



Customer Spending Increase Following Foster Streetscape

South Gippsland Shire Council is proud to report that visitor and resident spending in Foster has increased since the completion of the Foster Streetscape project.

The project provided streetscape upgrades for improved parking and drainage, heavy vehicle diversion, visual features and street appeal. The streetscape made the environment pedestrian friendly by slowing traffic down and providing more opportunities to cross Main Street.

Spendmapp data from 2018/19 has indicated an increase in spending of approximately \$1.4 million when compared to the same period in 2017/18, which is an 8.5 per cent increase since completion of the project in 2017. Notably some of the biggest increases were in the categories of dining and entertainment and supermarkets and food retailing, all of which are closely associated with Main Street.

The increase occurred despite decreases in the categories of trades and contractors and accommodation which may be a reflection of the project completion and closure of a backpackers' lodge in town.

South Gippsland Shire Council's Acting Chief Executive Officer Bryan Sword wanted to recognise the positive impact the streetscape works have had for the Foster community.

"It is fantastic to see an increase in spending in Foster following their streetscape works in 2017 as this helps to strengthen not only the local economy but the prosperity of our region.

"While we understand the changes may have taken some time to get used to, we are proud to see local businesses flourish.

"A great deal of work was undertaken in consultation with the Foster business community and we are happy to see them now reaping some of the rewards," said Mr Sword.

The Foster Streetscape project was made possible through a \$900,000 Council contribution and \$500,000 State Government contribution.

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