

2018 VICTOR HARBOR BUSINESS SURVEY

Key Findings Report



BACKGROUND

The following report contains the key findings from the 2018 Victor Harbor Business Survey. The business survey is a collaboration between the City of Victor Harbor and Business Victor Harbor seeking to provide clarity on the challenges and opportunities that face Victor Harbor businesses.

The 2018 Business Survey is the third consecutive survey undertaken in Victor Harbor. The intention is that annual survey responses will be captured and benchmarked year against year to ensure that common issues are clearly identified while trends can be easily followed. The survey findings will be provided to all local businesses, government and industry stakeholders with data used to support informed decision-making on matters of economic development.

Survey Objectives:

The Victor Harbor Business Survey has been specifically designed to improve economic development stakeholder understanding of:

- the nature, extent and performance of local businesses;
- constraints for sustaining and growing business activity in Victor Harbor;
- the extent of business confidence and likelihood of future business investment;
- training opportunities that align with local business needs.

SURVEY METHODOLOGY

The 2018 Victor Harbor Business Survey was undertaken from 10th December to the 21st December 2018.

Access to the survey was provided via the online survey portal - Survey Monkey for the convenience of businesses. The number of questions and extent of information required in the survey have been carefully designed to increase participation and completion rates.

The Council and Business Victor Harbor promoted access to the business survey through the following measures :

- notices distributed through the Council's business database and email system
- notices distributed to Business Victor Harbor's membership via email
- organic and paid social media posts through the City of Victor Harbor and Business Victor Harbor's Facebook pages
- web banner on the Council's corporate website with links to a page outlining details of the project

A total of 132 local business surveys were completed. Survey findings have been collated, analysed and presented by City of Victor Harbor staff in consultation with representatives of the Business Victor Harbor.

A full copy of the 2018 survey questions can be found in Appendix A of this report.

BUSINESS SURVEY SNAPSHOT

INDUSTRY TYPE



RETAILING



FOOD & HOSPITALITY



HEALTH & HUMAN SERVICES

PREMISES



SHOP FRONT



HOME BASED

GROWTH CONSTRAINTS

Multiple option question



RISING UTILITY COSTS



TAXES & GOVERNMENT CHARGES



PRICE PRESSURE FROM CUSTOMERS

RECENT PERFORMANCE

Last six months



MUCH STRONGER

SOMEWHAT STRONGER

ABOUT THE SAME

SOMEWHAT WEAKER

MUCH WEAKER

PROJECTED PERFORMANCE

Next six months



MUCH STRONGER

SOMEWHAT STRONGER

ABOUT THE SAME

SOMEWHAT WEAKER

MUCH WEAKER

ATTRACTION FOR BUSINESS

Multiple option question



INTENTION TO EMPLOY



64%

NO

36%

YES

LOCALITY CONSTRAINTS

Multiple option question



SEASONALITY

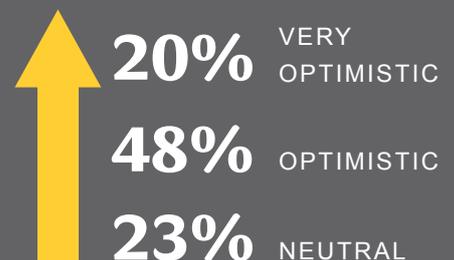


LOW INCOME HOUSEHOLDS



INCREASING COMPETITION

FUTURE OPTIMISM



SUPPORT SERVICES

Local businesses continue to seek support in the area of marketing and product/service development. 'Finding new markets for my product' & 'Marketing my business' were again the two most common responses. 'Managing cashflow and achieving profitability' was the third most common response and reflects the seasonal nature of Victor Harbor.

INDUSTRY TYPE

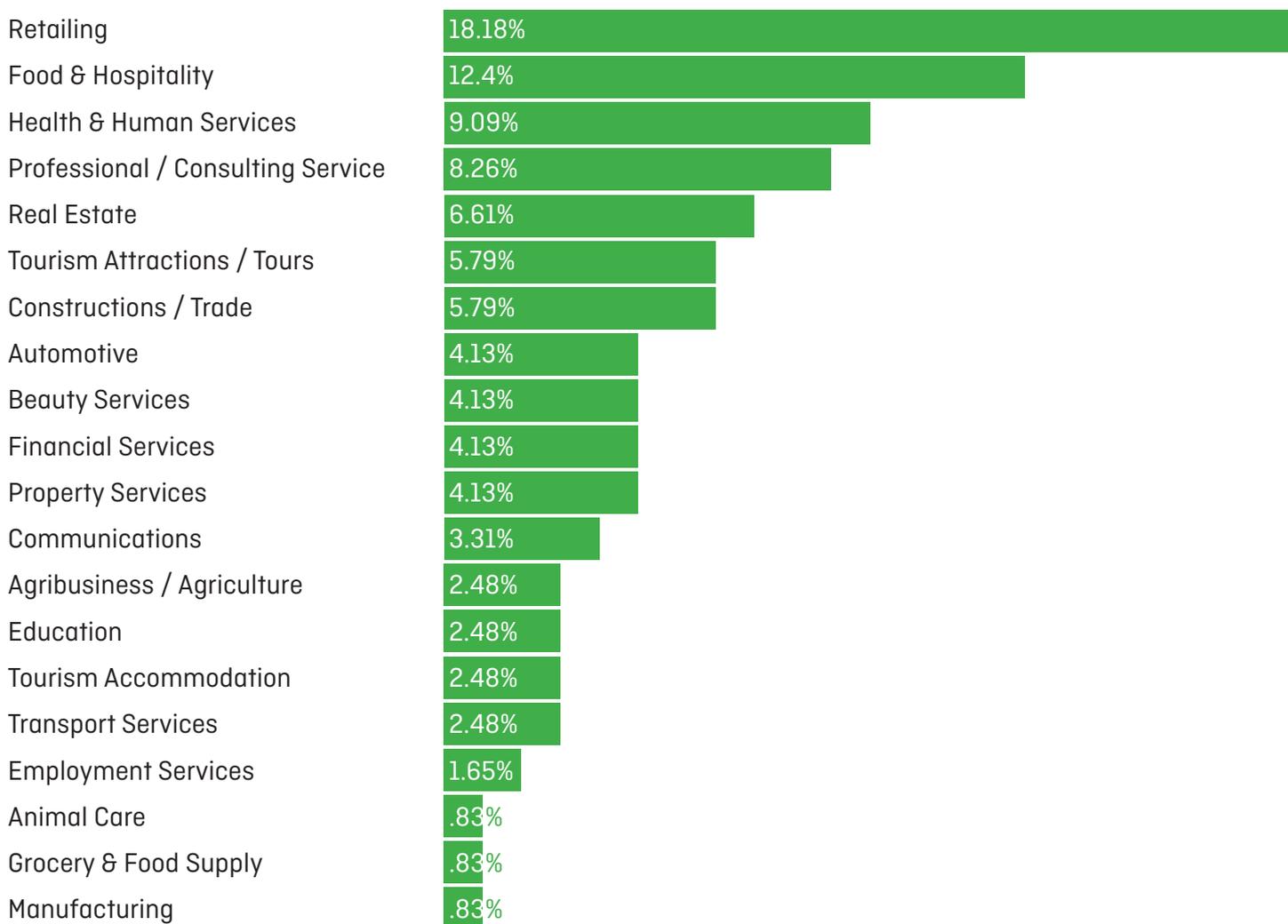
Businesses were asked to select the industry type that best reflected their business operations.

121 responses were received.



18%

OF RESPONDENTS WERE FROM RETAIL BUSINESSES.



COMMENTARY: The Victor Harbor business landscape is dominated by service industry businesses as reflected in responses. The top six industry sectors are from the service business sector.

NOTE: A full list of responses can be referred to in Appendix B.

BUSINESS DELIVERY

Businesses were asked the method by which their business is delivered.

117 responses were received.

■ Shop Front	63.25%	■ Online	15.38%
■ Home Based	27.35%	■ Industrial	11.97%

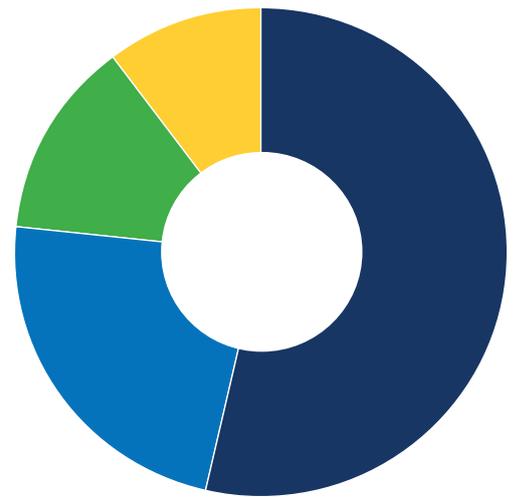
COMMENTARY: Shop front continues to be the most significant method of delivery however home-based and online are forecasted to increase in the future given a transforming digital economy.

NOTE: A full list of responses can be referred to in Appendix B.



63%

OF RESPONDENTS WERE FROM SHOP FRONT BUSINESSES.



BUSINESS LOCALITY

Businesses were asked from where their business operates.

127 responses were received.

■ Mainstreet	26.77%	■ Maude St	4.72%
■ Lincoln Park	6.30%	■ Hayborough	2.36%
■ Victoria St	5.51%	■ Not Applicable	28.35%
		■ Other	25.98%

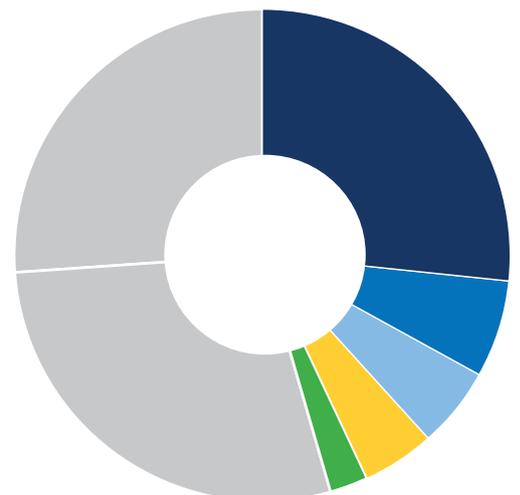
COMMENTARY: The most predominant precinct represented in the survey was Mainstreet with 26%, while in-excess of half the businesses (54%) did not associate with any identified precinct.

NOTE: A full list of responses can be referred to in Appendix B.



54%

OF RESPONDENTS INDICATED THEY DID NOT OPERATE FROM A RECOGNISED BUSINESS PRECINCT.

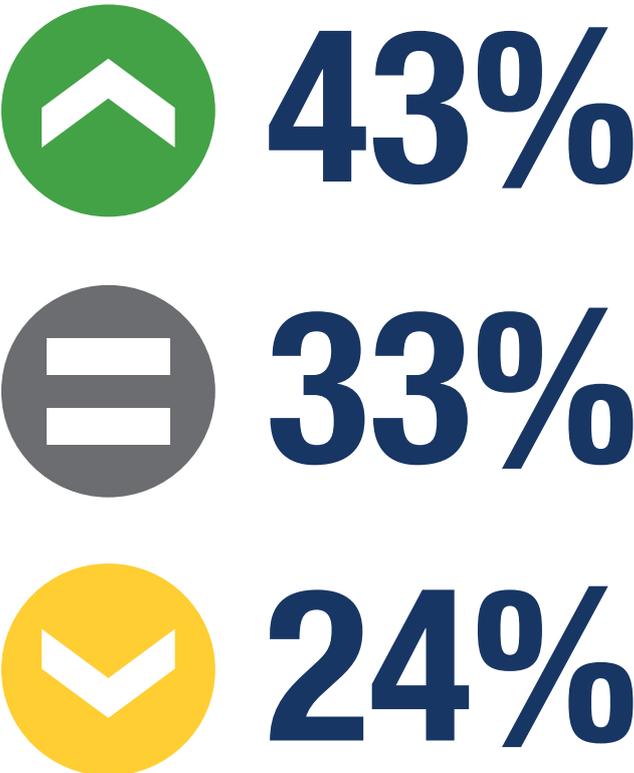


BUSINESS PERFORMANCE

Businesses were asked how their business had performed over the last 6 months, relative to the previous 6 months.

117 responses were received.

RECENT



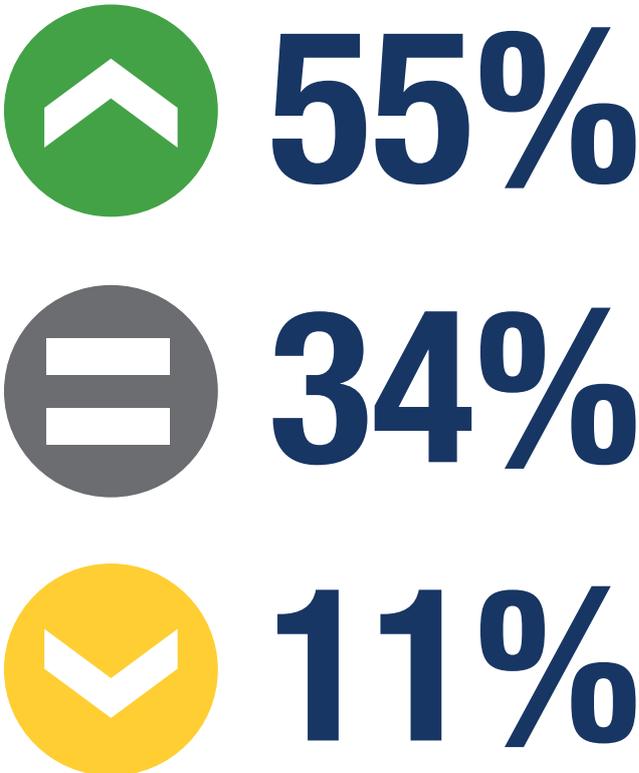
COMMENTARY: When comparing results from 2016, 2017 and 2018, there has been an ongoing improvement in business performance in Victor Harbor during the same period. In 2018, 43% of businesses indicated their performance was 'Much Stronger' or 'Somewhat Stronger' compared with 41% and 33% in the proceeding years.

NOTE: A full list of responses can be referred to in Appendix B.

Businesses were asked how they expected their business to perform over the next 6 months compared with the previous 6 months.

116 responses were received.

PROJECTED



COMMENTARY: When comparing results from 2016, 2017 and 2018 local businesses have projected continued improvement in business trading conditions year on year. In 2018, 55% of local businesses predicted that their trading performance would be 'Much Stronger and Somewhat Stronger' compared with 49% and 49% in the proceeding years.

NOTE: A full list of responses can be referred to in Appendix B.

LEGEND

	Much Stronger & Somewhat Stronger		About the Same		Much Weaker & Somewhat Weaker
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GROWTH CONSTRAINTS

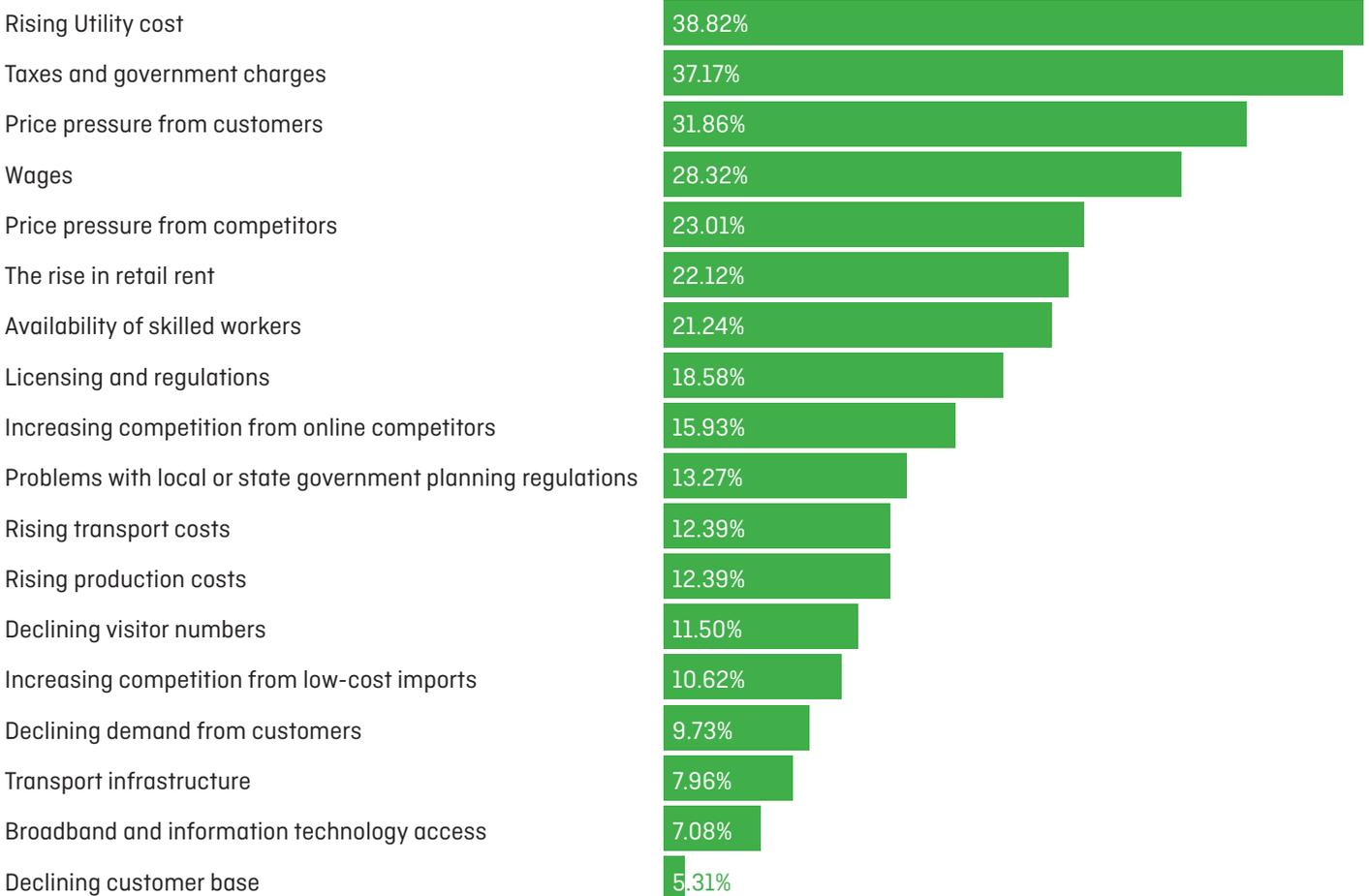
Businesses were asked what they felt were the major constraints on growth of their business.

113 responses were received.



38%

OF RESPONDENTS INDICATED RISING UTILITY COSTS WERE THE MAJOR GROWTH CONSTRAINT



COMMENTARY: 'Rising Utility Costs' were again the biggest constraint identified by local business at 38% for the third year in a row. 'Price Pressure from Customers' & 'Taxes & Government Charges' and 'Wages' have consistently featured in the top four for the last three business surveys.

NOTE: The question allowed businesses to select multiple options.

INTENTION TO EMPLOY

Businesses were asked if they were considering employing new staff over the next 6 months.

117 responses were received.

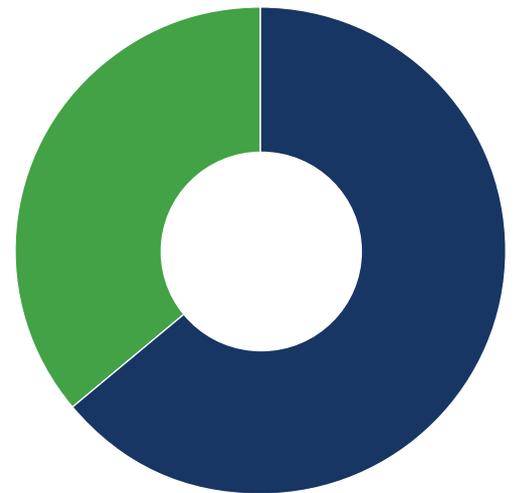
■ Yes	36%
■ No	64%

COMMENTARY: Over one-third (36%) of surveyed businesses indicated that they were considering employing new staff over the next 6 months, this represents an increase of 10% from the 2017 & 2016 results. This is a pleasing result, a reflection of a growing economy. These results need to be balanced against the time of year where employers are looking for casual and part time employees to fill seasonal periods.



36%

OF RESPONDENTS INDICATED THEY ARE CONSIDERING EMPLOYING NEW STAFF



BUSINESS VIABILITY

Businesses were asked what would make a difference to the profitability and viability of their business.

91 responses were received.

COMMENTARY: Common themes

- Increasing rates & taxes
- Growing number of visitors to Victor Harbor
- Government incentives to employ
- Lower rents

NOTE: A full list of responses can be referred to in Appendix B



FUTURE VISION

Business were asked how optimistic they were about the future of their business within the region.

115 responses were received.

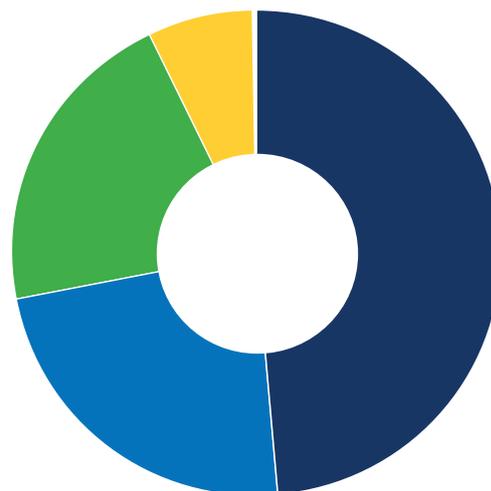
Less than optimistic	6.96%
Neutral	23.48%
Optimistic	48.70%
Very Optimistic	20.87%

COMMENTARY: Nearly half of businesses felt 'Optimistic' about the future of their business in the region while 21% were very optimistic. 23% had a neutral view while 7% indicated 'Less than Optimistic'. On balance the general theme amongst businesses clearly is one of optimism.



48%

OF RESPONDENTS INDICATED THEY ARE OPTIMISTIC



BUSINESS ATTRACTION

Businesses were asked what factors they felt made Victor Harbor an attractive place to operate a business.

110 responses were received.

Lifestyle & Amenity	75.45%
Proximity to Adelaide	58.18%
Growing Population	48.18%
Climate	40.91%
High Speed Broadband	11.82%

NOTE: The question allowed businesses to select multiple options. A full list of responses can be referred to in Appendix B.



75%

OF RESPONDENTS INDICATED LIFESTYLE & AMENITY AS THE MOST ATTRACTIVE FACTOR

COMMENTARY: 'Lifestyle & Amenity' is clearly a significant attractor for people to operate a business in Victor Harbor with 75% identifying it as an important factor. This result is reflected in the 2017 and 2016 results. 58% of businesses indicated that 'Proximity to Adelaide' made Victor Harbor an attractive place to do business. Interestingly only 11% of businesses felt that 'High Speed Broadband' made Victor Harbor an attractive destination for operating a business.

LOCALITY CONSTRAINTS

Businesses were asked what factors make it difficult to operate a business in Victor Harbor.

94 responses were received.



61%

OF RESPONDENTS INDICATED SEASONALITY AS THE MAJOR DIFFICULTY FOR RUNNING A BUSINESS IN VICTOR HARBOR



COMMENTARY: Seasonality continues to impact on local businesses with 61% noting it as the biggest locality constraint in 2018. 42% of businesses felt that 'Extent of Low Income Households' made it difficult to operate a business in Victor Harbor. The top three responses, in order, have remained the same in the last three business surveys. The availability of skilled labour has increased by 10% on the previous years results.

NOTE: The question allowed businesses to select multiple options. A full list of responses can be referred to in Appendix B.

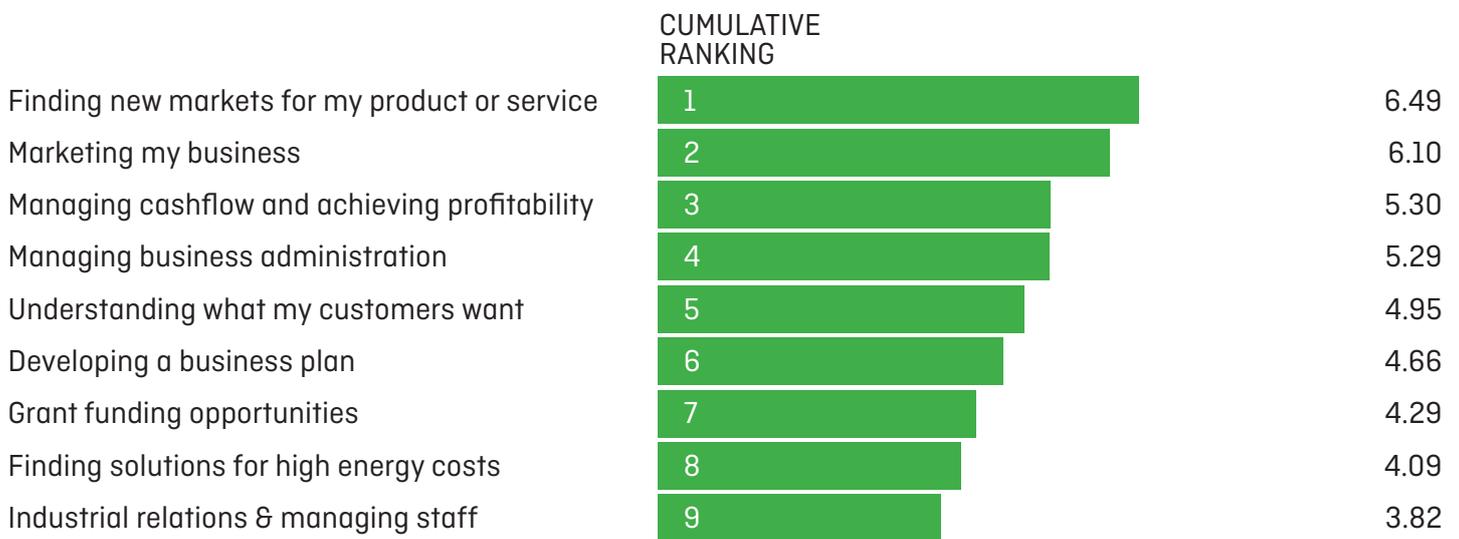
SUPPORT SERVICES

Businesses were asked about the type of training opportunities that they would find useful for themselves and or their staff.

107 responses were received.

TOP 2

RESPONSES RELATED TO
MARKETING AND MARKET
DEVELOPMENT



COMMENTARY: ‘Finding new markets for my product’ & ‘Marketing my business’ were again the two most common responses for support services sought by local businesses. ‘Understanding what my customers want’ came in at five, demonstrating a strong theme around marketing. These responses have been reflected in previous business surveys.

‘Managing cashflow and achieving profitability’ was the third most common response and reflects the seasonal nature of Victor Harbor. These responses align with previous comments around the constraints of operating a business in Victor Harbor.

NOTE: The question asked businesses to rank training preferences in order.

TRAINING CONVENIENCE

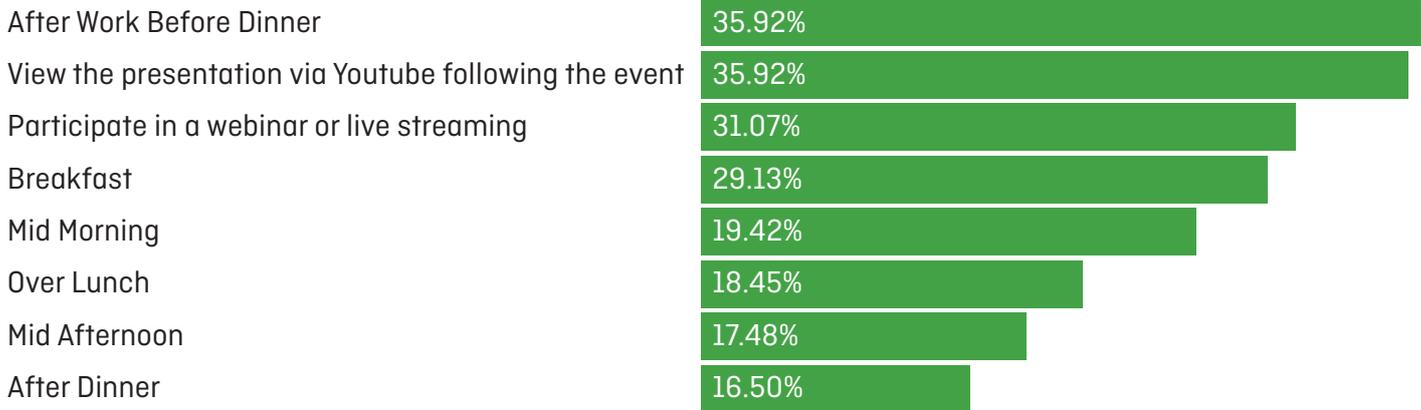
Businesses were asked the most convenient time for holding training, workshops and or business events.

103 responses were received.



35%

OF RESPONDENTS INDICATED THAT THEY WOULD 'VIEW THE PRESENTATION VIA YOUTUBE FOLLOWING THE EVENT'



COMMENTARY: Responses clearly reflect constraints of businesses to attend workshops. 35% indicated they would prefer to view the presentation on Youtube following the event while 31% said they would be prepared to 'Participate in a webinar or live streaming' event. In terms of actual physical attendance 35% indicated 'After Work Before Dinner' while 29% said they would prefer to attend a 'Breakfast' event. These responses are consistent with the previous survey.

NOTE: The question allowed businesses to select multiple options.

PROGRAM IDEAS



Businesses were asked for program ideas for the 2019 Victor Harbor Business Week.

44 responses were received.

NOTE: A full list of responses can be referred to in Appendix B.

COMMENTARY: Common themes

- Marketing related events and seminars
- Examples of how other regions and towns have promoted themselves
- Clarity on the role and programs offered by the Council to support local businesses
- Ability to stream live and or record sessions for the benefit of those that are unable to attend

ECONOMIC GROWTH



Businesses were asked what was their vision for the City's economic growth and what infrastructure developments they would see as beneficial to achieving this vision.

64 responses were received.

COMMENTARY:

- Investment and support for Mainstreet
- Retaining and attracting young families to the City
- Attracting cruise ships to Victor Harbor
- Supporting population growth
- Preparation of a cohesive plan
- Effectively managing car parking in the Mainstreet and town centre
- Road access from Adelaide

NOTE: A full list of responses can be referred to in Appendix B



city of
Victor Harbor



business
victor harbor

2018 Victor Harbor Business Survey

BUSINESS SURVEY INTRODUCTION :

Why are we doing this ?

The City of Victor Harbor in collaboration with the Business Victor Harbor are seeking to gain a clearer understanding of the challenges and opportunities that face the Victor Harbor business community through the circulation of an annual business survey.

The data gathered from the surveys will be used to inform the strategic economic development priorities of the Council and Business Victor Harbor.

The business survey is completely anonymous and there is no mandatory requirement to identify your business.

Survey Objectives :

1. Undertake a local business Situation Analysis (including a measure of business confidence levels).
2. Understand impediments to sustaining and growing the local business community.
3. Inform the design of business services that supports business growth.

Why should I complete this survey ?

1. Go into the draw to *WIN a new Ipad !*

On completion of the survey you will be invited to enter your name and phone number.

2. It will take *less than 5 minutes !*

3. Your responses will help shape how the Council and Business Victor Harbor provide support to help your business reach its full potential while helping to grow a prosperous community.

2018 Victor Harbor Business Survey

BUSINESS DETAILS :

1. To which industry type does your business belong ?

Other (please specify)

2. Where is your business delivered from ?

Shop Front

Home Based

Industrial

Online

Other (please specify)

3. Does your business operate from within a precinct ? If so please nominate.

Mainstreet

Maude Street

Lincoln Park

Victoria Street

Hayborough

Not Applicable

Other (please specify)

2018 Victor Harbor Business Survey

BUSINESS PERFORMANCE :

4. How has your business performed over the last 6 months, relative to the previous 6 months ?

- Much Weaker
- Somewhat Weaker
- About the Same
- Somewhat Stronger
- Much Stronger

What factors have influenced this result ?

5. How do you believe your business will perform in the next 6 months compared with the last 6 months ?

- Much Weaker
- Somewhat Weaker
- About the Same
- Somewhat Stronger
- Much Stronger

What factors do you expect to influence this result ?

6. In your opinion, what are the major constraints on the growth of your business ?

- Rising utility costs
- The rise in retail rent
- Wages
- Taxes and government charges
- Licensing and regulations
- Rising transport costs
- Price pressure from customers
- Broadband and information technology access
- Declining demand from customers
- Price pressure from competitors
- Declining customer base
- Availability of skilled workers
- Transport infrastructure
- Increasing competition from low-cost imports
- Declining visitor numbers
- Rising production costs
- Problems with local or state government planning regulations
- Increasing competition from online competitors

7. Are you considering employing new staff in the next 6 months ?

- YES
- NO

8. What would make a difference to the profitability or viability of your business ?

2018 Victor Harbor Business Survey

LOCAL BUSINESS ENVIRONMENT :

9. How optimistic are you about the future of your business in the region ?

- Less than optimistic
- Neutral
- Optimistic
- Very Optimistic

10. What factors make Victor Harbor an attractive place to operate your business ?

- Climate
- Proximity to Adelaide
- Growing Population
- Lifestyle & Amenity
- High Speed Broadband

Other (please specify)

11. What factors make it difficult to operate a business in Victor Harbor ?

- Proximity to Adelaide
- Extent of Low Income Households
- Seasonality
- Increasing Competition
- Availability of Skilled Labour

Other (please specify)

2018 Victor Harbor Business Survey

LOCAL BUSINESS SERVICES :

* 12. Which of the following training opportunities would be useful to yourself or your staff (please rank in sequence)

<input type="checkbox"/>	<input type="text"/>	Managing cashflow and achieving profitability
<input type="checkbox"/>	<input type="text"/>	Finding new markets for my product or service
<input type="checkbox"/>	<input type="text"/>	Managing business administration
<input type="checkbox"/>	<input type="text"/>	Developing a business plan
<input type="checkbox"/>	<input type="text"/>	Understanding what my customers want
<input type="checkbox"/>	<input type="text"/>	Marketing my business
<input type="checkbox"/>	<input type="text"/>	Industrial relations & managing staff
<input type="checkbox"/>	<input type="text"/>	Grant funding opportunities
<input type="checkbox"/>	<input type="text"/>	Finding solutions for high energy costs

13. If training, workshops or business events were to be held, which of the following times would be of most convenient ?

- Breakfast
- Mid Morning
- Over Lunch
- Mid Afternoon
- After Work Before Dinner
- After Dinner
- View the presentation via Youtube following the event
- Participate in a webinar or live streaming

14. The Council and Business Victor Harbor are considering the program and format options for the 2019 Victor Harbor Business Week. Do you have any suggestions of topics or delivery methods for the workshops and events offered during the week ?

15. *The Council's Economic Development & Tourism Committee are in the process of developing an Economic Development Strategy. The strategy is intended to provide guidance to the Council on how it invests and participates in the economic development of the city.*

What is your vision for the City's economic growth ? and what infrastructure developments would you see beneficial to bring this to fruition ?

2018 Victor Harbor Business Survey

Enter & WIN !

16. Simply provide your first name and preferred phone number to go into the draw to win an Ipad, courtesy of Business Victor Harbor :

First Name

Preferred Phone Number

APPENDIX B

How has your business performed over the last 6 months, relative to the previous 6 months?

What factors have influenced this result?

- The office only opened in Victor 2 years ago and continues build relationships and hence its revenue
- Expansion of range offered
- competition from outside our area from bigger retailers, online sales these have contributed to weaker sales and ongoing increases in local, state and federal government charges
- Social media advertising
- Seasonal demand
- More opportunities in the arts and culture sector in Victor Harbor
- Bunnings bad weather
- Brand awareness and referrals
- Internet sales and less disposable income available to customers
- Moved the shop to Mainstreet, a fabulous location for my business.
- Have been trading for 7 months, but has increased rapidly in that time
- Customer Service
- Growing base and recommendations
- Fewer bookings
- New business so hard to say
- Planning and development of our premises.
- not sure have notice a downturn in tourism in recent months which is not just confined to Victor
- additional staff
- More tourists and visitors in the warmer months also southern right whales were more prevalent this year
- poor farming sector activity - lack of rain
- Increase in staff
- Changes in Federal Government Contracts and more business being able to hire employees
- New contracts with insurers.
- Aging of members and more limited abilities to offer services to the community
- I have moved into the area 5 months ago
- The general state of the economy.(depressed) The changing of Prime Ministers (lessening certainty !)
- Increasing awareness of Victor Harbor
- Slow growth in the town
- MORE LOCAL TRAFFIC
- Insufficient new business development. (an internal fault)
- Down for 7 weeks with Bunnings open and Aldi, but last 6 weeks been strong
- New owner and some changes with the decor and happy, helpful service
- Summer/Christmas season is always our busiest time. Winter months are very slow.
- Annualized against new competitor and sales increase heading into summer and Christmas.
- Only commenced in Sept tracking as expected
- Having moved from the main street to a location that is far more visible, and customer friendly. Also more economical to operate from this location.
- I was in a vehicle crash in October 2017 leaving me with reduced motivation levels and Post Concussion Syndrome.
- Chasing work
- moved to new location
- Seasonality of Winter period - typical of the time of year.
- Better weather at the back of winter and a sustained push on sales in the first half of the year.
- Since moving to our current position and council not allowing us to have signage on Ocean Street, customers have found it a lot harder to find us and seek out our services
- We have only just opened the business within the last 4 months and it has been good but at this stage we have no other figures to go by.
- I have added more clients to my database over the past 6 months.
- Word of mouth advertising
- Obtaining work outside the Fleurieu
- Low interest rates
- Increased market share and acquisition of a Goolwa business.
- Great bread Great Service
- Contract hours are similar
- Re-Branding - advertising - word of mouth
- More work from out of the area (Adelaide based), and larger jobs. We have also expanded our offering into furniture moving as well, and this is now being recognised, and hence has effected our turnover.
- Return business and moving into an office from Home Base
- I was ill earlier in the year which affected my productivity. No outside influences had an affect
- Still relatively new
- Moving the salon from the start of Ocean St to the end of Ocean St which is much busier
- People and clients are being more cautious with their money. Uncertainty in employment and increased costs of living
- Total Turn over down \$70,000 this year since the City of Victor Harbor made me remove my sign advertising billboards as you approach Victor Harbor - situated on private land! Also re-trenched 2 FULL-Time staff in Matt Peditt & Taylor Dowzard
- Strong marketing of the business to our target market
- Slowing support from local's - external competition (new competitors) and the Internet
- use of app for some customer orders
- Getting rid of staff and going small
- Improved website
- Change of fishing season and tourist season and better weather
- Dont know
- new business finding its feet
- Bunnings
- New management, more online presents.
- drought and slow economic conditions political instability
- Restructuring of business model

How do you believe your business will perform in the next 6 months compared with the last 6 months?

What factors do you expect to influence this result?

- Our relationships with local businesses in the region
- Increase in tourist trade due to increase in product range offered
- Same as above
- My business is a service that attracts regular clients and relies on clients returning rather than visiting just once.
- Seasonal demand
- Growing understanding of the importance in the development of a more vibrant and creative Victor region through arts and culture sector. The mainstreet projector also offers me opportunities to create content and research projects for content.
- Could be slower when coles opens
- Introducing online marketing campaign for the first time
- we have a new business name and feeling a new enthusiasm and dedication to expand so purely personal input. However I do feel this industry is growing which is great but also more competition which can be positive.
- Holiday season and further marketing. The more our business trades, the busier we become
- Increased range and quality customer service
- holiday period from 27th dec to Australia day weekend.
- Further qualifications and business expansion
- Few advance bookings
- More improvements.
- Newly established business that will improve once my presence is known in the area.
- staff levels
- Main tourist visitor season during summer and easter
- dairy cattle numbers drastically reduced due to lack of feed. Farm water storage low. very little livestock trading occurring.
- Increase in staff numbers and expertise
- Upcoming election and budget surplus
- Continued aging of members. Reduced income.
- I will meet with other providers and promote my business this way
- Better tourist facilities at VH and better anticipated Council directions.
- COMING INTO TOURIST SEASON
- More active in new business development
- Summer influx will be good. Tourism should be good. I am hopeful of improved turnover but think it will be about the same
- Well you always strive to improve and we will continue to aim for better target goals. Having a clean and inviting shop with friendly and helpful staff is always helpful
- The summer/Christmas season will be in full swing.
- Competitor increasing size.
- More exposure. Other business people accepting support as time poor etc.
- Availability of stock. Correct marketing, promotions and advertising. Customer service. Customer traffic.
- New owners of the Cartridge World franchise in Australia
- Winter is coming..
- Seasonality of Summer period - typical of the time of year.
- We are running at almost 100 per cent of our capability at the moment.
- Increased engagement with the community
- The more people that know we are here via word of mouth and also on social media will definitely benefit us. We give the customer alot more choice of product than our competitors.
- Word of mouth referrals.
- Maternity leave
- Main Street up grade will affect our trade
- Not being able to secure similar contracts
- Low interest rates
- The Summer period is traditionally a very busy time for our business and despite a drop in consumer confidence as a result of the Banking Royal Commission, I believe the demand for our region will still be there over the short to medium term.
- More competition as more developments are happening
- Additional contract hours
- holiday home owners entering market - word or mouth - branding
- Same as question 4, plus we are now contracted to the new ferry to KI to provide a bus link, and we expect this to expand our business.
- Property sales or contract increases
- Getting more residents to know who we are and what we offer
- We are now in the tourist season which always brings growth if only for a few months. My salon did not benefit from tourism when it was at the start of Ocean St.
- No improvement expected in the above factors. Political issues around our non functioning parliament also is not expected to improve. The economy is acting as if there is a continuous election going on.
- As above! (Question 4)
- More extensive Targeted marketing across a wider region
- Decreasing support from local's
- changes in the way we operate our business
- Less setup expenses, more productivity and efficiency.
- New government and Council
- The Reserve Bank finally realizing (6 months too late) that they have been damaging the Australian Economy with their tightening of Lending Policy, seriously affecting normal people across Australia, instead of being targeted at Chinese Melbourne and Sydney Buyers. Badly managed
- Summer season - influx of people & the new development in area hopefully will bring an influx of people /new residents etc
- Summer holidays. Tuna arrive and Snapper season starts.
- increase in marketing to promote more work
- Christmas holidays
- I believe the winter months see less property sales in Victor translating into fewer conveyances
- Various networking opportunities in 2018 have resulted in new collaborations being formed for 2019
- Bunnings

- as above
- expect drought conditions to ease
- We have recently re-branded so expecting that to increase business
- Restructuring of business model, more specialised work

What would make a difference to the profitability or viability of your business ?

- Increased signage and outdoor dining area
- Increased interest from purchasers/investors
- Staff availability
- Comparative comments about our business vs others.
- More support from locals as opposed to going to Adelaide to buy the say services
- Mainstreet precinct upgrade resulting in decrease in numbers coming to the area - divided opinion from the public as to the cost of taxpayers monies, therefore public backlash to shops in the precinct
- local government to support local business more, and to get locals to shop locally as most small businesses provide good customer service this would help grow business and provide jobs for locals
- reduced costs
- A collaborative approach to improve main street business offerings & increased opening hours from mainstreet traders. Occupation of all closed buildings in the main street, markets, fairs
- Lower rent
- Less competition
- More skilled workers in the district.
- Lower transport costs and being able to have a shopfront presence in mainstreet precinct. A collaborative space which I could share with other creative industry people would be ideal. The proposed coral st artspace potentially offers this but if not other empty buildings in the mainstreet could be offered to artists and artisans to fill like other renewal projects e.g. Port Adelaide Millicent Bowden and Newcastle.
- More tourists all year round not just 2 weeks Xmas and Easter
- To be able to expand and employ in order to meet demand
- Less people shopping in line, even for supermarket goods
- Further exposure through online marketing increasing customer base. One of the big opposition came to town
- Bigger space for yoga, more regular local clients for treatments
- Better availability of trading areas, permit zones. Better communication between council departments, it would seem that every department we have dealt with is competing against each other department, and makes it extremely frustrating to have decisions made and to obtain singular information. Especially relating to trading permits, signage and permit zones
- Lower government (all) costs by cuts in outrageous spending making more \$\$ available to clients to invest in non- essential items e.g. Art pieces
- customers accepting that prices have to follow our increases, but this community and its demographic struggle to pay more
- Lower rates , wages . This area is more expensive in both and our profit margins are small
- Assistance with small business insentives to employ staff within startup business where you can't offer many hours
- We don't get any bookings through the council website since it changed to Bookeasy. Previously received 1/3 of our bookings through the V.I.C. Website
- Encouraging people down the medical centre end of mainstreet. Livening that end up will help all businesses down there.
- More customers through the door
- More realistic award wages especially for weekend and public holidays
- Better infrastructure (berthing facilities) Better carparking on waterfront
- staff availability
- on farm feed and a good growing season. farmers having funds to invest on farm improvements.
- Increasing the population and popularity of Victor Harbor and the Fleurieu through local and state government initiatives, local groups, community support
- Council supporting local businesses to increase sales rather than focusing on only claiming rates, some relief will help them be able to hire locals.
- Better government incentives for training. Reducing utility cost's
- An increase in local tourism
- Some younger members and a bit of growth.
- Growing customer base
- support groups/information sharing from a local perspective
- The next Federal election
- Better tourism WI-FI ---better signage, better tourism icons --more public art and sculpture that makes VH a unique destination. Town planning of ugly new developments needs to be improved. Ocean St needs more class and focus --refer yo Mootna and Tanunda --tourism focus in VH is woeful. VH needs better retention of its very few heritage buildings ie Newland Church.
- Greater population growth. Improve the image of victor harbor
- Access to low cost capital. A stronger economic base and resultant growth in employment
- N/A
- More foot traffic, less tax, SG, wages etc . . . I am so lean with wages now that I am burning out
- Less over heads and rising costs that are crippling, rent and rates, electricity, and water etc and the complexities of staffing and the cost of having good staff and retaining them is always an on going issue.
- More foot traffic in the main street precinct. Proposed Arts Centre in Coral St, events to draw people back to the town centre.
- Steady revenue consistent hours
- For customers to understand that they are not being disadvantaged with price and service when they purchase locally.
- More local consumers supporting local stores. and not assuming the big box stores are cheaper.
- Less Paperwork, more government incentives to employ apprentices
- Council removing a blanket ban on parking for the 4 busiest months of the year, it was proposed a 14 day period ban
- Greater volume of tourism to the Fleurieu region.
- Lower fuel costs
- Better viability and engagement with our local communicating and council working on projects together
- More business coming through our doors.
- If I could continue to attract new clients but be able to subcontract out some of the work.
- Local promotion

- more shops in main street but with rising costs we can only hope :) also more to draw people to Victor ie a ice skate park just for one and we need some love in the street ie plantings of flowers and big potted trees , some life people always say to me whats happened to victor its dead :(very sad
- reduced power costs less competition - multi national competitors able to operate with reduced wage rates - enterprise bargaining and low cost imports - profits not staying in our community.
- The availability of marketing for local businesses
- If council consider using local companies rather than ones from out of town
- Less competitors
- More local opportunities
- Government incentives to employ new staff
- Lower Council rates, lower Water fees and lower ESL.
- Abolish pay roll tax and stamp duty payable on property purchases. Changing the zoning along Flinders Parade and the Esplanade to allow residential development.
- More customers Greater population Increased tourism
- If the organisation with whom I have my main contract decided it did not require my ongoing servi es
- increased turnover and not offering discounts before customers ask for one :))
- Lower penalty wage rates for Saturday and Sunday. Lower electricity and gas costs
- At this stage it is coasting well
- Being able to afford another person, however the job is highly specialised and I'm not sure I can train and provide the extra computer and office space for a second person. I'm considering training my own teenaged son instead.
- Increased patronage
- Lower rent, even if just for 6 months where the town is much quieter.
- More clients and development of online marketing
- Better paying customers
- Returning the Sign Billboard Advertising as we approach Victor Harbor
- Increased production
- More local support Review of rent plus outgoings payable
- lower utility/overhead costs, wage subsidies, larger customer base
- Additional software & training, greater efficiency, taking on junior staff would all increase profitability. At the moment there is not much competition locally for what I do, but if that changed it would affect my business greatly.
- Local Support. Local business trying to compete against larger Adelaide based companies
- Less taxes, charges, bureaucracy
- The NBN to work properly and for I.S.P's to listen to their Customers
- 1. Government incentives to encourage first home buyers into purchasing existing homes not just new build 2. Stamp duty reductions for pensioners 3. More positive media reports on SA
- More Adelaide fishers buying when they arrive here. There is a history of people paying more for things at a holiday resort. (Not true for our store)
- Less hassle from local council.
- Online help
- Local government seeks and chooses local consultants and businesses instead of outsourcing elsewhere.
- increase in customer demand
- improved weather conditions, improved economy/ housing market
- Increased tourism

What factors make Victor Harbor an attractive place to operate your business ?

- Residential locality and demand for our product
- Limited services with what we provide
- Broadband & Telstra have been unreliable
- There are people here with needs.
- Unique natural features
- WE ALL NEED TOURISM TO GO THROUGH THE ROOF, we need foot traffic in retail. I have a good customer base but foot traffic is less
- I live here and don't want to move. I could be more profitable if I moved but lifestyle is a big factor for me.
- We are still able to provide a personal service to our customers, and care enough to make them want to shop with us again. They are not just another number. Pricing is important but forgotten quickly. Good customer service is remembered for a long time.
- family
- Not really in Victor Harbor
- Older clientele
- Pristine coastline, safe and affordable.
- I think I'm an affordable website and graphic design business for smaller Fleurieu businesses and I have strong connections to Kangaroo Island businesses because I worked in creating their adverts for The Islander newspaper. I have stronger community connections and business understanding here than if I move to Adelaide.
- Less competition in a rural town.
- My business is home based and proximity to family is also important.
- Less Crime, nicer people
- We live here.

What factors make it difficult to operate a business in Victor Harbor ?

- Lack of traders working together for the good of our shopping precinct. Sprawl of retail shopping locations throughout the region
- The biggest factor to impact my business is limited focus understanding and expenditure on the arts and lack of vision by our business and political leaders.
- Confusion and red-tape within council departments.
- Even though there are many unemployed we cannot keep cleaners and they want to charge more than those from Adelaide
- Government regulations
- Eg competition from unregulated accommodation providers eg Airbnb
- Weather is a big factor
- shrinking number of larger farms. Properties are being broken down into lifestyle acreage; no investment into the rural future of the region.
- Adelaide people have a perception of Victor Harbor as staid, old fashioned, a bit dull. Also perceived as "god's waiting room"
- Aging of membership.

- not yet certain
- NO PROBLEMS
- Low growth in the economic base
- N/A
- TOURISM and VISITORS NEED TO BE IMPROVED ENCOURAGED
- Increasing competition from other close towns - Pt Elliot, Goolwa. We need to put Victor Harbor back on the visitor map & we need to welcome visitors rather than complain about them.
- There is certainly an element of arrogant consumers in the area that appear to believe that we all owe them something. ??????
- many local business chose to purchase print consumables from Online sources
- Services to support the community
- When I say skilled labour I refer to specific roles within the resort such as sales positions, not the likes of waitstaff or cleaners.
- Victor Harbor is a very slow town in regards to people making changes. From previous experience it takes approx 12 months or more for alot of customers to come and see you either they still dont know you were here in Victor or they just dont like change.
- Vocal supporters of other similar businesses
- Lack of really good facilities in the health and hospitality sectors. Specialist health services which mean people don't have to travel to Adelaide and some more quality cafes and restaurants which remain open on public holidays would be great for the area and people who visit.
- None of these
- Not a lot of affordable office rentals so I don't have to be home-based.
- The City of Victor Harbor Council!
- Very poor technology
- high cost of rents and ever increasing utilities/overheads
- The diminishing of the Class of Resident, via affordable Housing is a BIG MISTAKE!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- Issues with internet / NBN facilities
- Nuisance neighbours and local council
- with high number of holiday homes, people buy where they live not where they holiday
- Better marketing of what's on More information
- No
- More publicity to business owners.
- cramming so many workshops into one week is the issue for us. If they were spread out of a month or 2 we might be able to attend more.
- Business hours are extremely difficult if not impossible for sole proprietors to attend workshops etc. After hours is not always an option either but would be preferable.
- Ability to discuss business issues and solutions one on one with a consultant/ mentor.
- N/A
- Waste of time - wrong time of the year
- More presentation's by local business people and people in business
- Efficiency. Small business management. Managing staff. Working from home. Juggling work and family life
- Topics on marketing to local community
- Wordpress Education
- I think the opportunities should be spread over the full year not just concentrated in a week or month.

The Council's Economic Development & Tourism Committee are in the process of developing an Economic Development Strategy. The strategy is intended to provide guidance to the Council on how it invests and participates in the economic development of the city. What is your vision for the City's economic growth? What infrastructure developments would you see beneficial to bring this to fruition?

The Council and Business Victor Harbor are considering the program and format options for the 2019 Victor Harbor Business Week. Do you have any suggestions of topics or delivery methods for the workshops and events offered during the week ?

- How we should market local business in a cost effective way as most marketing companies are far to expensive.
- No
- Informed presentations showing other business precincts that have experienced success in new development. Workshops developing a collaborative model for the Victor Harbor. Discussions around opportunities that can be leveraged on. Real workshops that have an outcome that can be used to build sustainable business growth. Developing a business plan for Victor Harbor with cooperation & participation from business's.
- I can't go to sessions during the working week, could there be a few weekend sessions?
- Online marketing
- Tax and bookkeeping for sole traders who cannot take on formal education in these areas due to business demands
- Marketing strategies.
- Topics: Changing external perceptions of Victor Harbor Identifying the unique competitive advantages of Victor Harbor Encouraging new housing developments Delivery methods: Breakfast meetings On line Dinner meetings
- no
- As above.
- Linking infrastructure to community users.
- No
- face to face discussions as a delivery method with the ability to view at a later time for those who can't attend or for refreshing the information.
- Invite experts from the Barossa Valley who have hands on experience to be better at town pride and tourism than VH.
- No
- Sessions that highlight the impact and application of AI and/or VR on work and future employment
- not really
- I have been pleased with past events. Webinars etc are good.
- Importance of planning/writing a plan. Understanding skills shortages and how to access help. Industrial relations. Measuring success. Using KPI and data
- Open your eyes to a wider perspective. Enjoy the retail sector growth in the area and celebrate the new opportunities in front of us all. Competition is great, and with the right approach we can all use this to encourage more customers to this beautiful city.
- no
- How to reduce red tape. How to help public employees understand the private sector and reduce paperwork for the sake of paperwork.
- Present to business owners how council support small business.
- Not sure if this is flogging a dead horse in this area, but being "China ready" is a big aspect that small operators need to be aware of and embrace.
- For small business owners out of work hours must be considered more appealing.
- Not at this stage sorry.
- Have each event streamed live so that those who are unable to attend the location can still benefit from the event. I have a one year old son and it is difficult to organise babysitters during the day but I would be able to log on and view the event live if online streaming was an option.
- some of our main st traders could do with help in displaying there shop and stock and also to help see out the box a tad with oh what im doing isn't working what else can I add that will suit the stock I have now . anyway the rent really are an issue as I also have people in the shop asking me about setting up shop as they'd like to but for the high rents and as mine is coming up in FEB 2019 I have to also consider it as it will probably be going up :(
- Marketing from local businesses
- Cruise ships and very frequent festivals
- Need to keep school leavers in the region and if can increase local skill base then offer incentives to business to base themselves in the region. This would encourage more younger families to move to the region. The fleuriou can't rely on seasonal visitors.
- Not the sole focus being on tourism - there are also 10 other months of the year that locals need to be catered and serviced. Development of a strong local business community without considering tourism as the be all and end all.
- Our business relies totally on local people we are not a tourism business so population growth will help. Low cost signage that stands out for local business being available around the council area. Our business has been operating in Victor Harbor for 18 years and people still don't know we are here and that is not from the lack of advertising and supporting local sporting and service clubs in this time
- Improved public transport system both local & Adelaide
- Development of experiences that can be delivered to the ACB & SATC with a view to offering large international groups a comprehensive package. Understanding those experience needs. A 'go to' for entities to enquire & book offerings/experiences that can be tailored to large groups. Recently we had inquiries from the ACB for a large international group of 5000-8000 people coming in groups of 200 at a time over a short period looking for experiences that could offer a consistent product all year. This was impossible to co-ordinate as we did not have a 'go to' that was able to build a package to suit. The group was not in a position to call individual operators or even understand the product offerings.
- Marina near the yacht club, with restaurants and retail. I can't believe a city with the water views we have doesn't have any beachfront dining. 4star hotel complex like Pt Lincoln has.
- I believe that the mainstreet and adjacent precincts like railway tce coral st etc should have no empty shops for long periods of time. A plan to fill shops with makers and other artisans in a renewal style project should be developed and supported by vhc. Bank sa has been vacant for way too long. I do not like the idea of victor becoming a gold coast style city but think people live and visit here because it is charming and clean and coastal. It needs to keep this and its own identity.
- Increased year round tourism, Dual lanes to Adelaide, leading to more families with more disposable income.
- Bring life back to the Main Street on the weekends. Block of the southern end of the road and introduce markets, pop up stalls, music etc. let the energy flow through to the park foreshore area and granite island. Replace existing train playground with a worlds best playground. Remove side shows which are tired. Basically redevelop the foreshore area and give people a reason to come to victor Main Street. Copy best practice from other cities n towns as we do not need to re invent the wheel.
- I believe the arts precinct is going to make a positive difference to the heart of Victor and would love to see this come to fruition asap!! from a personal business perspective I would love to have a community space with Ocean views [on the esplanade?] that can be used by various health and wellbeing groups in Victor. I believe a studio space with uninterrupted views of our coastline would attract yoga students and teachers to the area for training and retreats. The space could be utilised by artists, performers or any group where having the inspiration to connect with nature and within would benefit.
- The upgrade of Adelaide to Victor road, particularly Mosquito Hill rd to Myponga turnoff. The bike paths are rough and not appealing especially near the VHBC frontage. Granite Island is improving but its mostly untidy. The foreshore near RSL monument is in need of an upgrade with weeds, and tidiness issues. More SA Tourism money could be allocated to the south coast instead of Kangaroo Island receiving such a large percentage. I there a better view anywhere as you arrive in Victor from either direction?
- The tourism office is ineffective and does not support tourism . The volunteers are poor advocates and lack knowledge of the industry . We received little help and recommendations from the VIC but have a good online presence .we have our price structure questioned by volunteers . This system needs overhauling and focussing in support for the industry .
- Limited ability to source resources at a local level. High rent options in Victor central keeping businesses out of the main presinct
- Stage 2 Mainstreet upgrade. Businesses helping each other.
- Revitalise Ocean St between Coral St & Warland Reserve for tourists on weekends in particular - more specialty shops - arts / craft etc. Look at Hahndorf main street.

- Upgraded Causeway. Marina on foreshore near Main Street. Improved Carparking on foreshore
- Increase of parking and pedestrian access to Ocean st
- Maybe just a more grey nomad friendly town such as a dedicated area for overnight free camping with motor homes
- Vision: a growing, vibrant City, with a clear plan for increasing population, employment, tourism and local business. Infrastructure development: Tourism infrastructure on Granite Island, making it a highly attractive, interactive experience. Upgrade Granite Island Walkway to accommodate faster transport in addition to the horse drawn tram Upgrade the boat ramp to attract more visitors Develop Ocean Street into an attractive, interesting precinct. Currently it's very ordinary. Encourage new industries with a modern, effective industrial precinct
- Having an arts/function facility to bring national and international artist to Victor Harbor. Developing infrastructure to bring cruise ships and more conferences to the area.
- How can the rich history of the area be harnessed for present. Building cultural activities for the area.
- No
- A basic infrastructure Ocean Street needs to be (or at least appear to be) busier, could offer local start ups rent support for a short term to trial or start up a business, mainly retail but not only, prioritising local residents. A better link to Victor Central would also help the town appear busier and become a communication and meeting centre
- A strong focus on Tourism, Heritage, WI-FI and better town planning. We do not want VH to become another bland, soul less outer suburb with ugly food chains and retail giants.
- More modern image of the area. A purpose build sports and rec centre for the younger population
- Revitalise the Tafe Tertiary levels and orient the subjects to support Economic Development. Research the benefits and possible development of converting domestic waste into energy resources, rather than disposing in land fill
- Creating a foreshore precinct between the rivers
- Encourage Growth, encourage tourism, I know infrastructure struggles when the town is busy at Easter and Christmas
- We need to attract visitors as well as look after our community. Live music, young people friendly activities, support for events, large whats on in Victor /coming events boards on the outskirts of town, marketing of what the town has to offer in Adelaide & wider.
- Tourism and more reasons to drive traffic to Victor. Fast public transport. Better roads/improve traffic flow through Victor.
- Start to take a sensible approach to the main street. Look around at other areas and understand what WILL work. Stop trying to create a pretty street with no attractions. Make it a HUB where people love to go to eat, be entertained, shop for novelty items and enjoy. Look at Hahndorf, the main street is busy rain hail or shine, WHY, because it has an appeal for people to visit, and no it is certainly not just because of the German heritage.
- Copy Rundle Mall / eat street brissy for the 2nd half of Ocean street. Let development happen. Cruise ships off Granite Island, eco resort, shuttle from island to main street, decent hotel development etc
- We need a performing arts theatre/ centre so our young talented children can perform in their own town. Keeping the arts alive & creating more for the youth to do. Need to invest in our younger generation - so we can try and keep them in the area. Look at breathing fresh life into the main street, with new rent assisted programs to get new businesses started. Support small start ups!! Tourism operators need to get together and collaborate.
- As a long term resident and business owner I am aware that the City of Victor Harbor has stagnated in recent years and possibly been overtaken by the vibrant community of Goolwa and to a lesser extent Port Elliot. As a tourist destination we have rested on our "day trip" reputation for far too long. Victor Harbor needs to acknowledge what is good with our City and work to a new and stronger plan. We need to sustain true collaboration between government and business over the short and long term. We need to coordinate our efforts to build on our commercial strengths, attract investment and develop industries to create jobs and support our most vulnerable communities.
- a reason for people to visit us over the weekend big playground, great eating places, big market on foreshore, water events, boat races, music festivals, art gallery and art displays
- Ease of transport to/from Adelaide, perhaps the extension of the trainline? Also some PR on the city - shake the perception of VH being a massive retirement village.
- A clearly defined plan that is achievable and delivers strong business and social benefits. Aged care education, better accommodation, smarter use of Council income, ie let's stop pouring large amounts of money in to programmes that can be better handled by private enterprise. A community wide consensus on what does Economic Development for Victor Harbor look like??
- Promoting the tourism of Victor Harbor and the Fleurieu needs to be stepped up. We need more local industry on the South Coast where it can employ locals. Eg the days of Nexus Furniture or businesses like South Coast Sand and Civil, Eilers Earthmoving and Mechanical. Council need to promote our icons more. EG Granite Island - Make it a sort after place to go by building a hotel there and try to entice the smaller cruise ships to come and dock at the screwpile jetty and bring in the tourists. These are just some things that we have discussed at work.
- Victor Harbor needs a quality hotel to provide accommodation to interstate and overseas visitors. In addition to this, the town requires more public transport for those visitors.
- If we can promote and up the state of the street street so the locals come and have the boats come It really would be a buzz again here
- Not sure
- More sustained growth in residential and tourist accommodation. Let the high rise buildings happen on small scales, allow developers to develop allowing external investment to the area. Be efficient in making decisions get on with the job. Why did it take 2 years to get the cafe in granite Island up and running. Victor needs to be vibrant to attract more investment not negative nancies. Please remember that it is the young people who will fill the jobs to serve the older population. A lack of growth will force more young people away from the area
- Growth in tourism & aged care facilities Dual roadway & train service all the way from Adelaide to Victor
- Planning in the City of Victor Harbor - particularly in the Town centre Zone - needs to be changed and quickly, as investors will not touch vacant allotments and are frustrated by being tied up in endless red tape. The former Bank SA building should be converted into a cultural centre/restaurant for the people of Victor Harbor, as it is one of the landmark properties in the town - a good development backed by the City of Victor Harbor would do wonders for the look of Ocean/Coral Streets and the confidence of businesses operating there.
- We need to have a growing population not only of retirees but also families and those in the workforce. Tourism should be a greater focus of development for the region including the attraction of a Hotel offering a minimum 4 star facility and the current focus on attracting cruise ships should be pursued. Better road networks for commuting to and from Adelaide and a programme to attract people working in the southern suburbs to relocate to Victor Harbor.
- 1: dual carriage road all the way from Noarlunga to Victor Harbor 2: attract a university campus in Victor Harbor 3: try to get all markets to locate in the south end of Ocean Street - close off to traffic
- Roads that large vehicles can negotiate (e.g. we bring many tourists in to Victor on our coaches, and can't even legally get around many of the roundabouts in Victor (including a simple left turn at the end of Seaview Rd, and we can't make a left turn at the end of Crozier Rd without going up onto the kerb).
- At this stage it would be increase of training opportunities from TAFE, Universities or other training institutions for our younger population so they don't need to leave our community.
- Not sure. At the moment most of it seems retail and hospitality based. Would be good to have more tourism based developments. What we currently have is definitely good, but perhaps more adult-g geared music festivals, summertime activities etc. Granite Island seems like an abandoned opportunity. Cruise ships greeted with artisan and food and wine markets that show off local produce (like Kangaroo Island does for them); dolphin viewing boat rides, and swim with the tuna; train rides to Goolwa at times just for them; Alexandria cheese and winery tours etc. Victor Harbor is already a place to visit, but could be better.
- As an Ocean Street business, the most commented issue is parking. There are simply not enough carparks available for over 2 hours. Many of our services extend over the 2 hour period & therefore make it difficult for clients to find parks. I'm sure we are not the only business effected by this issue.
- Existing roads/ highways are in poor condition. Traffic management is woeful.
- N/A
- Grow a younger and more discretionary spending population through the attraction of our natural assets, education, close proximity to Adelaide, retail, lifestyle by target marketing and development of assets that attract a younger generation
- Sound growth prospects. A 4 - 5 star hotel. The infrastructure to have cruise ships stay here as part of their itinerary Extending Goolwa Airport to accomodate small commercial flight's. Major main street review and revamp (ie pedestrian, a mall, off street parking etc)
- I believe our city needs to be promoted more to attract tourists and new businesses, local and state government giving support to businesses already in the area or wishing to establish themselves in the area to grow employment opportunities, more subsidies/grants for businesses to grow/expand
- Development of tourism, support for farmers, opportunities for young people to stay in the area. Infrastructure... better roads Adelaide to Victor, improvements to the main street, innovative thinking around an arts/culture/community facility to allow for maximum flexibility of the spaces so that the facility is successful.
- There really needs to be a push in regards to supporting local business and guiding/promoting customers to buy locally.
- Marina. Redevelop Warland Reserve and the Heritage precinct.
- To clean up the disgusting entrance to Victor Harbor, from Cape Jervis, with major Fire Hazards, junk properties, roving farm animals, rubbish and more. To put back a proper restaurant on Granite Island To run a Chair Lift, above water, to seal island, across to the encounter bay island and to the Boat Ramp.
- I would like to see something done to help existing businesses & encourage new businesses to the main street area of Victor Harbor. This is the hub of our town & the place visitors love to wander and we are losing a lot of businesses due to high rent & lack of customers. It would be good if the council could encourage more people to the area - maybe look at markets stalls during the weekdays?
- Build a Marina and improve the facilities at the Encounter Bay boat ramp please.
- Need train service urgently this will grow area with more young families living here, tourism will be enhanced for day trips less cars the add buses regularly to Goolwa etc.
- Improve access to Victor Harbor, e.g. roads from Adelaide (extend expressway as accidents and perceived reputation of the roads put off many people from Adelaide), roads in the town to alleviate congestion with the growing population, train services from Adelaide... This will allow not only more visitors, but more people to live and work here and hold business events here... Utilise SA's brand of being the 'creative state' and strengthen art culture, e.g. visual and performance art, Tafe courses to help youngsters learn and upskill here instead of moving away.