

Toorak Village

Winter Economic Snapshot: April 2025 – September 2025

What's happening in the precinct?

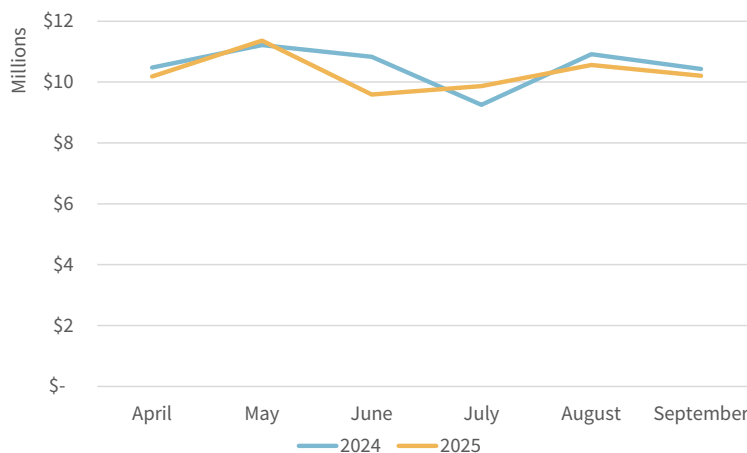
Spend in Toorak Village is higher over winter than it was in the Oct-Mar Summer period with daytime spend a clear precinct strength. In comparison to Winter last year, however, overall spend is down 2.2%, largely from a 60% fall in department stores, clothing and accessories. The precinct's vacancy rate has improved with total vacancies falling below 10% in the July audit. Visitation in the precinct remains strong on weekdays through the day, with peak activity occurring around lunchtime and the highest spend occurring on Fridays.

The economy

Daytime spend
\$50.9M

Night-time spend **\$10.3M**

April – September monthly spend



Total local spend
\$62M

↓ down 2.2% from last year

Total customers
59K

↑ up 0.4% from last year

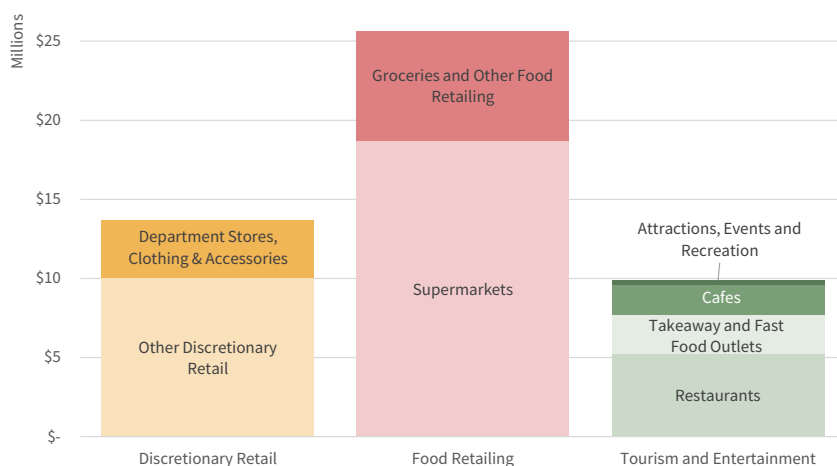
Highest spend day

17 May 2025

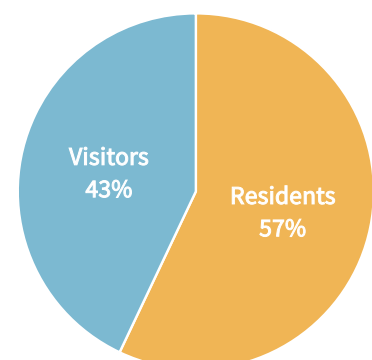
Highest weekly spend day

Fridays

April 2025 – September 2025 top spend categories



Spend origin



Toorak Village

Vacancy and occupancy

Vacancies
now filled

7

since Jan 25

Changed
tenancies

3

since Jan 25

Newly vacant
premises

3

since Jan 25

Jul-25
vacancy rate

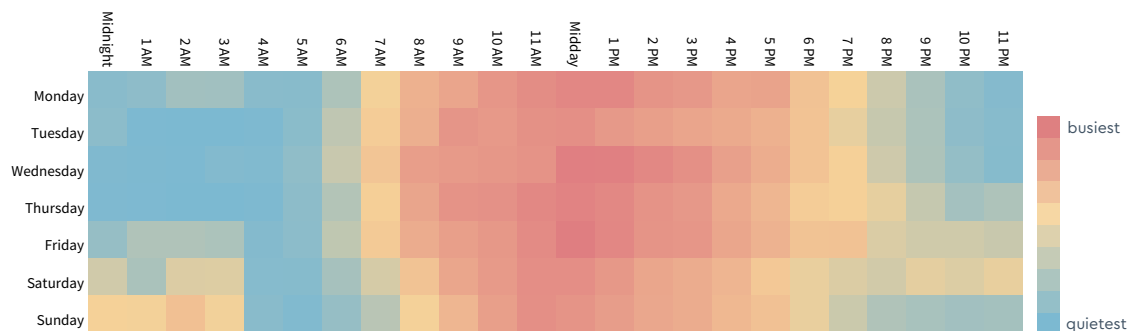
Toorak
Village

9.32%

Change

↓ 1.70%

Street activity



Busiest days

Fridays

Busiest times

Midday

Visitor demographics

Top customer
age band

25 – 34

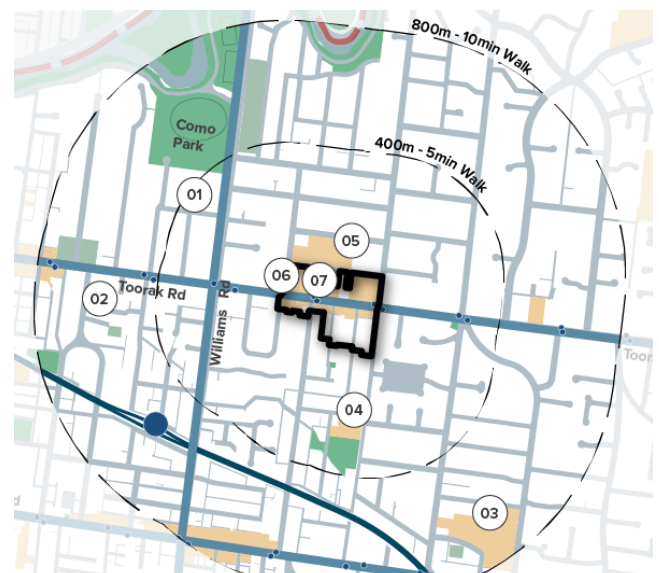
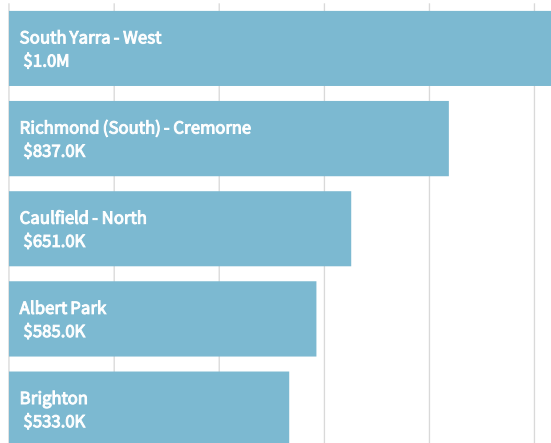
25.6% of visitors

Top customer
life stage

Young singles
and couples

26.9% of visitors

Top 5 non-Stonnington
spend origin locations



Legend

- City of Stonnington boundary
- Precinct boundary
- Walking catchments (400m/800m)
- Railway line
- Tram stop
- Railway station
- Park and recreational

- 01 Como House
- 02 Toorak / South Yarra Library
- 03 Loreto Manderville
- 04 Toorak Primary School
- 05 Geelong Grammar School
- 06 TRAK Centre
- 07 Tok H