

Southbank Traffic Intelligence Profile

SCATS-based vehicle movement profile generated from the Melbourne SCATS Intelligence Platform. Historical signalised-intersection movement analysis covering 2014–2026.

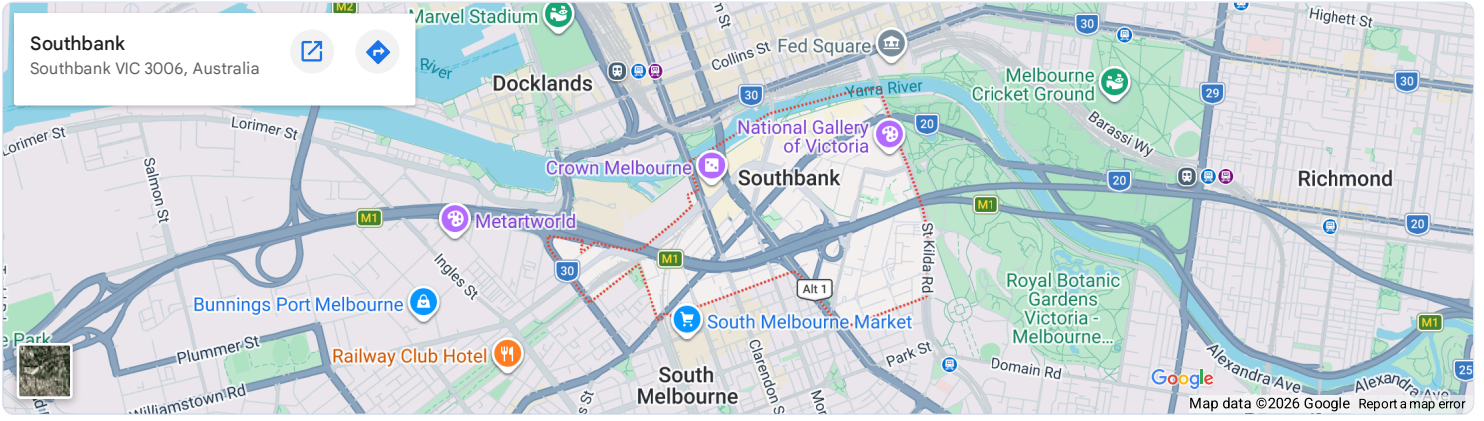
Generated: 20 May 2026 Suburb rank: #39 SCATS sites: 25 Postcode(s): 3000, 3006



I'm your local mate with a few trailers right next to The West Gate Freeway!

Suburb Map

This map provides geographic context for the suburb profile and the surrounding road network. For individual SCATS sensor locations, use the map links in the Top SCATS Sites and Sensor Inventory tables.



Executive Snapshot

Southbank contains 25 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for 3,379,813,182 vehicle movements, or approximately 3,379.8M.

The busiest mapped SCATS location in Southbank is Montague / Normanby / Munro, with 328,965,579 recorded movements across the historical period.

3,379.8M
Total mapped vehicle movements

25
Mapped SCATS sites

#39
Melbourne suburb movement rank

135,192,527
Average movements per site

Interpretation: This profile should be read as a suburb-level movement exposure report based on mapped SCATS sensor locations. It is useful for local traffic reporting, OOH exposure review, planning discussion, business-location context and public-interest transport analysis.

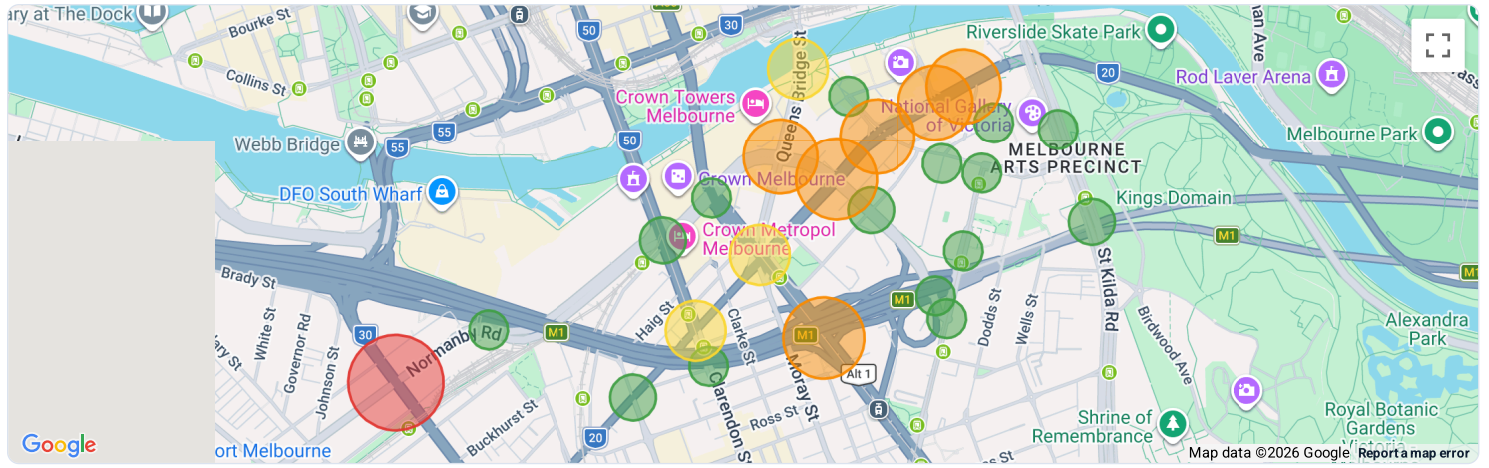
Top SCATS Sites in Southbank

#	SCATS ID	Location	Total movements	Millions	Rank
1	3541	Montague / Normanby / Munro MONTAGUE/NORMANBY/MUNRO	328,965,579	329.0M	132
2	2397	Kingsway / Southern Link KINGSWAY/SOUTHERN LINK	284,883,761	284.9M	233
3	4881	City / Power CITY/POWER	280,574,613	280.6M	248
4	4880	City / Southbank CITY/SOUTHBANK	223,811,901	223.8M	521
5	4879	Queens Bridge / Whiteman / Power QUEENS BRIDGE/WHITEMAN/POWER	221,019,164	221.0M	537
6	4920	City / Southgate CITY/SOUTHGATE	194,011,378	194.0M	784
7	4159	CITY near FANNING CITY NR FANNING	190,543,009	190.5M	818
8	4882	City / Moray / Queensbridge CITY/MORAY/QUEENSBRIDGE	172,044,811	172.0M	1000
9	4895	Queens Bridge / Crown Porte Cochere Exit QUEENS BRIDGE/CROWN PORTE COCHERE EXIT	162,602,652	162.6M	1122
10	4883	City / Clarendon CITY/CLARENDON	160,887,174	160.9M	1139

Note: SCATS locations are assigned to suburbs using the latitude/longitude of each site. Boundary roads may influence nearby suburbs even when assigned to one suburb for repeatable reporting.

SCATS Sensor Map

This map shows the location of each mapped SCATS sensor associated with **Southbank**. Circle colours match the main full-network SCATS map. Click any circle to view the site name, movement total and a direct Google Maps link.



Traffic intensity circles

- Red — Top 5% busiest Melbourne-wide
- Orange — Top 20% busiest Melbourne-wide
- Yellow — Middle-volume Melbourne-wide
- Green — Lower-volume mapped site

Circle colours are based on each SCATS site's Melbourne-wide rank across the cleaned archive, not just its rank within this suburb. Circle size is scaled lightly by traffic intensity.

Provider: Google Maps circle overlays - Sensors plotted: 25. For PDF export, you will usually get a better result by replacing this live map with a static PNG screenshot.

Local Movement Context

Busiest Local Site

Montague / Normanby / Munro
328,965,579 vehicle movements
[Open busiest site in Google Maps](#)

Suburb Rank

Southbank ranks **#39** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

Likely Dominant Corridors

- City
- Power
- Southbank
- Normanby
- Whiteman
- Clarendon
- Kavanagh
- Sturt

OOH and media relevance: Suburbs with concentrated SCATS movement corridors can be useful for billboard exposure review, local traffic journalism, corridor analysis and business-location intelligence.

SCATS Sensor Inventory

SCATS ID	Friendly name	Official name	Total movements
3541	Montague / Normanby / Munro	MONTAGUE/NORMANBY/MUNRO	328,965,579
2397	Kingsway / Southern Link	KINGSWAY/SOUTHERN LINK	284,883,761
4881	City / Power	CITY/POWER	280,574,613
4880	City / Southbank	CITY/SOUTHBANK	223,811,901
4879	Queens Bridge / Whiteman / Power	QUEENS BRIDGE/WHITEMAN/POWER	221,019,164
4920	City / Southgate	CITY/SOUTHGATE	194,011,378
4159	CITY near FANNING	CITY NR FANNING	190,543,009
4882	City / Moray / Queensbridge	CITY/MORAY/QUEENSBRIDGE	172,044,811
4895	Queens Bridge / Crown Porte Cochere Exit	QUEENS BRIDGE/CROWN PORTE COCHERE EXIT	162,602,652
4883	City / Clarendon	CITY/CLARENDON	160,887,174
4878	Clarendon / Whiteman / Normanby	CLARENDON/WHITEMAN/NORMANBY	155,522,681
4890	Power / Kavanagh	POWER/KAVANAGH	146,072,798
4533	ST KILDA near GRANT	ST KILDA NR GRANT	112,861,586
4884	City / Cecil / Ballantyne	CITY/CECIL/BALLANTYNE	108,162,129
4888	Sturt / Southbank	STURT/SOUTHBANK	83,169,760
4923	Southbank / Kavanagh	SOUTHBANK/KAVANAGH	81,517,147
2936	ST KILDA near SOUTHBANK (NOLAN)	ST KILDA NR SOUTHBANK (NOLAN)	77,198,482
4925	Whiteman / Casino / Kingsway Ramps	WHITEMAN/CASINO/KINGSWAY RAMPS	74,985,254
4489	Westgate Freeway / Power	WESTGATE FWY/POWER	68,265,802
4891	Clarendon / Ballantyne	CLARENDON/BALLANTYNE	57,421,724
3544	Normanby / Melb Convention Centre	NORMANBY/MELB CONVENTION CENTRE	56,496,566
4887	Power / Sturt	POWER/STURT	42,556,390
3416	STURT near GRANT	STURT NR GRANT	34,387,673
4922	Southbank / Riverside	SOUTHBANK/RIVERSIDE	33,045,484
4889	Sturt / Kavanagh	STURT/KAVANAGH	28,805,664

Methodology and Platform Context

This suburb profile is one local report generated from the wider **Melbourne SCATS Intelligence** platform. The platform converts more than 12 years of Melbourne traffic signal data into a public-facing transport intelligence layer covering historical movement totals, site rankings, corridor behaviour, suburb profiles, OOH exposure review, and reproducible data-quality evidence.

37,877,000,000 Cleaned 15-minute SCATS observations	539,021,000,000 Total cleaned vehicle movements analysed platform-wide	148/148 Expected months processed in the reporting window	2014–2026 Historical coverage window
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How to read this suburb report: the suburb total shown earlier in this profile is this suburb's portion of the mapped SCATS movement layer. The Melbourne-wide figures above describe the scale of the full platform, not this suburb alone. The suburb profile layer turns the city-wide dataset into 517 suburb/locality reports using 4,427 mapped SCATS sites.

- Input suburb summary: suburb_summary_v1.json
- Input site lookup: scats_site_suburb_lookup_cleaned_v1_4.csv
- Suburb/locality profiles generated: **517**
- Mapped SCATS sites used in the suburb reporting layer: **4,427**
- Movement total represented by the mapped suburb profile layer: **532,181,076 movements**
- Time resolution: **15-minute intervals**

Boundary caution: Some SCATS sensors sit on arterial roads, freeway interfaces or suburb boundaries. For repeatable reporting, each sensor is assigned to one suburb based on its coordinate. This makes the profiles reproducible, but nearby suburbs may still be affected by the same corridor.

Open-source project: <https://github.com/clarketowson/melbourne-scats-intelligence>