

Griffith City



Business Audit January 2014



An Economic Development Project

By Nicola James

Purpose of the audit

The January 2014 Business Audit is the third successive year the business audit has been conducted in Griffith. In 2012, the Griffith Business Audit was conducted to establish hard data in relation to the number of bricks and mortar businesses and to track the movement in and out of the various business precincts that will assist council in relation to decision making processes on the retail and commercial status of our commercial districts.

It is intended that Council's Economic Development unit will conduct this audit annually to be able to measure the increase of the number of businesses, where business has moved and where the trends for business types can be identified.

This report will outline the method by which data was collected and will provide detailed results for each commercial precinct.

Aims

The aim of the Griffith Business Audit is to;

- Observe the diversity of retail and commercial activities which occupy bricks and mortar premises in the designated commercial zones;
- To observe the retail and commercial vacancy rates as one of many barometers of business health;
- To establish some credible mapping to determine commercial trends and to identify commercial hubs.

Objectives

The objectives of the Griffith Business Audit are to;

- Undertake a Business Audit every 12 months, whilst recognising the nature of business movement is an ongoing process, given our limited resources it is sufficient to conduct this on an annual basis;
- Identify where retail and commercial activity is thriving, in decline, changing / not changing, by undertaking trend analysis;
- Undertake comprehensive, accurate and annual data to assist in informing assumptions about the retail and commercial status of the Griffith business precincts.

Griffith Business targeted areas

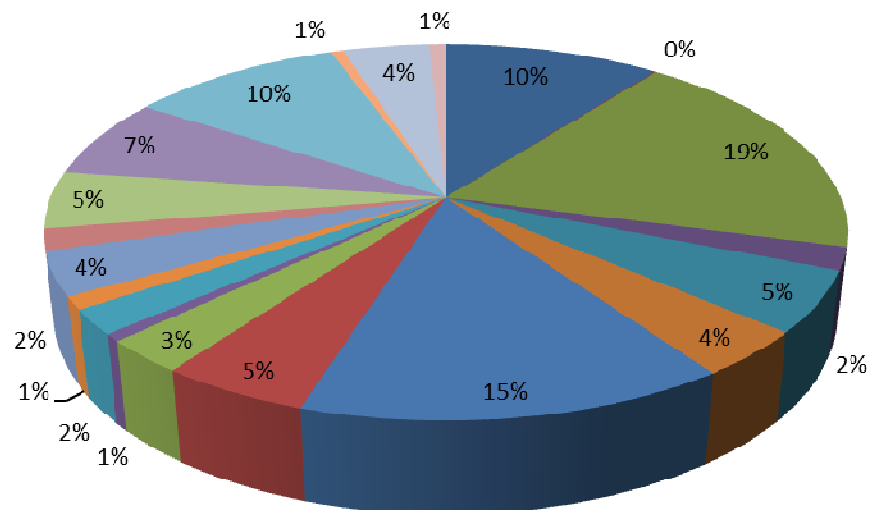
The business and commercial precincts that were targeted as part of the Griffith Business Audit include every area in which there is economic activity;

- Banna Avenue
- Yambil Street
- Wakaden Street
- Mooreville Industrial Area
- Battista Industrial Area
- Wickham Hill Industrial Area
- Yoogali
- Mackay Avenue
- Oakes Road
- Hanwood
- Yenda
- Tharbogang
- Bilbul
- Beelbanger
- Airport
- Hillston Road
- Kooyoo Street
- Ulong Street
- Palla Street
- East Griffith
- Murray Road
- Yoogali
- Hillston Road
- Ulong Street
- Jondaryan Avenue
- Favell Street
- Driver
- East Griffith
- Railway / Olympic
- Hometown (Bunnings)
- Willandra (including the Gateway Megacentre Harvey Norman)
- Benerembah Street

The results of the 2014 Business Survey Audit will see a decrease in business houses in some streets. This can be attributed to a more targeted approach within the street as opposed to combining a number of streets in the one precinct. The numbers will be skewed from 2013 to 2014, but will be an improvement in capturing a more accurate results in future years to come. There are also more businesses housed under one premises rather than a different premises for each business.

Griffith Industry by Employment

■ Agriculture (1,103)	■ Mining (7)
■ Manufacturing (1,984)	■ Electricity, gas, water (205)
■ Construction (554)	■ Wholesale Trade (419)
■ Retail Trade (1,549)	■ Accommodation (542)
■ Transport, postal, Warehousing (306)	■ Information media & telecommunications (67)
■ Finance & Insurance (225)	■ Rental, hiring & Real Estate (117)
■ Professional, scientific & technical (398)	■ Administration & support services (193)
■ Public Administration and safety (527)	■ Education & Training (736)
■ Health Care & Social assistance (1,083)	■ Arts & Recreation services (65)
■ Other services (441)	■ Not stated (84)



Employment

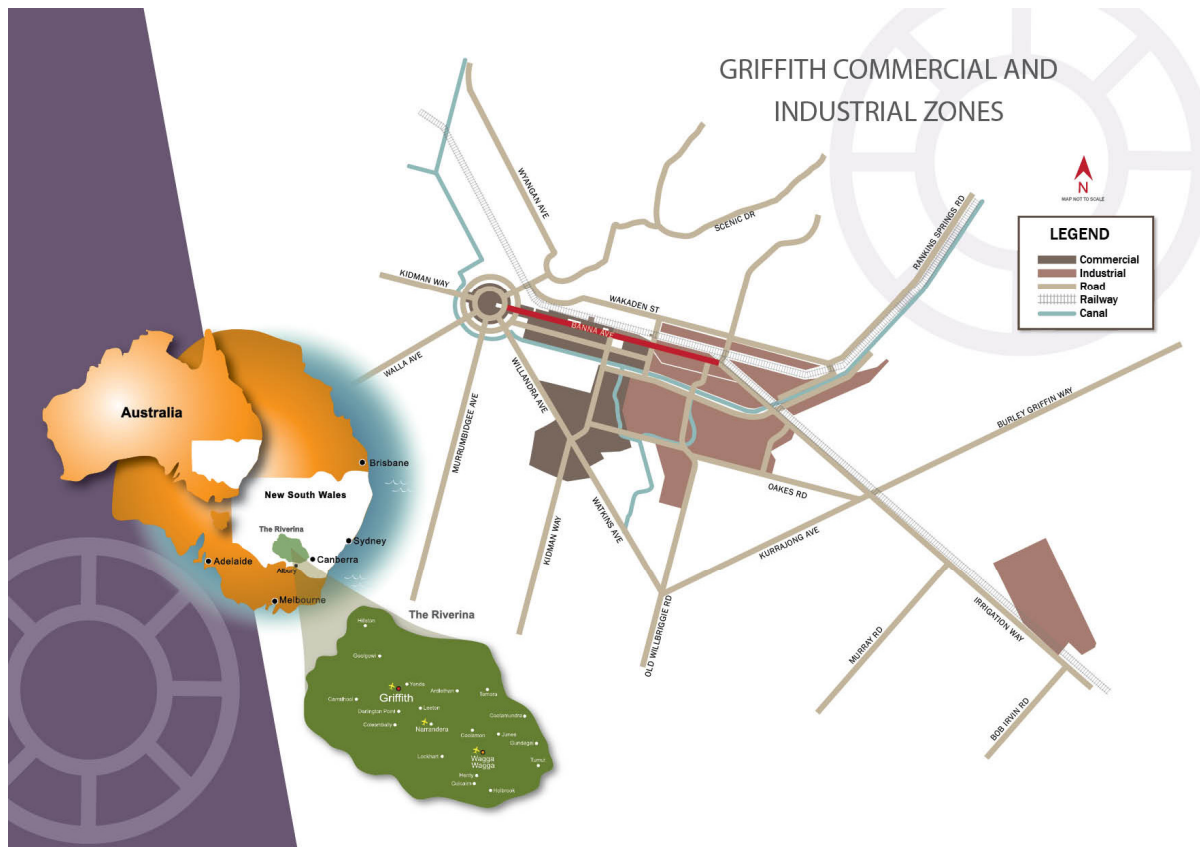
There were 11,793 people who reported being in the labour force in the week before Census night in Griffith (C) (Local Government Areas). Of these 60.5% were employed full time, 28.0% were employed part-time and 4.9% were unemployed.

Industry of employment, top responses	Griffith (C)	%	New South Wales	%	Australia	%
<i>Employed people aged 15 years and over</i>						
Beverage Manufacturing	818	7.3	7,733	0.2	27,875	0.3
Fruit and Tree Nut Growing	586	5.2	4,779	0.2	24,902	0.2
School Education	523	4.7	138,795	4.4	467,373	4.6

Results

1.1 Audit Area

Griffith City Council's main street, Banna Avenue is characterised by the long avenue of shady London Plane Trees, mix of retail stores from clothing, home wares, footwear, cafes and restaurants, accommodation, banking, real estates, electrical, hair and beauty, butchers, greengrocer, toy and speciality stores.



Existing Business Premises

Banna Avenue

In 2012 the audit revealed that there were 214 businesses in Banna Avenue premises. In 2013 this number had increased to 261 due to more businesses occupying shopfronts and some businesses moving to an upstairs office front. In 2014 this number hovered around 257 with slightly more vacant shops than in 2013 and 2012 (20 vacant shops were recorded this year compared with 15 in 2013 and 22 vacant shops in 2012). The same shopfronts as last year were vacated included the old Murrumbidgee Irrigation depot site, Nugans packing shed etc. Very few actual retail shopfronts were vacant this year. Although the slightly higher number this year can be attributed to by the fire at Café Beautiful, Bob Jane moving to Wakaden Street, the merger of Jetset and Harvey World Travel, the closing of the travel agency in the coach terminal and a building which previously was not counted. There was very little movement of business with 3

businesses moving within Banna Avenue and Wakaden Street. Consistent with 2013, a similar number of new businesses established in Banna Avenue in the last twelve months til January 2014, a mixture of retail, community service, restaurant, accommodation and hairdresser.

Many retailers had made improvements to their frontages with new and improved signage which has made a massive difference to the street appeal and overall look and feel of the main street shopping strip.

Banna Avenue

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
257 (last year 261)	20	2	3	BA	1 Bob Jane	Wakaden	8

Yambil Street

Yambil Street is parallel to Banna Avenue and is home to mixed retail plaza's, and the professional precinct. Typically financial services, accountants, solicitors, hair and beauty, surveyors, hardware and department stores such as The Area Builders, GB's Sports, and Big W and Target, accommodation, job network, conveyances, real estate agents, health and government and community services are found here.

In 2014 there were 169 businesses accounted for in Yambil Street, as compared to 191 in 2013. A number of businesses moved from designated shopfronts to share space environments. There was also a reduction in the amount of shopfronts in the Central Plaza.

Yambil Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
169 (last year 191)	10	1 Video shop	1 Viva Italia	Yambil			13

Wakaden Street

Wakaden Street is a diverse mix of service type industries, agricultural retail and construction, mixed with high density housing and single dwelling housing. In 2014 Wakaden Street saw a few more vacant shopfronts, the same number of businesses as 2013 at 52 and 3 business

movements, two out and one in from Banna Avenue. There was an increased improvement in signage for businesses in Wakaden street in the past twelve months.

Wakaden Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
52 (last year 52)	5	0	1 Bob Jane	BA	2 Hartwigs, TCT	Oakes, Battista	0

Mooreville Industrial Area

The Mooreville Industrial Area is one of the oldest industrial estates in Griffith and is defined by a diverse mix of mechanical, irrigation, printing, trades, steel manufacturing and bulky goods and furniture.

This area has improved since the 2012 audit with less vacant shopfronts and is starting to stabilise in terms of activity. In 2014 Mooreville Industrial Estate had 111 businesses with 5 new businesses establishing themselves in this area. This is a big improvement since 2012 which accounted for 22 vacant shopfronts and 24 movements. In 2014 the audit recorded two closures, no movements in or out and similar number of new businesses than 2012.

Mooreville Industrial

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
111 (last year 114)	10	2					5

Wickham Hills Industrial Area

The longest standing industrial centre in Griffith, this area is predominantly agricultural machinery, grain, engineering, packaging, landscaping and concreting and other various industrial users such as a winery, pallets and commercial waste management services.

The overall number of businesses counted in the 2014 audit was 73, compared with 111 in 2013. This is mainly due to Oakes, and other areas being split from this Industrial area as opposed to closures and vacancies. The number of vacant shops has decreased substantially from 17 in 2012 to just 6, and in 2014 2. There were four new businesses accounted for in 2014. There were also less movements in and out of this area.

Wickhams Hill

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
73 (last year 111)	2	0	1	Yambil Griffith S			4

Battista Estate

Battista Estate is one of the newer industrial areas with frontage to major arterial roads and heavy vehicle user routes. There has been a lot of activity in this estate in the past 12 months with Town & Country Tyres filling a big void and improving the site generally.

This area houses irrigation, construction, postal, self-store and security services. In 2014 there was 16 businesses accounted for in the audit, compared with 37 in 2012 and 46 in 2013, this can be attributed to the re-zoning of the audit areas.

Battista Estate

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
16 (last year 46)	2	1	1 TCT	Wakaden			1

Benerembah Street

Benerembah Street is the centre of town and part of Walter Burley Griffin's vision was to house local government here. Typically this area is housed on a wide circular road which accommodates an international supermarket, cartridge world, pets, beautician, tile shop, professional services, engineering, civil construction and architectural as well as a supermarket and TAFE.

This area is virtually unchanged from the previous audit with 33 business recorded in 2013 up from 28 in 2012. In 2014 there was 32 recorded businesses with the Explorers Hostel adding a much needed facelift to the previously vacant squash courts.

Benerembah Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
32 (last year 33)	1						1

Yenda / Bilbul / Beelbanger

The villages of Yenda, Bilbul and Beelbanger combined are vitally important villages to the Griffith economy in terms of the businesses that are represented here and the scale of large industries that reside here.

Yenda is the largest town a part from Griffith and has one of the largest employers: Casella Wines. This area has a number of wineries and Yenda is almost self-sufficient with its own independent supermarket, pub, chemist and agricultural merchandise stores.

The March 2012 flood event hit the community hard, however the businesses have moved forward with improvements to their buildings. Very little has changed in the Yenda, Bilbul and Beelbanger communities in terms of changes to business, there has been a number of movements and expansions with the Villagio Pizza moving into the old sports complex and Yenda Hair Affair moving next to the supermarket and improving the site.. The businesses of Yenda continue to grow.

Yenda / Bilbul / Beelbanger

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
34 (last year 34)	5		2	Yenda			

Hanwood

Hanwood is a village south west of Griffith on the main route into town on the Kidman Way from Melbourne. Hanwood is one of the largest villages and features a diverse mix of large industries from chicken processing (largest employer), juicing, cherry / orange packing houses and wineries, agricultural mechanical repairs and a service station.

The number of businesses in the Hanwood area has decreased mainly because the Hometown (Bunnings) bulky goods complex has been removed from the Hanwood businesses for the purpose of this audit. There has been little change since last year as this area is fairly stable

being one of the busiest entrances to Griffith, shift workers, locals consistently support the local businesses.

Hanwood

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
19 (last year 29)							

Hometown

Hometown is a bulky goods centre featuring Bunnings, local 4 cinema city complex and ten pin bowling. The centre is located on the outskirts of Griffith on the Kidman Way and is a busy centre featuring Lincraft, Repco, Fantastic Furniture and soon to be opened Spotlight.

Hometown

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
8	2						

Willandra Avenue / Gateway Megacentre (including Harvey Norman)

Willandra Avenue is made up of a mix of businesses such as a tyre retailer, signage, caravan and boating (leisure) and a seed cleaning business. This strip also incorporates the Gateway Megacentre which is now fully tenanted. Harvey Norman, Supercheap, Knock on Wood (moved from Altin Street), Anytime Fitness and BCF compliment the mix of leisure and lifestyle businesses.

Willandra Avenue (including the Gateway Megacentre – Harvey Norman)

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
14	2		1 Knock on Wood	Altin Street			2

Driver

The Driver shopping centre services the Collina and East Griffith areas and is an important centre for this reason. There have been a few changes at the centre with two new businesses, one compliments the Fresh Fitness Centres and wellbeing business and the other is an agricultural consultancy service. This centre is underpinned by an independent Driver IGA, restaurant, bakery, fitness and childcare centres, hairdresser, beautician and GP. The number of businesses has not changed at 11, with two new businesses, there were no movements or closures in the past twelve months.

Driver

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
11 (last year 14)							2

Palla Street

Palla Street is a residential area of Griffith which is seeing a lot more commercial blend, particularly accountancy, dental and massage. This could be due to the wide tree lined streets and older style homes which make great offices. The number of business has increased in 2014 to allow for Nibbles on Kelly and Lake Wyangan Post Office to come under this precinct.

Palla / North Griffith

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
12 (last year 10)							

East Griffith

Despite its close proximity to town, the East Griffith shopping centre has had a resurgence in the past 12 months. A new gym, Pizza takeaway store have improved vacancies with little movement since the 2013 survey was conducted. It is an important shopping centre for its area which houses many aged residents, a major school and lots of passing trade which frequent it. The centre contains a newsagency, bakery, post office, dental clinic, hairdresser, childcare services office and now a gym and takeaway.

East Griffith

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
11 (last year 11)							2

Airport Precinct

Whilst many might not consider the airport a bustle of economic activity, there are many businesses who reside here that contribute enormously to the local economy.

There has been no changes to this area in the past 12 months, however it will be interesting to see if the new airport upgrade will increase business activity at the precinct.

Airport Precinct

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
9 (last year 9)							

Yoogali

Yoogali is a village south of Griffith on the entrance into Griffith from Leeton. Yoogali was also affected by the heavy rain event and subsequent flooding in March 2012, which affected the closure of the general store. Since then the Butchery business has also closed, due to retirement.

Yoogali

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
8 (last year 7)	2	2					

Murray Road Yoogali

Murray Road is west of Yoogali and is predominantly a rural business and industry precinct, although there is scope for more industrial businesses to co-locate near Murrumbidgee Irrigation and Essential Energy.

Murray Road

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
7 (last year 6)		1					

Hillston Road / Tharbogang

This is a growing area for larger businesses and industries located on the northern entrance to Griffith on the Kidman Way.

This area is home to the Griffith Livestock Centre, Summertime, Real Juice, Yenda Prods, Warburn Estate and Bruno Altin Co and Steel tech as well as orange packing houses.

Tharbogang / Hillston Road / West Griffith

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
24 (last year 20)							1

Ulong Street

Ulong Street is a side street joining the main street, Banna Avenue with the professional sector in Yambil Street. Ulong Street is home to community services, cafes and restaurants, accommodation, solicitors and accountants, lending brokers, hairdresser, clothing, giftware and homewares. Unfortunately a fire destroyed the Area News Building, which has moved to Banna Avenue.

Ulong Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
19 (last year 18)		1			1 Cupid & Beau	BA	2

Kooyoo Street

Kooyoo Street is another of Griffith's side streets linking Banna Avenue with Railway Street and Yambil Streets. Kooyoo Street is earmarked for a beautification project and will make a big difference to the businesses in this street. In the last 12 months this street has seen more health services move in, although the business community has remained fairly steady.

Kooyoo Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
13 (last year 11)	2						

Mackay Avenue

A major entrance into the City of Griffith, Mackay Avenue has a mixture of nurseries, freight & logistics, accommodation and car yards. This is the first year that Mackay Avenue stands along from Banna Avenue, however the new VW dealership as the first business people see from the Leeton Road makes a strong statement about our City.

Mackay Avenue

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
12	2						1

Jondaryan Avenue

Lined by date palms, this major thoroughfare into the City of Griffith has been included independently of Wickham Will. This strip has a mixture of accommodation, fast food, services and agricultural and hardware supplies.

Jondaryan Avenue

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
21	3						2

Railway / Olympic Street

Often seen as the back street of Griffith, Railway and Olympic Street is parallel to Banna Avenue the main shopping precinct, but is identifiable by large concrete and corrugate iron sheds in one section and a mixture of backend shops and flats.

Railway / Olympic Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
14	5						

Favell Street

Is a small cul de sac off Jondaryan Avenue which houses agricultural, smash repairs, forklift business (new) and lighting wholesalers.

Favell Street

Number of Businesses	Vacant Shops	Closed	Moved in or within	From Where	Moved Out	To Where	New
6							2

Summary

The results show an increased growth in new businesses, up from 30 in 2013, now at 44, the best Griffith has seen in three years. Only 10 businesses closed in the last twelve months compared with 29 in 2013 and 48 in 2012, some of these reasons came down to fire and succession planning.

Across the city of Griffith there are 62 vacant buildings, in 2013 this number was 73 and in 2012 98.

We have seen less movement of business, only 14 businesses moved in 2014 compared with the survey conducted in 2013 at 30 movements and in 2012 86 movements.

There still appears to be more fitness centres per capita than any other business, they all seem to be very distinct markets and thriving. This year's audit noticed more agricultural services and community service enterprises.

Summary 2014		Summary 2013		Compared with 2012	
New Business	44	New Business	30	New Business	37
Closed	10	Closed	29	Closed	48
Vacant buildings 62		Vacant buildings 73		Vacant buildings 98	
Movement	14	Movement	30	Movement	86
Total Bricks & mortar 994		Total Bricks & mortar 977		Total Bricks & mortar 748	