



KEY FINDINGS REPORT

BACKGROUND

The 2016 Victor Harbor Business Survey identified a number of challenges and opportunities facing local businesses. Survey responses from local businesses indicated that 'Price Pressure from Customers' were a major constraint on the growth of their business while 'Seasonality' was highlighted as a factor making it difficult to operate a business in Victor Harbor.

In response to the Business Survey findings the City of Victor Harbor in collaboration with Business Victor Harbor implemented a 'Buy Local' campaign in June 2017 that sought to understand impediments for local shopping while highlighting the importance of shopping locally to consumers.

The campaign saw significant community penetration, leading to 409 'Buy Local' surveys completed.

SURVEY OBJECTIVES

The Buy Local consumer survey conducted as a part of the 2017 Victor Harbor Buy Local Campaign was specifically designed to improve local business understanding of :

- The extent to which consumers are currently shopping locally
- Consumer impediments for buying locally
- Expectations of local consumers
- Expectations of local businesses
- New products and experiences sought by local consumers
- Factors that would affect changes in shopping habits
- How local consumers are seeking to be engaged
- The extent to which local businesses are meeting the needs of local consumers

SURVEY METHODOLOGY

The Buy Local survey was created and published on the online platform Survey Monkey, while notices were posted through the Business Victor Harbor Facebook page and supported by social media advertising.

The 'Buy Local Survey' was first published on the 5th June while responses were closed off on the 27th June.

To incentivise participation in the survey local consumers were invited to enter a draw to win a Samsung tablet or 10x \$50 local shopping vouchers.



LOCAL APPETITE

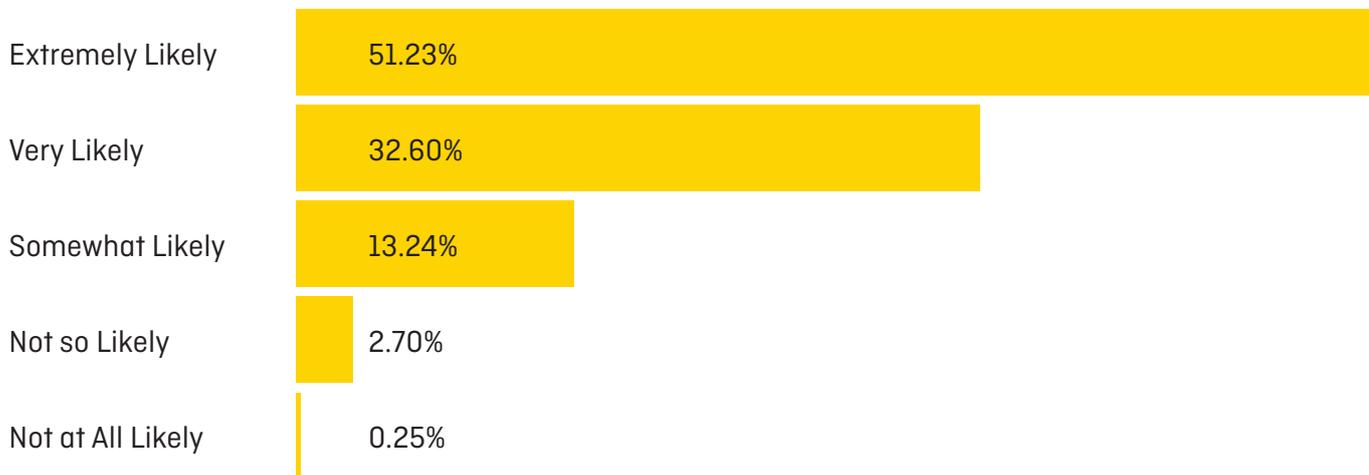
Local consumers were asked how likely they were to seek out products and services from local businesses.

408 responses were received to this question.



83%

OF CONSUMERS INDICATED THAT THEY WERE EITHER EXTREMELY OR VERY LIKELY TO PURCHASE LOCALLY FIRST.

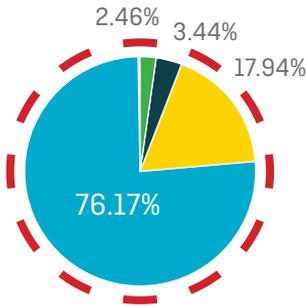


COMMENTARY: The response rate indicates that local consumers clearly seek-out local businesses in the vast majority of cases.

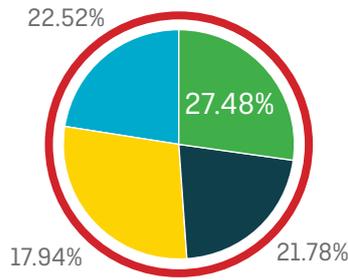
EXPENDITURE AREAS

Local consumers were provided a series of common expenditure areas and asked the extent of their expenditure that occurs locally within each type.

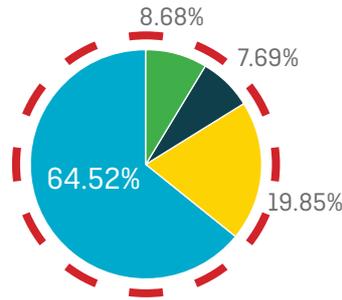
409 responses were received to this question.



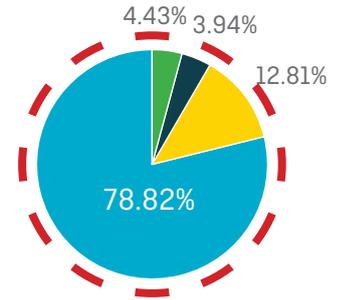
Groceries



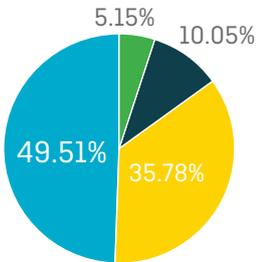
Whitegoods & Home Appliances



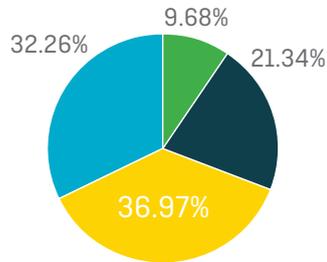
Home Maintenance



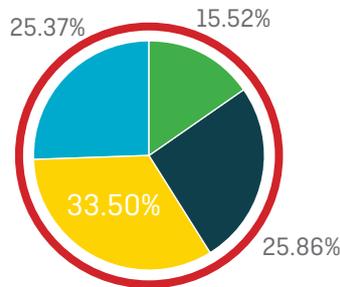
Health Care & Pharmaceuticals



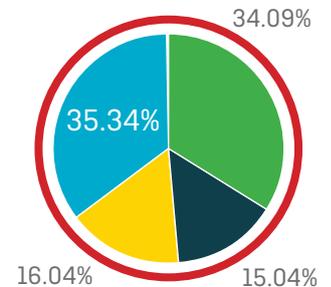
Dining & Eating Out



Entertainment & Recreation



Clothing



Motor Vehicle(s)

■ 76 - 100% Locally
 ■ 51 - 75% Locally
 ■ 26 - 50% Locally
 ■ under 25% Locally

○ Less likely to purchase from local businesses

⊖ More likely to purchase from local businesses

COMMENTARY: Local consumers are clearly purchasing Groceries, Home Maintenance services, Health Care & Pharmaceuticals and Dining & Eating Out products and services locally. From survey results received local consumers have indicated that they are less likely to purchase Whitegoods & Home Appliances, Clothing and Motor Vehicle(s) from local businesses.

CONSUMER NEEDS

Local consumers were asked to advise the services and products that they seek that are not provided locally.

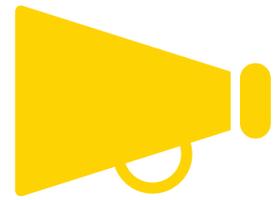
331 responses were received to this question.

COMMON RESPONSES

- Clothing
- Major department stores – Kmart, Harvey Norman & Bunnings were major stores referenced in responses.
- Local attractions and activities for the youth – Ten Pin Bowling, more overnight eating places
- Electrical & Whitegoods
- Discounted pharmaceuticals

COMMENTARY: Local consumers noted a broad range of products, services and brands that they thought would service local consumers and meet their needs. An overwhelming number of consumers indicated that there was a distinct lack of local clothing options ranging from youth through to the middle aged.

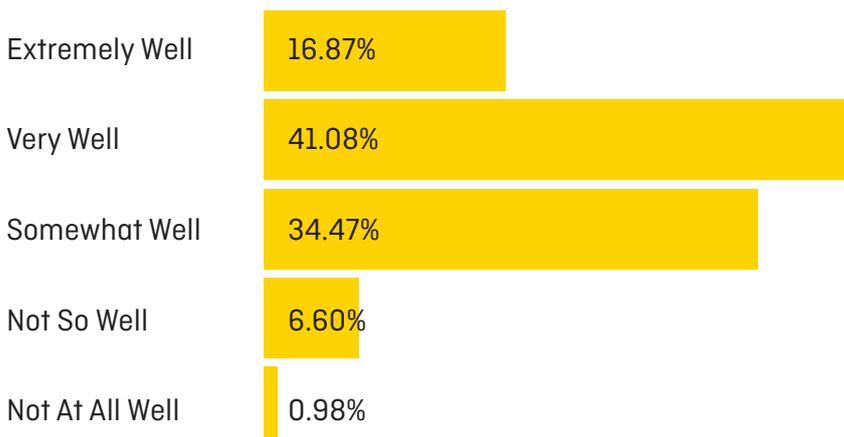
NOTE: A full list of responses can be referred to in Appendix 1.



CONSUMER SERVICING

Local consumers were asked how they felt that the products and services provided by local businesses met their needs.

409 responses were received to this question.



75%

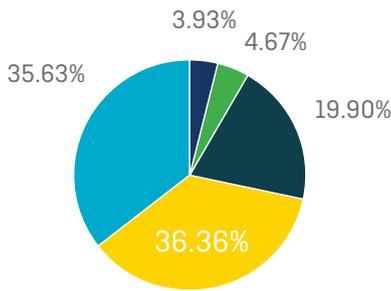
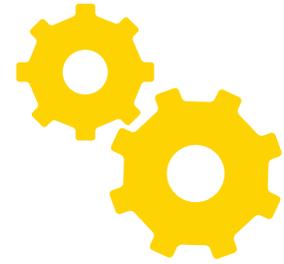
OF RESPONDENTS INDICATED THAT LOCAL BUSINESSES MET THEIR NEEDS EITHER 'VERY WELL' OR 'SOMEWHAT WELL'

COMMENTARY: While consumers mostly felt local business met their needs, there is some room for improvements with only 16% indicating that their needs were met 'Extremely Well'.

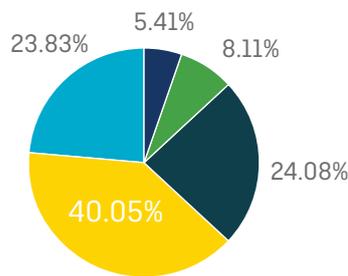
PURCHASING INFLUENCES

Local consumers were asked how important a series of factors were in influencing their purchasing decisions.

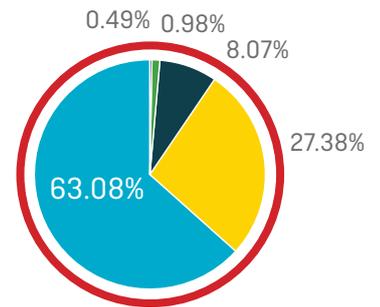
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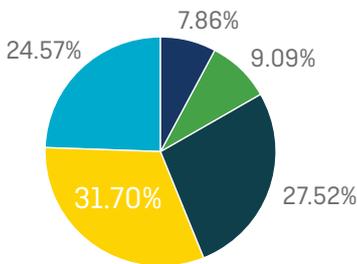
Price



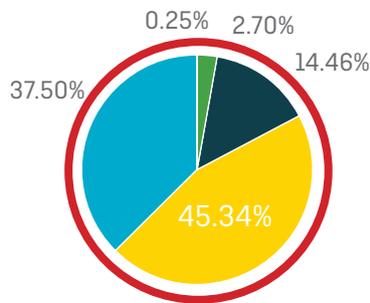
Location



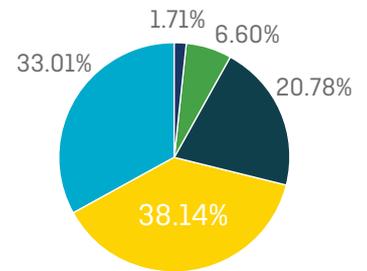
Friendliness of the Staff



Parking Accessibility



Product Range

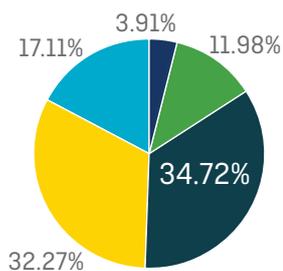


Physical Presentation

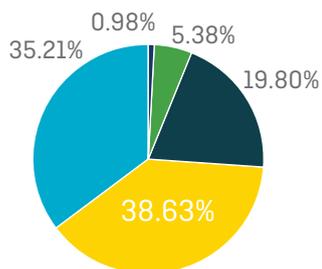
continued overleaf...

■ Very Important
 ■ Important
 ■ Somewhat
 ■ Less than
 ■ Not very

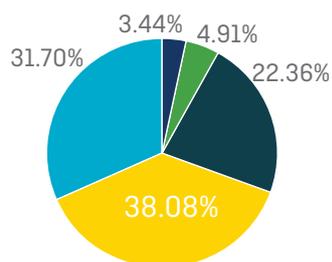
○ Very Important
⊞ Less likely to purchase from local businesses



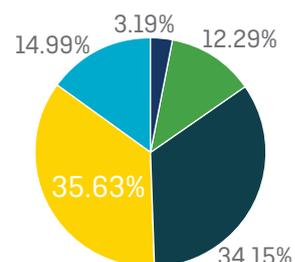
Store Layout



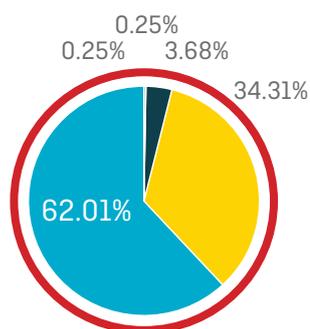
Personalised Care



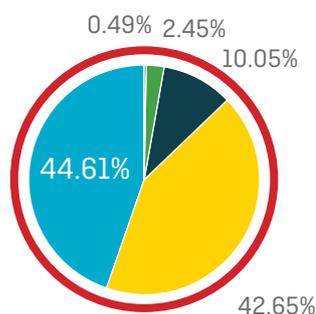
Business is Local



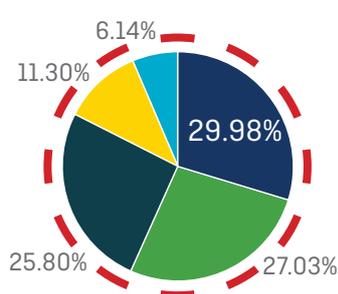
Special Offers



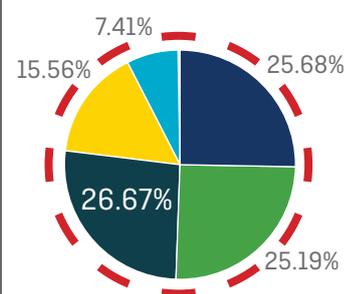
Product Quality



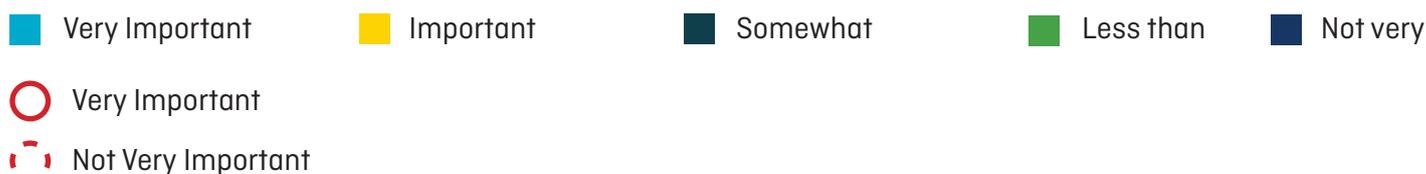
Consistency of Service Delivery



Home Delivery



Ability to Order Online



TOP 4 INFLUENCES

1. FRIENDLINESS OF STAFF
2. PRODUCT QUALITY
3. CONSISTENCY OF SERVICE DELIVERY
4. PRODUCT RANGE

BOTTOM 2 INFLUENCES

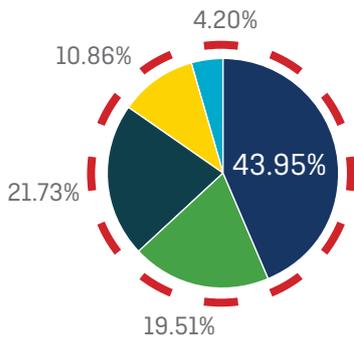
13. HOME DELIVERY
14. ABILITY TO ORDER ONLINE

COMMENTARY: While price is always a consideration for consumers the responses indicated that the 'Friendliness of the Staff', 'Product Quality', 'Consistency of Service' and 'Product Range' were significant factors in their decisions as to where to shop. 'Home delivery' and 'Ability to Order Online' were factors considered least important to local consumers surveyed.

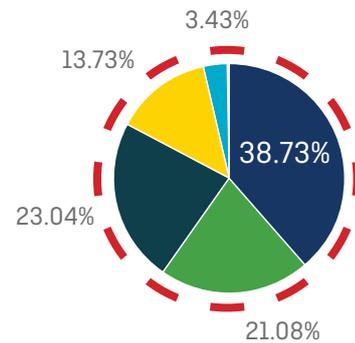
INFORMATION SOURCES

Local consumers were asked to rate various sources of information and marketing communications that were likely to influence their decision as to where to shop.

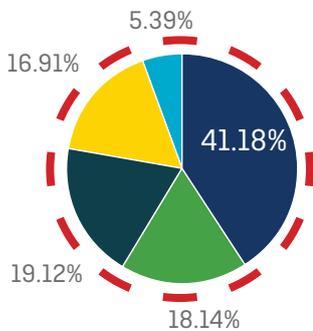
409 responses were received.



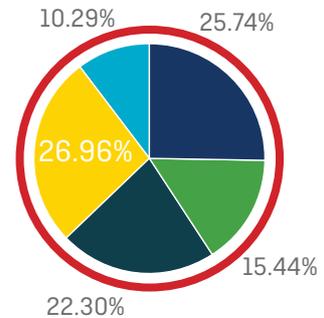
Emails



Newspaper or Magazine Advert



Letter Box Flyer



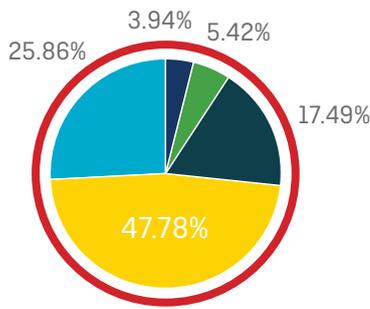
Social Media Posts

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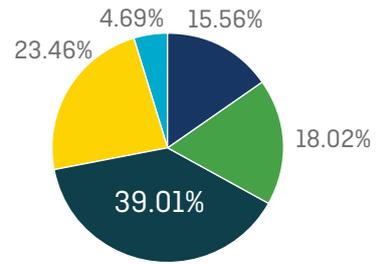
■ Very Influential
 ■ Influential
 ■ Somewhat
 ■ A Little
 ■ Very Little

○ Very Influential or Influential

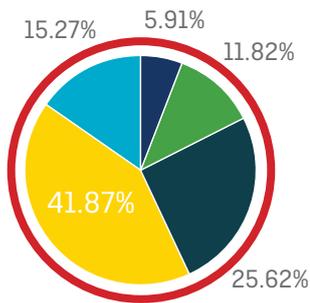
⊘ Very Little Influence



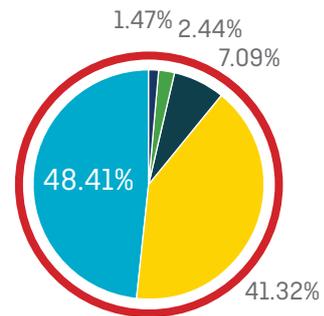
Referral from a Friend



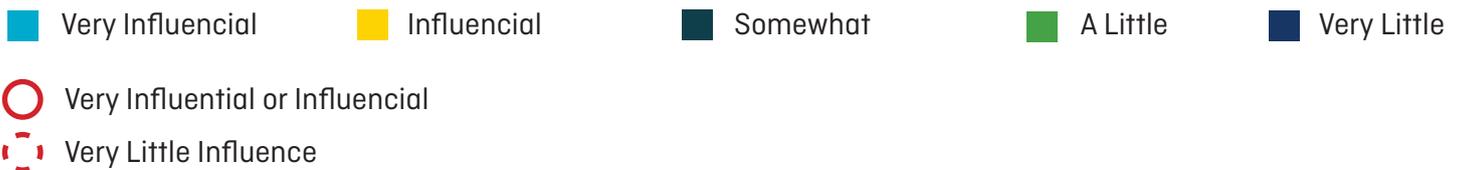
Notices in Store



Store Presentation



Previous Shopping Experience



TOP 4 INFLUENCES

1. PREVIOUS SHOPPING EXPERIENCE
2. REFERRAL FROM A FRIEND
3. STORE PRESENTATION
4. SOCIAL MEDIA POSTS

BOTTOM 3 INFLUENCES

6. NEWSPAPER OR MAGAZINE ADVERT
7. LETTER BOX FLYER
8. EMAILS

COMMENTARY: Consumers indicated that 'Previous Shopping Experience' and 'Referral from a Friend' were the two factors and sources of information that would most likely influence their local shopping decisions. 'Emails', 'Letter Box Flyers' and 'Newspaper or Magazine Adverts' were sources of information that consumers indicated would be least likely to influence their decisions as to where to shop.

APPENDIX 1

What shopping, services and experiences do you seek that are not provided locally?

Open-Ended Response

Clothing • K mart, bunnings, hungry jack's • Women's fashion, homewares (variety), some food items, variety of dining experiences • Experiences and dining - there is such a limited range locally, and if not limited by choice then limited by availability / trading hours. • "Kmart • Zambreros • Boost Juice • Nightclubs • Public transport • • Haberdashery, consistently discounted petrol, • Ikea • A farmers market that actually sells local fruit and veg • Clothing and sometimes food shopping • Kmart! • Certain types of clothes. Furniture at a reasonable price. Computers. • "Teen and younger children clothing • Home wares and kitchen ware" • Kmart, harris scarfe, n boost juice and hungry jacks • More fun experiences for teenage party events. • Coles and Woolies and Hungry Jacks McDonalds and Kfc and Subway • its not what I seek is variety that I want • Large stores such as Harvey Norman and Dan Murphys. • Only specific items • Some clothing which I purchase online and dining experiences in the city • Family entertainment facilities (eg. Ten pin bowling, adventure parks/playgrounds suitable for all age groups). • Nothing really, we recently went to Adelaide to look at car yards for a new car, but decided we will buy from a local car dealer. • New Age • Kmart, Ten Pin Bowling • Generally, I often shop at the bigger shopping centres ie Westfield centres, more choice of stores. • Recently looking for small present items such as a non-disposable coffee cup with rubber lid. Spoke to Chit Chat and they are going to see what they can do. • Only things that aren't down here. • Hungry jacks • "I purchase some bulk grocery items, • White goods and electronics there no choice but to go else where with only 1 store with little available. These never stocked what I wanted." • Good quality photo printing (photo lab) • "Nail and beauty shop • Aldi for big shop" • entertainment for older children 8-16 years • Better clothes stores for younger demographic, Aldi- but that's coming. More family friendly things to do. • Electrical stores like radio rentals. Furniture stores with great prices. • Technology products. • Hardly any most things can be found right here in victor Harbor • Ten pin bowling, movies, go karting Clothing for larger size ladies is extremely limited. Nit a lot of choice from Target or Big W, and not everything we want to buy has to be for dressier occasions. • Entertainment • Undies and bra's • Aldi, kmart, bunnings, spotlight, chemist warehouse, • None • Medicare • Good quality and nice price. • Family entertainment, holidays. • Shops for bigger people. More small coffee places. Shoe shops that dont cost fortune • More entertainment services & a larger variety of shops for younger people. • Try and do most locally but at times you can't buy clothes that are not worn by everyone, shoes (my husband has size 16 shoes) and some white goods are dearer if buying local. Plus sporting goods. • More clothes shops and more options for home furniture • Kids entertainment, discounted pharmaceuticals • Clothing and sporting goods. The variety and prices aren't the best. • Some clothes • Kmart and online baby products • Kmart! • Motor rego • Weekend shopping. Quite a few shops in Ocean Street close their doors at 12 noon on Saturday and mid afternoon weekdays, which affects my ability to shop with them. • "ALDI • BUNNINGS • PETSTOCK" • Silk laser treatment, variety of clothing, variety of eateries • Fuel is usually cheaper closer to Adelaide • Spiritualist • Specialist Haircare products and larger furniture & white goods • Specialist surgical health care. Specialist art products. Books, music purchases. • Bunnings. Service SA. Automatic change machine at CBA as there's only ever one teller on in VH • Kmart, bulk billed medical, public transport between Victor and Woolwa • Delivery from Woolworths... Or pick and collect. IKEA, medical infection specialist, hip hop dance lessons. • Hard to say, I will always look locally first and if they/I can't get it then I will go to Adelaide e.g. Recently had my iPhone fixed at an Apple Store because of warranty. Sometimes clothes if I can't get my size style locally • More children's entertainment ie. Better and updated playgrounds. Dry winter activities for the kids. • More variety in affordable clothing available for whole family • Kmart 8 Hungry Jacks, Kmart, ALDI, Cheap as Chips, • Clothing, homewares, manchester, toys (good range), • Equestrian wear and horse feed and tack stores • Not anything Individual • Would love more physical entertainment for families and individuals such as a bowling alley! This town is becoming very boring very fast. • Kmart, Bunnings, the Reject Shop and Aldi. Also bowling and Megazone for recreation and hungry jacks and all you can eat dine in Pizzo Hut • Mainly price. Sometimes buying locally, although beneficial for the community, can be more costly • more variety with clothes and electronic shops. Nice dining out restaurants • Kmart • Apple iPhone, computer • Clothing stores that are not in victor • 'Good' quality clothing stores for plus sizes. • Electrical and entertainment • Clothing for pre teens. Variety stores like woolwa. I love taking visitors shopping in woolwa so much more variety and prices are good there. • Big department stores/ainy when stores in the local area do not have the products I am looking for. • Speciality foods like Indian and Asian spices. Hobby items • camper trailers & caravans • I shop online for any item, not readily available locally • Culinary dining, more developments in region (Granite Island etc) • Aldi, Bunnings • Sewing centre closing down, a community group to help with shopping/delivery • Harvey Norman/Kmart (department stores) • Medical specialists • Medical specialists • Gift shopping • A marina • Culinary dining (high end restaurants). • There is a lack of variety • Clothing stores for youth • Holidays and some specialist medical services. • Large furniture eg lounge suites • "horse products • clothing stores • speciality shops (gifts etc)" • A 'Spotlight' type of shop is badly needed and a Kmart. • More food take away, with home delivery online, or phone, asian, chicken, fish, chip, local bakery, bottle shop, not everyone has a car or can afford transport, others have social or medical reasons. • Central market • Gift shop... • Variety of ladies clothing. Motor registration • Online stores, eBay. • Affordability • A clothing store more suited to younger women ie • supre etc • None, everything my husband and I need (& want) can be provided locally. "Affordable and attractive larger sized clothing. • A wider choice and reasonable delivery charges. • Petrol." • Affordable homewares. Target/ Kmart. • Something social and child friendly for school holidays. Bowling Alley for instance. • "Clothing for women aged 20-30. Mice clothing, nice dresses for events or weddings. • Camera gear - dslr and lenses." • Some medical specialists • Medicare office and ServiceSA • "Larger chains e.g. Kmart • Women's clothing stores • Speciality shops" • More recreation activities like indoor cricket or water park/wave pool/flow house. • "Beauty products - inglot • Clothing stores • Home maintenance- Bunnings, spotlight • Cinema, Kmart, Hungry Jacks, Best and Less Chemist Warehouse, Bunnings, JB HiFi, Boost, Super Cheap Auto, More entertainment venues • Up graded cinema, Bunnings, • More variety, friendly service and not expect people to shop local just because. Treat people well • More entertainment, not enough down here • Modern fashion. Would buy locally if there were any decent clothing outlets for modern women. • I can't think of anything I can't source locally • Fantastic furniture, Cheap as Chips, Jay Jays • Clothing n gadgets • Clothing, some home maintenance requirements. • Harvey norman • Whitegoods and furniture that we can pay off interest free period e.g. GE Card. Our Health Partners Dentist and Optometrist. Fuel (because it is too expensive here) • "need more dept stores eg Kmart, Harris Scarfe etc • need more entertainment ie 10 pin bowling • need a purpose built venue for live shows and bands" Age appropriate clothing, camping gear, furniture. • "Nothing that comes to mind.

Local businesses tend to fail on service, price and attention to detail. Local prices can be extremely excessive. • Major furniture and whitegoods retailers- Pancake shop! ?? • Sewing centre closing down will put pressure on other local businesses • Medical specialists • Hospitality (fast food) staff need better training -- customer service, OWHS, food handling • More secondhand shops • Shopping for youths • BUPA • Nice culinary restaurants. • Shopping local is expensive. • Bunnings • Music store, a youth lounge/ something to engage the youths in the area. • Medical specialist • Technology • "More enthusiasm from businesses, more youth services, later opening hours. • Cruise ship stopovers would bring in lots of business." • "Large department stores (specifically make up) • Cafeteria at the hospital • More variety in clothes stores eg. Just Jeans, Supre. Large department stores (big sales) • Plus size clothing options • Medical specialists, a 50m swimming pool, better customer service in restaurants • Good Men's Clothing. Suits etc. • More cheaper shops • Specialist doctors/ surgeons • Entertainment (shows, art exhibitions,) • Just some of the larger stores in Adelaide or TTP which aren't here due to our population & also being a gardener some of the larger wholesale nurseries in Adelaide for bulk purchasing • cheap and a variety of retail stores and no jobs for anyone. • Women's clothing variety, not just older ladies' clothes. • Horse gear, entertainment ie 10 pin bowling, • Hungry Jacks • Bunnings, • Motor Rego... • "Female clothing lines i.e. Just Jeans, Just Jeans Cotton On. • computer and technology" • Furniture. • "Fast food • Ladies clothing • Kmart stores" • "Dental through Health Partners • Buy some things on line ...nothing specific " • Wheelchair accessible shops • Affordable Home decor, appliances, I travel to noarlunga [cheap as chips] as they have everything. • Clothing shops and Kmart • Bigger range of sporting goods & sports wear is needed in Victor Harbor • I think we need a Kmart as they are so well priced and quality goods. • Bulk white goods and larger size men's clothing • Main Street atmosphere • A particular brand of car. Maybe school shoes & sneakers for school. Limited here. Petrol. • If im looking for a costume or different clothing ill shop online • Fashion Clothes, cinema, kmart • Different fashion for a younger target audience... jeans west, just jeans, cotton on.... • Items that aren't available or that are very overpriced. I buy all sewing supplies and fabric online, some clothing, specific gifts • Medical and pharmaceutical is cheaper to pay the travel expenses to seek in the city. • Some of the cheaper stores Kmart aldi and such • Being on a strict budget I try to buy as cheap as I can • Better selection of household appliances, clothing stores and shoe stores • More variety shops • Menswear Shopping • Aldi, Bunnings, bigger department stores such as Harris Scarfe. • - Clothes and fashion for females in age group 20s/30s • Try local first, if we cannot source product locally will visit Adelaide. • Clothing, zero-waste products such as plastic-free and unpackaged goods, craft and art supplies • westfield • Men's clothing, electronics, quality food • spotlight, millers fashion, camera shop • Gourmet Deli. Indian Chinese Vietnamese ingredients .specialty shops • "Probably more bulky goods ie Harvey Norman, JB Hi Fi • One of the biggest things is that the goods and services do exist in the local area but finding out who or where they are can be a challenge." • Larger ticket items.. furniture.. white goods.. fashion clothes Clothes shopping, more kids shoes stores, more choice in hardware stores. • none • Kmart, aldi, bunnings are the only shops that lead me to travel north for our requirements. • It's not so much the services/products aren't available in our region. It's more so there are not at a reasonable price. • Furniture and electrical appliance outlet • Squash court, tenpin bowl, ice rink. • I believe Victor Harbor covers 99% of general needs however it is a bit spread out, which is fine unless you are browsing. Thats where the larger shopping centres in the city have an advantage. • Car wash with personnel doing incar clean at the car wash...more online availability • Big chain stores, china town, book stores, ethnic grocery stores. • Nothing • Truly local artistic products. There are no points of reference. No exhibits besides the annual painters one. There are no displays of art works. • Dvds • Greater range of Clothing stores • Big fancy gold class cinema, dining experiences. • Nothing. Pretty much all covered in Victor. • None • K Mart. Bowling. Bigger target. Hungry jacks. • more variety! sometimes we will travel to places such as collonades to find a something which may be available down here, but not the specific item we're after - e.g. better rated brand, significantly better price, better selection in general • womens clothing stores like jeans west or cotton on. • Jeweller because we just lost the Main Street jeweller, I would always try to buy gifts for others birthdays etc from here if they had what I was looking for. • Large retail store/s eg Kmart, Target (not Target Country) • More outdoor coffee/ light snacks would be good. Look at Europe • All good. • None really • Nespresso coffee. • Everything I 'need' is here. It's only when I need a change that I go elsewhere. • More variety of clothing stores • "competitively priced sports clothing options, with variety • - Larger live music scene • Modern clothing more restaurants • Visiting friends outside of the region means outside entertainment and dining • womens clothing and footwear, birthday party supplies, kids clothing primary years, Cds/DVDs • Bunnings - affordable prices and quality of product. Hairdresser i see is still in glenelg. Officeworks is also visited as they have well priced product, quality and choice. Foodland at Castle Plaza for childrens stickers and specific Italian products. Harvey Norman/Good Guys for furniture and whitegoods. We also buy and service our cars in Adelaide. • Appliances, more variety down south, more competition, bed linen, higher quality, kids amusements, bowling, movies, great cinema here but not enough children's movies out of school holidays. They have specials on docket when you shop at Woolworths but can't use in school holidays, eg. When they put kids shows on. • Flat pack furniture, Kmart, bowling alley family adventure park/ indoor sport other than basketball, Krispy cream, hungry jacks • Cafes in main shopping precinct don't stay open past mid afternoon. • Mostly clothing and shoes for 30-40yo adults and children. • more specialised clothing for women & children • Wider range of clothing • Regular movies, pet shop • some clothing types, good quality homeward, birthday party supplies, speciality cakes. • Services SA, Apple Products (I phones etc). Quality choice of Thai restaurants. Competitively priced surf clothing • Medical specialists • Bowling, after evening film nights coffee lounge, dining on Granite Island at night, up market house linen store • arts centers • Clothing stores with styles for younger people that aren't surf shops or really expensive. • Local transport • As indicated above vehicles, tractors, machinery, • Up market restaurants. Smooth roads. Cheaper electricity and fuel. • "Very limited entertainment for my adult children. • More choice in clothing for both middle age and 18-25 adult children" • Nightlife on weekends • various things, difficult to identify • 10pin Bowling • N/A • not enough variety and many shopkeepers need to upgrade their attitude • definitely need more menswear stores • Contentful deli. Live theatre and decent venue • Cultural facilities. After hours pharmacy. • More timely access to medical appointments. Responsive tradespeople. • None really • Aldi, electrician, Kmart • A reliable bus service. As the rates are going up in the new financial year, a hard refuse collection would be useful. More footpaths, more variety in the shops but no more cafes, more medical specialists visits. • K-Mart would be great • Budget friendly apparel • Service with a smile! Although K-Mart is not down here, the choice, service and quality are excellent. Staff are so pleasant and go out of their way to help. Some re-training must've happened since the store renovation. Beats Target, Big W, Woollies, etc hollow. Coles are usually more helpful and pleasant. Smaller stores usually helpful but Woolies we keep away from the store if possible, especially the miserable ones. • Eating out • "Photographics. Homemaker and furniture (more variety at better prices) Books and Music cds and music videos. • Livetheatre • Fashion clothing - lower cost range (since FAN shut), speciality teas, all books (adult and

children, only limited selection locally) • Some clothes. Nissan cars. Cheaper pharmaceuticals and groceries. • "Large hardware eg Bunnings • Motor vehicle reg. • Medicare office" • "Rundle St Mall!!!! • I'd love Ocean St to be covered in fake turf and closed to traffic over summer and filled with chairs and tables, kids play area - look at a town like Brighton Vic - they do or did something like this and it was great" • Holiday travel, some online products, some medical specialists, some specialised health foods. Tend to dine out more when away from home or visiting the city. Take advantage of sales whilst in city. • Bigger range of Womens clothes brands (young-old), Vegan restaurants, electronic shops, club/bars for younger generation, • "A good supermarket with a wide range of local products. • Clothing • Broader range of dining experiences" • I like to shop at Millers for clothing, the, prices fit my budget better than the local clothing stores. • Spotlight, Bunnings, Beacon Lighting, art exhibitions • Items that research shows are clearly cheaper in southern suburbs and only when we happen to be visiting people in those suburbs. • "Aldi, Bunnings and a decent sized Coles. • Harvey Norman." • Spotlight • More variety of clothing for middle age people. • Parking • Discount Chemist, Asian Food supplies, winebar/cafe • Family restaurants, ice cream shop, or places to take the family with little kids to. • Some clothing I do online • LPG, Music instruments, White goods • Electronics, Office Supplies • A fabric shop ie. spotlight as none of our local craft/sewing/quilting stores have a full range of haberdashery or fabrics for sewing. The only time I drive to a non local shop is for a deliberate Spotlight stop and i know there are many others in the region who do this as well. But then that would damage the local businesses who cater to the other needs of locals like the blinds/curtains/homewares etc. • Medical (available locally but waiting times are so ridiculous that it's easier to go to Adelaide); general retail • ?? • Range if quality clothing • Not many • Just a bit more variety from stores we don't have yet. But variety has improved greatly in recent years! • "Bedding. • Fashion clothing. Dont want to look like everyone else in my age group. • Specialised cosmetics. • Variety in restaurants and eateries. • Music stores. • Luxury vehicle brands.. would not ever be viable to establish dealerships locally. • Variety of clothes and goods... ability for services to give best possible price when asked rather than say we would have met that after they give me their best price. Consistency in and concern professionalism and/or friendliness when getting served. • Electrical goods • Womens clothes - 30 - 50 yo age group, teenagers clothes, mens clothes, full service electronic retailer (Betta is ok but only has a limited product range in stock), gourmet delicatessen (cheeses, meats etc like the one at Burnside Village) • Young ladies fashion - clothes, shoes and jewellery • Better clothes selection • Theatre, sports, • Clothing for younger people furniture that is more affordable better priced electrical goods .more entertainment for younger people . • Home wares, • Possibly more choice for electrical and hardware • Lingerie, specialist gift lines, major Web services • Departmental Store for variety • some entertainment. Mainly for kids - Bounce, Latitude, Laser Tag. • More restaurants or quirky eating places, in Victor there isn't much variety to entice ppl to get out! Need a cool wine & tapas bar! • Iphone repairer • Bowling for kids. I go to a Neurologist regularly in Adelaide. We stay in hotels in Adelaide to see family. • Entertainment • Range/choice of product • Furniture, stylish Manchester, Dan Murphys • Services are provided locally but goods etc below par • A good tech store i had to all the way to noarlunga for a can of compressed air • Variety of affordable clothes for young people. Certain film showings. Live music and concerts. Health specialists i.e allergist. Self-referred, free mental health services such as Headspace. A big playground / public park. A competitive computer store. Place to buy hair dye and hair supplies i.e Hairhouse Warehouse. • unsure • Kmart and Bunnings • Hard to locate a auto transmission specialist had to transport car to Lonsdale workshop • "Aldi ... so excited it's coming soon! • Clothing variety for adults and kids. • Better parking. • Cover from moving from shop to shop • Most services provided but very limited supply and variety • Clothes, giftware • "Shopping - Too many chain stores, not enough smaller retailers offering variety. I don't want to dress myself or my children in big w or target clothes everyday of the week and look like every other person here. There is a lack of unique/ creative gifting options. I virtually always source these items from online shopping. • Services - I go to Adelaide for hair cuts, dentist (no local dentist participates in my health fund's rebate scheme), podiatry that caters for people under 45! • Experiences - dining out. Restaurants here are good but limited opening hours and cuisines. I go to Adelaide for most kids activities like Bounce, Pumpst, the awesome bike safety track (Cnr Port rd and West Tce), kids playgrounds with challenging equipment and play areas for older kids 8-12 years of age, 10 pin bowling, water slides/ water play. Most of my entertainment dollars for kids spent outside of this area. The new water park at the VH caravan park here is such a great innovation, but then local kids can't go there/ hire it / access it unless staying there. So we go to Marion caravan park, use water park there and make a fun weekend of it away in the city. \$700 spend for 2-3 days away, not being spent down here. " • "Advanced tutoring for children • Specialty food for unwell child • Large furniture items" • "Clothing for the younger generations • Aldi • Kmart" • "Clothing stores • Furniture stores • Electrical stores • Our shops do a great job in their own areas. It would be nice to have an outdoor mall where Ocean St is closed to traffic. Ideally, the mall could be covered to provide protection from the weather. • "womens affordable plus size clothing e.g. millers • VW dealership • Good Quality fashion & night life • "Computers, music eg greater variety CDs..maybe JB Hi Fi could open a store down here or someone similar. • Motor vehicles dept.....instead of going to Christies Beach." • Certain craft products • I buy everything locally. • Millers and Costco • Babyand Clothing stores that aren't surf shops (and very expensive) • Children's shoes. Furniture. Food variety. Homewares. • Photography equipment and clothing sometimes. • "Selection of mens and womens clothing • Selection of Manchester • selection of beauticians • Cultural activity combined with eating out.