NAB QUARTERLY CUSTOMER SPENDING TRENDS

EXPLORING THE SPENDING PATTERNS OF NAB CUSTOMERS - Q3 2018

NAB Behavioural & Industry Economics

Wednesday 28 November 2018

Total NAB customer spending grew 7.0% y/y in Q3 2018 - up from 5.6% in the previous quarter and 3.0% in the same quarter a year ago. Spending grew faster in metropolitan than regional areas (with this pattern repeated in all states bar QLD and the NT). Compared to a year ago, spending rebounded strongly in Perth, Melbourne, Sydney, Brisbane, Adelaide, Hobart and Canberra. In the regions, WA and the NT were also much stronger. The fastest growing metro local government area in Australia was North Sydney NSW, followed by Hobart TAS and Hunters Hill NSW. Of the top 20 metro regions, 8 were in NSW. Roxby Downs SA led the way in regional Australia, then Mansfield VIC and Mid-Western Regional NSW. SA had the highest number of fast growing regional areas (6 of the top 20). Average monthly spending was higher in metro areas ($2,255) than in the regions ($2,021). Metro spending was again highest in Sydney ($2,341) and Melbourne ($2,306), while WA ($2,144) and QLD ($2,039) continued to lead the way in regional areas. By category, Professional, Scientific & Technical Services (12.8%) replaced Accommodation & Food Services (12.0%) as the fastest growing area of customer spending, with spending on Wholesale Trade (-1.0%) and Construction (-0.3%) the weakest.

HIGHLIGHTS

- **What does this report measure?** It measures the spending patterns of our customers*. By examining around 2.7 million daily transactions, it shows where spending is growing fastest and what customers are spending on. Given the size of NAB's customer base, it provides an indication of national and regional trends.
- **Is spending growing?** Total NAB customer spending grew by 7.0 in Q3 2018 (up from 5.6% y/y in Q2 2018 and 3.0% in Q3 2017). Spending in metropolitan areas grew 7.5% (5.9% in Q2 2018 & 2.4% in Q3 2017), ahead of a 6.2% increase in regional areas (5.1% in Q2 2018 & 4.2% in Q3 2017).
- **Where is spending growing fastest in capital city areas?** Spending grew in all capital city metro areas in Q3 2018. The rate of growth was faster than in the previous quarter and relative to same period last year in all cities bar Darwin. Growth in Q3 was fastest in Hobart (8.9%), Melbourne (8.2%), Sydney (7.8%), the ACT (7.6%), Adelaide (7.4%) and Perth (7.4%). It was slowest in Darwin (2.3%) and Brisbane (5.7%).
- **What about in regional areas?** Regional spending accelerated in all states relative to Q2 2018 (except in SA and TAS). Against the same period last year however growth was faster in all states. Regional spending growth in Q3 was equal fastest in WA (8.2%) and the NT (8.2%), followed by VIC (7.1%) and SA (6.8%). It was slowest in TAS (4.6%), NSW (5.5%) and QLD (6.0%).
- **How much are we spending?** Average monthly spending in metro areas was $2,255 in Q3 2018, up from $2,206 in Q2 2018 and $2,140 in Q3 2017. In regional areas, spending was $2,021, up from $1,992 in Q2 2018 and $1,985 in Q3 2017. Average monthly spending was higher in metro areas than in regional areas in all states.
- **Who's spending the most in metro areas?** Sydney ($2,341) and Melbourne ($2,306) again led the way, followed by ACT ($2,192), Perth ($2,165), Brisbane ($2,164) and Adelaide ($2,124). Spending was lowest in Darwin ($1,970) and Hobart ($2,098).
- **What about in regional areas?** Average monthly customer spending was highest in WA ($2,144), QLD ($2,039), NSW ($2,031), VIC ($1,976) and SA ($1,930). It was lowest in the NT ($1,618) and TAS ($1,912).
- **In what category did spending grow fastest?** Professional, Scientific & Technical Services (12.8%) replaced Accommodation & Food Services (12.0%) as the fastest growing area of customer spending, followed by Arts & Recreation (9.8%) and Transport, Postal & Warehousing (8.5%). Spending was weakest for Wholesale Trade (-1.0%) and Construction (-0.3%).

NAB Customer Spending: State (% y/y)

	Q3 2017		Q2 2018		Q3 2018	
	Metro	Region	Metro	Region	Metro	Region
NSW	3.0%	4.3%	6.5%	5.1%	7.8%	5.5%
VIC	3.3%	5.0%	6.6%	6.4%	8.2%	7.1%
QLD	1.7%	4.0%	3.6%	4.2%	5.7%	6.0%
SA	2.5%	6.7%	6.2%	7.0%	7.4%	6.8%
WA	-2.1%	0.8%	5.2%	4.5%	7.4%	8.2%
TAS	4.3%	1.7%	7.6%	5.1%	8.9%	4.6%
NT	2.9%	2.7%	3.7%	5.2%	2.3%	8.2%
ACT	4.1%		5.5%		7.6%	
AUS	**2.4%**	**4.2%**	**5.9%**	**5.1%**	**7.5%**	**6.2%**

**NAB customer spending excludes government services, taxes, direct to consumer manufacturers, mortgage and other credit facility repayments.*

NAB Customer Spending: Industry Sector (% y/y)

	Q3 2017	Q2 2018	Q3 2018
Accommodation & Food Services	7.0%	14.9%	12.0%
Administrative & Support Services	4.6%	2.8%	5.3%
Arts & Recreation Services	20.6%	-5.9%	9.8%
Construction	1.7%	-1.7%	-0.3%
Education & Training	-6.2%	0.3%	0.3%
Electricity, Gas, Water & Waste	2.7%	2.9%	4.8%
Finance & Insurance Services	5.3%	7.8%	6.2%
Healthcare & Social Assistance	3.9%	5.3%	3.7%
Info, Media & Telecoms	-1.9%	4.7%	6.6%
Other Services	3.9%	6.2%	7.1%
Professional, Scientific & Tech Serv.	3.1%	3.1%	12.8%
Rental, Hiring & Real Estate Serv.	0.2%	3.3%	7.2%
Retail Trade	2.4%	4.8%	6.8%
Transport, Postal & Warehousing	-0.6%	9.2%	8.5%
Wholesale Trade	7.8%	0.1%	-1.0%

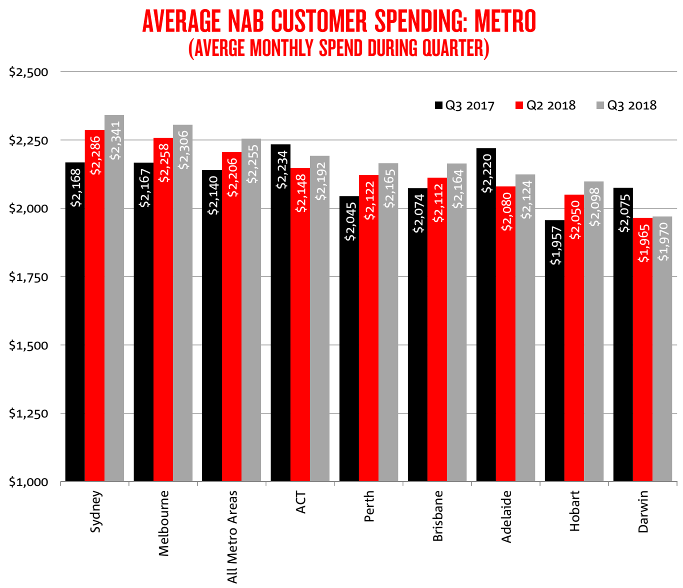
OVERALL GROWTH IN NAB CUSTOMER SPENDING ($) BY INDUSTRY & STATE

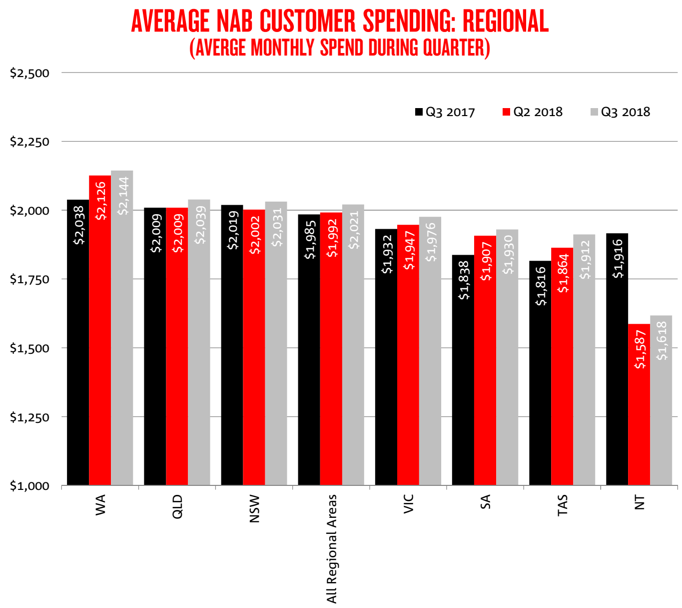
(percentage change Q3 2018 on Q3 2017)

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Professional, Scientific and Technical Services	11.4	13.3	15.1	2.5	15.9	14.6	13.9	14.8	12.8
Accommodation and Food Services	12.8	13.3	10.5	11.9	9.1	12.6	11.3	12.7	12.0
Arts and Recreation Services	10.6	5.9	14.4	4.6	13.1	15.2	15.7	19.6	9.8
Transport, Postal and Warehousing	11.0	8.2	8.1	7.7	6.3	-1.7	0.5	5.7	8.5
Rental, Hiring and Real Estate Services	8.3	7.3	2.5	7.8	13.1	2.4	-7.4	11.6	7.2
Other Services	2.4	10.1	5.5	8.0	15.8	20.9	4.1	2.6	7.1
Retail Trade	6.3	7.5	6.1	7.6	7.6	7.2	2.2	7.3	6.8
Information Media and Telecommunications	6.4	6.9	6.3	7.2	6.7	6.7	10.5	5.4	6.6
Financial and Insurance Services	6.0	8.7	3.0	5.3	5.0	11.3	5.8	7.9	6.2
Administrative and Support Services	7.2	4.1	6.1	8.9	0.7	3.1	1.2	0.7	5.3
Electricity, Gas, Water and Waste Services	6.2	9.3	-5.1	4.4	5.6	-1.3	-1.7	2.2	4.8
Health Care and Social Assistance	4.5	3.7	3.3	5.9	1.3	2.5	1.0	4.0	3.7
Education and Training	2.5	-1.1	-2.8	0.9	3.7	-14.0	9.3	7.5	0.3
Construction	-0.7	2.4	-1.7	0.5	-2.2	-7.4	10.0	-2.8	-0.3
Wholesale Trade	-3.2	-0.9	3.6	-4.1	-5.5	-9.0	-47.3	34.4	-1.0

Fastest growing by division   Slowest growing by division

AVERAGE MONTHLY NAB CUSTOMER SPENDING - METRO & REGIONAL ($ AMOUNTS)



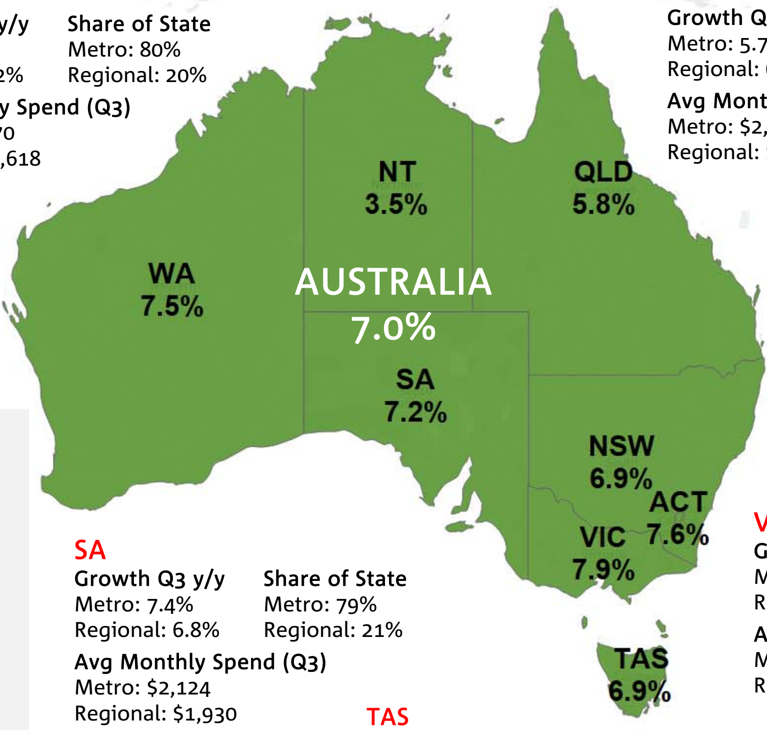


NAB CUSTOMER SPENDING TRENDS - Q3 2018

NT
Growth Q3 y/y
Metro: 2.3%
Regional: 8.2%
Share of State
Metro: 80%
Regional: 20%
Avg Monthly Spend (Q3)
Metro: $1,970
Regional: $1,618

QLD
Growth Q3 y/y
Metro: 5.7%
Regional: 6.0%
Share of State
Metro: 45%
Regional: 55%
Avg Monthly Spend (Q3)
Metro: $2,164
Regional: $2,039

WA
Growth Q3 y/y
Metro: 7.4%
Regional: 8.2%
Share of State
Metro: 78%
Regional: 22%
Avg Monthly Spend 5(Q3)
Metro: $2,165
Regional: $2,144



NSW
Growth Q3 y/y
Metro: 7.8%
Regional: 5.5%
Share of State
Metro: 61%
Regional: 39%
Avg Monthly Spend (Q3)
Metro: $2,341
Regional: $2,031

ACT
Avg Monthly Spend (Q3)
$2,192

AUSTRALIA
Growth Q3 y/y
Metro: 7.5%
Regional: 6.2%
Share of AUS
Metro: 66%
Regional: 34%
Avg Monthly Spend (Q3)
Metro: $2,255
Regional: $2,021

SA
Growth Q3 y/y
Metro: 7.4%
Regional: 6.8%
Share of State
Metro: 79%
Regional: 21%
Avg Monthly Spend (Q3)
Metro: $2,124
Regional: $1,930

VIC
Growth Q3 y/y
Metro: 8.2%
Regional: 7.1%
Share of State
Metro: 76%
Regional: 24%
Avg Monthly Spend (Q3)
Metro: $2,306
Regional: $1,976

TAS
Growth Q3 y/y
Metro: 8.9%
Regional: 4.6%
Share of State
Metro: 55%
Regional: 45%
Avg Monthly Spend (Q3)
Metro: $2,098
Regional: $1,912

SUMMARY:

Overall customer spending growth in Australia

- Based on NAB's transaction data (including BPAY), total NAB customer spending grew by 7.0% y/y in Q3 2018, up from 5.6% y/y in the previous quarter and 3.0% one year earlier.

Overall customer spending growth - metropolitan versus regional

- Overall NAB customer spending growth accelerated in both metropolitan and regional areas in Q3 2018 relative to the previous quarter and in the same quarter one year ago.
- Customer spending grew faster in metro than regional areas in all states, except QLD and the NT.
- Growth in customer spending in metro areas grew 7.5% y/y in Q3 2018 (5.9% in Q2 2018 & 2.4% in Q3 2017).
- Spending in regional areas grew by 6.2% y/y in Q3 2018 (5.1% in Q2 2018 & 4.2% in Q3 2017).
- The rate of customer spending growth was faster than in the previous quarter and relative to same period last year in all cities bar Darwin.
- By individual capital city metro area, growth in Q3 was fastest in Hobart (8.9%), Melbourne (8.2%), Sydney (7.8%), the ACT (7.6%), Adelaide (7.4%) and Perth (7.4%). It was slowest in Darwin (2.3%) and Brisbane (5.7%).
- Customer spending in regional areas accelerated in all states relative to Q2 2018 (except in SA and TAS). Against the same period last year however growth was faster in all states.
- By state regional area, spending growth was fastest equal fastest in WA (8.2%) and the NT (8.2%), followed by VIC (7.1%) and SA (6.8%). It was slowest in TAS (4.6%), NSW (5.5%) and QLD (6.0%).

Fastest growing Local Government Areas (LGAs)

- The top 10 fastest growing metropolitan LGAs in Australia were North Sydney NSW (14.6%), Hobart TAS (13.8%), Hunters Hill NSW (12.3%), Stirling WA (12.1%), Stonnington VIC (11.8%), Bayside VIC (11.8%), Bayswater WA (11.7%), Cumberland NSW (10.8%), Clarence TAS (10.4%) and Canterbury-Bankstown NSW (10.3%).
- The top 10 fastest growing regional LGAs in Australia were Roxby Downs SA (17.8%), Mansfield VIC (16.9%), Mid-Western Regional NSW (15.9%), Irwin WA (15.4%), Berrigan NSW (14.8%), Hinchinbrook QLD (14.0%), Berri & Barmera SA (13.9%), Broome WA (13.8%), Whyalla SA (13.6%) and Gannawarra VIC (13.6%).
- The top 30 fastest growing Australian metro and regional LGAs and the top 5 fastest growing metro and regional LGAs for each state are shown in Appendix 2.

Fastest growing postcodes - metropolitan

- In **Australia** overall the top 10 fastest growing metropolitan postcodes were - Opossum Bay 7023 (62.5%), South Arm 7022 (58.2%), Woodbridge 7162 (46.8%), Nathan 4111 (45.9%), Menangle 2568 (41.9%), Cammeray 2062 (40.7%), Greenacre 2190 (39.4%), Eglinton 6034 (38.4%), Darling Point 2027 (33.0%) and Thorneside 4158 (30.9%).
- In **Sydney** - Menangle 2568 (41.9%), Cammeray 2062 (40.7%), Greenacre 2190 (39.4%), Darling Point 2027 (33.0%) and Blairmount 2559 (26.2%) grew fastest.
- In **Melbourne** - Mount Macedon 3441 (29.0%), Hampton 3188 (27.5%), The Patch 3792 (21.2%), Hurstbridge 3099 (21.2%) and Yarra Junction 3797 (20.9%) grew fastest.
- In **Brisbane** - Nathan 4111 (45.9%), Thorneside 4158 (30.9%), Chandler 4155 (20.3%), Fortitude Valley 4006 (17.6%) and Coopers Plains 4108 (14.7%) grew fastest.
- In **Adelaide** - Hahndorf 5245 (21.7%), Meadows 5201 (20.8%), Sellicks Beach 5174 (18.4%), Semaphore Park 5019 (17.6%) and Highbury 5089 (17.3%) grew fastest.
- In **Perth** - Eglinton 6034 (38.4%), Cottesloe 6011 (27.2%), Greenwood 6024 (19.2%), Morley 6062 (16.4%) and Mariginiup 6078 (15.7%) grew fastest.
- In **ACT** - Hall 2618 (27.2%), Gungahlin 2912 (16.1%), Kingston 2604 (14.9%), Braddon 2612 (12.7%) and Gordon 2906 (10.1%) grew fastest.
- See Appendix 1 for individual state metro top 20 postcodes.

Fastest growing postcodes - regional

- In **Australia** overall the top 10 fastest growing regional postcodes were - Popanyinning 6309 (86.8%), Strahan 7468 (54.2%), Kilkivan 46004 (48.5%), Wentworth 2648 (47.0%), Woodbridge 7162 (46.8%), Lillimur 3420 (45.5%), Denmark 6333 (45.4%), Gnowangerup 6335 (44.7%), Ilfracombe 4727 (43.1%) and Kendenup 6323 (41.1%).
- In **NSW** - Wentworth 2648 (47.0%), Nimmitabel 2631 (35.4%), Port Kembla 2505 (31.9%), Mendooran 2842 (30.7%) and Carcoar 2791 (30.2%) grew fastest.
- In **VIC** - Lillimur 3420 (45.5%), Hopetoun 3396 (38.0%), Stony Creek 3957 (36.1%), Speed 3488 (31.3%) and Gellibrand 3239 (30.7%) grew fastest.
- In **QLD** - Kilkivan 4604 (48.5%), Ilfracombe 4727 (43.1%), Central Highlands 4709 (38.8%), Nelly Bay 4819 (37.1%) and Normanton 4890 (35.8%) grew fastest.
- In **SA** - Hamley Bridge 5401 (32.0%), Wellington 5295 (28.9%), Riverton 5412 (25.5%), Coonawarra 5263 (24.6%) and Saddleworth 5413 (22.6%) grew fastest.
- In **WA** - Popanyinning 6309 (86.8%), Denmark 6333 (45.4%), Gnowangerup 6335 (44.7%), Kendenup 6323 (41.1%) and Tambellup 6320 (40.7%) grew fastest.
- It is important to note that while these postcodes have a statistically significant number of customers, they may include small area spending data that can be more volatile than larger postcode spending areas.
- See Appendix 1 for individual state regional top 20 postcodes.

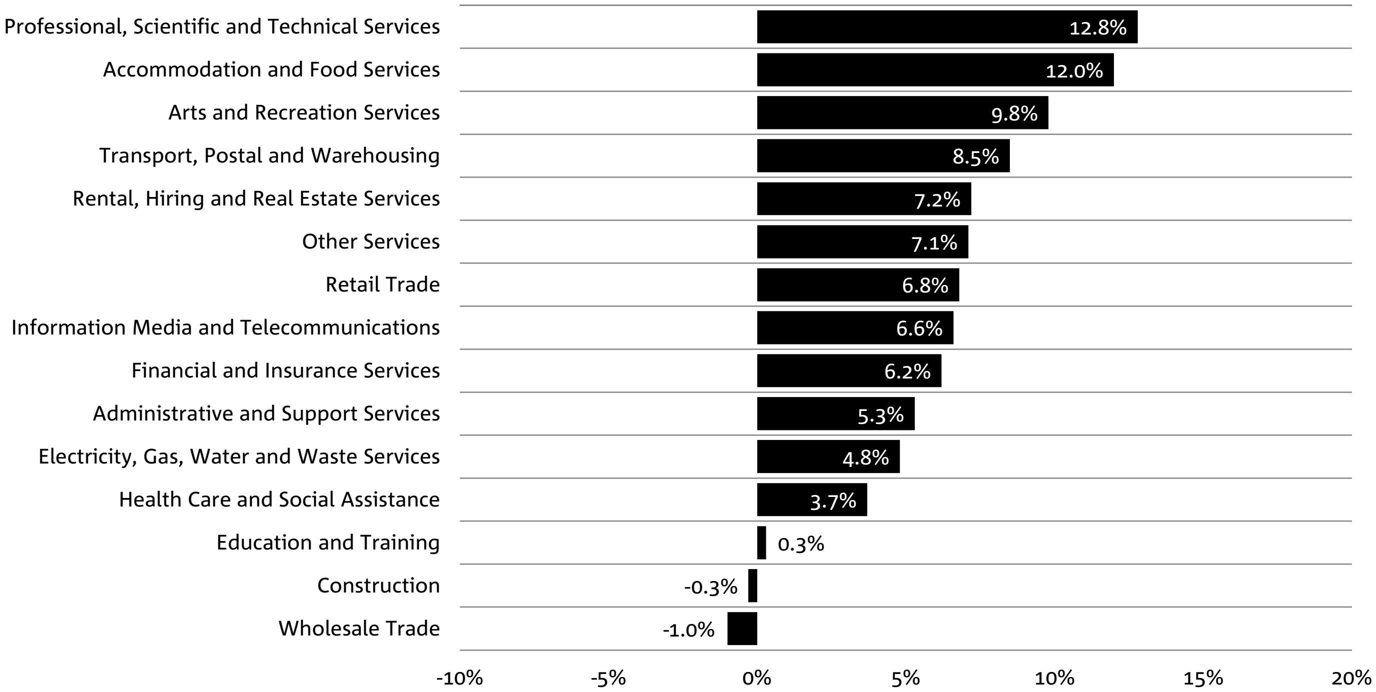
Average monthly spending - metropolitan areas

- Average monthly customer spending in all metropolitan areas rose to $2,255 in Q3 from $2,206 in Q2 2018 ($49 higher) and $2,140 in Q3 2017 ($115 higher).
- Average monthly spending was highest in Sydney ($2,341) ahead of Melbourne ($2,306) and the ACT ($2,192). Perth was next ($2,165), followed by Brisbane ($2,164), Adelaide ($2,124), Hobart ($2,098) and Darwin ($1,970).
- Over the quarter, average monthly spending rose in Sydney (up $55), Melbourne ($48), the ACT ($44), Perth ($43), Brisbane ($52), Adelaide ($44), Hobart ($48) and Darwin ($5).
- Over the year, average monthly spending increased in Sydney (up $173), Melbourne ($139), Perth ($120) Brisbane ($90) and Hobart ($141). It was $42 lower in the ACT, $96 lower in Adelaide and $105 lower in Darwin.

Average monthly spending - regional areas

- Average monthly spending in all regional areas increased to $2,021 in Q3 2018, from $1,992 in Q2 2018 ($29 higher) and $1,985 in the same period last year ($36 higher).
- Australia wide, average customer spending in metro areas exceeded spending in regional areas by $115 in Q3 2018. Average customer spending was higher in metro areas than in regions in all states and territories.
- The spending ‘gap’ between metro and regional was highest in the NT ($352), VIC ($330) and NSW ($310). The gap was lowest in WA (just $21)
- By sate, average monthly spending was highest in WA ($2,144), followed by QLD ($2,039), NSW ($2,031), VIC ($1,976), SA ($1,930), TAS ($1,912) and the NT ($1,618).
- Over the quarter, average monthly spending increased in WA (up $18), QLD ($30), NSW ($29), VIC ($29), SA ($23), TAS ($48) and the NT ($31).
- Over the year, average monthly spending increased in WA (up $106), QLD ($30), NSW ($12), VIC ($44), SA ($92) and TAS ($96). Spending in regional NT was $298 lower.

OVERALL GROWTH IN NAB CUSTOMER SPENDING (Q3 2018, % y/y)



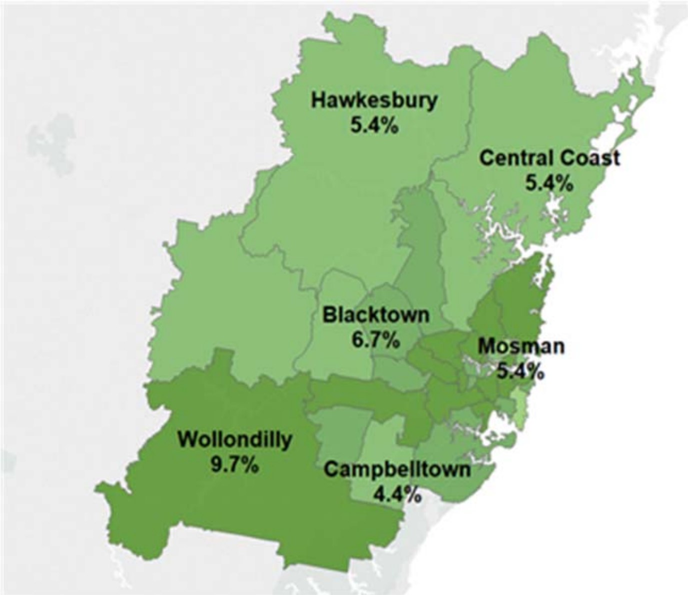
Customer spending growth by industry category

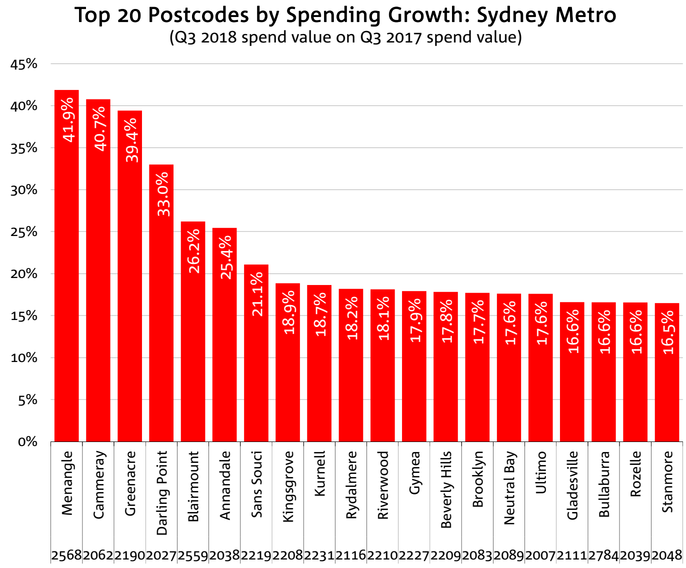
- In year-on-year terms, positive NAB customer spending growth was recorded in 13 of 15 spending categories in Q3 2018.
- Customer spending growth in Q3 improved in 9 industries compared to the previous quarter - Admin & Support Services (5.3% vs. 2.8%), Arts & Recreation (9.8% vs. -5.9%), Utilities (4.8% vs. 2.9%), Information, Media & Telecoms (6.6% vs. 4.7%), Other Services (7.1% vs. 6.2%), Professional, Scientific & Technical Services (12.8% vs. 3.1%), Rental, Hiring & Real Estate Services (7.2% vs. 3.3%), Retail Trade (6.8% vs. 4.8%) and Construction (-0.3% vs. -1.7%).
- Relative to the same period last year, spending growth was stronger in all industries except Arts & Recreation (9.8% vs. 20.6%), Construction (-0.3% vs. 1.7%), Healthcare & Social Assistance (3.7% vs. 3.9%) and Wholesale Trade (-1.0% vs. 7.8%).
- In Q3 2018, the fastest growing areas of NAB customer spending were on Professional, Scientific & Technical Services (12.8%), Accommodation & Food Services (12.0%), Arts & Recreation (9.8%) and Transport, Postal & Warehousing (8.5%).
- Spending growth on Wholesale Trade (-1.0%) and Construction (-0.3%) fell in Q3 2018 and was basically flat for Education & Training (0.3%).

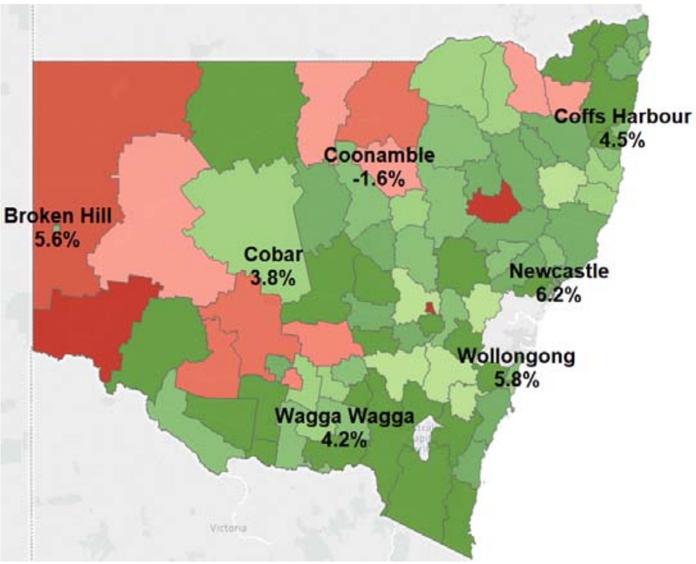
Customer spending growth by industry category & state

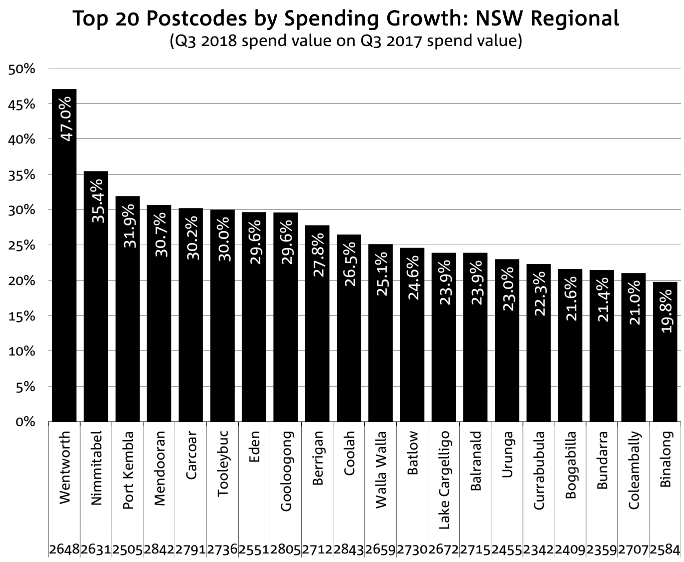
- By state and industry category, the fastest areas of customer spending growth in Q3 2018 were for Wholesale Trade in the ACT (34.4%), Other Services in TAS (20.9%), Arts & Recreation in the ACT (19.6%), Professional, Scientific & Technical Services in WA (15.9%), Accommodation & Food in VIC (13.3%), Rental, Hiring & Real Estate Services in WA (13.1%), Finance & Insurance in TAS (11.3%), Transport, Postal & Warehousing in NSW (11.0%), Information, Media & Telecoms (10.5%) and Construction in the NT (10.0%).
- The weakest growing areas of customer spending in Q3 2018 were for Wholesale Trade (-47.3%) and Rental, Hiring & Real Estate Services (-7.4%) in the NT, Education & Training (-14.0%), Construction (-7.4%) and Transport, Postal & Warehousing (-1.7%) in TAS and Utilities in QLD (-5.1%).
- Among other key observations, customer spending in the key Retail Trade category grew in all states, led by SA (7.6%) and WA (7.6%).
- Construction spending contracted in all states except the NT (10.0%), VIC (2.4%) and SA (0.5%).
- Double digit growth in spending on Professional, Scientific & Technical services was recorded in all states except SA (2.5%) and on Accommodation & Food in all states except WA (9.1%).
- See table on page 2 for a detailed breakdown of NAB customer spending by state and industry category.

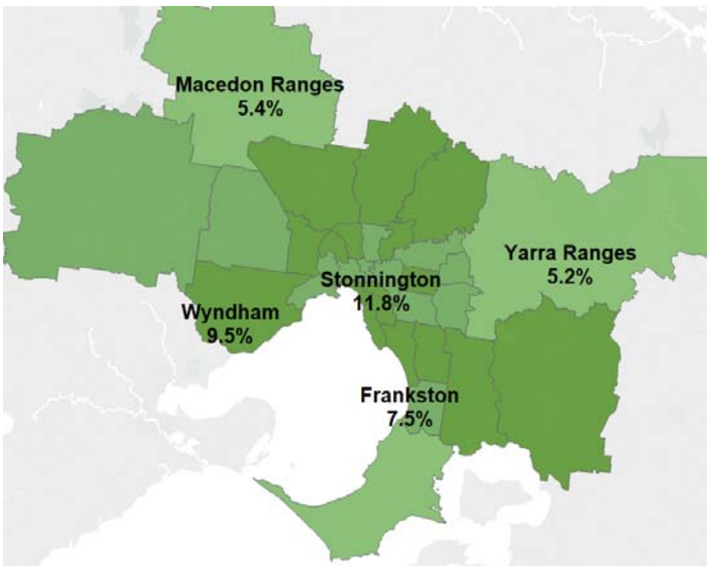
APPENDIX 1: SPENDING MAPS & TOP POSTCODES BY STATE

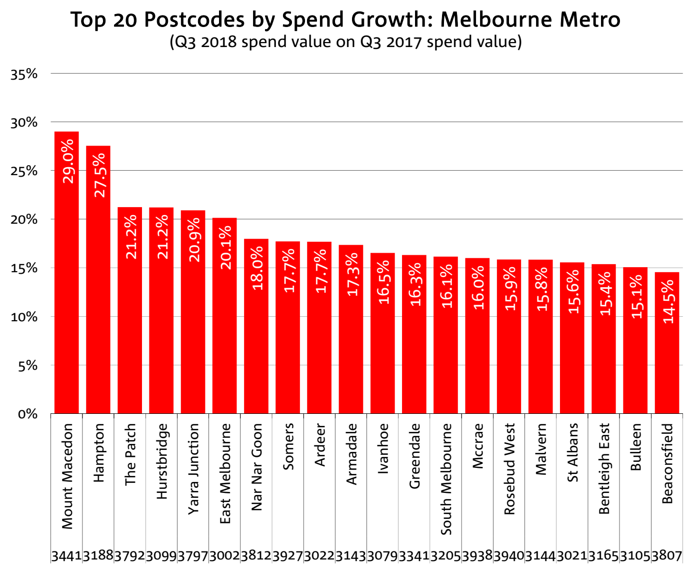


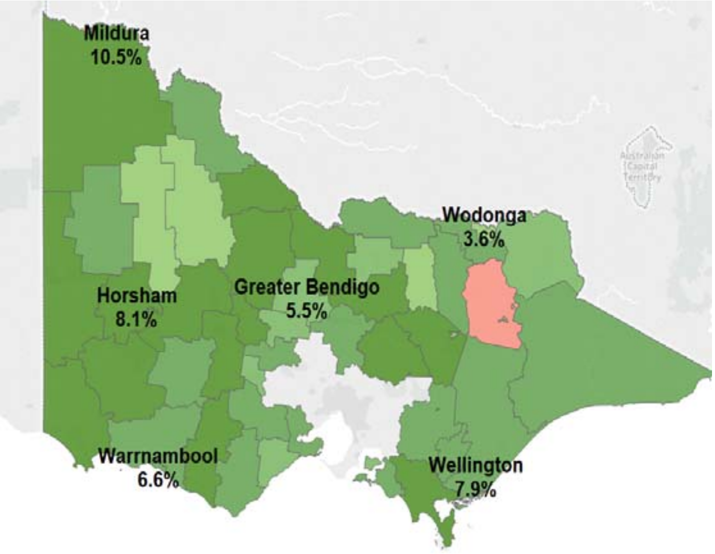




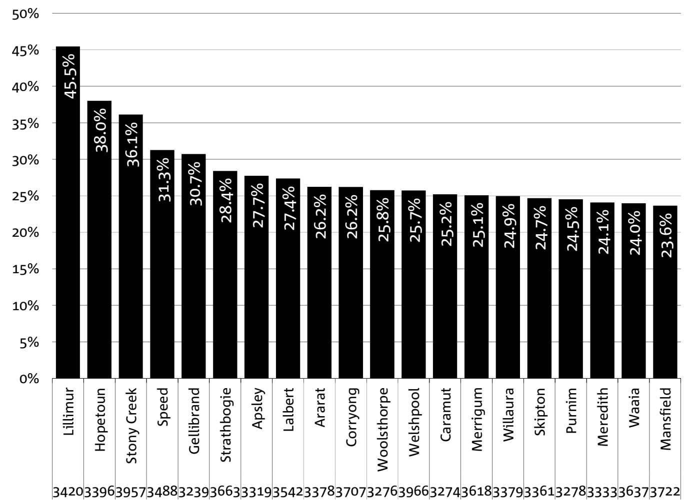


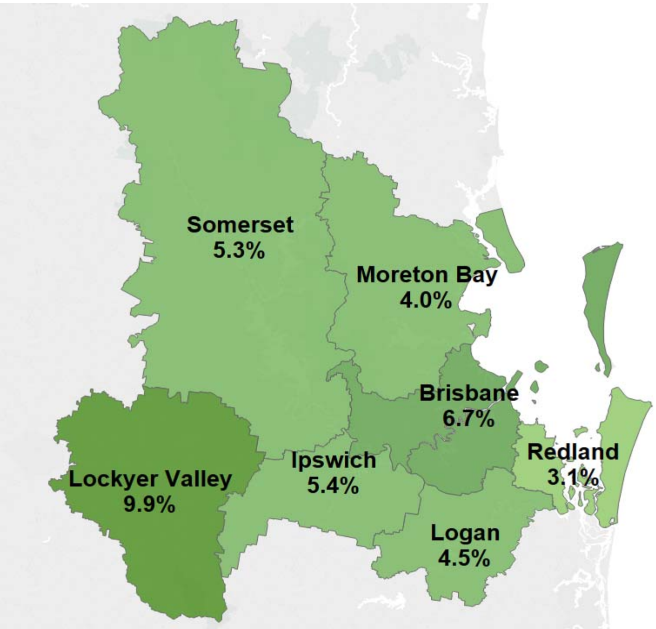




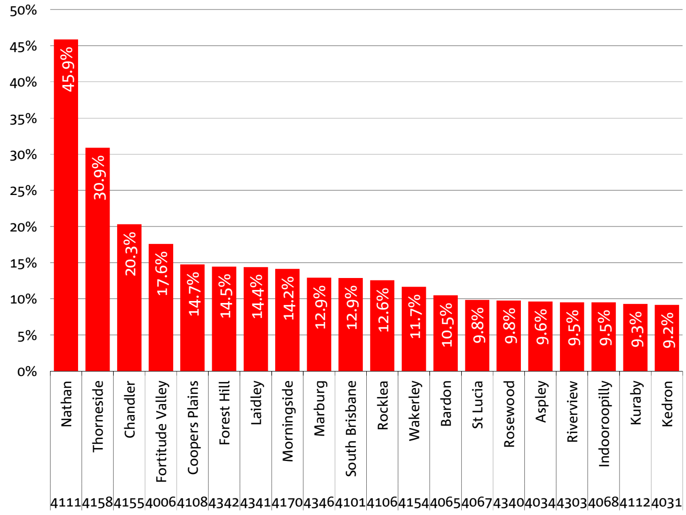


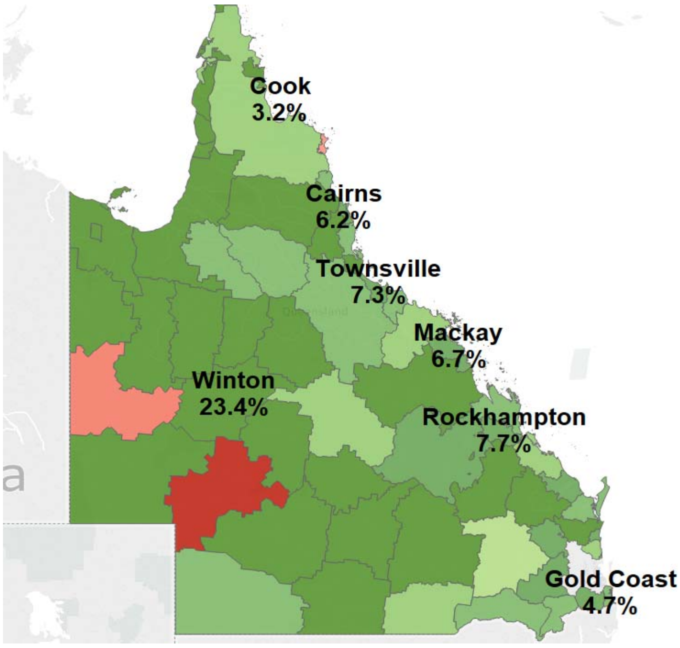
Top 20 Postcodes by Spending Growth: VIC Regional
(Q3 2018 spend value on Q3 2017 spend value)



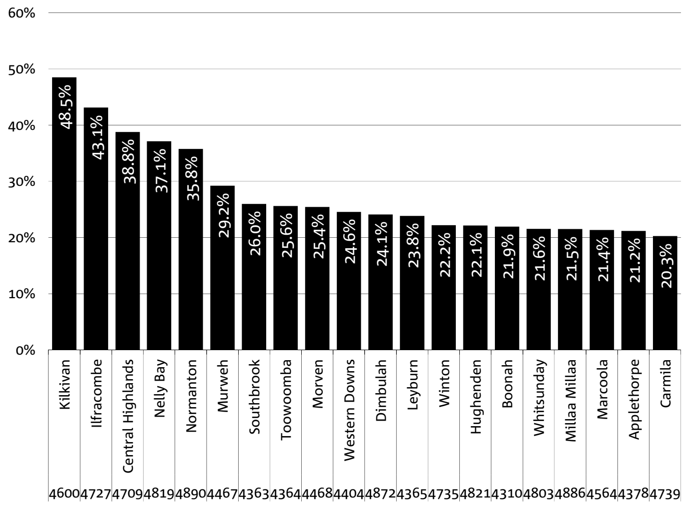


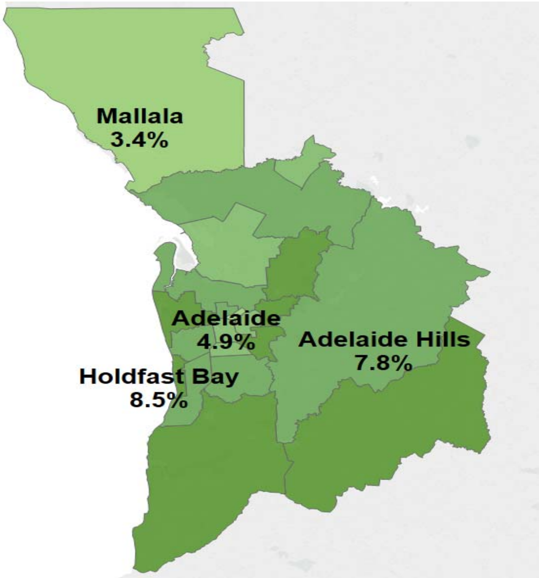
Top 20 Postcodes by Spend Growth: Brisbane Metro
(Q3 2018 spend value on Q3 2017 spend value)

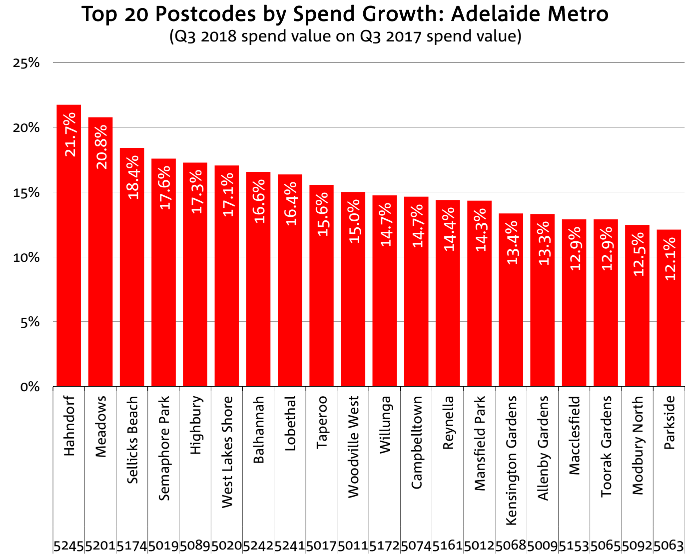


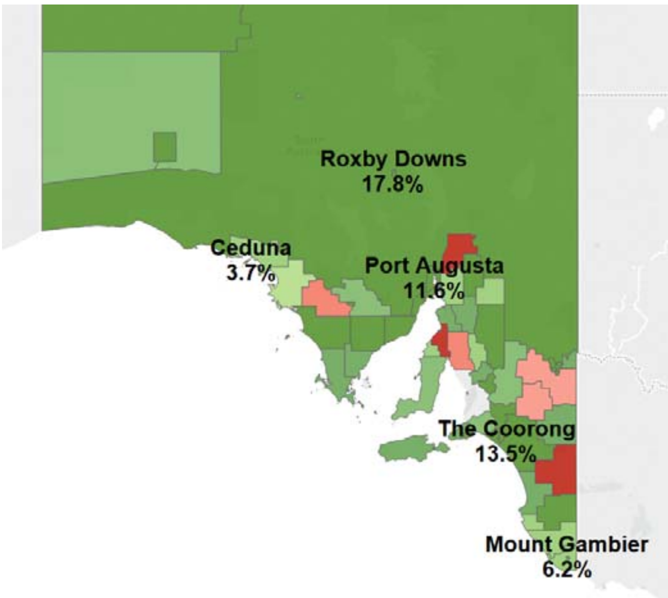


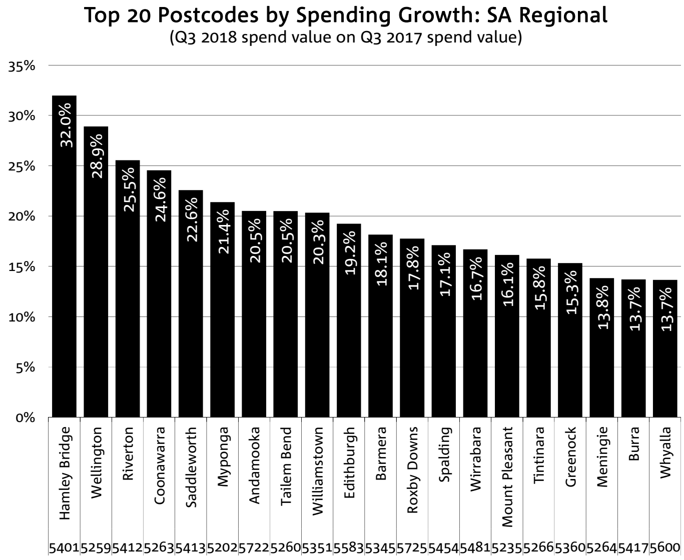
Top 20 Postcodes by Spending Growth: QLD Regional
(Q3 2018 spend value on Q3 2017 spend value)

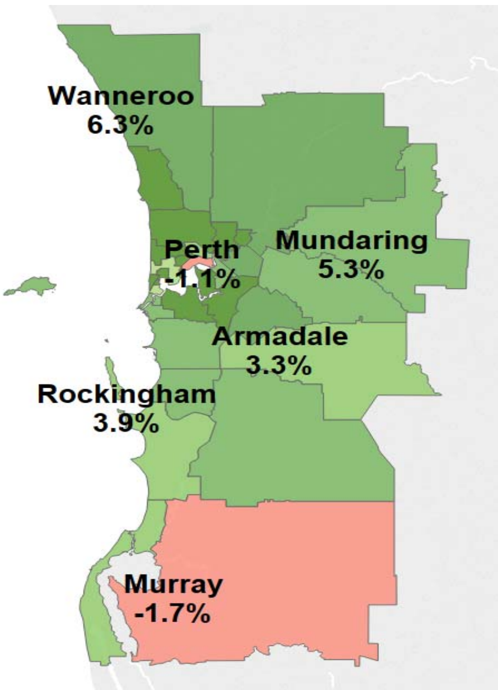


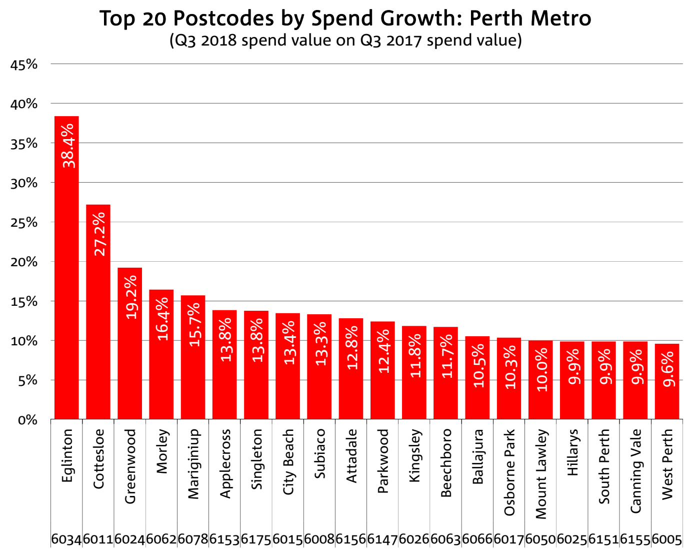

Mallala
3.4%
Adelaide
4.9%
Adelaide Hills
7.8%
Holdfast Bay
8.5%

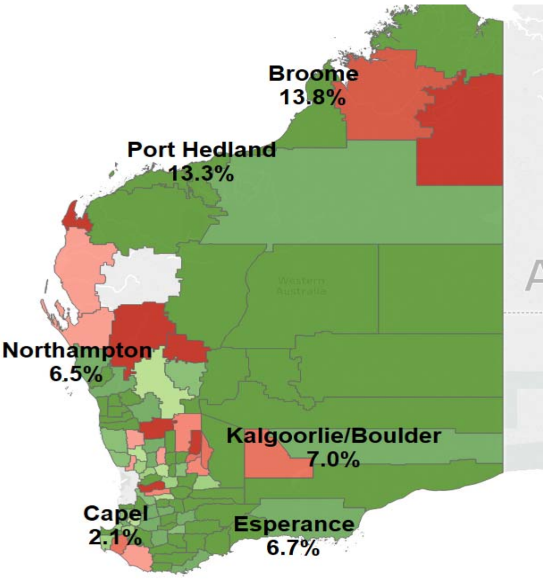

Top 20 Postcodes by Spend Growth: Adelaide Metro
(Q3 2018 spend value on Q3 2017 spend value)
25%
20%
15%
10%
5%
0%
21.7%
20.8%
18.4%
17.6%
17.3%
17.1%
16.6%
16.4%
15.6%
15.0%
14.7%
14.7%
14.4%
14.3%
13.4%
13.3%
12.9%
12.9%
12.5%
12.1%
Hahndorf
Meadows
Sellicks Beach
Semaphore Park
Highbury
West Lakes Shore
Balhannah
Lobethal
Taperoo
Woodville West
Willunga
Campbelltown
Reynella
Mansfield Park
Kensington Gardens
Allenby Gardens
Macclesfield
Toorak Gardens
Modbury North
Parkside
5245
5201
5174
5019
5089
5020
5242
5241
5017
5011
5172
5074
5161
5012
5068
5009
5153
5065
5092
5063


Roxby Downs
17.8%
Ceduna
3.7%
Port Augusta
11.6%
The Coorong
13.5%
Mount Gambier
6.2%

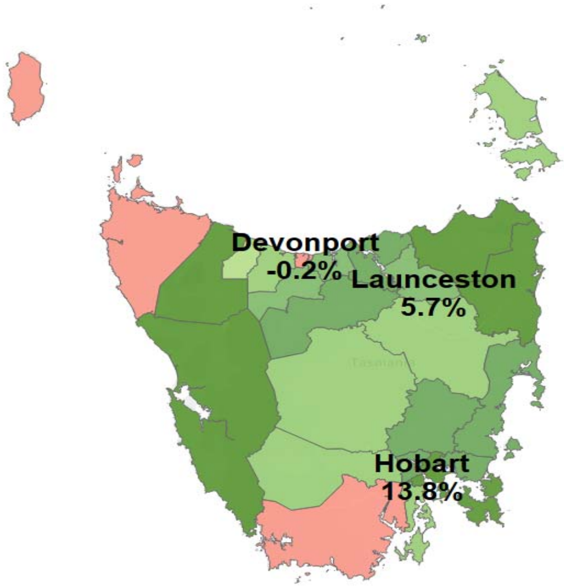

Top 20 Postcodes by Spending Growth: SA Regional
(Q3 2018 spend value on Q3 2017 spend value)
35%
30%
25%
20%
15%
10%
5%
0%
32.0%
28.9%
25.5%
24.6%
22.6%
21.4%
20.5%
20.5%
20.3%
19.2%
18.1%
17.8%
17.1%
16.7%
16.1%
15.8%
15.3%
13.8%
13.7%
13.7%
Hamley Bridge
Wellington
Riverton
Coonawarra
Saddleworth
Myponga
Andamooka
Tailem Bend
Williamstown
Edithburgh
Barmera
Roxby Downs
Spalding
Wirrabara
Mount Pleasant
Tintinara
Greenock
Meningie
Burra
Whyalla
5401
5259
5412
5263
5413
5202
5722
5260
5351
5583
5345
5725
5454
5481
5235
5266
5360
5264
5417
5600

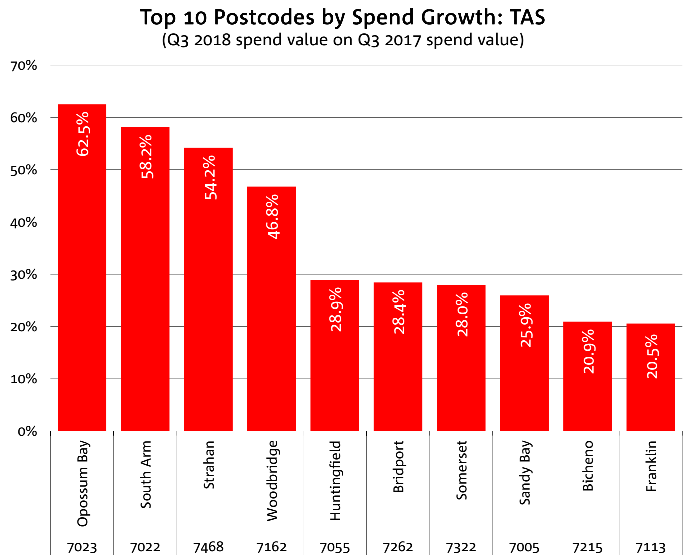

Wanneroo
6.3%
Perth
-1.1%
Mundaring
5.3%
Armadale
3.3%
Rockingham
3.9%
Murray
-1.7%

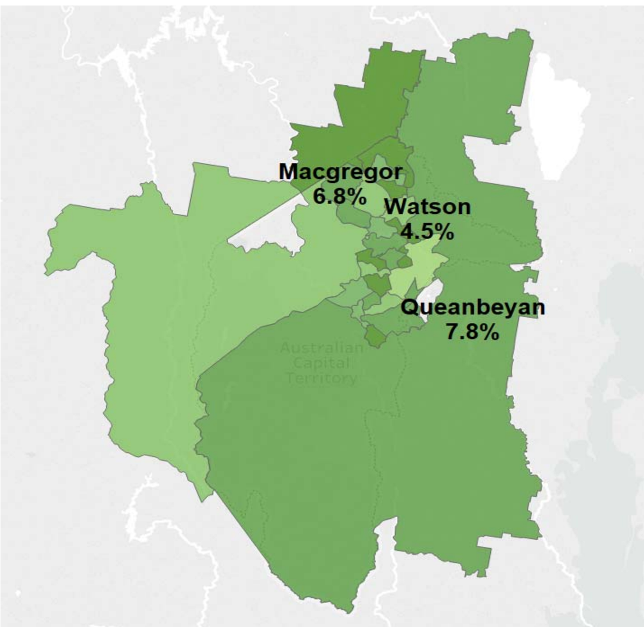

Top 20 Postcodes by Spend Growth: Perth Metro
(Q3 2018 spend value on Q3 2017 spend value)
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
38.4%
27.2%
19.2%
16.4%
15.7%
13.8%
13.8%
13.4%
13.3%
12.8%
12.4%
11.8%
11.7%
10.5%
10.3%
10.0%
9.9%
9.9%
9.9%
9.6%
Eglinton
Cottesloe
Greenwood
Morley
Mariginiup
Applecross
Singleton
City Beach
Subiaco
Attadale
Parkwood
Kingsley
Beechboro
Ballajura
Osborne Park
Mount Lawley
Hillarys
South Perth
Canning Vale
West Perth
6034
6011
6024
6062
6078
6153
6175
6015
6008
6156
6147
6026
6063
6066
6017
6050
6025
6151
6155
6005

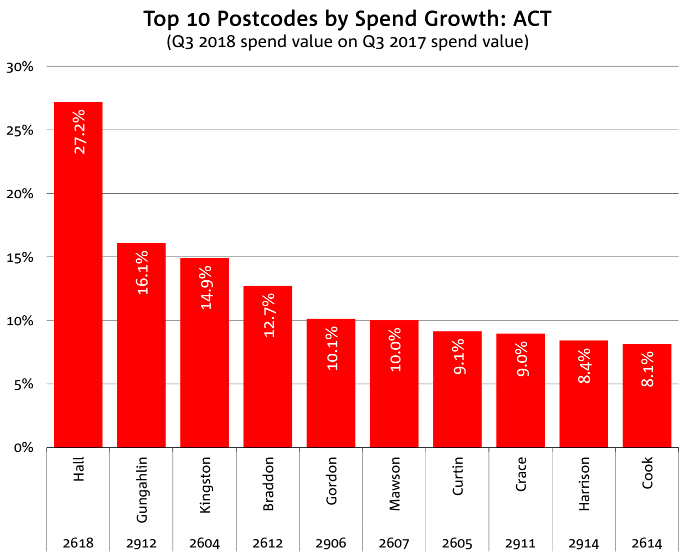

Broome
13.8%
Port Hedland
13.3%
Northampton
6.5%
Kalgoorlie/Boulder
7.0%
Capel
2.1%
Esperance
6.7%

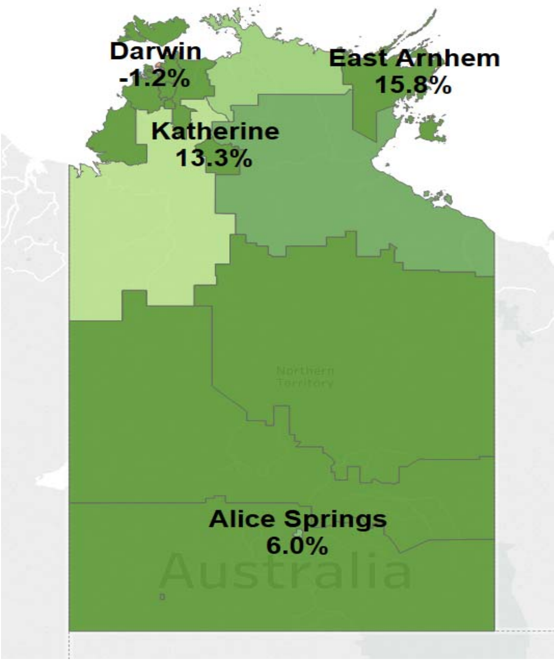

Top 20 Postcodes by Spending Growth: WA Regional
(Q3 2018 spend value on Q3 2017 spend value)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
86.8%
45.4%
44.7%
41.1%
40.7%
36.4%
31.9%
30.8%
28.9%
28.2%
27.5%
22.7%
22.2%
21.9%
19.4%
18.7%
18.4%
17.9%
17.8%
17.7%
Popanyinning
Denmark
Gnowangerup
Kendenup
Tambellup
Three Springs
Dampier
Morawa
Woodanilling
Albany
Ashburton
Wyalkatchem
Green Head
Mingenew
Wyndham
Boulder
Boddington
Cranbrook
Kulin
Tammin
6309
6333
6335
6323
6320
6519
6713
6623
6316
6328
6716
6485
6514
6522
6740
6432
6390
6321
6365
6409

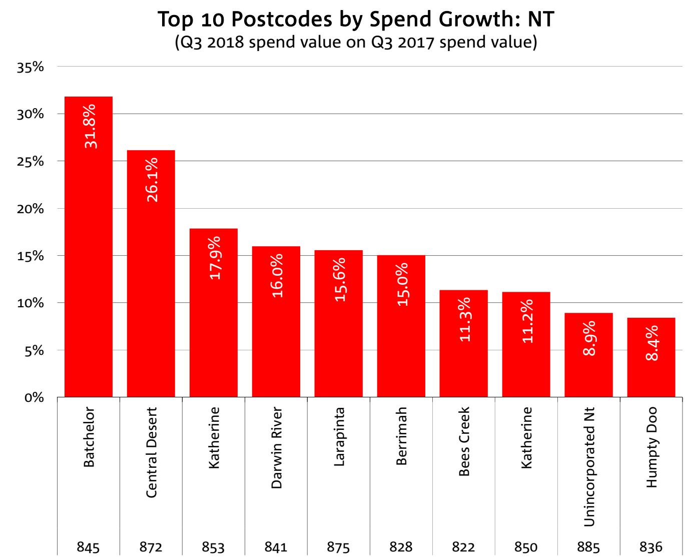

Devonport
-0.2%
Launceston
5.7%
Hobart
13.8%


Top 10 Postcodes by Spend Growth: TAS
(Q3 2018 spend value on Q3 2017 spend value)
70%
60%
50%
40%
30%
20%
10%
0%
62.5%
58.2%
54.2%
46.8%
28.9%
28.4%
28.0%
25.9%
20.9%
20.5%
Opossum Bay
South Arm
Strahan
Woodbridge
Huntingfield
Bridport
Somerset
Sandy Bay
Bicheno
Franklin
7023
7022
7468
7162
7055
7262
7322
7005
7215
7113


Macgregor
6.8%
Watson
4.5%
Queanbeyan
7.8%


Top 10 Postcodes by Spend Growth: ACT
(Q3 2018 spend value on Q3 2017 spend value)
30%
25%
20%
15%
10%
5%
0%
27.2%
16.1%
14.9%
12.7%
10.1%
10.0%
9.1%
9.0%
8.4%
8.1%
Hall
Gungahlin
Kingston
Braddon
Gordon
Mawson
Curtin
Crace
Harrison
Cook
2618
2912
2604
2612
2906
2607
2605
2911
2914
2614

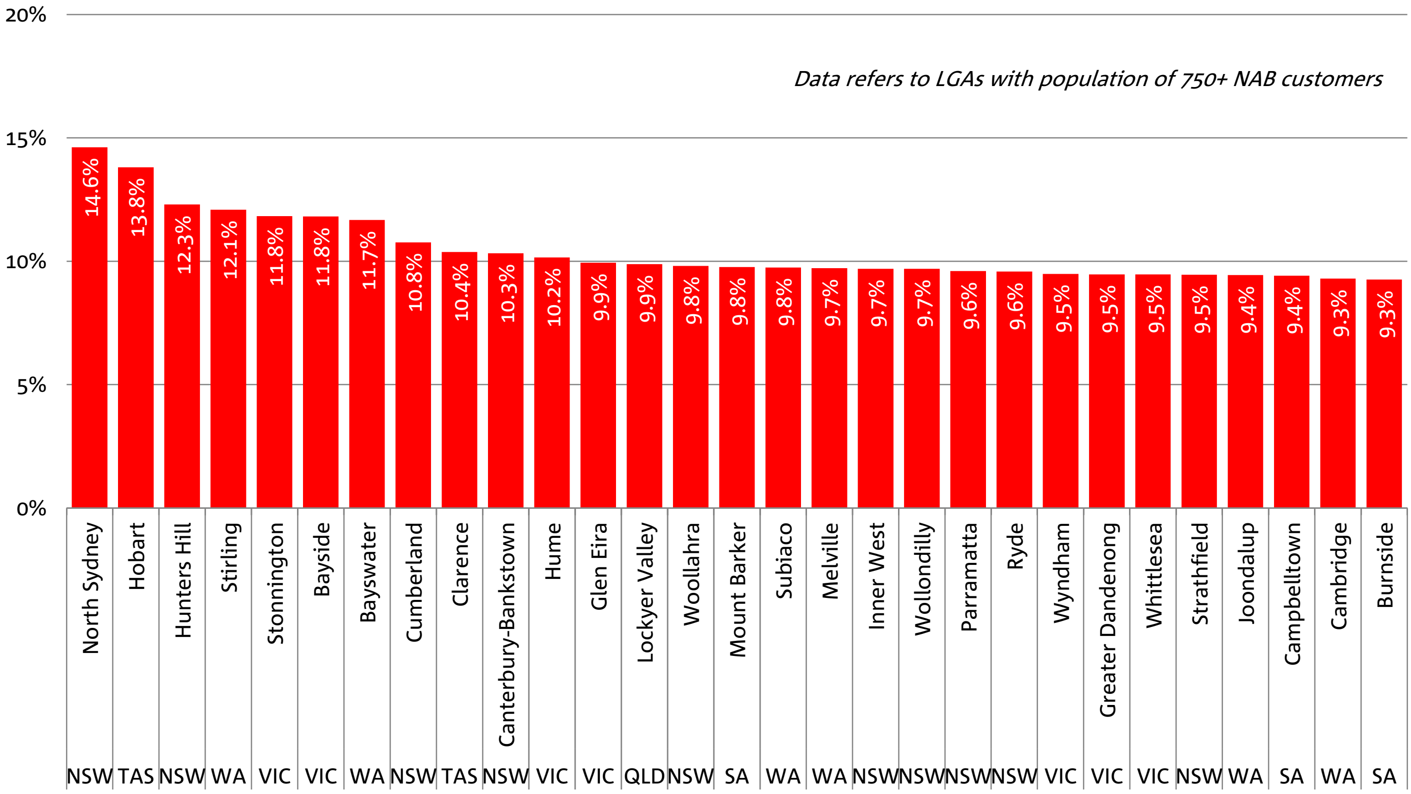

Darwin
-1.2%
East Arnhem
15.8%
Katherine
13.3%
Alice Springs
6.0%
Australia


Top 10 Postcodes by Spend Growth: NT
(Q3 2018 spend value on Q3 2017 spend value)
35%
30%
25%
20%
15%
10%
5%
0%
31.8%
26.1%
17.9%
16.0%
15.6%
15.0%
11.3%
11.2%
8.9%
8.4%
Batchelor
Central Desert
Katherine
Darwin River
Larapinta
Berrimah
Bees Creek
Katherine
Unincorporated Nt
Humpty Doo
845
872
853
841
875
828
822
850
885
836


NAB REWARDS
NAB REWARDS BUSINESS
NAB REWARDS
4557 0312 3456 7890
VALID FROM 12/16
UNTIL END 11/19
MR N REWARDS
VISA
7890
VISA
Platinum

APPENDIX 2

TOP 30 FASTEST GROWING AUSTRALIAN METROPOLITAN LGA'S



TOP 5 FASTEST GROWING METROPOLITAN LGA'S BY STATE

SYDNEY	% Y/Y
North Sydney	14.6%
Hunters Hill	12.3%
Cumberland	10.8%
Canterbury-Bankstown	10.3%
Woollahra	9.8%

MELBOURNE	% Y/Y
Stonnington	11.8%
Bayside	11.8%
Hume	10.2%
Glen Eira	9.9%
Wyndham	9.5%

BRISBANE	% Y/Y
Lockyer Valley	9.9%
Brisbane	6.7%
Ipswich	5.4%
Somerset	5.3%
Logan	4.5%

ADELAIDE	% Y/Y
Mount Barker	9.8%
Campbelltown	9.4%
Burnside	9.3%
Tea Tree Gully	9.3%
Charles Sturt	9.1%

PERTH	% Y/Y
Stirling	12.1%
Bayswater	11.7%
Subiaco	9.8%
Melville	9.7%
Joondalup	9.4%

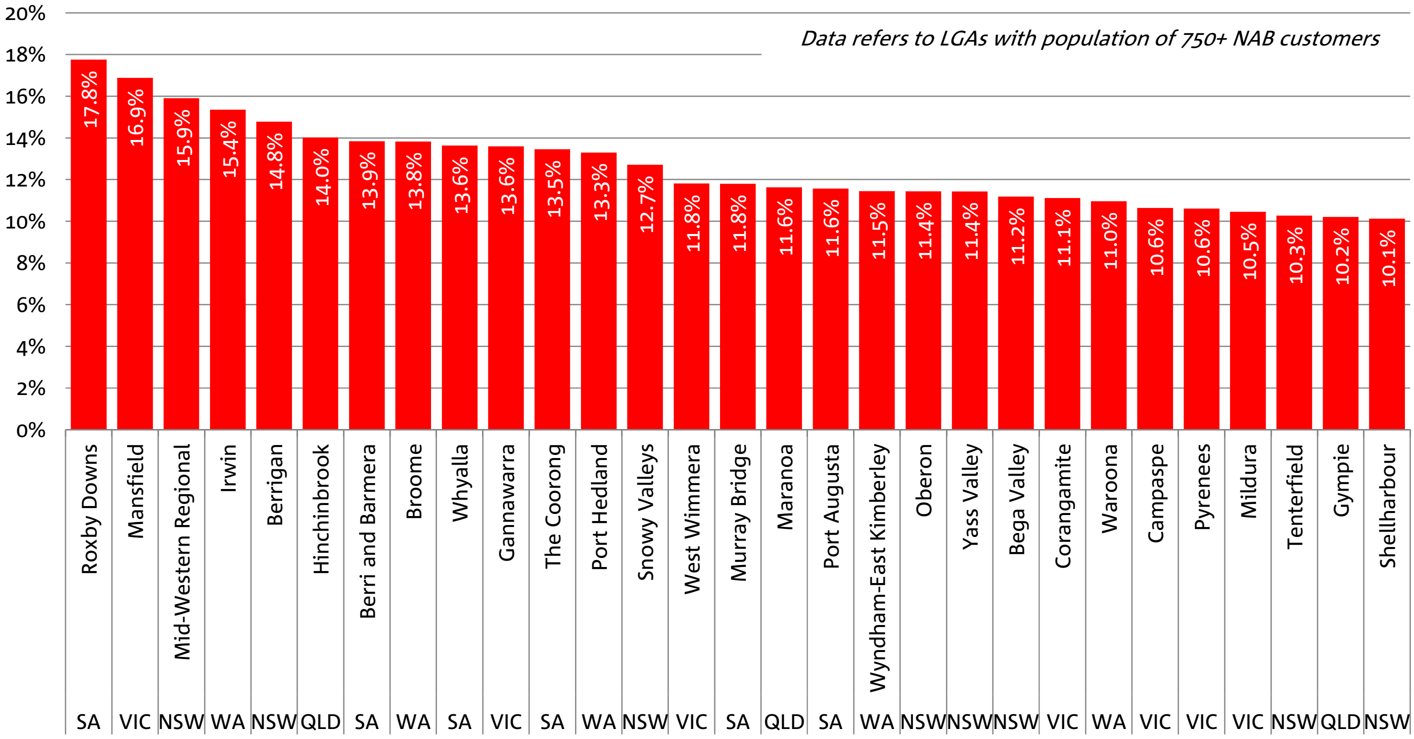
HOBART	% Y/Y
Hobart	13.8%
Clarence	10.4%
Sorell	7.7%
Brighton	6.8%
Glenorchy	6.7%

CANBERRA	% Y/Y
Unincorporated ACT*	7.6%

* The ACT does not have separate LGAs.

DARWIN	% Y/Y
Litchfield	5.1%
Darwin	1.9%
Palmerston	1.0%

TOP 30 FASTEST GROWING AUSTRALIAN REGIONAL LGA'S



TOP 5 FASTEST GROWING REGIONAL LGA'S BY STATE

NSW	% Y/Y
Mid-Western Regional	15.9%
Berrigan	14.8%
Snowy Valleys	12.7%
Oberon	11.4%
Yass Valley	11.4%

VIC	% Y/Y
Mansfield	16.9%
Gannawarra	13.6%
West Wimmera	11.8%
Corangamite	11.1%
Campaspe	10.6%

QLD	% Y/Y
Hinchinbrook	14.0%
Maranoa	11.6%
Gympie	10.21%
Banana	10.0%
Mount Isa	9.9%

SA	% Y/Y
Roxby Downs	17.8%
Berri and Barmera	13.9%
Whyalla	13.6%
The Coorong	13.5%
Murray Bridge	11.8%

WA	% Y/Y
Irwin	15.4%
Broome	13.8%
Port Hedland	13.3%
Wyndham-East Kimberley	11.5%
Waroona	11.0%

TAS	% Y/Y
West Tamar	7.9%
Meander Valley	6.9%
Launceston	5.7%
Central Coast	3.0%
Burnie	1.9%

NT	% Y/Y
Alice Springs	5.2%

APPENDIX 3

NOTES ON NAB'S CUSTOMER SPENDING ESTIMATES

- Customer spending represents consumption-based spending.
- Customer spending does not include spending on government services, tax payments, direct to public manufacturers, mortgage and other credit facility repayments.
- Customer spending is based on where the customer lives - which may or may not be where the actual spending activity occurs.
- Customers without an Australian residential address are excluded.
- Spending includes both online and offline transactions.
- Transaction data may include EFTPOS, Credit Card, BPAY, Bank Transfers, Direct Debits and Paypal services where available.
- Spending on Health & Community Services excludes spending at HICAPS terminals.
- Geographic areas have been defined using the ABS Local Government Area (LGA) and Statistical areas in the form of both Greater Capital City Statistical Area and Statistical Area 4 definitions.
- All geographic data is defined by 2016 ABS geographic standards from the 2016 census.
- Where lower tier geographic areas may be assigned to multiple higher tier areas, the spend value is apportioned using ABS weights. However for definitions (e.g. whether an LGA lays within GCCSA or not, if more than 50% of the LGA lays within a GCCSA it will be defined as part of the GCCSA).
- Some postcodes may correspond to several different locality names. Where this is the case, only one locality name will be shown.
- Year-on-year spending change represents non-seasonally adjusted change compared to the same quarter in the previous year.
- Cut-offs have been applied to remove small area data which may be statistically volatile and may bias estimates of spending. Even with this treatment, regional areas may have greater spending volatility than metro areas. This cut-off does not apply to maps for aesthetic reasons.
- Spending may be biased due increased take-up in payment methods such as the use of near field communication terminals/online applications that are growing in preference to cash, particularly in hospitality related sectors.

More details about this measure of customer spending are available upon request.

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