

News Release

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Customers set to spend big this Father's Day

Australians shopping over the Father's Day period are expected to spend almost a billion dollars, according to analysis of ANZ customer credit and debit card data.

In 2023, ANZ customers spent a total of over \$932 million, an increase of 4% year-on-year from 2022. Over \$883 million was spent domestically in Australia.

ANZ data trends suggest customers may continue to spend millions of dollars on meals with their fathers, with \$105 million spent on takeaway, restaurants and cafes over the Father's Day weekend in 2023 – up 2% year-on-year. Entertainment saw a 10% surge in 2023, with a total of \$48 million spent over the same weekend.

ANZ Deposits and Payments Lead, Australia Retail, Yiken Yang said: "Spending at wineries and bottle shops continues to be popular, with ANZ data revealing \$45 million was spent on this category during the 2023 Father's Day weekend."

"One of the biggest year-on-year increases was in travel expenditure – \$25 million – up 18% from 2022, underscoring the growing popularity of gifting experiences, such as accommodation or flight vouchers, as opposed to physical goods."

"Interestingly, spending on welfare and charitable services leapt 33% year-on-year, to \$5 million, possibly reflecting the tradition of gifting a donation on behalf of someone. Father's Day also drove a 23% increase in spending on memberships, worth an additional \$730,000 spent over Father's Day weekend."

"Marine services, supply and rentals saw another big year-on-year increase, up 41% in 2023, compared to the same period in 2022."

ANZ customers in Victoria spent the most of any state, however those in the Northern Territory and South Australia spent more over the entirety of the weekend, compared to other weekends in September. This represents an additional \$874,000 in the Northern Territory and \$6.4m in South Australia.

ANZ customers continue to use unique phrases when sending money over the Father's Day period. Some of the most popular transaction messages have included: *cooldad, papa, lunch, love, present, love you dad, dads gift, dinner* and *happy father's day*.

STATE BY STATE COMPARISON – ANZ CUSTOMER CREDIT AND DEBIT CARD DATA

Victoria

- Victoria's total Father's Day spend last year was \$244.4m, up from \$235.1m in 2022.
- Victorian customers' spending on Father's Day in 2023 was the highest in Australia.

New South Wales

- In total, customers in NSW spent \$229.4m on Father's Day in 2023, an increase from \$220.9m.
- Spending by NSW customers was the second highest in the country.

Queensland

- Queensland customers spent \$170.2m over the Father's Day period last year. The total Queensland spend on Father's Day in 2022 was \$163.6m.
- Queensland was the third-highest spending state, over the Father's Day period in 2023, behind Victoria and NSW.

Western Australia

- Last year, customers in WA spent a total of \$120.8m on Father's Day, up from \$114.3m in 2022.

South Australia

- South Australian customers increased their Father's Day spending to \$68.3m in 2023. Customers spent \$63m on Father's Day in the previous year.

Tasmania

- Tasmania's total Father's Day spend was \$20.2m in 2023, an increase from \$19.7m in 2022.

Northern Territory

- Customers in the NT spent a total of \$8.8m in 2023, up from \$8.6m on Father's Day in 2022.

Australian Capital Territory

- In total, customers in the ACT spent \$13.9 on Father's Day in 2023, compared to \$14.1m in 2022.
- ACT is the only state or territory to have spent less on Father's Day in 2023 than in 2022, according to ANZ customer data.

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