



Stirling Alliance – Businesses' and Landowners' Feedback

Results of a survey

October 2010

Report by:

Dr Dorothy Wardale

Professional Extension Services P/L

Table of Contents

1.0 Introduction:	3
2.0 Findings	3
2.1 Business Sector	3
2.2. Location of business	4
2.3 Category of business	4
2.4 Awareness of the Stirling project prior to the Business Breakfast	5
2.5 Areas of awareness	5
2.6 Support for the Project	6
2.7 Areas of interest	6
2.8 Continued involvement	7
2.9. Services or facilities that would support businesses the area?	9
2.10 Businesses to attract to the Stirling City	9
2.11 Business Breakfast	10
2.12 Contacts	10
3.0 Conclusion	11
4.0 Recommendations	12

1.0 Introduction:

Following a business leaders' breakfast on 22 September 2010. One hundred and ninety-four participants were invited to respond to an online survey. Fifteen people responded which represents a 0.7 % response rate and therefore has no statistical significance. However, while the results should not be generalised across the entire business and landowner sector, they are of interest and indicate that the survey respondents were aware of the project and generally supportive of it.

The following report outlines details of the respondents' ratings and open-ended comments across the areas of demographics; awareness of the project; support for the project; areas of further interest; preferences for continued involvement; and perceptions of the business leaders' breakfast.

2.0 Findings

2.1 Business Sector

Figure 1: Business by sector

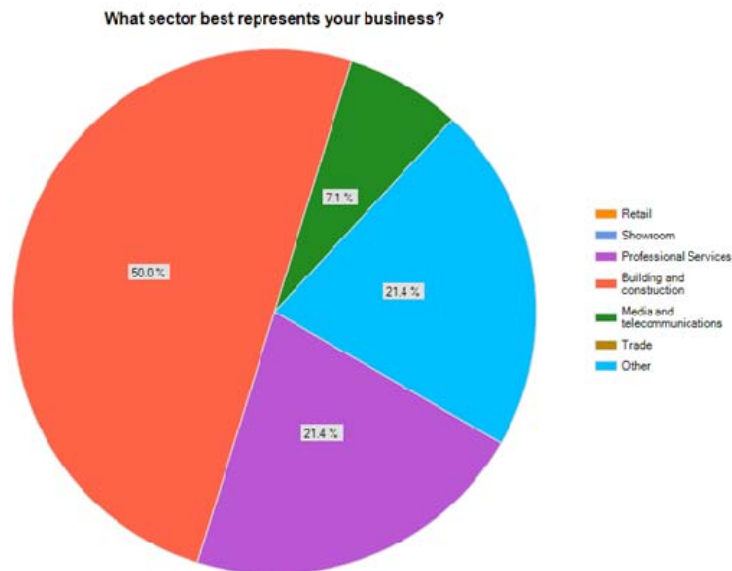


Figure 1 shows that the majority of respondents to the survey were from the building and construction sector and professional services sectors. No respondents were from the retail or trade sectors. People responding in the 'other' category nominated themselves as being from: Property Development & Management, Finance, and Government agency involved in project team or Public Service.

2.2. Location of business

Figure 2 Location of business

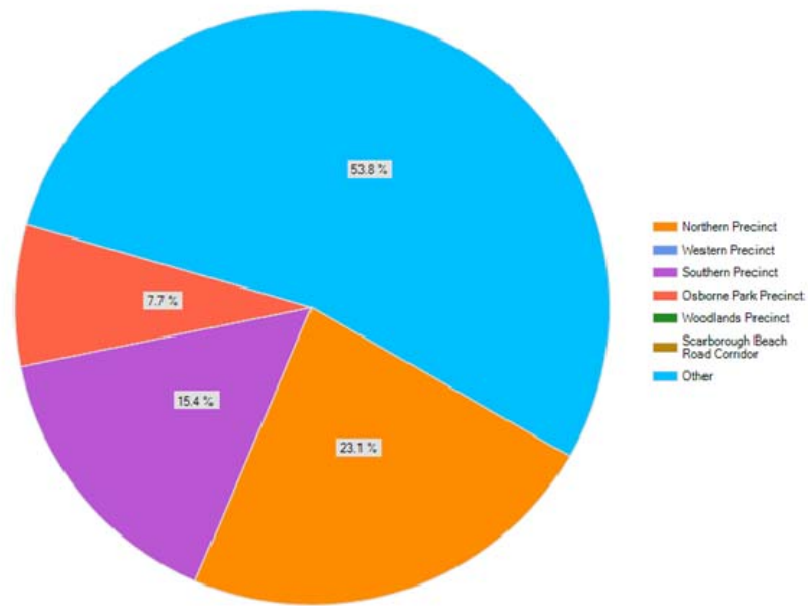


Figure 2 shows that around one quarter of respondents identified their businesses as being located in the northern precinct. However, the largest group consisted of ‘Other’ with two of these respondents stating their businesses were located at the central station; and others in the Perth CBD, Main Street, Subiaco, and a government agency involved in the project team.

2.3 Category of business

Figure 3 Category of business

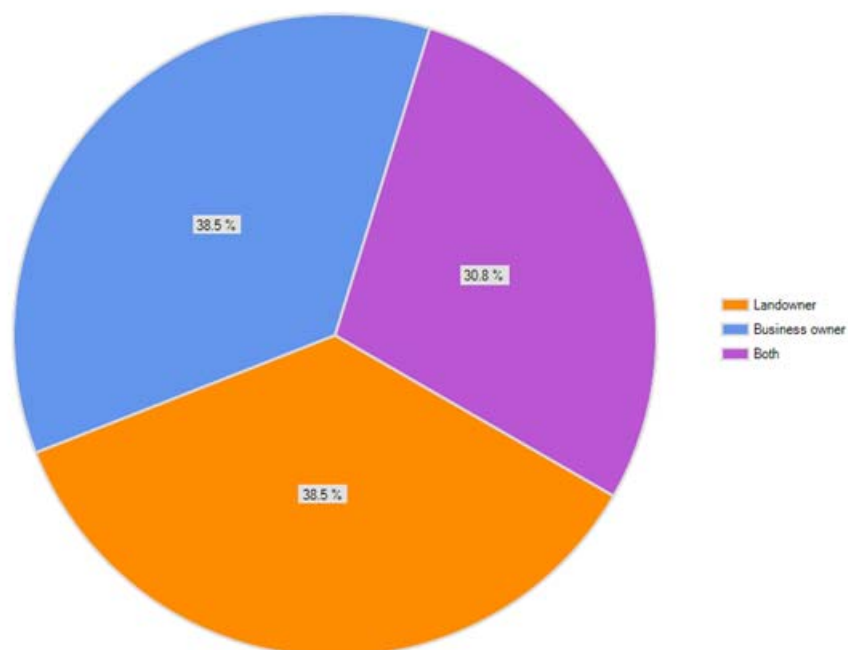


Figure 3 shows that the respondents were equally divided between landowners and business owners.

2.4 Awareness of the Stirling project prior to the Business Breakfast

Figure 4 Awareness of the Stirling project.

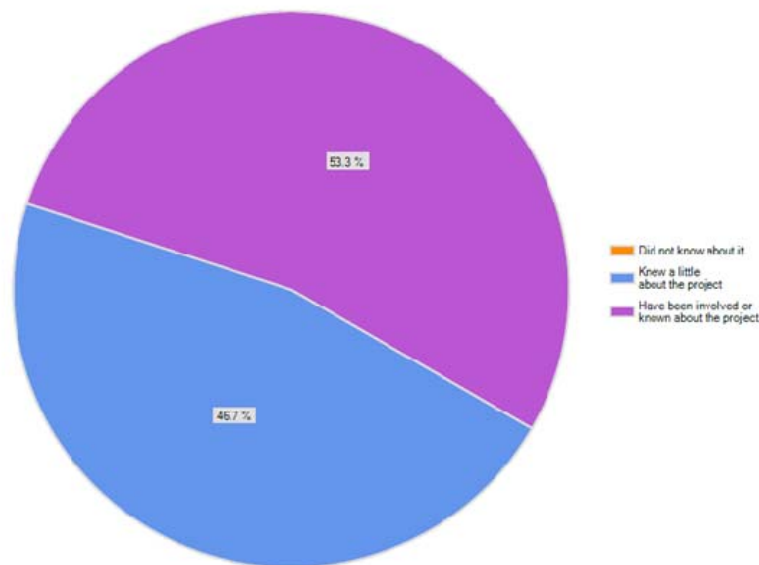


Figure 4 shows that all respondents knew, at least, a little about the project with a slight majority of respondents suggesting they had been involved or known about the project prior to being invited to the business breakfast. Nobody responding to the survey or attending the business breakfast believed they had no prior knowledge of the project.

2.5 Areas of awareness

Respondents were asked to nominate three areas that they knew about the project. The responses are as follows:

- six respondents indicated the project was visionary
- six respondents indicated that the project was transport orientated, responses suggested they thought this was light rail, that infrastructure would be improved and there would be a reduction in traffic congestion
- four respondents noted it was an Alliance
- three respondents noted the project involved a new city /CBD
- three respondents noted higher density
- three respondents noted there were no funds committed at this stage
- other single comments included
 - o an information office was available on Scarborough Beach Road
 - o increasing the size of Westfield
 - o increased residential component
 - o there was to be at development of the Ellen Stirling Blvd
 - o Stephenson Street Blvd plan
 - o there was a green space connection to assist in water management and general amenity
 - o the project was strategic and non-political
 - o sustainability
 - o 2030 timeframe

2.6 Support for the Project

Figure 5: Support for the project

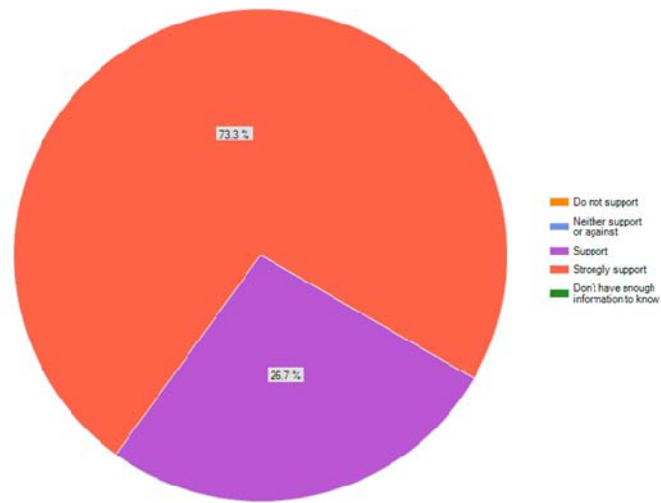


Figure 5 shows that all 15 respondents support the project with 73% indicating strong support.

2.7 Areas of interest

Figure 6: Areas of interest

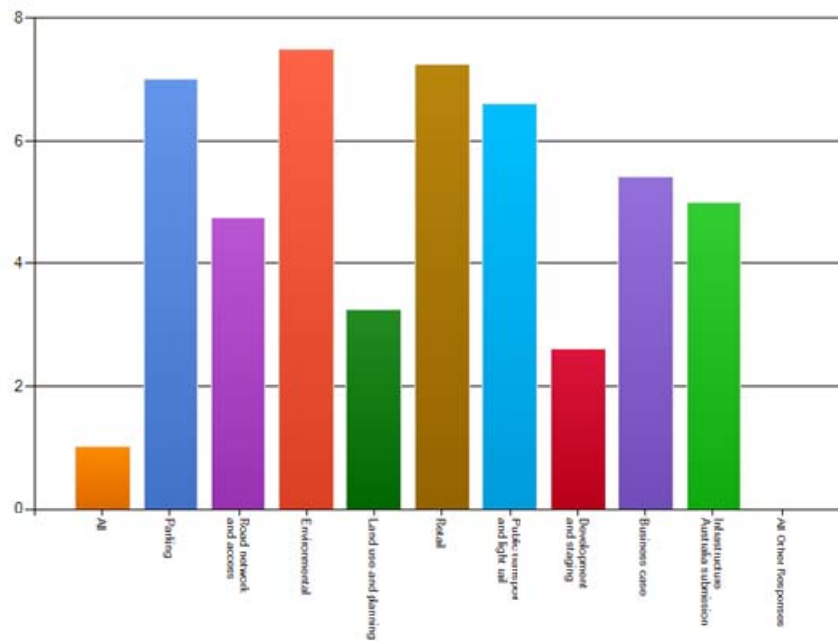


Figure 7 contains information on areas where respondents would like further information. The results of the graph are taken from the number of respondents and the value they placed on each area. Therefore it can be seen that environment, parking, retail and public transport are particularly high-value areas for businesses and land owners.

From the raw data for this survey question, six respondents suggested they would like further information on all areas. Four or five respondents would like information on each of the nine other areas nominated in Figure 6.

2.8 Continued involvement

Figure 7: Modes of preferred continued involvement.

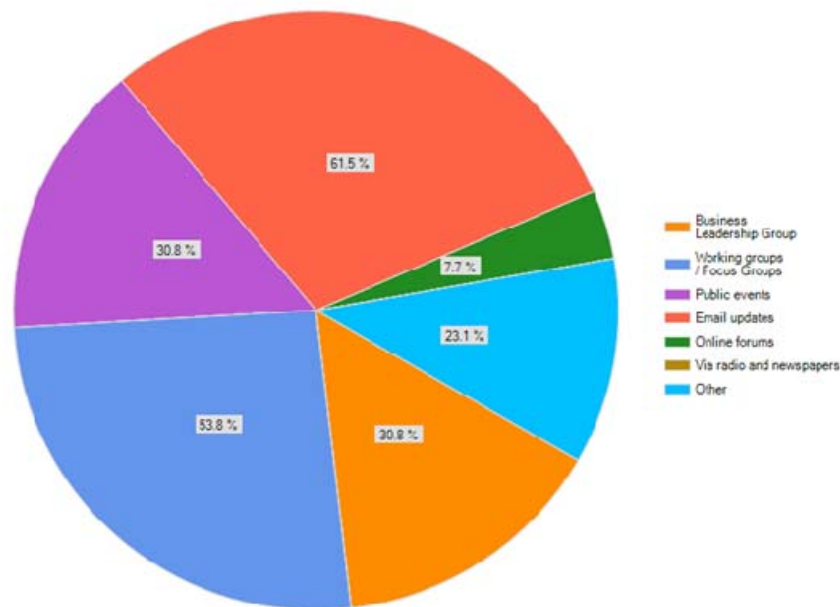
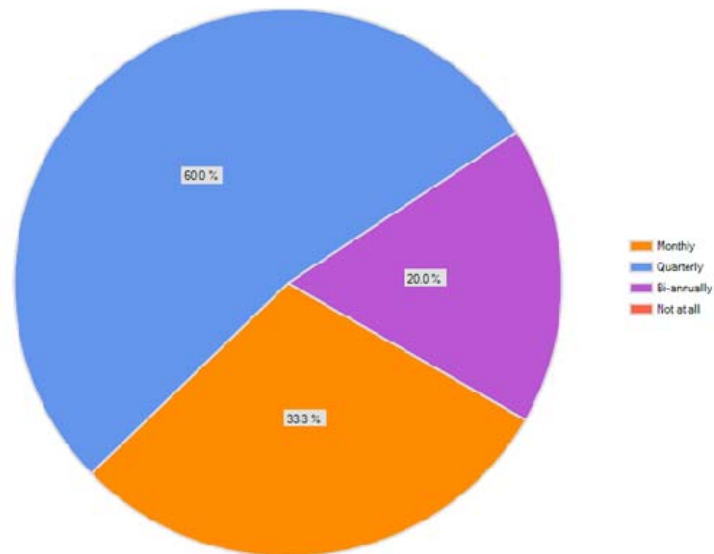


Figure 7 indicates that the vast majority of business and land owners would prefer to be kept informed via e-mail updates and working/focus groups. Other strategies included business leader groups, public events, online forums and through involvement in the ALG/ Board or PMO. None of the respondents wished to be kept informed via radio or newspapers although a representative from the local media suggested, “see our <Community Newspapers> role ... as keeping the public informed of progress. The “hoopla” can die done very quickly unless something concrete can be seen”.

Figure 8: Frequency of continued involvement.



All respondents indicated they would like to continue to be involved. They were presented with three options: monthly, quarterly or bi-annually. The majority and suggested quarterly involvement.

Fourteen of the 15 respondents would like to attend future business briefing sessions.

Figure 9: Timing of continued involvement.

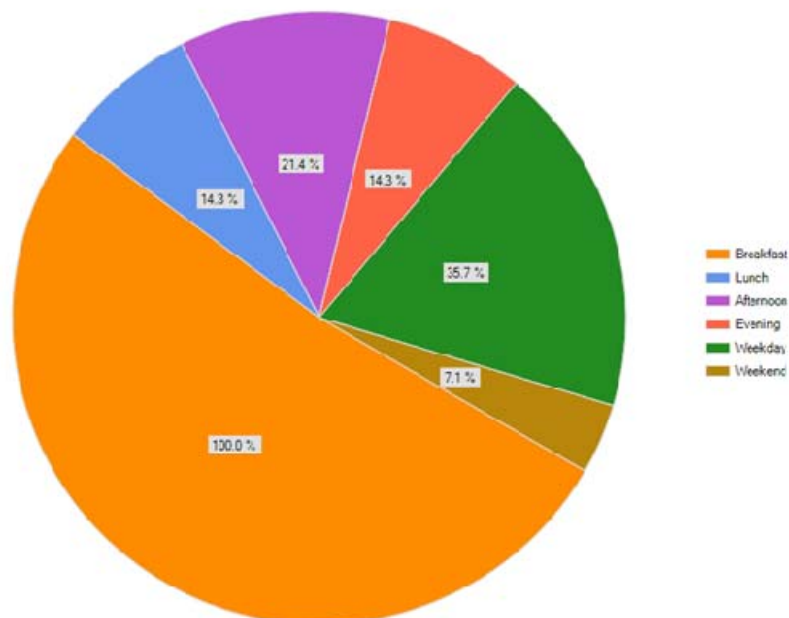


Figure 9 indicates that all respondents would like to continue their involvement via breakfast meetings; most indicated they would prefer these breakfasts during the week.

2.9. Services or facilities that would support businesses the area?

Seven respondents outlined other services or facilities they would like to see included in the area to support their businesses. Their suggestions included:

- Road & traffic planning,
- Small Business Support services
- Training centre / incubator
- Improved public transport network
- Increase in housing density to ensure all existing and new business in the area can maximise its catchment for new staff.
- An extensive 'centre' with plenty of retail, bars, restaurants and cafes.

2.10 Businesses to attract to the Stirling City

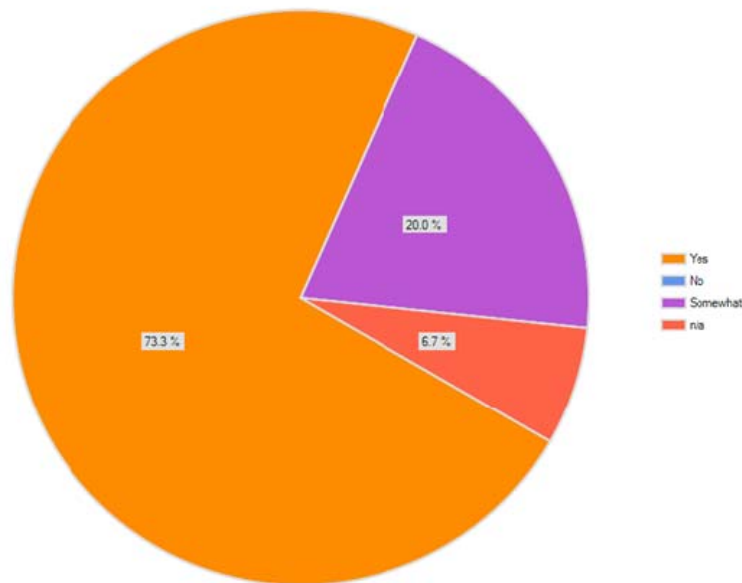
Eight respondents outlined businesses they would like to see attracted to the new Stirling city and strategies for attracting them. Their suggestions included:

- Retail and office (3 responses)
 - o Explore the opportunity to build a major retail hub around Westfield and IKEA, with adjoining office space
- Financial Services hub.
 - o Possible major banks HQ, Stock Exchange.
- Hospitality industry.
 - o Consider market leading hotels (mainstream & boutique). They should be attracted to the 'New Stirling' through reduced construction and maintenance costs once amenities are provided for the general public of Stirling as well as their own customers. These amenities include bars & restaurants, health clubs, business functions, car parking and landscaped gardens. Perhaps a complex similar to Burswood could be central to the new Stirling.
- Explore Queensland Hubs as a model – this could include IT/Media/Communication/
Construction/Environmental/Training High Quality Employment/ Small
Business Incubator /Hub.

2.11 Business Breakfast

Fourteen of the 15 respondents attended the business breakfast on Wednesday, 22 September 2010.

Figure 10: Usefulness of the Business Breakfast



The business breakfast may be considered a success as all the respondents found it *useful* or at least *somewhat useful*.

Ten respondents liked the format of the business breakfast. Four would have preferred the format to have been different and their suggestions focussed on:

- More table interaction and discussion
- Less imparting of information
- Advance information circulated with individual briefings for key private sector stakeholders.

2.12 Contacts

Ten respondents provided their name company details and phone numbers for further follow-up.

3.0 Conclusion

The majority of respondents came from the building and construction sector with professional services being the second most common business sector to respond. Respondents' businesses were located to across all precincts and in other areas such as the Perth CBD and Subiaco. Both landowners and business owners were equally represented in the survey. All survey respondents felt that they at least knew a little about the project with further 46.7% suggesting that they had been involved or knew about the project. All respondents supported the project.

The key areas of awareness for respondents included the perception that the project was visionary; that the project was transport orientated; it involved an Alliance; it involved creating a new city/CBD with higher density; and that there was no committed funds at this stage.

Respondents were interested in knowing/ learning more about a variety of areas particularly parking, environmental, retail and public transport.

Respondents indicated that breakfast meetings during the week were their preferred mode of continued involvement. They would like these to happen on a quarterly basis. They appreciated attending business briefing sessions and found the recent business breakfast useful. Some respondents would prefer more interaction and discussion amongst participants, less information from the front, and advanced information circulated prior to the event.

Businesses that the respondents would like to see attracted to the Stirling city included retail and office; financial services and hospitality.

4.0 Recommendations

The information contained in this report provides a valuable knowledge capture starting point from the business and landowner sector. Specific areas for exploration include:

1. Further general information from the retail and trade sectors which did not seem to be represented in the survey;
2. Understanding more of whether the people who have responded to the survey are representative of the business and landowner community. The respondents indicated they felt well-informed. Is this perception for all of the business community or only those answering the survey?
3. Further exploring the facilities or services that would support businesses in the area. The ideas that were noted in section 2.9 require further development.
4. Undertaking semi-structured interviews to pick up on the above areas with some specific questions including:
 - a. What has been your involvement in and experience of the project so far?
 - b. What's keeping you interested/ not interested?
 - c. Do you feel part of the decision-making process to date?
 - i. If not, how would you like to be involved in the future?
 - ii. What do you see could be done to improve the situation for you?
 - d. What sort of Centre would you like to see?
 - i. What sort of facilities or services would support businesses in the area?
 - ii. What sort of businesses would you like to see attracted to the area?
 - e. How do you perceive the changes will impact on your business?
 - i. If negative, what do you see could be done to improve the situation for you?
 - f. How do you feel the Stirling Alliance project team could assist you further?