Table 42

PERCENTAGE OF METROPOLITAN HOUSEHOLDS WHICH SHOP IN CITY AND SUBURBS, 1951

District	For Food		For Clothing		For Furniture	
	City	Suburbs	City	Suburbs	City	Suburbs
	%	%	%	%	%	%
Central	5.0	95.0	61.1	38.9	54.9	45.1
Western	0.3	99.7	34.1	65.9	29.5	70.5
Northern	2.3	97.7	47.3	52.7	43.2	56.8
Eastern	2.6	97.4	63.6	36.4	60.9	39.1
Southern	3.5	96.5	56.5	43.5	58.1	41.9
Total Metropolitan Area	3.1	96.9	55.3	44.7	53.1	46.9

per person in each district of Melbourne it is possible to indicate the proportion of spending done in such districts. This reveals a somewhat similar overall pattern to that shown by the sample survey figures for the physical volume of shopping.

In general, the variations in shopping between the different districts may be summarised as follows:

In the western district a higher proportion of shopping is done locally than in other districts. The reasons for this would seem to be the greater physical isolation of this area from the city centre and the fact that this area covers a medium to low income range. The eastern district, which comprises a medium to high income range with ready access to the city, shows the lowest local shopping figures. The northern district covering a lower average income range and also with ready access to the city, shows a figure between the eastern and western districts, as might be expected. The figures for the southern district show a higher proportion of local shopping than the eastern sector, especially in the inner suburbs around Prahran.

The following points emerge from this analysis:

Firstly, the proportion of shopping done in the suburbs tends to vary according to

(a) the degree of isolation of the suburban community from the central city area;
(b) the average income level of the community; and
(c) the adequacy, attractiveness and accessibility of local shopping facilities.

Secondly, as the bulk of food and personal requisites are already being purchased in the suburbs, it is evident that any move to increase the proportion of shopping done in the suburbs has its greatest scope in the sale of clothing and household equipment. As most of these goods are sold by large department stores with the capital to carry the necessary range of such goods, it would seem evident that the success of any such move is largely dependent on the ability to create suburban facilities sufficiently attractive for such organisations to prosper.

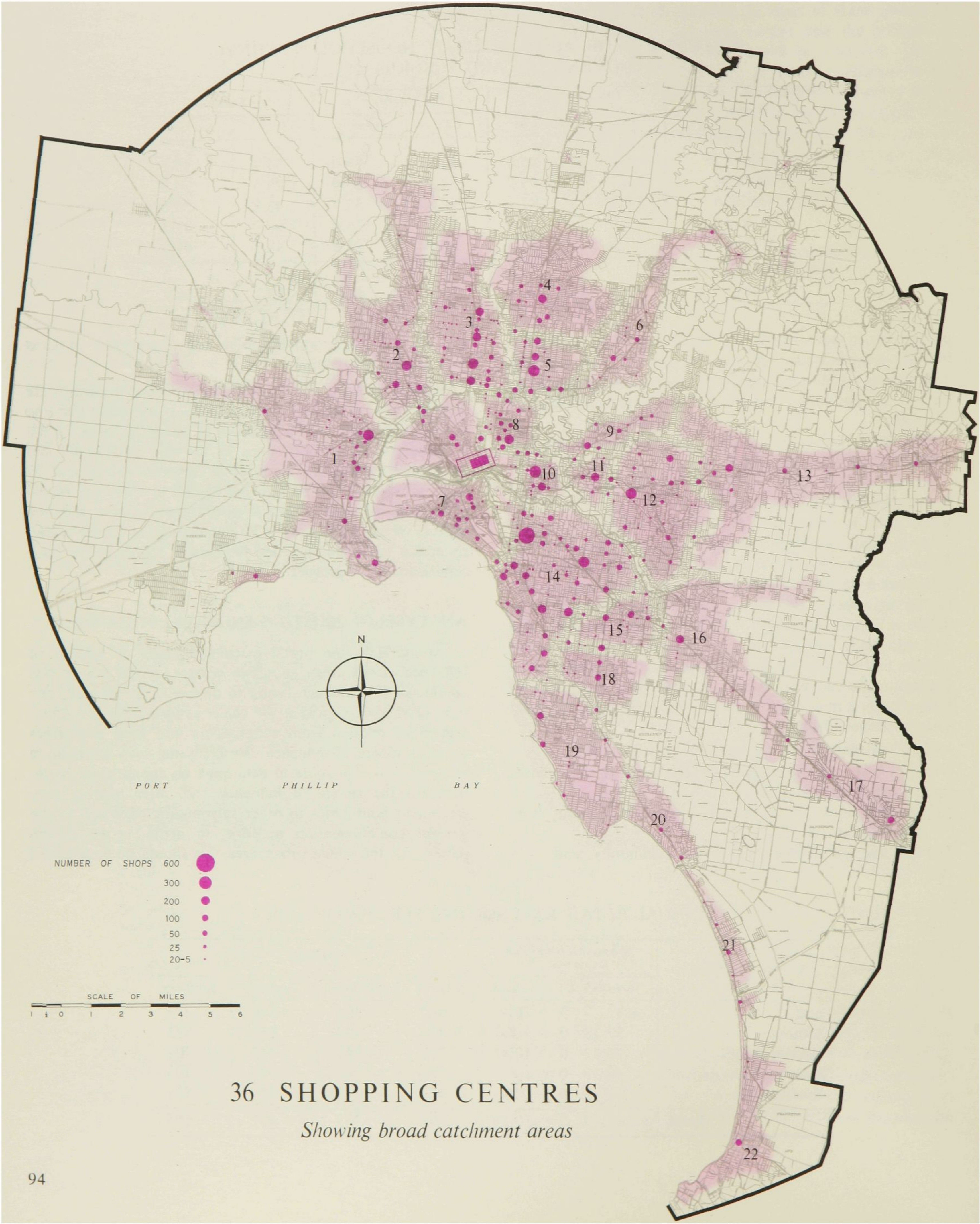
ANALYSIS OF EXISTING SHOPPING STRUCTURE

To ascertain the broad catchment areas or spheres of influence of the larger suburban centres, a field survey was conducted in each such centre to determine the number and type of shops comprising the centre, and to obtain a cross-section of opinion from shopkeepers and local authorities as to its sphere of influence. By analysing such information in detail it was possible to determine an approximate boundary for the sphere of influence and, after relating such catchment boundaries to other surrounding ones and to the general communication network, to arrive at an overall pattern for the whole urban area. It should be emphasised

Table 43

ANNUAL RETAIL EXPENDITURE PER PERSON, 1949

Commodity Group	Whole Metropolitan Area		Districts			
	Amount(£)	Index	Western	Northern	Eastern	Southern
Food	£42 7 0 =	1000	907	895	816	973
Clothing	37 18 0 =	1000	434	334	255	375
Personal Goods	26 12 0 =	1000	782	541	442	701
Household Equipment	42 13 0 =	1000	366	342	290	404
Miscellaneous	11 19 0 =	1000	490	431	456	531
Total	£161 9 0 =	1000	601	525	457	605



36 SHOPPING CENTRES

Showing broad catchment areas

Table 44

DISTRIBUTION OF SHOPS WITHIN BROAD SUBURBAN CATCHMENT AREAS, 1951

Catchment Area (as in map 36)	Population	Number of Shops	Persons per Shop	Main Shopping Centre	Distribution of Shops: Main Centre Number	Main Centre Per Cent.	Subsidiary Centres Number	Subsidiary Centres Per Cent.	*Scattered Number	*Scattered Per Cent.
1	109,540	1,573	69.6	Nicholson Street Footscray	300	19.1	866	55.0	407	25.9
2	73,172	995	73.5	Puckle Street Moonee Ponds	215	21.6	603	60.6	177	17.8
3	101,250	1,745	58.0	Sydney Road Brunswick-Coburg	280	16.1	1,047	60.0	418	23.9
4	55,650	625	89.0	High Street Preston	167	26.7	366	58.6	92	14.7
5	46,300	852	54.3	High Street Northcote	206	24.2	473	55.5	173	20.3
6	51,410	456	112.7	Upper Heidelberg Road, Ivanhoe	114	25.0	269	59.0	73	16.0
7	57,600	921	62.5	Clarendon Street South Melbourne	134	14.5	502	54.5	285	31.0
8	77,000	2,060	37.4	Smith Street Collingwood-Fitzroy	208	10.1	1,164	56.5	688	33.4
9	27,000	391	69.1	High Street Kew	180	46.0	172	44.0	39	10.0
10	38,400	960	40.0	Bridge Road Richmond	319	33.2	449	46.8	192	20.0
11	30,700	585	52.5	Glenferrie Road Hawthorn	240	41.0	284	48.5	61	10.5
12	101,000	1,112	90.8	Burke Road Camberwell	276	24.8	773	69.5	63	5.7
13	52,000	632	82.3	Station Street Box Hill	155	24.5	350	55.4	127	20.1
14	239,600	4,413	54.3	Chapel Street Prahran	602	13.6	3,415	77.4	396	9.0
15	38,400	578	66.4	Koornang Road Carnegie	153	26.5	367	63.5	58	10.0
16	34,300	393	87.3	Oakleigh Station Oakleigh	194	49.4	96	24.4	103	26.2
17	14,000	234	59.8	Dandenong Road Dandenong	144	61.5	73	31.2	17	7.3
18	40,400	435	92.9	Centre Road Bentleigh	162	37.2	233	53.6	40	9.2
19	51,300	481	106.7	Hampton Street Hampton	158	32.9	231	48.0	92	19.1
20	19,100	302	63.2	Mentone Station Mentone	80	26.5	193	63.9	29	9.6
21	14,100	184	76.6	Point Nepean Road Chelsea	89	48.4	65	35.3	30	16.3
22	10,000	182	54.9	Point Nepean Road Frankston	120	66.0	41	22.5	21	11.5
AVERAGE (excluding Central city, Dandenong and Frankston Catchment areas)			72.0			28.1		54.5		17.4

Scattered = Under 5 Shops.