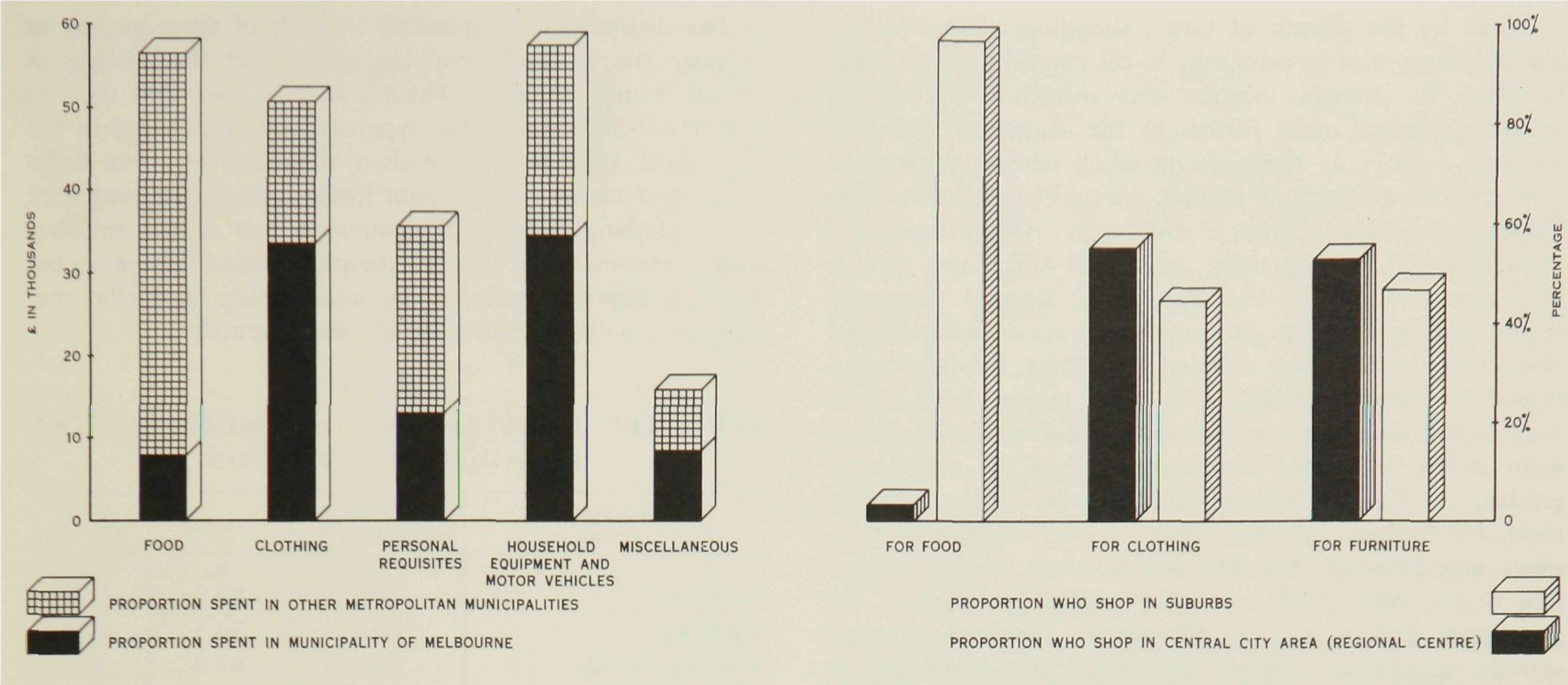

Distribution of metropolitan retail expenditure 1949

Where metropolitan households shop 1951

35 DISTRIBUTION OF METROPOLITAN SHOPPING

that Footscray will continue to grow in importance as the population throughout the surrounding area increases, and, although some of the subsidiary centres such as Sunshine and Newport will also grow, most traders believe that none of these centres will ever rival Footscray as the principal centre in the west. It would seem that its strategic location in the present communication network will naturally assist its development, although its relatively close proximity to the central city area could make it vulnerable should more direct means of public transport be developed. Of the other large centres, Sunshine is developing most rapidly. Newport and Williamstown shopping centres are more local in character.

To the north-west along the Essendon-Keilor line there is no really large district centre comparable with those that have developed along the main lines to either side, such as Footscray and Brunswick. The most active shopping centre is at Puckle Street, Moonee Ponds. Rapid communication from this area to the city centre results in many people using the city more frequently than is usual from most other directions.

To the north there are two similar lines of shopping development—along Sydney Road, Brunswick, and High Street, Northcote. Along both these highways there is an almost continuous line of shops for about three miles. Whereas originally the principal shopping centres were located at the city end of the highways at Brunswick and Northcote respectively, the newer and more distant centres of Coburg and Preston are now developing more rapidly and offer the greater trade potentialities. Both are located nearer to new housing settlements to the north and are expanding rapidly. Of the two, Preston is the centre of a broader and more rapidly expanding area and has to face less competition from Northcote shopping centre than Coburg has from the old-established centre of Brunswick, where there are some of the largest stores in the northern suburbs.

To the north-east along the Heidelberg line the scale of shopping development is much less than to the north. The largest shopping centre is at Ivanhoe, but the area is not thought to have potentialities comparable with other large centres to the east and south-east, where residential development is more extensive. There is, however, a shortage of good local shopping facilities in some of the outer areas along this line, with the result that Ivanhoe is at present serving a much wider area than its size and location warrants.

To the east a series of large shopping centres has grown up as settlement has extended. The largest and most active district centre at the present time is Camberwell, near the junction of Burke Road and other main highways. There are large active centres on the city side of Camberwell at Kew and Glenferrie, but like Camberwell they are now fully developed, with the result that Box Hill further east is the most rapidly growing centre in this direction. Most traders believe that the Camberwell centre will continue to hold its leading position for some years, but that Box Hill will eventually become the largest suburban shopping centre to the east of Melbourne.

To the south-east along the Dandenong and Frankston lines is Chapel Street, Prahran, which is the largest suburban shopping centre in Melbourne in terms of total turnover, but its sphere of influence, although still wide, is gradually being curtailed by the growth of larger shopping centres further out and because of its proximity to the central business area. However, its strategic location with regard to the heavily settled residential areas further to the south-east, its comprehensive shopping facilities, including several department stores and an active retail market, continue to make Prahran attractive to shoppers from a wide area. Within the sphere of influence of Prahran there are several other large centres in Malvern, Caulfield and St. Kilda. Beyond these the largest and most rapidly growing centres are at Oakleigh and Dandenong along one railway line, and Bentleigh and Frankston along the other. All these centres have grown considerably since the war with the rapid residential development in this direction. Bentleigh has had the most rapid growth, but has now reached a stage where there is barely room for further expansion except at the expense of relatively new housing. For this reason, many traders believe that nearby Moorabbin may hold greater potentialities for large-scale development in the future. Although a much smaller centre at the present time, Moorabbin is growing, is more strategically located with regard to future development and has space for expansion. Dandenong, on the boundary of the planning area, is both a metropolitan and country shopping centre. It has already become the principal market centre for both the Western Gippsland and the Mornington Peninsula area, and it is in the line of rapid urban development from Melbourne. Frankston, at the southern extremity of the metropolitan area, has become the principal bayside shopping centre.

The inner suburbs contain several old shopping centres that were once thriving major centres, but which are now changing into essentially local centres. Although shopping centres like Smith Street, Collingwood, Swan Street, Richmond, Clarendon Street, South Melbourne, and Errol Street, North Melbourne, still draw a proportion of customers from outside the immediate neighbourhood, many shop premises are now changing to industrial and other uses.

Distribution of Retail Sales

An analysis of the 1949 retail sales figures for the whole metropolitan area of Melbourne shows that the total retail expenditure of Melbourne is broadly distributed as follows:(1)

Food	26.2%
Clothing	23.5%
Personal Goods	16.5%
Household Equipment and Motor Vehicles	26.4%
Miscellaneous	7.4%
	100%

(1) *Food* includes Groceries, Meat, Fruit and vegetables, Bread, Cakes and pastry, Confectionery, Milk, Ice cream, Soft drinks.
Clothing includes Clothing, Drapery, Piece goods, Footwear.
Personal includes Newspapers, Books and Stationery, Beer, Wine and spirits, Tobacco, cigars and cigarettes, Cosmetics.
Household includes Furniture and floor coverings, Electrical goods and radios, Musical instruments, Motor vehicles, parts, tyres, accessories, petrol, etc.

The distribution of spending in each of these groups as between the regional shopping centre and the suburbs is shown in map 35, from which it will be seen that there is a marked difference in the type of goods purchased in the two cases. Whereas food tends to dominate suburban shopping, most of the money spent in the central shopping area is on clothing, household equipment and motor vehicles. The figures in Table 41 show the proportion of money spent on each type of goods in the municipality of Melbourne, compared with that spent in all other suburbs.

Table 41

PERCENTAGE DISTRIBUTION OF METROPOLITAN RETAIL TURNOVER, 1949

Commodity Group	*Melbourne (Municipality)*	*Suburbs*	*Total*
	%	%	%
Food	14.2	85.8	100
Clothing	66.7	33.3	100
Personal Goods	36.6	63.4	100
Household Equipment and Motor Vehicles	59.9	40.1	100
Miscellaneous	53.3	46.7	100
Total	45.2	54.8	100

Approximately two-thirds of all Melbourne's clothing, household equipment and motor vehicles are purchased in the municipality of Melbourne. The great bulk of this spending takes place in the central city shopping area, which is estimated to account for at least 40% of all Melbourne's retail spending. A substantial proportion of the money spent on food in the municipality of Melbourne is purchased at the Queen Victoria Market. A special survey of the shopping habits of Melbourne indicated that the actual physical volume of shopping in the central city area is slightly less than is indicated by the money spent because a large proportion of the more expensive goods of all types are bought in the city. The metropolitan sample survey indicated that in physical volume the central city area accounts for 3% of all food, 55% of all clothing and 53% of all furniture and other household equipment purchased in the metropolitan area of Melbourne. The variations between the various statistical districts as revealed by this survey are summarised in Table 42.

As a further guide to the spending habits between different areas of Melbourne the total retail expenditure was related to the population in each district to determine the average shopping expenditure for each person. Such figures of money spent are influenced by the fact that a proportion of metropolitan spending comes from the country, which tends to inflate central district figures as compared with the suburbs, but this does not appreciably affect the general relationship.

The 1949 figures reveal an average yearly shopping expenditure of £161/9/- for every person in the metropolitan area. By comparing this figure with the figure of expenditure