Business Confidence Survey Report

2025

City of Holdfast Bay

19 December 2025

Intuito
MARKET RESEARCH

Contents

1. Introduction 3

2. Findings at a glance 5

3. Executive Summary 7

4. Key Findings 9

5. Questionnaire 45

1. Introduction

Intuito is delighted to present the findings for Council's biennial Business Confidence Study which is designed to measure business confidence within the City of Holdfast Bay amongst other things. This is the sixth study of its kind whereby Intuito conducted studies in 2015, 2017, 2019, 2021, 2023 and now in 2025.

Many of the questions in this survey were like previous studies but naturally there has been disruption due to the algal bloom and it was a good opportunity to measure the impact that this has had on businesses. There were also some questions this year specifically related to events, event timing and accessibility within each business to cater for tourists with accessibility needs as well as businesses usage and depth of knowledge of AI.

Specific objectives for the business survey include:

- Ascertain current and forecast level of business confidence of 300 Holdfast Bay businesses and service providers.
- Determine satisfaction with Council's support for business in the area and the usefulness of assistance mechanisms.
- Measure expectations for national, state, and local economies for the coming year.
- Determine success of business KPIs now compared to the previous quarter and the expectations for the following 12 months.
- Determine business confidence for the coming year.
- Determine what concerns businesses are facing now.
- What factors are impeding profitability in business.
- Determine what the barriers are to taking on new employees.
- Determine the impact of the algal bloom on businesses.
- Ask businesses to rate their Council experience and rate various strategies in place to support businesses.
- Determine the timing of new and existing events to ensure business benefits and what type of events are most desired.
- Determine how well-equipped businesses are to accommodate tourists with accessibility needs.
- A few questions around AI level of knowledge and future take up in businesses.
- Ideas and suggestions for Council to implement to support better conditions.
- Profile businesses in the City of Holdfast Bay.

Methodology

A combination of online (via YourHoldfast that was promoted in the business newsletter), telephone and intercept methods were deployed to achieve the sample of 306 business decision makers matched to Council's industry profile and geographic spread and deliver the widest representative coverage. Industry type and geographic location. At the close of the survey, a few extra and specific industries were targeted to ensure anonymity of a few businesses within the Council area.

Business surveys are notoriously difficult to achieve responses as many business owners claim disinterest and busyness as the primary excuses for lack of engagement. They generally struggle with understanding the benefit associated with Council's need to undertake the survey.

Responses were supplemented with intercept interviewing and whilst the interviewer carried a tablet for immediate completion, there were several instances that required the interviewer to return in order to meet with the business decision maker at a more suitable time. There was a lack of online response again this year (evident in 2021 and 2023 due to survey and business fatigue, difficult business conditions, etc) we employed three interviewers who were in the field for the month of November. We also utilised telephone this survey period making phone calls directly to businesses outside of the two main streets. This provided a very good geographical spread.

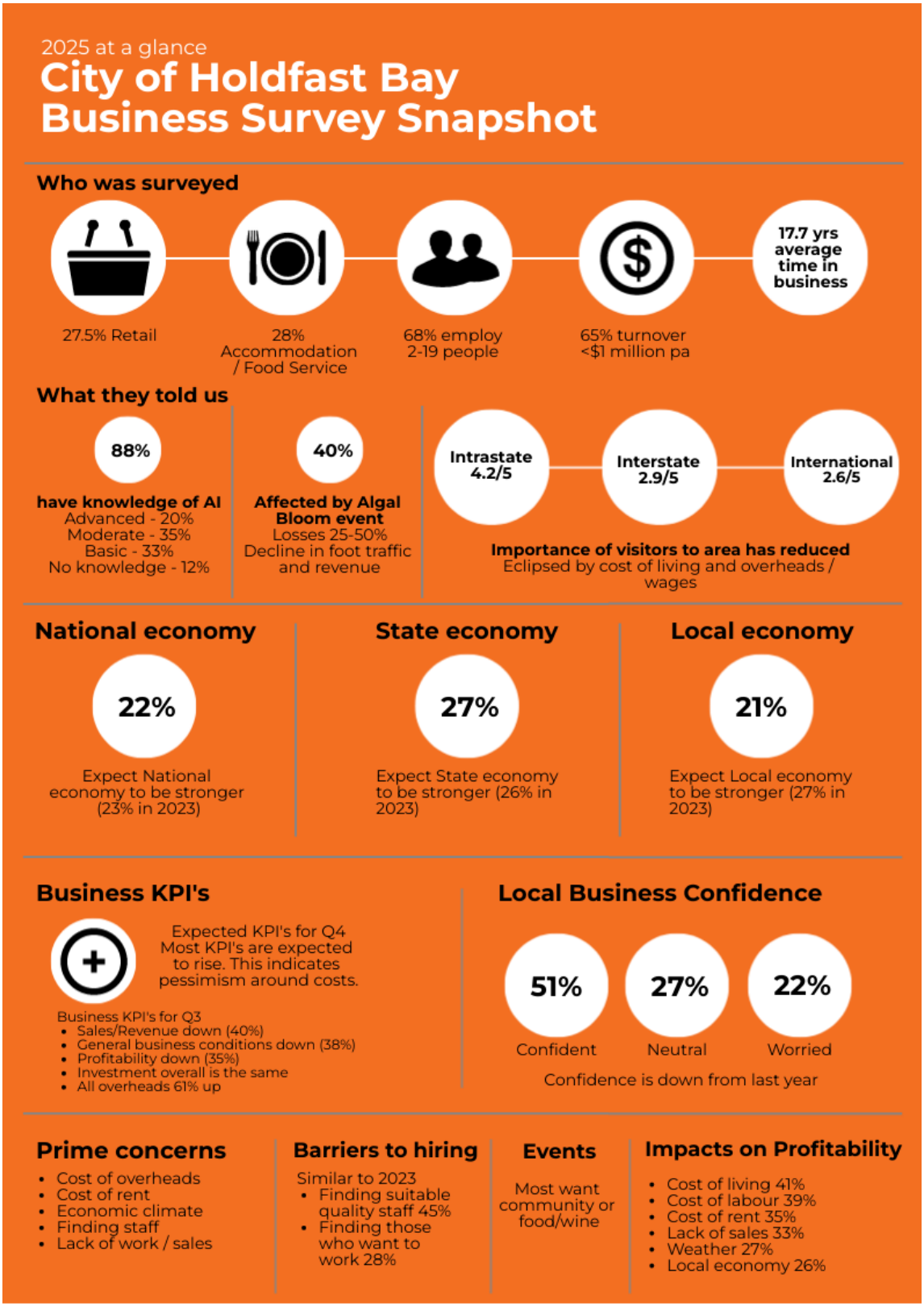
Hosting Platform	2019	2021	2023	2025
Intuito online (business list)	76	33	37	21
Your Business Holdfast Bay (YourHoldfast)	92	26	23	19
Intercepts	133	241	190	122
Telephone	-	-	53	144
Total	301	300	303	306

The chance to win an attractive $1,000 business training package was offered by the Council again this year as a reward for businesses to complete the survey.

The survey consisted of 28 questions and took an average of 18 minutes to complete.

The business survey questionnaire can be found at the rear of this report.

2. Findings at a glance



2025 at a glance

City of Holdfast Bay Business Survey Snapshot

Experience with Council - scores out of 5 - major declines all significant

	Recalled doing business with Council for varied reasons	Interaction with Business Development	Interaction with Jetty Road Glenelg Coordination	Delivery of planning and building permits
2025	23%	3.3	2.5	2.9
2023	12%	3.4	3.3	3.3

	Town Planning initiatives that plan for future growth	Delivery of food safety & health inspection	Delivery of traffic management and parking	Delivery of footpath trading management
2025	3.0	3.7	2.3	2.5
2023	3.2	3.7	3.0	3.0

	Delivery of local laws / enforcement	Maintaining shopping precincts	Facilitation of major events / cultural festivals / attractions	Waste and environmental management
2025	3.0	2.5	3.1	3.4
2023	3.1	3.3	3.6	3.6

Satisfaction with Council - scores out of 5 - major declines all significant

	Business grants	Destination marketing	Business training	Small business mentoring program
2025	2.9	2.6	2.7	2.7
2023	2.9	N/A	3.0	3.0

	Delivery of events	Business communication	Access to information on Government funding / programs	Vibrancy of business centres	Data that supports business growth
2025	3.0	2.8	2.7	2.6	2.6
2023	3.4	3.0	2.8	2.9	2.8

Assistance mechanisms Scores out of 5 - all down

- Government grants 3.2
- Marketing support 2.9
- Hosting events / activities 2.8
- Networking functions 2.8
- Business mentoring/training 2.6

Businesses equipped for accessibility needs - Score out of 5

- Physical 3.3
- Attitudinal 3.2
- Services 3.2
- Communication 3.1
- All other - lower

3. Executive Summary

The 2025 Business Confidence Survey provides a comprehensive snapshot of business conditions across the City of Holdfast Bay at a time of heightened economic pressure, environmental disruption, and significant infrastructure change. Drawing on feedback from 306 business decision-makers across a broad range of industries and locations, the study highlights both the resilience of the local business community and the growing challenges it faces as it looks toward the next 12 months.

Business confidence
Overall, business confidence has softened compared with 2023. While just over half of businesses report feeling confident about their prospects, nearly one quarter are now worried, and a further 27% feel neutral. Expectations for the economy are notably pessimistic, particularly at the local level, where 41% of businesses expect conditions to weaken in the coming year – the highest level of pessimism recorded across the past eight years of the study. This erosion in confidence is occurring against a backdrop of rising costs, constrained sales, and ongoing uncertainty.

Business conditions
Cost pressures remain a dominant theme. Businesses widely report increases in wages, non-wage labour costs, rent and overheads such as electricity, with many expecting these pressures to intensify further in the next quarter. At the same time, a significant proportion of businesses report declines in sales, profitability and general business conditions, particularly among Glenelg-based businesses and those employing between 20 and 99 staff. Lack of sales has now emerged as one of the most pressing issues affecting profitability, alongside cost of living, labour and rent.

Impact of the algal bloom
The algal bloom has had a material and uneven impact across the business community. While around 60% of businesses report no direct impact, approximately 40% – particularly those reliant on tourism, hospitality and coastal visitation – describe substantial declines in foot traffic and revenue. Many affected businesses estimate losses ranging from 25% to 50%, with some reporting financial impacts in the tens of thousands of dollars. The algal bloom has also amplified negative perceptions of coastal precincts, with health concerns, reduced visitation and adverse media coverage discouraging customers at a critical trading time.

Jetty Road upgrade
Importantly, businesses consistently report that the impacts of the algal bloom have been compounded by concurrent disruptions, most notably the Jetty Road upgrade, tram works and associated access and parking constraints. Parking availability and enforcement, prolonged construction timelines, and reduced visibility of businesses are repeatedly cited as major impediments to trade. These infrastructure-related issues also underpin the significant decline in satisfaction ratings for Council performance this year, particularly in relation to maintaining shopping precincts, traffic and parking management, footpath trading management, and coordination of Jetty Road works.

Engagement with Council
Despite these challenges, engagement with Council has increased, with around one quarter of businesses reporting contact with Council in the past 12 months. However, satisfaction with Council's support for business and the perceived usefulness of assistance mechanisms has declined overall. Businesses express a clear desire for more proactive communication, clearer timelines during periods of disruption, stronger promotion of precincts, and more practical, accessible financial support such as grants, rate relief and targeted assistance during major works.

Events and activations
Looking ahead, businesses see events and activations as a key lever to rebuild foot traffic and vibrancy. Summer remains the most strongly supported period for events, although there is meaningful appetite for spring and winter activations to support off-peak trade. Community events, food and wine events, and live music are viewed as offering the greatest potential benefit, provided they are well-distributed across precincts and inclusive of a wide range of businesses.

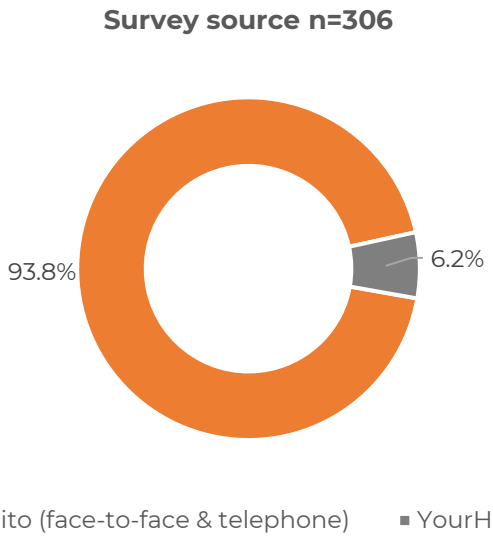
Levels of accessibility and AI usage
The 2025 survey also highlights emerging themes shaping the future business landscape. Many businesses report basic levels of accessibility, particularly physical access, although more comprehensive and inclusive accessibility practices are uneven. Awareness and use of artificial intelligence is relatively high, with nearly nine in ten businesses reporting some level of knowledge, and almost half indicating they are likely to adopt or increase AI use over the next one to three years – though uptake is uneven across sectors and locations.

Summary
In summary, the findings point to a business community under sustained pressure, navigating rising costs, environmental disruption and prolonged infrastructure change. While resilience and optimism remain evident for many, there is a strong and consistent call for Council to play a more active, responsive and business-focused role during periods of disruption – balancing long-term development with immediate trading realities, strengthening communication and engagement, and supporting the ongoing vibrancy and viability of Holdfast Bay's business precincts.

There are calls for Council to do more in parking availability, enforcement and time limits and for the roadworks to be completed on time. Safety cleanliness and amenity is an issue for some with increased theft and antisocial behaviour, poor street cleanliness and maintenance, graffiti, lighting and general streetscape issues are concerns for some.

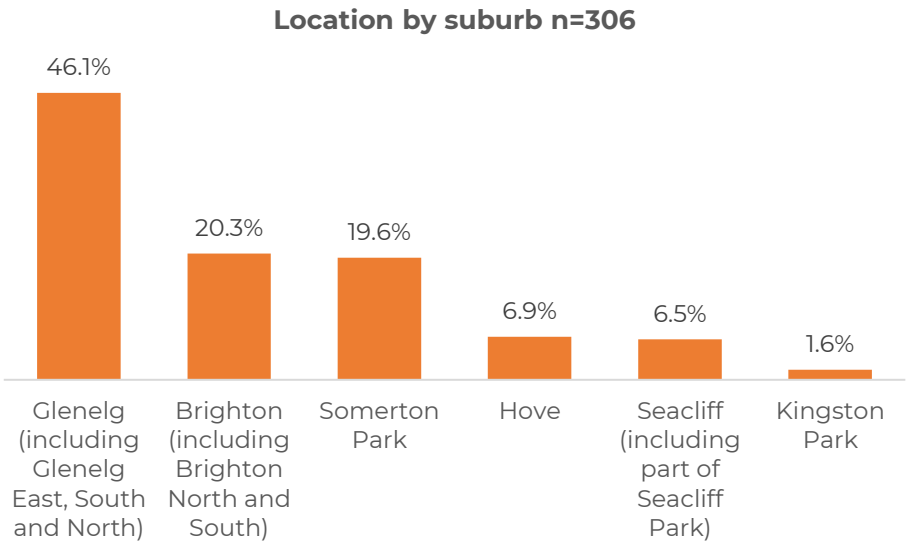
4. Key Findings

Source



We only achieved 19 completed surveys via YourHoldfast. The remaining survey completes were done via telephone and face to face by walking the streets.

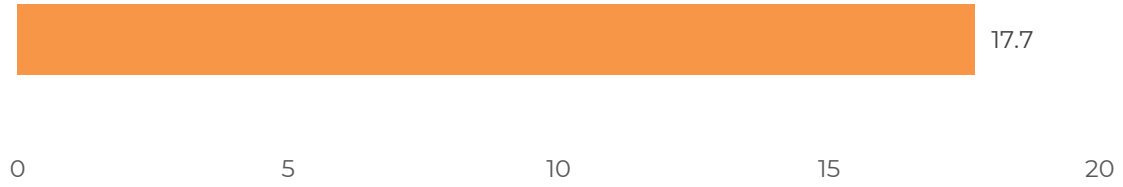
Q1: In which suburb is your business located?



We had a good spread of businesses by suburb with Glenelg (all suburbs) representing 46% of the total surveys, Brighton 20%, Somerton Park 20% and other 14%.

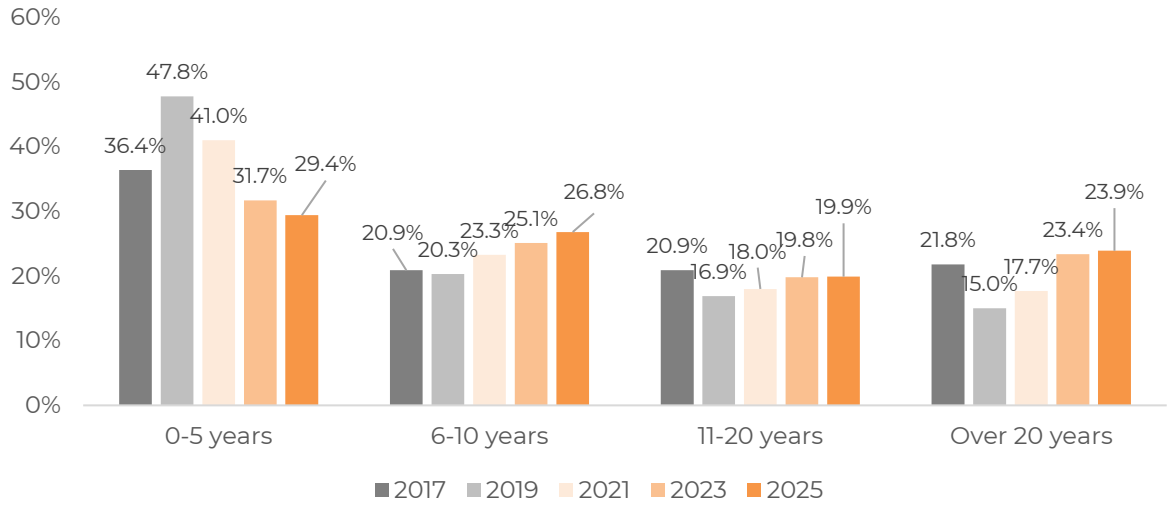
Q2: How long has your business operated in the City of Holdfast Bay area?

Average length of business operation n=306

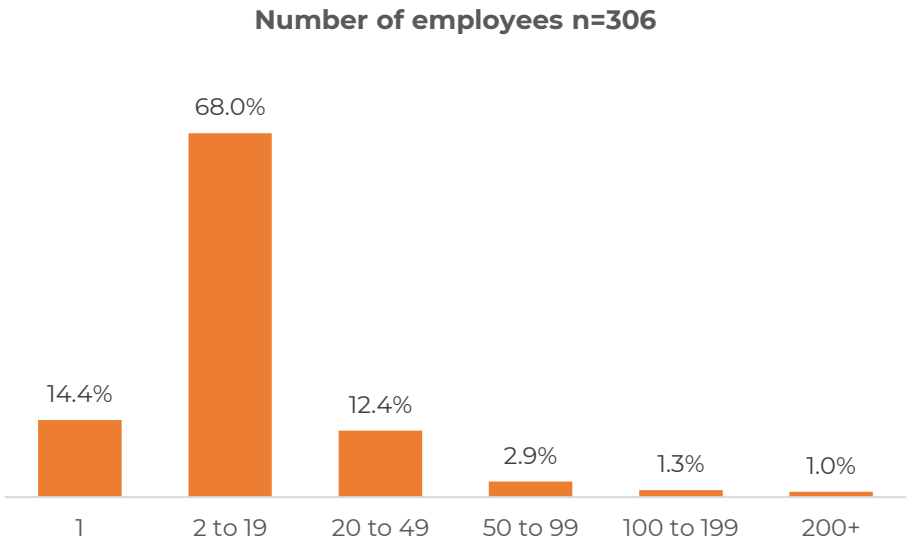


The mean length of time across all businesses surveyed was 17.7 years (up from 15.4 years in 2023 and 12.8 years in 2021, 11.8 years in 2019 and 14.7 years in 2017).

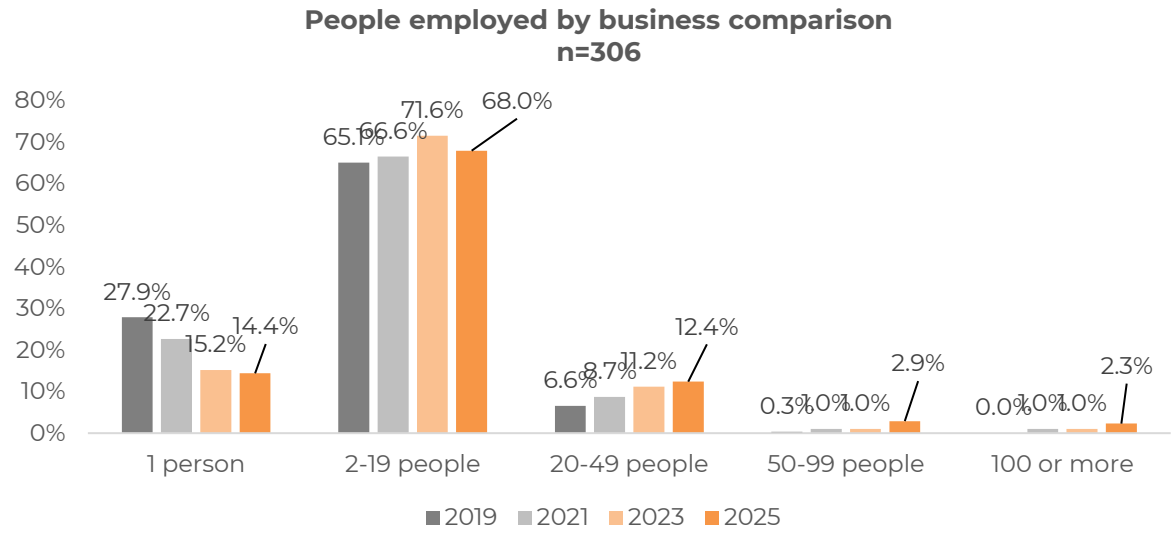
Percentage of businesses by number of years operating n=306



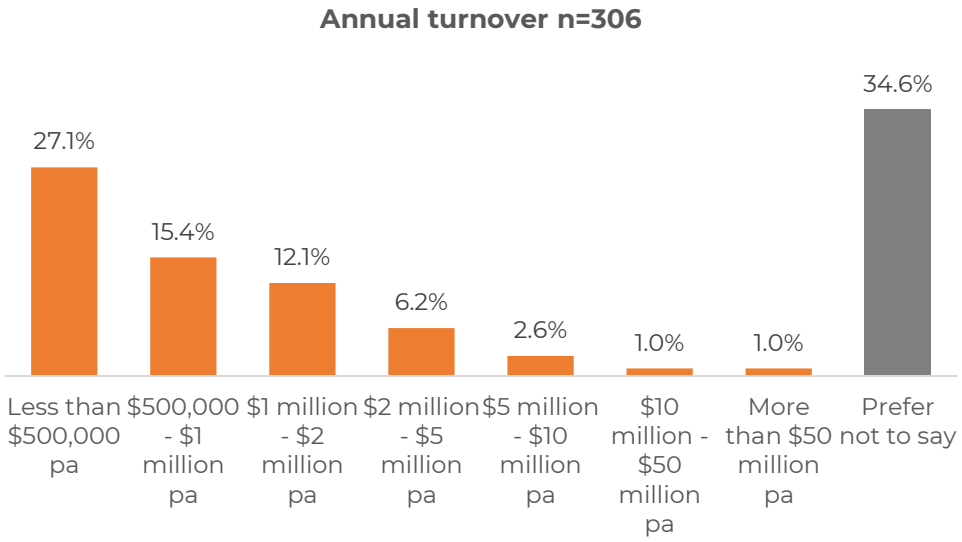
Q3: How many people (including management and owners) did your business employ in the current quarter (Q3, 2025)?



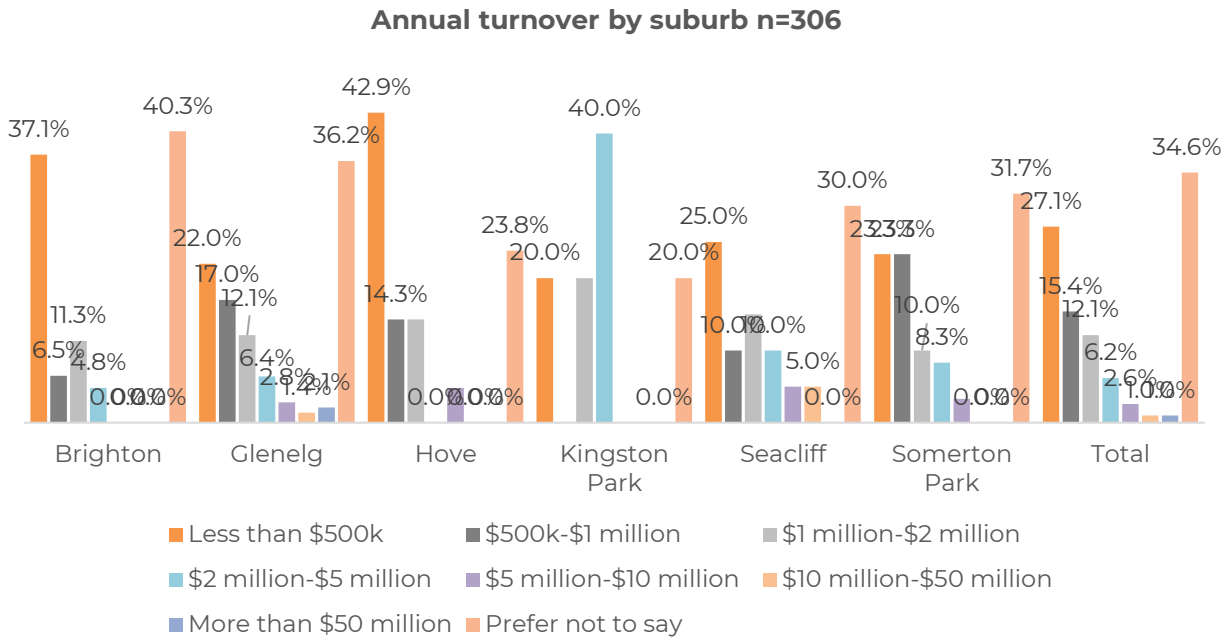
The majority of businesses surveyed employ less than 20 people.



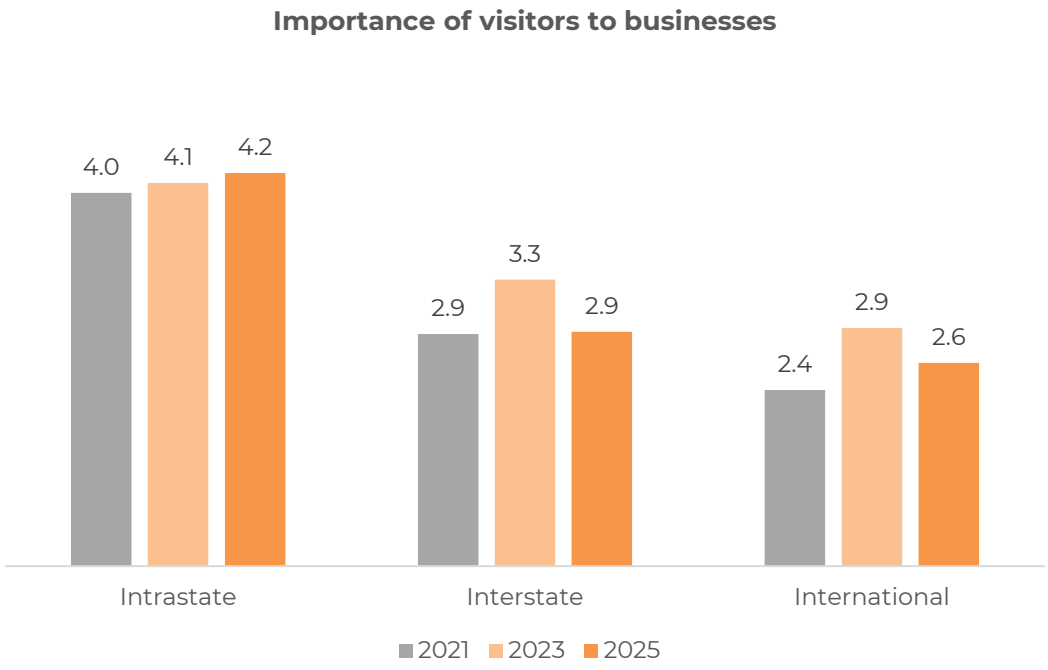
Q4: What is your annual turnover range?



Significantly more businesses preferred not to say on the question of annual turnover (35% compared to 27% last year). 42% of all businesses surveyed turnover less than $1 million pa.

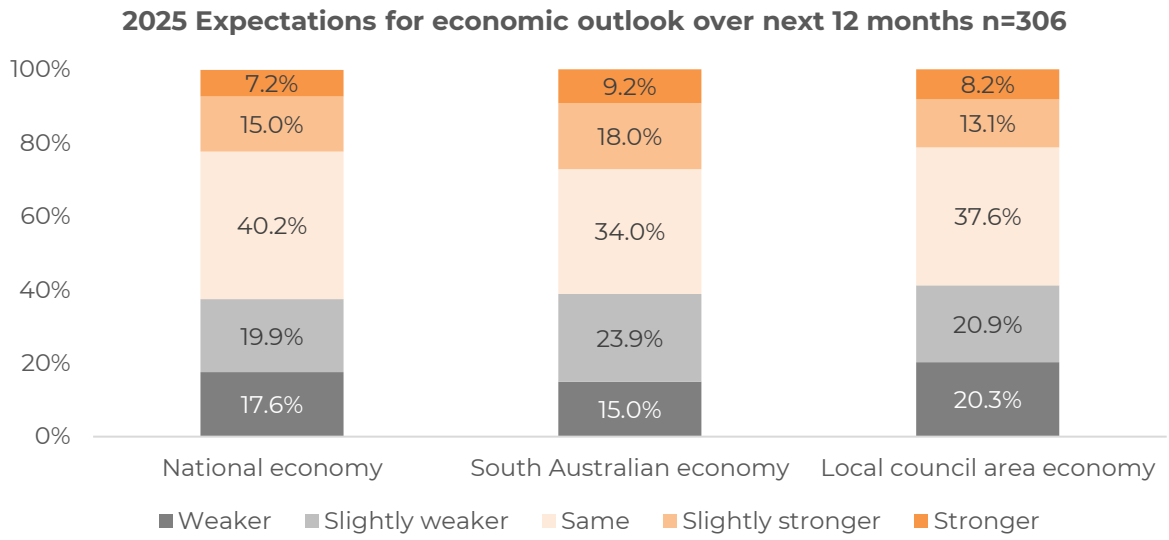


Q5: On a scale of 1 to 5, where 1 is not important at all and 5 is extremely important, how important are intrastate, interstate, and international visitors to your business?

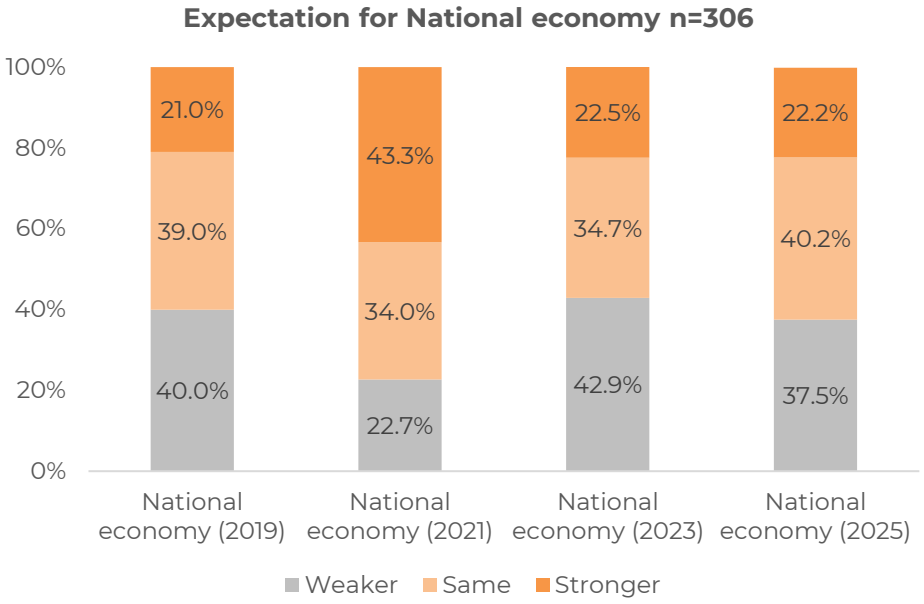


The importance of visitor types has not altered greatly with intrastate visitors being more important than interstate, and interstate visitors more important than international visitors. Intrastate visitors are more important than the average to Brighton, Kingston Park and Somerton Park businesses whereas interstate and international visitors are more important to Glenelg businesses.

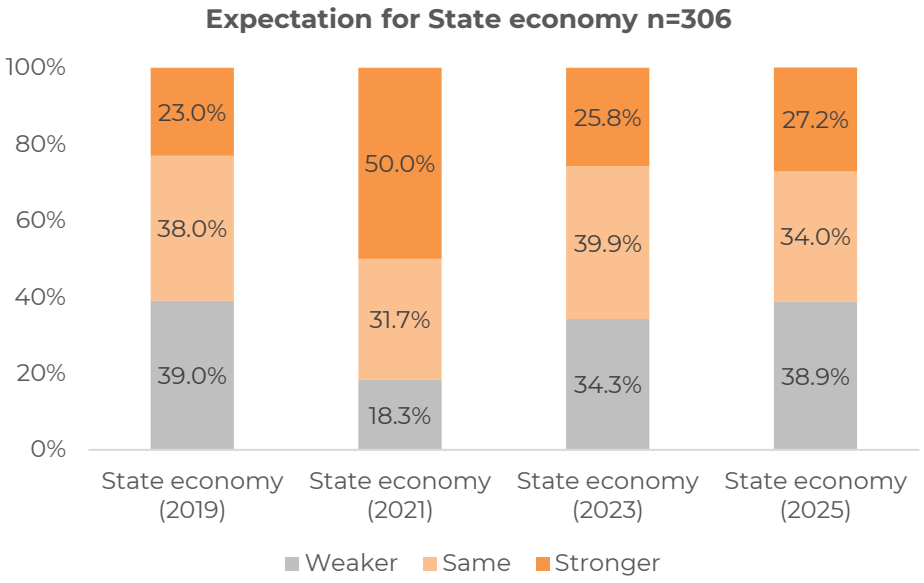
Q6: How do you expect the following economies to perform over the next 12 months?



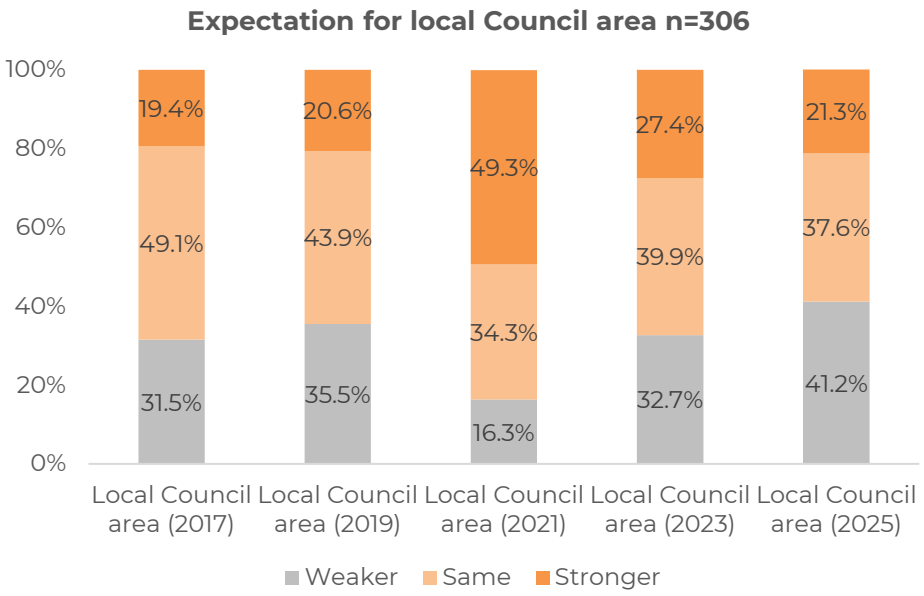
37.5% of businesses expect the national economy to be weaker, 40% the same and only 22% stronger. 39% of businesses expect the State economy to be weaker, 34% the same and only 27% stronger. Slightly more businesses (41%) expect the local economy to be weaker in the next 12 months, 38% the same and only 21% stronger.



The expectation for the next 12 months for the national economy has remained relatively similar to 2023 with slightly fewer businesses pessimistic.

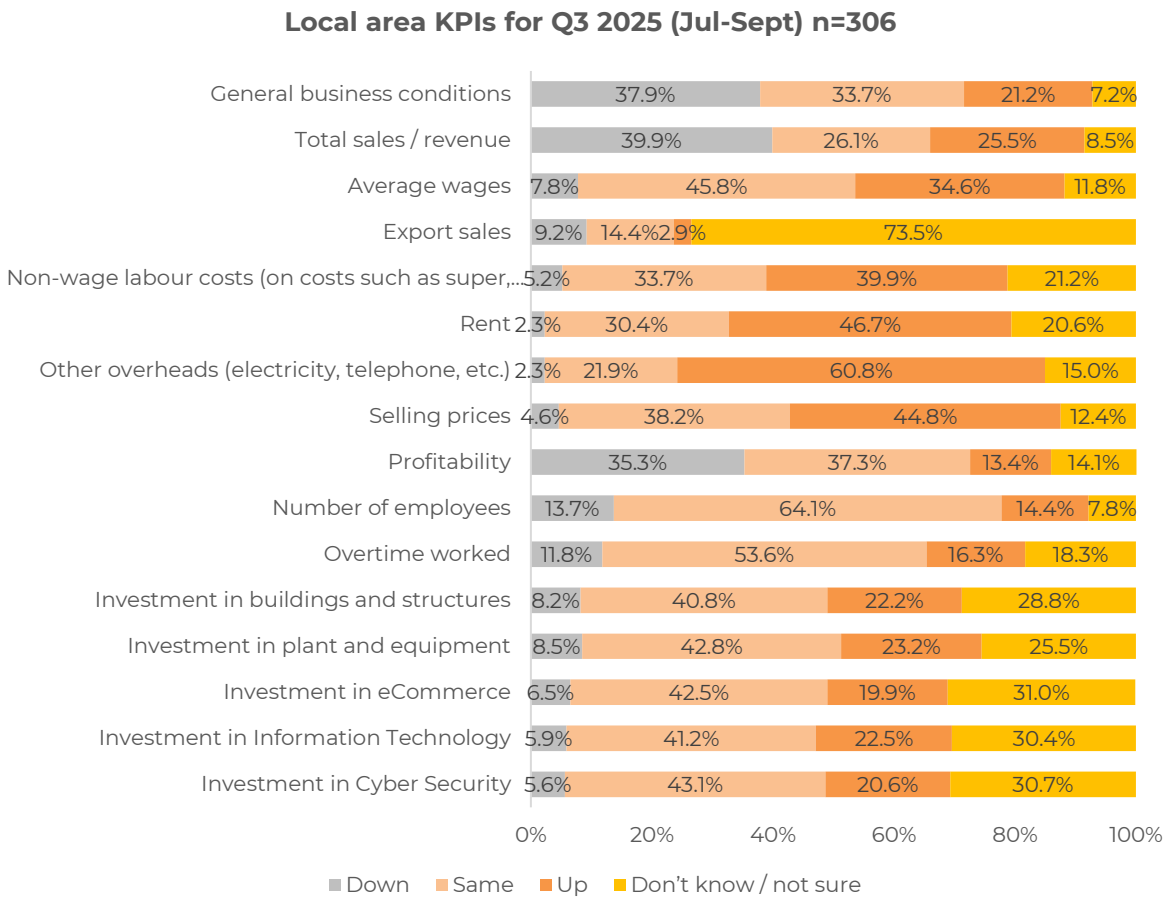


There are a few more businesses this year that are pessimistic about the State economy outlook but less expecting it to the same. Optimism is roughly the same as last year.



Pessimism is at its worst over the last 8 years with 41% of businesses now expecting the local economy to be weaker and fewer are expecting it to be stronger and 38% expect it to be the same.

Q7: How would you describe the following business KPIs in Q3 of 2025? Were they up, down or about the same as the previous quarter?

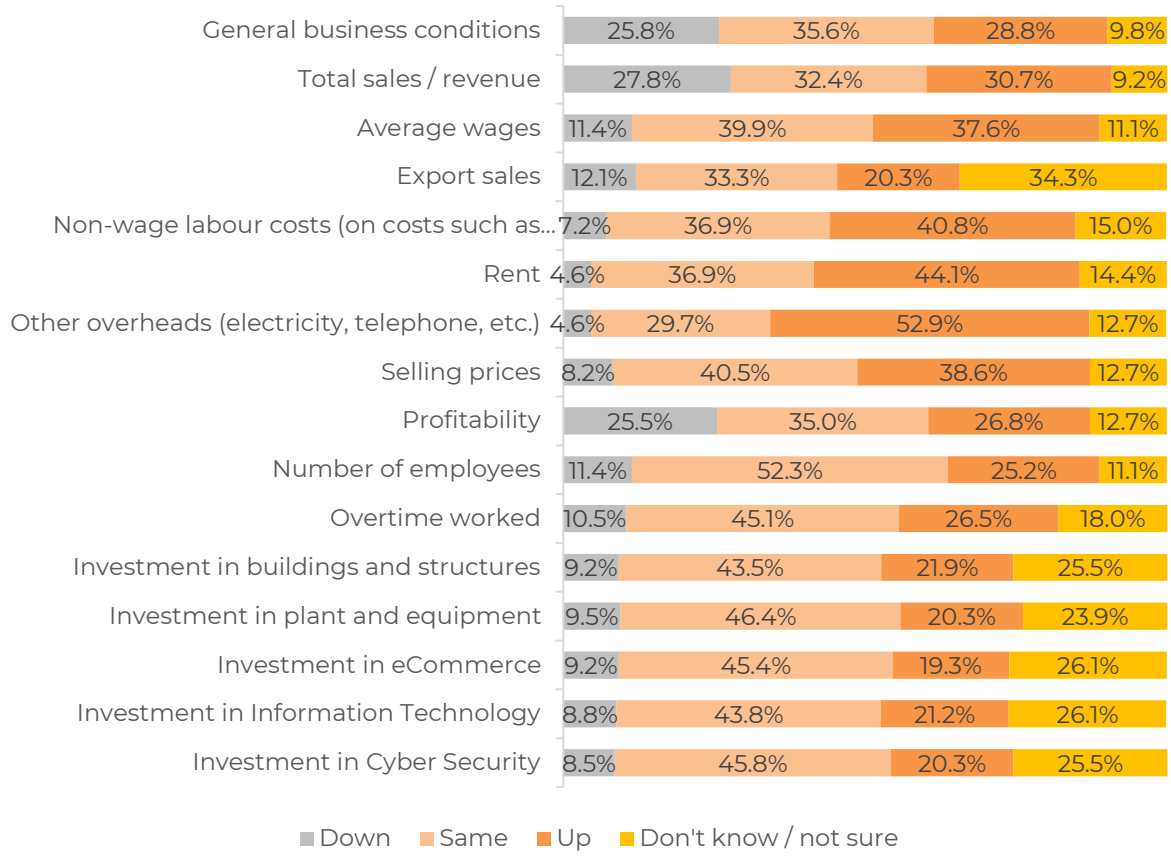


Average wages, non-wage labour costs, rent and other overheads such as electricity are all up in quarter 3 this year compared to the previous quarter. And correspondingly selling prices are also up. General business conditions, sales / revenue and profitability are all showing high percentages of being down for 35-40% of businesses. And employment figures are largely the same as is overtime worked.

Brighton, Hove, Seacliff businesses are less worried about the general business conditions whilst Glenelg and Kingston Park businesses are considerably more worried in fact Glenelg businesses and those employing 20-99 people, are characterised by poor sales / revenue, poor general business conditions, and poor profitability compared to the other cohorts in the City of Holdfast Bay.

Q8: How do you expect the same business KPIs to perform in Q4 of 2025? Will they be up, down or about the same as the previous quarter?

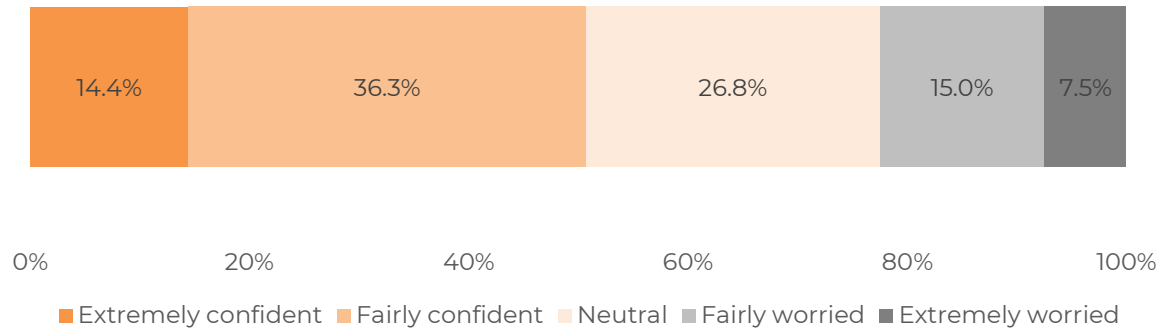
Local area KPIs for Q4 2025 (Oct-Dec) n=306



There is an expectation by 53% of businesses that electricity and other overheads will go up in Q4, 44% are expecting rents to go up, 41% expect non-wage labour costs to increase and 38% expect average wages to go up too. Around a quarter of all businesses expect numbers of employees and overtime worked to increase probably because of summer. There is some optimism for sales and general business conditions to improve but a quarter think it will decline.

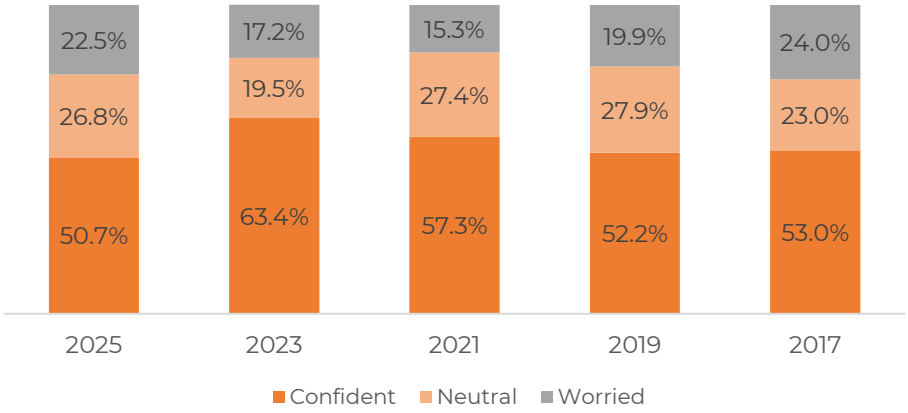
Q9: Thinking about the next 12 months, how confident do you feel about your business prospects?

2023 Business prospects confidence n=306



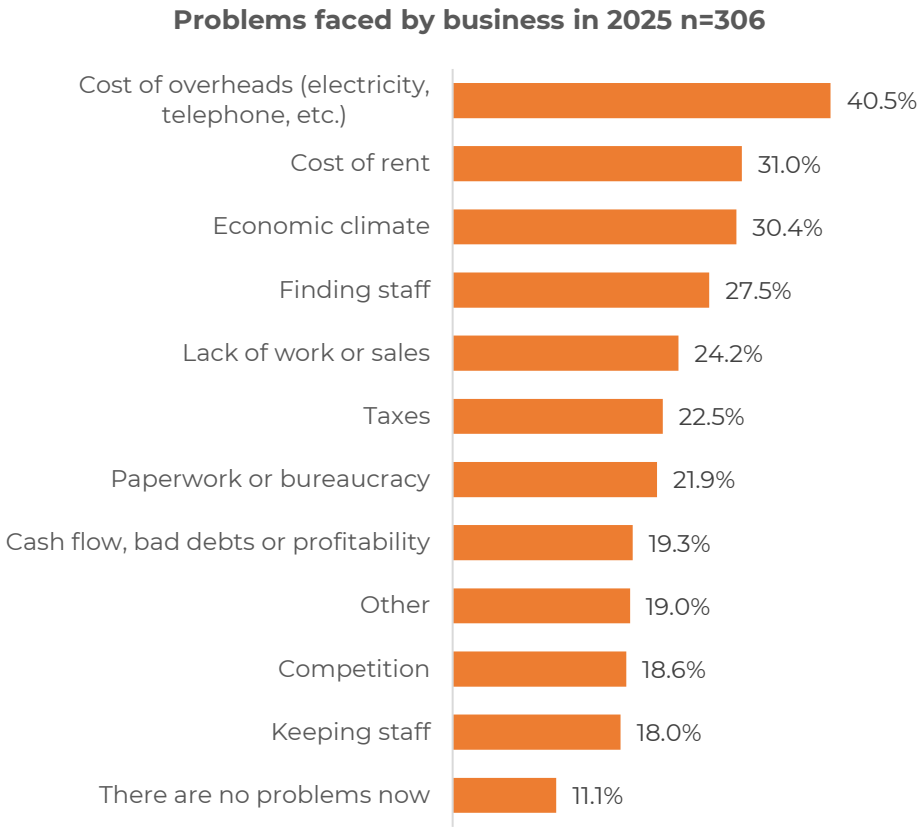
Confidence is good for over half of all businesses, 27% are neutral and 22.5% are worried.

Confidence levels comparison over 8 years



Confidence levels have eroded since 2023 with significantly less businesses feeling confident, more feeling neutral and more feeling worried. The business confidence mean score across all businesses was 3.35. Those cohorts more likely to be worried at Glenelg businesses, businesses that employ 20-99 people and businesses turning over $10 - $50 million pa. Businesses that are more confident than the average are those in Hove, Kingston Park, Seacliff and Somerton Park and those employing more than 100 people and turning over $5 - $10 million pa.

Q10: As far as business is concerned, what problems, if any, are you facing now?



Overheads, rent, economic climate and finding staff are problems faced by many businesses in the City of Holdfast Bay.

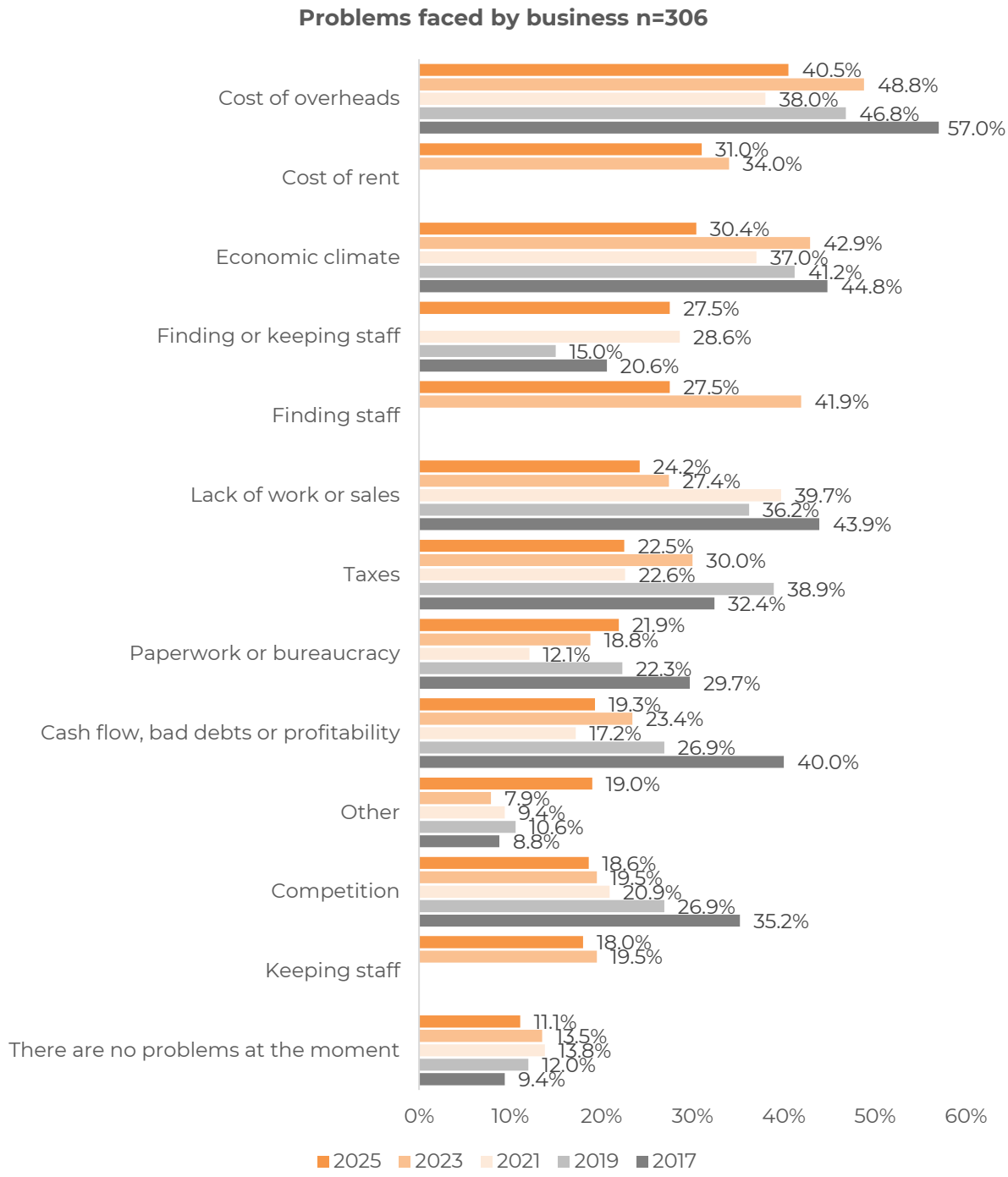
Glenelg businesses are much more likely than the average to be having problems with cost of overheads, cost of rent, economic climate, finding staff, lack of work or sales, taxes and keeping staff. Brighton businesses are more likely than the average to be worried about the economic climate.

There were other comments and these included the algal bloom (8 comments), cost of living (rising costs – 11 comments), Jetty Road upgrade / roadworks (20 comments). The verbatim comments:

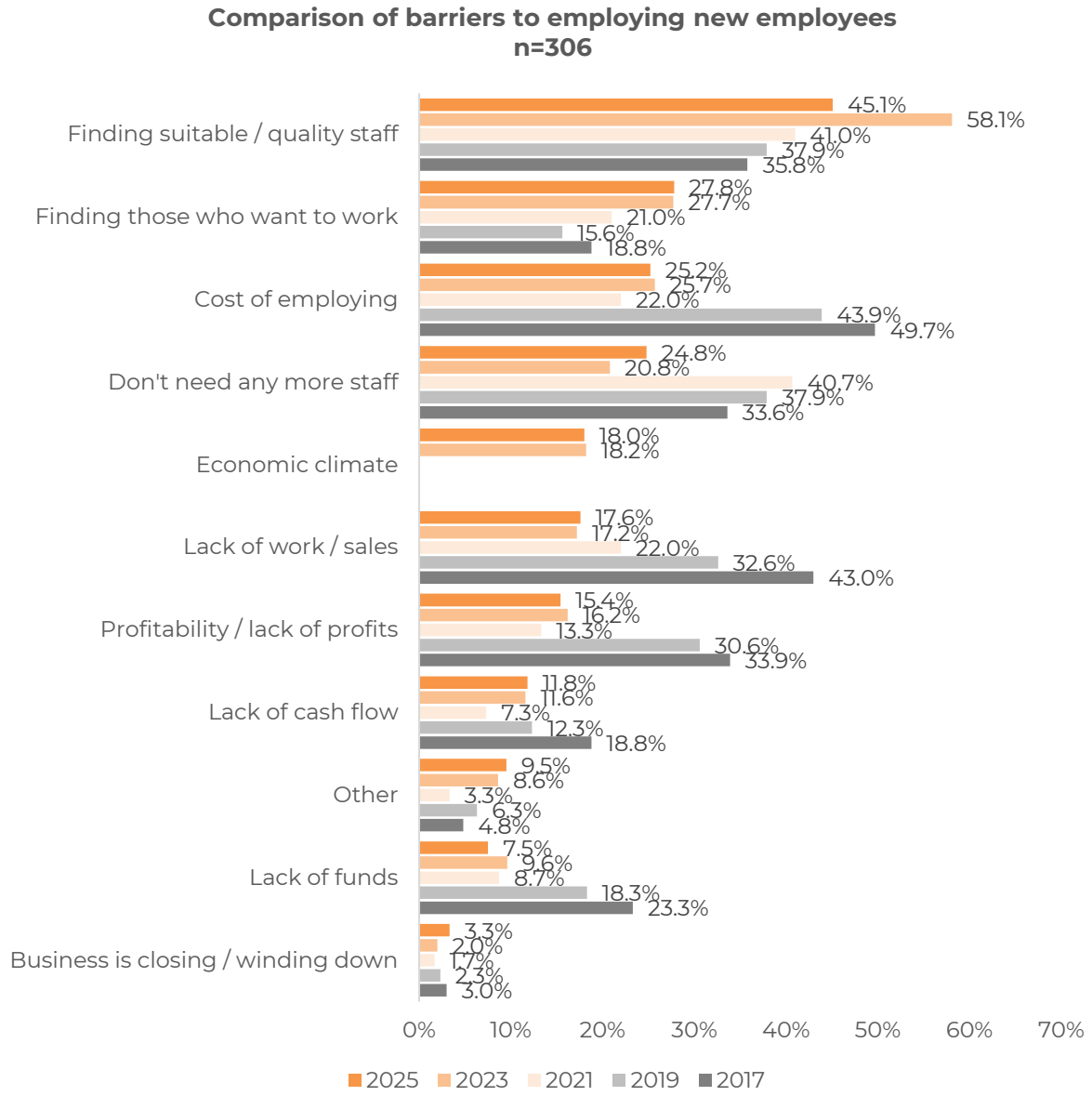
- Access to Jetty Rd
- Agal bloom
- Aging body mine
- Algal blooms, environmental factors
- Algae bloom
- Bad decisions by the council
- Changing demographics aging demographic impacting your role
- Cleanliness of shopping centre, security in shopping centre & surrounding area
- Cost of living
- Cost of living
- Cost of supply.
- Costs going up
- Council trying to increase rent
- Don't know

- Effect on Algae Bloom on our beachside businesses is leading factor for worry currently. Foot traffic and trade is down (particularly older-gen customers and families as parents avoid beach with their children. Rising cost of goods also a worrying factor.
- Far ess foot traffic on Jetty Rd Glenelg making it very difficult to attract walk in customers upon which we are heavily reliant
- Foot traffic, centre cleanliness
- I have a perfect business model which gives people confidence
- Info structure in area affecting business
- Jetty Road Closure
- Jetty road development
- Jetty road development
- Jetty road street works killing trade
- Labour shortage
- Local council development project, no tram, and algal bloom
- Parking
- Parking in the area, cramming businesses in one building with no car parking
- Political, cost of living
- Relay on volunteers
- Road closures due to tramways restructuring
- Road works
- Road works
- Road works, Algae bloom, tram works.
- Roadworks
- Roadworks
- Roadworks and lack of public transport
- State of jetty road, works, tram closure, street closure, no council or government or landlord support
- Supply of demand
- Surrounding issues with roadworks/algae bloom
- The disaster of Jetty Road
- The works going on in Glenelg
- Too much work
- Transforming jetty road
- Transport cost all costs in general.
- Uncertainty
- Wages
- Wages
- Weather

The troubles have shifted over time when we compare the problems this year to previous years as the following chart shows.


Problems faced by business n=306
Cost of overheads
40.5%
48.8%
38.0%
46.8%
57.0%
Cost of rent
31.0%
34.0%
Economic climate
30.4%
42.9%
37.0%
41.2%
44.8%
Finding or keeping staff
27.5%
28.6%
15.0%
20.6%
Finding staff
27.5%
41.9%
Lack of work or sales
24.2%
27.4%
39.7%
36.2%
43.9%
Taxes
22.5%
30.0%
22.6%
38.9%
32.4%
Paperwork or bureaucracy
21.9%
18.8%
12.1%
22.3%
29.7%
Cash flow, bad debts or profitability
19.3%
23.4%
17.2%
26.9%
40.0%
Other
19.0%
7.9%
9.4%
10.6%
8.8%
Competition
18.6%
19.5%
20.9%
26.9%
35.2%
Keeping staff
18.0%
19.5%
There are no problems at the moment
11.1%
13.5%
13.8%
12.0%
9.4%
0%
10%
20%
30%
40%
50%
60%
2025
2023
2021
2019
2017

Q11: What are the barriers to taking on new employees?



A quarter of all businesses say they don't need more staff but for those who do, finding suitable / qualified staff is the biggest barrier to taking on new employees followed by finding those who want to work, and then the cost of employing extra people.

Those businesses more likely to say finding suitable / qualified staff operate in Brighton and Seacliff, employ 20+ people, and businesses that turn over $1 – $10 million pa. Those more likely to say they don't need more staff are operating in Brighton and Glenelg, are sole traders and businesses turning over less than $500k pa.

Other responses included:

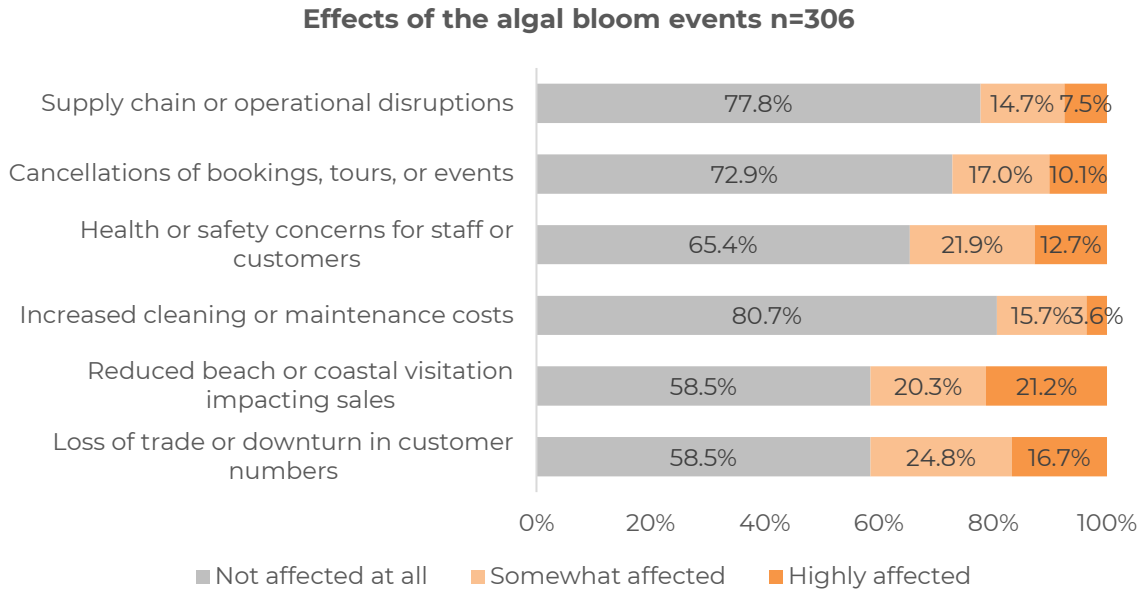
- Access to credits
- Access to Jetty Rd
- Australian good workers but want better money.
- Been able to earn to pay staff

- Finding businesses to work with
- Internal admin
- Jetty development road
- My business model is self-driven by success and offers a unique experience
- Niche thing recording service.
- Not enough work for them
- Regulations
- Roadwork and weather conditions
- Season
- Slow in winter
- Space of location
- Specialized area
- Time to train
- Uncertainty with rent
- Work effort, staff hours
- Young people annoy me
- Younger generation

Barriers to taking on new employees n=306



Q12: In relation to the recent algal bloom events along the South Australian coast, please indicate how and to what extent your business has been affected.



Loss of trade or downturn in customer numbers and reduced beach or coastal visitation impacting sales are the most widespread impacts of the algal bloom. Health or safety concerns for staff or customers features but only for around a third of all businesses.

Those businesses more likely than the average to say loss of trade or downturn in customer numbers are Glenelg and Kingston Park businesses, those employing 20+ employees, and those turning over $1 - $2 million pa and more than $50 million pa. Those more likely to say reduced beach or coastal visitation impacting sales are similar (Glenelg and Kingston Park businesses, those with 20+ employees, and those turning over $1 - $5 million pa and more than $50 million pa).

Q13: Please describe any other impacts the algal bloom event has caused with your business and if possible, an estimate of losses.

Overall Summary

Whilst around 60% of businesses say they have not been affected, the algal bloom event has had a clear and widespread negative impact on around 40% of coastal and tourism-reliant businesses, primarily through reduced foot traffic, declining visitor numbers, and heightened public concern. While the severity of impact varied, many businesses reported meaningful revenue losses, with some experiencing declines of 25–50% and estimating losses in the tens of thousands of dollars.

The event has contributed in a broader sense to uncertainty, with negative perceptions, health concerns, and reduced confidence discouraging visitation to coastal precincts. Importantly, these impacts are often intertwined with existing disruptions, such as roadworks and access limitations, which businesses believe have amplified the overall downturn.

While not all businesses have been affected to the same degree, the responses indicate that the algal bloom has exacerbated existing pressures on coastal economies, particularly at a time when many rely heavily on peak summer trade and tourism.

1. Reduced foot traffic and visitor numbers (dominant theme amongst those who have been affected)

The most frequently mentioned impact was a significant reduction in foot traffic, particularly along beachfront and Jetty Road precincts. Many businesses attributed this directly to people avoiding the beach and surrounding areas due to health concerns, unpleasant smells, and negative publicity.
Common descriptions included:

- "Less people coming to the beach"
- "Loss of walk-in trade"
- "Much less people come to Glenelg"
- "Ghost town atmosphere"

Some businesses estimated foot traffic reductions ranging from 15% to as high as 60%, with flow-on effects to sales and overall activity.

2. Revenue declines and financial losses
A substantial number of respondents reported material financial impacts, with both percentage-based and dollar-value estimates provided.
Reported losses included:

- Sales down 10–15% (commonly cited)
- Sales down 25–30%
- Sales down 40–50% in severe cases
- Estimated losses of:
    - $1,000 per week
    - $1,500 per week since February
    - $60,000 total loss
    - $100,000 in lost tourism-related trade

Hospitality, retail, tourism-dependent businesses, and seafood operators were particularly affected.

3. Decline in tourism and event activity
Many respondents highlighted a broader tourism downturn, noting fewer interstate, regional, and holiday visitors. This was compounded by:

- Event cancellations (e.g. festivals, races, conferences)
- Reduced accommodation bookings
- Fewer summer holidaymakers planning to stay near the coast

Several businesses expressed concern that summer, typically their peak trading period, would be significantly impacted.

4. Public fear, health concerns, and negative perception
Fear and uncertainty featured strongly, with respondents noting:

- Customers worried about safety, water quality, and health risks
- Guests (hotels) unsure whether it was safe to visit or swim
- Ongoing negative media and "bad advertising" about the area

Some businesses reported staff and customer health impacts, including respiratory issues and eye irritation, which further reinforced avoidance behaviours.

5. Compounding impacts with roadworks and access issues
While the algal bloom was a key concern, many respondents stressed that its impact was compounded by concurrent roadworks, tram upgrades, parking restrictions, and access disruptions.
Several businesses felt that:

- Street works and closures were worsening the downturn
- It was difficult to isolate losses attributable solely to the algal bloom
- Combined impacts had accelerated the decline in trade and visitation

6. Sector-specific impacts
Certain sectors reported heightened vulnerability:

- **Seafood businesses** experienced reduced consumer confidence
- **Tourism and hospitality** were highly exposed to visitor declines
- **Marine-related businesses** reported indirect losses due to reduced activity among their client bases

- **Medical and allied health providers** noted increased enquiries and anxiety, though not always reduced patronage

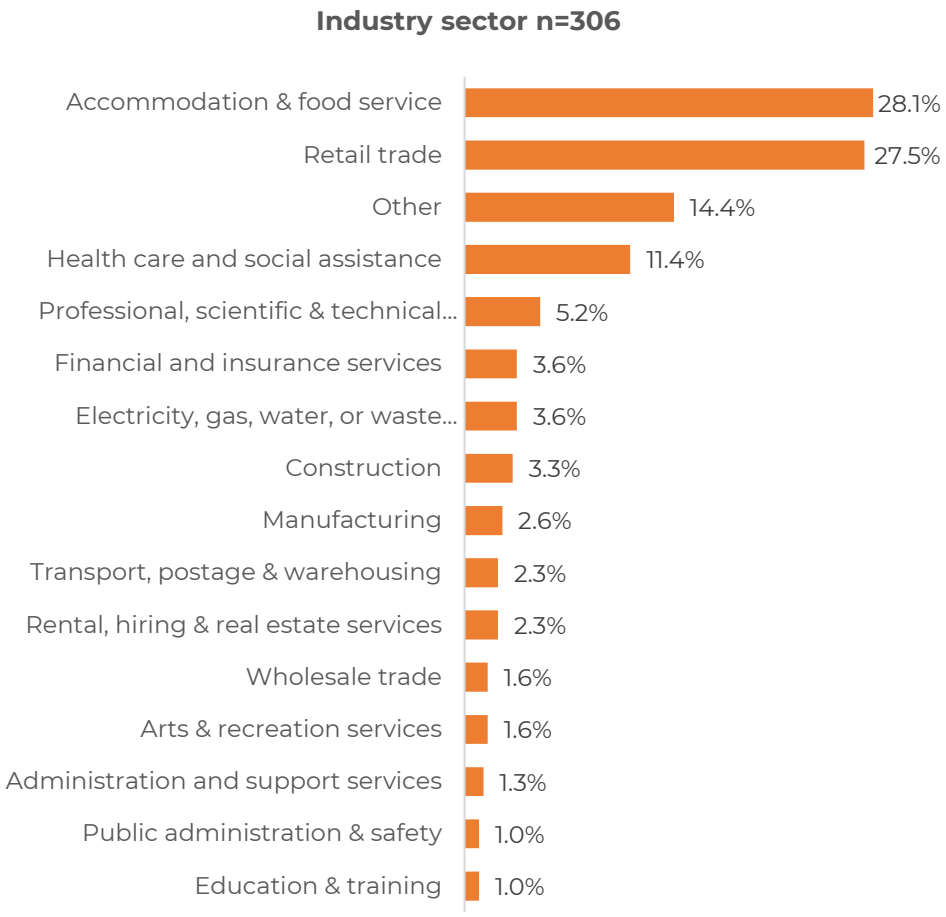
7. No impact or minimal impact
A sizeable number of businesses (190 or around two thirds of all businesses surveyed) reported no immediate impact, often because:

- Their business was not tourism-dependent
- They were located away from the beachfront
- Impacts had not yet materialised but were expected later (e.g. summer)

A small number of businesses reported neutral or even positive impacts, citing shifts in customer behaviour or increased demand unrelated to beach use.

For the verbatim comments please see the tabulations section of this report.

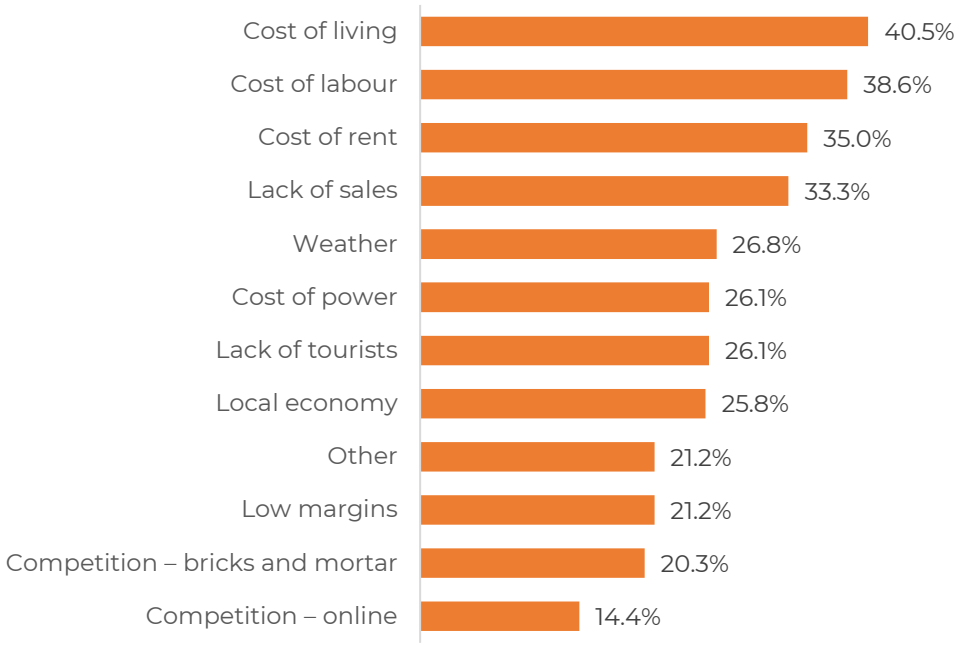
Q14: What industry sector do you fall into?



As with previous business studies in the Council area, accommodation & food service and retail trade are the dominant types of businesses.

Q15: Are any of the following affecting / impacting on your profitability?

Impacts on profitability n=306



Cost of living, cost of labour, cost of rent and lack of sales are all having an impact on profitability for a fair percentage of businesses.

Those businesses more likely to be impacted by the high cost of living are operating in Brighton, Glenelg and Kingston Park, employ 50 or more people, turn over less than $1 million pa, $2 - $5 million pa and more than $50 million pa and those in accommodation & food services, education & training, electricity, gas water and waste services, professional, scientific & technical services, public administration & safety, rental, hiring and real estate and wholesale trade.

Cost of labour is more likely to be impacting the profitability for Glenelg and Kingston Park businesses, those employing 20 – 199 people and turning over more than $500k - $50 million pa. and those in accommodation & food services, administration and support services, electricity, gas, water & waste services, manufacturing and transport, postage & warehousing.

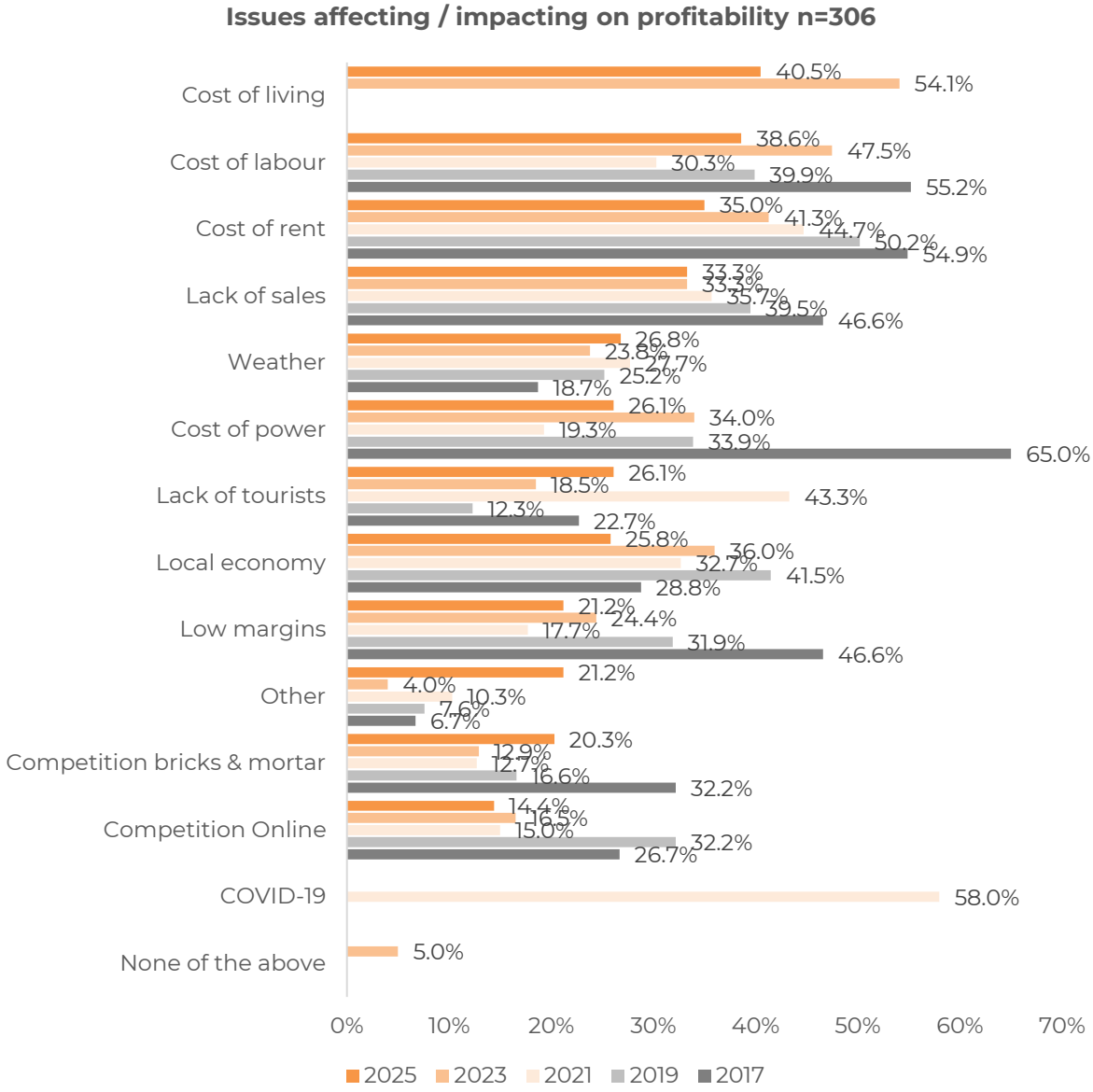
Cost of rent is more likely a problem for Brighton and Glenelg businesses, those employing 20-49 and 100-199 people, and those turning over $500k - $1 million pa. and those in accommodation & food services< administration and support services, construction, manufacturing, retail trade and transport, postage & warehousing.

Lack of sales is more likely an issue for Glenelg businesses, those with 20-49 and 200+ staff, and turning over $1 - $5 million pa. and those in accommodation & food services, construction, manufacturing, and retail trade.

Other responses:

- None / no impact / not applicable (35 responses)
- Algal bloom and council work
- Algae bloom and nowhere to park and giving fines.
- Cafe and restaurant
- Cash flow
- CoHB fees, arbitrarily charged

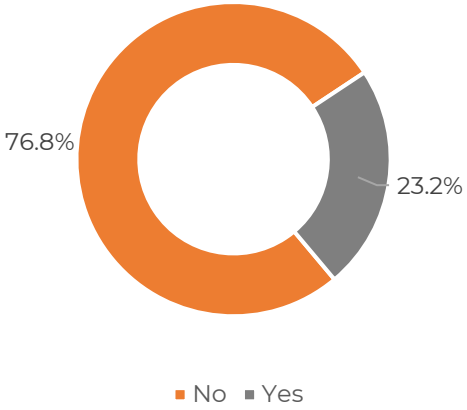
- Cost of sales
- Food etc.
- For further growth we do not want to pay for further services
- General overheads
- I hold no stock and I am not affected by any negative news I am always positive
- Increase in overheads
- Jetty road closure
- Jetty road works
- Jetty road works
- Jetty road works killing our trade!
- Land tax, council rates, water, electricity, insurance costs
- Loss of tram services
- Overheads
- PARKING
- Prefer not say
- Regulations
- Road works, tram works.
- Roadworks and tram shutdown
- Roadworks on jetty road!!
- Tax
- Tax time is lacking of foot traffic
- The jetty road works.
- Wages



The key issues last year were cost of overheads, economic climate, finding staff and cost of rent. This year we see lack of sales in the top five

Q16: Have you done any business with Council in the last 12 months?

Businesses that have done business with Council in the last 12 months n=306



Around a quarter of all businesses (71 out of 306) have conducted business with Council in the last 12 months. This is an increase on 2023 when only 12.4% of businesses had interacted with Council but more in line with the previous surveys (22% in 2021 and 16.9% in 2019).

Those more likely to have contacted Council operate in Brighton, Kingston Park, Seacliff and Somerton Park and turn over $1 - $5 million pa.

The businesses that said yes, they had done business with Council recently, were asked what the business related to:

- Applied for a liquor license
- Applied for grants, interactions with Marissa on the Jetty Rd upgrade
- Applied for permission
- Asked for a subdivision and asked about graffiti
- Audited by them every 12 months.
- Brighton jetty classic
- Building permit
- Building repairs and maintenance and security.
- Building upgrades
- Catering
- Constant contact with council in regarding to development approvals for developments, title searches
- Contracted to delivery business advisory work
- Councillors
- Doing a development premise development
- Drain needs to be fixed.
- Fountain
- Give vouchers for fundraising
- Government grants for road works
- Grant
- Holdfast Bay Council is our landlord at Kingston Park (Nest Kiosk) so often doing business with them. Also, association through traders meeting at our Brighton Jetty Road business usually facilitated by Virginia Miller.
- In contact with them daily.
- Involved in jetty road traders
- Jetty Road development

- Just council paths, crossovers,
- Just development approvals for building
- Light compliant
- Maintenance on water features and ponds
- New crossovers put in
- Outdoor dining permit, food service cert
- Paid fees and charges.
- PAID RATES
- Parking arrangements
- Parking tickets
- Pay their rates
- Permissions and licensing
- Permits building ones
- Pipe leak
- Planning approvals for extension
- Promotional merchandise of City of Holdfast.
- Property searches
- Put in a few requests, through the signage road signage or lines on the road.
- Rates
- Reno
- Rent increase
- Repairing parts for govt vehicles,
- Requested a street signage to point to the way of the church.
- Room hire and supply of coffee and tea
- School holiday workshop
- Searches
- Shop grant still waiting
- Shop improvement grant
- Shop improvement grant
- Shop local campaign and other grant applications
- Sold a bike for promo.
- Spring summer news season fashion event
- Street party
- Street party
- Supply food
- The library comes to read to kids
- To do with sustainability
- Today
- Vet clinic
- We are in discussions of speed of the road outside childcare centre
- We had events they helped us plan with us.
- We had some building renovations
- We print for them every week.
- We take the asbestos and hold fast library
- Winter voucher
- With street signs and road, environmental
- Worked with library, bought morning tea for the parents to ask questions about their child's development.

Q17: On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate your experience in doing business with Council?

Comparison 2021 / 2023 / 2025 ratings on Council experiences



All but two of the above ratings have declined this year (no doubt affected by the Jetty Road upgrade and the Algal Bloom issues). Six ratings have declined very significantly this year compared to last year:

- Facilitation of major events / cultural festivals / attractions – declined by 13.6%
- Maintaining shopping precincts – declined by 23%
- Delivery of footpath trading management – declined by 15.8%
- Delivery of traffic management and parking – declined by 22.6%
- Delivery of planning and building permits – declined by 14%
- Interaction with Jetty Road (Glenelg) coordination – declined by 24%

Two aspects that did not decline were delivery of food safety and health inspection and interaction with business development. Waste and environmental management, delivery of local laws / enforcement, town planning initiatives that plan for future group all were within the margin of error and should be regarded as static.

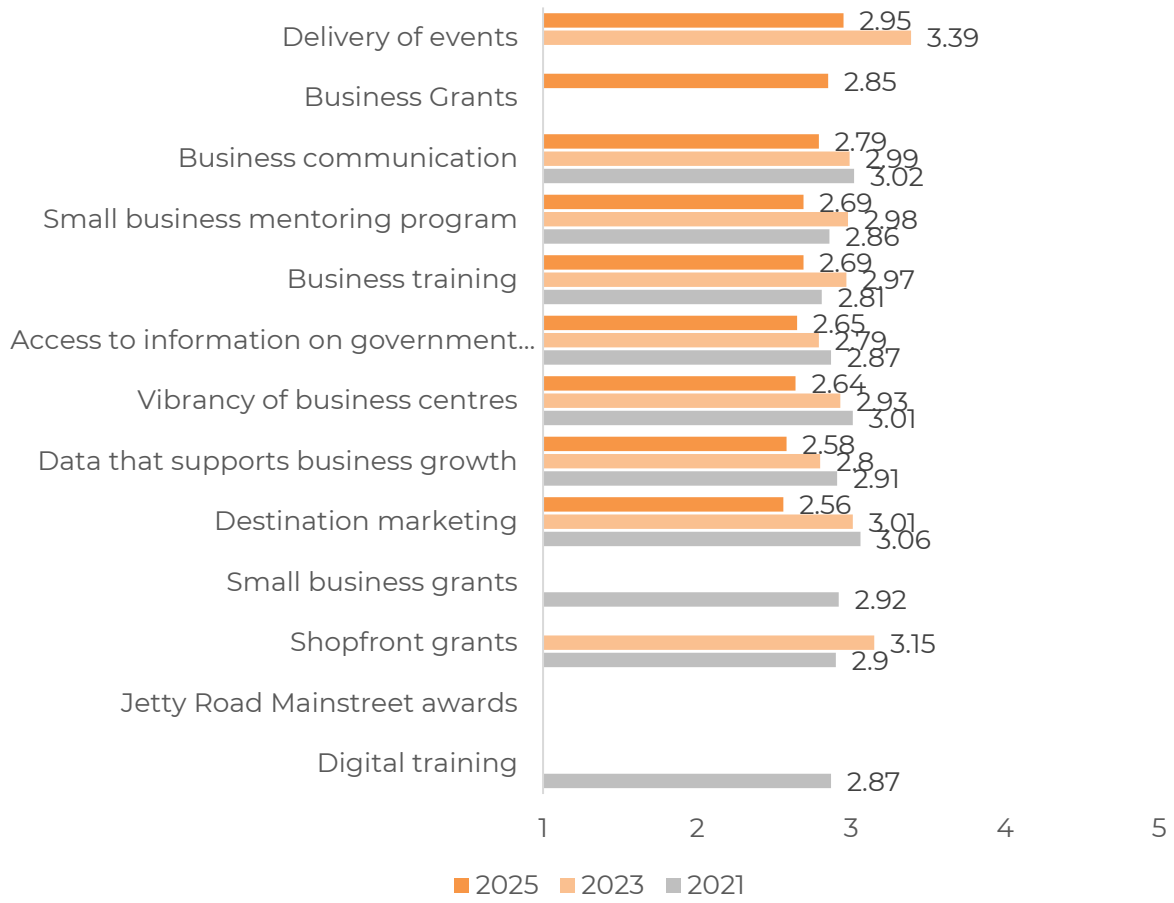
Q18: On a scale of 1 to 5, where 1 is totally dissatisfied and 5 is totally satisfied, how satisfied are you with Council's support for business in the area?

Satisfaction ratings for Council's support for business n=306



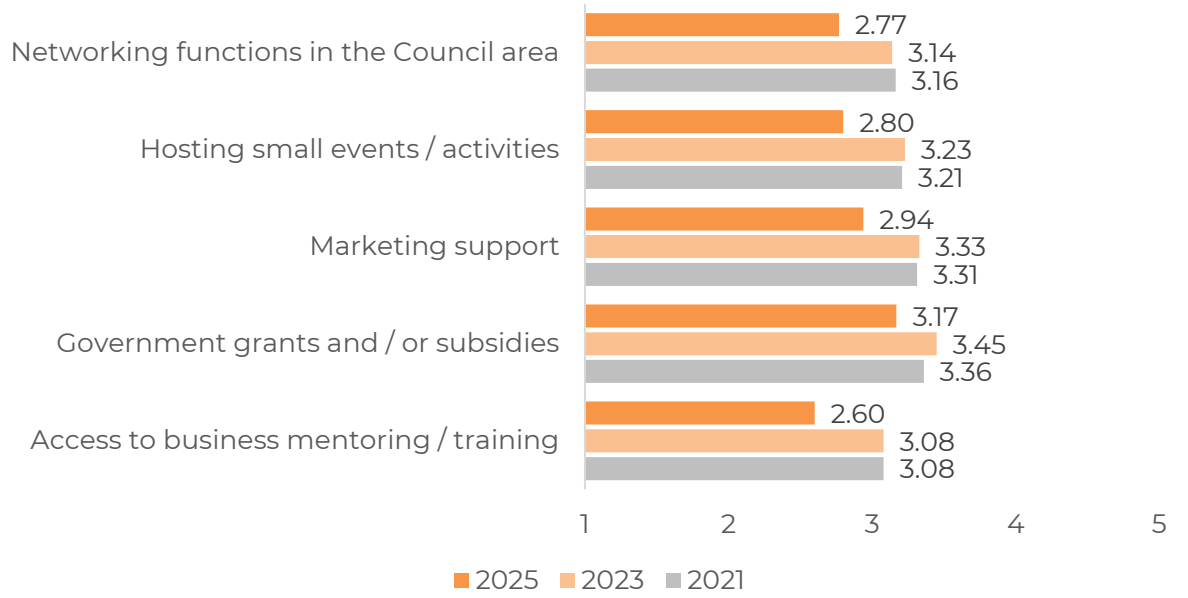
This year we tested slightly different supports for business – business grants were new, but small business grants, shopfront grants, Jetty Road Mainstreet Awards and digital training were all deleted. There were only slight differences in the levels of satisfaction for each of the initiatives with delivery of events rating the highest. Interestingly all initiatives rated slightly lower this year than 2023 and 2021. Delivery of events is the only significant difference.

Comparison 2021 / 2023 / 2025 satisfaction ratings for Council's support for business



Q19: On a scale of 1 to 5, where 1 is not useful at all and 5 is extremely useful, how useful are the following assistance mechanisms for business?

Usefulness of assistance mechanisms for business



The levels of usefulness of several different assistance mechanisms for business are all lower than last year compared to 2023 and 2021. The highest rated was government grants and / or subsidies, followed by marketing support.

Those who rate government grants and / or subsidies higher than the average are businesses in Kingston Park, Seacliff and Somerton Park, sole operators and those employing 50-99 people, and those turning over $500k - $1 million pa and $5 - $10 million pa. and those in arts & recreation services, education & training and electricity, gas, water and waste services.

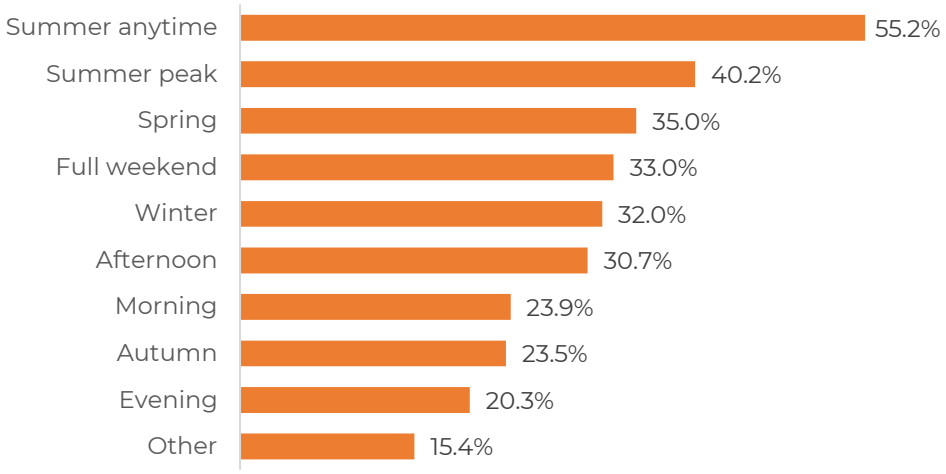
Marketing support was rated higher amongst Kingston Park and Seacliff businesses, those employing 20-49 and 200+ people, and those turning over $5 - $10 million pa. and those in arts & recreation services, education & training and wholesale trade.

Those rating hosting small events / activities than the average are more likely to be businesses in Kingston Park, those employing 50-99 and 200+ staff, and those turning over $2 - $10 million pa. and those in accommodation & food services, arts & recreation services, education & training, public administration & safety, transport, postage & warehousing and wholesale trade.

Those who rate networking functions in the Council area higher than the average are businesses in Kingston Park and Seacliff, those employing 100+ staff, and those turning over $5 - $10 million pa. and those in arts & recreation services, education & training, electricity, gas, water and waste services, professional, scientific & technical services and wholesale trade.

Q20: Which times of the year do you believe new or existing events in Holdfast Bay would generate the greatest benefit for your business?

Time of year for new or existing events to generated benefit n=306

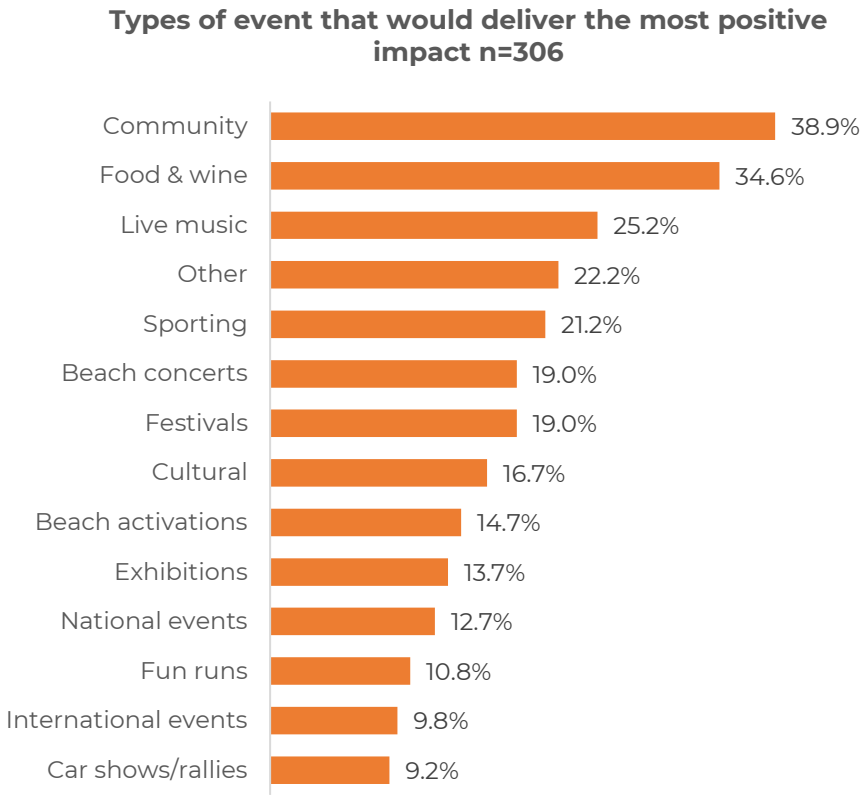


This was a new question in 2025. Summer appears to be the most preferred time to hold new or existing events for the benefit of businesses in the area however there is support for Spring and winter with around a third of all businesses.

Those more likely to support summer anytime are Glenelg businesses, those employing 200+ staff, and those turning over $500k - $1 million pa, $5 - $10 million pa and more than $50 million pa. and those in accommodation & food services, arts & recreation, construction, retail trade, transport, postage & warehousing and wholesale trade.

It is not relevant to 37 businesses who responded in the other section, but a few commented to say more events in general would be beneficial, Christmas and financial year events, school holidays and please consider all traders not just hospitality.

Q21: What types of events do you believe would deliver the most positive impact for your business?



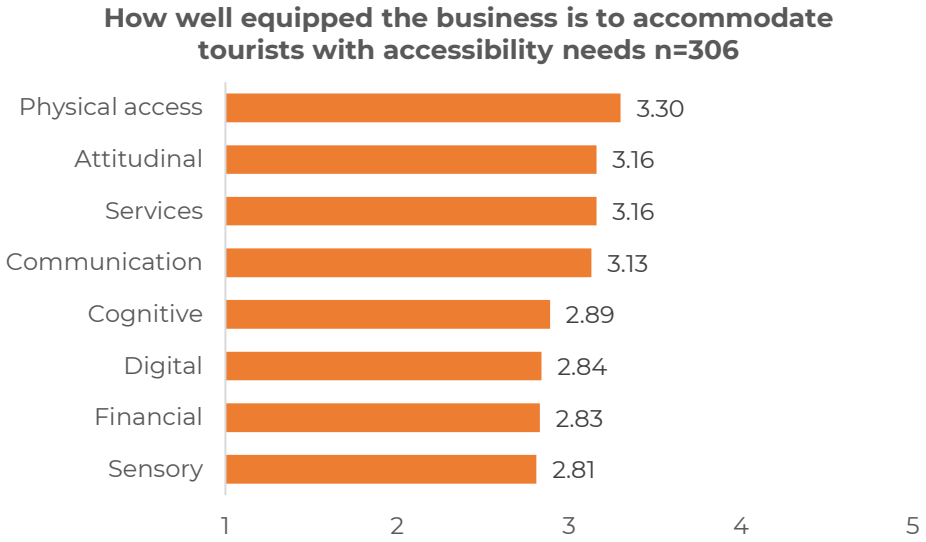
Community and food and wine events were supported more than the other events by over a third of all businesses. Those more likely to support a community event operate in Brighton and Seacliff, are sole operators or employing 50- 199 people, and turning over less than $1 million pa.

Those more likely to support a food and wine event are Brighton, Glenelg and Kingston Park businesses, those employing 50-199 people, and those turning over $500-$1million pa and $2 - $50million pa.

Live music was supported more by Glenelg and Kingston Park businesses, those with more than 50 staff, and businesses turning over $2 - $50 million pa.

48 other responses felt that events do not apply to them, but a few commented on B2B events, beach concerts, fun runs, festivals, cultural events, bus tours, business networking, Christmas pageant, educational events, hire the space, family events, markets (several comments), music festivals, sculptures and Xmas events.

Q22: How well-equipped is your business to accommodate tourists with accessibility needs?



This was a new question in 2025. Physical access, attitudinal, services and communication are the most prevalent aspects that business employs to accommodate tourists with accessibility needs.

Q23: Please describe any other specific accessibility features you currently offer.

Overall, around half of all businesses most commonly described basic physical accessibility features, particularly ramps, level entry, wide doorways, and accessible toilets. These features suggest that many premises are reasonably well equipped to accommodate customers with mobility needs, especially in ground-floor or shopping-centre environments

.

However, accessibility provision varies significantly depending on business type. Many respondents operate mobile, home-based, or online-only services and therefore address accessibility by adapting service delivery rather than physical spaces. While some businesses demonstrated awareness of sensory, cognitive, and communication needs, these features were mentioned far less frequently and appear less consistently embedded.

A substantial number of businesses reported no additional accessibility features, often citing relevance, cost, or the nature of their operations. This indicates that while foundational access is often present, more comprehensive or inclusive accessibility practices are uneven and not universal, particularly beyond minimum physical requirements.

1. Physical access: Ramps, level entry and step-free design (dominant theme)

The most cited accessibility features related to physical access into premises, particularly:

- Ramps at entrances
- Flat or level ground access
- Step-free entry points
- Wide doorways and walkways

Many respondents explicitly noted that their business was:

- “All on one level”
- “Flat ground”
- “No stairs”
- “Wheelchair friendly”

This indicates that basic mobility access is relatively well addressed among many ground-floor retail, hospitality, and service businesses.

2. Accessible toilets and amenities
A significant proportion of businesses reported providing:

- Disabled or accessible toilets
- Ground-level toilet facilities
- Toilets accessible via ramps or wide access points

In some cases, accessible amenities were located:

- Via rear or side entrances
- Within shopping centre complexes
- As part of compliance with national building standards

However, some respondents noted limitations, such as toilets not being immediately obvious or requiring assistance to access.

3. Car parking, lifts and site layout
Several businesses highlighted supporting infrastructure, including:

- Dedicated disabled parking bays
- Rear or back-of-house parking access
- Lifts from car parks
- Centrally located lifts in shopping complexes

Shopping centres and multi-tenant sites were often perceived as offering stronger accessibility by default, due to shared facilities and compliant layouts.

4. Flexible service delivery and outreach models
A notable theme was that many businesses do not operate from a traditional public-facing premises, instead offering:

- Home visits
- On-site services
- Mobile or on-the-road operations
- Online-only services

These respondents often indicated that accessibility needs were met by bringing the service to the customer, rather than modifying a physical space.

5. Support for non-physical accessibility needs
While less frequently mentioned, some businesses described features supporting non-mobility accessibility, including:

- Sensory-friendly environments (e.g. ability to turn off music)
- Patience and adapted communication styles
- Support for cognitive or behavioural needs
- Visual aids, livestreaming, or low vision supports
- Multilingual staff to assist international visitors

These responses suggest emerging awareness of broader definitions of accessibility, beyond physical access alone.

6. Online and remote accessibility
Some businesses highlighted:

- Online booking systems
- Tele-consultations
- Accessible website design (e.g. colour contrast, adjustable text)
- Online vouchers and ordering platforms

For these businesses, accessibility was framed in terms of digital inclusion and ease of access, rather than physical premises.

7. No additional features or not applicable (this was very common in the responses)
A large number of respondents (155 out of 306) indicated:

- No additional accessibility features
- Accessibility was “not applicable” due to the nature of their business
- They worked from home, on sites, or entirely online

- Cost or practicality constraints prevented further upgrades

Some acknowledged that while they did not specialise in accessibility, they felt their current setup was "sufficient" for their business model.

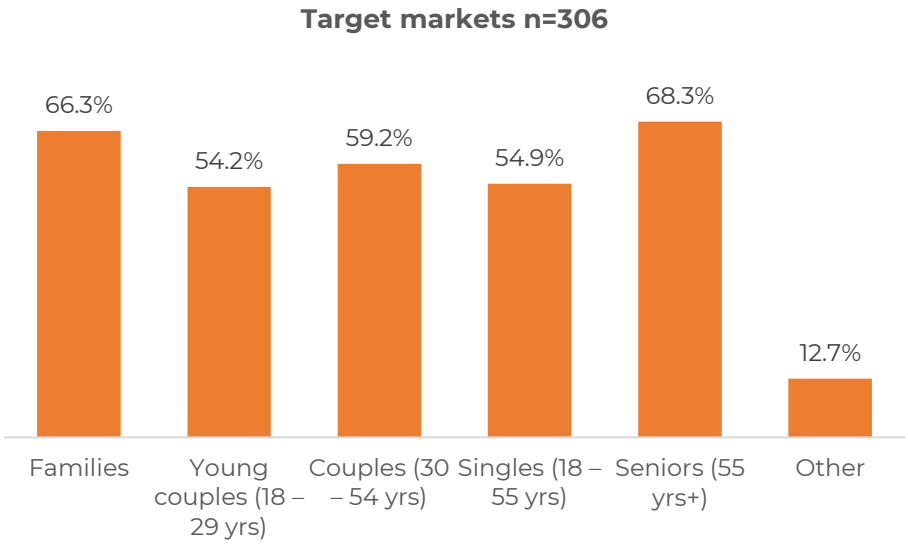
8. Compliance-based responses

Several businesses stated they:

- Fully comply with national disability access standards
- Meet current building regulations
- Are part of centres or venues designed to regulatory requirements

These responses tended to be brief and compliance-focused, rather than describing specific user experiences.

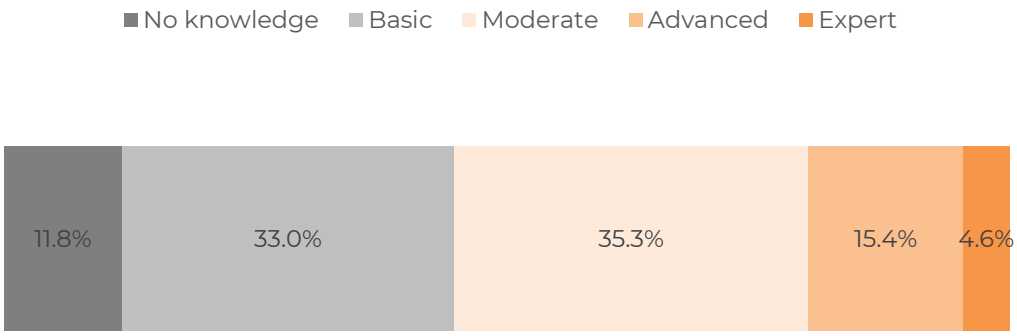
Q24: Which of the target markets does your business rely on?



There is a very mixed bag in the answers to this question which was asked for the first time in 2025. Seniors and families are the most prevalent target markets that businesses in the area rely on but as this was a multiple response many businesses rely on all markets. Other responses were mostly business (B2B), kids, women of any age and some niche markets such as those living with disability, investors, technical specialists, homeowners, commercial, large industries, and tradies and locals.

Q25: How would you describe your business's current level of knowledge about artificial intelligence (AI) and related technologies?

Level of knowledge about artificial intelligence (AI) n=306



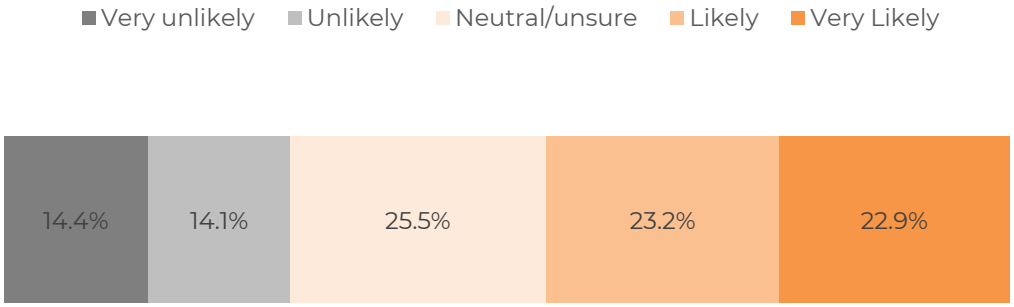
This also was a new question in 2025 with the advent of AI permeating all walks of life and businesses. 20% of businesses regard their level of knowledge as advanced or expert, 35% moderate, 33% basic and 12% say they have no knowledge. This would indicate that most businesses (88%) use AI and related technologies.

Those more likely to use AI and related technologies than the average are businesses in Kingston Park and Seacliff, sole operators, those employing 50+ people, and those turning over $1 - $2 million pa, and $5 million+ pa. and those in construction, education & training, health care and social assistance, professional, scientific & technical services, rental, hiring and real estate and wholesale trade.

Those with limited knowledge currently are more likely to be Hove and Somerton Park businesses, those turning over less than $1 million pa, administration and support services, electricity, gas, water, and waste services, financial and insurance services, manufacturing, retail trade, transport, postage and warehousing and other businesses.

Q26: How likely is your business to adopt or increase the use of AI and related technologies in the next 1-3 years?

Likelihood to adopt or increase AI use in the next 1-3 years n=306



28.2% of all businesses say it is unlikely that they will adopt or increase the use of AI and related technologies in the next 1 – 3 years. 25.5% are unsure but 46% are likely to.

Those more likely to adopt or increase their usage are Kingston Park, Seacliff and Somerton Park businesses, those employing 50-199 staff and those turning over more than $1 million pa. and those in arts & recreation services, construction, education & training, financial and insurance services, health care and social assistance, professional, scientific and technical services, public administration & safety and rental, hiring & real estate.

Those least likely are Glenelg businesses, sole traders and those employing 200+ staff, and those turning over less than $1 million pa. and those in accommodation & food services, administration and support services, electricity, gas, water, and waste services, manufacturing, retail trade and transport, postage & warehousing.

Q27: Are there any other ideas or suggestions you have for the City of Holdfast Bay to implement to support better business conditions for you?

Overall, half of all businesses clearly articulated a need for practical, immediate support measures, particularly in relation to parking, roadworks management, and communication. Parking availability and enforcement were the most consistently raised issues, closely followed by frustration with the ongoing Jetty Road upgrades and their impact on access, visibility, and foot traffic.

Beyond infrastructure, businesses expressed a strong desire for greater activation, promotion, and engagement, including more events, better marketing of precincts, and improved communication around grants and opportunities. Many also called for financial relief and targeted support to help them withstand prolonged disruption.

Collectively, the feedback suggests that while businesses recognise the long-term intent behind major infrastructure projects, there is a strong expectation that Council play a more active, responsive, and business-focused role during periods of change - balancing development with day-to-day trading realities and supporting the ongoing vibrancy of Holdfast Bay's business precincts.

1. Parking availability, enforcement and time limits (Strongest Theme)
Parking emerged as the single most dominant issue raised by businesses. Concerns covered availability, cost, enforcement, and time restrictions.
Common requests included:

- More on-street and off-street parking
- Longer parking time limits
- Reduced or suspended parking fines (particularly during roadworks)
- Free or subsidised parking during construction periods
- Better management of staff versus customer parking

Many respondents described parking enforcement as overly punitive, particularly while roadworks and access disruptions remain unresolved.

2. Completion and management of Jetty Road roadworks
The Jetty Road upgrade and tram works were repeatedly cited as having caused major disruption to trade.
Key concerns included:

- Prolonged construction timelines
- Poor access, narrow footpaths, dust and noise
- Reduced visibility of businesses
- Traffic congestion and confusion
- Lack of clarity on completion dates

Some respondents felt the timing of works - occurring during peak trading periods - significantly exacerbated financial impacts.

3. Improved communication and business engagement
Many businesses expressed frustration with limited or inconsistent communication from Council. Suggestions included:

- More frequent updates on roadworks, events, grants and disruptions
- Clear timelines and plain-English explanations
- Direct outreach and business visits
- Better use of email (with recognition that many emails go to spam)
- A stronger, more visible local business directory

Overall, respondents wanted Council to be more proactive, transparent and consultative.

4. Events, activations and foot traffic generation
A strong theme was the desire for more events and activations to drive foot traffic and revitalise precincts.
Suggested approaches included:

- Family-friendly events
- Festivals, food and drink events
- Winter and off-peak activations
- Beach, marina and park-based events
- Better geographic spread of events (not just beach-end or hospitality-focused)

Many businesses felt events were critical to rebuilding visitation and vibrancy, particularly post-COVID and during construction disruptions.

5. Financial support, grants and rate relief
Businesses frequently requested greater financial support, particularly during periods of disruption. Ideas included:

- Small business grants
- Rent assistance
- Rate reductions or relief
- Matching grants to support business-led initiatives
- Clearer promotion and awareness of available grants

Several respondents noted that grants often felt hard to access or were poorly communicated.

6. Marketing, promotion and place branding
Respondents called for stronger promotion of Holdfast Bay as a destination, including:

- Council-led marketing campaigns
- Promotion of Jetty Road Glenelg, Jetty Road Brighton, and the Marina
- Improved signage and wayfinding
- Social media promotion of local businesses
- Support for A-frames, flags, and visual street activity

Some suggested repositioning precincts as micro-business or professional hubs, rather than relying solely on tourism.

7. Safety, cleanliness and amenity
Several businesses raised concerns around:

- Increased theft and antisocial behaviour
- Reduced police presence
- Poor street cleanliness and maintenance
- Graffiti, lighting and general streetscape issues

These factors were seen as negatively affecting both customer confidence and staff safety.

8. Networking, mentoring and business capability building
Several respondents requested:

- Regular business networking sessions
- Mentoring and advisory support
- Business-focused workshops and seminars
- Opportunities for collaboration and knowledge-sharing

There was interest in Council acting as a connector, rather than just a regulator.

9. Mixed or no additional suggestions
A sizeable minority (155) indicated:

- No further suggestions
- Satisfaction with Council's performance
- Issues not applicable to their business
- Uncertainty about what could realistically change

However, even within this group, parking and roadworks were often mentioned as underlying concerns.

5. Questionnaire

The City of Holdfast Bay has commissioned Intuito Market Research to conduct a study amongst businesses across the Council precinct.

Your feedback is extremely valuable and will enable Council to assess the needs of the business community. This local business survey is conducted every two years with the last survey conducted in the fourth quarter of 2023. When answering the questions, we encourage you to look back over the last 12 months and assess your business conditions accordingly.

The survey should be completed by a person of authority in your business (owner, manager, senior staff member) and should not take too much of your time. To thank you for your time and views there is an opportunity at the end of the survey to enter a draw to win a $1,000 training package with a qualified business advisor from the Southern Business Mentoring Program.

Entry details will be separated from responses to ensure respondent anonymity.

If you have any questions related to the survey, please contact Intuito Market Research on 8331 2228 during office hours or email info@intuito.com.au. If you have any concerns relating to the content or validity of the survey you can contact the City of Holdfast Bay Business Development Partner, Virginia Miller on 8229 9883 or vmiller@holdfast.sa.gov.au.

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Q1: In which suburb is your business located? *Choose all that apply if you have multiple outlets.*

- ☐ Brighton (including Brighton North and South)
- ☐ Glenelg (including Glenelg East, South and North)
- ☐ Hove
- ☐ Kingston Park
- ☐ Seacliff (including part of Seacliff Park)
- ☐ Somerton Park
- ☐ Other (disqualify – cease interviewing)

Q2: How long has your business operated in the City of Holdfast Bay area? *Number of whole years.*

Q3: How many people (including management and owners) did your business employ in the current quarter (Q3, 2025)? (Single response.)

- ○ 1
- ○ 2-19
- ○ 20-49
- ○ 50-99
- ○ 100-199
- ○ 200+

Q4: What is your annual turnover range? (Single response.)

- ○ Less than $500,000 pa
- ○ $500,000 - $1 million pa

- $1 million - $2 million pa
- $2 million - $5 million pa
- $5 million - $10 million pa
- $10 million - $50 million pa
- More than $50 million pa
- Prefer not to say

Q5: On a scale of 1 to 5, where 1 is not important at all and 5 is extremely important, how important are intrastate, interstate, and international visitors to your business?

Not important at all Extremely important
1 2 3 4 5

- Intrastate
- Interstate
- International

Q6: How do you expect the following economies to perform over the next 12 months?

Weaker Slightly weaker Same Slightly stronger Stronger

- National economy
- South Australian economy
- Local Council area economy

Q7: How would you describe the following business KPIs in Q3 of 2025? Were they up, down or about the same as the previous quarter?

Up Same Down Don't know / not sure

- General business conditions
- Total sales / revenue
- Average wages
- Export sales
- Non-wage labour costs (on costs such as super, payroll tax, etc.)
- Rent
- Other overheads (electricity, telephone, etc.)
- Selling prices
- Profitability
- Number of employees
- Overtime worked
- Investment in buildings and structures
- Investment in plant and equipment
- Investment in eCommerce
- Investment in Information Technology
- Investment in Cyber Security

Q8: How do you expect the same business KPIs to perform in Q4 of 2025? Will they be up, down or about the same as the previous quarter?

Up Same Down Don't know / not sure

- General business conditions
- Total sales / revenue
- Average wages
- Export sales
- Non-wage labour costs (on costs such as super, payroll tax, etc.)
- Rent
- Other overheads (electricity, telephone, etc.)

- Selling prices
- Profitability
- Number of employees
- Overtime worked
- Investment in buildings and structures
- Investment in plant and equipment
- Investment in eCommerce
- Investment in Information Technology
- Investment in Cyber Security

Q9: Thinking about the next 12 months, how confident do you feel about your business prospects?

- Extremely confident
- Fairly confident
- Neutral
- Fairly worried
- Extremely worried

Q10: As far as business is concerned, what problems, if any, are you facing now? *Please choose all that apply.* (randomised)

- ☐ Lack of work or sales
- ☐ Finding staff
- ☐ Keeping staff
- ☐ Cash flow, bad debts or profitability
- ☐ Competition
- ☐ Paperwork or bureaucracy
- ☐ Economic climate
- ☐ Cost of rent
- ☐ Cost of overheads (electricity, telephone, etc.)
- ☐ Taxes
- ☐ There are no problems now
- ☐ Other (please specify) _____

Q11: What are the barriers to taking on new employees? *Please choose all that apply.* (randomised)

- ☐ Lack of work or sales
- ☐ Finding suitable / quality staff
- ☐ Cost of employing
- ☐ Lack of funds
- ☐ Profitability / lack of profits
- ☐ Economic climate
- ☐ Don't need any more staff
- ☐ Business is closing / winding down
- ☐ Finding those who want to work
- ☐ Lack of cash flow
- ☐ Other (please specify) _____

Q12: In relation to the recent algal bloom events along the South Australian coast, please indicate how and to what extent your business has been affected.

Not affected at all Somewhat affected Highly affected

- Loss of trade or downturn in customer numbers
- Reduced beach or coastal visitation impacting sales
- Increased cleaning or maintenance costs

- Health or safety concerns for staff or customers
- Cancellations of bookings, tours, or events
- Supply chain or operational disruptions

Q13: Please describe any other impacts the algal bloom event has caused with your business and if possible, an estimate of losses?

Q14: What industry sector do you fall into? *Please choose all that apply.*

- ☐ Accommodation & food service
- ☐ Administration and support services
- ☐ Arts & recreation services
- ☐ Construction
- ☐ Education & training
- ☐ Electricity, gas, water, or waste services
- ☐ Financial and insurance services
- ☐ Health care and social assistance
- ☐ Information media & telecommunications
- ☐ Manufacturing
- ☐ Professional, scientific & technical services
- ☐ Public administration & safety
- ☐ Rental, hiring & real estate services
- ☐ Retail trade
- ☐ Transport, postage & warehousing
- ☐ Wholesale trade
- ☐ Other (please specify) _____

Q15: Are any of the following affecting / impacting on your profitability? *Please choose all that apply.*

- ☐ Cost of labour
- ☐ Cost of rent
- ☐ Lack of sales
- ☐ Low margins
- ☐ Competition – bricks and mortar
- ☐ Competition – online
- ☐ Weather
- ☐ Lack of tourists
- ☐ Cost of power
- ☐ Local economy
- ☐ Cost of living
- ☐ Other (please specify) _____

Q16: Have you done any business with Council in the last 12 months? (Single response.)

- ○ No (skip to 19)
- ○ Yes (please tell us what business you conducted with Council) _____

Q17: On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate your experience in doing business with Council?

Poor Excellent

1 2 3 4 5 N/A

- Interaction with Business Development
- Interaction with Jetty Road (Glenelg) Coordination
- Delivery of planning and building permits
- Town planning initiatives that plan for future growth
- Delivery of food safety & health inspections
- Delivery of traffic management and parking
- Delivery of footpath trading management
- Delivery of local laws / enforcement
- Maintaining shopping precincts
- Facilitation of major events, cultural festivals, and attractions
- Waste and environmental management

Q18: On a scale of 1 to 5, where 1 is totally dissatisfied and 5 is totally satisfied, how satisfied are you with Council's support for business in the area?

Totally dissatisfied Totally satisfied

1 2 3 4 5 N/A

- Business Grants
- Business Training
- Small Business Mentoring Program
- Destination Marketing
- Business communication
- Access to information on government funding and programs for business
- Vibrancy of business centres
- Data that supports business growth
- Delivery of events

Q19: On a scale of 1 to 5, where 1 is not useful at all and 5 is extremely useful, how useful are the following assistance mechanisms for business?

Not useful at all Extremely useful

1 2 3 4 5

- Access to business mentoring / training
- Government grants and / or subsidies
- Marketing support
- Hosting small events / activities
- Network functions in the Council area

Q20: Which times of the year do you believe new or existing events in Holdfast Bay would generate the greatest benefit for your business? *Please choose all that apply.*

- ☐ Summer peak
- ☐ Summer anytime
- ☐ Spring
- ☐ Autumn
- ☐ Winter
- ☐ Morning
- ☐ Afternoon
- ☐ Evening
- ☐ Full weekend
- ☐ Other (please specify) _____

Q21: What types of events do you believe would deliver the most positive impact for your business? *Please choose up to 5.*

- ☐ Food & wine
- ☐ Live music
- ☐ Sporting
- ☐ Cultural
- ☐ Community
- ☐ Festivals
- ☐ Beach concerts
- ☐ Beach activations
- ☐ National events
- ☐ International events
- ☐ Exhibitions
- ☐ Car shows/rallies
- ☐ Fun runs
- ☐ Other (please specify) _____

Q22: How well-equipped is your business to accommodate tourists with accessibility needs? *Please rate on a scale of 1 to 5 where 1 is not at all equipped and 5 is extremely well equipped.*

1 2 3 4 5

- ☐ Physical access
- ☐ Communication
- ☐ Services
- ☐ Sensory
- ☐ Cognitive
- ☐ Digital
- ☐ Financial
- ☐ Attitudinal

Q23: Please describe any other specific accessibility features you currently offer.

Q24: Which of the target markets does your business rely on? *Please choose all that apply.*

- ☐ Families
- ☐ Young couples (18 – 29 yrs)
- ☐ Couples (30 – 54 yrs)
- ☐ Singles (18 – 55 yrs)
- ☐ Seniors (55 yrs+)
- ☐ Other (please specify) _____

Q25: How would you describe your business's current level of knowledge about artificial intelligence (AI) and related technologies?

- ○ No knowledge
- ○ Basic awareness
- ○ Moderate understanding
- ○ Advanced understanding
- ○ Expert knowledge

Q26: How likely is your business to adopt or increase the use of AI and related technologies in the next 1-3 years?

- Very unlikely
- Unlikely
- Neutral/Unsure
- Likely
- Very likely

Q27: Are there any other ideas or suggestions you have for the City of Holdfast Bay to implement to support better business conditions for you?

Q28: If you would like to be entered in the draw to win a $1,000 business training package from a qualified business advisor from the Southern Business Mentoring Program, please provide your name, email address and phone number.

Name: _____

Email: _____

Phone number: _____

Terms and Conditions: Entry into the Intuito $1,000 Business Training Package prize draw is by completion of the business survey either online, over the phone or in person. Entries open Thursday, 16 October, 2025 and closes Sunday, 30 November, 2025. The draw will take place on Monday, 1 December, 2025. All entries will be via the survey from Intuito. All entries will be automatically logged into a database of entries and assigned a number from 1 to X, with X being the total number of entries received to date. One random number between 1 and X, with X being the total number of entries received to date, will then be generated using the random number generator at www.random.org. The number generated will be matched to the corresponding numbers in the database of entries and this entry will be deemed the winner. The total prize pool is $1,000. The winner will be notified personally by email and phone and linked to the Southern Business Mentoring Program to book with preferred mentors. Neither the promoter nor its agencies will be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect, consequential, or economic loss) or for personal injury suffered or sustained by association with the use of this prize, except for any liability which cannot be excluded by law.

Thank you for completing this important business survey. We greatly appreciate your time and responses.