



City of Playford Business Survey for Start-Ups 2024

Calling all start-ups! We want to hear about your experience planning to open a 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 want to start a business in City of Playford
- Other (please describe):

If you already operate a business in the City of Playford, please download/request the hard copy of the **2024 Business Survey for Existing Businesses.*

About the business

2. What industry are you looking to start your business in?

Please choose the answers that best reflects your business(s).

- | | |
|--|---|
| <input type="checkbox"/> Administration | <input type="checkbox"/> Information Communication & Technology |
| <input type="checkbox"/> Agriculture/Horticulture | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Art and Recreation | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Construction and Trade | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Education and Training | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Financial and Insurance Services | <input type="checkbox"/> Safety and Security |
| <input type="checkbox"/> Health Care and Social Assistance | <input type="checkbox"/> Transport and Logistics |
| <input type="checkbox"/> Hospitality | <input type="checkbox"/> Wholesale |
| <input type="checkbox"/> Other (please describe): <input type="text"/> | |



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3. When do you anticipate starting your business?

- 0 – 3 months
- 3 – 6 months
- 6 – 12 months
- More than 1 year
- Unsure

4. What motivated you to consider starting your own business? Select all that apply.

- Be your own boss
- Flexibility of work hours
- Saw an opportunity in the market
- Improve mental or physical health
- Improve job satisfaction
- Potential to earn higher income
- Pursue a passion
- Other (please describe):

5. What benefits do you see in starting a business in the City of Playford?

Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> It's close to my customers | <input type="checkbox"/> There's suitable land and availability |
| <input type="checkbox"/> It's close to my suppliers | <input type="checkbox"/> I can access labour (people and skills) |
| <input type="checkbox"/> I live here | <input type="checkbox"/> It's a growing city |
| <input type="checkbox"/> I have access to transport corridors | <input type="checkbox"/> I like the amenities and lifestyle |
| <input type="checkbox"/> It's affordable | |
| <input type="checkbox"/> Other (please describe): <input type="text"/> | |



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6. What have been the biggest challenges in your start-up journey? Select all that apply.

- Administration or planning
- Marketing and promotion
- Competition from other businesses
- Need new skills or training
- Cost of supplies
- Stress or other personal issues
- Finding a suitable location
- Tax, insurance or regulations
- Finding customers
- Time management
- Finding staff
- Website or social media
- Funding the business
- Other (please describe):

7. Would you like to share more about these challenges? (Optional)



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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 to learn more.

8. 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="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



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Sentiment / Council's Delivery

10. 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"/>

11. 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"/>	<input type="checkbox"/>



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Interest in future engagements

12. 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**

13. 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

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