



Darebin Spending & Economic Snapshot

Economic Development Team
June 2026





Acknowledgement of Country

I acknowledge the Wurundjeri Woi wurrung People who are the Traditional Owners of the Land. I recognise their continuing connection to Land, Water and Culture.
I pay my respects to Elders past, present and emerging.

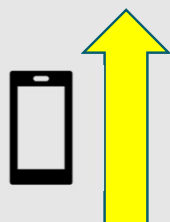
*Artwork by Natasha Ellis-Corrigan, proud Jinibara/Bundjalung woman.
Aboriginal artist from Jinibara Designs.*

Headline Updates – June 2026



June Total Local Spend up, + 4.7% year-on-year

Total Local Spend was down from May to June but the year-on-year result for the month of June remained +4.7% up from the previous year. End of financial year sales and home improvement projects delivered strong results for Trades & Contractor (+31%) and across the Furniture & Other Household Goods (+35%) and Bulky Goods segments (+15%).



Resident Online Spend picks up again

Resident online spending, which we reported had slowed down from its long-term double-digit growth trajectory in May (+5.1%), accelerated again in June, recording a 9.1% increase from the same time last year.

This trend is in line with the Melbourne area comparison figure of +10%. The strong performance in the online sector is reflected in the June result of \$224M, which has already eclipsed the 2025 peak of \$221M that was recorded in December. Specialised & Luxury Goods, Professional Services and Travel & Tourist Activities generated nearly \$1.3B in online sales over the past 12 months. Businesses in these sectors have a lot to gain from finding improvements in their digital and online presence as consumer behaviour proves that online shopping is here to stay.



The resident wallet (quarterly review)

Resident spending comparison, latest and previous quarter:

Overall, resident spending increased **+4.6%** from the January to March to the April to June quarter. This is in line with annual patterns and trends.

Over the past two quarters, the wallet share changes were:

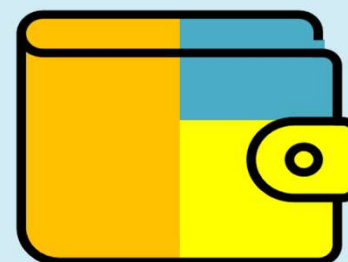
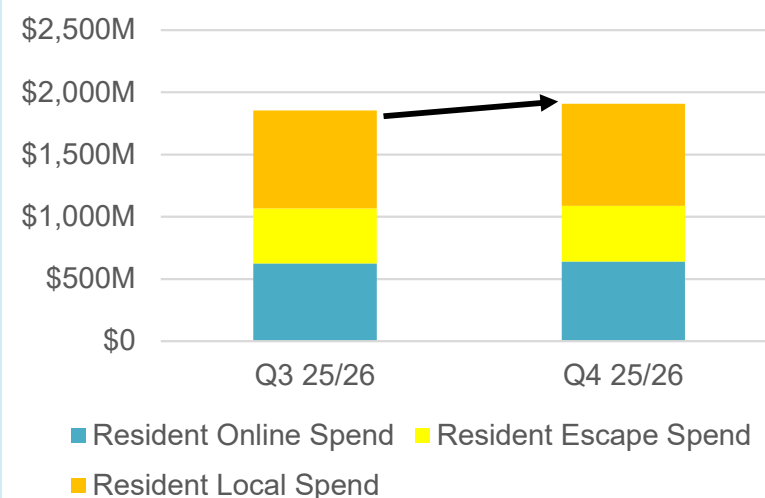
-  Resident Local Spend increased from 23% to **23.2%**.
-  Resident Escape Spend decreased from 32% to **31.5%**.
-  Resident Online Spend increased from 45% to **45.3%**.

Trend - Change in expenditure types:

Local Spend:	Victoria: -0.1%	Darebin: +0.1%.
Escape Spend:	Victoria: -0.3%	Darebin: -0.5%
Online Spend:	Victoria: +0.4%	Darebin: +0.3%

Compared with the previous quarter Darebin saw a greater increase in Total Local Spend and a greater reduction in Escape Spend than Victoria.

Resident Wallet, Q3-Q4 25/26 comparison





June Spending Breakdown

Expenditure Types (June Total Local Spend & year-on-year change)

Total Local Spend:	Darebin: \$270M (+4.7%)	Metro +3.8%
Resident Local Spend:	Darebin: \$107M (+4.8%)	Metro +3.9%
Visitor Local Spend:	Darebin: \$163M (+4.6%)	Metro +3.8%
Resident Escape Spend:	Darebin: \$146M (+5.1%)	Metro +3.8%
Resident Online Spend:	Darebin: \$224M (+9.1%)	Metro +10%

Top 5 Expenditure Categories

(June Total Local Spend & year-on-year change)

Specialised & Luxury Goods:	\$44.3M (+3.8%)
Grocery Stores & Supermarkets:	\$41.7M (+5.9%)
Dining:	\$28.3M (+2.3%)
Healthcare:	\$18.7M (+5.9%)
Shoes & Clothing	\$14.8M (+7.2%)

Darebin's spending growth is slightly above regional comparison figures, both for visitor spending and resident spending, whilst resident online spend grew at a slower rate than the regional average. A positive sign for local businesses.

The top five categories remained unchanged from May. Changes in Total Local Spend in these categories show only minor variations from the latest industry group CPI changes for the Melbourne region.

[Link to ABS website](#)



Entertainment meets Education

At Council's most recent Darebin Economic Futures event the Economic Development team brought together leaders from our city's education and entertainment sector at one of our iconic hospitality venues.

The networking event at Welcome to Thornbury, Australia's first large scale food truck park and entertainment venue, featured informative and inspiring talks from Scott Assender ([Welcome to Group](#)), Harlow Carey ([Gravity Dolls](#)) and Scott Harding ([La Trobe University](#)).

Did you know? The tertiary education sector and the creative & performing arts sectors generate \$948M and \$141M in annual exports for the City of Darebin. They also complement our thriving hospitality sector as students and young professional are attracted to Darebin due to its vibrancy and for lifestyle reasons.



Image: Over 30 business leaders attended the event in **The Greenhouse** function room at Welcome to Thornbury. Follow the links on this page to find out more about the three businesses that featured on the night.

Economic Outlook & Business Support



Outlook

The consumer sentiment index rose to 83.9 in July up from 80.6 in June.

Pessimism still dominates but fuel price pressures and rate rise fears moderate.

Consumers remain gloomy on economy and major purchase decisions

Job-loss concerns subside, unemployment expectations back near average.



Support & Opportunities

Book into our August workshops to increase your knowledge on the Practical use of generative AI for business and to learn about how to create a Clear Offer and customer journey.

[Learn more & book your spot](#)

To ensure that you never miss any of our upcoming workshops, events and grants, subscribe to Darebin City Council's monthly Business eNews.

[Subscribe to Council newsletters](#)



Acknowledging current economic pressures

This snapshot outlines spending and economic activity across Darebin in May, and while there are some positive indicators, we recognise that increased spending does not always translate to improved financial sustainability for every business.

Council is also operating in a constrained financial context. We are focused on balancing immediate needs with long-term sustainability, while continuing to invest in the services, infrastructure and local economy that support our community.

We will continue to:

- support local businesses through programs, advocacy and partnerships
- prioritise what matters most for our community
- explore new and creative ways to strengthen Darebin's local economy.

If you or your business are experiencing financial pressure, support is available:

- Darebin City Council – [Crisis and support services](#)
- Business Victoria – [Managing business finances](#)
- Business Victoria – [Financial health checks](#)



Resources & Support

<https://www.darebin.vic.gov.au/Business>

Contact:

Business@darebin.vic.gov.au