



TALLOWOOD & HART

Location Report • 245 Brunswick Street

245 Brunswick Street • 5 and 10 min on foot

14 Oct 2026

Location and catchment

The site and the area its customers come from, within a 10-minute walk of 245 Brunswick Street.

8,523 people live within a 10-minute walk of 245 Brunswick Street; 25.5% of them in the first band, 0–5 min.

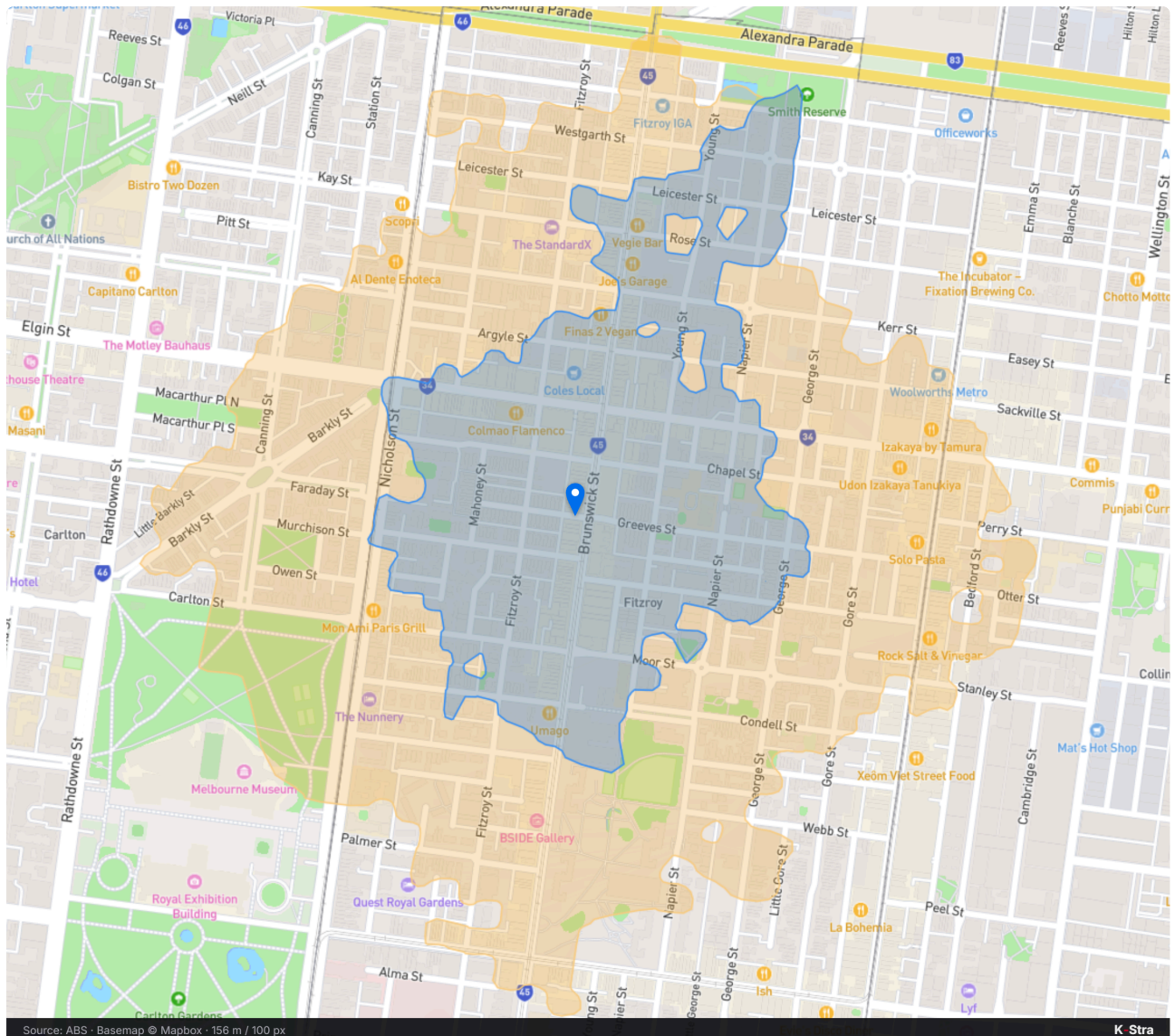
Residents by band 2024 · ABS

Band	Pop	Pop (%)	Dwellings	Area (km ²)
0–5 min	2,172	25.5	1,072	0.34
5–10 min	6,351	74.5	3,068	0.73
Catchment	8,523	100	4,140	1.07

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Stra

Data as of 14 Oct 2026

Catchment



Travel-time bands

Residents in each band

● 5 min	2,172
● 10 min	6,351

Data as of 14 Oct 2026

Who lives there

The residents of the catchment next to the suburb, the local government area, the state and Australia.

Compared with Victoria, the catchment has less unemployment (4.7% against 5.0%) and is younger (average age 37.4 against 39.4).

Compared with the areas around 2024 · ABS

Indicator	Catchment	Fitzroy	Yarra LGA	Victoria	Australia
Population	8,523	11,755	100,706	6,978,719	27,194,369
Area (km²)	1.1	1.4	19.5	227,496.2	7,688,095
Population density (per km²)	7,965.4	8,356.7	5,153.4	30.7	3.5
Population change, avg yearly (%)	1.12	0.86	0.86	1.35	1.47
Families	1,655	2,304	21,026	1,718,785	6,730,182
Residents per family	5.15	5.1	4.79	4.06	4.04
Males (%)	48.4	48.7	49.1	49.4	49.6
Females (%)	51.6	51.3	50.9	50.6	50.4
Born overseas (%)	27.9	28.1	25.6	27.9	25.9
Average age (years)	37.4	38.1	38.1	39.4	39.8
Old-age index	100.8	107.3	113.5	95.7	98.1
Participation rate (%)	53.7	55.7	59	47.7	46.6
Not in labour force (%)	46.3	44.3	41	52.3	53.4
Unemployment rate (%)	4.7	4.5	3.8	5	5.1
Income index (NIR)	110.3	121.1	131.5	98.8	100
Consumption index (NIC)	109.6	119.9	129.6	98.9	100

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Stra Area: the surface of the catchment as drawn on the map. Population change: the average yearly change over the last eight years; for the catchment and the suburb, that of their LGAs, weighted by their residents. Old-age index: people aged 65 and over for every 100 aged 0-14. Compared with the suburb, local government area and state where the location is, and Australia.

Data as of 14 Oct 2026

Age groups 2024 · ABS

Age group	Share of residents (%)	Fitzroy (%)	Yarra LGA (%)	Victoria (%)	Australia (%)
Under 5 (0-4)	4.1	4.2	3.9	5.6	5.5
Children (0-14)	9.6	9.7	9.9	17.4	17.6
Working age (15-64)	80.7	79.9	78.8	65.9	65.1
65 and over	9.7	10.4	11.3	16.7	17.3
70 and over	6.5	7	7.9	11.9	12.3

Source: ABS — population, sex and age 2024 (annual estimates); the other figures Census 2021, shared out over the addresses so that each LGA keeps its official total · K-Stra Groups overlap (0-4 is inside 0-14), so they do not add up. Compared with the suburb, local government area and state where the location is, and Australia.

Data as of 14 Oct 2026

Spending power

Income and consumption indices of the residents, with Australia = 100.

The income index is 110.3 (Australia = 100), 10.3 points above the national average. Residents spend about A\$57,654 a head each year, against A\$52,583 in Australia.

Wealth indices 2023 · ABS

Indicator	Catchment	Australia	Difference
Income index (NIR)	110.3	100	10.3
Consumption index (NIC)	109.6	100	9.6
Consumption per capita (AUD/year)	57,654	52,583	5,072

Source: income index from ABS Personal Income 2023 (tax data) where measured, a K-Stra estimate elsewhere; Australia = 100 · K-Stra

Data as of 14 Oct 2026

Competition

The bars & cafés of the catchment: how many for every 10,000 residents next to the local government area, the state and Australia, and the nearest ones with their minutes by road from the site.

Bars & cafés in the catchment: 59, that is 69.2 for every 10,000 residents, against 12.0 in Victoria and 12.1 in Australia.

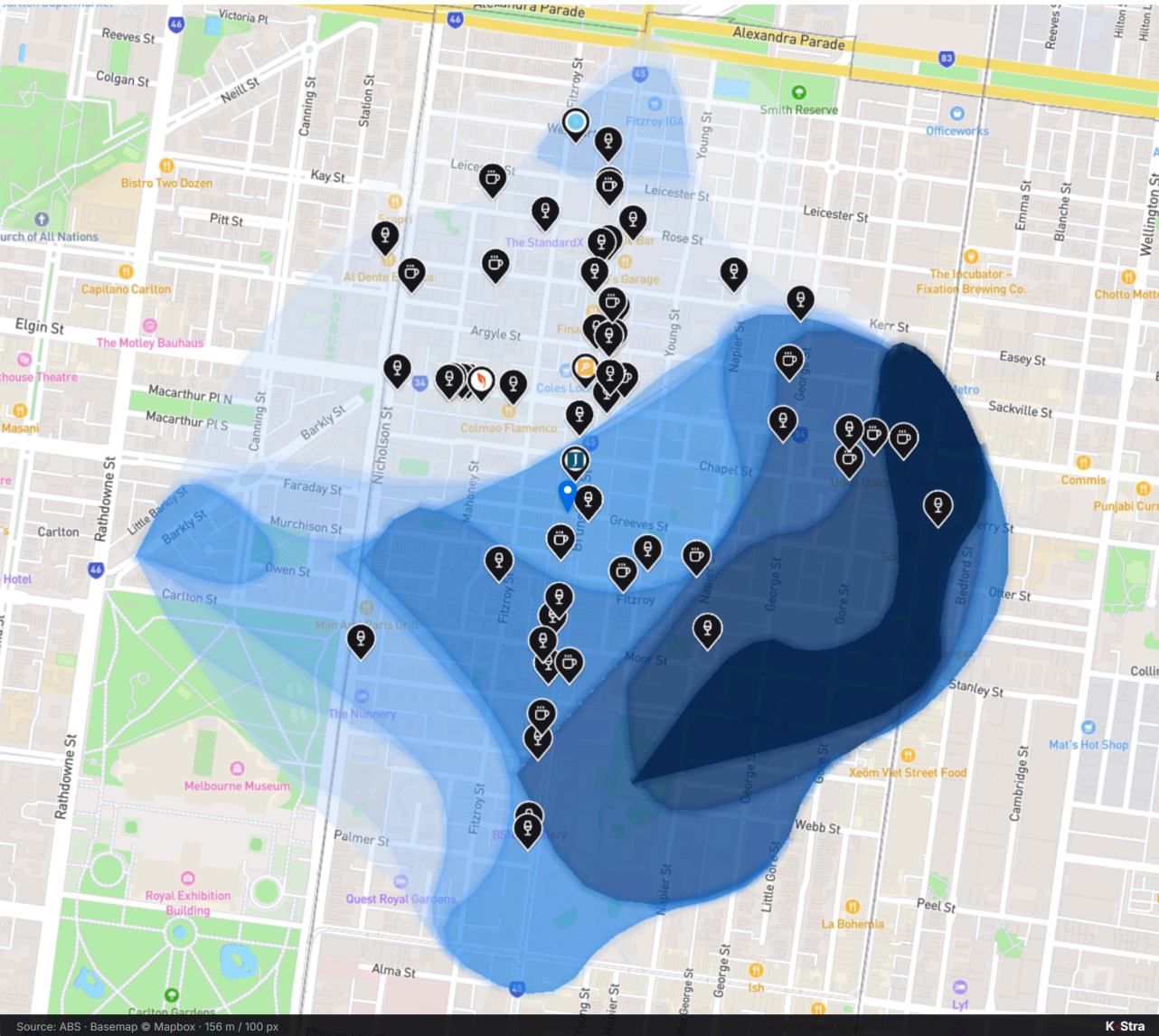
Stores for every 10,000 residents

Area	Stores	Residents	Per 10,000 residents
Catchment	59	8,523	69.22
Yarra LGA	359	100,706	35.65
Victoria	8,364	6,978,719	11.99
Australia	32,979	27,194,369	12.13

Source: K-Stra gravity model · ABS spending 2025 and population 2024 · third-party places data 2026 — stores counted where they stand; the local government area and the state are those where most of the residents live

Data as of 14 Oct 2026

Bars & cafés · competition



Opportunity

Bars & cafés · 10 shades



Data as of 14 Oct 2026

Competitors

 Stores of the sector

59

The nearest stores

Store	Address	Time (min)	Rating	Reviews
Blackcat Fitzroy	252 Brunswick St, Fitzroy VIC 3065	0.4	4.6	1,252
Jasper Coffee	267 Brunswick St, Fitzroy VIC 3065	1.1	4.6	216
Bell Street Coffee Window	233 Brunswick St, Fitzroy VIC 3065	1.2	4.2	94
Naked For Satan	285 Brunswick St, Fitzroy VIC 3065	1.9	4.4	5,931
The Rooks Return	201 Brunswick St, Fitzroy VIC 3065	2.7	4.6	483
The Provincial Hotel	299 Brunswick St, Fitzroy VIC 3065	2.8	4.2	2,188
The Rainbow Hotel	27 St David St, Fitzroy VIC 3065	2.8	4.5	1,453
The Standard Hotel	293 Fitzroy St, Fitzroy VIC 3065	2.8	4.5	1,342
BAR STOCK SHUFFLE	3/296 Brunswick St, Fitzroy VIC 3065	2.9	4.9	1,857
Labour in Vain	197A Brunswick St, Fitzroy VIC 3065	3.3	4.4	525
Padre Coffee at St David Dairy - Fitzroy	16-18 St David St, Fitzroy VIC 3065	3.4	4.4	110
The Stone Hotel	298-300 Brunswick St, Fitzroy VIC 3065	3.5	4.4	394
Sir Charles	121 Johnston St, Fitzroy VIC 3065	3.7	4.4	885
Sila Espresso Bar Fitzroy	189 Brunswick St, Fitzroy VIC 3065	3.9	4.7	72
Creatures of Habit Bar & Bandroom	319 Brunswick St, Fitzroy VIC 3065	4	4.8	133
The Old Bar	74-76 Johnston St, Fitzroy VIC 3065	4.1	4.5	865
Levalicious	320 Brunswick St, Fitzroy VIC 3065	4.2	5	430
Bonny	177 Brunswick St, Fitzroy VIC 3065	4.2	4.4	394
Tree House Bar	Fitzroy VIC 3065	4.2	—	—
Lost Boys Bar	320 Brunswick St, Fitzroy VIC 3065	4.3	4.9	57

Source: K-Stra gravity model · ABS spending 2025 and population 2024 · third-party places data 2026 — ordered by the weight the model gives each store, then by reviews. Time: minutes from the starting point along the road network

Data as of 14 Oct 2026

What it means

Within a 10-minute walk of 245 Brunswick Street live 8,523 residents who spend A\$57,654 per capita a year, above the Australian average of A\$52,583. However, the catchment already contains 59 bars and cafés, representing 69.22 venues per 10,000 residents compared with 11.99 in Victoria.

Strengths

- 8,523 people live within a 10-minute walk, with 2,172 residents in the immediate 0–5 minute band.
- Population density is 7,965.4 residents per km², above the Yarra LGA level of 5,153.4 and Victoria's 30.7.
- Residents have an income index of 110.3 against the national 100, and spend A\$57,654 per capita a year.
- 80.7% of the catchment population is of working age (15–64), above the 65.9% share in Victoria.

Risks

- The catchment contains 59 bars and cafés, or 69.22 per 10,000 residents against 12.13 across Australia.
- Income (110.3) and consumption (109.6) indices are below the wider Fitzroy (121.1 and 119.9) and Yarra LGA (131.5 and 129.6) levels.
- Yearly population growth of 1.12% is below the Victoria average of 1.35% and the national rate of 1.47%.
- Established competitors sit within a two-minute walk, including Blackcat Fitzroy at 0.4 minutes (1,252 reviews) and Naked For Satan at 1.9 minutes (5,931 reviews).

To check on site

- Measure pedestrian footfall outside 245 Brunswick Street across daytime, evening, and weekend trading hours.
- Inspect the physical premises for kitchen exhaust capacity, outdoor seating potential, and liquor licensing suitability.
- Observe the trading hours, pricing, and customer profiles of immediate neighbours like Blackcat Fitzroy and Naked For Satan.

The residential catchment around 245 Brunswick Street offers high population density (7,965.4 per km²) and above-average per capita spending, with a large share of working-age residents (80.7%). Because these figures count residents only, total spending along an inner-urban strip like Brunswick Street is a minimum, as visitors and workers are not counted.

However, 59 bars and cafés already operate within a 10-minute walk, which is 69.22 venues per 10,000 residents—more than five times the state and national rates. With high-volume competitors less than two minutes away, a new venue must rely on visitor footfall and a distinct concept rather than unserved local resident demand.

Glossary and notes

Travel-time bands: The areas that can be reached from a place within a given number of minutes (or kilometres) along the roads, by car, on foot or by bike: one band for each time or distance chosen.

Catchment: The people and the spending a store or a place can reach: everyone who lives within its travel-time bands.

Population: Residents from the official population estimate, spread over every address and added up inside each area: the figure of an area is the sum of its addresses.

Demand: The yearly spending in the sector that can be reached from a place within its catchment. It describes the catchment, not the people living at that address: catchments overlap, so the demand of different places does not add up. It is the part of the residents' spending that goes to the sector's stores, so it is smaller than their spending on the whole category of goods (Spending by category).

Supply: How much pull the existing stores of the sector already exert on a place. It is an index, not a share: 0 means that no store reaches it.

Opportunity: The part of the spending that a new opening could take from the stores already there. From one place, it is what an opening there could capture of the spending it reaches; added up over a catchment, it is the spending still open to competition, what new openings close to every resident could take: much more than one store captures (that is the Estimate).

Gravity model: Each store attracts spending in proportion to its pull and less the farther away it is: a new opening captures the share its own pull represents against the pull of every store within reach.

Spending by category: What the residents spend in a year on a kind of goods or services, from the national accounts categories, wherever they buy it: shops of every kind, online, travelling. The demand of a sector is the part of it that goes to that sector's stores, so it is smaller.

Consumption per capita: The average yearly spending of one resident on that product or sector.

Per 10,000 residents: How many stores there are for every 10,000 residents: a density, to compare areas of different size.

Per km²: The figure divided by the surface of the area in square kilometres.

Income and consumption indices: How the income and the spending of the residents compare with the national average, set at 100: 120 means 20% above it, 80 means 20% below.

Dynamic: The figures are worked out again with the latest data every time the report is issued.

Sources

- Residents by band: ABS, 2024
- Compared with the areas around: ABS, 2024
- Age groups: ABS, 2024
- Wealth indices: ABS, 2023



Thank you

Tallowood & Hart
