

Business Health Survey

Engagement snapshot

MONDAY 30 JANUARY 2023 –
SUNDAY 19 FEBRUARY 2023

City of
STONNINGTON

Engagement overview

The City of Stonnington invited all Stonnington based businesses to complete the Business Health Survey and share key insights on their business needs, priorities, and challenges now and into the future.

The responses and insights gathered from the survey will be used to improve Council's service delivery and ensure our business support initiatives and programs align with business needs and priorities.

Engagement Response

614
surveys completed

Top 3 industries participants operated in (n=614)**:**

- 35% Retail trade
- 16% Accommodation and food services
- 10% Professional, scientific, and technical services

Business by location (n=612)**:**

- 20% South Yarra
- 7.7% High Street
- 17.3% Glenferrie Road Malvern
- 5.7% Toorak Village
- 13.5% Prahran
- 8% Windsor
- 3.4% Hawksburn Village
- 13.4% Malvern East
- 3.9% Glen Iris
- 7.1% Other

Type of business property

- 35% Shopfront
- 18.9% Online
- 16.3% Home based

Business Insights

59% of business are looking to employ within the next 12 months

68% of businesses have been operating in Stonnington for 5 years or longer

Business performance compared to 1 year ago (n=605)**:**



42% better



33% the same



23% worse

Business performance expected one year from now (n=608)**:**

63% better

24% the same

12% worse

Engagement Response

Top 3 regulation and amenity issues to be constraints to growing your business



1 Parking, traffic and transportation



2 Poor activation of street and precinct



3 Poor presentation of street / precinct

Top 3 economic issues to be constraints to growing your business



1 High rent, utilities, and overheads



2 Continued economic downturn



3 Access to and increasing cost of materials and stock

Top 3 staffing issues to be constraints to growing your business in future



1 Attracting skilled staff



2 Staff retention



3 Flexible working arrangements

Business Opportunities

Top 5 things you think would make doing business in Stonnington easier







1. Improved public space, amenity and streetscapes
2. Improved precinct activation
3. Access to marketing support by Council or another entity
4. Initiatives to address shop vacancy
5. Improved precinct branding and promotion

Top 5 things businesses would like Council to provide to assist businesses







1. Grant funding
2. Clear communication about services and programs Council can provide
3. Destination, local area marketing support
4. Promotional opportunities to showcase business success
5. Simplify and speed up permit approval processes

Top 5 resources, education and professional development programs and opportunities businesses would like to improve performance







1. Marketing and branding
2. Grant funding opportunities
3. Finding new markets for products or services
4. Finding solutions for high energy costs
5. Managing cash flow and achieving profitability

USING THE DATA

Information collected from the engagement survey will assist our decision making and the services, programs and initiatives Council delivers to support our businesses.

City of STONNINGTON