St Armadale

Glenferrie Road: Glenferrie Rd Malvern

Hawksburn: Hawksburn Village

Small Precincts: Batesford Road, Beatty Avenue, Central Park Village, Darling Village, East Malvern Terminus, East Malvern Village, Gardiner Village, Glen Iris Village, High Street (Minor), High on Tooronga, Kooyong Village, Malvern Hill Village, Malvern Valley, Malvern Village, Prahran East Village, Warrigal Road, Wattletree Village and Waverley Road

These economic snapshots seek to provide insight into the strengths, trends and shopper groups in Stonnington's main streets. By providing a summary of the financial year in addition to the regular snapshots posted on the City of Stonnington website, CoS hopes to give an overview of the unique ways each shopping precinct contributes to the overall Stonnington economy. This "Snapshot key" page sets out the limitations and methods of calculation of the data presented.

Definitions:

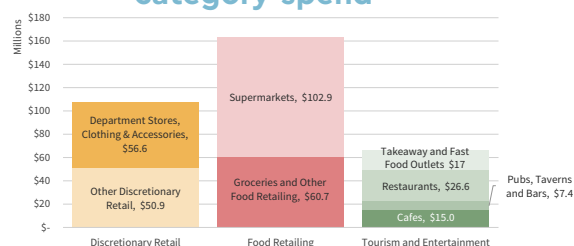
\$M - Million dollars

\$B - Billion dollars

CoS - City of Stonnington

FY 25/26 - Financial year 2025–2026, from 1 July 2025 to 30 June 2026

July 2025 – June 2026 category spend



Column graph depicts total consumer spend in each spend category, split by subcategories where available. All \$ amount are in millions, eg. \$56.6 = \$56,600,000. A subcategory breakdown is not included for some precincts, due to restrictions on data set size and privacy requirements. Includes credit/debit card transactions, excludes online, buy now pay later, and cash transactions.

The below table outlines spend breakdown between categories and subcategories:

Category	Sub-category	Example category inclusions
Food Retailing	Groceries and Other Food Retailing	Liquor Stores, Bakeries, Butchers, Convenience Stores, Fruit and Vegetable Stores, Health Food Stores, Seafood Stores
	Supermarkets	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation	Museums and Galleries, Theme Parks, Tourist Attractions, Parks and Recreation, Professional Sports Clubs, Stadiums
	Breweries and Wineries	Breweries and wineries
	Cafes	Cafes
	Pubs, Taverns and Bars	Pubs, Taverns and Bars
	Restaurants	Restaurants
Discretionary Retail	Department Stores, Clothing & Accessories	Department Stores, Discount Department Stores, Men & Women Clothing Stores, Shoe Stores, Online Variety Stores, Luxury Boutiques
	Other Discretionary Retail	Electronics Stores, Hardware, Motor Vehicles & Accessories, Personal Goods Retailing, Pharmacies, Gardening Stores & Nurseries
Private Transport	Private Transport	Petrol Stations, Ride Sharing Services, Parking Lots, Taxis and Limousines, Water Taxis and Ferries

Footfall heatmap

quietest  busiest

Footfall heatmaps calculated as a percentile within the range of traffic for each individual precinct. Scale displays as a percentile (ie. Yellow represents values in the 50th percentile). Data collected by CoS pedestrian counters installed at various locations. Figure averaged over the whole FY.

Night-time spend

The pie chart depicts how much of the total consumer spend is contributed to by transactions by time of day
Day-time spend: proportion of the total consumer spend spent between the hours of 6am and 6pm.

Night-time spend: proportion of the total consumer spend spent between the hours of 6pm and 6am.