Business Perception Survey

For The Town of Victoria Park

January 2025

Prepared by Research Solutions for the Town of Victoria Park

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Introduction

The Strategic Community Plan (SCP) identifies overall business satisfaction as a measure of the delivery of the Town's economic priorities. The purpose of the Business Perception Survey is to:

- Measure business satisfaction as a series of KPIs for the SCP
- Support for the review of the Economic Development Strategy.
- Solicits suggestions for improvements by the Town to better meet the needs of the business community.

The Economic Development program is made up of a series of subprograms designed to deliver the actions set out in the Economic Development Strategy and the community economic priorities set out in the SCP.

The information collected in this business perceptions survey will be used to support a review of the Economic Development Strategy and the Economic Development program and provide feedback for the projects and initiatives delivered under other Town strategies and programs that impact the Town's economy.

The two Community Economic Development priorities in the SCP are:

- Facilitating a strong economy; and
- Attracting businesses and people to local centres through place planning and activation.

Image contribution: Town of Victoria Park – Facebook page

Objectives

The topics covered in this report and how they relate to the SCP priorities listed on the previous page are detailed in the table below. The report has been organised into three sections one for each priority. Details each goal and related strategy are reported in order for ease of reading.

Table 1: Economic Community Priority 1 – Facilitating a Strong Local Economy

Goals	Suggested questions or topics
Promote the Town as a destination to visit	• Satisfaction with the level of promotion of the area as a place to visit and shop • Events, festivals and activations that attract people to the area. Satisfaction with the Town's performance in providing community events, place activation, concerts and festivals to bring people into the area.
Promote the town as a great place for investment	• Satisfaction with the Town being a place to work or operate a business. Why/why not? • Reasons for wanting to keep or move their business.
Ensure businesses feel supported and engaged	• Town has a good understanding of issues and challenges facing business • Support offered by the Town is relevant to my business • Satisfaction with the Town's performance facilitating business networking opportunities. • Awareness of economic development initiatives: i) Business e-newsletter ii) Business Awards and Business Breakfast iii) Business Grants iv) Place Grants v) Business Advisory Group vi) Curtin Ignition vii) Awareness of other small business mentoring programs (such as SBDC workshops) • How well the Town is communicating key pieces of information to business: i) Its vision for the future ii) Major projects being undertaken iii) Events coming up iv) What is being done to promote the Town v) Decisions made by the Town/ Council which impact local businesses. • Business engagement improvements – what do they believe the Town can do better in terms of business engagement? Best way to communicate with your business? • Satisfaction with contact with staff or council.

Continued…

Objectives …continued

Table 1: Economic Community Priority 1 – Facilitating a Strong Local Economy … continued

Goals	Suggested questions or topics
Deliver infrastructure and planning frameworks that support local economy	• Satisfaction with approvals processes (planning, building and health). • Satisfaction that the Town provides the infrastructure to support businesses • Satisfaction with pedestrian access to businesses • Satisfaction with vehicle access to businesses • Encouraging disability access and inclusion. Satisfaction with Town's performance in encouraging access and inclusion for all people.

Table 2: Economic Community Priority 2 – Attracting businesses and people to local centres through place planning and activation

Goals	Suggested questions or topics
Increase activity in our local centres through place activation and place investment	• Events, festivals and activations that attract people to the area. Satisfaction with the Town's performance in providing community events, place activation, concerts and festivals to bring people into the area. • Appearance of commercial districts. Satisfaction with performance in providing pleasant commercial areas/town centres/public realm.
Help businesses to activate the public realm	• Satisfaction with Town's place activation of town centres • Awareness of Place Grants
Create attractive places	• Appearance of commercial districts. Satisfaction with performance in providing pleasant commercial areas/town centres/public realm.
Deliver a planning framework that enables population growth in centres	• Satisfaction with approvals processes (planning, building and health). • Satisfaction in performance in supporting businesses meet their food, health and noise requirements.
Local Planning Strategy	

Continued…

Objectives …continued

Table 3: Social Community Priority 1 – Helping people feel safe

Goals	Suggested questions or topics
Providing safe environments	Business community feels safe

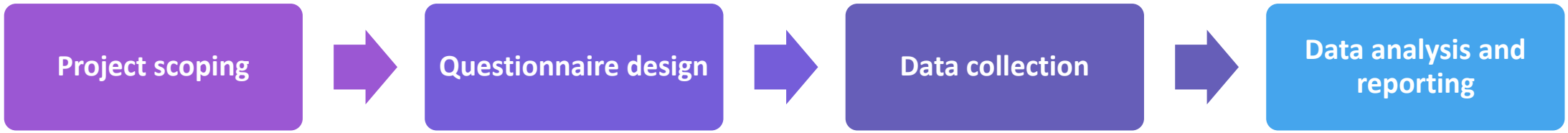
Table 4: Social Community Priority 3 – Facilitating an inclusive Community that celebrates diversity

Goals	Suggested questions or topics
Celebrate and recognise Aboriginal and Torres Strait Islander cultures	Satisfaction with access and inclusion for Aboriginal and Torres Strait Islander people
Provide people living with disabilities, the same opportunities for other people to access service facilities, information, engagement, employment and events in the Town	Satisfaction with disability access and inclusion

Note: The satisfaction KPI results for 'Table 4: Social Community Priority 3 – Facilitating an inclusive Community that celebrates diversity' are covered under 'Table 1 Economic Community Priority 1 - Facilitating a strong economy - Deliver infrastructure and planning frameworks that support local economy – encouraging access and inclusion'.

Our Approach

A total of 109 businesses responded to the 2024 of Business Perception Survey. The process was as follows:



Project scoping

The project commenced with a scoping meeting to discuss and fine-tune the approach, this led to the Town formalising of the scope of the study inwriting, which laid out how the information would be used and the goals, strategies and KPIs required for the Strategic Community Plan and to inform the Economic Development Strategy.

Questionnaire design

Research Solutions developed a draft questionnaire based on the Town's scoping document. The questionnaire took approximately 11 minutes to complete and after fine tuning was ‘signed off’ by the Town for programming. The questionnaire was programmed into Web Survey Creator, Research Solutions’ online survey software. The survey software is an Australian program that hosts the data in Australia and meets the Australian Privacy Legislation requirements.

The online survey was badged with the Town of Victoria Park's logo and contained a map of the precincts to enable the businesses to identify which precinct they were located in. The representatives from the Town tested the questionnaire online to ensure that it flowed well and was easy to complete.

Continued…

Our Approach…continued

Data Collection scoping

The Town provided a database of businesses located within the Town based on the Australian Business Registry for the local government area of Victoria Park. Both the Town and Research Solutions worked hard to clean the list as much as practical, removing duplications and businesses outside the local government area.

The Town emailed all businesses on the list to inform them of the survey and to encourage their participation. The clean list was then provided to Research Solutions, which emailed an invitation to participate in the survey to each business with a unique link embedded. Two further emails were sent to businesses that had not responded to the online survey to remind them to complete the survey, and a third email extended the closing date, allowing the business advisory group to distribute survey links to businesses and for a QR code to be included in the Town of Victoria Park's business newsletter. The survey was open for one month between the 4th November and the 3rd December.

A total of 109 businesses completed the survey in full, providing a sample precision of ±9% at the 95% confidence interval. The overall participation rate in the survey was 3.8% of businesses in the Town of Victoria Park. The survey was undertaken under Quality Assurance Standard ISO 20252:2019 Market, Opinion and Social Research, and all respondents were assured of their anonymity.

Analysis and Reporting

The data was thoroughly checked and coded, and contact details were removed. The results were analysed in Q, a statistical program using a variety of analysis techniques to meet the survey objectives.

The information in this report is displayed graphically, with a **green** upward arrow↑ showing a statistically significant improvement compared to 2015 and a **red** downward arrow↓ showing a statistically significant decline. Detailed cross-analysis has been undertaken, but due to the sample size, there are few statistically significant differences identified between groups of businesses. Only statistically significant differences (real differences) have been reported, not those due to chance.

Executive Summary

Executive Summary

The Business Perception Survey provides:

- Measures of business satisfaction for the strategic community plan with two community economic development priorities:
  - → facilitating a strong economy; and
  - → attracting businesses and people to local centres through place planning and activation.
- Support for the review of the economic development strategy.

A total of **109** businesses located in precincts throughout the Town of Victoria Park responded to the 2024 Business Perception Survey. These businesses provided a good representation of the types of businesses in the Town of Victoria Park and by size of business.

This report is arranged to easily access the requirements of the Strategic Community Plan, being organised by priority, goal and KPI for each strategy. On occasion, the KPI is required by a second priority area and a different strategy, so the slide has been repeated for ease of reference.

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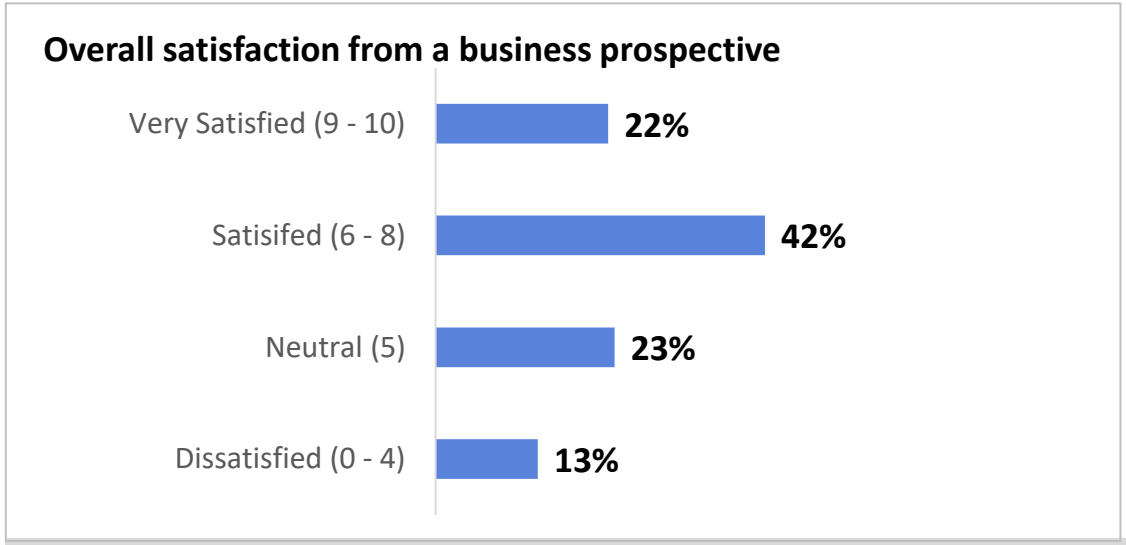
Image contribution: Town of Victoria Park – Facebook page

Executive Summary

Overall satisfaction

Just under two-thirds (64%) of businesses are satisfied overall with the Town of Victoria Park when asked to measure their satisfaction from a business perspective.



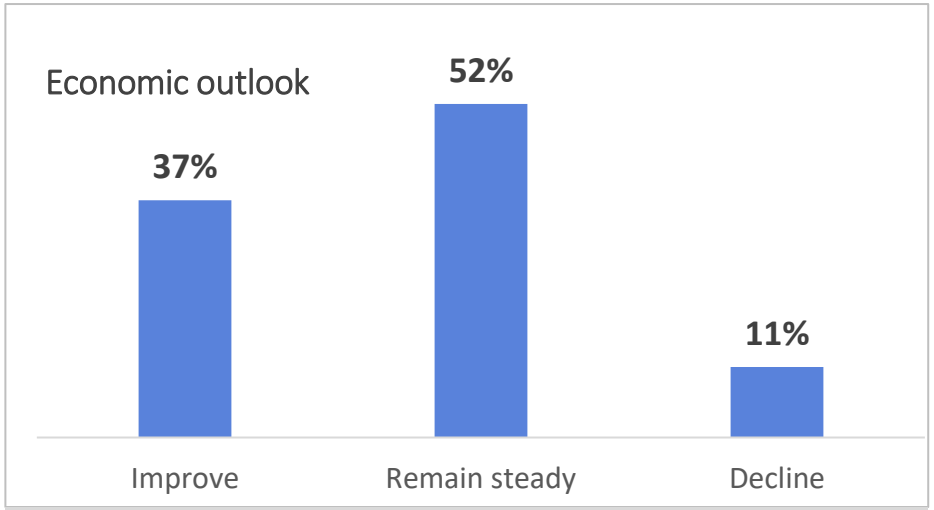
Q5. As a business owner how satisfied are you with the performance of the Town of Victoria Park (n=92; Don't know=17) Don't Know excluded from this chart.

In previous years, satisfaction with the Town of Victoria Park has been measured without reference to the business perspective, though the results in comparison to previous years are similar.

Economic outlook for businesses in 2025

Businesses were neutral or optimistic about the economic outlook for their business in 2025 at the time the survey was undertaken in November 2024.

52% of businesses responding to the survey felt that their situation would remain steady and 37% felt it would improve in 2025.



Looking forward to 2025, do you feel that your organisation's economic situation will: (n=109)

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Executive Summary

Perceptions of the Town's performance

There is no statistically significant improvement or decline in the results in comparison to 2015.

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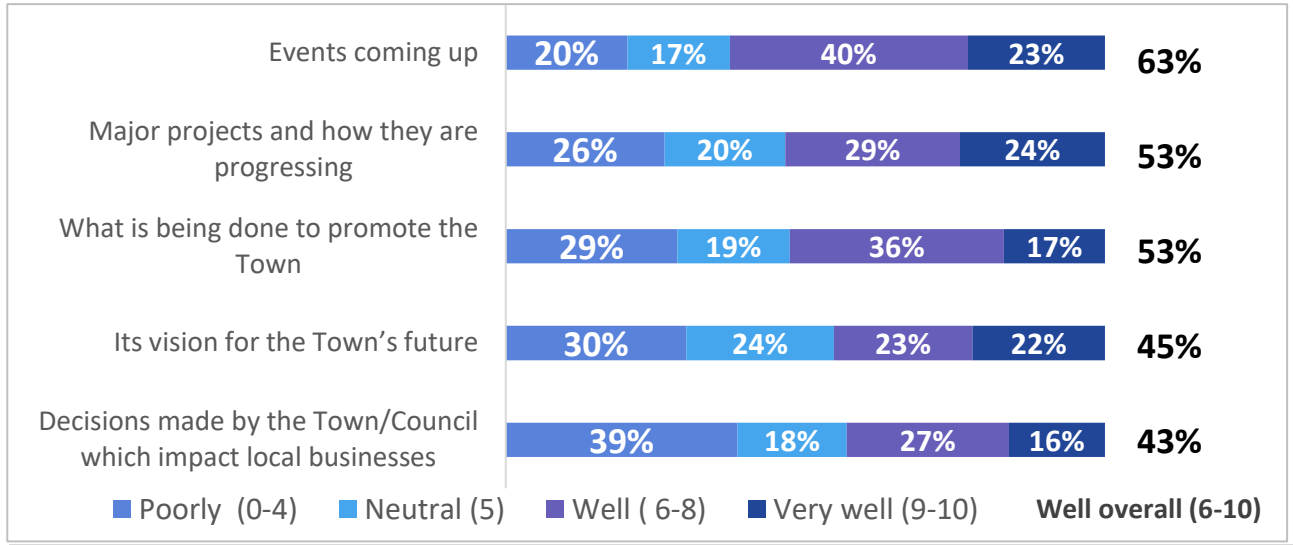
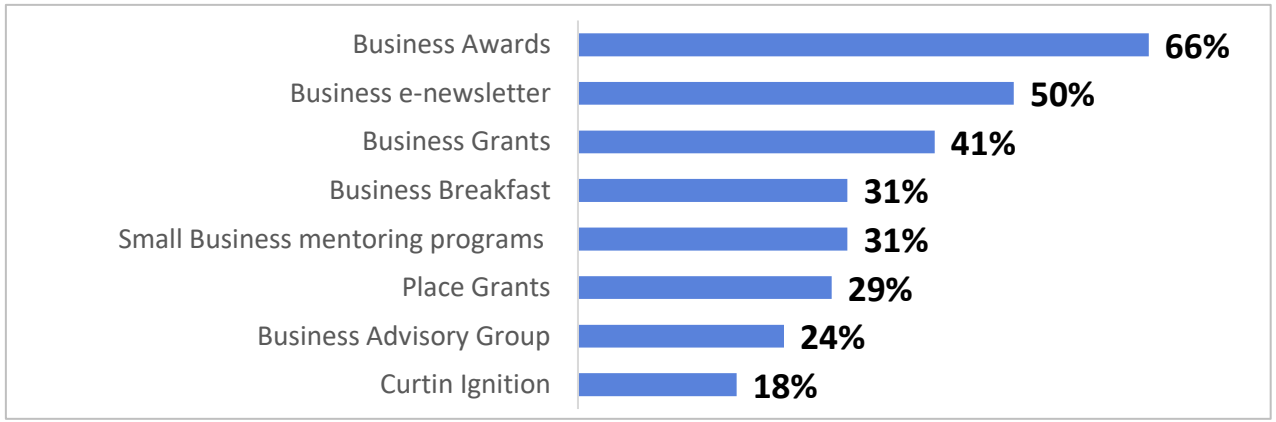
Executive Summary

Communicating key pieces of information



Q10. How well does the Town communicate the following information to you? ? (n=88-95, don't know =14-21)

Awareness of economic development initiatives by the Town



Q12 Which of the following economic development initiatives by the Town are you aware of? (n=109)

Suggestions for improving business engagement and communication included

- Networking events for small businesses
- Collaborative forums, where the Town can consult and listen to community views
- A monthly e-newsletter and consult email communication (only 50% of businesses were aware of the monthly e-newsletter).

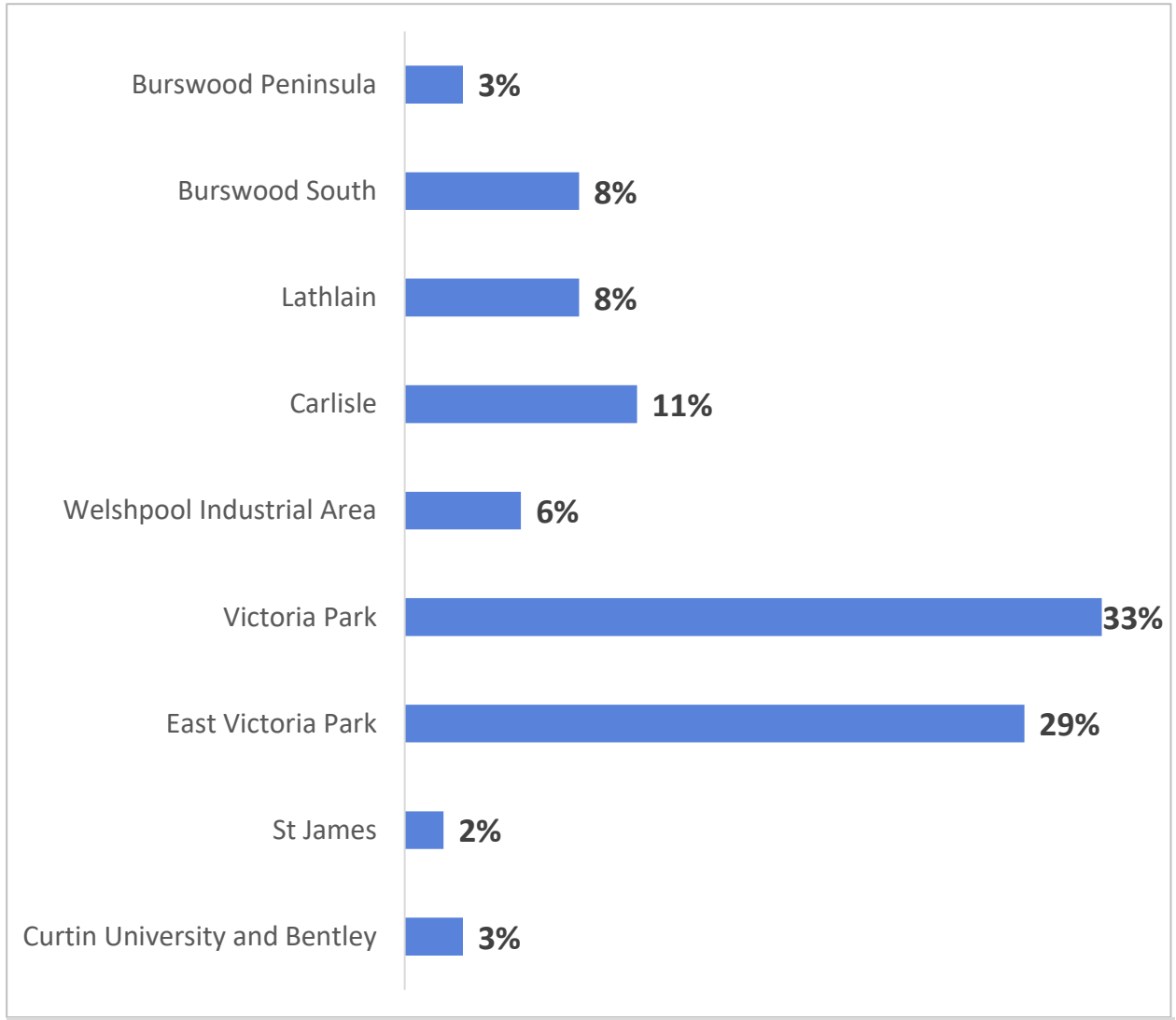
Business related issues at the Town of Victoria Park should prioritise:

- Parking for both customers and staff
- More grants and funding and simplify the funding process
- Supporting established networks in Victoria Park
- Improving communication with business, including more advanced warning of events calendar
- Increased safety in public areas for staff and customers, particularly from anti social behaviour and increased lighting
- Improve the public amenity of the area, including the presentation and walkability

Profile of Businesses Surveyed

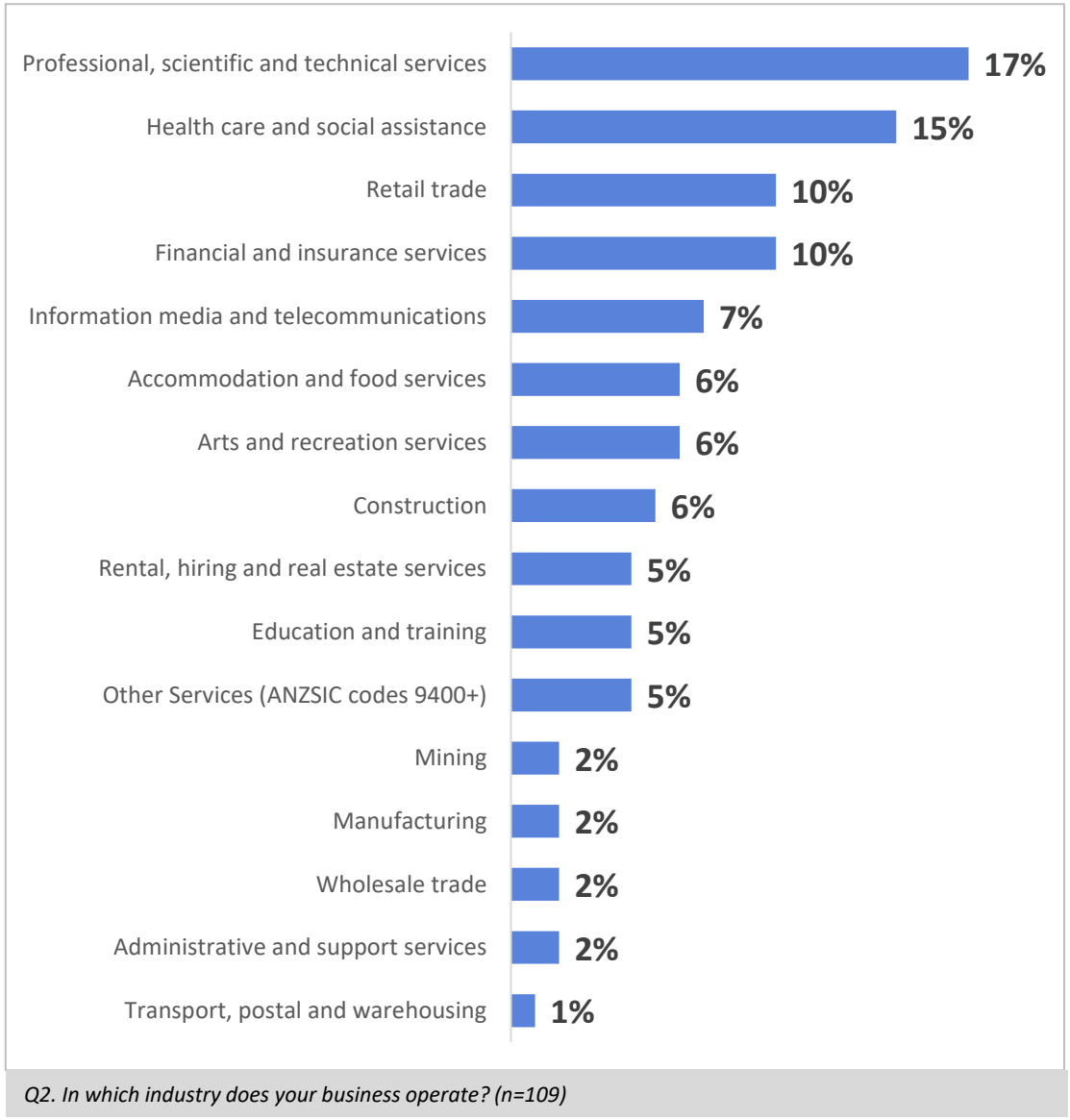
Section Two

Location of Business Premises



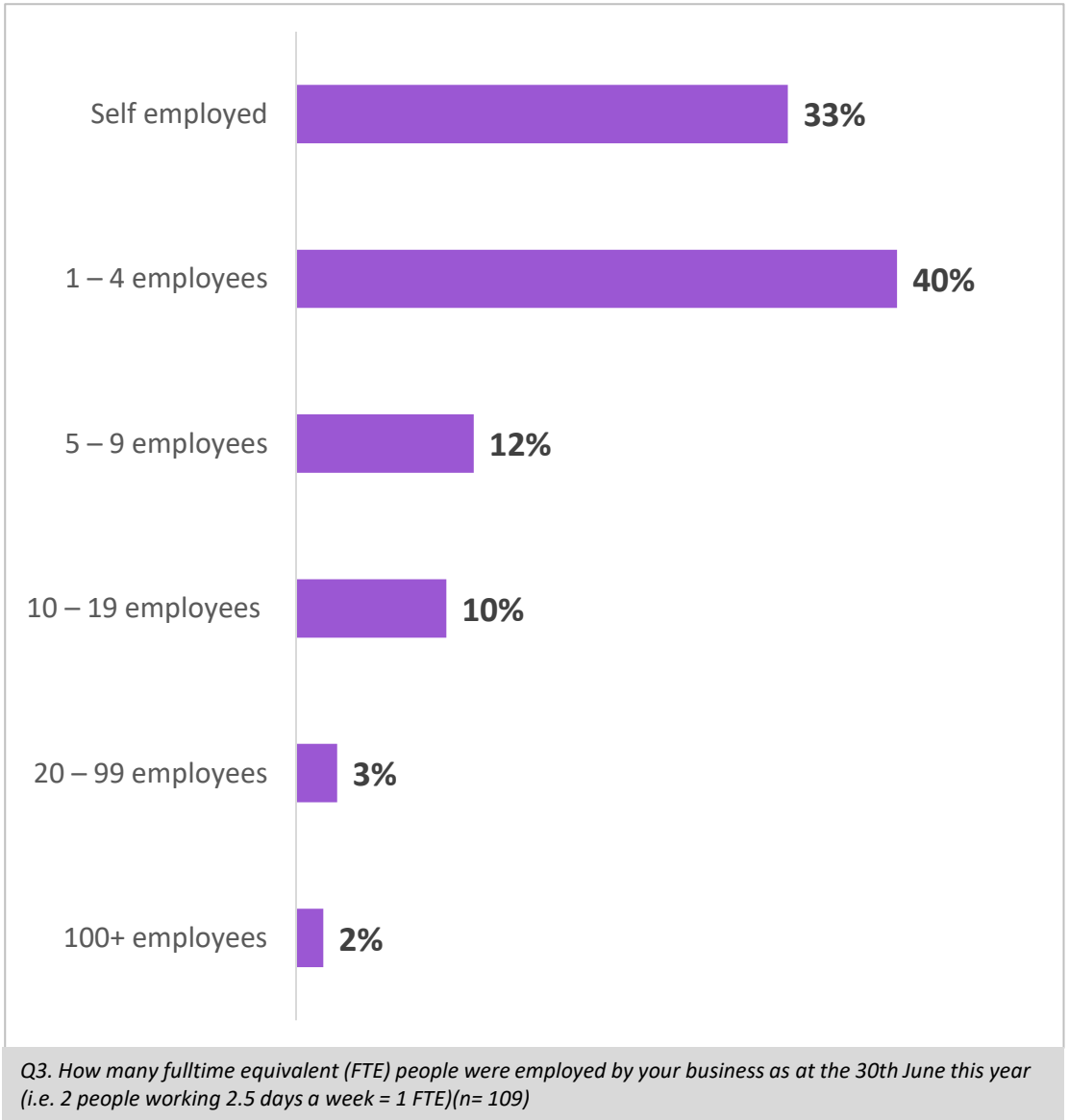
Q1. Which of the following Town of Victoria Park precincts does your business have an office or premises in? (n=109)

Type of Business



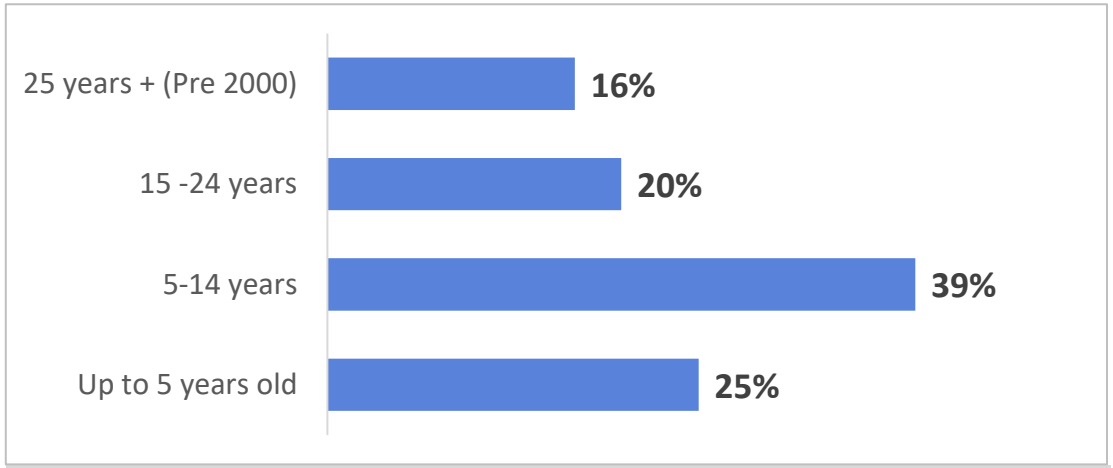
Q2. In which industry does your business operate? (n=109)

Size of Business



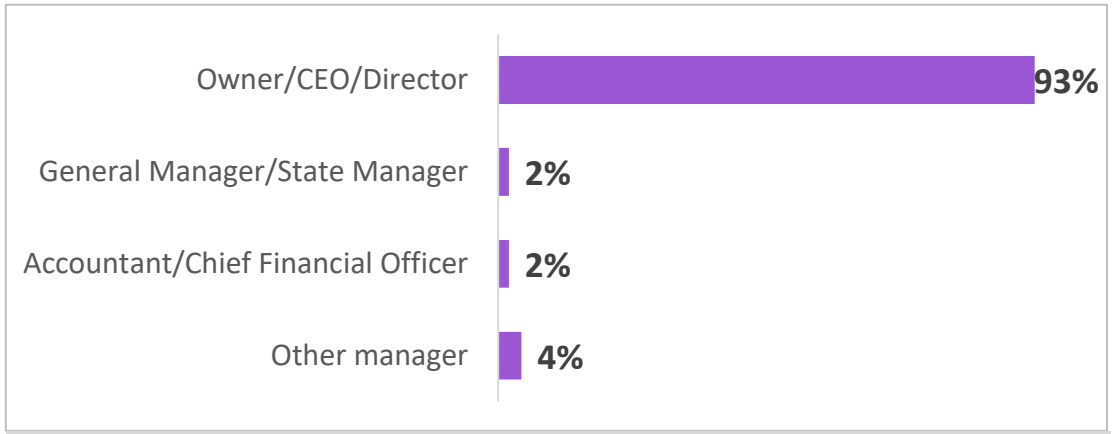
Q3. How many fulltime equivalent (FTE) people were employed by your business as at the 30th June this year (i.e. 2 people working 2.5 days a week = 1 FTE)(n= 109)

Age of Business



Q4b. What year was your business established? (n=97, don't know = 12)

Title of Participant

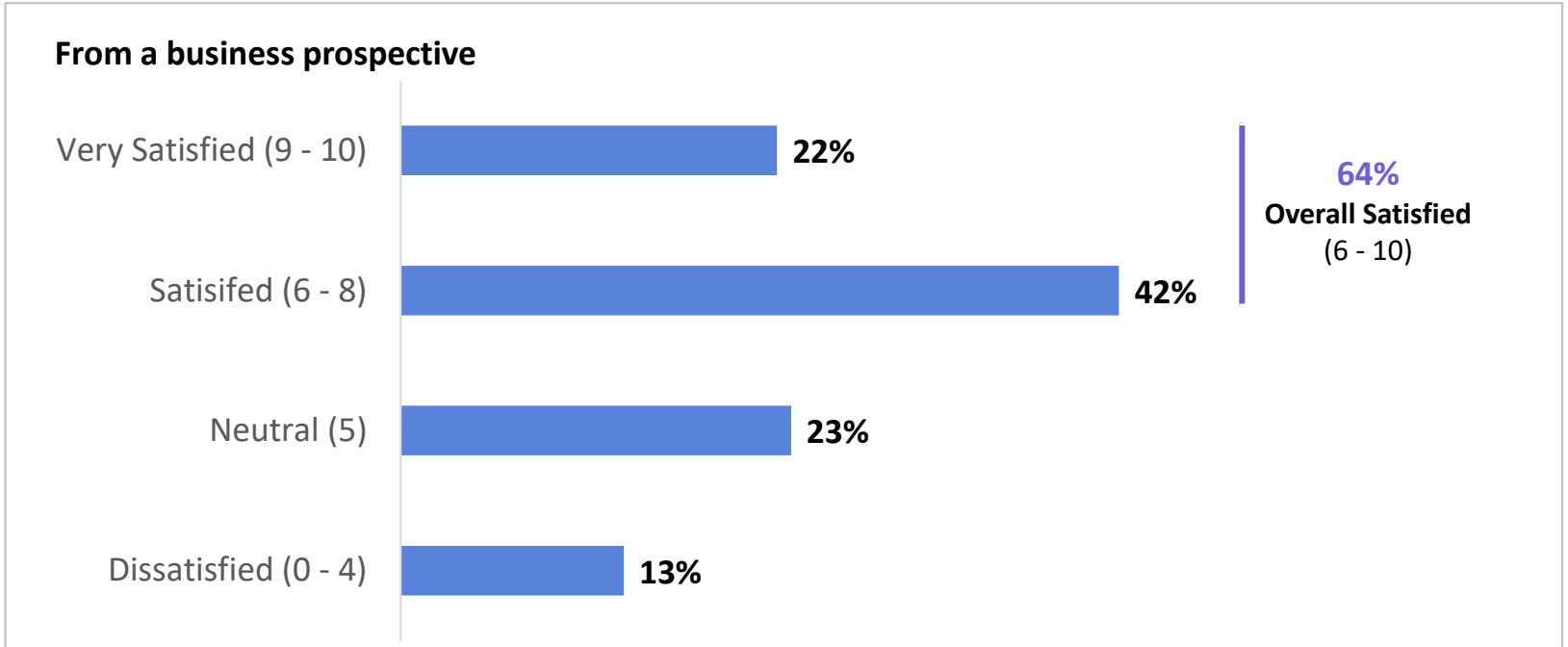


Q16. What is your title? (n=109, no response =1)

The Detailed Report

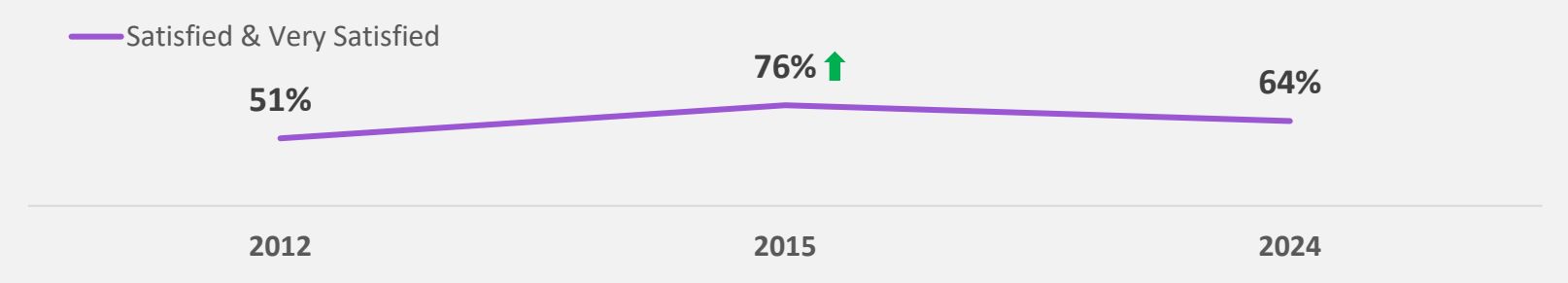
Section Three

Overall Satisfaction



Q5. As a business owner how satisfied are you with the performance of the Town of Victoria Park (n=92; Don't know=17) Don't Know excluded from this chart.

Tracking (2012-2024)



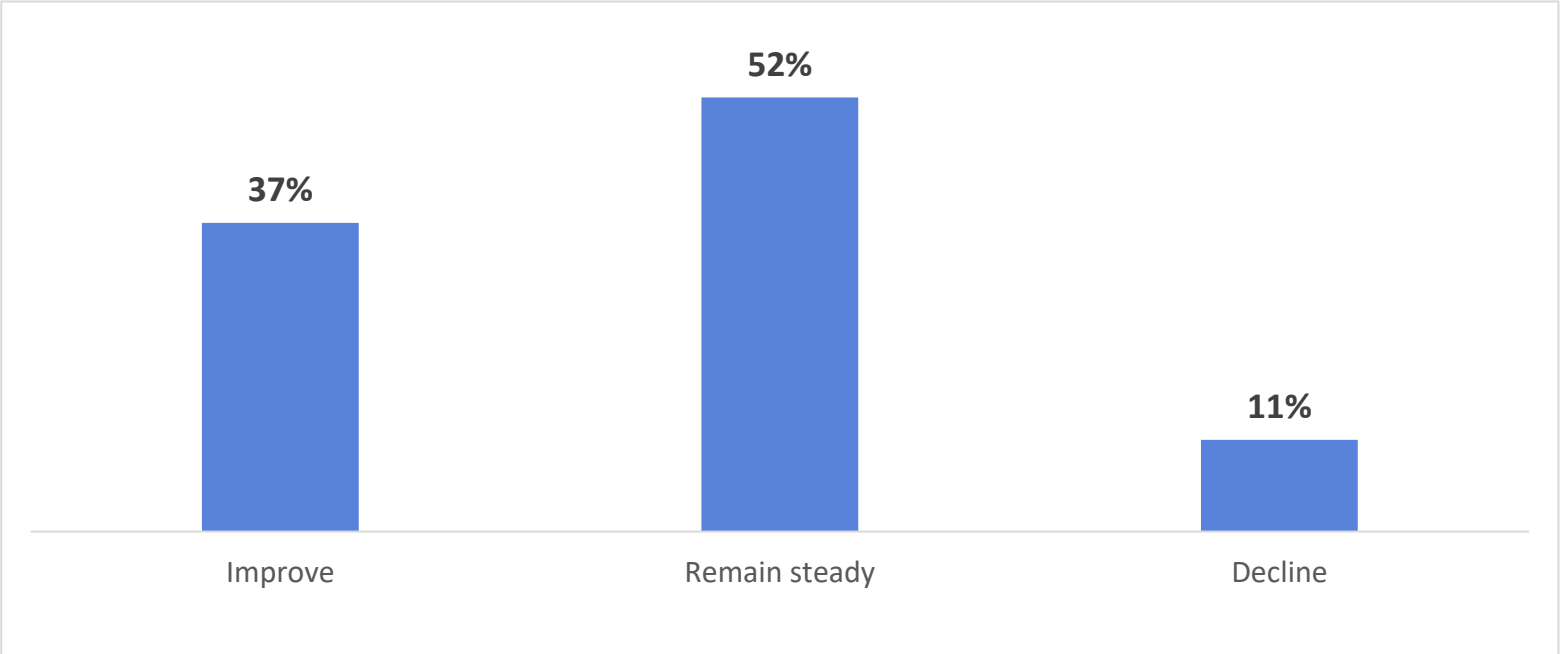
Just under two-thirds (**64%**) of businesses are satisfied overall with the Town of Victoria Park when asked to measure their satisfaction from a business perspective:

- **22%** very satisfied
- **42%** satisfied
- **13%** dissatisfied

There is no statistically significant difference in precinct, business size, type, or length of time in business.

In previous years, satisfaction with the Town of Victoria Park has been measured without reference to a business perspective. In 2024 satisfaction was measured from a business perspective. This year the level of satisfaction amongst businesses sits fairly equal between the 2012 and 2015 results.

Economic Outlook for businesses in 2025



Q7. Looking forward to 2025, do you feel that your organisation's economic situation will: (n=109)

Businesses were neutral or optimistic about the economic outlook for their business in 2025, at the time the survey was undertaken in November 2024.

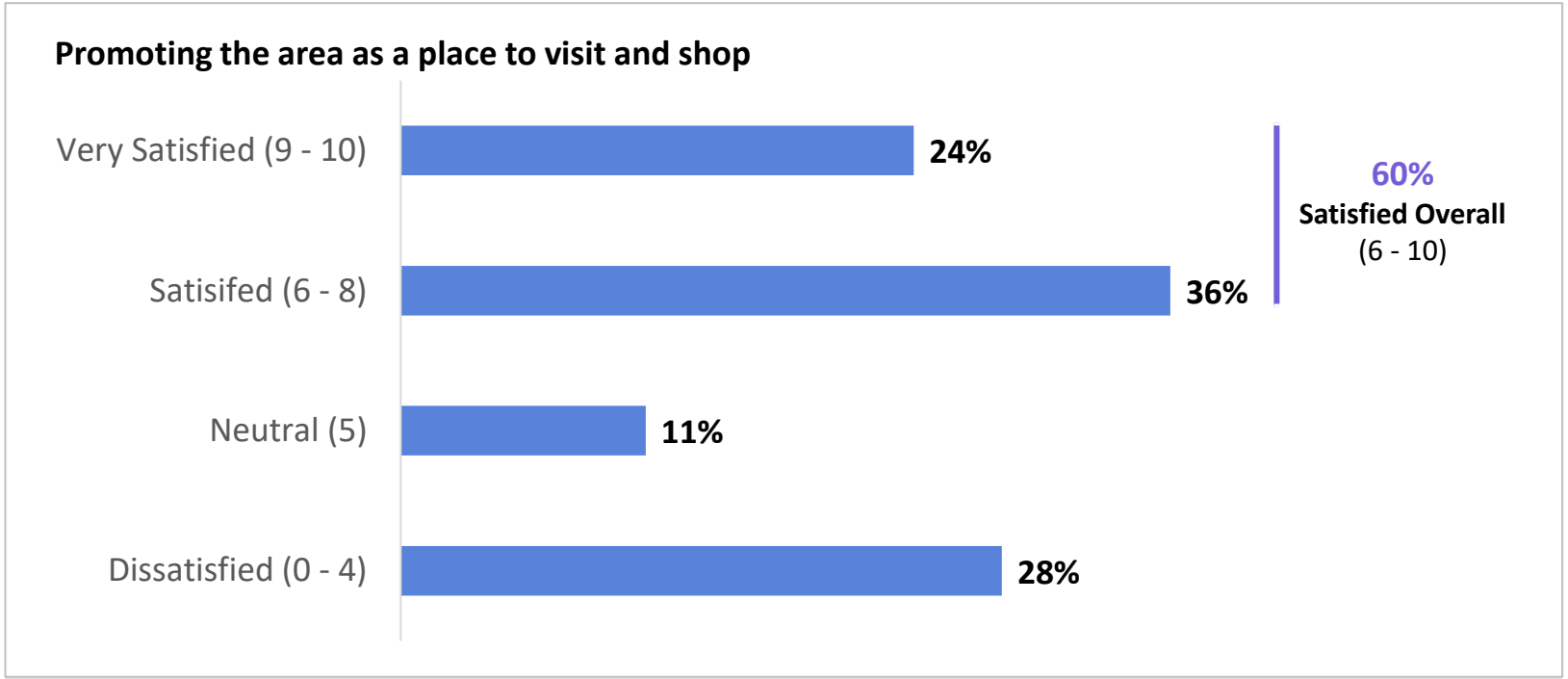
The sample sizes by type of business are very small, but the results indicate that optimism is greatest in construction, rental, hiring and real estate services, professional, technical and scientific services and less optimistic in retail, hospitality services and arts and recreation services.

Those services that had been established the longest believed that their organisation's economic situation would remain steady (**81%)** compared to those established in the last five years, of whom two-thirds (67%) felt that their organisation's economic situation would improve in 2025. Overall the shorter the time the organisation had been in business, the more likely the organisation was to perceive that its economic situation would improve in 2025.

Facilitating a strong Local Economy

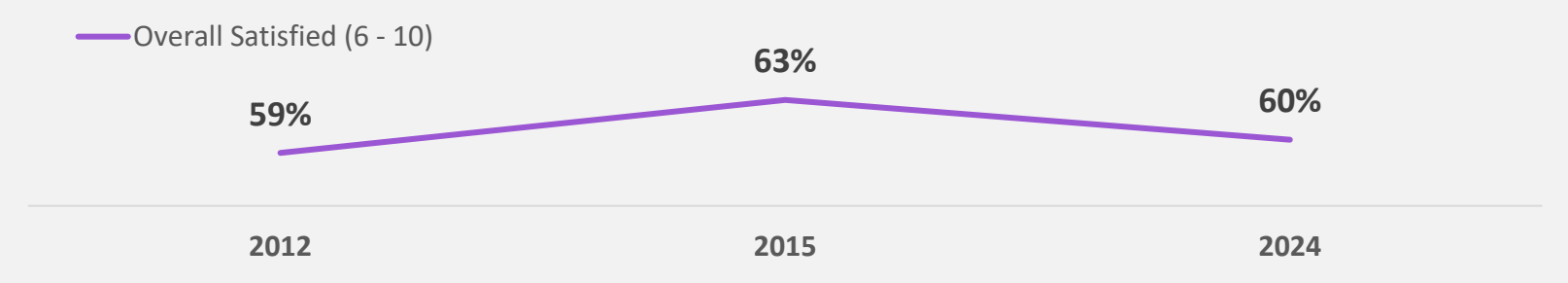
Priority 1

Promoting the town as a destination to visit



'Q8a. How satisfied are you with the Town's performance in the following areas: (n=96, don't know =13)

Tracking (2012-2024)



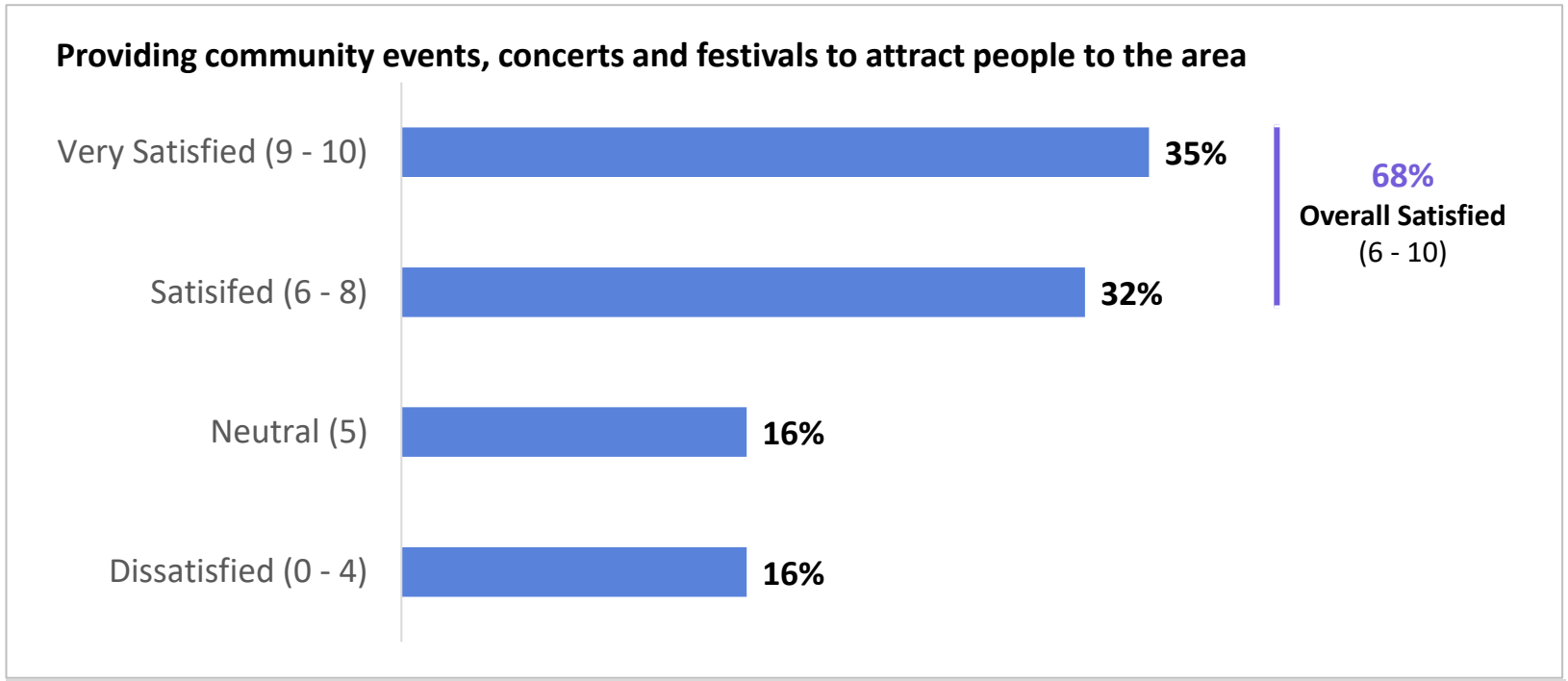
The majority of businesses were satisfied overall with the Town's promotion of the area as a place to visit and shop (**60%**). These were fairly evenly divided:

- **24%** very satisfied
- **36%** satisfied
- **28%** dissatisfied

There was no difference in business attitudes between precincts, the length of time in business or the size of business.

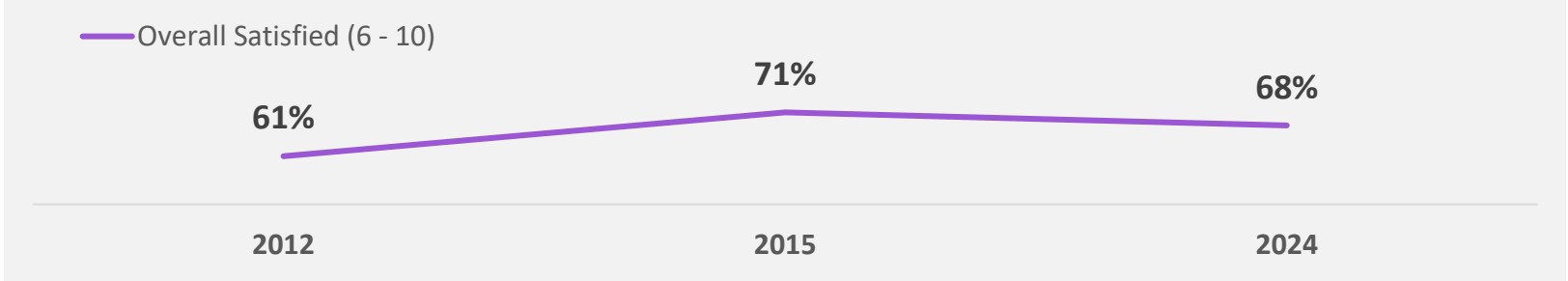
Overall satisfaction with the Town's promotion of the area as a place to visit and shop has remained similar since the 2012 survey.

Promoting the town as a destination to visit



Q8a. How satisfied are you with the Town's performance in the following areas: (n=, don't know =)

Tracking (2012-2024)



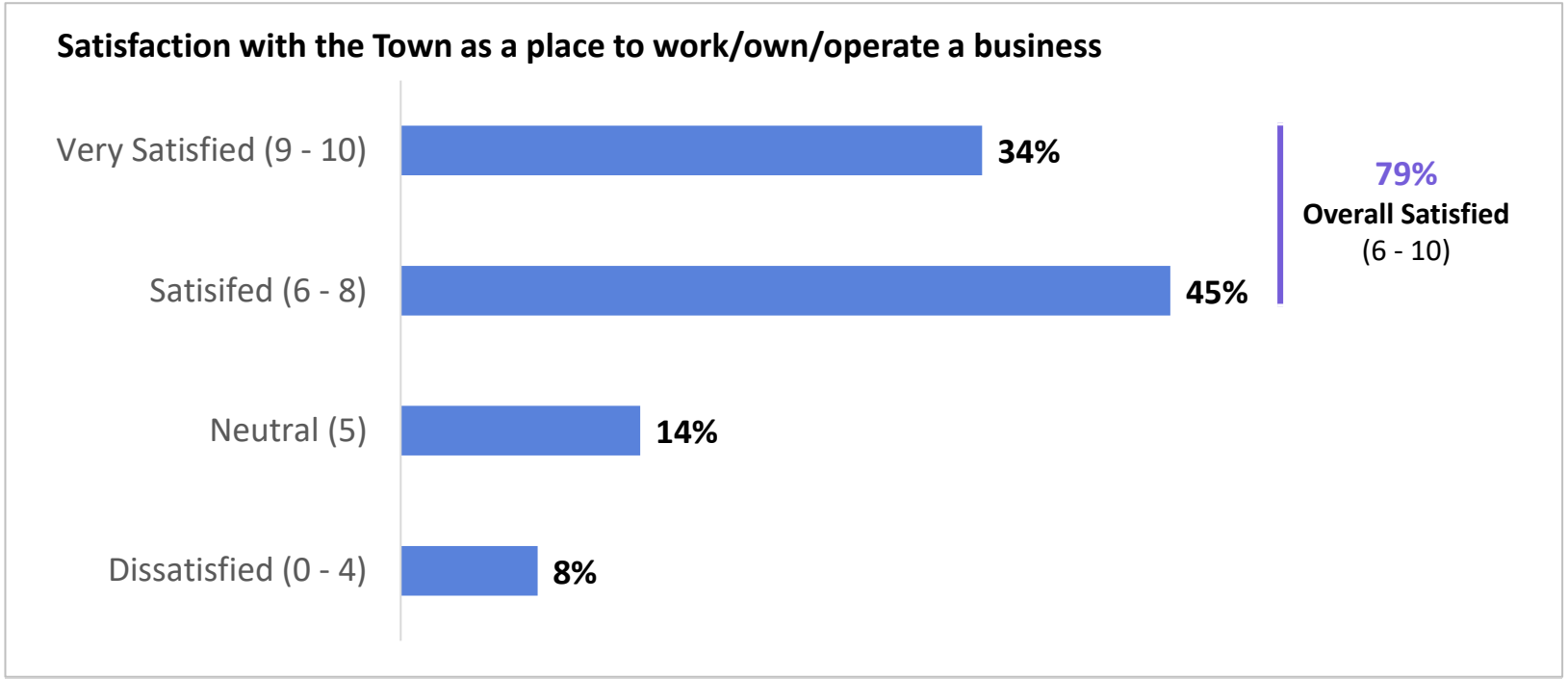
Just over two-thirds of businesses (**68%**) were satisfied with the Town's provision of community events, concerts and festivals to attract people to the area:

- **35%** very satisfied
- **32%** satisfied
- **16%** dissatisfied

The results were similar between precincts and by business size, type and time in business.

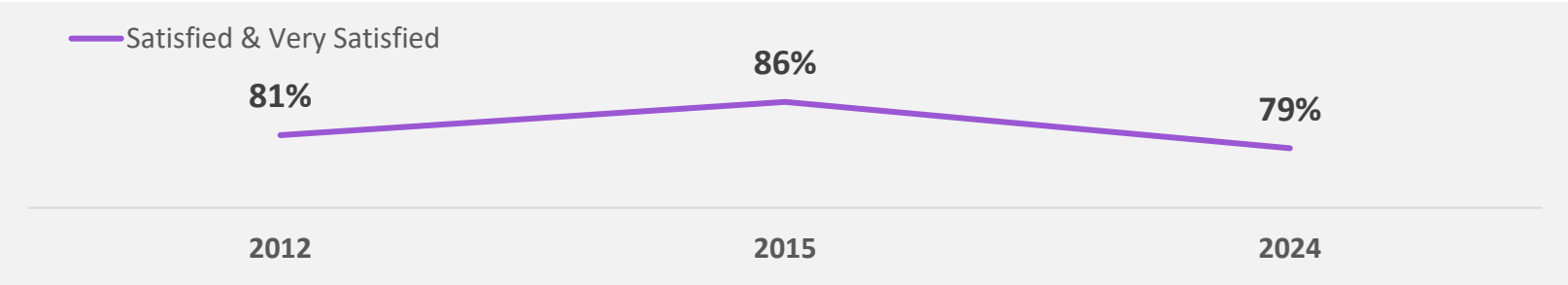
Whilst there was a statistically significant improvement in business satisfaction between 2012 and 2015, the results for 2024 are similar to the previous two years.

Promoting the Town as great place for investment



Q5. As a business owner how satisfied are you with the performance of: - The Town of Victoria Park (DK excluded). (n=92)

Tracking (2012-2024)



Overall, **79%** of businesses are satisfied with the Town of Victoria Park as a place to work, own or operate a business. This comprises of:

- **34%** very satisfied
- **45%** satisfied
- **8%** dissatisfied

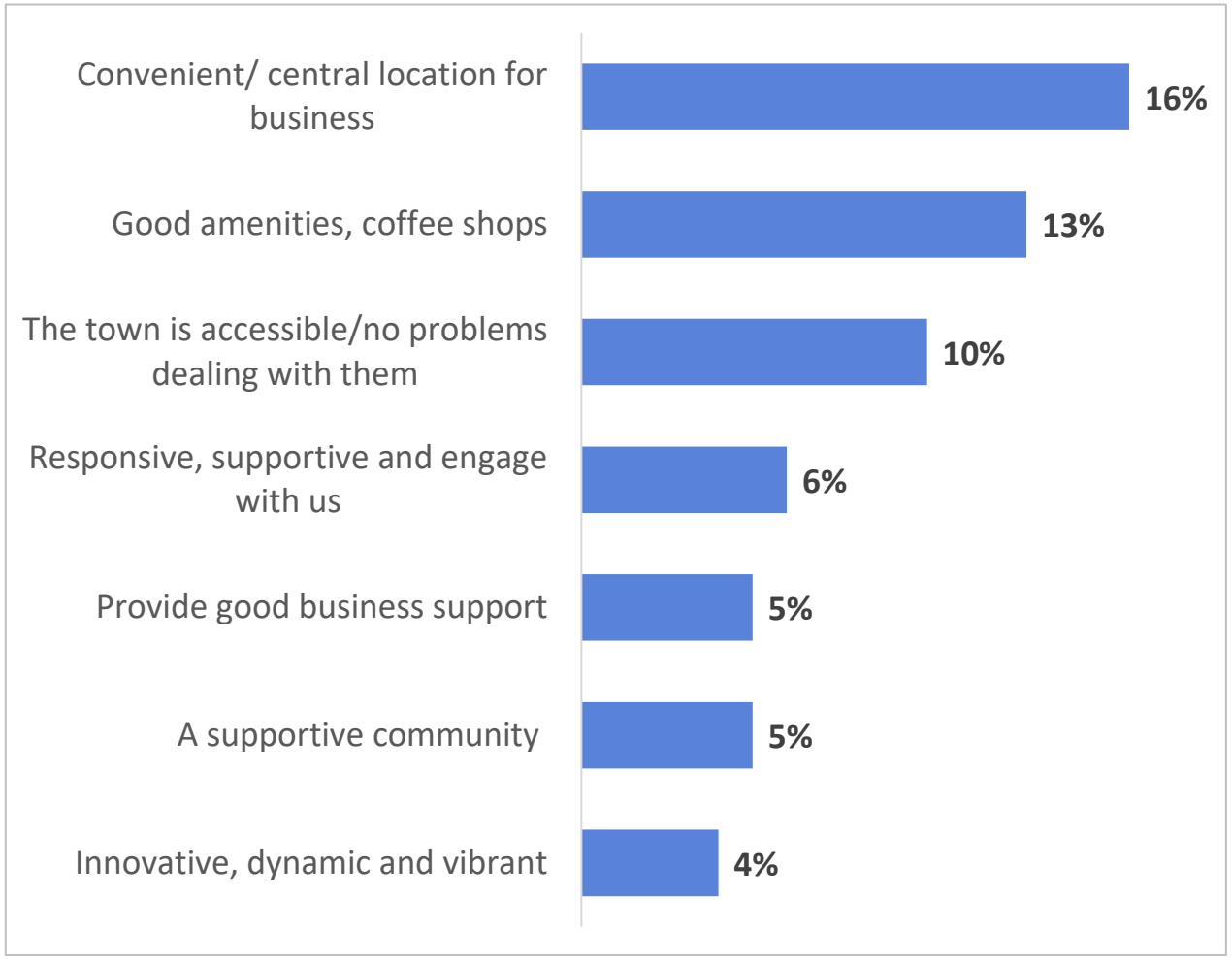
Almost all accommodation and hospitality services, whilst small in number (n=7), were totally satisfied (10/10) with the Town of Victoria Park as a place to work, own or operate a business; this is significantly higher than any other group.

Business operators who were optimistic about 2025, believing that their business's economic situation would improve, were more positive about the Town of Victoria Park as a place to operate a business (**42%** were very satisfied) compared to those who felt that their economic situation would decline, (**8%** very satisfied). For overall satisfaction; those with the more positive outlook or with a neutral outlook (**82%** overall satisfied) were more satisfied with the Town of Victoria Park as a place to operate their business compared to those who felt that their business would decline in 2025 (**50**% overall satisfied).

The level of satisfaction in 2024 was similar to previous years.

Reasons for satisfaction

The reasons why businesses are satisfied with owning or operating a business in the Town are:

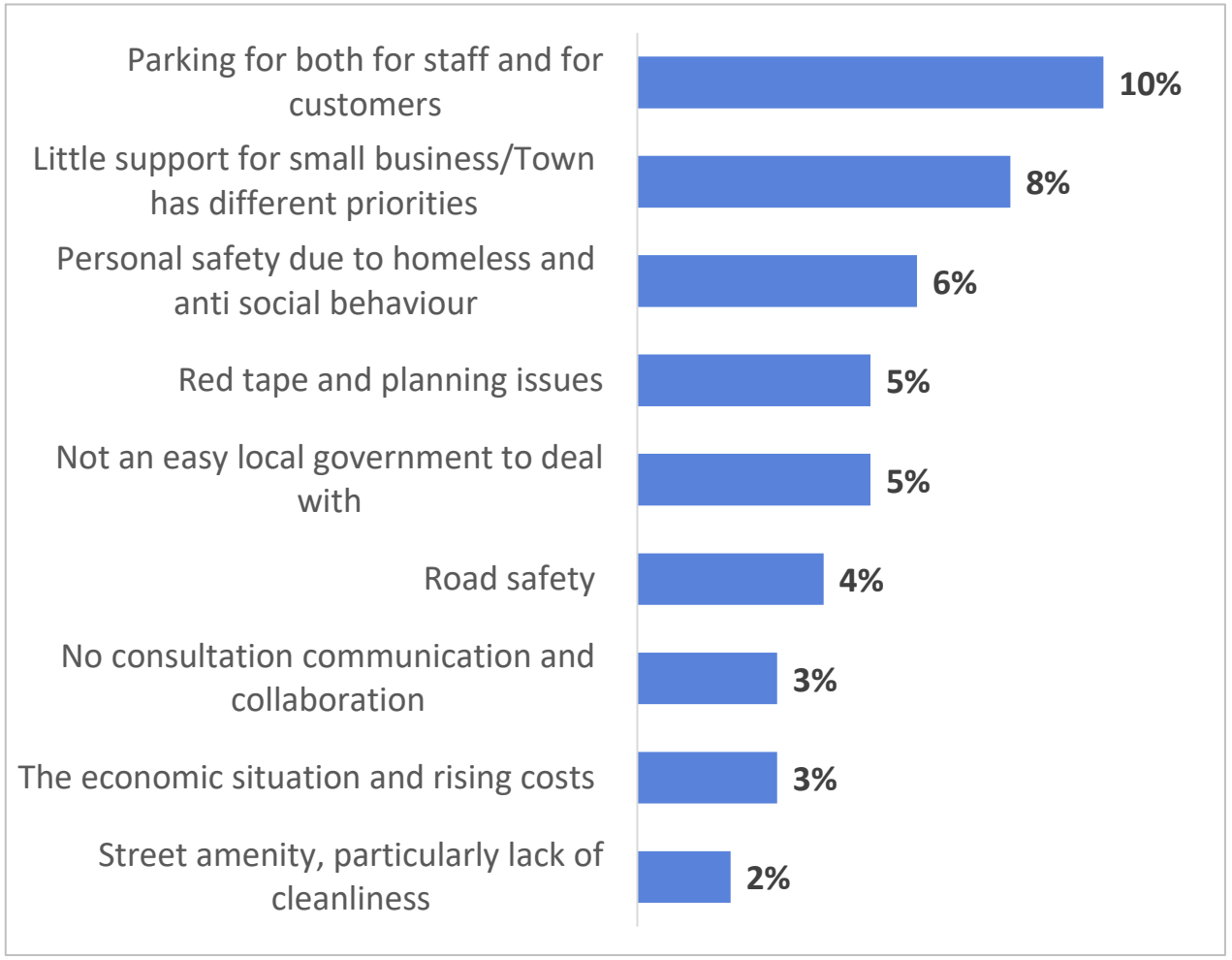


The Town of Victoria Park is helpful with supporting us through grants and promotion of community events. There is an active community relations team who strive to be inclusive and responsive.

I am excited and very pleased to again be operating a business in the Town of Victoria Park and have always found the local government authority to be sensible and helpful in its approach to ensuring prosperity for businesses and harmony between the commercial entities and the constituents of Victoria Park.

Reasons for dissatisfaction

The reasons for dissatisfaction are shown in the following table and are quite varied:

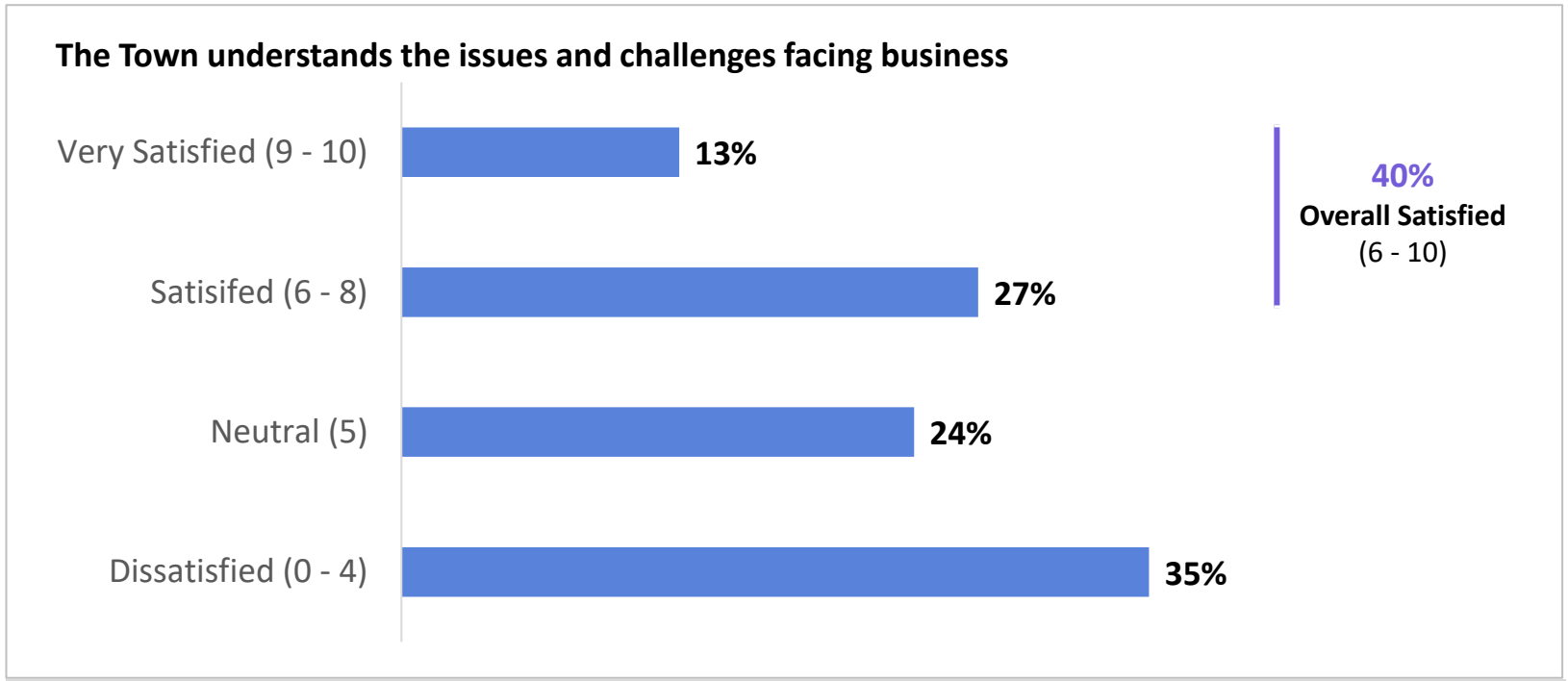


We have an issue with safety on the street. Staff walking from the train station to the business premises (and customers) have encountered the homeless and unsafe situations.

I'm increasingly frustrated by the Town of Victoria Park's approach to parking restrictions, which seems to make it difficult for businesses to operate.

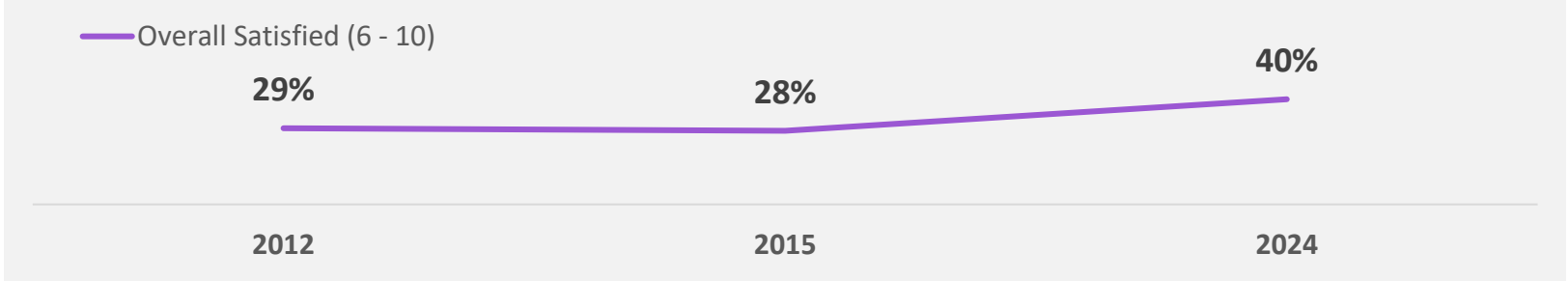
The Town of Victoria Park is very retail/hospitality oriented; it needs to broaden its business base.

Ensure businesses feel supported and engaged



Q8 How satisfied are you with the Town's performance in? (n=82, don't know =27)

Tracking (2012-2024)



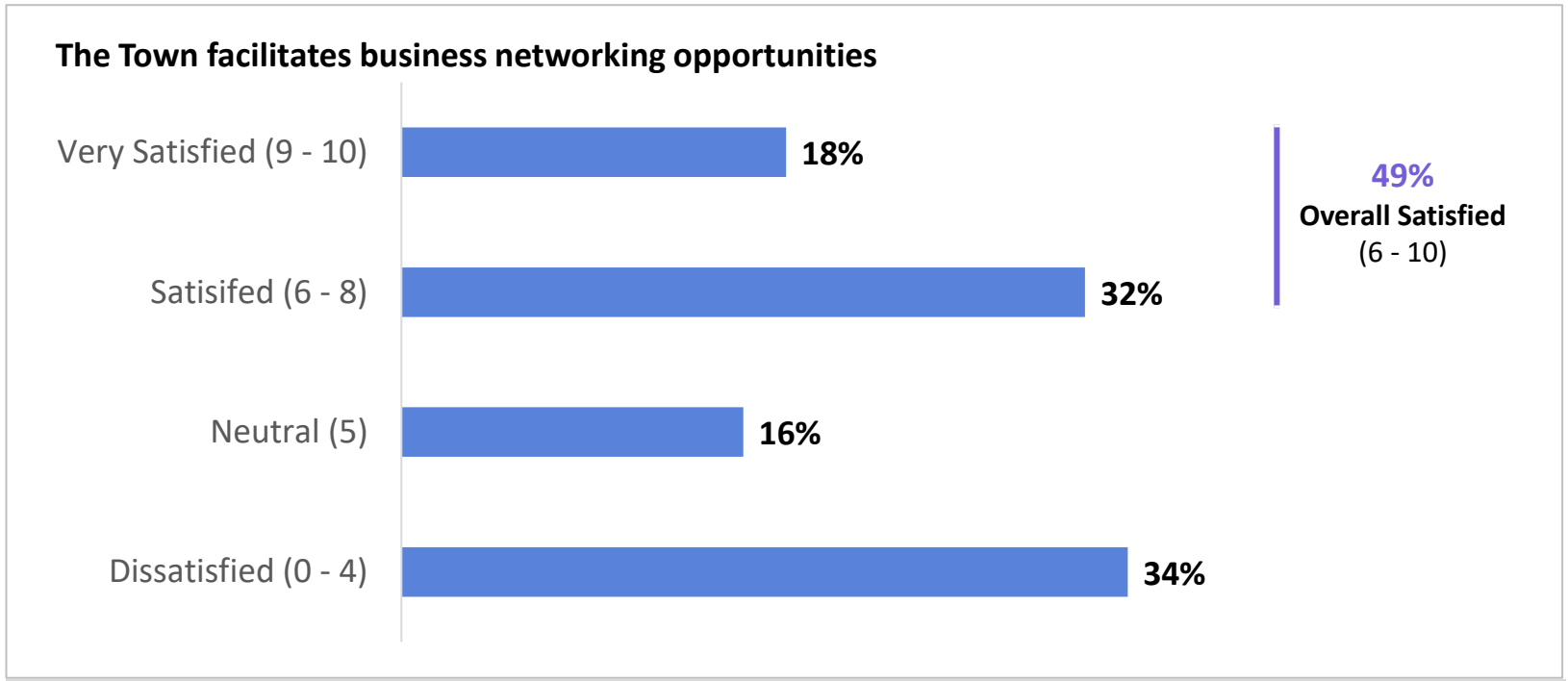
Overall, **40%** of businesses perceived that the Town understood the issues and challenges facing business. This included:

- **13%** very satisfied
- **27%** satisfied
- **35%** dissatisfied

Almost all hospitality businesses (80%) gave the Town a rating out of 10 out of 10 for understanding issues and challenges facing businesses; however, other types of businesses, sizes of businesses, age of businesses and between precincts had similar levels of satisfaction/dissatisfaction.

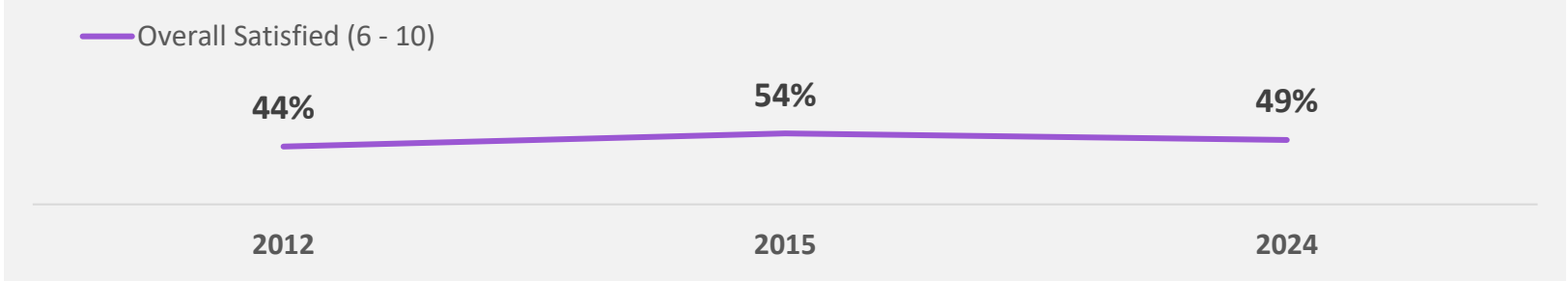
The results are similar to previous years due to the fairly small sample size.

Ensure businesses feel supported and engaged



Q8 How satisfied are you with the Town's performance in? (n=85, don't know =24)

Tracking (2012-2024)



Just under half of all businesses surveyed (49%) were satisfied overall with the Towns facilitation of business networking opportunities, including :

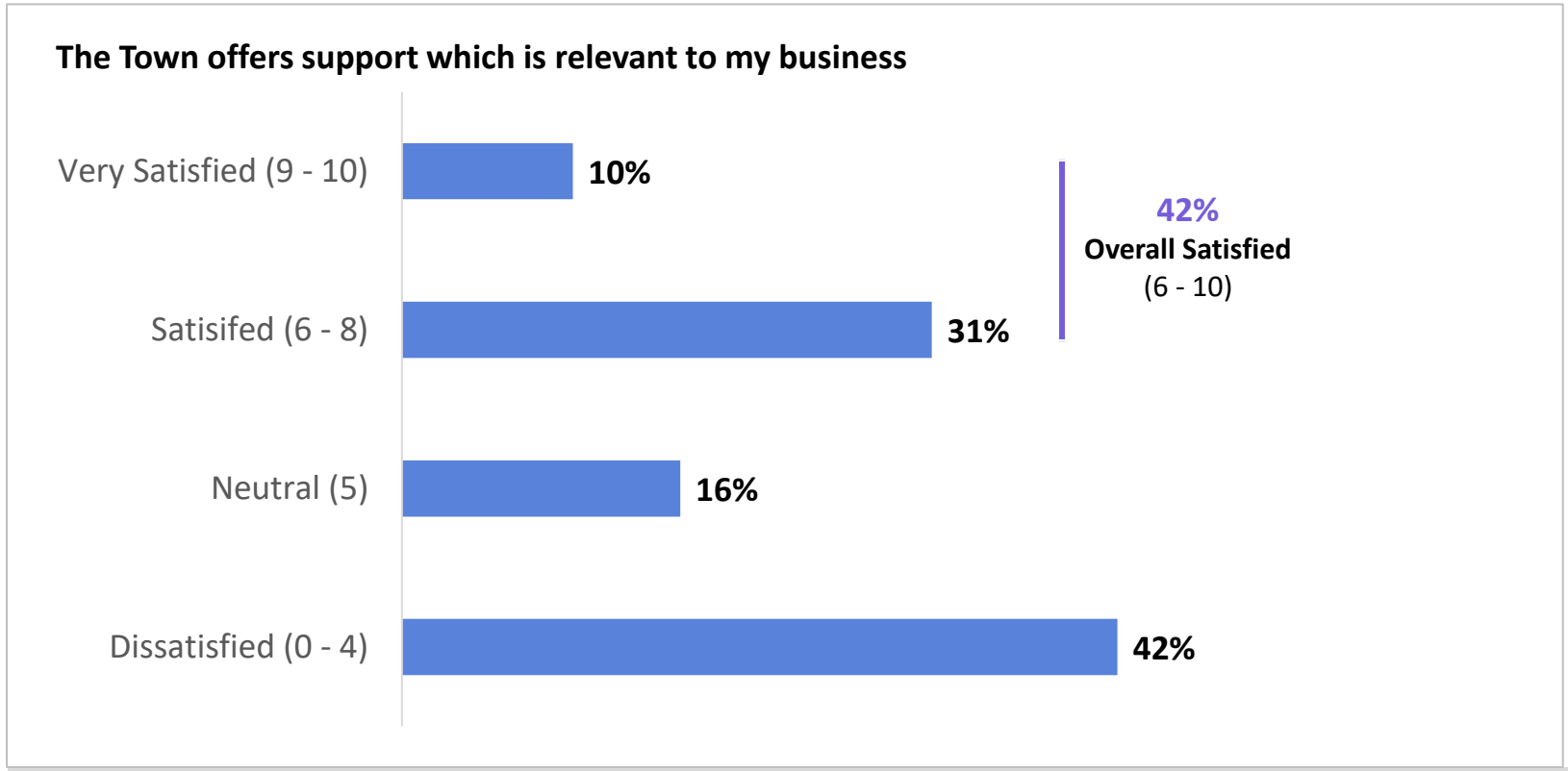
- **18%** very satisfied
- **32%** satisfied
- **34%** dissatisfied

Networking opportunities was one of the most frequently mentioned improvements (mentioned by 13% of businesses).

Accommodation and hospitality businesses expressed the highest level of satisfaction with business networking opportunities with 71% rating the Town as totally satisfied with business networking opportunities. More than half of businesses rated their overall satisfaction with Town's business networking opportunities as neutral or dissatisfied. The size of business, age of business and precincts had similar levels of satisfaction/dissatisfaction

The results are similar to previous years.

Ensure businesses feel supported and engaged



Q8 How satisfied are you with the Town's performance in? (n=86, don't know =23)

In total, **42%** of businesses felt that the Town offered support relevant to their business, including:

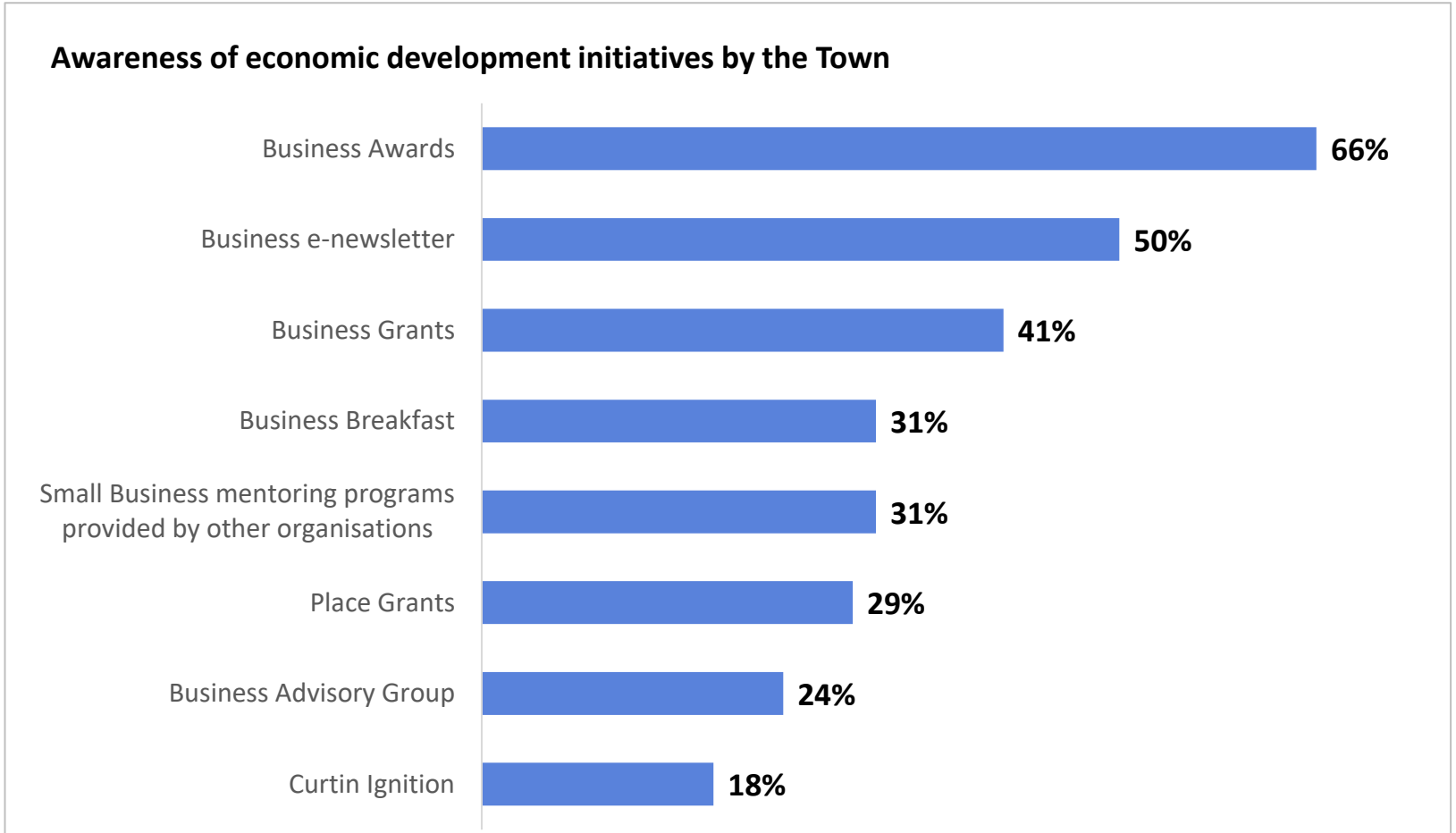
- **10%** very satisfied
- **31%** satisfied
- **42%** dissatisfied

Hospitality businesses were the most likely group to perceive that the Town offered support relevant to their business, with half of these businesses scoring the Town 10 out of 10 for offering relevant support.

The results are similar by size of business, age of business and precinct.

This is a new measure this year.

Ensure businesses feel supported and engaged



Q12 Which of the following economic development initiatives by the Town are you aware of? (n=109)

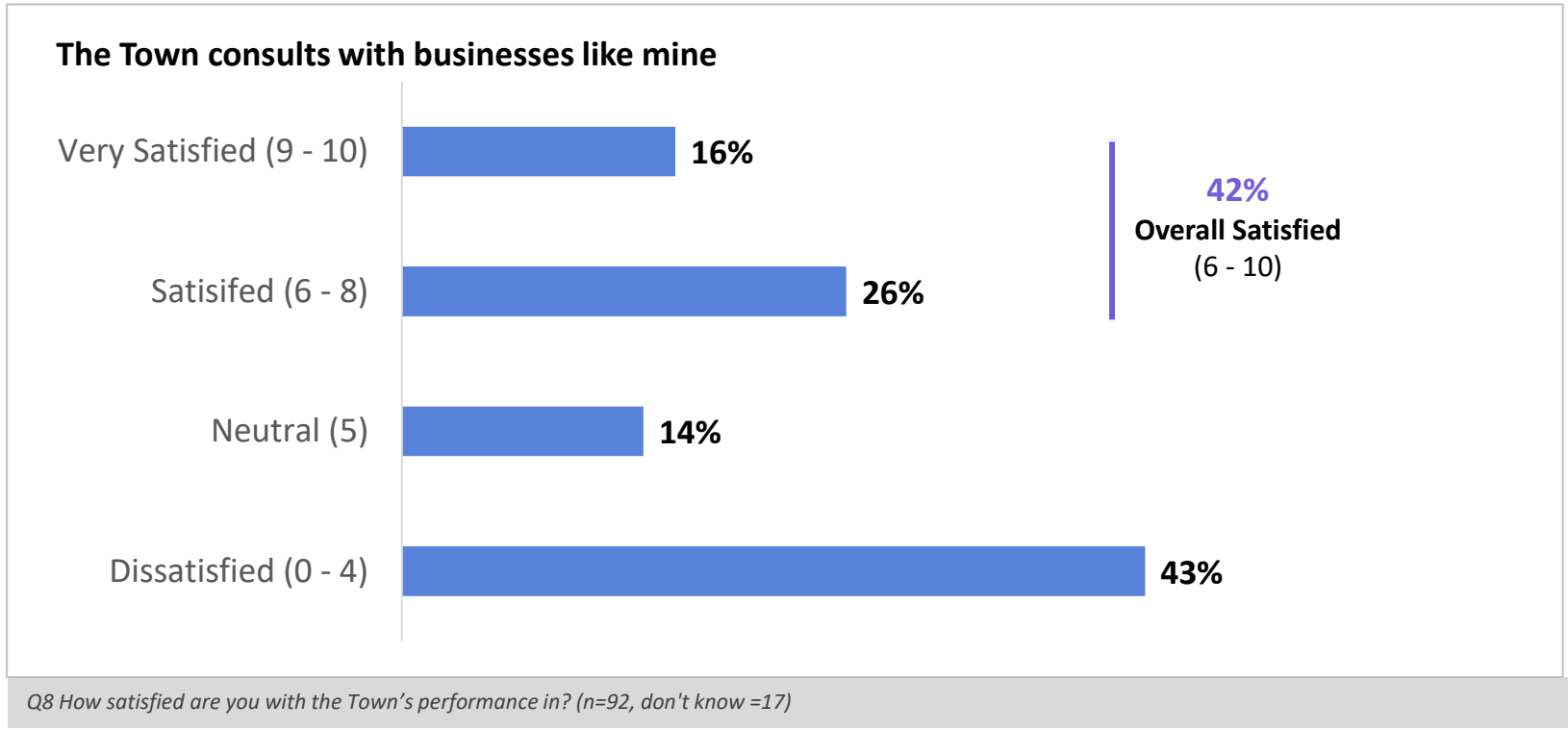
The economic development initiatives with the highest level of recall were:

- Business Awards
- Business e-newsletter (the survey was advertised in the business newsletter, so some respondents may have come from that source, hence the higher awareness).
- Business Grants

Burswood (both the Peninsular and Burswood South) appears to have the lowest level of awareness of economic development initiatives. However, the sample is small here and is not statistically significant; Burswood has the smallest sample of businesses responding to the survey.

The results were similar by size, type and age of business.

Ensure businesses feel supported and engaged



Q8 How satisfied are you with the Town's performance in? (n=92, don't know =17)

In total**, 42%** of businesses were satisfied overall that the Town consulted with businesses like theirs:

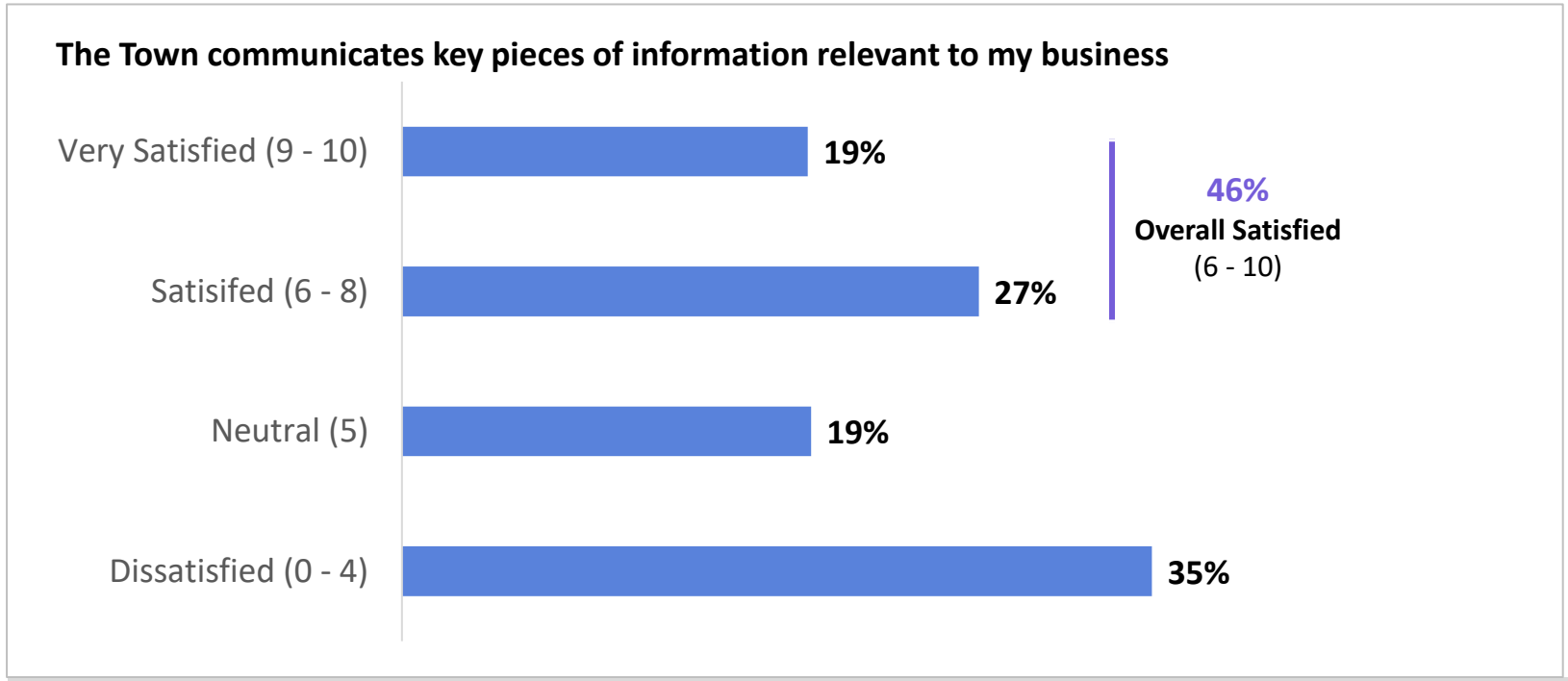
- **16%** very satisfied
- **26%** satisfied
- **43%** dissatisfied.

Dissatisfaction was particularly high on this measure of support and engagement.

Further dissatisfaction was particularly high among those who perceived that their organisation's economic situation would decline in 2025, **92%** of this group were dissatisfied.

The level of satisfaction was similar amongst all other groups. Consultation was not measured separately in previous studies.

Ensure businesses feel supported and engaged



Q8 How satisfied are you with the Town's performance in? (n=94, don't know =15)

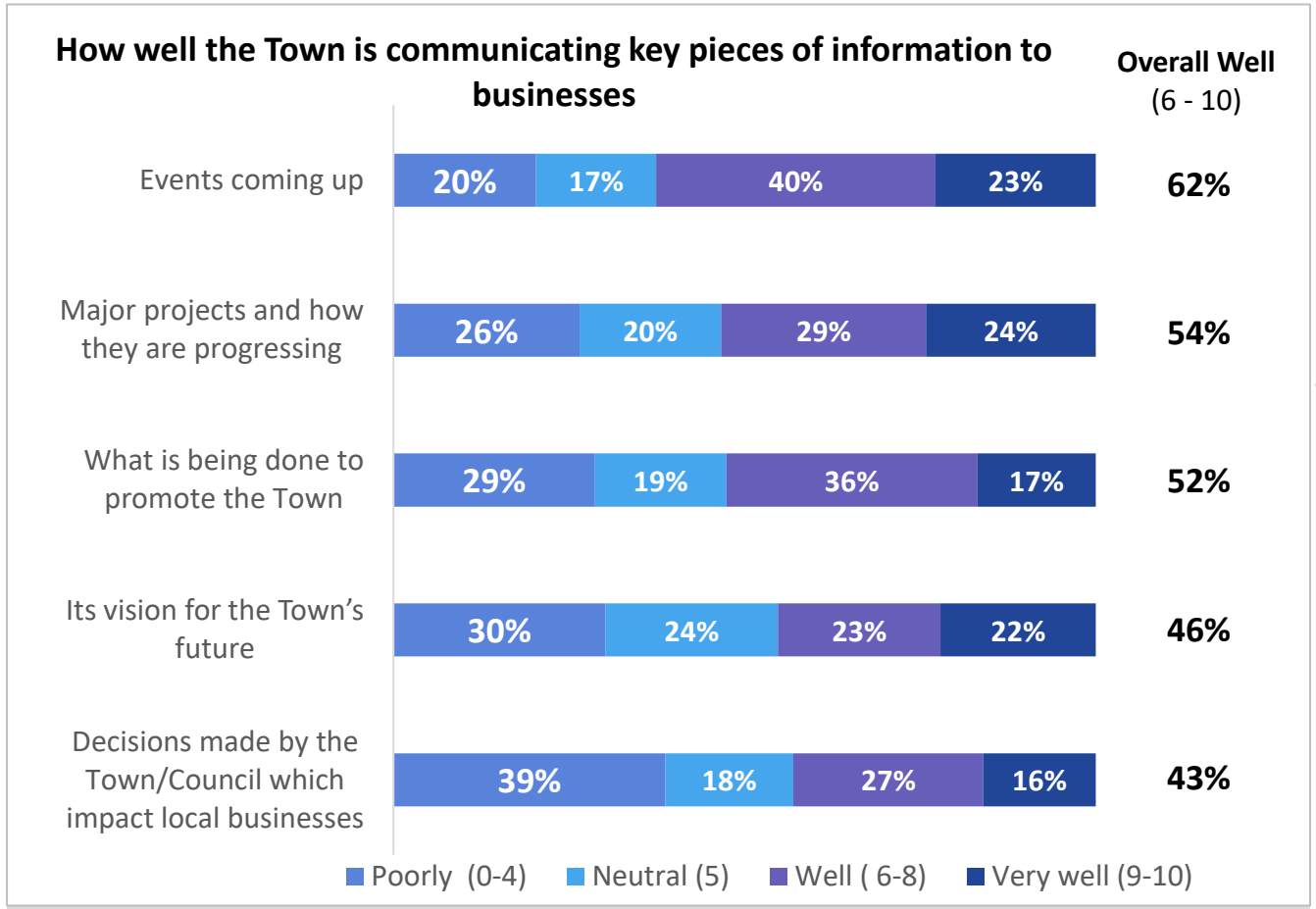
A total of **46%** of businesses perceived they were satisfied that the Town communicates key pieces of information relevant to their business.

- **19%** very satisfied
- **27%** satisfied
- **35%** dissatisfied.

Again, hospitality businesses were more likely to be satisfied, with **83%** of these businesses rating the Town 10 out of 10 for communication; however, the results were similar for other groups of the business community.

Communication and consultation have been grouped in previous years, so there is no comparative information from previous years.

Ensure businesses feel supported and engaged



Q10. How well does the Town communicate the following information to you? ? (n=88-95, don't know =14-21)

The majority of businesses perceived that the Town performed well in terms of:

- Communicating major events coming up (62%)
- Communicating major projects and how they are progressing (54%)
- Communicating what has been done to promote the Town (52%).

Less than half of the businesses perceived that the Town communicated well in terms of:

- Its vision for the Town's future (46%)
- Decisions made by the Town/Council which impact local businesses (43%).

Hospitality businesses were the group most likely to perceive that the Town communicated well with them, over two-thirds of these businesses rating the Town as performing well on all of the communication issues in the chart opposite. By comparison, retailers scored the Town particularly low, with less than one in four retailers perceiving that the Town performed well in communicating any of the information shown in the chart opposite.

There is a broad trend that the smaller the business, the less likely they were to be satisfied that the Town was communicating well with them. Further, of those organisations that felt their economic situation would decline in 2025, almost all (**89%**) perceived that the Town performed poorly in communicating decisions made by the Council that impacted local businesses.

Ensure businesses feel supported and engaged

Improving business engagement and communication

The three main suggestions for improving business engagement and communication by the Town with the business community are:

- Networking events for small local businesses
- Collaborative forums, where the Town can consult and listen to community views
- A monthly e-newsletter and concise email communication (one business owner suggested that the Town enable businesses to personalise the content to those topics that they are interested in seeking information about).

Other suggestions to improve communication and business engagement included:

- More notice boards/information booths for businesses to access information, including multi-media screens displaying important information
- A business community liaison person as a point of contact at the Town
- Improve the Town's website, so it is a place to go for all business information
- Promote where to go for information relevant to businesses
- Increased its social media presence from a business perspective
- More events like the recent street market but understand that closing streets does significantly impact businesses as does allowing similar businesses to participate.

Some businesses admit that they don't go out of their way to look for information from the Town, so perhaps *'more could be done'* to make the benefits of engaging with the Town obvious and to build supportive communities for businesses and residents.

Ensure businesses feel supported and engaged

Improving business engagement and communication… Verbatim Quotations

I don't really know, maybe more public notice boards or information booths. I would say that I huge part of my answers being more negative is probably more due to my lack of attention than the Town's failure to put information out there.

I know where I could go to get the information, but like many others who are busy business owners, we don't have time to go and look for things unless it starts to impact us. Having the Vibe emailed is good but a summary page of events at the front would be good.

Support business networking through a dedicated web-based forum. While social media can serve this purpose, I'd suggest allocating a small budget to host a platform like Discourse.

Better communication with small business owners. Better communication regarding future plans in the area, and security (to help reduce crime). I have been self-employed for 12 years on leigh street in Burswood. I have never had any communication with the town of Victoria Park. However, I love the location and want my business to remain in the area.

We have received news with regard to the future plans for the Town but there has been no update since. Frequent updates via newsletter or email would be much appreciated. When projects/upgrade works happen, we were informed by contractors less than a week before hand with the works are always planned on Sundays. Upgrade works on Sunday greatly impact in us as a church. Thankfully, we were able to work with town staff (after much conversation) to move the works to Saturdays. It would be good for the Town to take into consideration the nature of the businesses when they plan upgrading works so it would have minimal impact for businesses in an area. We were not consulted park works begun in 2020 for the Charles Paterson Park. The park made a limestone area leading to the park side entrance of our building. The limestone finish looked unfinished and cause issues for us. Limestone sand got sweep in and brought into the building in Summer and windy days. The area turned muddy in the rainy season and people using that area to access the building brought in mud. These dirtied our carpet and are difficult to clean. We have been trying to rectify this issue with the Town since 2021 and has met with multiple roadblocks.

Ensure businesses feel supported and engaged

Improving business engagement and communication… Verbatim Quotations

Hold regular business networking events. Invite from a cross section of business and have a speaker for the event.

Monthly business networking group would be great, this is done in Inglewood, Mount Lawley, Subiaco, Leederville - if already in place would be great to share that frequently.

Town staff in individual localities need to meet face to face with business operators more frequently and not assume everyone is content with status quo. More visits from town staff to discuss issues.

Business forums though they could be happening I am just not aware of them and have not engaged.

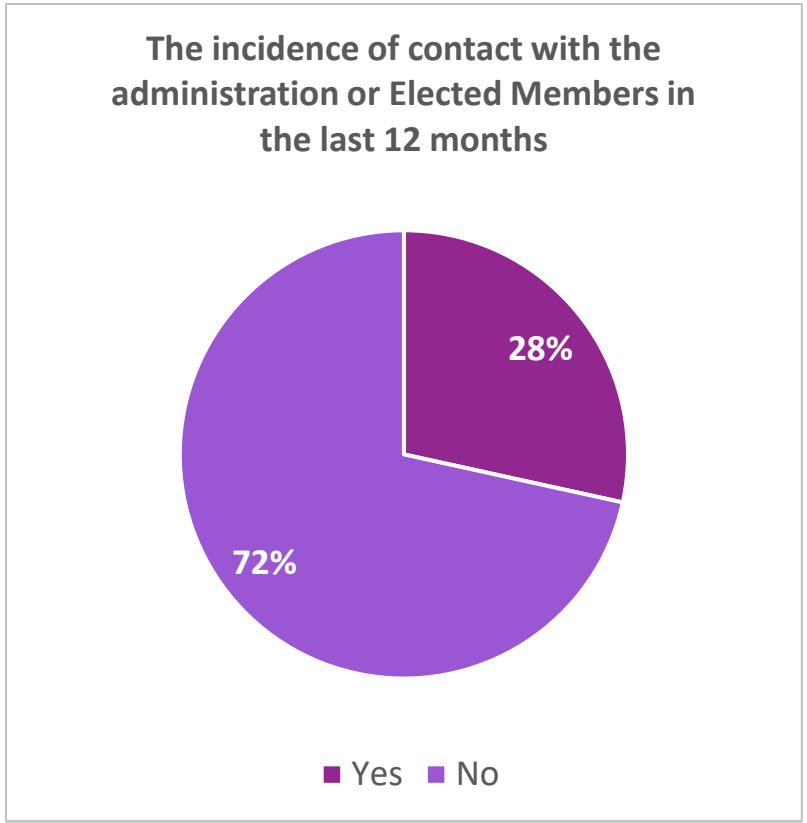
The Town of Victoria Park could enhance business engagement by implementing regular meetings or forums where business owners can discuss local issues, share feedback, and collaborate on ideas to strengthen the community. Establishing a quarterly newsletter or email updates specifically for businesses would also keep us informed on upcoming events, town developments, or resources available to support local businesses. Additionally, increasing direct engagement, such as hosting networking events or workshops, could provide valuable opportunities for businesses to connect with each other and the Town. Creating a dedicated liaison for businesses to reach out to with questions or ideas would also be a great step toward more open and effective communication.

Hosting a few more events to really drive foot traffic to local businesses. Kind of like the street fair that just happened.

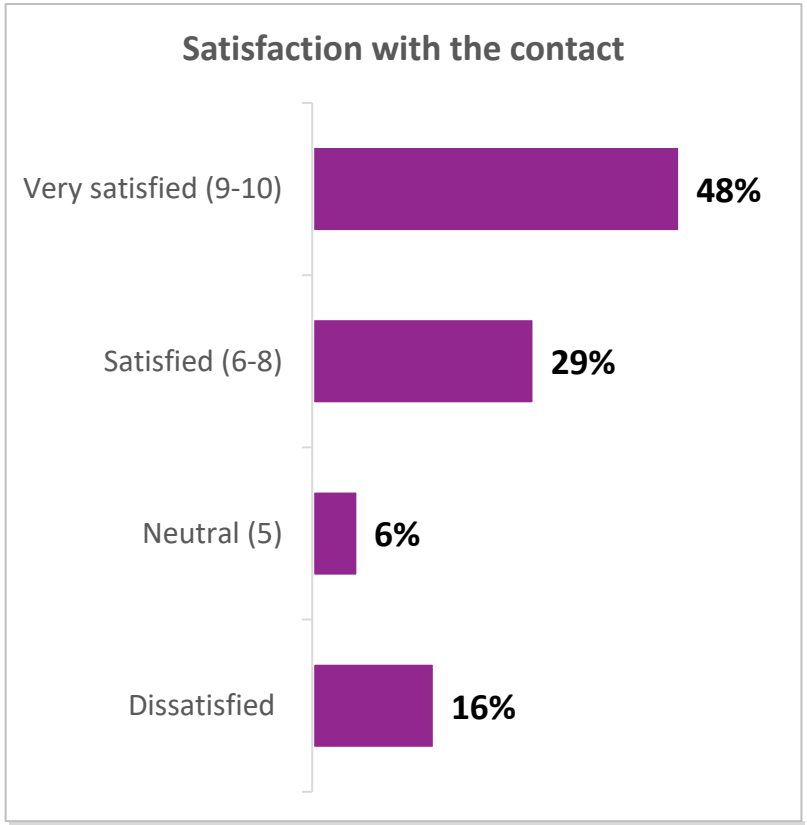
Maybe meet with business owners and communicate the "vision" for the area. And then, take feedback and consider that feedback carefully. Less focus on minority groups and why has sexual orientation become a major focus of TOVP policy.

Ensure businesses feel supported and engaged

Satisfaction with contact with staff or Council



Q8 How satisfied are you with the Town's performance in? (n=86-94, don't know =15-23)



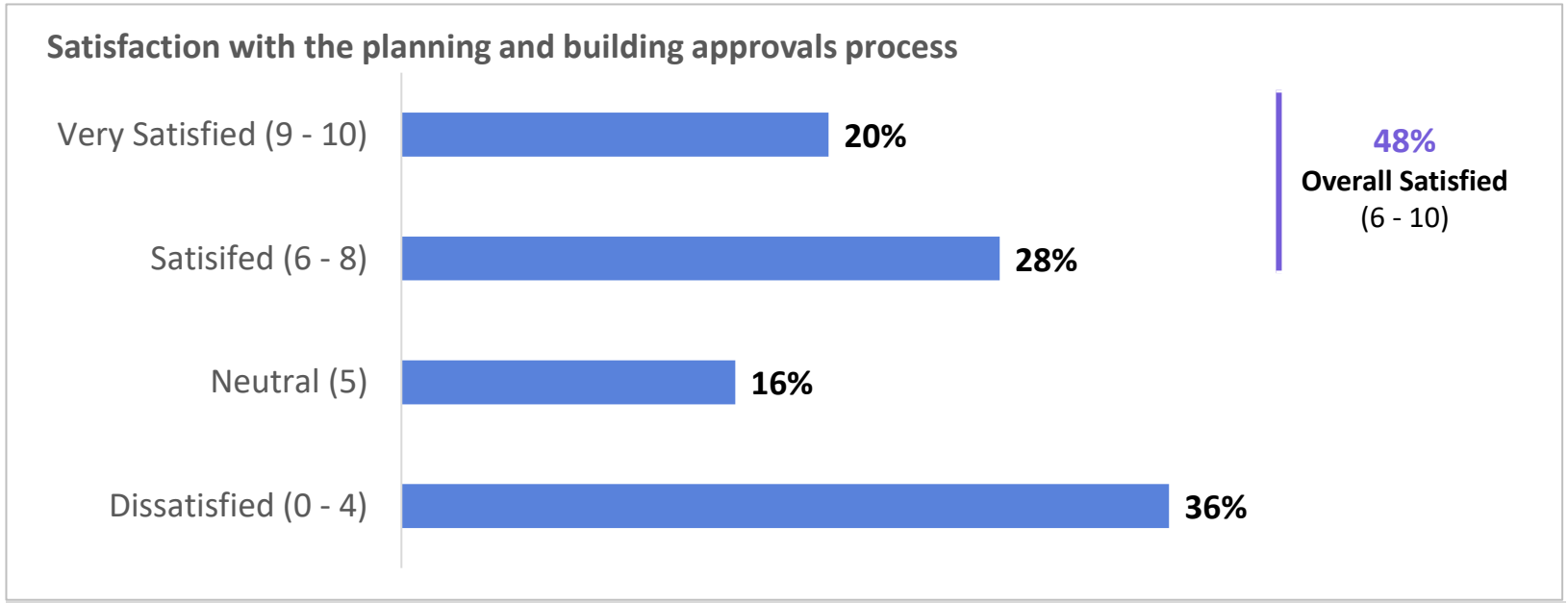
Q14. How satisfied were you with the contact? (n=31)

Just over a quarter (**28%)** of businesses had had contact with the administration or Elected Members in the last 12 months.

Businesses in the Victoria Park precinct were significantly more likely to have had contact with the Town's administration or Elected members just under half (**47%**) having contact with the town in the last 12 months.

The larger the business was the more likely it was to have had contact with the Town in the last 12 months, and there is an indication that the larger the business was, the more likely they were to be satisfied with the contact.

Deliver infrastructure and planning frameworks support the local economy



Q8c. How satisfied are you with the Town's performance in: (n=64, don't know = 45)

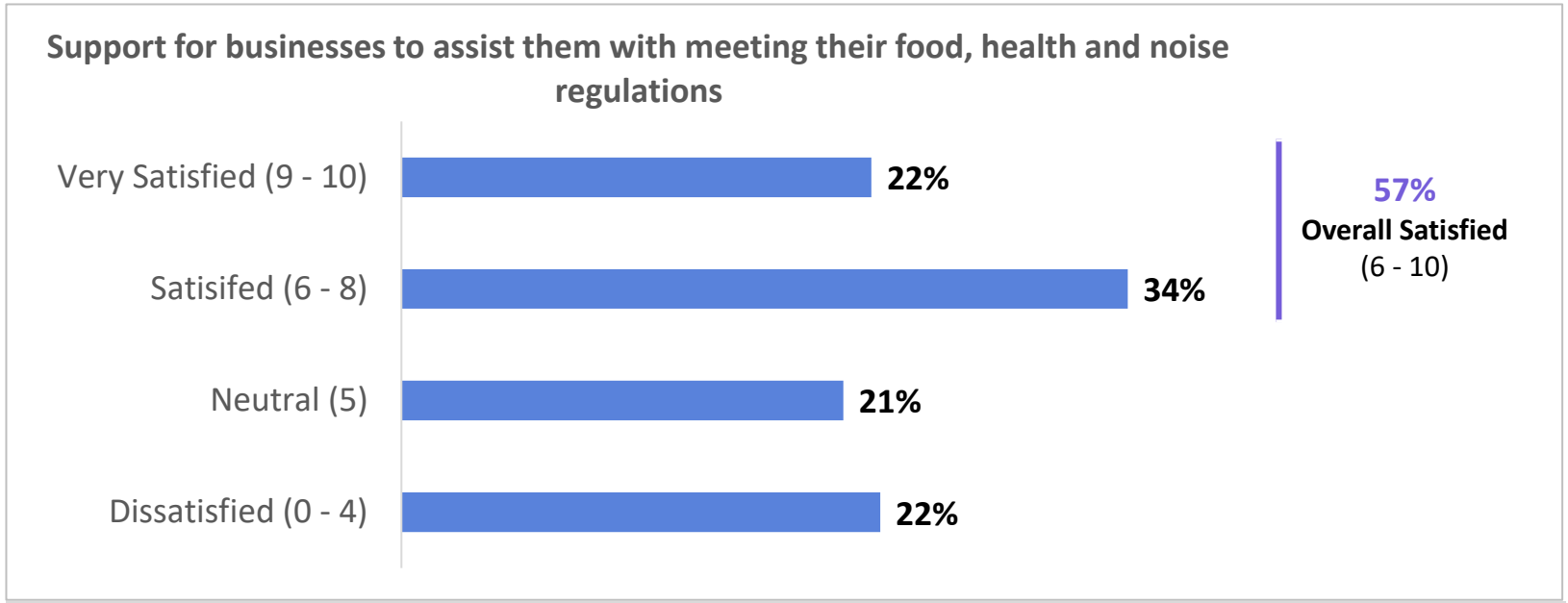
Just under half of businesses were satisfied overall with the Town's planning and building approvals process (**48%).** These were fairly evenly divided between:

- **20%** very satisfied
- **28%** satisfied
- **36%** dissatisfied

There was no difference in the attitudes of businesses between precincts; however, hospitality businesses, including accommodation services, were highly likely (**83%**) to rate the Town as 10 out of 10 in terms of planning and building approvals. Further, the longer established the business was, the more satisfied the business was with the planning and building approvals process - **64%** satisfied compared to **33%** of businesses satisfied amongst those established in the last 5 years.

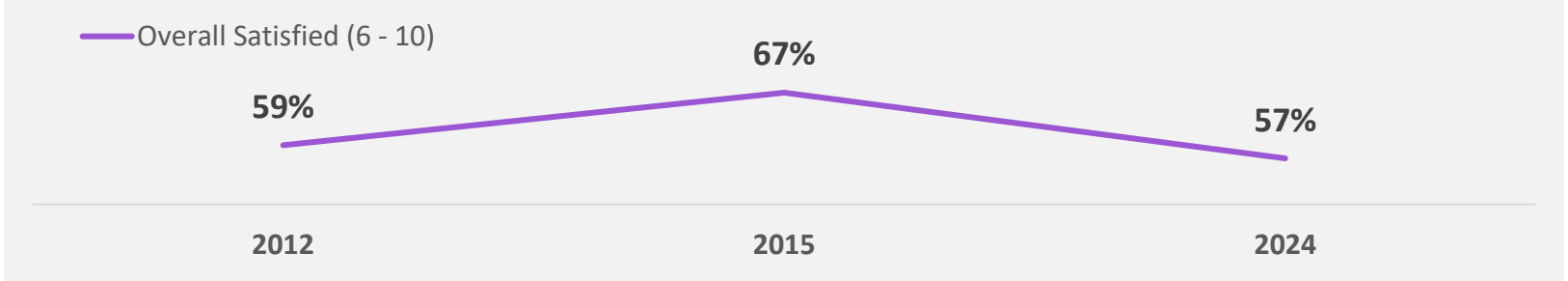
This service does not have a comparable measure in 2015. At that time, the wording referred to planning and development in commercial areas.

Deliver infrastructure and planning frameworks support the local economy



Q8c. How satisfied are you with the Town's performance in: (n=58, don't know =51)

Tracking (2012-2024)



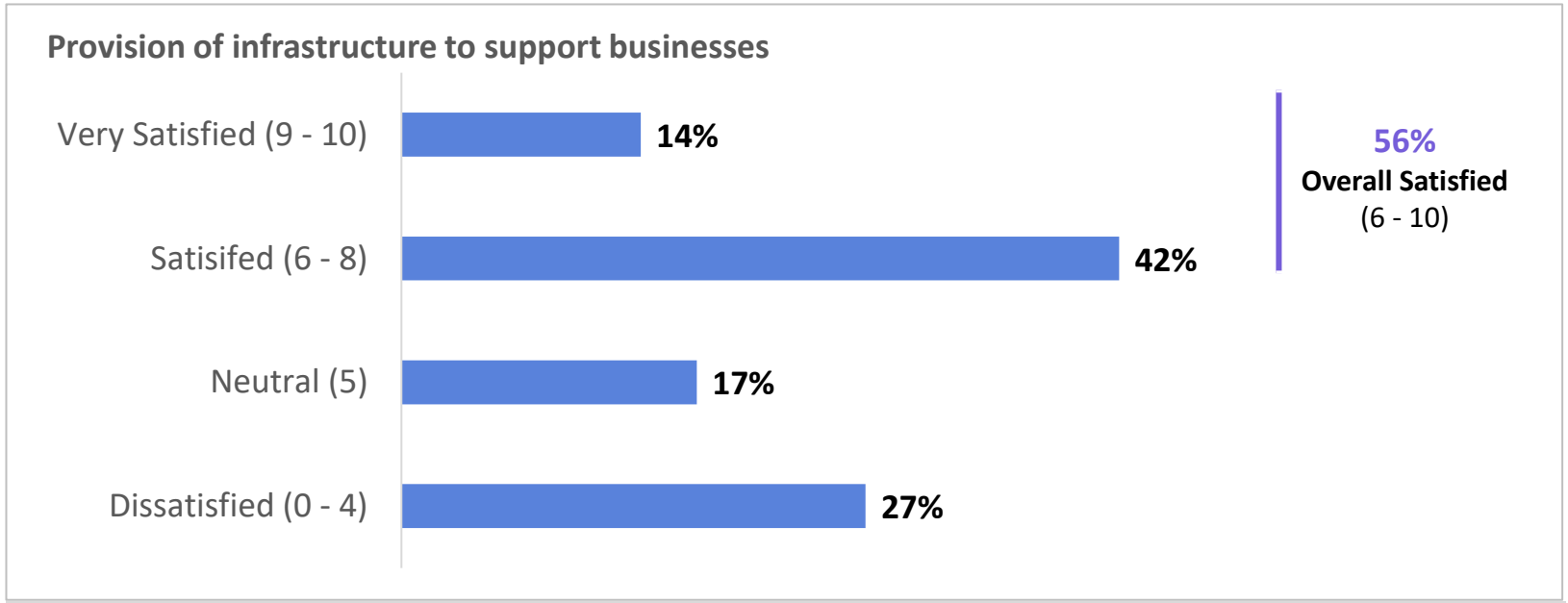
Just over half of businesses (**57%**) were satisfied overall with the Town's support for businesses to assist them with meeting their food, health and noise regulations. These results were divided as follows:

- **22%** very satisfied
- **34%** satisfied
- **22%** dissatisfied

There was no difference in the attitudes of businesses between precincts, length of time in business or size of business; however, three-quarters of those businesses who perceived that their economic situation would decline in 2025 were dissatisfied with the Town's support in this area (**75%)** compared to **6%** dissatisfied amongst those businesses who perceived their economic situation would improve.

Overall satisfaction has remained similar since the 2012 survey.

Deliver infrastructure and planning frameworks support the local economy



Q8c. How satisfied are you with the Town's performance in: (n=81, don't know = 28)

Just over half of businesses were satisfied overall that the Town provides the infrastructure to support businesses (**56%**). Attitudes were divided as follows:

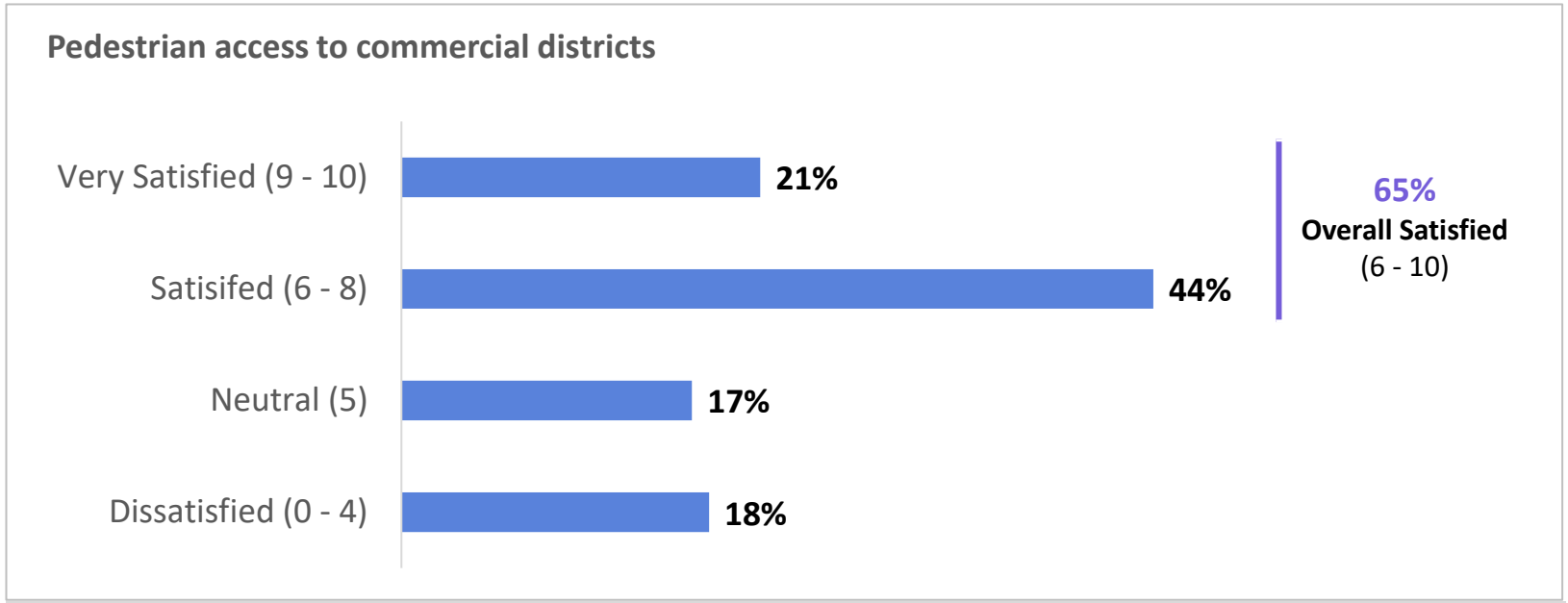
- **14%** very satisfied
- **42%** satisfied
- **27%** dissatisfied

Two-thirds of hospitality and accommodation businesses (**67%**) rated the Town as 10 out of 10 for the provision of infrastructure to support their business.

By comparison, almost one-quarter of businesses in financial services (**23%**) rated the Town as zero out of 10 for the provision of infrastructure to support businesses.

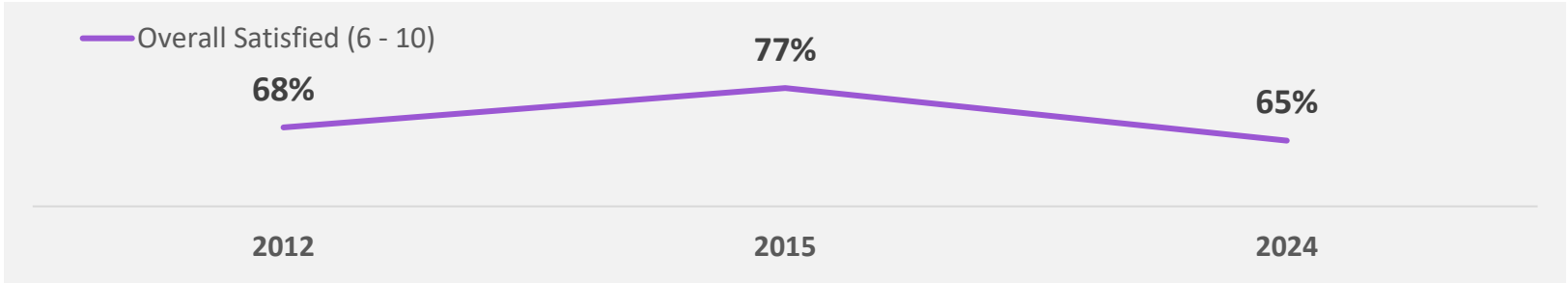
This was not measured in previous years.

Deliver infrastructure and planning frameworks support the local economy



Q8c. How satisfied are you with the Town's performance in: (n=100, don't know = 9)

Tracking (2012-2024)



Almost two-thirds of businesses were satisfied with pedestrian access to commercial districts (**65%**). Satisfaction was divided as follows:

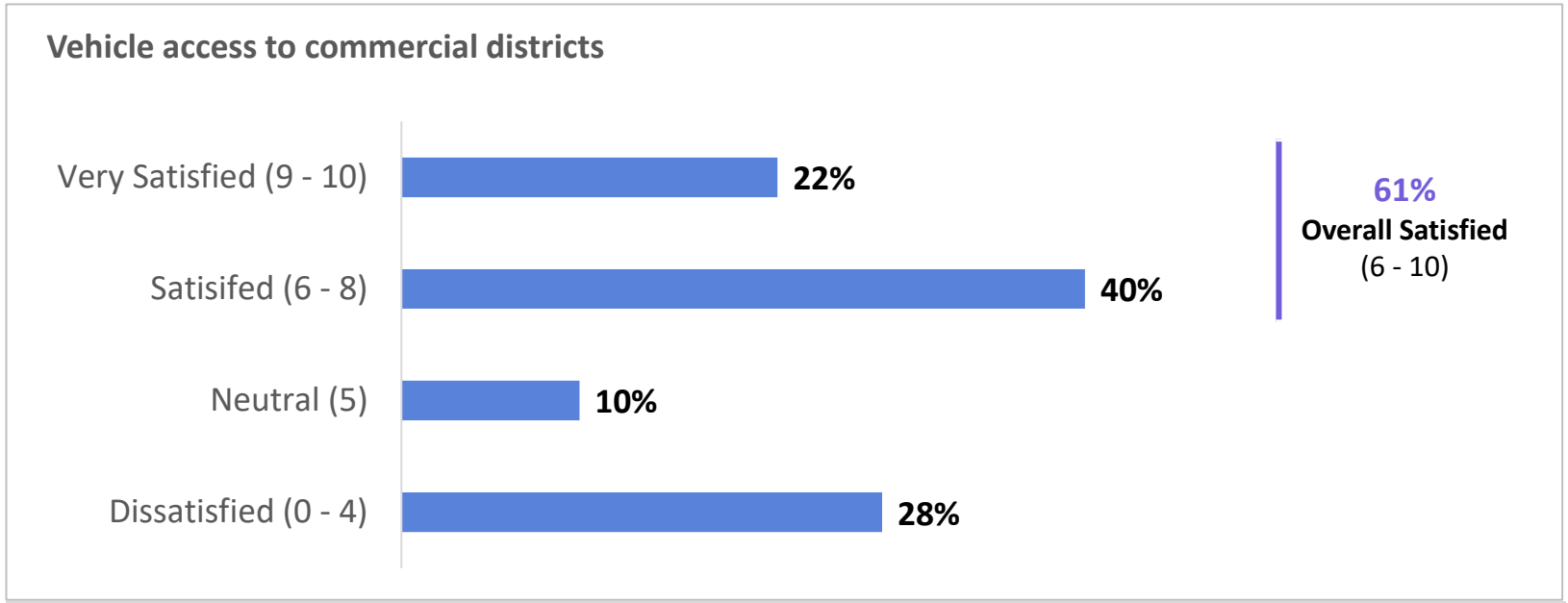
- **21%** very satisfied
- **44%** satisfied
- **18%** dissatisfied

Whilst there was no difference in business attitudes between precincts, length of time in business or size of business.

Those businesses facing a decline in their economic situation in 2025 expressed only half of the level of satisfaction (**36%** satisfied overall) compared to those businesses who perceived their economic situation would improve (**69%** satisfied overall).

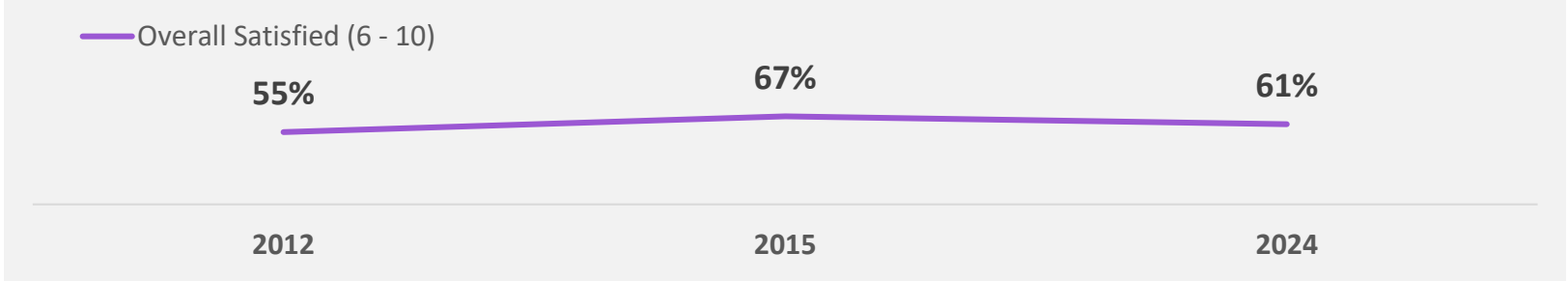
There is no statistically significant difference in the results between 2015 and 2024.

Deliver infrastructure and planning frameworks support the local economy



Q8c. How satisfied are you with the Town's performance in: (n=96, don't know = 13)

Tracking (2012-2024)



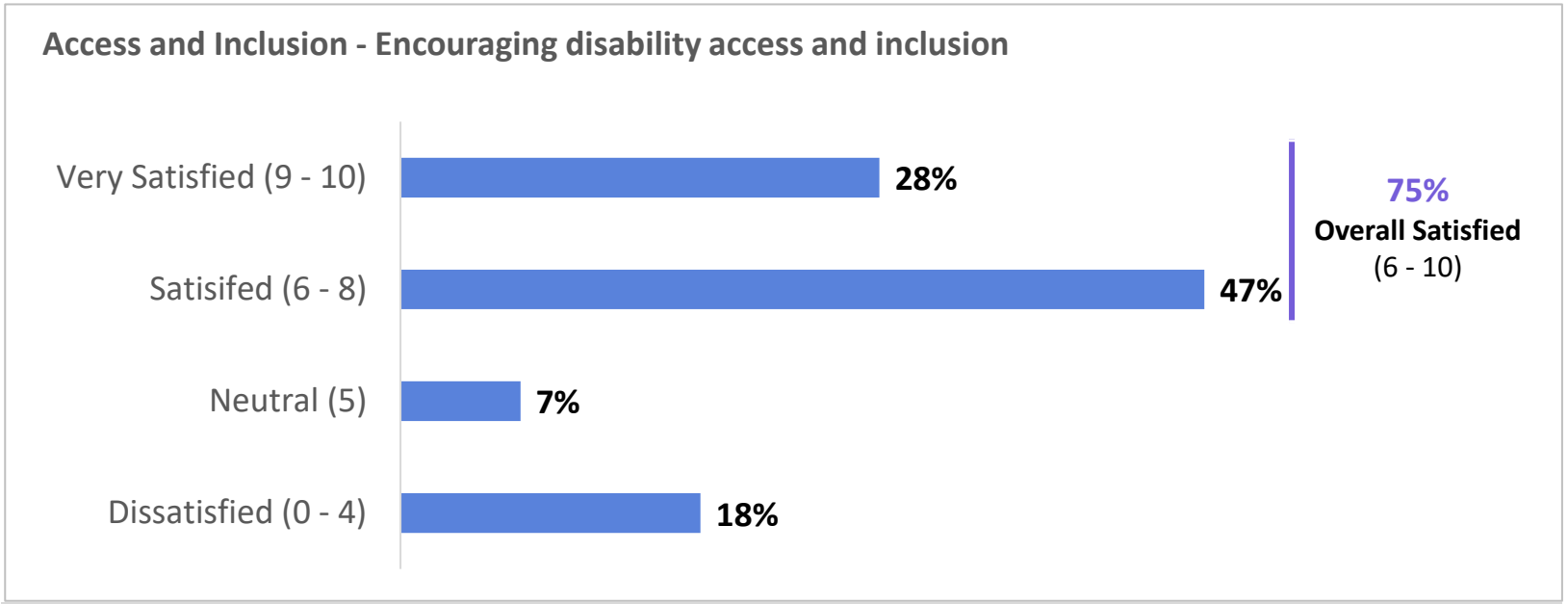
The majority of businesses were satisfied overall with the Town's provision of vehicle access to commercial districts (**61%**). This result was fairly evenly divided:

- **22%** very satisfied
- **40%** satisfied
- **28%** dissatisfied

There was no difference in business attitudes between precincts, length of time in business or size of business.

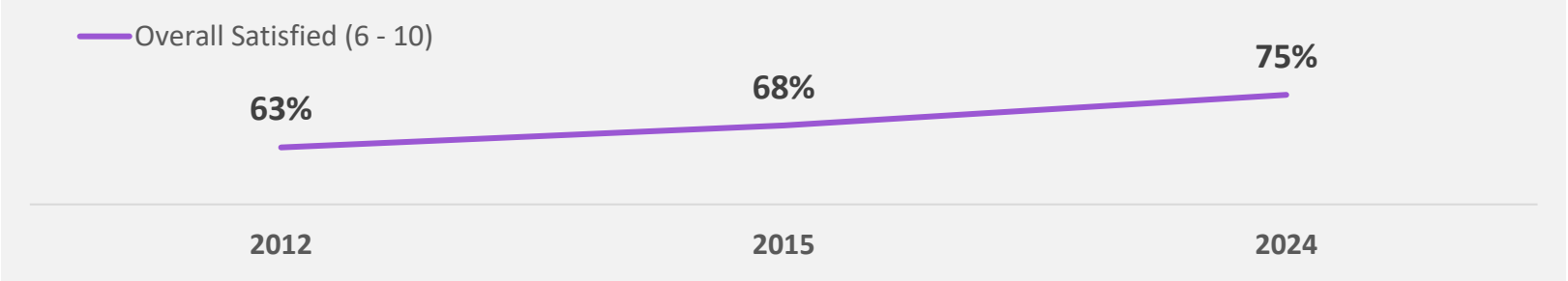
However, those businesses expecting a decline in their economic situation in 2025 expressed half the level of satisfaction (**33%** satisfied overall) compared to those businesses who are expecting an improvement in their economic situation in 2025 (**66%** satisfied overall).

Deliver infrastructure and planning frameworks support the local economy



Q8d. How satisfied are you with the Town's performance in: (n=57; don't know = 52)

Tracking (2012-2024)



The area of the Town's performance that the business community were most satisfied with is access and inclusion not only for disability but where English is a second language, for Aboriginal and Torres Strait Islander people and LGBTQ IA+.

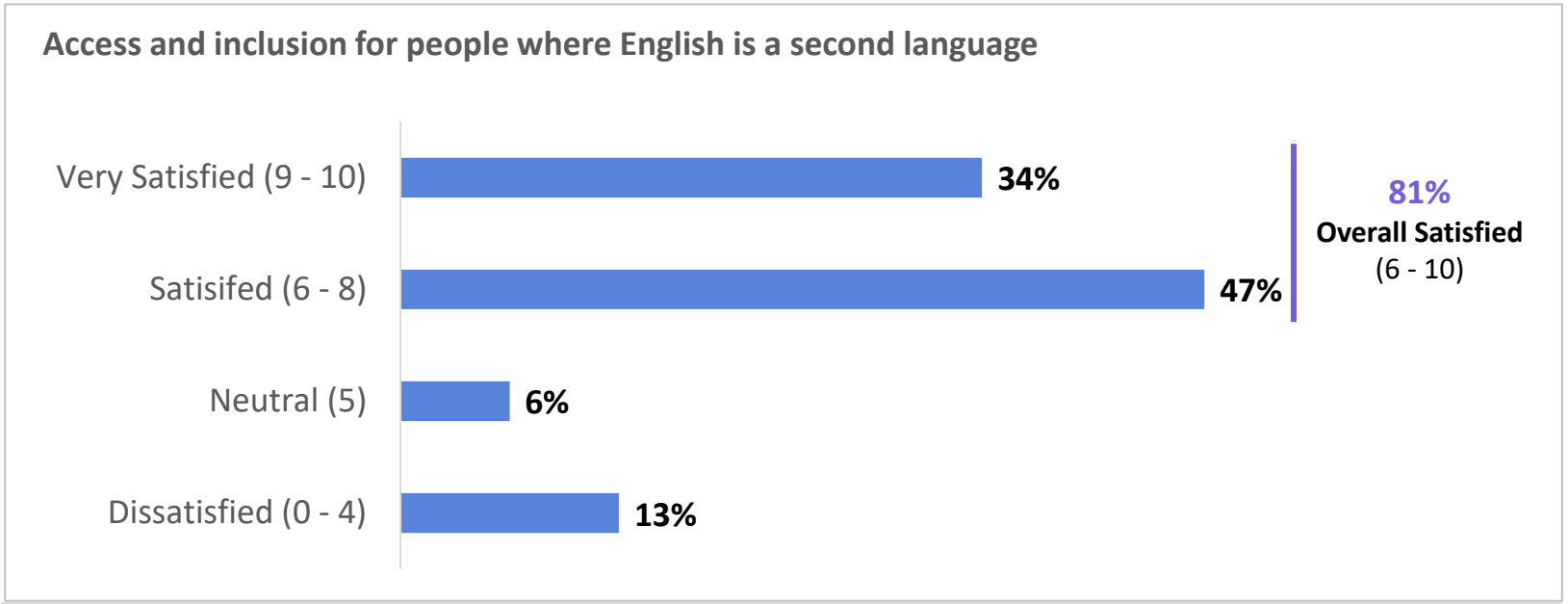
Three-quarters of businesses (**75%**) were satisfied overall with the Town's performance in encouraging disability access and inclusion. This was divided as follows:

- **28%** very satisfied
- **47%** satisfied
- **18%** dissatisfied

These results were consistently high between precincts, length of time in business and business size. Those businesses who feel their organisation's economic situation will decline are the least satisfied with disability, access and inclusion, with **60%** of these businesses dissatisfied and only **40%** satisfied.

Overall satisfaction has remained similar since the 2012 survey.

Deliver infrastructure and planning frameworks support the local economy



Q8d. How satisfied are you with the Town's performance in: (n=47; don't know = 62)

The Town's performance in delivering access and inclusion for people where English is a second language was rated by business people as the highest performing attribute measured for the Town. **81%** of businesses were satisfied overall. Satisfaction was divided as follows:

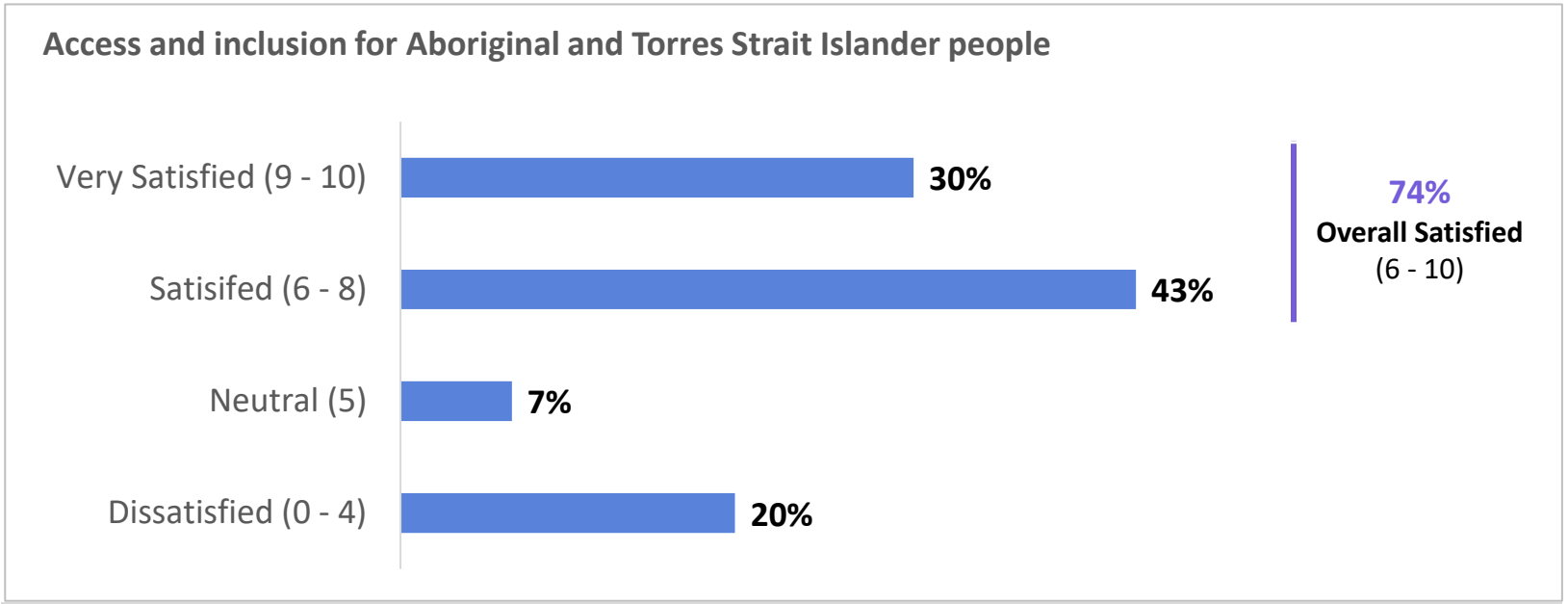
- **34%** very satisfied
- **47%** satisfied
- **13%** dissatisfied

In comparing results by precinct, length of time in business and size of business, the attitudes of businesses was universally high.

Dissatisfaction with access and inclusion for people where English is a second language was particularly high amongst businesses who feel that their organisation's economic situation will decline in 2025 (**67%** dissatisfied and **33%** satisfied overall).

This is the first time this attribute has been measured in the business survey.

Deliver infrastructure and planning frameworks support the local economy



Q8d. How satisfied are you with the Town's performance in: (n=46; don't know = 63)

Three-quarters of businesses were satisfied overall with the Town's performance in terms of access and inclusion for Aboriginal and Torres Strait Islander people (**74%**). These attitudes were fairly evenly divided:

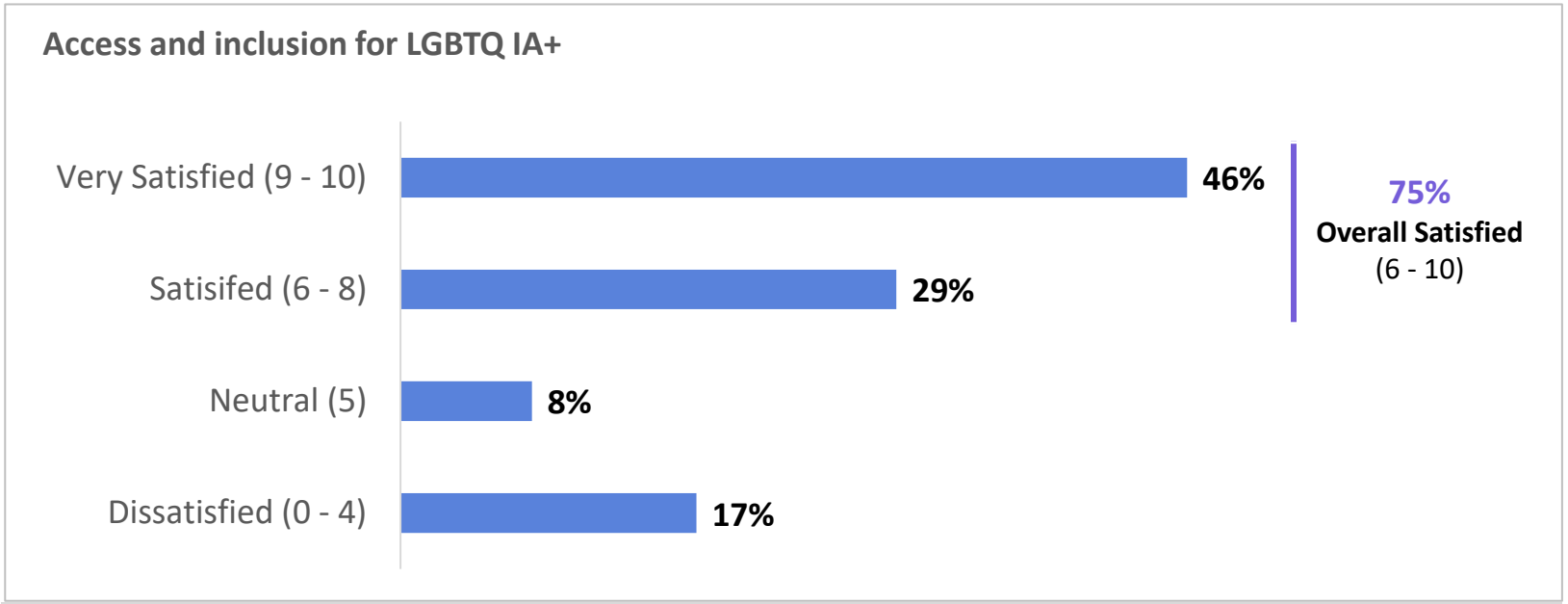
- **30%** very satisfied
- **43%** satisfied
- **20%** dissatisfied

There was no difference in business attitudes by precinct, length of time in business or size of business.

Dissatisfaction with access and inclusion for Aboriginal and Torres Strait Islander people was particularly low amongst those businesses who feel that their organisation's economic situation will decline in 2025.

This is a new question in the business survey in 2024.

Deliver infrastructure and planning frameworks support the local economy



Q8d. How satisfied are you with the Town's performance in: (n=52; don't know = 57)

Three-quarters of businesses were satisfied overall with the Town's performance in terms of access and inclusion for LGBTQ IA+. High levels of satisfaction were expressed as follows:

- **46%** very satisfied
- **29%** satisfied
- **17%** dissatisfied

Whilst the very satisfied results were high across the board. It should be noted that **40%** of businesses with 20 or more employees were dissatisfied with the Town's performance on LGBTQ IA+. Further, three-quarters of businesses who felt that their economic situation would decline in 2025 were dissatisfied with the Town's performance in relation to access and inclusion for LGBTQ IA+.

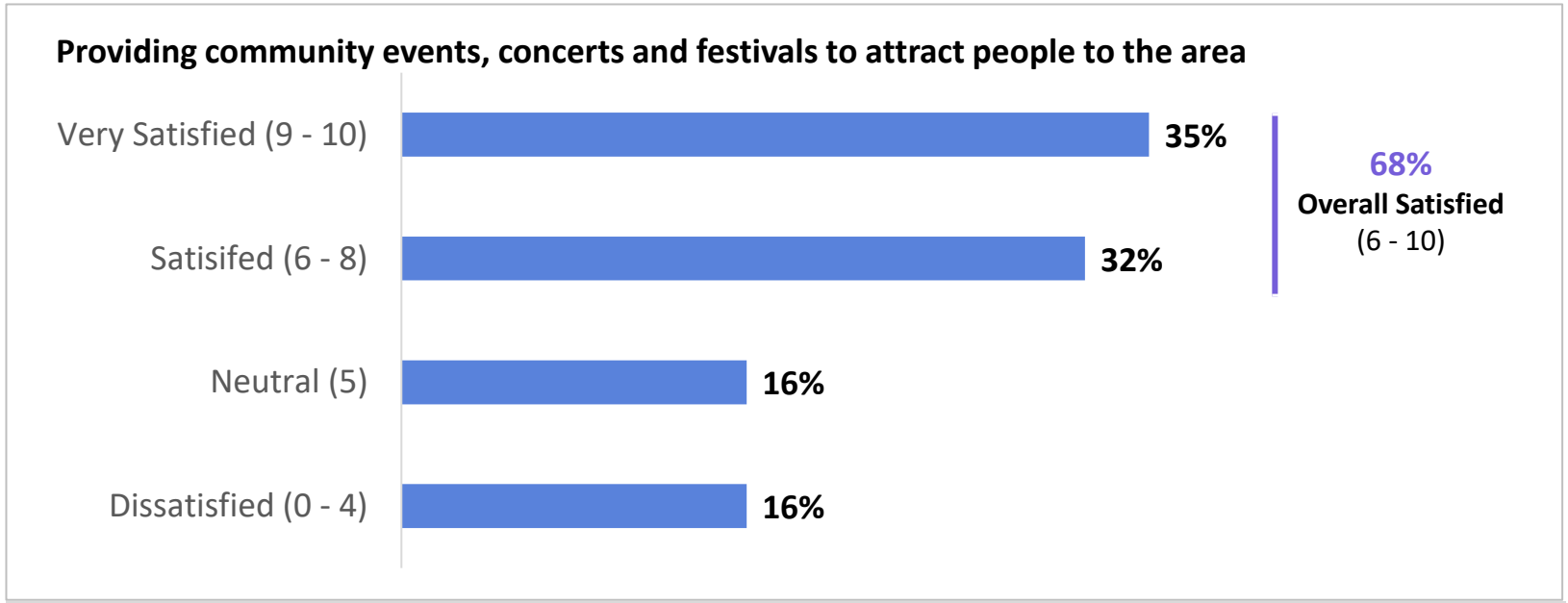
The satisfaction levels were similar amongst businesses when analysed by precinct and by the length of time in business.

Access and inclusion for LGBTQ IA+ has not been measured in previous years in this survey.

Attracting businesses and people to local centres through place planning and activation

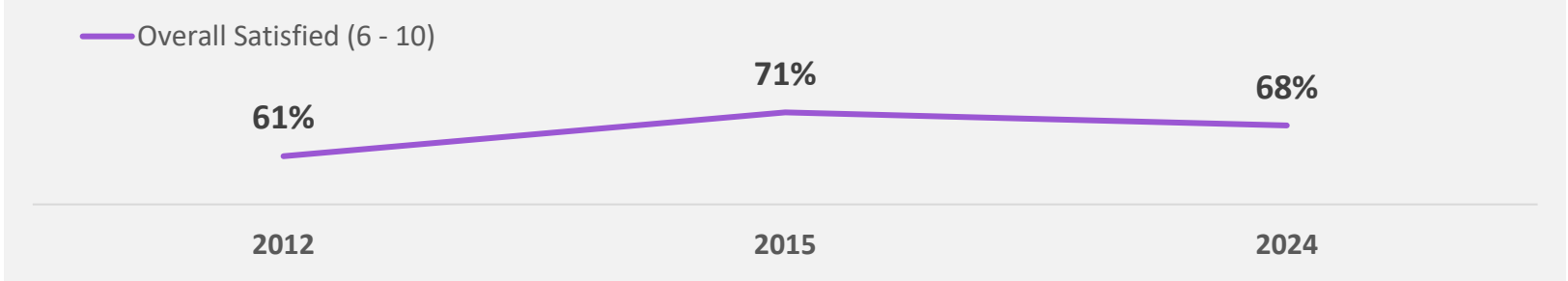
Priority 2

Increase activity in our local centres through place activation and place investment



Q8a. How satisfied are you with the Town's performance in the following areas: (n=102, don't know =7)

Tracking (2012-2024)



This attribute has been reported under Economic Priority 1, Promoting the town as a destination to visit above and the results are repeated here.

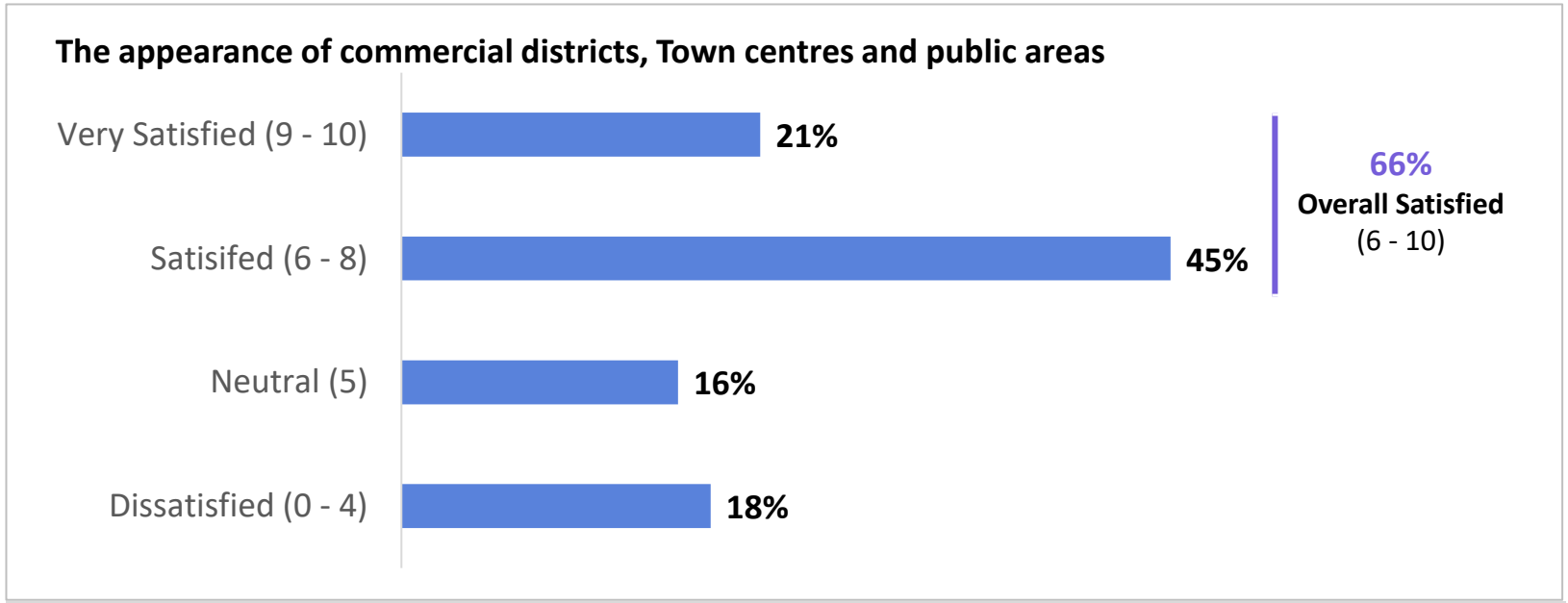
Just over two-thirds of businesses (**68%**) were satisfied with the Town's provision of community events, concerts and festivals to attract people to the area:

- **35%** very satisfied
- **32%** satisfied
- **16%** dissatisfied

The results were similar between precincts and by business size, type and time in business.

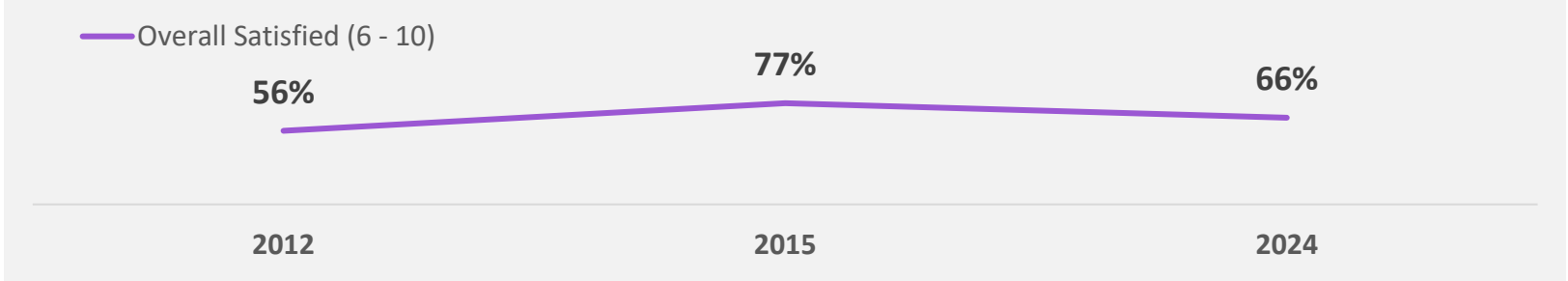
Whilst there was a statistically significant improvement between 2012 and 2015, the results for 2024, with **68%** of businesses satisfied overall, are similar to the previous two years.

Increase activity in our local centres through place activation and place investment



Q8c. How satisfied are you with the Town's performance in: (n=105, don't know = 4)

Tracking (2012-2024)



Two-thirds of businesses participating in the survey were satisfied with the appearance of commercial districts, Town centres and public areas (66%).

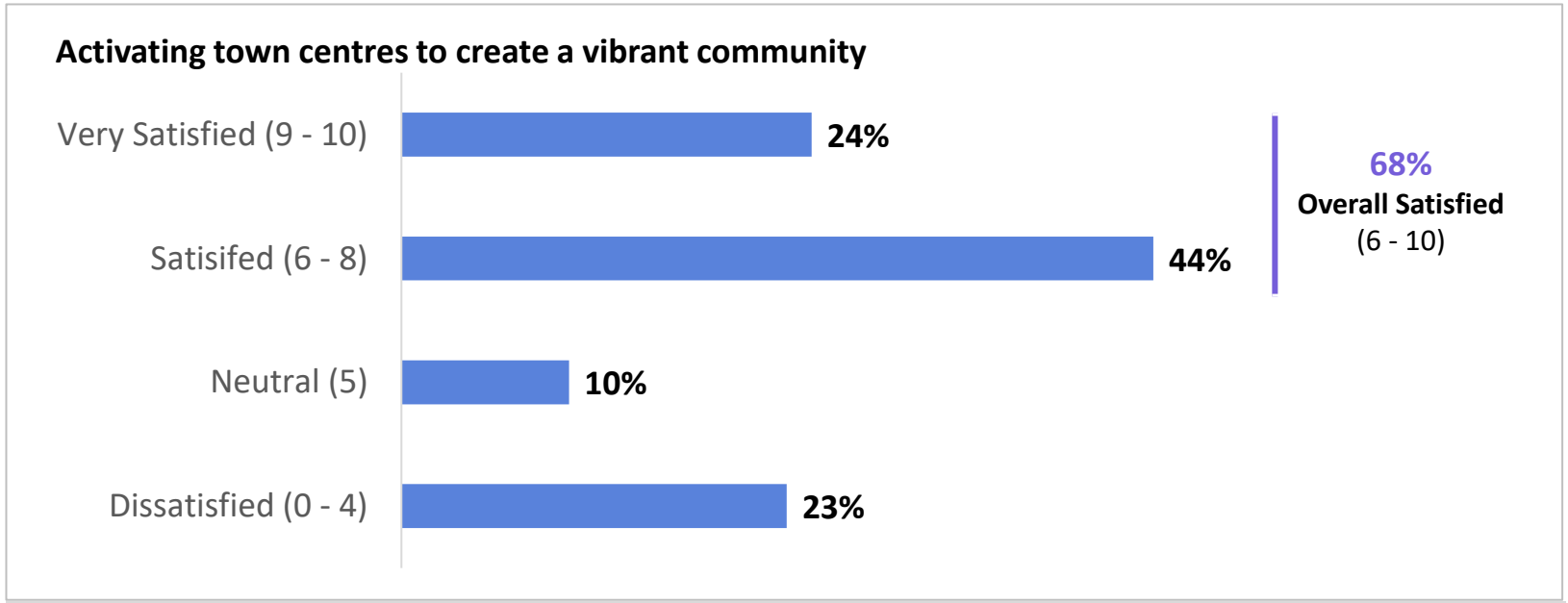
- **21%** very satisfied
- **45%** satisfied
- **18%** dissatisfied

Hospitality, accommodation and food service businesses were significantly more likely to be very satisfied with the appearance of commercial districts, Town centres and public areas, with **86%** of these businesses rating the performance of the Town of Victoria Park as 10 out of 10.

The results were similar by precinct, business size, and time in business. Further perceptions of the appearance of commercial districts, Town centres and public areas did not differ regardless of the business's economic situation in 2025.

Overall satisfaction with the appearance of commercial districts, Town centres and public areas increased significantly between 2012 and 2015; however, in 2024, the results have returned to a point midway between the 2012 and 2015 results. The results are statistically similar (due to the small sample size) to the 2015 results.

Help people activate the public realm



Q8b. How satisfied are you with the Town's performance in. creating a vibrant community? N=102, don't know =5)

Just over two-thirds of businesses (**68%**) were satisfied with the Town's performance in activating the Town centres to create a vibrant community. The results were distributed as follows:

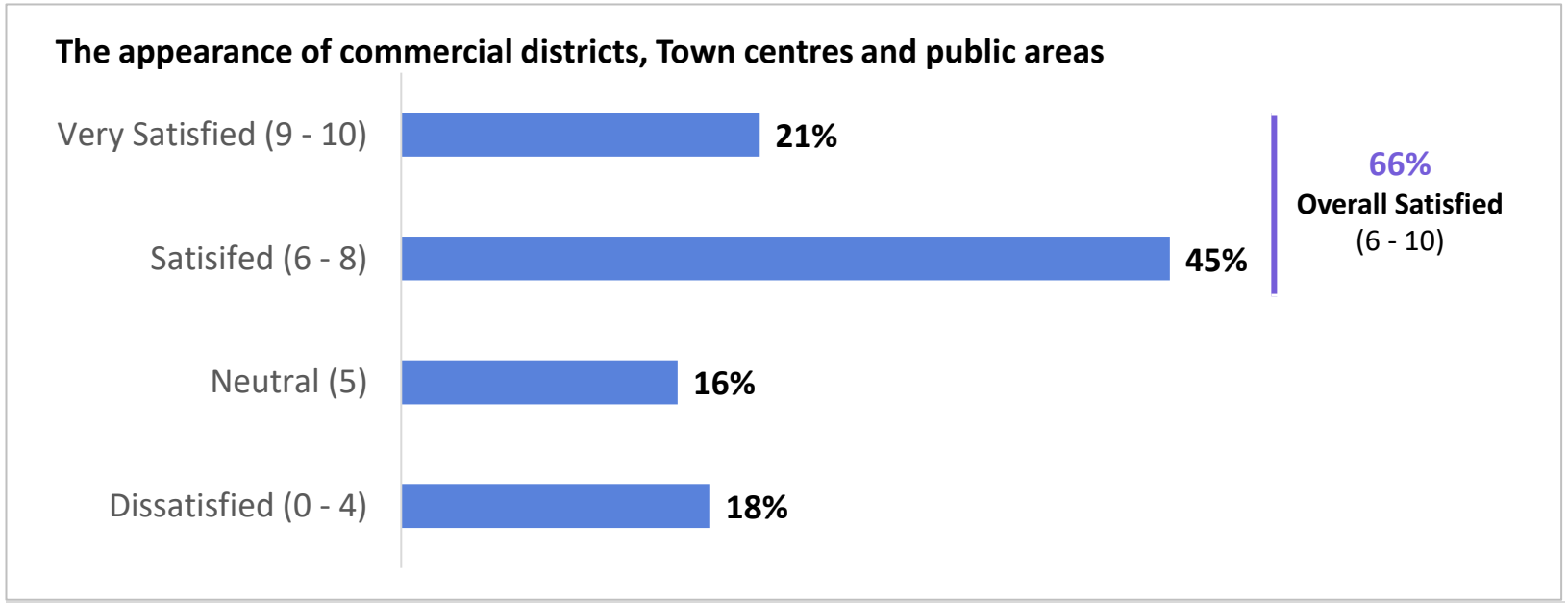
- **24%** very satisfied
- **44%** satisfied
- **23% dissatisfied**

The results were similar between precincts, by business size and time in business. Accommodation, food, service and hospitality businesses were significantly more likely to be highly satisfied, with **86%** of these businesses rating the Town's performance as 10 out of 10.

this was not measured in previous years.

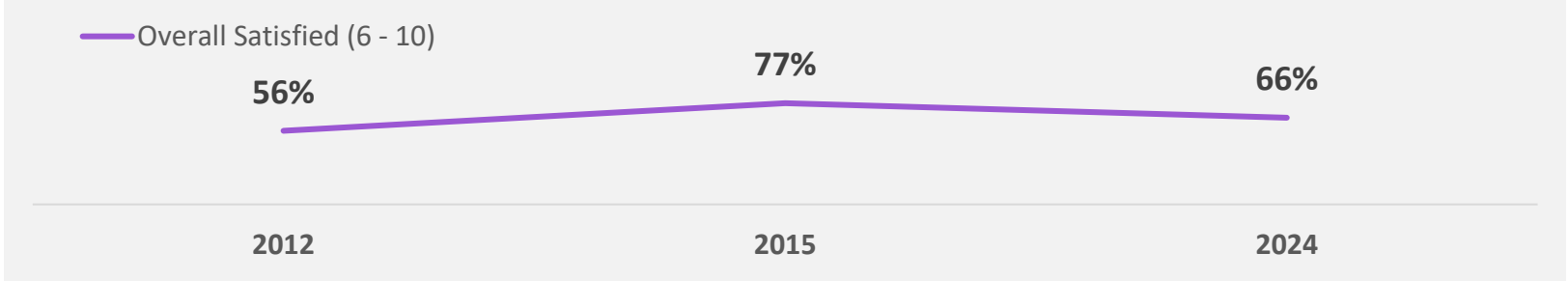
The proportion of businesses of aware of **place grants** was **29%** of businesses surveyed. Businesses with 20 or more employees appear to be more likely to be aware of place grants (**60%**) than self employed people (19%) and those with under five employees (30%).

Create attractive places



Q8c. How satisfied are you with the Town's performance in: (n=105, don't know = 4)

Tracking (2012-2024)



Two-thirds of businesses participating in the survey were satisfied with the appearance of commercial districts, Town centres and public areas (66%).

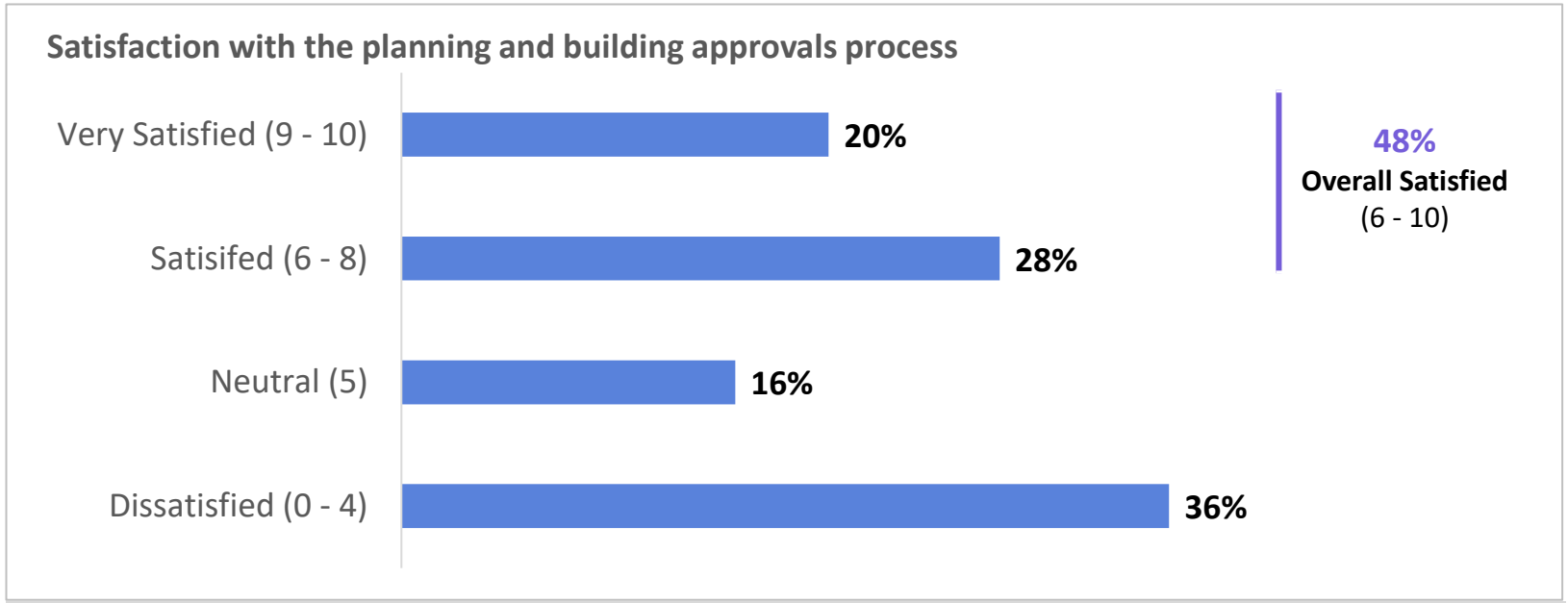
- **21%** very satisfied
- **45%** satisfied
- **18%** dissatisfied

Hospitality, accommodation and food service businesses were significantly more likely to be very satisfied with the appearance of commercial districts, Town centres and public areas, with **86%** of these businesses rating the performance of the Town of Victoria Park as 10 out of 10.

The results were similar in terms of precinct, business size, and time in business. Further perceptions of the appearance of commercial districts, Town centres and public areas did not differ regardless of the business's economic situation in 2025.

Overall satisfaction with the appearance of commercial districts, Town centres and public areas increased significantly from 2012 to 2015; however, in 2024, the results returned to a point midway between the 2012 and 2015 results, with the results being statistically similar (due to the small sample size) to the 2015 results.

Deliver a planning frameworks that enables population growth centres



Q8c. How satisfied are you with the Town's performance in: (n=64, don't know = 45)

Measured in a previous section.

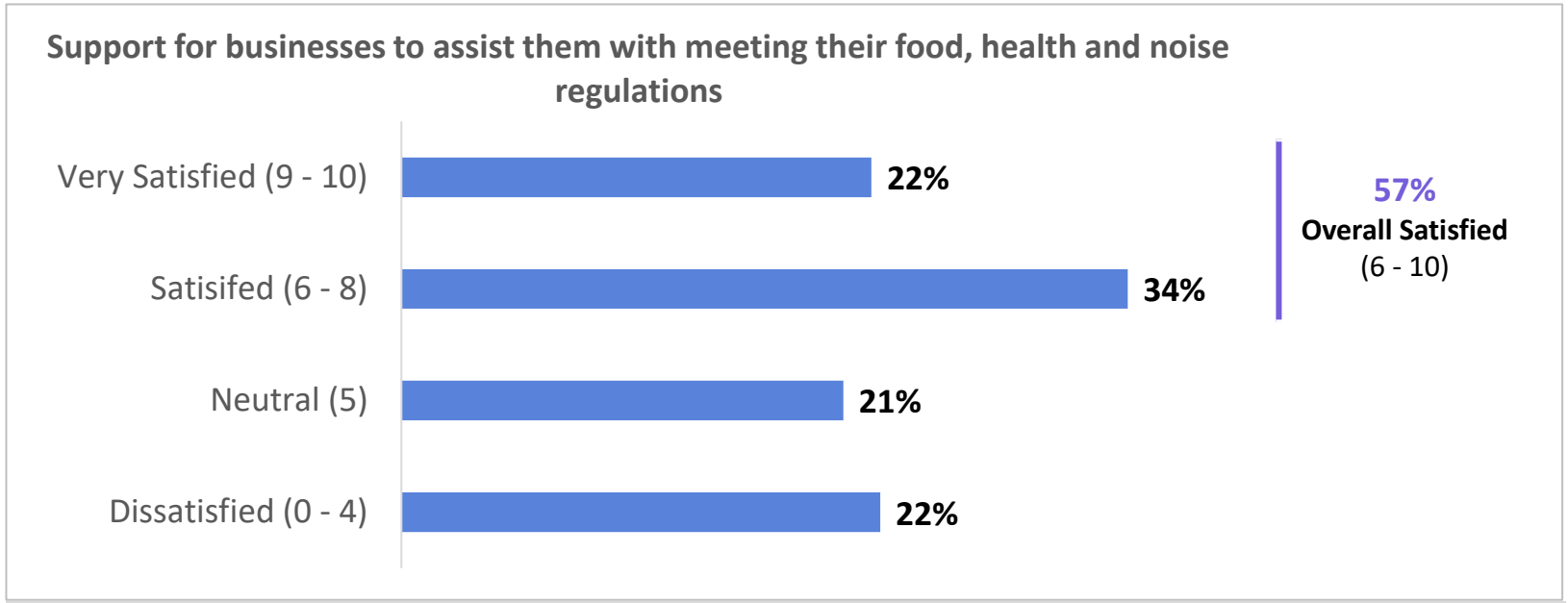
Just under half of businesses were satisfied overall with the Town's planning and building approvals process (**48%). 20%** very satisfied

- **28%** satisfied
- **36%** dissatisfied

There was no difference in the attitudes of businesses between precincts; however, hospitality businesses, including accommodation services, were highly likely (**83%**) to rate the Town as 10 out of 10 in terms of planning and building approvals. Further, the longer established the business was, the more satisfied the business was with the planning and building approvals process - **64%** satisfied compared to **33%** of businesses satisfied amongst those established since 2020.

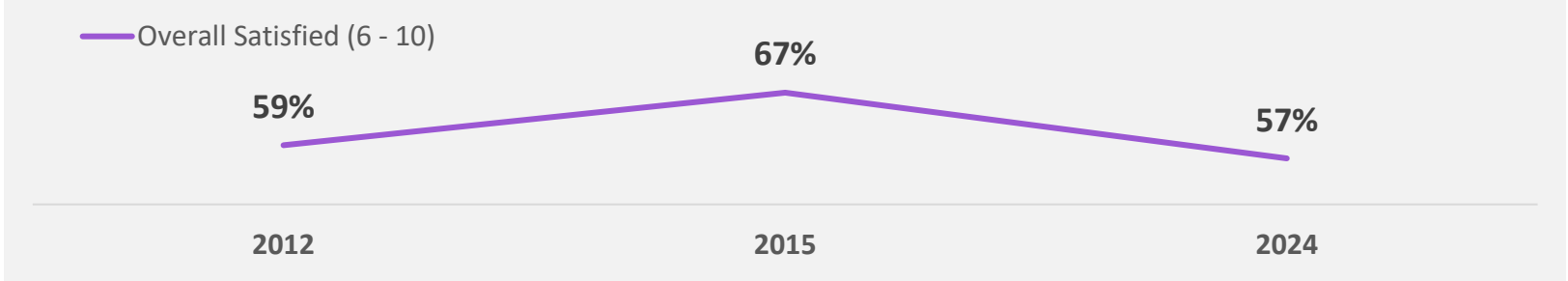
This service was not measured in 2015. At that time, the wording referred to planning and development in commercial areas.

Ensure approval processes are easy and streamlined



Q8c. How satisfied are you with the Town's performance in: (n=58, don't know = 51)

Tracking (2012-2024)



Reported under Economic Community Priority I, in a previous section. Just over half of businesses (**57%**) were satisfied overall with the Town's support in assisting them with meeting their food, health and noise regulations. These results were divided as follows:

- **22%** very satisfied
- **34%** satisfied
- **22%** dissatisfied

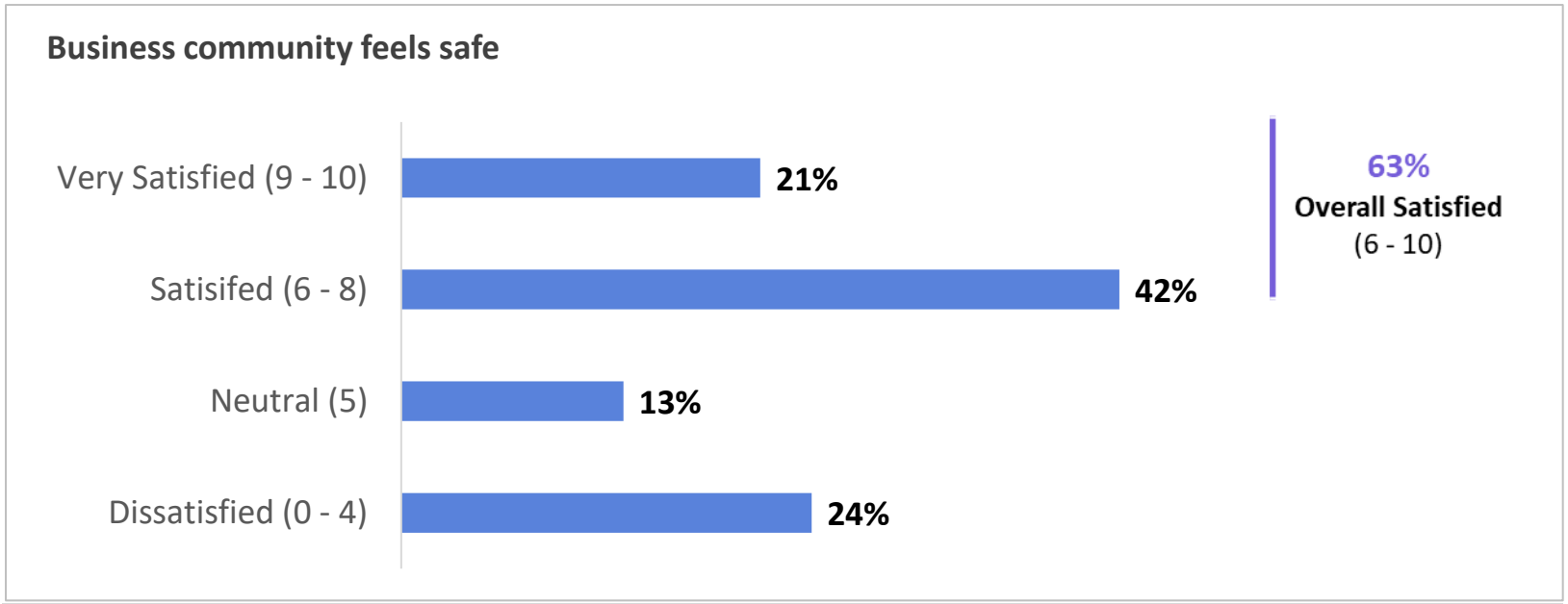
There was no difference in the attitudes of businesses between precincts, length of time in business or size of business; however, three-quarters of those businesses who perceived that their economic situation would decline in 2025 were dissatisfied with the Town's support in this area (**75%**) compared to **6%** of businesses who perceived their economic situation would improve.

Overall satisfaction has remained statistically similar since the 2012 survey.

Social Community – Helping people feel safe

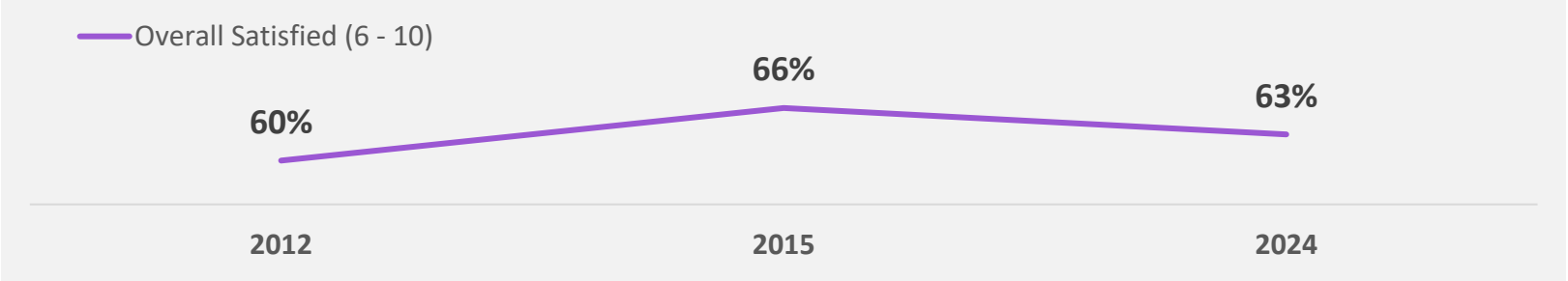
Priority 1

Helping People feel safe



Q8c. How satisfied are you with the Town's performance in: (n=58, don't know = 51)

Tracking (2012-2024)



Just under two-thirds of businesses (**63%**) were satisfied overall with the Town's performance in providing a safe and secure place to do business. These results were distributed as follows:

- **21%** very satisfied
- **42%** satisfied
- **24%** dissatisfied

There was no difference in the attitudes of businesses between precincts, length of time in business, size of business or economic outlook.

Overall satisfaction has remained statistically similar since the 2012 survey.

The business-related issues that the Town of Victoria Park should prioritise/work on

Key business-related issues suggested by survey participants were:

Infrastructure:

- Parking - including extending the free parking to an hour and increasing the available parking for both customers and staff (**14 respondents**)
- Improve the public amenity of the area, including the presentation and the availability of benches and the walkability of the industrial zones and repair the footpaths (**6 respondents**)
- Improve the cleanliness of the area with more bins (**4 Respondents**)

Business Support

- More grants and funding, simplify the funding process (**10 respondents**)
- Networking and breakfasts and supporting established networks in Victoria Park (**8 respondents**)
- Activation of Victoria Park to bring in more people (**4 respondents**)
- Mentorship of new businesses, start-up businesses (**3 respondents**)

Communications:

- Make sure the communications reaches business including more advanced warning of events, including by e-newsletter (**7 respondents**)
- Encourage business to business collaboration (**3 respondents**)
- Listen to business concerns and be more proactive (**3 respondents**)

Social services - Safety and Rangers

- Increase safety in public areas for staff and customers, particularly from anti-social behaviour and increased lighting (**6 respondents**)

Other issues included:

- Welfare to help marginalise people access services
- Buy local and speed up approval times for Council projects

What are the business-related issues that you feel the town of Victoria Park should prioritise/work on

Safety should be the number one priority, there are daily interactions that make our clients feel uncomfortable and uneasy about visiting the area.

Parking, it's hard to fit a meeting in 30 minutes before the client has to pay or cop a fine real quick. Up the free parking time please.

We have had quite a lot of issues with people littering, smashing bottles and leaving things on our doorsteps/front patio. There is also not many bins, chairs, benches or public spaces on our stretch of Albany Highway.

Vic Park is doing well in keeping most store fronts open, when many others have empty shops. Having a cafe strip instead of a lot of 'retailers' helps. The issues occur though, when the Uber bikes use the footpaths during the evening when people are out for dinner - getting dangerous.

Appendices

- Appendix 1 – Technical Appendix
- Appendix 2 - Questionnaire

Section Four

Sampling and Data Collection Specifics

Component	Details
Project Management Team	
Research Solutions contact	Nicky Munro
Client contact	Ben Schofield
Other subcontractors	None
Research Methodology	
Data collection method	Online with an individual email addressed to each business
Sampling Methodology	
Target population for survey	Businesses with an ABN located in the Town of Victoria Park
Description of sampling frame	Australian Business registry (ABR) for the Town of Victoria Park
Source of sampling frame	Client provided list from the ABR
List checked for duplicate entries	Client and Research Solutions worked hard to remove the duplications

Continued…

Component	Details
Fieldwork	
Briefing Method	The project manager and the programmer worked closely to ensure that the survey was programmed correctly
Pilot study date(s)	A slow start was used so that the initial responses could be reviewed
Changes made as result of pilot	None
Research participant support	Participants were provided with the contact details of the project manager and the client
Screeners and questionnaire appended to report	Yes
Were participants required to perform special tasks (e.g., download software)?	No
Were participants required to share sensitive information or personal data?	No, nothing beyond simple demographic information
Incentives or methods of engagement used for participants	Yes, a prize draw for a $1,000 voucher to the Park Shopping Centre was offered.
Was the product/incentive provided by the client?	No
Any issues arising in the survey?	No, the response rate was a little higher than previous years
Survey Procedure for Online surveys:	
• Survey dates	4.11.2024 – 3.12.2024
• Was the online survey platform optimised for each type of device (desktop, laptop, tablet, smartphone)?	Yes
• Questionnaire length / administration time	Median time 11 minutes
• Administration process	Personalised email sent from Research Solutions embedded with unique link embedded
• Number and dates of reminders to non-respondents	Three reminders to non-respondents at the beginning of the second, third and fourth weeks First reminder sent: 11.11.2024 Second reminder sent: 21.11.2024 Extension of the closing date: 26.11.2024

Continued…

Sampling and Data Collection Specifics

Component	Details
Online survey by email invitation research participant contact outcomes (note below or delete):	
• Number invited to participate on the cleaned list	2892
• Completed survey responses	106
• Bounced emails	115
• Partially completed responses	N= 45
• Screened out	14
• Unavailable / away for the duration	0
If multi-mode survey: • Probability sample: response rate	3.8%
Online survey QR code from newsletter research participant outcomes	
• Completed survey responses	3
• Partially completed responses	0
• Screened out	0

Continued…

Component	Details
Was an Access Panel used?	No
Was the sample blended (derived from multiple sources or interviews conducted across multiple modes)?	Yes
• Brief description of sources	A QR code to the online survey was put in the newsletter and a common link was sent to the Business Advisory Group
• Percentage of sample obtained from each source	1% and 1%
Sampling technique	Census
Was the sample quota'd?	No
Planned sample Size	N= 110 Based on 2015 response
Were there any problems encountered in sample selection?	No
Sample size achieved	N=109
Do participants need to be approached again (for a future project)?	No
Was a router or similar method used?	**No**
Overall sampling error	+9 %
Validation procedures: Number validated:	Not required as survey was self-completion
Validity and Reliability Issues	
• How well the sample fitted the sampling frame	• Quite well
• Methods which may produce bias in participant selection	• Those businesses that gave their accounting or legal firm as their place of business were excluded from the sample as there was no way of reaching the business owner
• Possible sampling errors and how well the sample can generalise to the population	• Quite well
• Third party data to access any sample bias	• ABS data indicates that the sample was a reasonable match though it understates construction firms

Continued…

Component	Details
Data Coding, Analysis and Data File Treatment	
Data coding	Procedure involves: • Review of first 50 questionnaires (or similar) to develop coding sheets based on common responses • Additional codes created when more than 2% of the sample record common response • Coding sheet developed by Research Solutions Project Manager • Validation of coding has been undertaken of 5% of the coded data.

Consistency checks	• Preliminary data file checked by Project Manager using SPSS:
	  ○ Frequency counts
	  ○ Relevant cross tabulations
	Responses checked for:
	• Appropriate responses to open ended questions
	• Low probability / fictitious responses
	• Inconsistent responses on batteries
	• Pattern of responses: Flatlining or random responding
	• Length of time to complete the survey
	• High % of unanswered questions / key questions not answered
	• High % of don't know or refused questions

Data checked for duplications	• Contact details checked name & phone no. • Open ended comments reviewed
Were any duplications identified?	No

Continued…

Component	Details
Data Coding, Analysis and Data File Treatment (continued)	
Treatment of missing data	• Excluded from analysis and/or noted where relevant • Individual cases with excessive missing data excluded from sample
Was sample weighted?	No, the sample was fairly representative, and the sample size was too small to weight, as the effective sample size would then have been very small indeed.
Any estimating or imputation procedures used	None
Methods of statistical analysis	• Frequency counts • Descriptive statistics • Cross tabulations *See Survey Research Appendix: Data reduction and data modelling techniques*
Statistical tests used	*See Survey Research Appendix: Statistical tests*
Data file provided to client	Available on request
De-identified data files retained	For five years
This project has been undertaken in compliance with ISO 20252:2019	

Continued…

Test:	Z-Test
Use:	To determine if the proportions of a variable in two independent samples are significantly different.
Data Assumptions:	• Measure being tested is normally distributed with the two samples. • Data must be interval or ratio. • Sample size is large enough to form a normal curve (n>30) • Variance of measure being tested is roughly similar (homogeneity of variance).
Test Measure / Cut-off Criterion:	p <= 0.5
Issues to be aware of:	The result should be both statistically significant and clinically or tactically or strategically significant. Be mindful of statistically significant differences where: 1. The sample sizes are very large 2. Scores within the groups are very similar (i.e. the groups have small standard deviations)

Test:	T-Test
Use:	To determine if the means of a variable in two independent or two dependent samples are significantly different.
Data Assumptions:	• Measure being tested is normally distributed within the two samples. • Data must be interval or ratio. • Variance of measure being tested is roughly similar (homogeneity of variance). • Appropriate version of the test chosen for independent or dependent samples.
Test Measure / Cut-off Criterion:	p <= 0.05 i.e. the difference between two groups has only a 5% probability of occurring by chance alone
Issues to be aware of:	The result should be both statistically significant and clinically or tactically or strategically significant. Be mindful of statistically significant differences where: 1. The sample sizes are very large 2. Scores within the groups are very similar (i.e. the groups have small standard deviations)

Continued…

Test:	Chi Square (Pearson's chi-square)
Use:	To determine if two variables are related by more than chance alone.
Data Assumptions:	• Data is from a random sample. • Data must be nominal, ordinal or interval. • Sufficiently large sample (absolute minimum n=30) & adequate cell sizes (n=10+) • Observations must be independent. • Observations must have the same underlying distribution. • Data is unweighted
Test Measure / Cut-off Criterion:	p <= 0.5

Test:	False Discovery Rate
Use:	A multiple comparison correction technique used to adjust the results of tests of statistical significance to reduce the chance of finding results to be significant when there are no actual differences.
Data Assumptions:	The data assumptions are relevant to the original tests of significance being "adjusted"
Test Measure / Cut-off Criterion:	q <= 0.5

Questionnaire

Page 1 & 2

PAGE 1
HEADER 1: Business Survey

PARA: Thank you for participating in this survey.

Q1. Which of the following Town of Victoria Park precincts does your business have an office or premises in? If you operate a virtual business please select the location you usually work from. However, if this is outside the Town of Victoria Park please select what you consider to be your most frequently used location in the Town of Victoria Park.
PROGRAMMER allow MR

Burswood Peninsula	☐1
Burswood South	☐2
Lathlain	☐3
Victoria Park	☐4
Carlisle	☐5
East Victoria Park	☐6
St James	☐7
Welshpool Industrial Area	☐8

Curtin University and Bentley	☐9	
None of the above	O99	→ Terminate

PAGE 2 – TERMINATE PAGE

Thank you for your interest in this survey.

This survey is only relevant to people who have an office or premises in the Town of Victoria Park.

Redirect to: https://www.victoriapark.wa.gov.au/business

PAGE 3
Q2. In which industry does your business operate? **(Please select one)** SR

Agriculture, forestry and fishing	O1
Mining	O2
Manufacturing	O3
Electricity, gas, water and waste services	O4
Construction	O5
Wholesale trade	O6
Retail trade	O7
Accommodation and food services	O8
Transport, postal and warehousing	O9
Information media and telecommunications	O10
Financial and insurance services	O11
Rental, hiring and real estate services	O12
Professional, scientific and technical services	O13
Administrative and support services	O14
Public administration and safety	O15
Education and training	O16
Health care and social assistance	O17
Arts and recreation services	O18
Other **(please type in)**	O99

Q3. How many fulltime equivalent (FTE) people were employed by your business as at the 30th June this year (i.e. 2 people working 2.5 days a week = 1 FTE)? SR

None - I am self employed	O1
1 – 4 people	O2
5 – 9	O3
10 – 19	O4
20 – 49	O5

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Questionnaire

Page 3 & 4

50 – 99	O_6
100+	O_7

Q4a. Can you recall what year your business was established?

Yes	O_1	Go to Q4b
No	O_2	Skip to Q5

Q4b. SHOW IF Q4A = YES (1): What year was your business established?

(Please type in)

PAGE 4

Q5. As a business owner how satisfied are you with the performance of:

		Totally dissatisfied										Totally satisfied	Don't Know
a.	The Town of Victoria Park from a business perspective	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
b.	The Town of Victoria Park as a place to work/own/operate a business	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}

Q6. Why do you say that?

(Please explain as fully as possible)
MANDATORY

Q7. Looking forward to 2025, do you feel that your organisation's economic situation will:

Improve	O_1
Remain steady	O_2
Decline	O_3

TOWN OF VICTORIA PARK Job #11118

PAGE 5

Q8a. How satisfied are you with the Town's performance in:
PROGRAMMER ASK ALL

	RANDOMISE	Totally dissatisfied										Totally satisfied	Don't Know
a.	Offering support which is relevant to my business	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
b.	Communicating key pieces of information relevant to my business	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
c.	Consulting with businesses like mine	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
d.	Providing a safe and secure place to do business	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
e.	Promoting the area as a place to visit and shop	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}

Q8b. How satisfied are you with the Town's performance in:

	RANDOMISE	Totally dissatisfied										Totally satisfied	Don't Know
f.	Providing community events, concerts and festivals to attract people to the area	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
g.	~~Place activation in~~ Activating town centres to ~~provide~~ create a vibrant community	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
h.	Facilitating business networking opportunities	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}
i.	Understanding the issues and challenges facing business	O_0	O_1	O_2	O_3	O_4	O_5	O_6	O_7	O_8	O_9	O_{10}	O_{99}

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Questionnaire

Page 5 & 6

PAGE 6

Q9a. How satisfied are you with the Town's performance in:

	RANDOMISED	Totally dissatisfied										Totally satisfied	
a.	Planning and building approvals process	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
b.	Support for businesses to assist them with meeting their food, health and noise regulations.	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
c.	Provision of infrastructure to support businesses	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
d.	Pedestrian access to commercial districts	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
e.	Vehicle access to commercial districts	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
f.	The appearance of commercial districts, Town centres and public areas	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99

Q9b. How satisfied are you with the Town's performance in:

	RANDOMISED	Totally dissatisfied										Totally satisfied	Don't Know
g.	Encouraging disability access and inclusion	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
h.	Access and inclusion for people where English is a second language	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
i.	Access and inclusion for Aboriginal and Torres Strait Islander people	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
j.	Access and inclusion for LGBTQIA+	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99

TOWN OF VICTORIA PARK

Job #11118

PAGE 7

Q10. How well does the Town communicate the following information to you?
RANDOMISE

		Very poorly										Extremely well	Don't Know
a.	Its vision for the Town's future	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
b.	Major projects and how they are progressing	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
c.	Events coming up	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
d.	What is being done to promote the Town	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99
e.	Decisions made by the Town/Council which impact local businesses	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99

Q11. What do you feel that the Town could do to improve business engagement or communicate better with your business?

(Please explain as fully as possible)
MANDATORY

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Questionnaire

Page 7 & 8

PAGE 8

Q12. Which of the following economic development initiatives by the Town are you aware of?
RANDOMISE

	YES	NO
Business e-newsletter	O1	O2
Business Awards	O1	O2
Business Breakfast	O1	O2
Business Grants	O1	O2
Place Grants	O1	O2
Business Advisory Group	O1	O2
Curtin Ignition	O1	O2
Small Business mentoring programs provided by other organisations such as Small Business Development Corporation workshops	O1	O2

Q12a. What are the business-related issues that you feel the Town of Victoria Park should prioritise/work on?
PROGRAMMER MAKE OPTIONAL

(Please explain as fully as possible)
MANDATORY

PAGE 9

Q.13. Have you had any contact with the administration or with Elected Members of the Town of Victoria Park in the last 12 months, that is since November 2023?

Yes	O1	
No	O2	Go to Q16 below

Q14. SHOW IF Q13 = YES (1): How satisfied were you with the ~~interaction~~ contact?

	Totally dissatisfied										Totally satisfied	Don't Know
Satisfaction with the interaction	O0	O1	O2	O3	O4	O5	O6	O7	O8	O9	O10	O99

PROGRAMMER SHOW IF Q14 (0-5)

Q15. Why do you say that?

(Please explain as fully as possible)
OPTIONAL

Questionnaire

Page 9 & 10

PAGE 10

PROGRAMMER ASK ALL

Q16. What is your title? SR

Owner/CEO/Director	O1
General Manager/State Manager	O2
Accountant/Chief Financial Officer	O3
Senior management	O4
Area Manager/Branch Manager	O5
Other ***(please type in)***	O99

Q17. Are there any other comments or issues from a business perspective that you would like to draw to the attention of the Town of Victoria Park?

PROGRAMMER MAKE OPTIONAL

(Please explain as fully as possible)

OPTIONAL

PAGE 11 **PRIZE DRAW**

HEADING 1: Chance to win $1000 for completing the survey

Q18. In the email you received, you were offered the opportunity to go into a draw to win $1000 for completing this survey. Would you like to enter the draw (this will mean providing some contact details so we can contact you should you win)?

Yes please ... *You will be asked to provide your contact details on the next screen)*	O1	
No	O2	Go to submit

Click here: Survey Prize Draw Terms and Conditions to view the prize draw terms and conditions (it will open in a new browser window).

LINK TO PRIZE DRAW TERMS AND CONDITIONS: https://www.researchsolutions.com.au/2024/11/01/town-of-victoria-park-competition-terms-conditions/

This link is not live yet.

Questionnaire

Page 11 & 12

PAGE 12 PRIZE DRAW FORM

Ask if Q18= YES (1)

Please enter me into the draw to win an iPad.

In order for us to get in touch with you, please provide:

Business Name:
MANDATORY

Your Name:
MANDATORY

Please provide your daytime contact details. Without them, we will be unable to contact you.

Daytime phone number:
OPTIONAL

Email:
OPTIONAL

If the program does not accept your email address for any reason, leave this field blank and type your email address into the other contact details field below.

Any other contact details that would be helpful for us in contacting you (e.g. best times to ring, alternative contact phone numbers, etc.):

OPTIONAL

These will be kept confidential, only used for the competition and will not be passed on to anyone for any reason. We are bound by the market research society code of ethical behaviour a copy of our privacy policy is on our website www.researchsolutions.com.au

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Please press the submit button to complete the survey.

Thank you for your participation.

RE-DIRECT TO: https://www.victoriapark.wa.gov.au/business

Our Contact Details

Contact name
Nicky Munro

Website
www.researchsolutions.com.au

Email
nicky@researchsolutions.com.au

Phone
(+61) 8 9225 7772

Image contribution: Research Solutions' office – Claisebrook Cove, East Perth

Business Perception Survey – Results Review

1.0 Purpose of Business Perception Survey

The Business Perception Survey provides:

- Measures of business satisfaction with the delivery of the below community economic priorities set in the Town's Strategic Community Plan.
    1. Facilitating a strong economy; and
    2. Attracting businesses and people to local centres through place planning and activation.
- Feedback from businesses to support the review of the Town's economic development strategy (EDS) and development of Economic Development Program.

2.0 Executive Summary

- Below outlines key suggestions from the survey results highlighted by Research Solutions.

Table 1: Highlighted suggestions from survey provided by Research Solutions for improving business engagement and communication

Suggestions for improving business engagement and communication	**Actions and considerations for EDS and EDP**
Improve local connections by supporting or delivering more networking events for small businesses	**Current Actions:** • Business Awards and Business Breakfast. • Networking events funded through business grants. • Promoting existing networking events. • Promote events supported through the Perth Inner City Group. **Opportunities:** • Use funds from Business Communications program to support networking events run by local organisations for catering or promotion. • Support promotion and delivery of business networking events developed by Vic Park Rotary (opportunity identified at Business Advisory Group). • Provide support to networking organisations to identify sites within the Town (opportunity identified at Business Advisory Group). • Re-consider the structure of Business Breakfast. Explore re-framing Business Breakfast into a series of smaller breakfast networking events that focus more on networking rather than a prestigious event. Business Awards already provides prestigious business event. **EDS:** • Current EDS has actions for supporting and building networks through an annual program of events. This will be expanded in

	Draft EDS with actions on delivering, supporting and promoting business networking events.
Engage with the Town through collaborative forums, where the Town can consult and listen to community views.	**Current Actions:** • Business Advisory Group. • Community consultation for planning framework updates. • Business and Community Well-being perception surveys. **Opportunities:** • Only 24% of respondents were aware of the BAG. The BAG could be better utilised to consult with the local Business community. Need to better promote BAG and BAG members as industry leaders that can feed community views to Council. **EDS:** • Action in the EDS to develop an ongoing business engagement program for broader business consultations throughout the sector. Keep and expand action in Draft EDS.
A monthly newsletter (only 50% of businesses were aware of the monthly e-newsletter.	**Current Actions:** • Town sends out a monthly newsletter. Currently every business registered on the Australian Business Register that is located within the Town is imported into the subscriber list. The subscriber list also includes other individuals or organisations that have subscribed. **Potential actions:** • New businesses or businesses within the Town that are not registered within the Town may not be subscribed to the newsletter. This may be because individuals or accountants that complete ABN registrations may be located outside the Town. To address this the business e-newsletter and business support pack will be attached to approvals for businesses from Environmental Health and Urban Planning. **EDS:** • There are no actions for business e-newsletters or general communications in the EDS. Added as an action Draft EDS.

Table 2: Common business-related issues at Town of Victoria Park Research Solutions highlighted

Business related issues	Actions and considerations for EDS and EDP
Parking for both customers and staff	**Current Actions:** • Delivery of Integrated Transport Program and Parking Management Plan. **Potential actions:** • Add link to 'How to Request Parking Changes' page to Business Section of Admin website. • Promote Local Planning Policy No.23 Bicycle Parking, Car Parking and Access under Business Section of Admin website. Look into promoting business success stories or new businesses that have

	benefited from policy. **EDS:** • Will not be included as an action in EDS. Is addressed in ITS and PMP.

More grants and funding and simplify the funding process	**Current Actions:**
	• Grant funding available through the Town that can help businesses grow:
	  o Economic Development Grants
	  o Place Grants
	  o CCTV and Security Incentive Scheme
	  o Urban Forest Grants
	• Town promotes Smartysearch grant finder through business e-newsletter and admin website.
	• Town highlights upcoming business grants from federal, state and private organisations through business e-newsletter.
	• Success Series and other initiatives funded through Economic Development Grants help local businesses improve their grant writing skills.
	
	Potential actions:
	• Review of economic development grants assessment criteria to better support local businesses.
	• Explore business grant writing videos for website.
	• If funding dispersed under next round of business grants is exhausted due to assessment criteria change the Town will request more budget for the following FY (26/27).
	
	EDS:
	• Current EDS includes an action to implement a shopfront improvement grant scheme. New EDS to include action to deliver shopfront improvements to support local businesses and property owners enhance the quality of the built environment.

Supporting established networks in Victoria Park	**Current Actions:** • Promote existing business networking events through events calendar and business e-newsletter. **Potential actions:** • Support promotion and delivery of business networking events developed by Vic Park Rotary (opportunity identified at Business Advisory Group). • Provide support to networking organisations to identify sites within the Town (opportunity identified at Business Advisory Group). **EDS:** • Current EDS has actions for supporting and building networks through an annual program of events. This will be expanded in

	Draft EDS with actions on delivering, supporting and promoting business networking events. • EDS implementation plan.
Improving communication with business, including more advanced warning of events calendar	**Current Actions:** • Communications for projects and events are communicated on admin website, letter drops, Business E-newsletter, E-Vibe and Town Events Calendar. **Potential actions:** • Create major event calendar based on Towns Annual Event Plan and shared calendars provided by VenuesLive. • Explore Monitor CRMS for Business communications, a CRMS that includes a map for businesses location by industry type. This platform could make it more efficient when Events or PMO want to send emails and communications directly to businesses in certain locations or if the Town needs to send communications directly to certain industries. • Collaborate with Project Management Office and Communications to review current process for developing communication plans for key works/projects. **EDS:** • Communications of works is not in current EDS. Draft EDS includes actions to share information through business e-newsletter and develop an engagement program.
Increased safety in public areas for staff and customers, particularly from anti social behaviour and increased lighting	**Current Actions:** • Delivery of Public Places Program. • Delivery of Safer Neighbourhoods Plan. **Potential actions:** • According to survey results there were no differences in the attitudes of businesses between precincts on businesses feeling safe. Monitor in future community well-being surveys and cross-check with Community Well-being survey previously conducted in 2023. Perceived safety concerns have been noted in community well-being surveys and Business Advisory Group (BAG). **EDS:** • No additional actions in EDS. Explain that programs of work and strategies across the organisation that help implement the SCP economic priorities but do not include specific actions in the EDS.
Improve the public amenity of the area, including the presentation and walkability	**Current Actions:** • Delivery of Public Places Program. • Delivery of Urban Forest Program. • Delivery of Integrated Transport Program.

	Potential actions: • Continue to promote public realm upgrades to businesses and investors through Business Communications Sub-program and Invest Vic Park. **EDS:** • Actions under other programs and strategies. Action to promote public realm and amenity improvements to attract investment will be included in Draft EDS.

3.0 Other suggestions to improve business communication and business engagement

Table 3: Other suggestions to improve business engagement identified in survey.

Business survey feedback	Comments
A business community liaison person as a point of contact at the Town	This is an action under the SBDC Friendly Approvals Program. Highlight as a key action to explore under the Friendly Approvals Sub-program section of the EDS Implementation Plan. Identify Place Leaders concierge role. Also consider role of Place Leader (Economic Development) and Business Support Team. Add information on the Business Support Team and concierge role in the business section of website.
Improve the Town's website, so it is a place to go for all business information	This is an action under the SBDC Friendly Approvals Program. Highlight as a key action to explore under the Friendly Approvals Sub-program section of the EDS Implementation Plan.
More events like the recent street market but understand that closing streets does significantly impact businesses as does allowing similar businesses to participate	Promote calendar of activations and events with local spending data at end of FY and feedback from Culture Counts. Review negative feedback from businesses through BAG about Summer Street party and feed into Events team. Feedback stated that businesses lose money and are disrupted during Summer Street Party. The location and timing negatively impacts some segments of the business community (especially leading up to Christmas).
Promote where to go for information relevant to businesses	Include information and links in business e-newsletter and business support pack that will be attached to business approvals letters.
Proportion of businesses aware of Place Grants was 29%	Update of Business Support Pack to include with business approvals will include information on

	Place Grants. Promote Place Grant success stories in Business Section of the Website to drive traffic to the Place Grant application page.