

Break O'Day Economic Development Strategy

Community Survey

Break O'Day Council, in partnership with Stantec and the local community, is committed to understanding and enhancing the economic and social well-being of our Break O'Day community. We are conducting this survey to gather valuable insights from residents and local businesses to inform the development of our Economic Development Strategy (EDS) for Break O'Day.

This survey aims to:

- Identify the strengths and challenges within our community.
- Explore opportunities for business diversification, investment in education and training, and infrastructure improvements.
- Understand the needs and preferences regarding local amenities (i.e. libraries, parks, shopping areas), services, and business operations.
- Gather input on initiatives that can support our local businesses, entrepreneurs, and the broader community.

Your feedback is crucial in helping us shape strategies and initiatives that will drive sustainable economic growth, improve job opportunities, and enhance the quality of life for all residents.

Please take a few moments to complete the survey. Your responses will remain confidential and will be used solely for the purpose of this study.

* Required

1. Please select the category that best describes you (Note: If you own a business in Break O'Day and are a resident, please select 'Business Owner'. If you are a full-time remote worker, please select which option may best apply to you) *

- ☐ Resident
- ☐ Business Owner
- ☐ Visitor

Resident

2. How would you like to see the community involved in delivering our strategy? (Select all that apply) *

- ☐ Community workshops
- ☐ Volunteering for local events
- ☐ Providing feedback through surveys
- ☐ Joining a community advisory group
- ☐ Attending public forums
- ☐ Other

3. What are the key areas where you believe the community can contribute to our strategy? (Select all that apply) *

- ☐ Promoting local tourism
- ☐ Supporting local businesses
- ☐ Enhancing public spaces
- ☐ Organising community events
- ☐ Providing innovative ideas and solutions
- ☐ Other

4. What do you think the Break O'Day economy should look like in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ A vibrant community with a robust small business sector and thriving local shops
- ☐ A top tourist destination known for its unique attractions and natural beauty
- ☐ A sustainable economy with a strong focus on green practices and renewable energy
- ☐ A thriving hub for innovative and tech-driven industries
- ☐ A diverse and resilient economy with balanced growth across various sectors
- ☐ Other

5. In your opinion, what are the key features that will define our local economy's success in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ Good access to healthcare and wellbeing facilities
- ☐ Significant employment and educational opportunities
- ☐ Good access to public services and amenities
- ☐ Significant recreational and cultural activities
- ☐ A sustainable and environmentally focused approach to development
- ☐ Other

6. Are you or your family considering leaving the Break O'Day area for better access to education and/or employment opportunities? *

- ☐ Yes
- ☐ No

7. What are the primary reasons you believe young people are leaving the Break O'Day area? (Select all that apply) *

- ☐ Lack of educational opportunities
- ☐ Virtual nature of education system for years 11 and 12
- ☐ Lack of employment opportunities
- ☐ Lack of recreational and social activities
- ☐ Insufficient appropriate housing
- ☐ Desire for urban lifestyle
- ☐ Limited access to healthcare and other essential services
- ☐ Other

8. In your opinion, what solutions could encourage young people to stay in or return to the Break O'Day area? (Select all that apply) *

- ☐ Generation of more job opportunities and career development programs
- ☐ Enhance educational facilities
- ☐ Improved access to higher education
- ☐ Develop more recreational, cultural and social activities
- ☐ More appropriate housing for young people
- ☐ Improve public transport and connectivity
- ☐ Further support for entrepreneurs and small businesses
- ☐ Other

9. Please select your age bracket *

- ☐ 25 and under
- ☐ 26-44
- ☐ 45-64
- ☐ 65 and over
- ☐ Prefer not to say

10. What is your postcode in Break O'Day? *

- ☐ 7213
- ☐ 7214
- ☐ 7215
- ☐ 7216
- ☐ Prefer not to say

11. How long have you lived in Break O'Day? *

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 5-10 years
- ☐ Over 10 years
- ☐ Prefer not to say

12. What do you see as the strengths of the Break O'Day local community? (Select all that apply)

*

- ☐ Strong sense of community and belonging
- ☐ Beautiful natural surroundings and environment
- ☐ Safe and low-crime area
- ☐ Friendly and welcoming residents
- ☐ Active community groups and organizations
- ☐ Supportive local government
- ☐ High quality of life and lifestyle
- ☐ Excellent local schools and education
- ☐ Good healthcare facilities and services
- ☐ Vibrant arts and cultural scene
- ☐ Availability of local amenities and services
- ☐ Opportunities for outdoor recreation and activities
- ☐ Strong local economy and business community
- ☐ Commitment to sustainability and environmental conservation
- ☐ Rich history and heritage
- ☐ Other

13. What are the biggest challenges or barriers to economic growth and development in the Break O'Day area? (Select all that apply) *

- ☐ Limited access to high-speed internet and digital connectivity
- ☐ Inadequate transportation infrastructure
- ☐ Shortage of skilled labour
- ☐ High cost of living and housing affordability issues
- ☐ Lack of affordable commercial properties
- ☐ Insufficient funding and investment opportunities
- ☐ State government defined regulatory and compliance burdens
- ☐ Regulatory services assistance and information provided by Break O'Day Council
- ☐ Seasonal fluctuations in tourism and business activity
- ☐ Competition from larger urban areas
- ☐ Limited access to healthcare services
- ☐ Environmental and climatic challenges
- ☐ Insufficient marketing and promotion of the area
- ☐ Lack of support services for new and existing businesses
- ☐ Limited educational and training opportunities
- ☐ Insufficient childcare and family support services
- ☐ Other

14. How do you use St Helens and St Marys town centres? (Select all that apply) *

- ☐ Commercial and retail services
- ☐ Social and recreational activities
- ☐ Public services and facilities
- ☐ Transportation and accessibility
- ☐ Community engagement
- ☐ Rarely/never use local town centres
- ☐ Other

15. What are the key issues you find with St Helens and St Marys town centres? (Select all that apply) *

- ☐ Limited public transport services
- ☐ Poor utility infrastructure
- ☐ Poor road conditions
- ☐ Restricted pedestrian and cycling mobility
- ☐ Poor condition of buildings and public spaces
- ☐ Limited access to services and facilities
- ☐ Lack of economic and employment opportunities
- ☐ Social isolation and community engagement
- ☐ Insufficient provision of facilities and resources for education and youth development
- ☐ Lack of a sense of place
- ☐ None
- ☐ Other

16. How would you like to see St Helens and St Marys town centres improved? (Select your top priorities) *

Please select at most 3 options.

- ☐ Greater employment opportunities
- ☐ Better public transport
- ☐ Enhanced pedestrian infrastructure
- ☐ Improved cycling provision
- ☐ Increased greenspace/vegetation
- ☐ Further cultural and recreation facilities
- ☐ Improved access to services
- ☐ Other

17. How would you like to see St Helens and St Marys town centres used in the future? (Select your top priorities) *

Please select at most 3 options.

- ☐ Community hub hosting regular events, markets and social spaces
- ☐ Business and retail district
- ☐ Cultural and recreational areas
- ☐ Green and sustainable space
- ☐ Integrated mixed-use space
- ☐ Other

18. How often do you visit local retail shops? *

- ☐ Daily
- ☐ 2-3 times per week
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

19. What are your preferred general retail shopping hours? *

- ☐ Morning (8 AM - 12 PM)
- ☐ Afternoon (12 PM - 5 PM)
- ☐ Evening (5 PM - 9 PM)

20. How often do you visit local hospitality venues? *

- ☐ Daily
- ☐ 2-3 times per week
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

21. What challenges have you encountered with the opening hours of local hospitality venues (e.g., restaurants, recreational facilities) in the Break O'Day area? (Select all that apply) *

- ☐ None
- ☐ Venues close too early in the evening
- ☐ Venues do not open at the weekend
- ☐ Venues do not open during the week
- ☐ Venues have inconsistent opening hours
- ☐ Lack of available information about opening hours
- ☐ Other

22. What solutions would you support to better align the opening hours of local venues with the needs of the Break O'Day area? (Select all that apply) *

- ☐ Extending the evening hours of venues
- ☐ Consistent opening hours throughout the week.
- ☐ Opening venues on weekend and public holidays
- ☐ Improved communication and advertising of opening hours
- ☐ Seasonal adjustments to opening hours based on visitor patterns
- ☐ Other

23. Would you support extended business hours for retail shops and hospitality venues, especially during peak tourist seasons? *

- ☐ Yes
- ☐ No
- ☐ Maybe

24. Would you support extended business hours for retail shops and hospitality venues, especially during winter seasons? *

- ☐ Yes
- ☐ No
- ☐ Maybe

25. What amenities or services do you believe are lacking in the Break O'Day area? *

- ☐ Healthcare services
- ☐ Educational facilities
- ☐ Public transport
- ☐ Recreational and cultural facilities
- ☐ Support for local businesses
- ☐ Other

26. How would you like to see amenities or services improved in the Break O'Day area? (Select your top priorities) *

Please select at most 3 options.

- ☐ Enhanced healthcare services
- ☐ Improved public transport
- ☐ Expanded recreational and cultural facilities
- ☐ Improved utility infrastructure
- ☐ Improved road and street maintenance
- ☐ Other

27. What additional services or amenities would encourage you to shop locally more frequently?
Do you have any suggestions for improving the retail and hospitality experience in Break O'Day?

28. How satisfied are you with the job opportunities available in the Break O'Day area? *

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very unsatisfied

29. Are there any specific skills or training programs you believe would benefit residents in terms of employment or entrepreneurship? (Select all that apply) *

- ☐ Technical and vocational training
- ☐ Leadership and management development
- ☐ Customer service and sales training
- ☐ Digital and IT skills training
- ☐ Health and safety training
- ☐ Apprenticeship programs
- ☐ Internship opportunities
- ☐ Industry-specific certifications
- ☐ Soft skills development (e.g., communication, teamwork)
- ☐ Continuing education and upskilling
- ☐ Other

30. What else do you think would help enhance educational and/or employment opportunities in the Break O'Day area?

31. What new industries or sectors do you believe should be targeted for development in Break O'Day? (Select all that apply) *

- ☐ Eco-tourism
- ☐ Renewable energy
- ☐ Agribusiness and sustainable farming
- ☐ Technology and digital services
- ☐ Creative industries (e.g., arts, design)
- ☐ Health and wellness
- ☐ Education and training
- ☐ Manufacturing and light industry
- ☐ Aquaculture (including land based capabilities)
- ☐ Horticulture and high-value crop products
- ☐ Other

32. If you were interested in starting a business in Break O'Day, what support would you require? (Select all that apply) *

- ☐ Not interested in starting a business
- ☐ Access to market research and feasibility studies
- ☐ Financial support and grants
- ☐ Training and upskilling programs
- ☐ Networking and partnership opportunities
- ☐ Business planning and strategy development
- ☐ Technology and digital tools
- ☐ Legal and regulatory advice
- ☐ Mentorship and business coaching
- ☐ Marketing and promotional support
- ☐ Access to co-working spaces and shared facilities
- ☐ Other

33. Do you rent or own your accommodation? *

☐ Rent

☐ Own

34. How satisfied are you with the rental prices in Break O'Day? *

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very unsatisfied

35. How satisfied are you with house prices in Break O'Day? *

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very unsatisfied

36. How satisfied are you with the housing market in Break O'Day? *

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very unsatisfied

37. What are the most significant challenges in relation to housing in Break O'Day? (Select all that apply) *

- ☐ High rental or property prices
- ☐ Limited availability of affordable housing units
- ☐ Poor quality or condition of housing units
- ☐ Insufficient government funding or support
- ☐ Inadequate access to housing subsidies or support programmes
- ☐ Redevelopment and displacement of residents
- ☐ Other

38. Do you think any of the following options would improve access to housing in Break O'Day? (Select all that apply) *

- ☐ Increase funding for housing initiatives
- ☐ Implement or tighten rent control measures
- ☐ Develop more housing units
- ☐ Introduce initiatives to discourage excessive second home ownership
- ☐ Explore options around seasonal employee accommodation
- ☐ Explore options around key worker accommodation
- ☐ Other

39. How satisfied are you with the state of social housing in Break O'Day area? *

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very unsatisfied

40. What are your main concerns regarding social housing in the Break O'Day area? (Select all that apply) *

- ☐ None
- ☐ Availability
- ☐ Quality
- ☐ Affordability
- ☐ Accessibility
- ☐ Location
- ☐ Other

41. What improvements would you like to see in the social housing sector in the Break O'Day area? (Select all that apply) *

- ☐ None
- ☐ Increased supply
- ☐ Better quality and maintenance
- ☐ Enhanced support services
- ☐ Improved accessibility
- ☐ More strategically located (i.e., near transport links, schools)
- ☐ Other

42. What is your level of satisfaction with: *

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Housing availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to essential services (health care)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and recreation / open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education and training opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. If you selected "Unsatisfied" or "Very unsatisfied" for any aspect in the question above, please elaborate on your dissatisfaction with the specific area

44. How do you use the local road network? (Select all that apply) *

- ☐ Commuting for work and/or education
- ☐ Personal travel
- ☐ Family visits
- ☐ Transporting goods and materials
- ☐ Participating in tourism activities
- ☐ Medical or emergency travel
- ☐ Other

45. What are the key issues you find with the local road network? (Select all that apply) *

- ☐ Not applicable
- ☐ Reliability of road infrastructure
- ☐ Quality and condition of road infrastructure
- ☐ Traffic and congestion
- ☐ Limited connectivity and/or access
- ☐ Other

46. What specific area(s) of the road network do you think need upgrading?

47. Would you see value in upgrading and/or improving access to the local port facilities? *

- ☐ Yes
- ☐ No

48. If the local port facilities were more accessible or upgraded, how would you use them? (Select all that apply) *

- ☐ I wouldn't
- ☐ Tourism and cruise activities
- ☐ Recreational boating and marine activities
- ☐ Support fishing & seafood industry and local businesses
- ☐ Travel and transportation
- ☐ Other

49. What specific improvements or developments at the port would encourage you to use it more frequently? (Select all that apply) *

- ☐ Not applicable
- ☐ Improved provision of recreational and tourism activities
- ☐ Better docking and mooring facilities
- ☐ Better access to transportation networks
- ☐ Development of business activation areas in and around the wharf
- ☐ Other

50. Do you have any additional comments or suggestions for improving the economic performance of the Break O'Day community? *

Local Businesses

51. How would you like to see businesses involved in delivering our strategy? (Select all that apply) *

- ☐ Partnering with local schools and educational institutions to offer internships/trainings programs
- ☐ Sponsoring and participating in community events and activities
- ☐ Collaborating with local government on infrastructure and development projects
- ☐ Implementing sustainable practices to support environmental goals
- ☐ Sharing resources and best practices with other local businesses
- ☐ Providing input and feedback through business advisory groups or committees
- ☐ Other

52. What are the key areas where you believe businesses can contribute to our strategy? (Select all that apply) *

- ☐ Job creation and workforce development
- ☐ Innovation and technological advancements
- ☐ Environmental sustainability and green practices
- ☐ Community engagement
- ☐ Infrastructure development
- ☐ Other

53. What do you think the Break O'Day economy should look like in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ A vibrant community with a robust small business sector and thriving local shops
- ☐ A top tourist destination known for its unique attractions and natural beauty
- ☐ A sustainable economy with a strong focus on green practices and renewable energy
- ☐ A thriving hub for innovative and tech-driven industries
- ☐ A diverse and resilient economy with balanced growth across various sectors
- ☐ Other

54. In your opinion, what are the key features that will define our local economy's success in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ Good access to healthcare and wellbeing facilities
- ☐ Significant employment and educational opportunities
- ☐ Good access to public services and amenities
- ☐ Significant recreational and cultural activities
- ☐ A sustainable and environmentally focused approach to development
- ☐ Other

55. What is your business's postcode in Break O'Day? *

- ☐ 7213
- ☐ 7214
- ☐ 7215
- ☐ 7216
- ☐ Prefer not to say

56. How long have you operated in Break O'Day? *

- ☐ 1-5 years
- ☐ 5-10 years
- ☐ Over 10 years
- ☐ Prefer not to say

57. Are you a resident of Break O'Day? *

- ☐ Yes
- ☐ No

58. What best describes your type of business? (Select all that apply) *

- ☐ Retail
- ☐ Hospitality (e.g., restaurants, cafes, accommodation)
- ☐ Tourism and Leisure
- ☐ Professional Services (e.g., legal, accounting, consulting)
- ☐ Health and Wellness (e.g., medical services, fitness)
- ☐ Education and Training
- ☐ Manufacturing
- ☐ Agriculture and Farming
- ☐ Construction and Trades
- ☐ Arts and Entertainment
- ☐ Information Technology and Telecommunications
- ☐ Transport and Logistics
- ☐ Financial Services
- ☐ Real Estate and Property Management
- ☐ Non-Profit/Community Services
- ☐ Other

59. How many staff do you employ? *

- ☐ Sole trader
- ☐ 2-5
- ☐ 6-10
- ☐ 11-20
- ☐ 21-50
- ☐ Over 50

60. What phase of growth are you currently in? *

- ☐ Launch / Start-up
- ☐ Growth
- ☐ Maturity
- ☐ Decline / Exit

61. What factors influenced your decision to establish or operate your business in Break O'Day? (Select all that apply) *

- ☐ Proximity to natural attractions and tourism potential
- ☐ Affordable property and rental costs
- ☐ Supportive local community and network
- ☐ Availability of skilled labour
- ☐ Quality of life and lifestyle benefits
- ☐ Existing market demand for products/services
- ☐ Economic incentives or grants
- ☐ Lack of competition in the area
- ☐ Personal or family ties to the region
- ☐ Strategic location for logistics and transport
- ☐ Business-friendly local government policies
- ☐ Opportunities for business growth and expansion
- ☐ Access to local suppliers and resources
- ☐ Other

62. Building on your answer above, what do you perceive as the main advantages of doing business in the Break O'Day community?

63. How do you use St Helens and St Marys town centres? (Select all that apply) *

- ☐ Distribution and supply chain
- ☐ Business collaboration
- ☐ Commercial and retail services
- ☐ Social and recreational activities
- ☐ Public services and facilities
- ☐ Transportation and accessibility
- ☐ Community engagement
- ☐ Rarely/never use local town centres
- ☐ Other

64. What are the key issues you find with St Helens and St Marys town centres? (Select all that apply) *

- ☐ Limited public transport services
- ☐ Poor utility infrastructure
- ☐ Poor road conditions
- ☐ Restricted pedestrian and cycling mobility
- ☐ Poor condition of buildings and public spaces
- ☐ Limited access to services and facilities
- ☐ Lack of economic and employment opportunities
- ☐ Insufficient provision of facilities and resources for education and youth development
- ☐ Lack of a sense of place
- ☐ None
- ☐ Other

65. How would you like to see St Helens and St Marys town centres improved? (Select your top priorities) *

Please select at most 3 options.

- ☐ Better public transport
- ☐ Enhanced pedestrian infrastructure
- ☐ Improved cycling provision
- ☐ Increased greenspace/vegetation
- ☐ Further cultural and recreation facilities
- ☐ Improved access to services
- ☐ Other

66. How would you like to see St Helens and St Marys town centres used in the future? (Select your top priorities) *

Please select at most 3 options.

- ☐ Community hub hosting regular events, markets and social spaces
- ☐ Business and retail district
- ☐ Cultural and recreational area
- ☐ Green and sustainable space
- ☐ Integrated mixed-use space
- ☐ Other

67. What are the main challenges or obstacles your business faces in the Break O'Day area?
(Select all that apply) *

- ☐ Difficulty in finding and retaining skilled labour
- ☐ High operating costs (e.g., utilities, rent)
- ☐ Limited access to funding or financial support
- ☐ Regulatory and compliance burdens
- ☐ Insufficient local market demand
- ☐ Seasonal fluctuations in business activity
- ☐ Competition from other businesses
- ☐ Limited infrastructure (e.g., transportation, internet connectivity)
- ☐ Supply chain disruptions or limitations
- ☐ Challenges in marketing and reaching customers
- ☐ Lack of business support services and resources
- ☐ Inadequate local government support
- ☐ Environmental or climatic challenges
- ☐ Other

68. Building on your answer above, if you managed to resolve these challenges, what additional activity could your business be doing and how might this support the growth of your business?

69. How would you rate the state of the following infrastructure elements in Break O'Day? *

	Very good	Good	Fair	Poor	Very Poor
Road and transportation networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital connectivity and high-speed internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities (water, electricity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management and recycling facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage and wayfinding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

70. Which infrastructure improvements would most benefit your business? (Select all that apply)

*

- ☐ Upgrading and expanding high-speed internet and digital connectivity
- ☐ Improving road and transportation networks
- ☐ Enhancing public transport services and routes
- ☐ Developing new commercial and industrial zones
- ☐ Expanding and upgrading utilities (e.g., water, electricity)
- ☐ Improving parking facilities in business districts
- ☐ Developing and enhancing ports and maritime facilities
- ☐ Creating or upgrading co-working spaces and business hubs
- ☐ Investing in renewable energy projects
- ☐ Improving waste management and recycling facilities
- ☐ Enhancing signage and wayfinding systems
- ☐ Developing recreational and green spaces to attract visitors
- ☐ Upgrading airport facilities to support more flights and cargo
- ☐ Enhancing the rail line for better connectivity and freight services
- ☐ Building or upgrading community event and conference facilities
- ☐ Other

71. How do you use the local road network? (Select all that apply) *

- ☐ Local and regional business travel
- ☐ Transporting goods and cargo
- ☐ Attracting clients or partners
- ☐ Reaching customers
- ☐ Engaging with supply chain
- ☐ Other

72. What are the key issues you find with the local road network? (Select all that apply) *

- ☐ Not applicable
- ☐ Reliability of road infrastructure
- ☐ Quality and condition of road infrastructure
- ☐ Traffic and congestion
- ☐ Limited connectivity and/or access
- ☐ Other

73. What specific area(s) of the road network do you think need upgrading?

74. Would you like to see investment in upgrading the airport? *

- ☐ Yes
- ☐ No

75. If the local airport were more accessible or upgraded, how would you use it for your business? (Select all that apply) *

- ☐ I wouldn't
- ☐ Increased business travel
- ☐ Transporting goods and cargo
- ☐ Attracting clients or partners
- ☐ Participating in regional or international trade
- ☐ Other

76. What specific improvements or developments at the airport would encourage you to use it more frequently? (Select all that apply) *

- ☐ Not applicable
- ☐ More flight options and destinations
- ☐ Improved cargo handling facilities
- ☐ Better ground transportation connections
- ☐ Lower costs for airport services
- ☐ Extended operating hours
- ☐ Other

77. Would you see value in upgrading the local port facilities? *

- ☐ Yes
- ☐ No

78. If the local port facilities were more accessible or upgraded, how would you use them for your business? (Select all that apply) *

- ☐ I wouldn't
- ☐ Importing goods and materials
- ☐ Exporting products
- ☐ Tourism and cruise activities
- ☐ Fishing and seafood industry support
- ☐ Recreational boating and marine activities
- ☐ Other

79. What specific improvements or developments at the port would encourage you to use it more frequently? (Select all that apply) *

- ☐ Not applicable
- ☐ Enhanced cargo handling and storage facilities
- ☐ Better docking and mooring facilities
- ☐ Improved security and customs services
- ☐ Better access to transportation networks
- ☐ Lower costs for port services
- ☐ Development of business activation areas in and around the wharf
- ☐ Other

80. If you operate a hospitality, retail, or customer-facing business, do you shorten your opening hours during the winter months? *

- ☐ Yes
- ☐ No
- ☐ Does not apply

81. If you answered yes to the question above, what would encourage and enable you to open for extended hours, particularly in the winter months? (Select all that apply) *

- ☐ Increased customer demand
- ☐ Financial incentives or subsidies
- ☐ Reduced utility costs
- ☐ Hiring additional staff
- ☐ Support with marketing and promotion
- ☐ Partnerships with other local businesses
- ☐ Improved security measures
- ☐ Better public transportation options
- ☐ Community events and activities to draw more visitors
- ☐ Seasonal grants or funding programs
- ☐ Access to training for extended hours operations
- ☐ Flexible regulatory and licensing requirements
- ☐ Enhanced local infrastructure (e.g., lighting, parking)
- ☐ Other

82. How often do you engage with other businesses in the area ? *

- ☐ Never
- ☐ Occasionally
- ☐ Regularly

83. Would you value support to help increase engagement and collaboration across the business community, such as linking local suppliers and jointly promoting goods/services in Break O'Day? *

- ☐ Yes
- ☐ No
- ☐ Maybe

84. Are there any specific support services or resources you believe would benefit local businesses? (Select all that apply) *

- ☐ Networking events and business meetups
- ☐ Business mentoring and coaching
- ☐ Marketing and promotional support
- ☐ Access to funding and grants
- ☐ Training and professional development programs
- ☐ Shared resources and facilities (e.g., co-working spaces)
- ☐ Technology and digital tools support
- ☐ Supply chain and logistics support
- ☐ Legal and regulatory compliance assistance
- ☐ Customer service and sales training
- ☐ Collaboration opportunities with other local businesses
- ☐ Export and trade support
- ☐ Industry-specific support groups or associations
- ☐ Other

85. Who would you expect to provide the required support? (Select all that apply) *

- ☐ Break O'Day Council
- ☐ Break O'Day Chamber of Commerce and Tourism
- ☐ Break O'Day Business Enterprise Centre
- ☐ State Government
- ☐ Local businesses
- ☐ Other

86. How important is access to skilled labour or workforce development programs for your business? *

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Not important
- ☐ Not at all important

87. What specific types of skilled labour or workforce development programs would be most beneficial for your business? (Select all that apply) *

- ☐ Technical and vocational training
- ☐ Leadership and management development
- ☐ Customer service and sales training
- ☐ Digital and IT skills training
- ☐ Health and safety training
- ☐ Apprenticeship programs
- ☐ Internship opportunities
- ☐ Industry-specific certifications
- ☐ Soft skills development (e.g., communication, teamwork)
- ☐ Continuing education and upskilling
- ☐ Other

88. How challenging has staff recruitment and retention been for your business recently? *

- ☐ Very challenging
- ☐ Challenging
- ☐ Neutral
- ☐ Not challenging
- ☐ Not challenging at all

89. What do you think are the primary factors contributing to recruitment/retention challenges?
(Select all that apply) *

- ☐ Lack of qualified candidates
- ☐ Lack of available accommodation for workers
- ☐ High competition for talent
- ☐ Insufficient budgets for recruitment activities
- ☐ Lengthy hiring processes
- ☐ Ineffective job advertisement
- ☐ Other

90. Do you think any of the following actions would improve your business' ability to recruit and retain staff? (Select all that apply) *

- ☐ Enhance employer branding and visibility
- ☐ Greater provision of regional worker accommodation
- ☐ Offer more competitive salaries and benefits
- ☐ Streamline hiring process
- ☐ Improve candidate engagement and communication
- ☐ Expand recruitment channels and networks
- ☐ Other

91. What new industries or sectors do you believe should be targeted for development in Break O'Day? (Select all that apply) *

- ☐ None
- ☐ Eco-tourism
- ☐ Renewable energy
- ☐ Agribusiness and sustainable farming
- ☐ Technology and digital services
- ☐ Creative industries (e.g., arts, design)
- ☐ Health and wellness
- ☐ Education and training
- ☐ Manufacturing and light industry
- ☐ Other

92. If you wanted to diversify your business, what support do you need to diversify or explore new industry opportunities? (Select all that apply) *

- ☐ I don't want to diversify
- ☐ Access to market research and feasibility studies
- ☐ Financial support and grants
- ☐ Training and upskilling programs
- ☐ Networking and partnership opportunities
- ☐ Business planning and strategy development
- ☐ Technology and digital tools
- ☐ Legal and regulatory advice
- ☐ Other

93. Do you feel adequately supported by local government in terms of regulatory compliance, permits, or other administrative processes? *

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very unsatisfied

94. If you selected "Unsatisfied" or "Very unsatisfied" to the question above, please elaborate on your dissatisfaction *

- ☐ Slow processing times for permits and licenses
- ☐ Lack of communication and transparency
- ☐ Inconsistent enforcement of regulations
- ☐ Insufficient support for business development
- ☐ High fees and costs associated with compliance
- ☐ Limited access to local government officials
- ☐ Inadequate infrastructure planning and investment
- ☐ Poor responsiveness to business concerns and feedback
- ☐ Lack of incentives for business growth and expansion
- ☐ Other

95. How optimistic are you about the future economic prospects of the Break O'Day area? *

- ☐ Very optimistic
- ☐ Optimistic
- ☐ Neutral
- ☐ Pessimistic
- ☐ Very pessimistic

96. If you selected "Pessimistic" or "Very pessimistic" for the question above -
What factors contribute to your pessimism about the future economic prospects of the
Break O'Day area?

97. Do you have any additional comments or suggestions for improving the economic
performance of the Break O'Day community? *

Visitors

98. What do you think the Break O'Day economy should look like in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ A vibrant community with a robust small business sector and thriving local shops
- ☐ A top tourist destination known for its unique attractions and natural beauty
- ☐ A sustainable economy with a strong focus on green practices and renewable energy
- ☐ A thriving hub for innovative and tech-driven industries
- ☐ A diverse and resilient economy with balanced growth across various sectors
- ☐ Other

99. In your opinion, what are the key features that will define our local economy's success in 20 years? (Select your top priorities) *

Please select at most 3 options.

- ☐ Good access to healthcare and wellbeing facilities
- ☐ Significant employment and educational opportunities
- ☐ Good access to public services and amenities
- ☐ Significant recreational and cultural activities
- ☐ A sustainable and environmentally focused approach to development
- ☐ Other

100. What is your age? *

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 65+

101. Gender *

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say

102. Where do you live? *

- ☐ Intrastate (Tasmania)
- ☐ Interstate (Australia)
- ☐ International

103. If you selected "Interstate", please specify: *

- ☐ New South Wales (NSW)
- ☐ Australian Capital Territory (ACT)
- ☐ Victoria (VIC)
- ☐ Northern Territory (NT)
- ☐ Western Australia (WA)
- ☐ South Australia (SA)

104. If you selected "International," please specify your country:

105. Have you visited Break O'Day before? *

- ☐ Yes
- ☐ No

106. When did you visit Break O'Day? *

- ☐ Currently visiting
- ☐ Within the last month
- ☐ 1-3 months ago
- ☐ 3-6 months ago
- ☐ 6-12 months ago
- ☐ Over a year ago

107. What time of the year did you visit? *

- ☐ Summer
- ☐ Autumn
- ☐ Winter
- ☐ Spring

108. What is the primary purpose of your visit? *

- ☐ Leisure/Tourism
- ☐ Business
- ☐ Visiting friends/family
- ☐ Other

109. How long did/do you plan to stay in Break O'Day? *

- ☐ Day trip
- ☐ 1-2 days
- ☐ 3-5 days
- ☐ 1 week
- ☐ more than a week

110. How did you hear about Break O'Day? *

- ☐ Friends/Family
- ☐ Social Media
- ☐ Travel Website/Blog
- ☐ Travel Agency
- ☐ Other

111. Which attractions or activities did you participate in during your stay? (Select all that apply) *

- ☐ Beaches
- ☐ National Parks
- ☐ Hiking/Walking Trails
- ☐ Local Markets
- ☐ Museums/Art Galleries
- ☐ Water Sports
- ☐ Local Events/Festivals
- ☐ Other

112. What challenges have you encountered with the opening hours of local hospitality venues (e.g., restaurants, recreational facilities) in the Break O'Day area? (Select all that apply) *

- ☐ None
- ☐ Venues close too early in the evening
- ☐ Venues do not open at the weekend
- ☐ Venues do not open during the week
- ☐ Venues have inconsistent opening hours
- ☐ Lack of available information about opening hours
- ☐ Other

113. What solutions would you support to better align the opening hours of local venues with the needs of the Break O'Day area? (Select all that apply) *

- ☐ Extending the evening hours of venues
- ☐ Consistent opening hours throughout the week.
- ☐ Opening venues on weekend and public holidays
- ☐ Improved communication and advertising of opening hours
- ☐ Seasonal adjustments to opening hours based on visitor patterns
- ☐ Other

114. How satisfied are you with the following aspects of Break O'Day: *

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Accommodation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor activities and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to information and guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

115. If you selected "Unsatisfied" or "Very unsatisfied" for any aspect in the question above - Please elaborate on your dissatisfaction with the specific area.

116. What do you like most about visiting Break O'Day?

117. What do you think could be improved to enhance the visitor experience in Break O'Day?

118. How do you use the local road network during your visits to Break O'Day? (Select all that apply) *

- ☐ Access to amenities and services
- ☐ Family visits
- ☐ Participating in tourism activities
- ☐ Business travel
- ☐ Access to local businesses
- ☐ Other

119. What are the key issues you find with the local road network during your visits to Break O'Day? (Select all that apply) *

- ☐ Not applicable
- ☐ Reliability of road infrastructure
- ☐ Quality and condition of road infrastructure
- ☐ Traffic and congestion
- ☐ Limited connectivity and/or access
- ☐ Other

120. What specific area(s) of the road network do you think need upgrading?

121. Would you recommend Break O'Day as a travel destination to others? *

- ☐ Definitely
- ☐ Probably
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

122. If you selected "Definitely not" or "Probably not" for the question above -
What factors influence your decision not to recommend Break O'Day?

123. Do you have any additional comments or suggestions for improving the visitor experience in
Break O'Day? *

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