

## Purpose

This survey was undertaken to help Waverley Council improve what and how we deliver to our local business community, as well as gauge new ideas or services. The input helps us in informing ongoing and planned projects, as well as develop projects that meet community needs.

## Survey results

The survey respondents were predominately sole traders, micro businesses and entrepreneurs in Waverley. A large portion included our brick and mortar businesses focused on retail and food retail businesses. More than 50% of respondents both live and own a business in the Waverley area.

## COVID restrictions impact on businesses

The lockdowns and restrictions through the past 14 months have impacted a majority of businesses in all sectors. As businesses are now recovering from the impacts, Waverley Council is identifying priorities to help businesses.

52% of the respondents operate in retail trade, and accommodation and food services sectors. These industries were largely hit due to low visitors, operation restrictions and fall in demand.

78% percent of respondents feel positive about their business prospects in 2021, however are apprehensive about any future government restrictions; lack of visitors due to low domestic / no international tourism; and reduction in demand.

72% think their businesses have sufficient resources for the year and 36% are looking to innovate in the next 12 months.

## How Waverley Council is addressing respondent's requests

### **Promotion**

A large number of respondents would like Waverley Council to help with promotional business campaigns. Waverley Council undertook the Keep It Local Campaign in 2020 to aid businesses with marketing and promotions.

### **Commercial space activation**

Respondents seek commercial space activation support. The Council is also looking into commercial space activation projects to address the concerns of respondents.

### **Foot Traffic and Demand**

A large number of businesses are reliant on foot traffic and visitors, Council is looking at ways to build up foot traffic and domestic visitors to help recover the reduction in demand.

**Networking opportunities**

Businesses are also looking for networking opportunities and masterclasses. The Council recently carried out a successful innovation forum with many influential speakers and is holding a grants workshop end of June. Using the feedback from respondents, Council will continue carrying out events and developing projects that address the concerns raised by businesses in the survey.

**Jobs and Innovation**

The Council is preparing a Jobs and Innovation discussion paper to prioritise and address the pressing concerns and gaps in Waverley.