



# City of Playford Business Survey for Existing Businesses 2024

**Calling all businesses!** We want to hear about your experience working and doing business in our city. The information you share will help us understand how we can best support our 4,200+ local businesses to succeed.

The survey takes around 10 minutes, and by completing it, you will have the chance to enter a prize draw to win one of three \$100 Visa gift cards. Terms and conditions are available on the project page on City of Playford website.

**Our survey is open until 9 December 2024.**

## Your privacy is important to us

Whenever we seek information from you, we will de-identify your response. This means details about you and your business will remain private.

## About you

### 1. Choose the answer that best reflects you

- I own a business in City of Playford
- I manage or operate a business within City of Playford
- Other (please describe):

*\*If you are looking to start a new business in the City of Playford, please download/request the hard copy of the **2024 Business Survey for Start-Ups**.*

## About the business

### 2. Which suburb is the business located in?

### 3. Where is the business delivered from?

- From home
- I rent a space
- I own a space
- Other (please describe):

### 4. What industry is the business in?

**Please choose the answers that best reflects your business(s).** Further answers on page 2

- Administration
- Information Communication & Technology
- Agriculture/Horticulture
- Manufacturing



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- Art and Recreation
- Construction and Trade
- Education and Training
- Financial and Insurance Services
- Health Care and Social Assistance
- Hospitality
- Other (please describe):
- Professional Services
- Real Estate
- Retail
- Safety and Security
- Transport and Logistics
- Wholesale

## 5. Why do you choose to do business in City of Playford? Select all that apply.

- It's close to my customers
- It's close to my suppliers
- I live here
- I have access to transport corridors
- It's affordable
- Other (please describe):
- There's suitable land and availability
- I can access labour (people and skills)
- It's a growing city
- I like the amenities and lifestyle

## 6. How long has the business been operating?

- Less than 2 years
- 2-5 years
- 6-10 years
- More than 10 years

## 7. How many employees does the business have?

- 0-5
- 6-20
- 21-100
- More than 100

## 8. What is the annual business turnover?

- Under \$50,000
- Between \$50,000 and \$100,000
- Between \$100,000 and \$250,000
- Between \$250,000 and \$500,000
- More than \$500,000
- Prefer not to answer

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## Your business performance

### 9. How has the business been tracking in the last 12 months?

	Increased	Decreased	Stayed the same	Unsure	Prefer not to answer
Staff numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Can you tell us why?

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### 10. How do you expect these to change in the next 12 months?

	Increase	Decrease	Stay the same	Unsure	Prefer not to answer
Staff numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Can you tell us why?

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### 11. What are the top issues keeping you awake at night? Select all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Consumer Confidence                 | <input type="checkbox"/> Lack of profits               |
| <input type="checkbox"/> Cost increases                      | <input type="checkbox"/> Mental wellbeing of workforce |
| <input type="checkbox"/> Council rates                       | <input type="checkbox"/> Productivity                  |
| <input type="checkbox"/> Energy prices                       | <input type="checkbox"/> Supply chain issues           |
| <input type="checkbox"/> Generating sales/revenue            | <input type="checkbox"/> Worker absenteeism            |
| <input type="checkbox"/> Interest rate rises                 | <input type="checkbox"/> Workforce fatigue             |
| <input type="checkbox"/> Labour availability/staff shortages |  |
| <input type="checkbox"/> Other (please describe):            |  |

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12. Would you like to share more about these issues? (Optional)

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## Your employees

13. Do you have trouble finding and keeping suitable staff for your business?

Yes

No

I don't need to/I am not interested in employing staff

[If you answered 'No' or 'I don't need to/I am not interest in employing staff' go to question 17]

14. In your previous answer you said that you have trouble finding and keeping staff.

Number the boxes 1-5, where 1 is the area you have the most challenges in.

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Shortage of suitably qualified candidates    |
| <input type="checkbox"/> | Difficulty attracting appropriate candidates |
| <input type="checkbox"/> | Competition for the same skills              |
| <input type="checkbox"/> | Poaching from competitors                    |
| <input type="checkbox"/> | Unable to offer a competitive wage           |

15. Is there anything we have missed?

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16. Do you have a strategy to manage this in the future?

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## Overall satisfaction with City of Playford

### 17. Has your business had any contact with Council in the last 12 months?

- Yes                   **N**                   Unsure  
                                      o

[If you answered No or Unsure go to question 20]

### 18. What was the nature of your interaction? Select all that apply.

- Business support
- Food inspection
- General request – i.e. make a payment
- Planning application
- Rates
- Venue hire
- Other (please describe):
- 
- 

### 19. Overall how satisfied were you with your interaction?

- Very satisfied
- Satisfied
- Moderately satisfied
- Not very satisfied
- Not at all satisfied

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## Stretton Centre – supporting northern Adelaide businesses to flourish

The City of Playford’s Stretton Centre offers a variety of services for start-ups and growing businesses, including the services listed below. Visit [strettoncentre.com.au](http://strettoncentre.com.au) to learn more.

### 20. Thinking about the support you might need in the next 12 months, how important is each one to you?

	1 Not at all important	2 Somewhat unimportant	3 Neither /neutral	4 Somewhat important	5 Very important
Access to basic start-up information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growing my business online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Setting up my business online (ie, web development)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budget and finances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advocacy linking in with the right people – (i.e. government stakeholders and decision makers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events (which type?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 21. Are there any business support services we have missed, that you'd like to see?


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## Sentiment / Council's Delivery

22. How strongly do you agree or disagree with the following statements?

	1 Completely disagree	2 Slightly disagree	3 Neither /neutral	4 Slightly agree	5 Completely agree
I agree that Council is doing what it can to support local jobs and businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have noticed a positive change in the last 12 months when it comes to local business and employment in City of Playford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Overall, how likely are you to speak positively about City of Playford to your friends or family?

0 Not likely at all	1	2	3	4	5	6	7	8	9	10 Extremely likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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## Interest in future engagements

24. We are committed to listening and understanding your thoughts and experiences to help improve the outcomes for businesses and wider community in City of Playford.

Would you like to sign up to Stretton Centre's Business Support mailing list and be the first to know what's happening in the Playford business community? (If you don't receive it already of course!)

**Yes**  **No**

Would you be interested in talking more about starting/operating a business in Playford with our engagement and insights team to help us understand the issues you're facing and your recent experiences? This might include a 20-30 minute discussion over the phone, online, or face to face.

**Yes**  **No**

The Stretton Centre can help your business to:

- access local talent, including training and upskilling programs
- link to local or government-funded employment services
- access information on pre-employment programs or apprenticeships
- access funding or subsidies for hiring and training new employees
- connect with industry networks or local business support groups

Would you like to be contacted to learn more about these services?

**Yes**  **No**

25. Would you like to enter the prize draw?

**Yes**  **No**

If you selected **Yes** to one of the above options, please provide your details below.

Name

Email

Phone number

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# City of Playford Business Survey for Existing Businesses 2024

## How to submit this survey

**Drop off** Playford Civic Centre or Stretton Centre customer service desks

**Post** Attn: City of Playford Business Survey, 12 Bishopstone Road,  
Davoren Park SA 5113

**Email** [connected@playford.sa.gov.au](mailto:connected@playford.sa.gov.au)