

Edwards Property

MEDIA RELEASE

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Hobart CBD growth lagging behind other Southern Tasmanian business districts from 2011 to 2025

New analysis reveals the number of businesses in Hobart's CBD is not growing at the same pace as other major CBDs in southern Tasmania. Furthermore, Hobart's employment has declined significantly while most other centres have experienced growth.

Highly credentialed business leader, retired property valuer, economist, and former member of the State Planning Commission, Andrew Edwards, says it's time for the Council to acknowledge the seriousness of the situation and take action to save the CBD.

Spectrum Analysis Australia prepared the Hobart Catchment Analysis of ABS SA2 statistical area data for Edwards Property. This analysis examines trends in **business and employment across six Greater Hobart catchments from 2011 to 2025.**

Mr Edwards says council needs to concentrate on supporting the existing large and small businesses to retain and increase their customer base not tell sectors they are not welcome (eg the automotive industry¹).

"Already businesses are suffering due to council decisions, and customers are avoiding entering the CBD, electing to do business in suburban areas.

"The summary of employment and business trends around southern Tasmania over the last fifteen years needs to be acknowledged and understood by Council, rather than dismissed." Mr Edwards said.

The results indicate that most catchments experienced growth in registered businesses and employment, however, Hobart CBD's growth rate was slower and its estimated employment numbers fell (tables below).

Businesses	2011	2025	Change	% change
Brighton	406	575	169	41.6%
Cambridge	691	1,038	347	50.2%
Glenorchy and Moonah	1,629	2,307	678	41.6%
Hobart CBD	3,445	3,704	259	7.5%
Kingston	1,301	1,746	445	34.2%
Rosny Park	1,138	1,368	230	20.2%
Total	8,610	10,738	2,128	24.7%
Outside Hobart CBD	5,165	7,034	1,869	36.2%
Estimated Employment	2011	2025	Change	% change
Brighton	1,423	1,675	252	17.7%
Cambridge	2,945	4,068	1,123	38.1%
Glenorchy and Moonah	13,280	13,158	-122	-0.9%
Hobart CBD	30,533	21,005	-9,528	-31.2%
Kingston	4,380	6,940	2,560	58.4%
Rosny Park	5,633	5,960	327	5.8%
Total	58,193	52,805	-5,388	-9.3%
Outside Hobart CBD	27,661	31,801	4,140	15.0%

¹ <https://www.abc.net.au/listen/programs/hobart-mornings/ryan-posselt-motion-to-ban-car-yards/106026960>

The report revealed a significant shift in the business landscape of southern Tasmania.

Growth was strongest among low-employing businesses like sole traders and contractors, as well as small businesses with one to four employees. Accommodation and Food Services grew in all catchments illustrating this trend.

Size Band	Hobart CBD Businesses			
	2011	2025	Change	% Change
Non-employing	1,755	2,044	289	16.5%
1-4	773	882	109	14.1%
5-19	600	570	-30	-5.0%
20-199	302	202	-100	-33.1%
200+	15	6	-9	-60.0%
Total	3,445	3,704	259	7.5%

While the Hobart CBD has more registered businesses (including public service) today than it did 15 years ago, the number employing between 20 and 199 people – those more likely to create substantial employment and anchor commercial tenancies – declined sharply, from 302 to 202 (table above).

The Hobart CBD also experienced significant falls in industries traditionally associated with established Central Business Districts. Retail businesses declined by 24.6 per cent, 378 to 285, financial and insurance businesses declined from 416 to 220, a decline of 47.1 per cent.

Retail outlets fell in nearly every catchment; Glenorchy -12.1 per cent, Hobart -24.6 per cent, Kingston -5.5 per cent, Rosny Park - 26.9 per cent. Brighton rose 7.7 percent and Cambridge 20.5 percent.

Mr Edwards says the report is a wake up and call to action to attract businesses and visitors to the Hobart CBD.

“This report demonstrates the Hobart CBD is clearly not attracting businesses like the satellite business districts, who are leaving Hobart behind.

“Without a thriving business community, any city CBD will struggle and the message is clear; we need to give businesses a reason to locate in the Hobart CBD rather than Kingston, Cambridge or Glenorchy.

“It’s time all candidates in the upcoming Hobart local government election publicly state what they will do to help save the Hobart CBD and reduce barriers for businesses.

“The Hobart CBD is losing new businesses to the satellite business districts and all the while Council is distracted with ideological projects such as the Collins Street cycling debacle, reducing parking, or railing against large employment industries such as the automotive industry, warehousing and large box retailers².

“Consumers move and businesses follow, and unfortunately the report illustrates it’s simply easier for a business to become established in an outer area than in Hobart.” Mr Edwards concluded.

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Contact Richard Gerathy on 0419 203 075.

Attachments:

Spectrum Analysis report

Data spreadsheets

² <https://www.annareynolds.net/work/annas-ideas-and-policies-city-economy?>

Questions and Answers

What was the data source?

The analysis draws on Australian Bureau of Statistics business data from 2011 to 2025.

How were employment numbers estimated?

The ABS does not publish total employment at the SA2 geographic level, employment was estimated using business employment-size categories and tested across three scenarios.

What are the boundaries of each catchment?

The report examines information contained in Australian Bureau of Statistics SA2 areas to cover each business district:

- **Brighton:** Bridgewater - Gagebrook, Brighton - Pontville
- **Cambridge:** Cambridge
- **Glenorchy and Moonah:** Derwent Park - Lutana, Glenorchy, Moonah, West Moonah
- **Hobart CBD:** Hobart, Battery Point to New Town, West Hobart
- **Kingston:** Kingston - Huntingfield, Kingston Beach - Blackmans Bay
- **Rosny Park:** Bellerive - Rosny, Lindisfarne - Rose Bay, Mornington - Warrane

Who is Spectrum Analysis?

Spectrum Analysis Australia, a specialist consultancy providing geo-demographic analysis, catchment modelling and territory planning services to retail, franchise, industry and community-sector clients across Australia and internationally.

Peter Buckingham has 30+ years of experience in retail catchment analysis and location intelligence, and has led Spectrum's engagements with national retailers, franchise networks, industry associations and community-sector organisations.

He is a regular commentator on trends in retail catchments, franchise systems and demographic trends.