

Annual Economic Snapshot 2024-25



The 2024-25 Annual Economic Snapshot presents a comprehensive overview of our municipality's economic performance, highlighting key trends, opportunities, and areas of growth. This document reflects the ongoing efforts to build a vibrant, inclusive, and economically sustainable municipality.

Overview

The 2024-25 Economic Snapshot provides a current performance overview for the economy in the City of Whittlesea, as well as outlining the support provided by Council.

The report highlights key trends, which can be used to help guide Council support available to the existing and future business community.

The Snapshot has the following components:

Annual Economic Overview

This data is updated annually and includes the period 1 July 2024 to 30 June 2025.

- Economic overview
- Tourism and entertainment spend

Business Support and Growth

Provides an overview of services and activity from Council

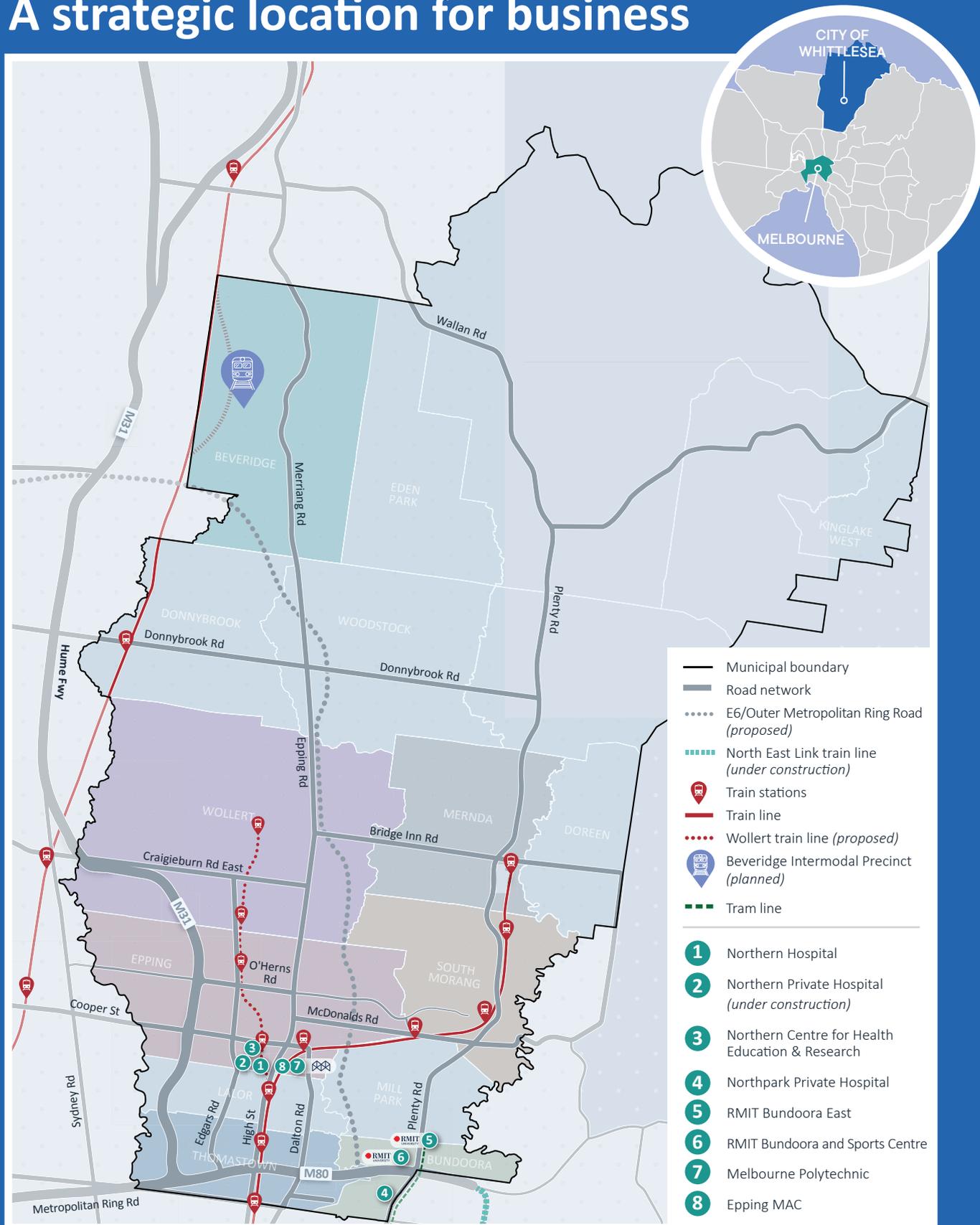
- Business engagement
- Business concierge
- Highlights



Acknowledgement of Traditional Owners

We recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.

A strategic location for business



Located in Melbourne's north, the City of Whittlesea is one of Melbourne's largest and fastest-growing municipalities, covering a land area of 489 square kilometres. Our population is projected to grow by more than 124,000 new residents between 2022 and 2040, placing us among the top 10 fastest-growing Local Government Areas in Australia. Home to more than 21,000 businesses, the City of Whittlesea is a thriving location with its proximity to Melbourne's Central Business District (CBD), strong population growth, key sector clusters and the availability of land, all acting as secure and significant drivers for economic growth now and into the future.



Annual economic overview

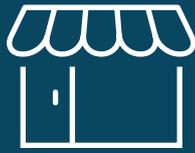
In 2024-25, the economic outlook within the City of Whittlesea remained strong, with continued employment and GRP growth.

Employment in the Health Care and Social Assistance sector accounted for 18% of the jobs within the City of Whittlesea.

Economic statistics



GRP
\$12.14bn



Local businesses
22,808



Live and work in
City of Whittlesea
49.5%



Exports
\$5.03bn



Local jobs



Top 4 industries by jobs 2023-24



Health Care and
Social Assistance
16,142



Construction
11,235



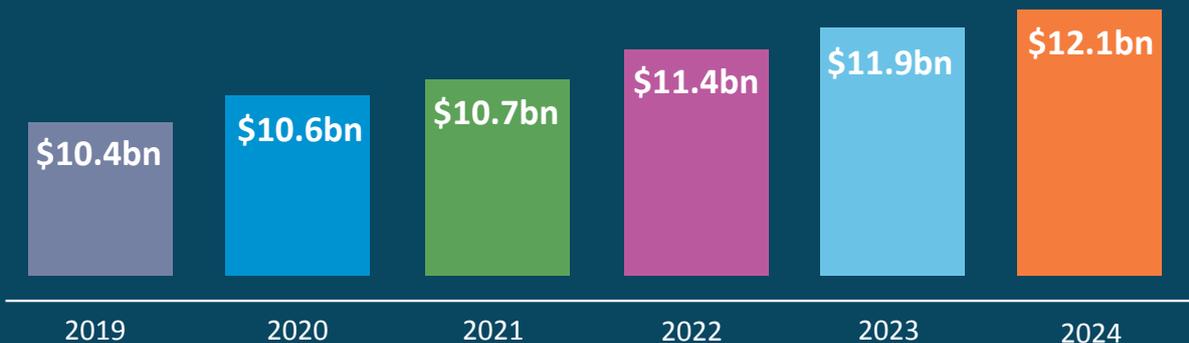
Retail Trade
9,594



Manufacturing
9,407

Our growing economy

GRP 2019 – 2024



Data source: Economy id



Investment, advocacy and spend

From paddocks to pinot: Once a goat and cattle farm, Five Vineyard has flourished into a premier winery and dining destination in Mernda. Founded by the Vella family, it combines ideal land with bold vision, offering stunning views, quality food and wine, and a relaxed, family-friendly atmosphere. It's a shining example of how local vision, dedication and the right support can transform potential into lasting success.

Investment attraction

Council plays a key role in helping businesses set up, relocate, or expand within the City of Whittlesea. Whether you're new to the area or already established here, our team provides tailored support to help your business grow.

Our core focus is creating more local job opportunities, helping residents work closer to home. In 2024-25, this support has led to real progress across the municipality.



38
Enquiries



Top suburb for
new businesses
Epping



Value of non residential
approvals
\$715m



Investment highlights

Interroll – Welcome to Epping

 579 Edgars Road, Epping

In June, Interroll relocated from Thomastown to a larger, purpose-built facility in Epping.

Interroll is a global leader in internal logistics and materials handling solutions, including conveyor rollers, drives and pallet systems. Interroll's new site positions the company for future growth, enabling local production of key product ranges and expanded maintenance and service capabilities. The business employs 25 people, with plans to grow its workforce as operations scale.

Dynapumps – Continue to grow

 10 Trafalgar Road,
Epping

Due to expansion, Dynapumps made the move from their Thomastown facility to a larger Epping site in December.

Dynapumps delivers comprehensive pump solutions, including design, manufacture, project management, maintenance and engineering. The new Epping site will provide further opportunities to expand the current workforce of 14 in the future.

Oz-E Karts – Electrifying fun in Thomastown

 Unit 7, 11
Industrial Avenue,
Thomastown

October saw the launch of Oz-E Karts in Thomastown, marking their Victorian debut after a successful start in Adelaide.

Offering a thrilling all-electric indoor karting experience, Oz-E Karts combines cutting-edge technology with sustainability. Their custom-designed track, epoxy-coated for high-speed drifts, delivers excitement for all ages while promoting a cleaner, greener form of entertainment.

Advocacy priorities for business growth



Telecommunications coverage

We continue to advocate for improved mobile and internet connectivity across the municipality to better support businesses and residents alike.



Wollert Rail Link

We're actively supporting the delivery of the Wollert Rail extension to improve public transport access and unlock further economic development opportunities in the northern growth corridor.

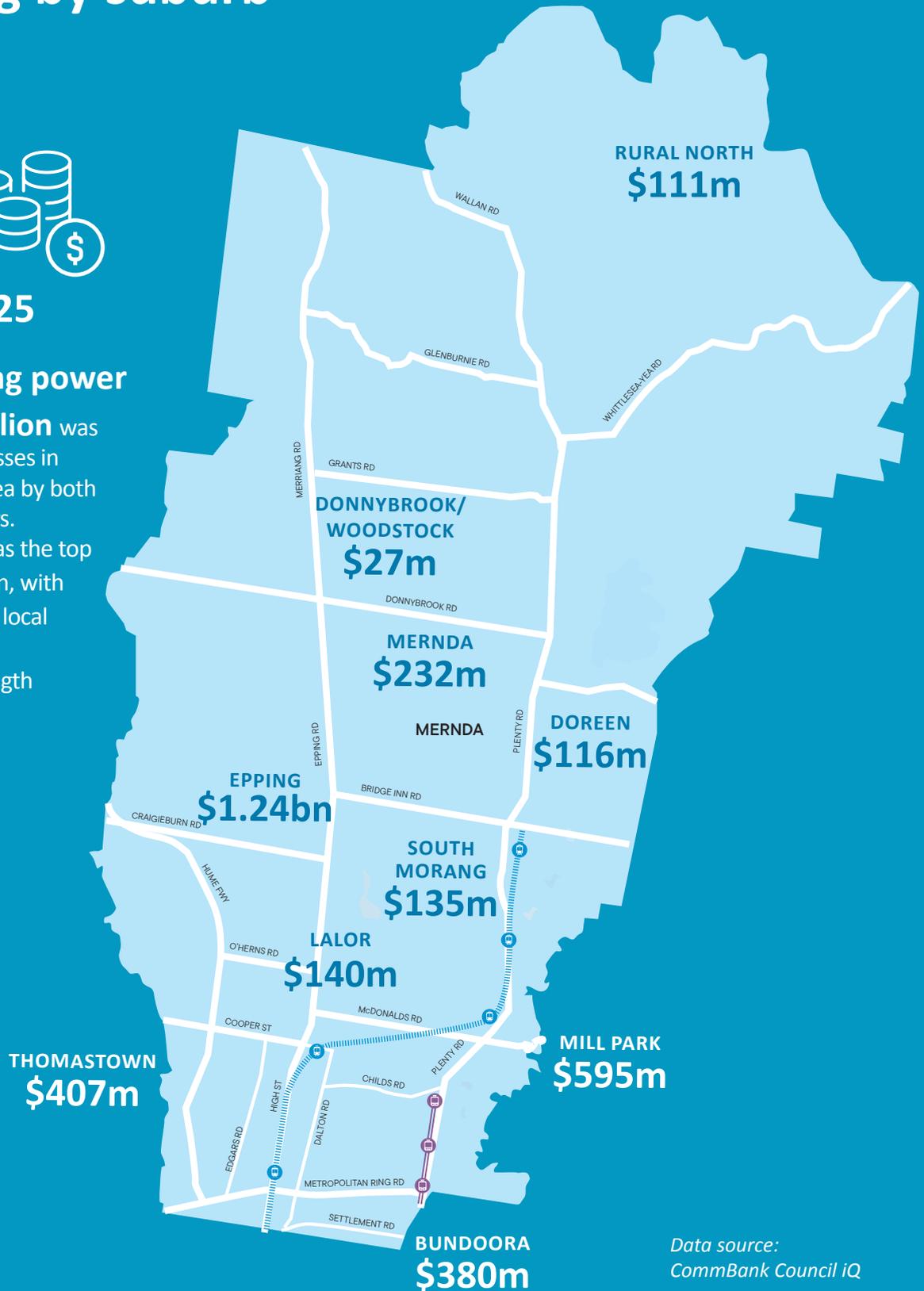
Spending by suburb



**JULY 2024
– JUNE 2025**

Local spending power

A total of **\$3.4 billion** was spent across businesses in the City of Whittlesea by both residents and visitors. Epping led the way as the top spending destination, with **\$1.24 billion** in local economic activity highlighting its strength as a key retail and business hub.



Data source:
CommBank Council iQ

The breakdown between
daytime spend and
night time spend is



\$2.83bn



\$560m



Tourism and entertainment spend

With its vibrant atmosphere, City of Whittlesea residents and visitors can enjoy a range of activities and events throughout the year.

Visiting family and friends is a core reason many people come to the region. Whether it's live music, cultural festivals, family-friendly activities, nature, shopping, or seasonal celebrations, there is always something happening.

Visitor trends and contribution



\$160m
up 5% from 2023-24



Top three suburbs for visitor spend

Epping **\$47m** Bundoora **\$32m** Mill Park **\$24m**



24%
of visitors were aged 25-34



Top three
visitor markets by spend

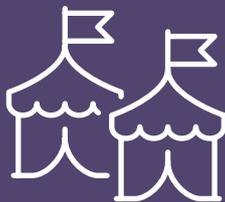
Hume
Darebin
Banyule



Top three
visitor markets by count

Hume
Darebin
Banyule

Local events driving visitor spend



**The Whittlesea
Agricultural Society Show**
2 and 3 November 2024

 Rural North Tourism
and Entertainment
visitor spend increase of
9%
compared to 2023

 Visitor spend
\$122k



**The Whittlesea
Country Music Festival**
1 February 2025

 Rural North Tourism
and Entertainment visitor
spend increase of
4%
compared to 2024

 Visitor spend
\$320k



Business support and growth

Owning, operating and managing businesses can present a range of opportunities and challenges. Through the Economic Development department, the City of Whittlesea provides a range of business support services and tools to assist businesses through their journey.

Business engagement

Tailored support, expert advice and networking to help small businesses thrive

Business mentoring



Number of businesses:

24



Number of start-ups:

12



Number of mentoring sessions provided:

49

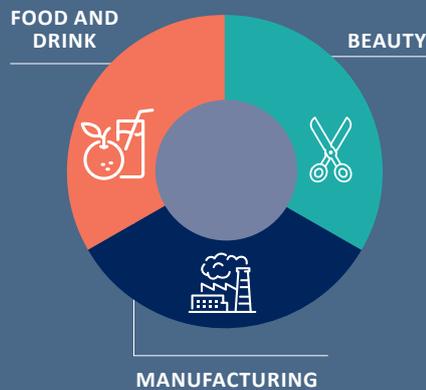
Business concierge stats



Number of enquiries:

300

Top 3 sectors:



Business eNews stats



Number of subscribers:

3818



Growth of subscribers in 2024-25: **893**



Open rate: **37.8%**



Click rate: **4.5%**



Total clicks in 2024-25: **6640**



Top ranked story: **List your business in the Directory today**

Business Network



Number of members:

557



Number of new members in 2024-25:

163



142

Businesses listed on the online Business Network Directory

Top 3 sectors:



Business events in 2024-25



Number of events:

19



Number of attendees:

734



Highlights

Celebrating achievements of the business community and encouraging continued collaboration helps contribute to a strong local economy. Through Council-led initiatives, businesses are regularly recognised for their contribution to the local economy.

Business Awards

The 2025 City of Whittlesea Business Awards Night was a vibrant celebration of innovation, creativity and excellence across our local business community.

This year's winners represented a diverse array of enterprises, each playing a vital role in driving economic growth and community wellbeing within our municipality. The award recipients in each category were:

- Start-Up Award – Joanne's Temple Colonics & Wellness Centre
- Customer Service Award – Fastflex Heating & Cooling Supplies
- Innovation and Enterprise Award – Iconyx
- Sustainability and Environment Award – Eriez Magnetics
- Community Contribution Award – DPV Health
- Workplace Diversity Award – NLA Logistics
- Small Business Award – Lashes On Point Salon

DPV Health impressed judges across all award categories. Their outstanding performance, community impact and leadership make them a shining example of business excellence in the City of Whittlesea and deserving winners of Business of the Year.



Business Network

In 2025, three business networking events successfully brought together 125 members of the local business network.

These events were designed to foster meaningful connections, encourage interaction, and build confidence in networking while creating an ongoing support system for local businesses. Participants reported significant benefits from attending, including the development of new business relationships, customer acquisitions, referrals, and valuable professional development opportunities. These outcomes highlight the positive impact of networking in strengthening the local business community and supporting long-term growth.

Business Opportunities Explorer launch

Launched in 2024, the Business Opportunities Explorer (BOE) is an innovative online platform designed to help businesses identify optimal locations within the municipality.

The interactive online tool streamlines the process of researching and shortlisting potential new sites for business, taking the guesswork out of decision-making about the best location for your business.

The BOE is suitable for businesses of all sizes, from start-ups to large enterprises across various industries. It provides comprehensive information and interactive features including the ability to view distance to Melbourne's Central Business District, airports, seaports and road and rail connections.

Users can also take an interactive tour of the municipality to view current and future infrastructure and explore planned and existing local assets.

Council Offices

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