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Walker, B., Webster, B., Wildy, A. (2005). *CBD economic enhancement project : final report*. Perth, Australia: Edith Cowan University.

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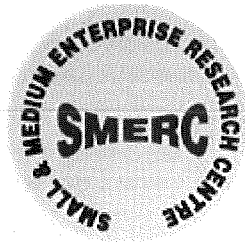
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CBD
Economic Enhancement Project

Final Report

March 2005



Small & Medium Enterprise Research Centre
Edith Cowan University

For the
City of Joondalup

Dr Beth Walker
Dr Beverley Webster
Anna Wildy

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EXECUTIVE SUMMARY

The City of Joondalup engaged the Small & Medium Enterprise Research Centre at Edith Cowan University to review the activities of the business community in the Central Business District (CBD) in order to support the City's strategic development plan. This report provides data to inform the future strategic decisions for the City concerning how it will grow and develop its CBD. The project aimed to identify the key indicators of current economic activity within the CBD, which could then be used to assist in the development of a more targeted approach to continuous growth and development strategies for the area.

A total of 520 surveys were distributed to businesses in the Joondalup CBD and a total of 173 completed surveys were returned, giving an overall response rate of 33%. The self administered survey was used to collect the following data:

- demographic information and information about the business
- business expectations
- the use of technology
- the use of business support services
- reasons for locating in Joondalup
- perceptions of the area and the council

Overall, businesses in the Central Business District were positive about the location and saw Joondalup as a long term investment. The majority of businesses in the CBD were enabled and many of the businesses had growth plans for 2005 which included employing staff, investing in new equipment and developing new local markets and products.

There were some issues relating to facilities and services in the area, in particular with parking and a perceived lack of atmosphere in some parts of the City. However many local businesses were not aware of some of the local business services that were currently available and most businesses owners did not avail themselves to what was available. Linking what is currently available would be one way to assist in the further economic development of the area.

In addition, following interviews with a selection of Joondalup business owners about their views on the CBD, the general consensus was to remove the emphasis from the CBD area to the entire Joondalup business area. In this way, businesses will be encouraged to foster more business to business trading, networks and relationships.

KEY FINDINGS

- Businesses appear to be locationally stable in the CBD, as 65% indicated they have only been located in Joondalup and 94% indicated they do not have any intention of moving from Joondalup in the next 12 months.
- 39% of businesses have customers based locally, while only 15% of suppliers were from the Joondalup area.
- Many business owners had intentions to further develop their business, with 46% indicating they would employ more staff, 57% indicating they would purchase new equipment and 52% indicating they would develop new markets. Only a few businesses anticipated moving to larger premises (6%) or expanding on their existing site (8%).
- Only 29% of the business owners were aware of any business related services offered by the City of Joondalup, yet 42% were aware of services offered by the Small Business Development Corporation (SBDC), 43% were aware of the services offered by the Joondalup Business Association and 27% were aware of the services offered by the North West Metro BEC. However this awareness did not translate into usage.
- The majority of business owners (68%) indicated they would attend programs specific to their business needs. Many (49%) prefer accessing information through emails, while only 4% preferred accessing information through seminars.
- The majority (83%) of businesses owners use both email and the Internet and 63% conduct business online. Additionally 56% have a business web page.
- Respondents consider Joondalup to be a growing area and were aware of the short term issues such as access and atmosphere. Business owners perceive Joondalup to be a good investment area and one that will expand.

RECOMMENDATIONS

- A more holistic approach to promotion of services currently available to local businesses is required. Many respondents were not aware of the business services offered by the City of Joondalup and the local BEC. Furthermore, some businesses believed the City should promote local business to business (B2B) and also promote Joondalup's businesses to the wider general community. Joondalup is the retail hub for the north and there were several comments made regarding having a major department store to be located in the area. Even though this survey did not include Lakeside, businesses in the CBD felt they would benefit exponentially from having a large department store in the shopping centre.
- Given the majority of businesses in Joondalup are connected to the Internet and most business owners indicate that email is their preferred form of accessing information, the City could use this medium for promotions and marketing to both a local and wider audience. This could be a strategic point of difference to attract businesses that have a technology focus with the possibility of developing a small north west 'technology park'.
- Targeting of other business types to give a more diverse industry spread, as the current mix has a high service orientation.
- Promotion of the City of Joondalup as a good investment area and an area that has good growth potential. However the substantial rental price variation needs to be addressed and a more consistent rental price structure needs to be achieved, especially as the majority of buildings are similar in age and there is not really an 'old Joondalup' area, which is common in other geographic areas.
- Continuation of localised business skills development programs with an emphasis on more collaboration and partnerships with other government agencies for funding purposes and also to ensure that Joondalup businesses have access to all available development opportunities.

- Change emphasis from specific CBD area and include the integration of the entire Joondalup business area. This would include businesses located on Winton Road, the Southern business district and Joondalup City North.
- There is currently a positive reaction to the development of the Joondalup area as a successful growing area for businesses. Shifting the focus from just the CBD as a discrete area may encourage business owners to transfer their goodwill from their particular area to the Joondalup area as a whole.
- Encourage the development of more family based entertainment in greater Joondalup. For example the recent WASO concert at the Country Club was successful as are the Friday night markets. This may draw visitors in from outlying areas and assist in Joondalup becoming a tourist and leisure area.
- Develop a more localised series of outdoor events. For example, local bands, or free Sunday concerts in Neil Hawkins Park.
- There is limited business to business trading due to the inherent difficulties with the supply chain for most businesses in the area. To cater for this demand, more land could be developed for light industrial usage which could encourage more business to business trading.

BACKGROUND

The central business district within the City of Joondalup has been enduring a slow growth period over the past five years, which has resulted in the closure of some small businesses and a high degree of vacancies in its business rental market. In order to address these issues the City of Joondalup sought to better understand the requirements of the business community in order to further assist and support strong growth of the commercial sector.

As a result the City of Joondalup engaged the Small & Medium Enterprise Research Centre at Edith Cowan University to review the activities of the business community in the Central Business District in order to support the City's strategic development plan. This report provides data to inform the future strategic decisions for the City concerning how it will grow and develop its CBD. The project aimed to identify the key indicators of current economic activity within the CBD, which could then be used to assist in the development of a more targeted approach to continuous growth and development strategies for the area.

METHODOLOGY

The quantitative aspect of this study involved the distribution of a self-administered survey to businesses in the Joondalup CBD and was administered in September 2004. The City of Joondalup provided a database which was qualified to identify the businesses to the area specified (see Appendix B). These businesses were qualified by a telephone call to:

- ensure the business was still in operation
- confirm the address
- obtain agreement to participate in the study.

Of the 520 surveys that were posted by mail a total of 85 surveys were returned using this method. To increase this initial response rate, the surveys were then hand delivered to these non responding businesses. A further 88 surveys were returned resulting in a total 173 completed surveys giving an overall response rate of 33%.

RESULTS

A copy of the survey is shown in Appendix C and detailed results for all questions are shown in Appendix D.

Demographic information

The respondents were asked their gender, age and where they lived in order to gain some basic demographic information. 59% of the respondents were male, and nearly half (46%) were between 41-50 years of age. Of the remainder, 22% were between 31-40 years and 19% were between 51-60 years of age. This replicates the general ageing of the population and highlights the baby boomer bulge which is evident in all population statistics. Further age and gender distribution is presented in Table 1.

Table 1: *Percentage of distribution of age and gender*

	Male (%)	Female (%)	Total (%)
Under 30	2	4	6
31-40	15	9	24
41-50	31	18	49
51-60	12	6	18
Over 60	2	1	3
Total	62	38	100

NB¹

The businesses

Half of all businesses are service industries, with a further 33% retail, 4% wholesale and 13% a combination of wholesale and retail.

Nearly two thirds (62%) of businesses in Joondalup are independently owned and operated, while 12% operate as a franchise and a further 11% operate as a subsidiary or a branch company. Accordingly, 72% of the respondents of the survey were the owners of the business and 13% were the managers.

¹ The percentages in the tables may not add up to 100 due to missing data

Length of business operation ranged from less than one year to over 50 years, with a small proportion of respondents (9%) reporting two years or less, 28% between 2-5 years, 29% between 6-10 years, 21% between 11-20 years and the remainder (8%) more than 20 years. This shows a good spread of business acumen within the local business community and that businesses that have been operating for a long period of time purposely relocated to Joondalup.

Respondents were also asked how long the business had been operating in Joondalup specifically. A slightly higher proportion (13% rather than 9%) had been operating for less than two years, 36% between 2 and 5 years, and 34% between 6 and 10 years. As would be expected because Joondalup is a young city, fewer business (11%) had been in operation in Joondalup between 11 and 20 years. These results are summarised in Table 2 below.

Table 2: *Percentage of length of business operation*

Years	Length of business operation (%)	Length of business operation in Joondalup (%)
< 2 years	9	13
2-5 years	28	36
6-10 years	29	34
11-20 years	21	11
>20 years	8	1

Businesses appear to be locationally stable in Joondalup, as 65% indicated they have only been located in Joondalup and 94% indicated they have no intention of moving from Joondalup in the next 12 months.

In regard to the rental cost per square metre in the CBD there was substantial variation, with 9% stating their rent was less than \$50 per square metre, 17% of businesses between \$51 and \$100, 14% between \$101 and \$150, 8% between \$151-\$200 and a further 11% between \$201 and \$250 per square metre. These results are summarised in Table 3 below.

Table 3: *Percentage of rental cost per square metre*

Cost per metre (\$)	Percentage
< 50	9
51-100	17
101-150	14
151-200	8
201-250	11
> 251	6

Business size

Most businesses who participated in this survey are micro businesses, employing less than 5 full time employees. Of the remaining 12% of businesses they employed between 6 and 20 full time employees. There were less people employed part time in the businesses with 45% employing less than 5 employees and 5% employing between 6 and 20 people part time.

Employees

The employment status of respondents is presented in Table 4 and shows the percentage of people working full time, part time, casually or in temporary or contract positions.

Table 4: *Percentage of employees*

Number of Employees	Full Time (%)	Part Time (%)	Casual (%)	Temporary/Contract (%)
< 5	78	45	23	6
6-20	12	4	4	0
>21	1	1	0	0

Fewer people were employed casually with 23% of businesses employing less than five people casually and 5% employing between 6 and 20 employees casually. Very few people were employed as a temporary staff or on a contract. Few businesses used either apprenticeships or traineeships as 5% of businesses had one apprentice, and 6% had one trainee.

Customers and suppliers

The respondents were asked a series of questions regarding where their customers and suppliers were based. 39% of customers were from the City of Joondalup area, and 28% were north of the river. The remaining customers were either from wider metropolitan area or from the rest of WA. In contrast, only 15% of the suppliers were from the City of Joondalup area, and the remaining were either from metropolitan Perth, all of WA, the eastern states or overseas. The low percentage of local suppliers may well be because of the high proportion of retail in the area. Due to the nature of the supply chain for retail, goods would need to be sourced from either wholesalers or manufacturers, which are known not to be located in the Joondalup Wanneroo area.

The rate of exporting products (4%) was consistent with the national average and would be expected as the majority of businesses are service enterprises who do not traditionally export. Any products that were exported went predominantly to Asia, and of the 4% businesses that were exporting most were exporting less than 5% of their product.

There may well be opportunities to develop more business to business activities generally in the area and also to increase the number of businesses who are exporting. This can be done in collaboration with other government agencies who deal specifically with these issues such as AusTrade.

Business expectations

The respondents were asked a series of questions about their business expectations over the next 12 months. Overall business expectations were high, with 46% indicating intentions to employ more staff. Of these, 19% said they would employ one person and 9% said they would employ two people. A further 20% were unsure whether they would employ more staff.

In addition to intentions regarding staff, respondents indicated the following growth activities:

- investing in new equipment (57%)
- developing new products and services (51%)
- developing new local markets (52%)
- developing new interstate markets (12%)
- developing new international markets (3%)
- moving to larger premises within Joondalup (6%)

Respondents were asked if they required assistance to achieve their growth expectations. In total, 33% that indicated that they did require assistance, with the main areas in:

- promotion (11%)
- marketing (8%)
- business planning (7%)

This is an area that the City may well want to pursue, in collaboration with other agencies such as the Small Business Development Corporation (SBDC) who are the state government agency responsible for small business activity and development. There are also other agencies that have interests in small business issues such as the Federal Office of Small Business and the state Department of Industry and Resources. The next section highlights the local awareness of current business support services.

Business support services

The respondents were asked if they were aware of local business services and whether they had accessed these services. Table 5 below indicates overall level of awareness and usage. There was a reasonably high level of awareness of the SBDC and the Joondalup Business Association, but a reasonably low rate of awareness of the local arm of the SBDC – the North West Metro Business Enterprise Centre. There was also a considerable difference between awareness and usage between all the nominated business services. More promotion and

visibility of current local business services could well help businesses in the CBD with the issues mentioned in the section above.

A current initiative by the Department of Education and Training to increase the management skills of small business owners is the Small Business Smart Business training voucher scheme, which was distributed via the BEC network and was therefore noted on the survey. Given that this scheme had been in operation for 3 years, the level of awareness and usage was very low.

Table 5: *Percentage of awareness of business services*

Business Service	Not aware of (%)	Aware of (%)	Aware of and Accessed (%)
City of Joondalup	48	29	11
North West Metro BEC	46	27	17
Other BECs	59	19	9
Small Business Development Corporation	28	42	19
Joondalup Business Association	27	43	20
Small Business Smart Business Training Vouchers	57	19	12

Even though overall awareness and usage of local initiatives was low respondents were generally positive about attending programs specific to their needs, with 68% indicated they would attend programs that they perceived would be of benefit to them. 49% preferred accessing information through emails, while 23% preferred the post and 13% preferred one-to-one interaction. However, only 4% indicated they prefer seminars, which suggests the mode of delivery of programs needs to be considered carefully.

Membership of business and professional associations

Respondents were asked if they belonged to any business and professional associations with 38% of respondents belonging to a business association and 37% belonging to a professional association.

The respondents were asked why they chose not to belong to a business association and the main reasons were:

- too busy (17%)
- no perceived value (12%)
- my business is too small (10%)
- too expensive (7%)

The respondents were asked why they chose not to belong to a professional association and the main reasons were:

- too busy (16%)
- no perceived value (19%)
- my business is too small (5%)
- too expensive (5%)

Respondents were also asked what were their expectations of associations, with 22% of respondents expecting a business/professional association to provide information and advice, while others expected networking (13%) and mentoring and support (10%). Similarly, 22% of the respondents expected a BEC to provide information and advice, while 3% expected networking and mentoring and support respectively.

Use of technology

The majority of businesses in the Joondalup Central Business District utilise some form of technology. 83% of businesses use both email and the Internet and 56% have a business web page. Respondents were asked if they had broadband access and although 54% respondents indicated they did, and 44% believed that broadband access would improve their business, it is not clear whether they understood what broadband access really is. For instance, when respondents were asked what type of broadband access they used, many listed their service provider. A small percentage of respondents (11%) indicated they did not intend to get access

to email or the Internet, while another 11% indicated they did intend to get access to email or the Internet. Of these people, 5% indicated they intend to get access within one year.

Many of the respondents (61%) indicated that they conducted business online. The remaining respondents who do not conduct business online indicated that either face-to-face contact was more beneficial to their business, or that conducting business online was not a suitable way to conduct their business. Other reasons included the cost was too high or that it was something they planned to do in the future.

Reasons for being in Joondalup

The respondents were asked to indicate on a scale from 1 to 6, (1 indicating strongly disagree and 6 indicating strongly agree) the extent to which they agreed with statements as to why they chose to locate their businesses in Joondalup. These results are summarised in Table 6 and are listed in order from the most common to the least common reasons.

Table 6: *Mean scores for reasons to be in Joondalup*

Reasons for being in Joondalup	N	Mean
It is a growing area	168	5.36
It is close to my customers	145	4.74
It is a good investment area	148	4.68
It is close to my home	161	4.44
It is close to major roads	153	4.43
I like the look of the area	147	4.35
It is close to other retail/commercial/industrial areas	150	4.33
It is a great business community	151	4.20
Space/land was readily available	142	4.15
I like the lease/rental areas	140	3.54
I liked the price of land	99	3.29
I liked the price of nearby housing	107	3.18
I bought an existing business	86	3.17
Reasonable council rates	121	2.38
It is close to my suppliers	109	2.14

The results indicate that business owners located in the Joondalup CBD perceive the area to be both a growth area (5.36) and a good investment area (4.68). Furthermore, Joondalup is convenient to their customers (4.74), other retail/commercial/industrial areas (4.33), and close to major roads (4.43). Although being close to home was an important factor (4.44), the respondents were not so positive about the prices of nearby houses (3.18). In accordance with perceiving Joondalup as a growing area, it follows that space/land would also be readily available (4.15).

Respondents were asked if they considered any other areas prior to locating to Joondalup. Just under half (42%) indicated that they considered other areas with the most common areas being Wangara, Balcatta and Malaga. Respondents were also asked if they thought that from a business perspective Joondalup lacked any facilities. Over half (54%) indicated that Joondalup did not lack facilities while 37% indicated that there were some issues with having a business in the Joondalup CBD. Parking and access were the major concerns (10%), while another 5% commented on the lack of atmosphere and 2% commented on the lack of night life.

Services and facilities in Joondalup

The final section of the survey was open ended to give respondents an opportunity to comment on the services offered by the City of Joondalup that they had utilized in the past 12 months and also about business activity in general. In relation to City of Joondalup services and facilities 20% of the respondents declined to answer this question and 48% indicated that they did not use any of the services provided. Of the remaining 30%, the services that were most commonly used were:

- planning, which included town planning, development and building permits;
- cultural events, such as the Joondalup Festival, the markets and the community art;
- the library;
- Health Department, such as waste management, dog barking section and mosquito enquiries;
- training, such as training for better business.

Business development

Businesses were asked to indicate the role that they saw the City of Joondalup playing in their business development. 25% of the respondents declined to answer the question and 37% indicated that they did not see the City of Joondalup playing any role in their business development. The comments made regarding the role of the City in business development included several key areas such as:

- Promotion of businesses and the Joondalup area generally. For example, some responses were:
 - *“We would like to work with other businesses to cross promote our businesses and gain better awareness”*
 - *“Promote the region as an alternative to Perth and Mandurah”*
 - *“Increase Joondalup’s exposure as the ‘North’s Centre’”*
- Parking, access to land and street signage:
 - *“Access to land in the business park for a reasonable rate”*
 - *“Provide good access via signage and routes for a reasonable rate”*
- Fostering a community spirit:
 - *“The City of Joondalup needs to assist in the development of an atmosphere or culture which will lead the city to become more than just a 9 – 5 job opportunity and overcome the weekend ghost town image which it seems to have developed”*
 - *“Keep the streets clean and safe and keep up with the festival and Night Markets – this attracts tourists to the area which is important for my business”*

- Providing mentoring and support to businesses:
 - *“Continue with helping small business to grow”*
 - *“Use more local services rather than those outside the city”*
- Providing expedient building approvals and low rates:
 - *“Headaches with signage and building approvals”*
 - *“Lower rates and enforcing a ‘buy local’ policy”*

General comments

Respondents were asked to make any general comments about the City of Joondalup. Only 30% responded with general comments and included comments on four broad categories, which were the council itself, business issues, specific faculties and the overall ambiance of the area. It should be noted that the majority of respondents did not answer this question so the comments shown below are from individuals (who may well have their own agendas), as opposed to groups and should therefore not be taken as evidence of a groundswell of popular opinion against the City. However in the interests of transparency some of the comments have been included.

- Comments on the Council:
 - *“The City needs to demonstrate sound civic leadership and be more visionary in its approach. It has become somewhat inward thinking and negative in recent years”*
 - *“The City staff are politically motivated councillors or employees and do not have an appreciation of how to run a business or be self employed”*

- Comments regarding supporting and promoting local businesses:
 - *“I feel that the City of Joondalup makes it hard for new businesses to come to Joondalup and have heard of businesses going elsewhere because of this. They are not willing to have events here and take a long time to come to decisions which other councils do quickly”*
 - *“I don’t feel that the City of Joondalup promotes local business within this area”*
- Comments regarding traffic and parking issues:
 - *“There is not enough parking for employees or customers”*
 - *“Traffic problems in Business Park”*
- Comments regarding lack of atmosphere:
 - *“Encourage evening trading in central area of Joondalup to promote community interaction, fine dining and entertainment for nearby residents”.*
 - *“The ‘City Walk’ needs developing with restaurants, theatres and other facilities to draw people through”*
 - *“Joondalup has no soul. Nothing to sway people away from the shopping centre”*

Appendix A Interview results

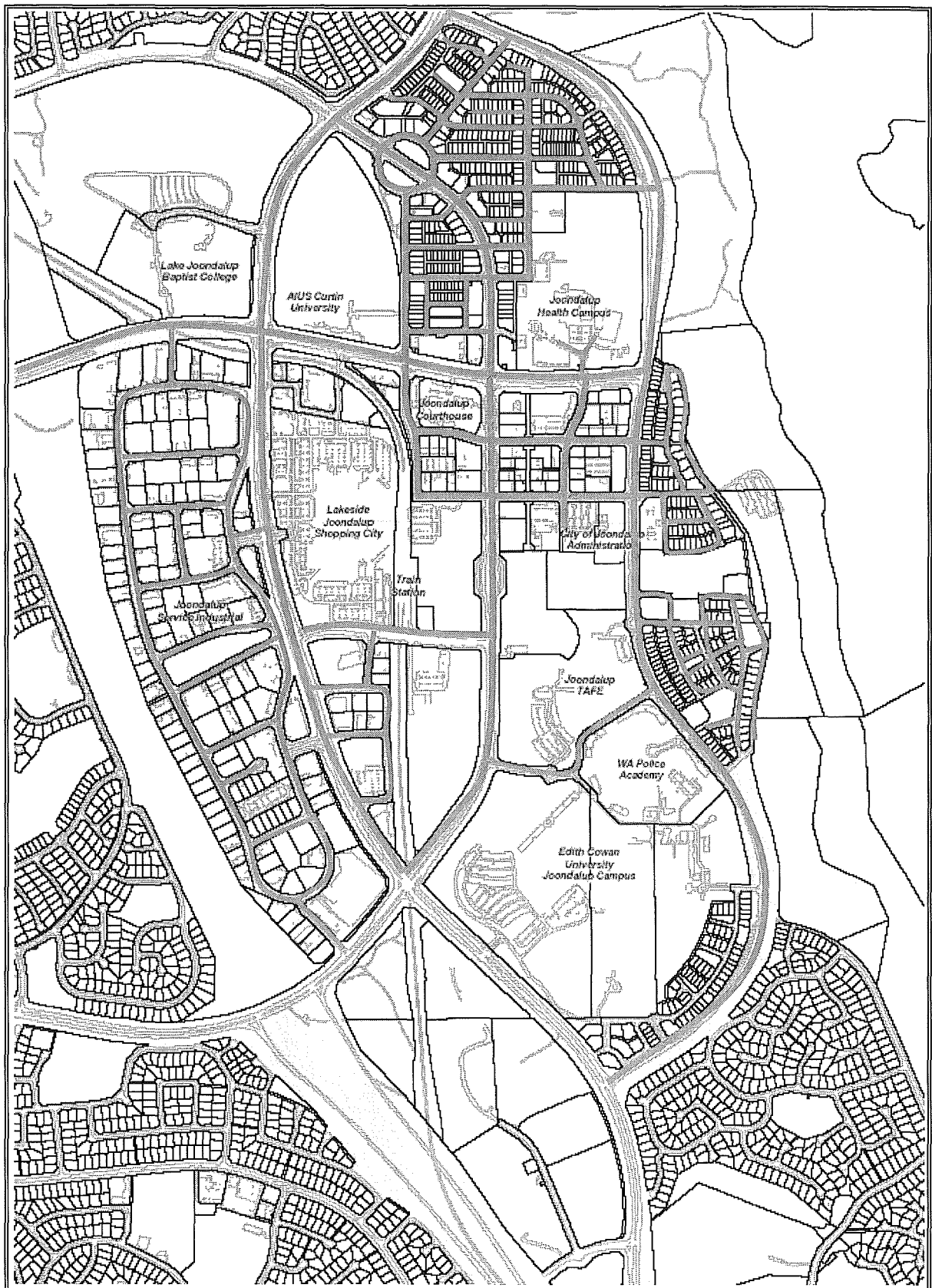
BACKGROUND

In December 2004, an interim report was presented to the City of Joondalup, providing data that informed the future strategic decisions for the City concerning how it will grow and develop its CBD. Following the report, in-depth interviews were conducted with local Joondalup business owners to expand on the issues raised in the survey, and to give local businesses an opportunity to express opinions on the CBD.

The interviews were used to collect data on the following issues relating to the CBD:

- incentives to utilise the area more
- business to business opportunities and networks – suppliers and customers
- information regarding growth and development opportunities
- business growth and development
- business relationships with the City of Joondalup
- future development opportunities

Overall, businesses in the Joondalup area were positive about the location and saw Joondalup as a long term investment. There were some issues relating to facilities and services in the area, in particular parking difficulties and a perceived lack of atmosphere in some parts of the City, including the CBD. The comments are what the participants stated in the interviews and therefore relate to issues and solutions that are pertinent to them as individuals. Council may not be in a position to address some of the issues and solutions, such as using TV as an advertising medium, however in the interests of transparency these comments have been recorded.



JOONDALUP CITY CENTRE



Prepared by City of Joondalup - Approvals Planning and Environmental Services - Urban Design & Policy, Cartographic Section.

Appendix C Survey

CBD Enhancement Questionnaire



The Business

1. What is the business? (eg. panel beater, cabinet maker, deli/café – please be as specific as possible)

2. What is your business function?
₁ Wholesale
₂ Retail
₃ A combination of both
₄ Service
3. Is your operation in Joondalup: (please tick one box only)
₁ Independently owned & operated (Sole trader)
₂ A head office company
₃ A subsidiary or branch company
₄ A franchise
₅ Other (please specify) _____
4. What is your position/job title?
₁ Owner ₂ Manager
₃ Supervisor
₄ Other (please specify) _____
5. How many years has the business been in operation?

6. How many years has the business been in Joondalup?

7. Has this business only been located in Joondalup?
₁ Yes ₀ No
a) If no, where was your business located previously?

8. Do you have any intention to move from Joondalup in the next 12 months?
₁ Yes ₀ No
If yes, where & why?

9. How many people work in this business (**including** yourself)?
_____ Full-time
_____ Part-time
_____ Casual
_____ Temporary/contract
10. What is the rental cost per square meter (\$)?
₁ >50 ₄ 151-200
₂ 51-100 ₅ 201-250
₃ 101-150 ₆ 251+
11. How many of your staff are involved in:
a) Apprenticeships _____
b) Traineeships _____

Your Customers/Clients

12. Where are the **majority** of your customers located? (please tick one box only)
₁ Joondalup City Centre ₆ All of WA
₂ City of Joondalup ₇ Eastern States
₃ Joondalup & Wanneroo ₈ Overseas
₄ All of north of the river ₉ Don't know
₅ All of metropolitan Perth
13. Do you export any of your products?
₁ Yes ₀ No
a) If yes, where is your main market?

b) How much of your product is exported?
_____ %

Your Suppliers (business inputs)

14. Where are the **majority** of your suppliers located? (please tick one box only)
₁ Joondalup City Centre ₆ All of WA
₂ City of Joondalup ₇ Eastern States
₃ Joondalup & Wanneroo ₈ Overseas
₄ All of north of the river
₅ All of metropolitan Perth

Your Business Expectations

15. In the next 12 months, do you intend to:
a) Employ more staff?
₁ Yes ₂ No ₃ Not sure
If yes, approximately how many?

b) Invest in new equipment?
₁ Yes ₂ No ₃ Not sure
c) Develop new products or services?
₁ Yes ₂ No ₃ Not sure
d) Develop new local markets?
₁ Yes ₂ No ₃ Not sure
e) Develop new national/interstate markets?
₁ Yes ₂ No ₃ Not sure
f) Develop new international markets?
₁ Yes ₂ No ₃ Not sure
g) Move to larger premises within Joondalup?
₁ Yes ₂ No ₃ Not sure
h) Expand on existing site?
₁ Yes ₂ No ₃ Not sure

16. Do you require assistance in achieving any of your expectations for growth?

- ₁ Yes ₀ No

a) If yes, what type of assistance?

- ₁ Customer Service ₄ Marketing
₂ Promotion ₅ Human Resource Management
₃ Business Planning ₆ Other

17. If the City of Joondalup facilitated a program specific to your business/industry, would you participate?

- ₁ Yes ₀ No

b) If not, why?

- ₁ Too expensive ₂ No perceived value
₃ My business is too small ₄ I'm too busy
₅ Elitist
₆ Other (please specify) _____

22. What services do you expect a business/professional organisation to provide?

23. What services do you expect a Business Enterprise Centre to provide?

Business Support Services

18. Are you aware of, and have you accessed, the business services offered by: (please tick appropriate box)

	Not Aware of	Aware of	Aware of and Accessed
City of Joondalup			
North West Metro Business Enterprise Centre			
Other Business Enterprise Centres			
Small Business Development Corporation			
Joondalup Business Association			
Small Business Smart Business Training Vouchers			

19. What is your preferred method of accessing information?

- ₁ Email ₂ One-to-one ₃ Postal
₄ Seminar ₅ Newsletter updates
₆ Other (please specify) _____

20. Are you a member of any business associations?

- ₁ Yes ₀ No

a) If yes, which ones?

b) If not, why?

- ₁ Too expensive ₂ No perceived value
₃ My business is too small ₄ I'm too busy
₅ Elitist
₆ Other (please specify) _____

21. Are you a member of any professional associations?

- ₁ Yes ₀ No

a) If yes, which ones?

Technology

24. Does your business use email?

- ₁ Yes ₀ No

25. Does your business use the Internet?

- ₁ Yes (Go to Q 27) ₀ No

26. Does your business intend to get access to email or Internet?

- ₁ Yes ₀ No

a) If yes, do you intend to get one within:

- ₁ one year ₂ two years

27. Do you conduct business online?

- ₁ Yes ₀ No

a) If no, why not?

b) If not, do you feel you need assistance?

- ₁ Yes ₀ No

28. Do you have a business webpage?

- ₁ Yes ₀ No

29. Do you have broadband?

- ₁ Yes ₂ No ₃ Don't Know

a) If yes, what type?

30. Do you think broadband access would improve your business?

- ₁ Yes ₀ No

Reasons for Being in Joondalup

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Joondalup as your business location. If the question is not applicable or you are not sure, please circle 9. Please answer **all** questions.

I chose Joondalup as my business location because...

	Strongly Disagree					Strongly Agree	Not applicable
32. It is close to my suppliers	1	2	3	4	5	6	9
33. It is close to my customers	1	2	3	4	5	6	9
34. It is close to my home	1	2	3	4	5	6	9
35. It is close to major roads	1	2	3	4	5	6	9
36. Space/land was readily available	1	2	3	4	5	6	9
37. It is close to other retail/commercial/industrial areas	1	2	3	4	5	6	9
38. I liked the look of the area	1	2	3	4	5	6	9
39. I liked the lease/rental prices	1	2	3	4	5	6	9
40. I liked the price of land	1	2	3	4	5	6	9
41. I liked the price of nearby housing	1	2	3	4	5	6	9
42. Reasonable council rates	1	2	3	4	5	6	9
43. It is a growing area	1	2	3	4	5	6	9
44. It is a good investment area	1	2	3	4	5	6	9
45. I bought an existing business	1	2	3	4	5	6	9
46. It is a great business community	1	2	3	4	5	6	9
47. Other (please specify) _____	1	2	3	4	5	6	9

48. When choosing Joondalup, did you consider any other areas?

Yes No

a) If yes, where?

49. From a business point of view, does Joondalup lack any facilities?

Yes No

a) If yes, what are they?

The City of Joondalup

50. What City of Joondalup services have you used in the past 12 months? (ie planning & development, training and cultural events)

51. What role do you see the City of Joondalup playing in your business development?

52. Please feel free to add any further comments you may have on the City of Joondalup or issues in general.

53. Would you like to take part in a discussion about issues concerning doing business in Joondalup?

₁ Yes ₀ No

(If yes, please ensure you complete your details at the end of this survey)

About Yourself (optional)

54. Are you: ₁ Male ₂ Female

55. Your age: ₁ Under 30 ₂ 31 – 40 ₃ 41 – 50
 ₄ 51 – 60 ₅ Over 60

56. What is your home postcode? _____

Please fill in your name and contact details, or attach your business card so that you can go into the prize draw to win a **\$250.00** voucher to be spent at any Joondalup business of your choice. The first 50 surveys received will also receive a free movie voucher. This last section is optional.

Name: _____

Business: _____

Address: _____

Telephone: _____

Email: _____

Thank you for taking time to complete this questionnaire. Your answers will be very helpful in assisting the City of Joondalup in formulating better business strategies for Joondalup.

Appendix D Full results

gentype ANZSIC Industry category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1.7	1.7	1.7
Communication Services	3	1.7	1.7	3.5
Finance and Insurance	11	6.4	6.4	9.8
Property and Business Services	26	15.0	15.0	24.9
Education	2	1.2	1.2	26.0
Health and Community Services	16	9.2	9.2	35.3
Cultural and Recreational Services	5	2.9	2.9	38.2
Personal and Other Services	10	5.8	5.8	43.9
Manufacturing	19	11.0	11.0	54.9
Electricity Gas & Water	2	1.2	1.2	56.1
Construction	12	6.9	6.9	63.0
Wholesale Trade	8	4.6	4.6	67.6
Retail Trade	52	30.1	30.1	97.7
Accommodation Cafes and Restaurants	3	1.7	1.7	99.4
Transport and Storage	1	.6	.6	100.0
Total	173	100.0	100.0	

q2 What is your business function?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wholesale	7	4.0	4.0	4.0
Retail	58	33.5	33.5	37.6
A combination of both	22	12.7	12.7	50.3
Service	86	49.7	49.7	100.0
Total	173	100.0	100.0	

q3 Is your operation in Joondalup:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Independently owned and operated (sole trader)	108	62.4	62.8	62.8
A head office company	9	5.2	5.2	68.0
A subsidiary or branch company	19	11.0	11.0	79.1
A franchise	22	12.7	12.8	91.9
Other	14	8.1	8.1	100.0
Total	172	99.4	100.0	
Missing System	1	.6		
Total	173	100.0		

q4 What is your position/job title?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner	126	72.8	72.8	72.8
	Manager	24	13.9	13.9	86.7
	Supervisor	4	2.3	2.3	89.0
	Other	19	11.0	11.0	100.0
	Total	173	100.0	100.0	

q5a Collapsed Length of business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2 years	17	9.8	10.1	10.1
	2-5 years	49	28.3	29.0	39.1
	6-10 years	51	29.5	30.2	69.2
	11-20 years	37	21.4	21.9	91.1
	>20 years	15	8.7	8.9	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		

q6a Collapsed Length in Joondalup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2 years	24	13.9	14.4	14.4
	2-5 years	63	36.4	37.7	52.1
	6-10 years	60	34.7	35.9	88.0
	11-20 years	19	11.0	11.4	99.4
	>20 years	1	.6	.6	100.0
	Total	167	96.5	100.0	
Missing	System	6	3.5		
Total		173	100.0		

q7 Has this business only been located in Joondalup?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	58	33.5	33.9	33.9
	Yes	113	65.3	66.1	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q8 Do you have any intention to move from Joondalup in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	164	94.8	94.8	94.8
	Yes	9	5.2	5.2	100.0
	Total	173	100.0	100.0	

q9aa Collapsed Number of people working full time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 employees	136	78.6	85.5	85.5
	6-20 employees	21	12.1	13.2	98.7
	>21employees	2	1.2	1.3	100.0
	Total	159	91.9	100.0	
Missing	System	14	8.1		
Total		173	100.0		

q9bb Collapsed number of people working part time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 employees	78	45.1	88.6	88.6
	6-20 employees	7	4.0	8.0	96.6
	>21employees	3	1.7	3.4	100.0
	Total	88	50.9	100.0	
Missing	System	85	49.1		
Total		173	100.0		

q9cc Collapsed number of people employed casually

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 employees	41	23.7	83.7	83.7
	6-20 employees	7	4.0	14.3	98.0
	>21employees	1	.6	2.0	100.0
	Total	49	28.3	100.0	
Missing	System	124	71.7		
Total		173	100.0		

q9dd Collapsed number of people employed temporary/contract

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 employees	12	6.9	85.7	85.7
	6-20 employees	1	.6	7.1	92.9
	>21employees	1	.6	7.1	100.0
	Total	14	8.1	100.0	
Missing	System	159	91.9		
Total		173	100.0		

q10 What is the rental cost per square meter \$?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>50	17	9.8	14.5	14.5
	51-100	31	17.9	26.5	41.0
	101-150	25	14.5	21.4	62.4
	151-200	14	8.1	12.0	74.4
	201-250	19	11.0	16.2	90.6
	251+	11	6.4	9.4	100.0
	Total	117	67.6	100.0	
Missing	System	56	32.4		
Total		173	100.0		

q11a How many staff are involved in apprenticeships?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	12	6.9	40.0	40.0
	1	10	5.8	33.3	73.3
	2	6	3.5	20.0	93.3
	3	2	1.2	6.7	100.0
	Total	30	17.3	100.0	
Missing	System	143	82.7		
Total		173	100.0		

q11b How many staff are involved in traineeships?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	13	7.5	40.6	40.6
	1	12	6.9	37.5	78.1
	2	4	2.3	12.5	90.6
	3	1	.6	3.1	93.8
	10	1	.6	3.1	96.9
	19	1	.6	3.1	100.0
	Total	32	18.5	100.0	
Missing	System	141	81.5		
Total		173	100.0		

q12 Where are the majority of your customers located?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.6	.6	.6
	Joondalup City Centre	5	2.9	2.9	3.5
	City of Joondalup	10	5.8	5.8	9.2
	Joondalup and Wanneroo	52	30.1	30.1	39.3
	All of north of the river	49	28.3	28.3	67.6
	All of metropolitan Perth	23	13.3	13.3	80.9
	All of WA	26	15.0	15.0	96.0
	Eastern States	2	1.2	1.2	97.1
	Overseas	1	.6	.6	97.7
	Don't know	4	2.3	2.3	100.0
	Total	173	100.0	100.0	

q13 Do you export any of your products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	163	94.2	95.3	95.3
	Yes	8	4.6	4.7	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q13a If yes, where is your main market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		166	96.0	96.0	96.0
	Asia	1	.6	.6	96.5
	Cocos Islands	1	.6	.6	97.1
	Europe	1	.6	.6	97.7
	Indonesia	1	.6	.6	98.3
	Japan	1	.6	.6	98.8
	New Zealand	1	.6	.6	99.4
	Saudi Arabia	1	.6	.6	100.0
Total		173	100.0	100.0	

q13b What percent of your product is exported?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	4	2.3	36.4	36.4
	1.00	1	.6	9.1	45.5
	2.00	1	.6	9.1	54.5
	5.00	4	2.3	36.4	90.9
	95.00	1	.6	9.1	100.0
	Total	11	6.4	100.0	
Missing	System	162	93.6		
Total		173	100.0		

q14 Where are the majority of your suppliers located?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joondalup City Centre	10	5.8	6.1	6.1
	City of Joondalup	4	2.3	2.4	8.5
	Joondalup and Wanneroo	11	6.4	6.7	15.2
	All of north of the river	23	13.3	13.9	29.1
	All of metropolitan Perth	60	34.7	36.4	65.5
	All of WA	22	12.7	13.3	78.8
	Eastern States	28	16.2	17.0	95.8
	Overseas	7	4.0	4.2	100.0
	Total	165	95.4	100.0	
Missing	System	8	4.6		
Total		173	100.0		

q15a In the next 12 months do you intend to employ more staff?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	80	46.2	46.2	46.2
No	58	33.5	33.5	79.8
Not sure	35	20.2	20.2	100.0
Total	173	100.0	100.0	

q15a1 If yes, approximately how many?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	33	19.1	53.2	53.2
2	16	9.2	25.8	79.0
3	9	5.2	14.5	93.5
4	2	1.2	3.2	96.8
5	1	.6	1.6	98.4
12	1	.6	1.6	100.0
Total	62	35.8	100.0	
Missing System	111	64.2		
Total	173	100.0		

q15b Invest in new equipment?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	57.8	58.5	58.5
No	47	27.2	27.5	86.0
Not sure	24	13.9	14.0	100.0
Total	171	98.8	100.0	
Missing System	2	1.2		
Total	173	100.0		

q15c Develop new products or services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	89	51.4	52.7	52.7
No	53	30.6	31.4	84.0
Not sure	27	15.6	16.0	100.0
Total	169	97.7	100.0	
Missing System	4	2.3		
Total	173	100.0		

q15d Develop new local markets?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	90	52.0	53.6	53.6
No	50	28.9	29.8	83.3
Not sure	28	16.2	16.7	100.0
Total	168	97.1	100.0	
Missing System	5	2.9		
Total	173	100.0		

q15e Develop new national/interstate markets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	12.1	12.5	12.5
	No	129	74.6	76.8	89.3
	Not sure	18	10.4	10.7	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q15f Develop new international markets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	3.5	3.6	3.6
	No	143	82.7	86.1	89.8
	Not sure	17	9.8	10.2	100.0
	Total	166	96.0	100.0	
Missing	System	7	4.0		
Total		173	100.0		

q15g Move to larger premises within Joondalup?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	6.9	7.3	7.3
	No	129	74.6	78.2	85.5
	Not sure	24	13.9	14.5	100.0
	Total	165	95.4	100.0	
Missing	System	8	4.6		
Total		173	100.0		

q15h Expand on existing site?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	8.7	8.9	8.9
	No	134	77.5	79.8	88.7
	Not sure	19	11.0	11.3	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q16 Do you require assistance in achieving any of your expectations for growth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	112	64.7	65.5	65.5
	Yes	58	33.5	33.9	99.4
	2	1	.6	.6	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q16a If yes, what type of assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Customer Service	3	1.7	5.2	5.2
	Promotion	19	11.0	32.8	37.9
	Business Planning	13	7.5	22.4	60.3
	Marketing	15	8.7	25.9	86.2
	Human Resource Management	3	1.7	5.2	91.4
	Other	5	2.9	8.6	100.0
	Total	58	33.5	100.0	
Missing	System	115	66.5		
Total		173	100.0		

q17 If the City of Joondalup facilitated a program specific to your business/industry, would you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	20.2	22.7	22.7
	Yes	119	68.8	77.3	100.0
	Total	154	89.0	100.0	
Missing	System	19	11.0		
Total		173	100.0		

q18a Business Services offered by City of Joondalup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	84	48.6	54.2	54.2
	Aware of	51	29.5	32.9	87.1
	Aware of and Accessed	20	11.6	12.9	100.0
	Total	155	89.6	100.0	
Missing	System	18	10.4		
Total		173	100.0		

q18b Business Services offered by North West Metro BEC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	81	46.8	50.9	50.9
	Aware of	48	27.7	30.2	81.1
	Aware of and Accessed	30	17.3	18.9	100.0
	Total	159	91.9	100.0	
Missing	System	14	8.1		
Total		173	100.0		

q18c Business Services offered by other BEC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	102	59.0	67.5	67.5
	Aware of	33	19.1	21.9	89.4
	Aware of and Accessed	16	9.2	10.6	100.0
	Total	151	87.3	100.0	
Missing	System	22	12.7		
Total		173	100.0		

q18d Business Services offered by Small Business Development Corporation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	49	28.3	31.6	31.6
	Aware of	73	42.2	47.1	78.7
	Aware of and Accessed	33	19.1	21.3	100.0
	Total	155	89.6	100.0	
Missing	System	18	10.4		
Total		173	100.0		

q18e Business Services offered by Joondalup Business Assn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	48	27.7	30.2	30.2
	Aware of	75	43.4	47.2	77.4
	Aware of and Accessed	36	20.8	22.6	100.0
	Total	159	91.9	100.0	
Missing	System	14	8.1		
Total		173	100.0		

q18f Business Services offered by Small Business Smart Business Training Vouchers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not aware of	100	57.8	64.5	64.5
	Aware of	34	19.7	21.9	86.5
	Aware of and Accessed	21	12.1	13.5	100.0
	Total	155	89.6	100.0	
Missing	System	18	10.4		
Total		173	100.0		

q19 What is your preferred method of accessing information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Email	86	49.7	50.9	50.9
	One-to-one	23	13.3	13.6	64.5
	Postal	41	23.7	24.3	88.8
	Seminar	8	4.6	4.7	93.5
	Newsletter updates	7	4.0	4.1	97.6
	Other	4	2.3	2.4	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		

q20 Are you a member of any business associations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	104	60.1	61.2	61.2
	Yes	66	38.2	38.8	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q20b If not, why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too expensive	13	7.5	13.1	13.1
	No perceived value	21	12.1	21.2	34.3
	My business is too small	18	10.4	18.2	52.5
	I'm too busy	31	17.9	31.3	83.8
	Elitist	2	1.2	2.0	85.9
	Other	14	8.1	14.1	100.0
	Total	99	57.2	100.0	
Missing	System	74	42.8		
Total		173	100.0		

q21 Are you a member of any professional associations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	103	59.5	61.3	61.3
	Yes	65	37.6	38.7	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q21b If not, why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too expensive	9	5.2	10.1	10.1
	No perceived value	34	19.7	38.2	48.3
	My business is too small	9	5.2	10.1	58.4
	I'm too busy	28	16.2	31.5	89.9
	Elitist	2	1.2	2.2	92.1
	Other	7	4.0	7.9	100.0
	Total	89	51.4	100.0	
Missing	System	84	48.6		
Total		173	100.0		

q22a Collapsed what services do you expect a business/professional organisation to provide?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information/Advice	39	22.5	38.6	38.6
	Networking	13	7.5	12.9	51.5
	Mentoring/Support	10	5.8	9.9	61.4
	Training	2	1.2	2.0	63.4
	Marketing	4	2.3	4.0	67.3
	Lobbying	3	1.7	3.0	70.3
	Other	18	10.4	17.8	88.1
	Not sure	12	6.9	11.9	100.0
	Total	101	58.4	100.0	
Missing	System	72	41.6		
Total		173	100.0		

q23a Collapsed what services do you expect a BEC to provide?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information/Advice	39	22.5	42.9	42.9
	Networking	5	2.9	5.5	48.4
	Mentoring/Support	6	3.5	6.6	54.9
	Training	5	2.9	5.5	60.4
	Marketing	6	3.5	6.6	67.0
	Other	12	6.9	13.2	80.2
	Not sure	18	10.4	19.8	100.0
	Total	91	52.6	100.0	
Missing	System	82	47.4		
Total		173	100.0		

q24 Does your business use email?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	28	16.2	16.3	16.3
	Yes	144	83.2	83.7	100.0
	Total	172	99.4	100.0	
Missing	System	1	.6		
Total		173	100.0		

q25 Does your business use the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	15.6	15.8	15.8
	Yes	144	83.2	84.2	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q26 Does your business intend to get access to email or Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	11.6	50.0	50.0
	Yes	20	11.6	50.0	100.0
	Total	40	23.1	100.0	
Missing	System	133	76.9		
Total		173	100.0		

q26a If yes, do you intend to get one within?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one year	9	5.2	81.8	81.8
	two years	2	1.2	18.2	100.0
	Total	11	6.4	100.0	
Missing	System	162	93.6		
Total		173	100.0		

q27 Do you conduct business online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	64	37.0	37.6	37.6
	Yes	106	61.3	62.4	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q27aa Collapsed If not, why not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Face to Face	5	2.9	16.1	16.1
	Cost	3	1.7	9.7	25.8
	Not necessary	6	3.5	19.4	45.2
	Not available	4	2.3	12.9	58.1
	Not yet	4	2.3	12.9	71.0
	Other	9	5.2	29.0	100.0
	Total	31	17.9	100.0	
Missing	System	142	82.1		
Total		173	100.0		

q27b If not, do you feel you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	54	31.2	84.4	84.4
	Yes	10	5.8	15.6	100.0
	Total	64	37.0	100.0	
Missing	System	109	63.0		
Total		173	100.0		

q28 Do you have a business web page?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	68	39.3	41.0	41.0
	Yes	98	56.6	59.0	100.0
	Total	166	96.0	100.0	
Missing	System	7	4.0		
Total		173	100.0		

q29 Do you have broadband?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.6	.6	.6
	Yes	94	54.3	56.0	56.5
	No	71	41.0	42.3	98.8
	Don't know	2	1.2	1.2	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q30 Do you think broadband access would improve your business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	30.1	40.3	40.3
	Yes	77	44.5	59.7	100.0
	Total	129	74.6	100.0	
Missing	System	44	25.4		
Total		173	100.0		

q32 It is close to my suppliers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	30.6	31.5	31.5
	2	20	11.6	11.9	43.5
	3	15	8.7	8.9	52.4
	4	14	8.1	8.3	60.7
	5	3	1.7	1.8	62.5
	Strongly agree	4	2.3	2.4	64.9
	Not applicable	59	34.1	35.1	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q33 It is close to my customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.7	4.7
	2	10	5.8	5.8	10.5
	3	15	8.7	8.8	19.3
	4	19	11.0	11.1	30.4
	5	19	11.0	11.1	41.5
	Strongly agree	74	42.8	43.3	84.8
	Not applicable	26	15.0	15.2	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q34 It is close to my home.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	12.1	12.4	12.4
	2	10	5.8	5.9	18.2
	3	14	8.1	8.2	26.5
	4	21	12.1	12.4	38.8
	5	22	12.7	12.9	51.8
	Strongly agree	73	42.2	42.9	94.7
	Not applicable	9	5.2	5.3	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q35 It is close to major roads.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.8	4.8
	2	14	8.1	8.3	13.1
	3	15	8.7	8.9	22.0
	4	26	15.0	15.5	37.5
	5	47	27.2	28.0	65.5
	Strongly agree	43	24.9	25.6	91.1
	Not applicable	15	8.7	8.9	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q36 Space/land was readily available.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.9	7.1	7.1
	2	15	8.7	8.9	16.0
	3	19	11.0	11.2	27.2
	4	26	15.0	15.4	42.6
	5	34	19.7	20.1	62.7
	Strongly agree	36	20.8	21.3	84.0
	Not applicable	27	15.6	16.0	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		

q37 It is close to other retail/commercial/industrial areas.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	5.2	5.4	5.4
	2	14	8.1	8.3	13.7
	3	16	9.2	9.5	23.2
	4	34	19.7	20.2	43.5
	5	34	19.7	20.2	63.7
	Strongly agree	43	24.9	25.6	89.3
	Not applicable	18	10.4	10.7	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q38 I like the look of the area.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	5.8	5.9	5.9
	2	8	4.6	4.7	10.7
	3	22	12.7	13.0	23.7
	4	29	16.8	17.2	40.8
	5	37	21.4	21.9	62.7
	Strongly agree	41	23.7	24.3	87.0
	Not applicable	22	12.7	13.0	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		

q39 I like the lease/rental areas.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	13.9	14.1	14.1
	2	13	7.5	7.6	21.8
	3	31	17.9	18.2	40.0
	4	28	16.2	16.5	56.5
	5	24	13.9	14.1	70.6
	Strongly agree	20	11.6	11.8	82.4
	Not applicable	30	17.3	17.6	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q40 I liked the price of the land.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	13.3	13.8	13.8
	2	11	6.4	6.6	20.4
	3	25	14.5	15.0	35.3
	4	9	5.2	5.4	40.7
	5	16	9.2	9.6	50.3
	Strongly agree	15	8.7	9.0	59.3
	Not applicable	68	39.3	40.7	100.0
	Total	167	96.5	100.0	
Missing	System	6	3.5		
Total		173	100.0		

q41 I liked the price of nearby housing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	30	17.3	17.9	17.9
	2	11	6.4	6.5	24.4
	3	20	11.6	11.9	36.3
	4	16	9.2	9.5	45.8
	5	16	9.2	9.5	55.4
	Strongly agree	14	8.1	8.3	63.7
	Not applicable	61	35.3	36.3	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q42 Reasonable council rates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	44	25.4	26.3	26.3
	2	23	13.3	13.8	40.1
	3	28	16.2	16.8	56.9
	4	18	10.4	10.8	67.7
	5	6	3.5	3.6	71.3
	Strongly agree	2	1.2	1.2	72.5
	Not applicable	46	26.6	27.5	100.0
	Total	167	96.5	100.0	
Missing	System	6	3.5		
Total		173	100.0		

q43 It is a growing area.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.7	4.7
	3	2	1.2	1.2	5.8
	4	10	5.8	5.8	11.7
	5	42	24.3	24.6	36.3
	Strongly agree	106	61.3	62.0	98.2
	Not applicable	3	1.7	1.8	100.0
	Total	171	98.8	100.0	
Missing	System	2	1.2		
Total		173	100.0		

q44 It is a good investment area.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.7	4.7
	2	7	4.0	4.1	8.8
	3	14	8.1	8.2	17.1
	4	26	15.0	15.3	32.4
	5	34	19.7	20.0	52.4
	Strongly agree	59	34.1	34.7	87.1
	Not applicable	22	12.7	12.9	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q45 I bought an existing business.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	44	25.4	26.2	26.2
	2	1	.6	.6	26.8
	3	2	1.2	1.2	28.0
	4	4	2.3	2.4	30.4
	5	5	2.9	3.0	33.3
	Strongly agree	30	17.3	17.9	51.2
	Not applicable	82	47.4	48.8	100.0
	Total	168	97.1	100.0	
Missing	System	5	2.9		
Total		173	100.0		

q46 It is a great business community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	5.2	5.3	5.3
	2	4	2.3	2.4	7.7
	3	25	14.5	14.8	22.5
	4	56	32.4	33.1	55.6
	5	24	13.9	14.2	69.8
	Strongly agree	33	19.1	19.5	89.3
	Not applicable	18	10.4	10.7	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		

q47 Other.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.2	5.0	5.0
	5	1	.6	2.5	7.5
	Strongly agree	10	5.8	25.0	32.5
	Not applicable	27	15.6	67.5	100.0
	Total	40	23.1	100.0	
Missing	System	133	76.9		
Total		173	100.0		

q48 When choosing Joondalup, did you consider any other areas?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	96	55.5	56.5	56.5
	Yes	74	42.8	43.5	100.0
	Total	170	98.3	100.0	
Missing	System	3	1.7		
Total		173	100.0		

q49 From a business point of view, does Joondalup lack any facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	95	54.9	61.3	61.3
	Yes	60	34.7	38.7	100.0
	Total	155	89.6	100.0	
Missing	System	18	10.4		
Total		173	100.0		

q49aa Collapsed Lack of facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Physical Layout	1	.6	1.5	1.5
	Services	9	5.2	13.8	15.4
	Night Life	5	2.9	7.7	23.1
	Atmosphere	10	5.8	15.4	38.5
	Local Council	2	1.2	3.1	41.5
	Parking/Access	18	10.4	27.7	69.2
	Major Stores	6	3.5	9.2	78.5
	Other	14	8.1	21.5	100.0
	Total	65	37.6	100.0	
	Missing	System	108	62.4	
Total		173	100.0		

q50a Collapsed CoJ services used in the past 12 months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approval	3	1.7	2.2	2.2
	Planning	19	11.0	13.8	15.9
	Cultural Events/Jo Festival	10	5.8	7.2	23.2
	Library	4	2.3	2.9	26.1
	Health Depo	4	2.3	2.9	29.0
	Training	5	2.9	3.6	32.6
	Other	9	5.2	6.5	39.1
	Nil	84	48.6	60.9	100.0
	Total	138	79.8	100.0	
	Missing	System	35	20.2	
Total		173	100.0		

q51a Collapsed what role do you see the CoJ playing in your business development?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Promotion	28	16.2	21.7	21.7
	Access (Land/Parking/Streets)	10	5.8	7.8	29.5
	Mentoring/Support	5	2.9	3.9	33.3
	Community Spirit	4	2.3	3.1	36.4
	Building Approvals	3	1.7	2.3	38.8
	Low Rates	3	1.7	2.3	41.1
	Other	12	6.9	9.3	50.4
	None	64	37.0	49.6	100.0
	Total	129	74.6	100.0	
Missing	System	44	25.4		
Total		173	100.0		

q52a Collapsed Further comments on CoJ or other issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Councillors	10	5.8	20.4	20.4
	Atmosphere	5	2.9	10.2	30.6
	Traffic/Parking	6	3.5	12.2	42.9
	Advertising	2	1.2	4.1	46.9
	Efficiency of approvals	4	2.3	8.2	55.1
	Joint Ventures	2	1.2	4.1	59.2
	Happy	3	1.7	6.1	65.3
	Signage	3	1.7	6.1	71.4
	Promote/Support Local Business	6	3.5	12.2	83.7
	Other	8	4.6	16.3	100.0
	Total	49	28.3	100.0	
Missing	System	124	71.7		
Total		173	100.0		

q53 Would you like to take part in a discussion about issues concerning doing business in Joondalup?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	108	62.4	70.1	70.1
	Yes	46	26.6	29.9	100.0
	Total	154	89.0	100.0	
Missing	System	19	11.0		
Total		173	100.0		

q54 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	102	59.0	62.6	62.6
	Female	61	35.3	37.4	100.0
	Total	163	94.2	100.0	
Missing	System	10	5.8		
Total		173	100.0		

q55 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 30	10	5.8	5.9	5.9
	31-40	38	22.0	22.5	28.4
	41-50	81	46.8	47.9	76.3
	51-60	34	19.7	20.1	96.4
	Over 60	6	3.5	3.6	100.0
	Total	169	97.7	100.0	
Missing	System	4	2.3		
Total		173	100.0		