



Salisbury
CityCentre

2019

Business Needs Survey



***Conducted by the Salisbury
Business Association Inc.***

10/10/2019

2019 Business Needs Survey

Conducted by the Salisbury Business Association Inc.

The 2019 Business Needs Survey was conducted from 1st May – 31st July to identify key issues which are impacting on local businesses and traders.

The data collected will be used to fine tune information in our John Streep Improvement Plan and will form the platform for future discussions with the City of Salisbury and other key stakeholders.

Survey Details

May 2019 Survey: Distributed to all Association members and key stakeholders
Distributed surveys: 350
Returned surveys: 51
% of survey returned: 14.57%
Business areas covered: Gawler Street, Salisbury Highway, Wilshire Street, Church Street, John Street and Parabanks

Responses and key comments tabled below

* *Items marked with an * are already included for consideration by the City of Salisbury via the John Street Improvement Plan*

Key

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

On-going monitoring

Regular surveys, via Survey Monkey will encompass key ongoing issues and also collect data related to market confidence by business owners

Notes to accompany the report

- Responses varied depending on the location of the business e.g. John Street responses we different to Wiltshire and Church Street
- Anecdotal information has also been provided through customer and client comments through the various Association Facebook pages.

Comparison to 2016 survey

- Increased respondents by more than 60%
- Key areas of concern are mirrored in this report; however, improvements have been noted in some areas. E.g. rubbish and recycling.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Key areas of concern identified (and prioritised)

SALISBURY CITY CENTRE STREETS

1. Access to **Public Toilets**
2. **Clean street environment**
3. **Building** maintenance
4. **Footpaths** maintenance
5. **Lighting** maintenance and enhancement
6. **Attractive** street environment / streetscape

CUSTOMER / STAFF / VISITOR SAFETY & SECURITY

1. **Customers feel safe** during the day and/or night
1. **Antisocial behavior** is a problem during the day and/or night
2. More **police** patrols are needed
3. **More street security** is needed
4. **Greater CCTV** coverage is needed across the Salisbury City Centre

BUSINESS SUPPORT

1. **The mix of business types and shops** could be improved

MARKETING/PROMOTION/EVENTS

1. **Increase opportunities for B-2-B** cross selling, referral and promotion
2. **Increase events and activities** that bring people into the Salisbury City Centre
3. Offer a variety of daytime, event and weekend events to engage with and attract different market segments

PARKING & ACCESS

1. **Increased long-term parking** (3 hrs +)
2. **Continued promotion** of most appropriate parking areas to meet customers needs

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Where to from here

Address the areas of concern with the most relevant party/parties and develop strategies to address each of them. Then report back to members and monitor improvements.

Areas for consideration by or referral to:

City of Salisbury

- John Street and Surrounds Improvement Plan – Mainstreet beautification
- Improved long term parking options for traders and customers
- Footpath maintenance program
- City Treescape program and removal of identified trees
- Urgent need for the installation of public toilets
- Increased CCTV coverage, and signage indicating CCTV
- Increased street sweeping and cleaning schedule
- Increased lighting

SA Police

- Increased patrol numbers and visible presence across the City Centre
- Waiting times at Salisbury Police Station to make Police reports
- Accurate and timely Business Watch Data Reports
- Promotion of Crime Clearance Rates
- Policing of the dry zone
- Removal of beggars and vagrants,

Salisbury Business Association (and its members)

- Liaison with Property Owners re. condition and presentation of their building 'stock'
- Business Watch strategies including continued encouragement to report
- Tenancy mix and 'fit for purpose' use of existing sites
- Increased after hours trading
- Maintaining business facades in a neat and tidy fashion
- More attraction activities to reinforce Salisbury as a destination, increased Sunday patronage
- Greater showcasing of business diversity especially professional services, medical and allied health and banking options

Salisbury Business Association and the City of Salisbury

- Property Owner engagement around increased investment and site developments
- Entry point signage and totems
- Continue to drive and promote the shared vision, encouraging 'buy in' by traders and property owners
- City Pride initiatives for businesses, ratepayers and Council

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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The data collected will be used to fine tune information in our John Streep Improvement Plan and will form the platform for future discussions with the City of Salisbury and other key stakeholders.

Survey Details

May 2019 Survey: Distributed to all Association members and key stakeholders
Distributed surveys: 350
Returned surveys: 45
% of survey returned: 12.85%
Business areas covered: Gawler Street, John Street, Parabanks,

Key survey areas

- 1. SALISBURY CITY CENTRE STREETS**
- 2. CUSTOMER / STAFF / VISITOR SAFETY**
- 3. BUSINESS SUPPORT**
- 4. MARKETING/PROMOTION/EVENTS**
- 5. PARKING & ACCESS**

Responses and key comments tabled below

Key

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

On-going monitoring

Quarterly surveys, via Survey Monkey will encompass key ongoing issues and also collect data related to market confidence by business owners

Conduct a similar survey in the same time period in 2020 and compare results.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Survey

Statement
1. SALISBURY CITY CENTRE STREETS
The street environment / streetscape is attractive
<u>Comments</u>
<u>Overall Satisfaction Rating: 3</u>
The street environment is clean
<u>Comments:</u> Increased street cleaning schedule is required.
<u>Overall Satisfaction Rating: 2</u>
There are adequate rubbish bins and recycling bins
<u>Comments:</u> Strong satisfaction recorded in this area. Great to see dual bins in use, and removal of disgusting green wheelie bins.
<u>Overall Satisfaction Rating: 4</u>
Buildings are well maintained
<u>Comments:</u> Property and business owners should be doing more to enhance the look and feel of the streets. Greater pride in the way their premises and the areas around them look.
<u>Overall Satisfaction Rating: 2</u>
Footpaths are well maintained
<u>Comments:</u> More regular footpath maintenance programs needed
<u>Overall Satisfaction Rating: 2</u>
Lighting is very good
<u>Comments</u>
<u>Overall Satisfaction Rating: 2.8</u>
Shop fronts/facades are in good condition
<u>Comments</u>
<u>Overall Satisfaction Rating: 3.8</u>

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement
<i>SALISBURY CITY CENTRE STREETS (cont)</i>
Public toilets are readily accessible
<u>Comments</u>
<u>Overall Satisfaction Rating: 1.4</u>
Street and directional signage is good
<u>Comments</u>
<u>Overall Satisfaction Rating: 3.5</u>
Street banners/decorations are good
<u>Comments</u>
<u>Overall Satisfaction Rating: 3.8</u>
Trees and flower displays are good
<u>Comments</u>
<u>Overall Satisfaction Rating: 2.8</u>
Street furniture, seating and art displays are good
<u>Comments</u>
<u>Overall Satisfaction Rating: 3.2</u>
Visitors can find businesses and services
<u>Comments</u>
<u>Overall Satisfaction Rating: 3.6</u>

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement
2. CUSTOMER / STAFF / VISITOR SAFETY
a. Customers feel safe during the day
<u>Comments</u>
<u>Overall Satisfaction Rating: 2.5</u>
b. Customers feel safe at night
<u>Comments</u>
<u>Overall Satisfaction Rating: 2.0</u>
c. Antisocial behavior is a problem during the day
<u>Comments</u>
<u>Overall Satisfaction Rating: 4.0</u>
d. Antisocial behavior is a problem during the night
<u>Comments</u>
<u>Overall Satisfaction Rating: 4.5</u>
e. Shoplifting/bag snatching is a problem
<u>Comments</u>
<u>Overall Satisfaction Rating: 4.5</u>
f. I need crime prevention training
<u>Comments</u> : Not perceived as necessary at this point of time
<u>Overall Satisfaction Rating: 3.0</u>
g. Graffiti is an ongoing problem
<u>Comments</u> : Happening way too often
<u>Overall Satisfaction Rating: 4.5</u>
h. Drug dealing is a problem
<u>Comments</u> : Areas of John Street seem to attract this element
<u>Overall Satisfaction Rating: 3.5</u>
i. More police patrols are needed
<u>Comments</u> : Very little visible Police presence across the City Centre
<u>Overall Satisfaction Rating: 4.4</u>

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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j. More street security is needed

Comments

Overall Satisfaction Rating: 4.5

k. More CCTV is needed across the Salisbury City Centre

Comments

Overall Satisfaction Rating: 4.8

If you agreed with K, where is this needed most?

- Carparks
- Laneways

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement
3. BUSINESS SUPPORT
The Salisbury City Centre is a desired location for business
<u>Comments</u> <ul style="list-style-type: none"> More business diversity required to get the mix right More 7 day and evening traders needed More footpath dining areas needed
<u>Overall Satisfaction Rating:</u> 4.3
Businesses are well represented by the SBA
<u>Comments:</u> Feel well represented on many and diverse range of issues
<u>Overall Satisfaction Rating:</u> 4.5
I communicate with the Salisbury Business Association / Executive Officer often
<u>Comments:</u>
<u>Overall Satisfaction Rating:</u> 4.5
I know the Board Members
<u>Comments:</u> Nil
<u>Overall Satisfaction Rating:</u> 4.2
I receive regular newsletters/information
<u>Comments:</u> Excellent level of regular communication around relevant topics
<u>Overall Satisfaction Rating:</u> 5.0
a. More direct business support would benefit my business
<u>Comments:</u> Nil
<u>Overall Satisfaction Rating:</u> 3.0
The mix of shops could be improved
<u>Comments</u>
<u>Overall Satisfaction Rating:</u> 4.5
Vacant premises need to be filled
<u>Comments</u>
<u>Overall Satisfaction Rating:</u> 4.5

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement
4. MARKETING/PROMOTION/EVENTS
The Salisbury City Centre has a vision for the future
<u>Comments:</u> Nil
<u>Overall Satisfaction Rating:</u> 4.2
Marketing the City Centre has been effective
<u>Comments:</u> Much better than previously done, but there is of course more to be done
<u>Overall Satisfaction Rating:</u> 4.0
Marketing retailers in the City Centre has been effective
<u>Comments:</u> Good initiatives undertaken to promote and market the SCC and local businesses. Still more opportunities exist to increase market share for traders.
<u>Overall Satisfaction Rating:</u> 4.0
Events / promotions have increased my retail sales
<u>Comments:</u> We are definitely seeing more people coming into the City Centre as a result of promotions being done by the SBA, our local store, our head office, and other mediums such as increasing our Facebook presence, as well as the increase in local free events.
<u>Overall Satisfaction Rating:</u> 3.8
I get involved in marketing / promotion campaigns
<u>Comments:</u> Great more opportunities are being provided. Still areas for our business to be involved more.
<u>Overall Satisfaction Rating:</u> 3.6
Coordinated retail marketing would assist my business
<u>Comments:</u>
<u>Overall Satisfaction Rating:</u> 4.0

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement
4.a The most important events for Salisbury City Centre are:
Lunchtime concerts in Civic Square
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.0</u>
b. Family Fun Days
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.0</u>
c. Super Saturdays
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.5</u>
d. Christmas Parade
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.0</u>
e. Multicultural Wine/Food/Fashion
<u>Comments:</u>
<u>Overall Satisfaction Rating: 3.8</u>
f. Legal street art graffiti
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.5</u>
g. Street lighting displays
<u>Comments:</u>
<u>Overall Satisfaction Rating: 4.5</u>

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement		Rating
4.b Cost effective advertising to attract shoppers:		
a. Radio		3.5
b. Print – Messenger / Advertiser		3
c. Website		4.5
d. Social media / Facebook / email		4.8
e. Letterbox delivery		3
We currently advertise in these mediums (please circle)		
• TV		0
• Radio		4
• Print – Messenger, etc.		41
• Internet		40
• Facebook and other social media		37
• Letter Box Drops		11
• None of the above		1
Would you participate in joint marketing initiatives? <i>(Small costs may apply)</i>		
12	Messenger Press features	
3	PBA-FM radio features	
15	Promotional voucher booklets/cross marketing promotions e.g. SCC Passport	
10	Christmas Advent Calendar Promotion – 24 days of Christmas (1-24th Dec)	
	Other	

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Statement	Rating
5. PARKING & ACCESS	
a. There is enough short-term parking (15 – 30 minutes)?	4
b. There is enough medium-term parking (2 – 3 hours)?	3.5
c. There is enough long-term parking (3 hrs +)?	1.5
d. There is traffic congestion on weekdays	2.5
e. There is congestion on weekends	2
WHAT ARE THE TOP PRIORITIES / IMPROVEMENTS FOR THE SALISBURY CITY CENTRE	
1. Main Street beautification to match/fit with Council's Hub ❶	44
2. Better security/security presence and more regular policing/patrols ❸	31
3. Shopfront presentation – windows cleaned, posters on external shop walls, etc. ❹	30
4. Better parking Access ❶ & **	28
5. Increased lighting ❶ & ❸	19
6. Better signage for destinations ❶	9
7. Tenant / business type mix ❹	6
8. Tree issues ❶	4
9. More weekend events ❹	3
10. Making the community proud of the area	1
11. Increasing awareness of the professional services in Salisbury ❹	1
12. Increased footpath maintenance ❶	1
WHAT IS THE SINGLE BIGGEST CHALLENGE FACING YOUR BUSINESS OVER THE COMING 12 MONTHS?	
<i>List more than 1 if necessary</i>	
<ul style="list-style-type: none"> Extra City Centre toilets ❶ Cleaner street environment ❶ Removal of people begging from the precinct ❸ Long term trader/customer parking ❷ Premises not big enough and/or being run down ❹ Finding quality training staff 	
I would like to be involved in a future Salisbury City Centre Association Board	
YES / NO	

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Additional suggestions to improve business in the Salisbury City Centre:

As a Salisbury City Centre business, I can support other businesses and the City Centre by:

- Supporting locals and the community
- Continuing to serve as an SBA Board Member
- Cross referring clients
- Financial guidance and support

Survey Respondents

Business Name		Contact Person	Email	
Adelaide Hills Beef		Shireen	ahb@saqualitymeats.com.au	
AtWork Australia		Tracey Richardson	trichardson@atworkaustralia.com.au	
Australian Migration Options			salisbury@migrationoptions.com.au	
Commonwealth Bank		Jacque Canavan	Jacqueline.canavan@cba.com.au	
Cyrus Barber		Farhad Birgani	birgani_f@yahoo.com.au	
DBH Lawyers				
Edge Realty		Amy Sim	Amy.sim@edgerealty.com.au	
Gametraders Salisbury				
H&R Block		Serena Crossman-Pope	salisbury@hrblock.com.au	
Hair Centa		Carmel Tropepe	haircenta@gmail.com	
Heaps Cheap		Peter and Vishna	No email	
House of Gold Jewellers			houseofgold@ymail.com	
Hoyts Salisbury Cinemas		David Kochergen	dkochergen@hoyts.com.au	
Independent Institute of Food Processing		Susan & Stephan Knoll	Susan.knoll@iifp.sa.edu.au	
John Street Pharmacy		Zen	johnst@starpharmacy.com.au	
Mobara Japanese Restaurant		Tuan	kntpacific@gmail.com	
National Dental Care Salisbury		Karen White	reception@nationaldentalcare.com.au	
Northern Community Legal Service		Patsy	ncls@northernlegal.org.au	
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

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Northern Music Corner	Kirsten	krysten@musiccorner.com.au
Northern Volunteering SA Inc	Donatella Amos	executive@nvsa.org.au
Parabanks Dental		mikhvera@hotmail.com
Parabanks Shopping Centre	Melinda Fremlin	mfremlin@angaet.com.au
Pascale Legal	Angelina Pascale	admin@pascalelegal.com.au
Pizza Republic		miansalam5@gmail.com
PsychMed		psychmednorth@gmail.com
Raine and Horne R/E	Andrew Harvey	andrew.harvey@rh.com.au
Ramsay Electorate Office	Cathy	ramsay@parliamewnt.sa.gov.au
Salisbury Discount Pharmacy	Lina	salisbury@amtpharmacygroup.com.au
Salisbury House Medical & Dental Centre	Dianne	info@salisburyhouse.com.au
Salisbury Optometrists		info@salisburyoptometrist.com.au
Salvos Store	Store Managers	ss.salisbury@aus.salvationarmy.org
St Johns Church Salisbury	Rev. Stephen Bloor	stjohnsalisbury@bigpond.com
STP SuccessTax Professionals	Patel	patel@stptax.com
Anonymous	17	

- ❶ Identified in the John Street Improvement Plan
- ❷ Referred to City of Salisbury as part of its Parking Review
- ❸ Incorporated in our feedback to the City of Salisbury Safety and Security Strategy review
- ❹ SBA Board priorities for 2019/20

All information remains confidential, and the cumulative responses are shared with relevant stakeholders including the City of Salisbury, SA Police, Ramsay Electorate Office and others.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1