

Spend

Explore spending patterns across time, locations, and categories to understand how your region is performing.

DATA AVAILABILITY
From 1 January 2023 to 3 May 2026

Spend Snapshot

Category Analysis

Rising and Falling Markets

Internal Share of Wallet

Export PDF

How much was spent in the selected period?

Total spend across the selected period, with a comparison between the highest and second-highest spending days.

TOTAL SPEND

\$9,526,137.67

Last Year **\$7,800,997.74** ↑ 22.11%

PEAK DAY (4 APR)

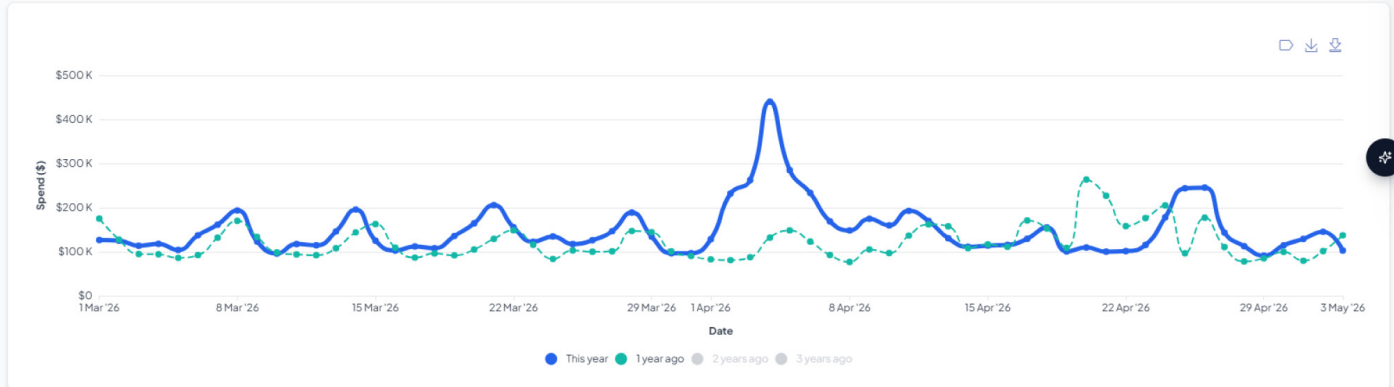
\$440,483.28

2nd Highest (5 APR) **\$285,011.51**

How is spend changing over time?

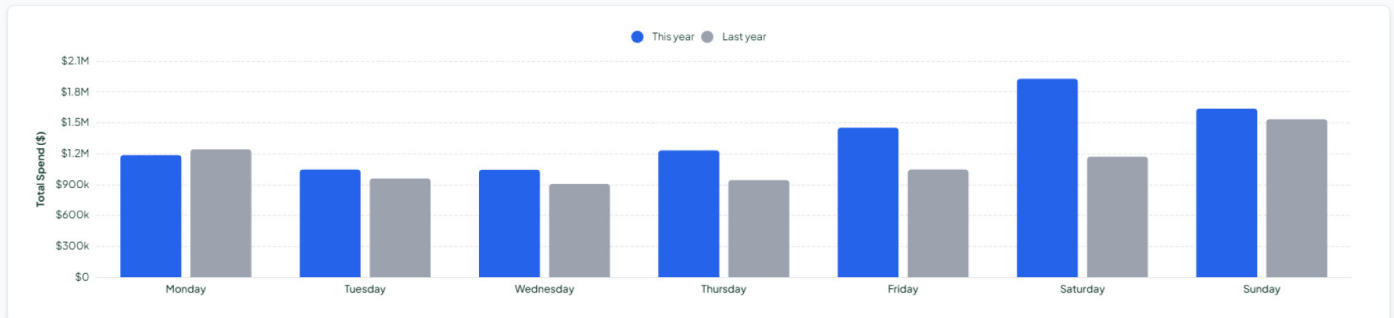
Spend over time, shown alongside the same period in previous years.

Show events (67)



How is spending distributed across the week?

Total spend by day of the week, shown for the selected period and compared with the same period last year.



Which markets contribute the most spend?

Source markets ranked by total spend for the selected period, with year-on-year comparisons where available.

Export CSV

Source Market	Spend (1 year ago)	Spend	Spend Difference	% Change
Shoalhaven	\$4.29 M	\$2.31 M	-\$1.98 M	-46.22%
Sutherland - Menai - Heathcote	\$109.40 K	\$50.80 K	-\$58.61 K	-53.57%
Dapto - Port Kembla	\$107.83 K	\$47.58 K	-\$60.25 K	-55.87%
Wollongong	\$156.09 K	\$38.89 K	-\$117.20 K	-75.09%
Kiama - Shellharbour	\$91.14 K	\$33.77 K	-\$57.37 K	-62.95%
Cronulla - Miranda - Caringbah	\$97.69 K	\$25.54 K	-\$72.15 K	-73.85%
Sydney Inner City	\$121.45 K	\$11.06 K	-\$110.39 K	-90.89%
Belconnen	\$4.36 K	\$7.04 K	+\$2.68 K	+61.42%
Wollondilly	\$30.30 K	\$6.23 K	-\$24.07 K	-79.44%
Gungahlin	\$0	\$5.16 K	+\$5.16 K	-
Warrimoh	\$0	\$4.72 K	+\$4.72 K	-
Sum of all source markets that can't be shown individually due to not meeting compliance thresholds				
Other (Non-compliant)	\$1.94 M	\$1.14 M	-\$794.91 K	-41.05%