

## Business opportunities

### Top 5 things you think would make doing business in Stonnington easier (n=668)



**62%**

Improving public spaces, amenities, streetscapes



**40%**

Improving the customer experience in precincts



**35%**

Precinct activations (e.g. events, art, outdoor dining and trading)



**29%**

Implementing precinct branding and promotion



**16%**

Advocating to improve access to transport

### Top 5 things businesses would like Council to prioritise to support local businesses (n=658)



**38%**

Business grant funding opportunities



**35%**

Facilitating precinct activations



**31%**

Clear communication about Council's business services



**28%**

Destination or local area marketing support



**27%**

Simplifying business permit processes

### Top 5 professional development topics businesses would find most valuable for Council to deliver in the next 12 months (n=626)



**47%**

Grant funding opportunities



**35%**

Finding new markets and customers



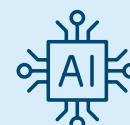
**33%**

Marketing and branding strategies



**26%**

Digital marketing and design



**21%**

Artificial Intelligence (AI) tools for business

**NOTES:** Data in this report is from survey responses from businesses within Stonnington, and any responses where the business address was not specified. Survey responses from business addresses outside Stonnington are excluded from this snapshot. Survey ran from 4 August - 7 September 2025. Information collected from this survey will help shape the programs and initiatives Council deliver to support our business community. n=values denote the total number of survey responses received for each question.

For more information on the business supports, training events, grants, permits and economic data available from Council, please contact:

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