

Areas you told us you need assistance with

Throughout 2017/18, we researched and gathered feedback from **over 1,000 businesses** participating in Council's regular business programs and events to determine the key issues of importance to businesses. **They are:**

				
Sales & Marketing	Business Development & Growth	IT/Online & Digital Marketing	Funding & Grants	Start Up Advice
				
Financial Management	Business Planning	Networking & Mentoring	Business Operations	Infrastructure

Business Needs and Issues online survey results

We also undertook an online survey to tap into businesses which may not necessarily use our services, to receive feedback on key needs and issues impacting their business.

26 businesses responded. The top seven needs were:

- Marketing**
 - Business Plans
 - Sales/online selling
 - Promotions
- Car parking**
 - More/extended car parking
 - Free/low cost car parking
- Funding**
 - Sponsorship
 - Grants



- Mentoring**
 - Business coaching
 - Networking
 - Co working
- Social marketing**
 - Digital marketing
 - Social media
- Advertising**
 - Local editorial
 - Signage
- Financial management**
 - Cash flow
 - Book keeping
 - Tax

Survey conducted 14 June - 1 July 2018. A number of businesses engaged with an Economic Development officer to discuss their individual needs.

What your feedback showed us

Many of the current service offerings provided by the Economic Development department detailed below align with your business needs and issues, so we will continue to provide these services:

<h3>Sales and marketing</h3> <ul style="list-style-type: none"> • Online profile of Boroodara customers in key neighbourhoods • Sales and marketing themed business workshops 	<h3>Business development and growth</h3> <ul style="list-style-type: none"> • Business development workshops • Free statistical marketing and economic data on Council's website 	<h3>IT/online and digital marketing</h3> <ul style="list-style-type: none"> • Business themed events including Facebook, Instagram, LinkedIn, Search Engine Optimisation and Getting the best from your technology
<h3>Funding and grants</h3> <ul style="list-style-type: none"> • An annual Small Business Sparks Grant program • A link on Council's website via the Business Hub to information on State and Federal grants and funding 	<h3>Networking/mentoring</h3> <ul style="list-style-type: none"> • Opportunities to network with other like-minded local business owners via bi-monthly Super Networking and bi-monthly Express Networking sessions • A free one-on-one business mentoring service 	<h3>Financial management</h3> <ul style="list-style-type: none"> • Business Workshops delivered by the Australian Taxation Office and Business Victoria • Links on Council's website via the Business Hub to relevant information, tools, templates and legislation
<h3>Business planning</h3> <ul style="list-style-type: none"> • Free access via Council's website to social, demographic and economic data for the local area • Business planning workshops 	<h3>Start-up advice</h3> <ul style="list-style-type: none"> • A link on Council's website via the Business Hub to information on starting a business • Facilitate contact with relevant Council departments and industry support groups 	<h3>Business operations</h3> <ul style="list-style-type: none"> • On-call advice and support through the Economic Development department • Home-based business support

You also told us you want some new offerings

In addition to our existing services moving forward we will:

<h3>Outreach program</h3> <p>Commence an outreach program, where we'll visit businesses within shopping centres with a kit of information on Economic Development programs and services</p>	<h3>More events</h3> <p>Incorporate more Business, Marketing, Sales and Planning topics in the 2019 business events calendar</p>
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Thank you for your support

We'll continue to use the research and feedback received to help inform our services over the near future.

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Give our Economic Development department a call on **9278 4879** or email business@boroondara.vic.gov.au