

Avondale Business Survey: What opportunities are there to improve the area for businesses?

The purpose of this survey is to find out how businesses and property owners find Avondale as a place to do business, and to get your thoughts on its future.

The survey will take around six minutes, and all completed entries go in the draw to **win a \$250 shout** (from a local cafe, restaurant, activity or service provider in Avondale – your choice).

Your answers will be kept strictly confidential. An independent research company, Buzz Channel, is coordinating this survey for Auckland Council.

Please complete and return this survey by **Friday, 9 August 2019**.

Please note this survey is specifically for business owners and managers, and those who own commercial property in the Avondale Business Improvement District (BID programme) area.

Q1. Firstly, which of the following best describes your business sector? *Please circle all that apply*

Retail	Wholesale	Hospitality, food & drink	Professional Services
Financial services	Accommodation & Tourism	Education & Training	Personal Services
Health & Dental	Automotive	Construction & Engineering	Transport, Distribution & Warehousing
Not for profit	Property owner	Other, please specify:	

Q2. How many staff does your business employ? *Please circle one*

0 (One-man band)	1-5	6-10	11-20	21-50	Over 50
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Q3. Approximately, what percentage of your customers/clients are from: *Please estimate*

Avondale: _____%	Nearby suburbs (e.g. Mt Albert/ New Lynn): _____%	Elsewhere in Auckland: _____%	Elsewhere (rest of NZ / overseas): _____%	Don't know
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Q4. How long has your business been operating in Avondale? *Please circle one*

Less than a year	1-5 years	6-10 years	Over 10 years	Don't know
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Q5. Do you think Avondale is generally getting better or worse as a place to do business? *Please circle one*

Getting worse	Staying the same	Getting better	Don't know
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Q6. What changes have you seen in Avondale over the past 3-5 years?

Q7. What makes Avondale an attractive place for you to do business?

Q8. Please describe the main challenges facing businesses in the Avondale area? *For example crime & security, customer numbers, people's perceptions of Avondale, transport accessibility, etc.*

Q9. What actions do you think could be taken to make the Avondale area a more desirable place for your business and your customers?

Q10. Do you know about the Avondale BID programme and its role in improving outcomes for Avondale businesses? *Please circle one*

No, never heard of it	I know a little about it	Yes, I know it well
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Q11. Which of the Avondale BID programmes or services have been the most valuable to you?

Q12. Which of the below services would be of value to you to help improve your business? *Please circle all that apply*

Promoting Avondale	Business networking	Organising events to attract shoppers / customers to the area	Advocating on behalf of local businesses (e.g. to council)
Running business events with guest speakers / topical discussions	Providing mentoring and business skills	Working to make Avondale more attractive	Improving security in the area
Advice and guidance (e.g. marketing, financial)	Communications, engagement with Avondale businesses/property owners	None of these	
Something else (please specify):			

Q13. Thinking about Avondale Town Centre (e.g. *activities, businesses, look and feel, amenities*), how would you rate the Town Centre overall in its current state? *Please circle one option below, where 1 is Poor and 5 is Excellent*

1: Poor	2	3	4	5: Excellent	Don't know
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Q14. What is the reason for your above rating?

Q15. What kinds of businesses would you like to see come to Avondale?

Q16. Have you heard about Auckland Council's / Panuku Development's plans for investment in Avondale? *Please circle one*

Streetscape improvements on Crayford Street:	Yes	No
New Community Centre on Great North Road:	Yes	No
Redevelopment of the Three Guys site (Avondale Central):	Yes	No
New housing at Trent Street, St Georges Road, and Racecourse Parade:	Yes	No

Q17. Any final comments about the topics discussed above or other suggestions on how to improve Avondale for businesses?

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To go into the draw to **win a \$250 shout**, please provide your contact details below.

Privacy Note: Please be assured that if you provide them, your personal details will only be used to contact you about the prize draw, to provide information regarding the Avondale BID programme and to the Avondale Business Association to update the Avondale BID member database. Your survey responses will not be linked to your contact details and Auckland Council (or any other party) will not be able to identify your responses.

Contact name:	Business name:
Email address:	Telephone contact:
Physical address:	Postal address:

Prize details:

- Prize will be for a \$250 tab paid in cash to a local café, restaurant, activity or service provider of your choice within the Avondale area.
- Prize winner will be randomly selected from the pool of entries on 29 August 2019
- Judge's decision is final
- Multiple entries not accepted

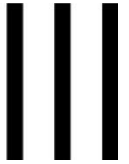
Thank you very much for completing the survey. The information will be put to good use in moving the area forward.

Please post this back to us using the freepost details on the next page (fold and seal the survey so the freepost details are visible). You can also scan and email the completed survey pages to feedback@buzzchannel.co.nz.

For any questions about the survey, please contact **Buzz Channel** at feedback@buzzchannel.co.nz or on 09 379 8920. For other queries, please contact **Auckland Council** at bid@aucklandcouncil.govt.nz

↑ *Please seal with tape or a staple here*

Freepost 248361



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No Stamp Required