

Closed

Business impacts survey

Creswick Trails Network and Hammon Park Trailhead

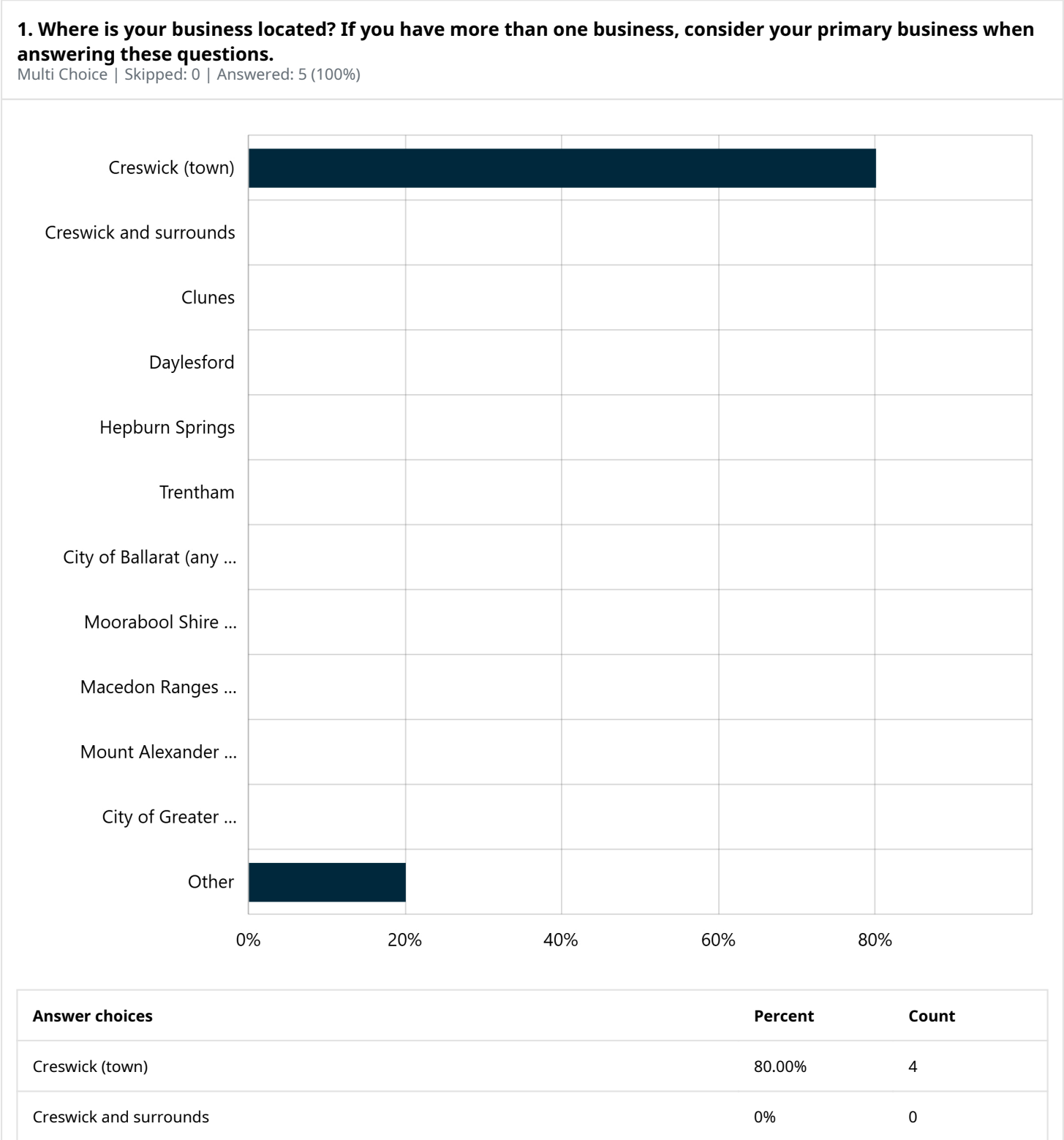
5

Contributors

5

Contributions

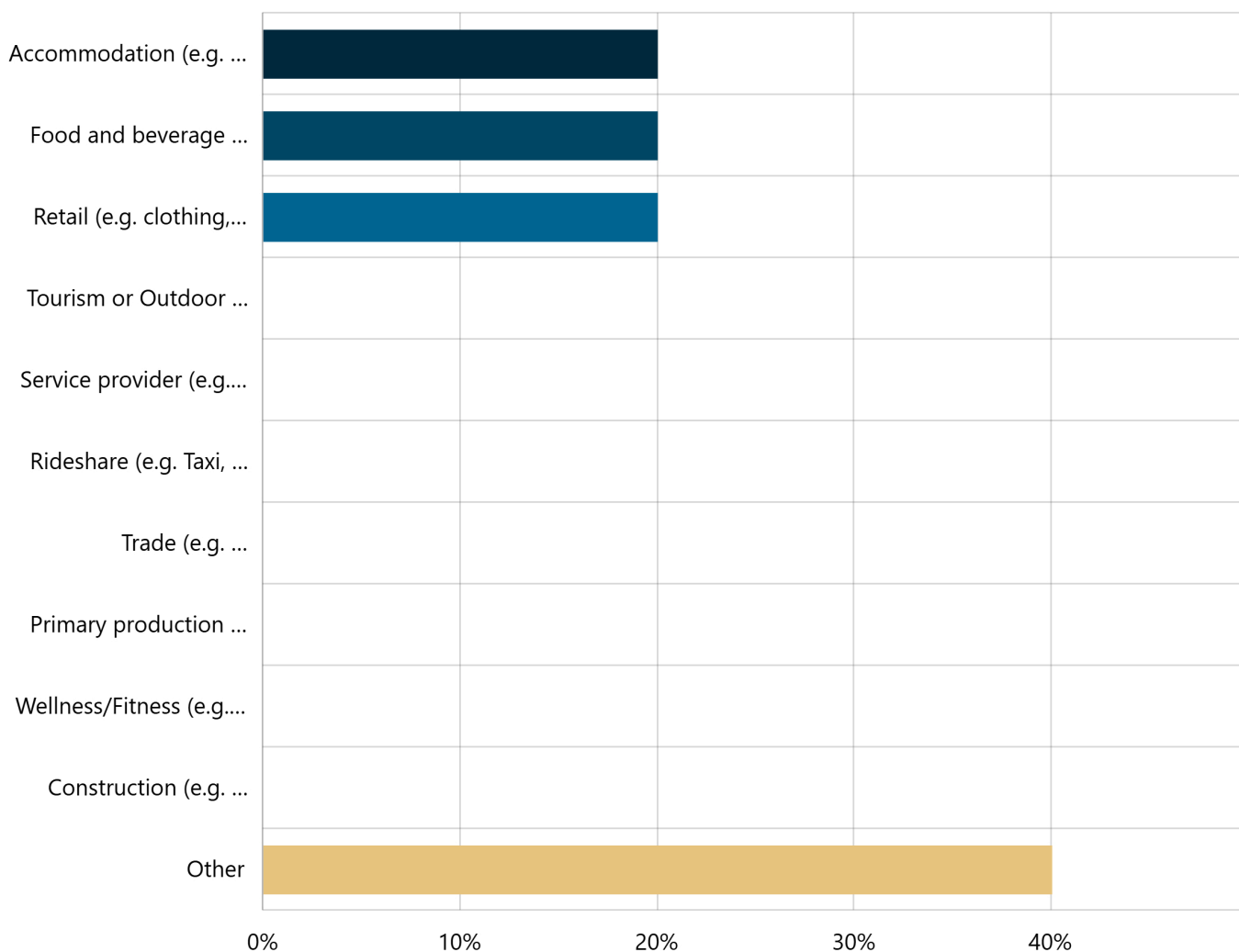
Contribution Summary



Clunes	0%	0
Daylesford	0%	0
Hepburn Springs	0%	0
Trentham	0%	0
City of Ballarat (any postcode)	0%	0
Moorabool Shire (any postcode)	0%	0
Macedon Ranges Shire (any postcode)	0%	0
Mount Alexander Shire (any postcode)	0%	0
City of Greater Bendigo (any postcode)	0%	0
Other	20.00%	1
Total	100.00%	5

2. What type of business do you operate?

Multi Choice | Skipped: 0 | Answered: 5 (100%)

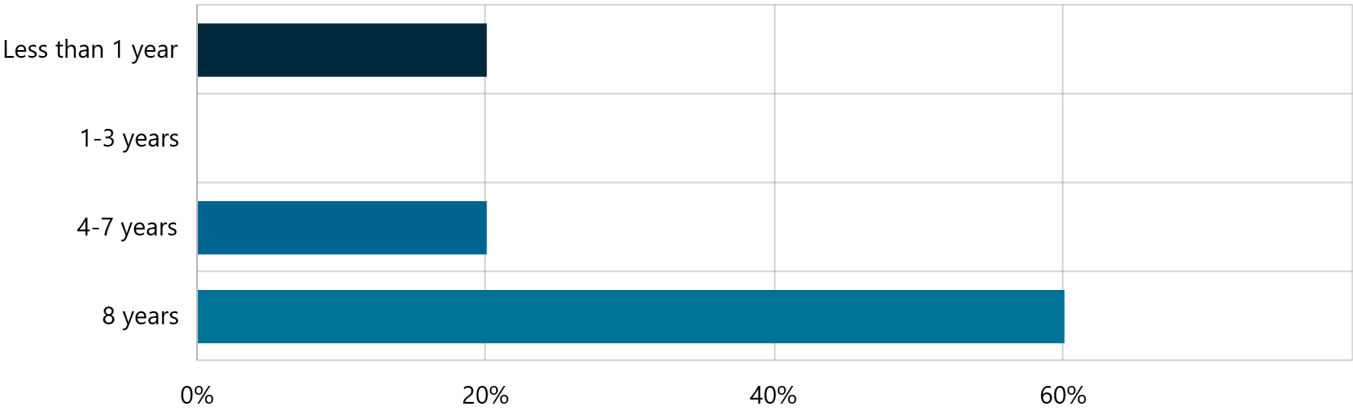


Answer choices	Percent	Count
Accommodation (e.g. hotel, motel, caravan park, short stay etc.)	20.00%	1
Food and beverage (e.g. restaurant, cafe, bar etc.)	20.00%	1
Retail (e.g. clothing, hardware, pharmacy etc.)	20.00%	1
Tourism or Outdoor provider (e.g. camp, guide, experience etc.)	0%	0
Service provider (e.g. mechanic, medical etc.)	0%	0
Rideshare (e.g. Taxi, Uber, shuttle)	0%	0
Trade (e.g. electrician, plumber etc.)	0%	0
Primary production (e.g. agriculture, animal husbandry)	0%	0
Wellness/Fitness (e.g. spa, yoga studio, personal trainer etc.)	0%	0

Construction (e.g. builder, machine operator etc.)	0%	0
Other	40.00%	2
Total	100.00%	5

3. How long has your business been operating in the area?

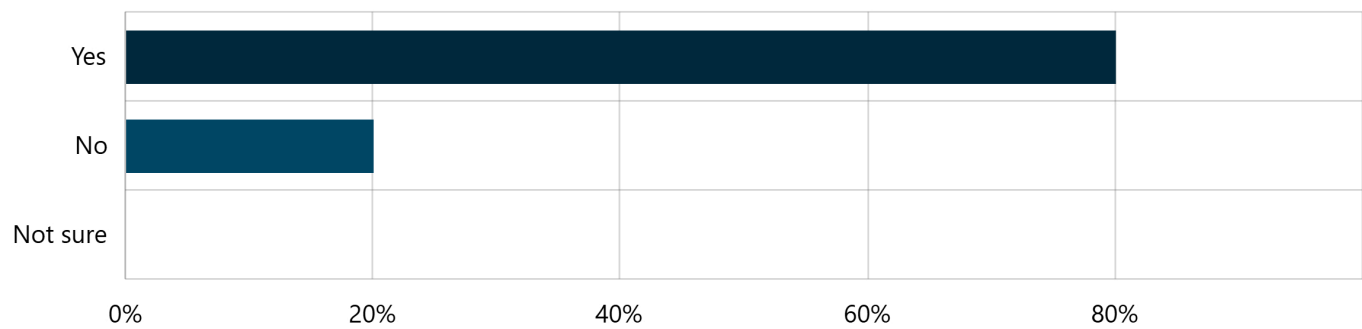
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Less than 1 year	20.00%	1
1-3 years	0%	0
4-7 years	20.00%	1
8 years	60.00%	3
Total	100.00%	5

4. Djuwang Baring was partially opened on 2 August 2024 and fully opened on 30 November 2024. Have you noticed a change in patronage or work since both openings?

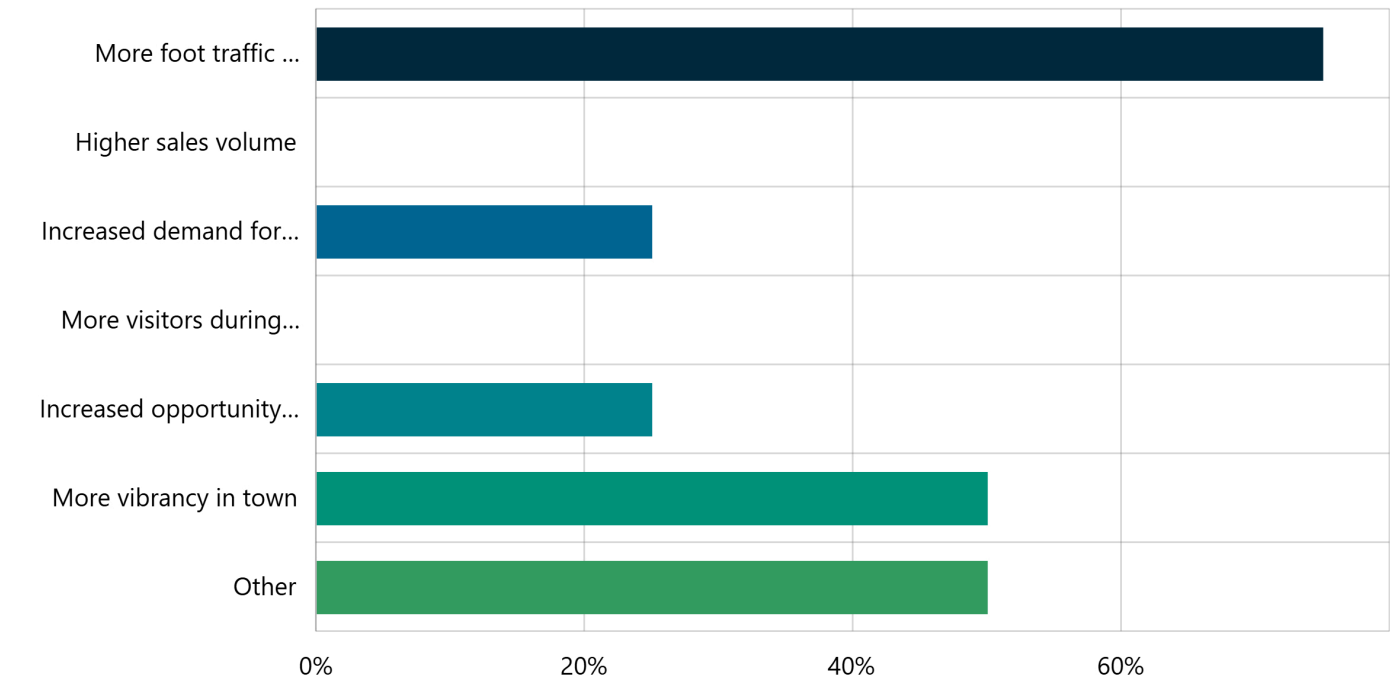
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Yes	80.00%	4
No	20.00%	1
Not sure	0%	0
Total	100.00%	5

5. What changes have you noticed? (Select all that apply.)

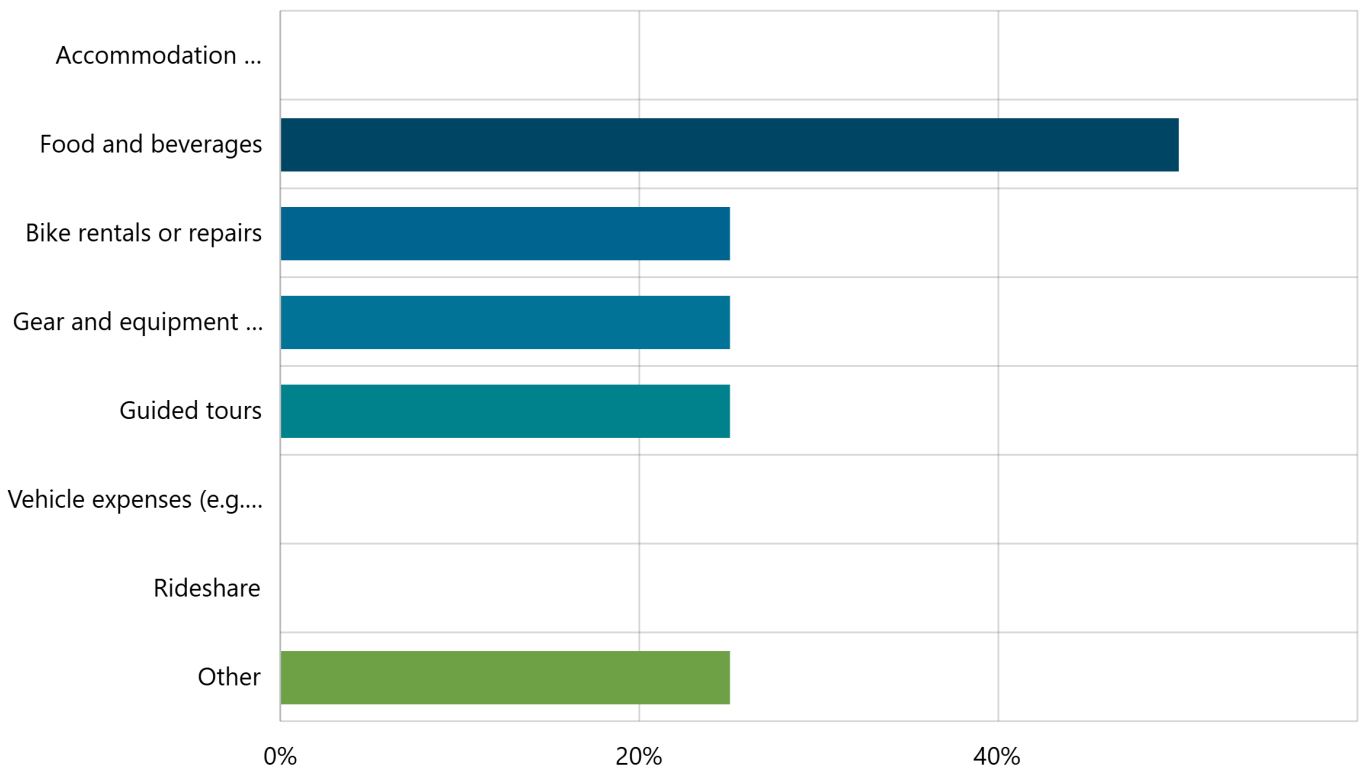
Multi Choice | Skipped: 1 | Answered: 4 (80%)



Answer choices	Percent	Count
More foot traffic (walk-in customers)	75.00%	3
Higher sales volume	0%	0
Increased demand for specific products/services	25.00%	1
More visitors during off-peak hours or seasons	0%	0
Increased opportunity for new clients	25.00%	1
More vibrancy in town	50.00%	2
Other	50.00%	2

6. What specific products or services have seen an increase in demand due to Djuwang Baring?

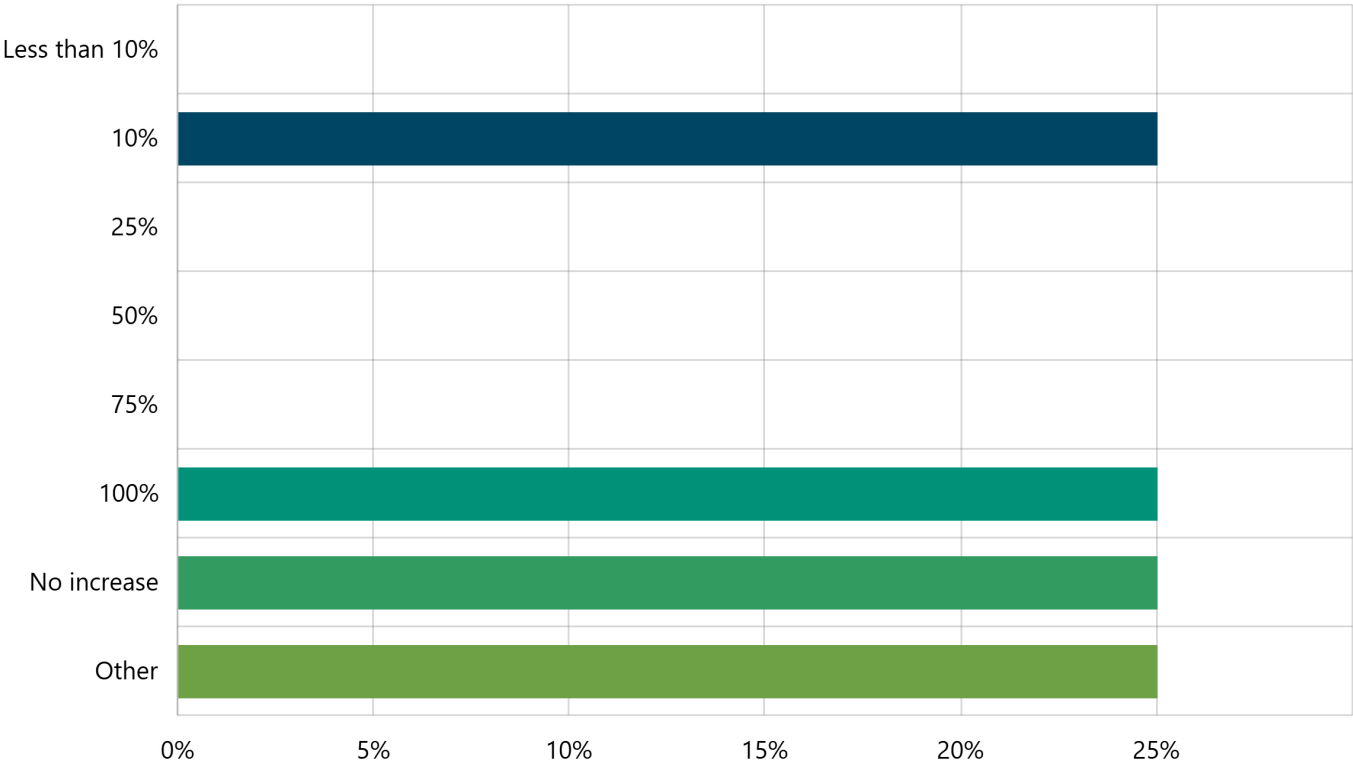
Multi Choice | Skipped: 1 | Answered: 4 (80%)



Answer choices	Percent	Count
Accommodation bookings	0%	0
Food and beverages	50.00%	2
Bike rentals or repairs	25.00%	1
Gear and equipment sales	25.00%	1
Guided tours	25.00%	1
Vehicle expenses (e.g. fuel, tyres)	0%	0
Rideshare	0%	0
Other	25.00%	1

7. By what percentage have you seen an increase in profits or trade?

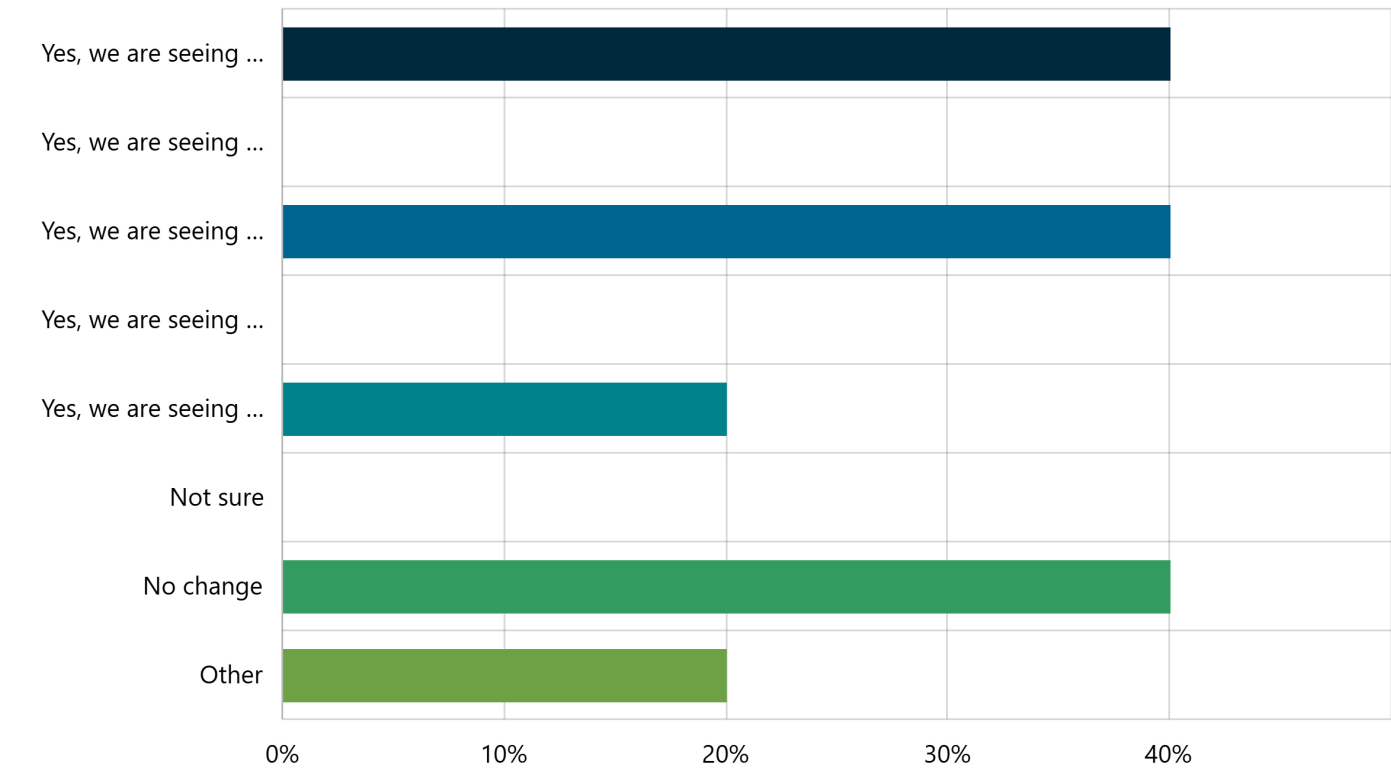
Multi Choice | Skipped: 1 | Answered: 4 (80%)



Answer choices	Percent	Count
Less than 10%	0%	0
10%	25.00%	1
25%	0%	0
50%	0%	0
75%	0%	0
100%	25.00%	1
No increase	25.00%	1
Other	25.00%	1
Total	100.00%	4

8. Have you noticed any changes in customer demographics since the trails opened?

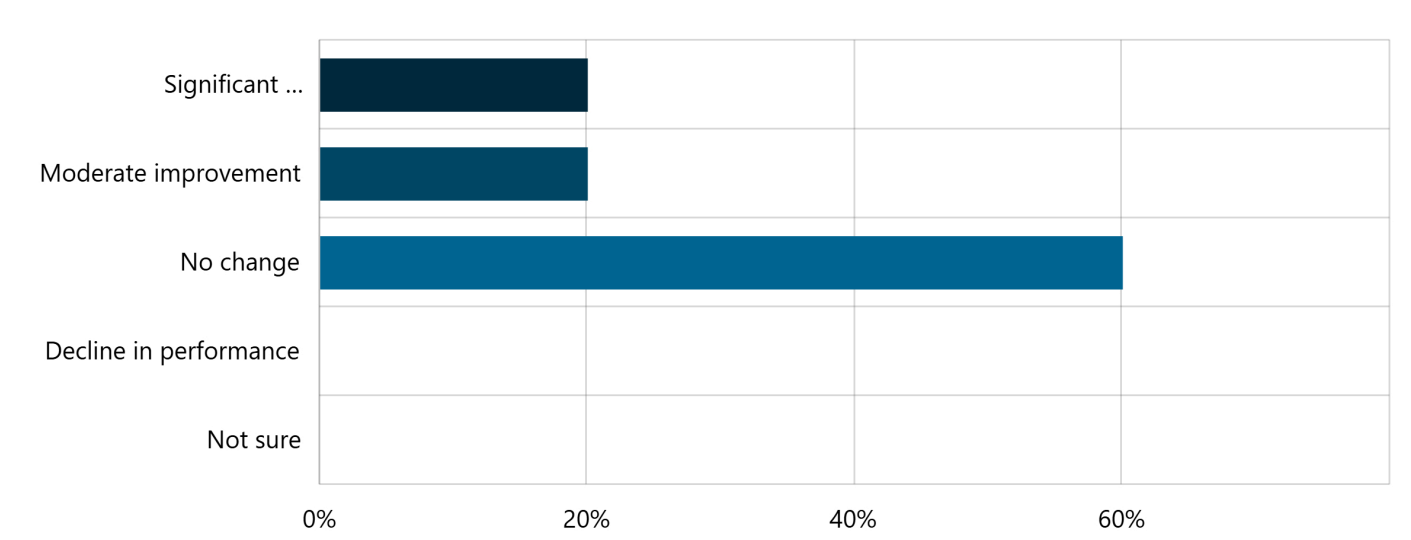
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Yes, we are seeing more visitors from out of town	40.00%	2
Yes, we are seeing more families	0%	0
Yes, we are seeing more young adults/individuals interested in outdoor activities	40.00%	2
Yes, we are seeing more couples	0%	0
Yes, we are seeing more groups	20.00%	1
Not sure	0%	0
No change	40.00%	2
Other	20.00%	1

9. How has the opening of the trails affected your overall business performance?

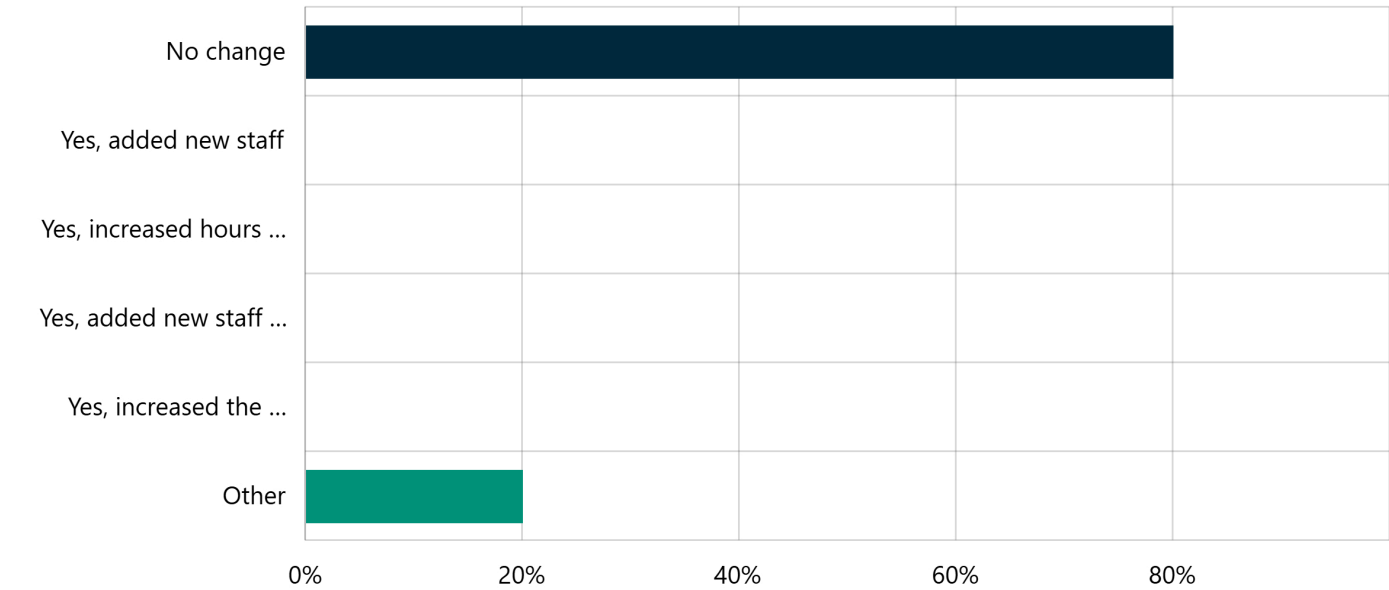
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Significant improvement	20.00%	1
Moderate improvement	20.00%	1
No change	60.00%	3
Decline in performance	0%	0
Not sure	0%	0
Total	100.00%	5

10. Have you made changes to your staffing levels since the opening of Djuwang Baring?

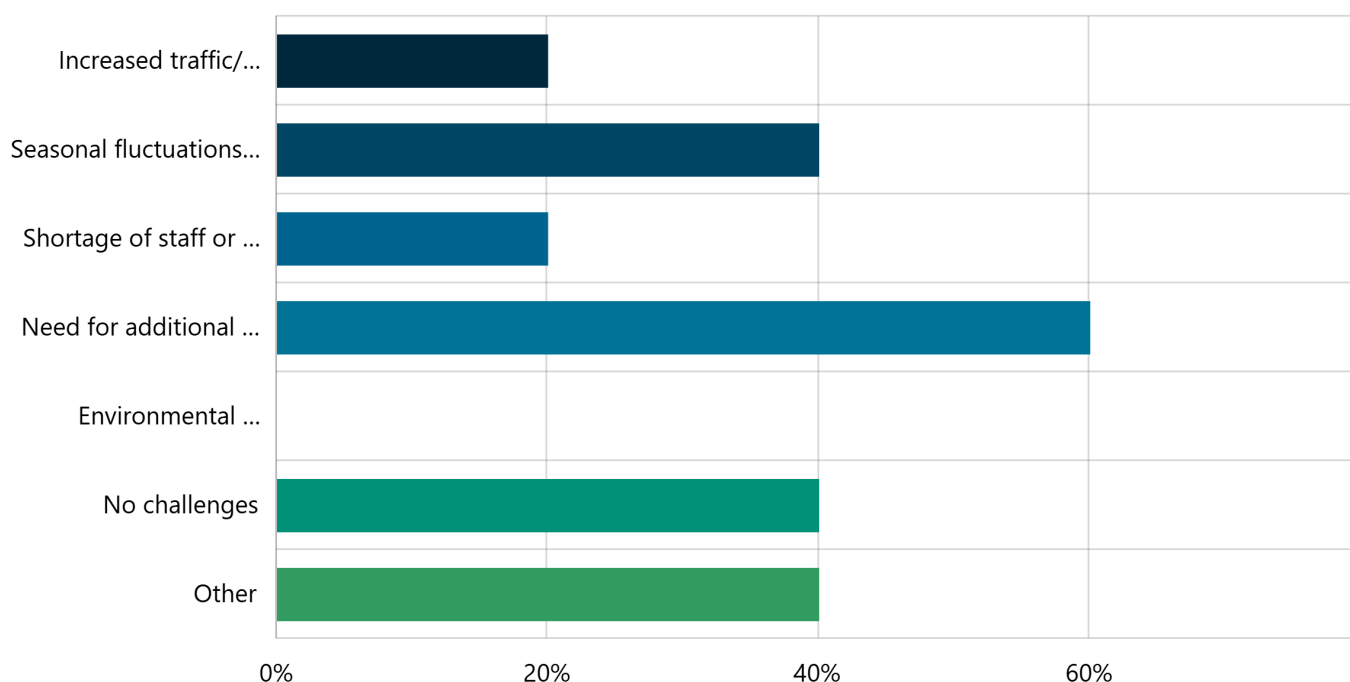
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
No change	80.00%	4
Yes, added new staff	0%	0
Yes, increased hours for existing staff	0%	0
Yes, added new staff and increased existing staff hours	0%	0
Yes, increased the open hours for my business	0%	0
Other	20.00%	1
Total	100.00%	5

11. What challenges, if any, have you experienced since the opening of the trails?

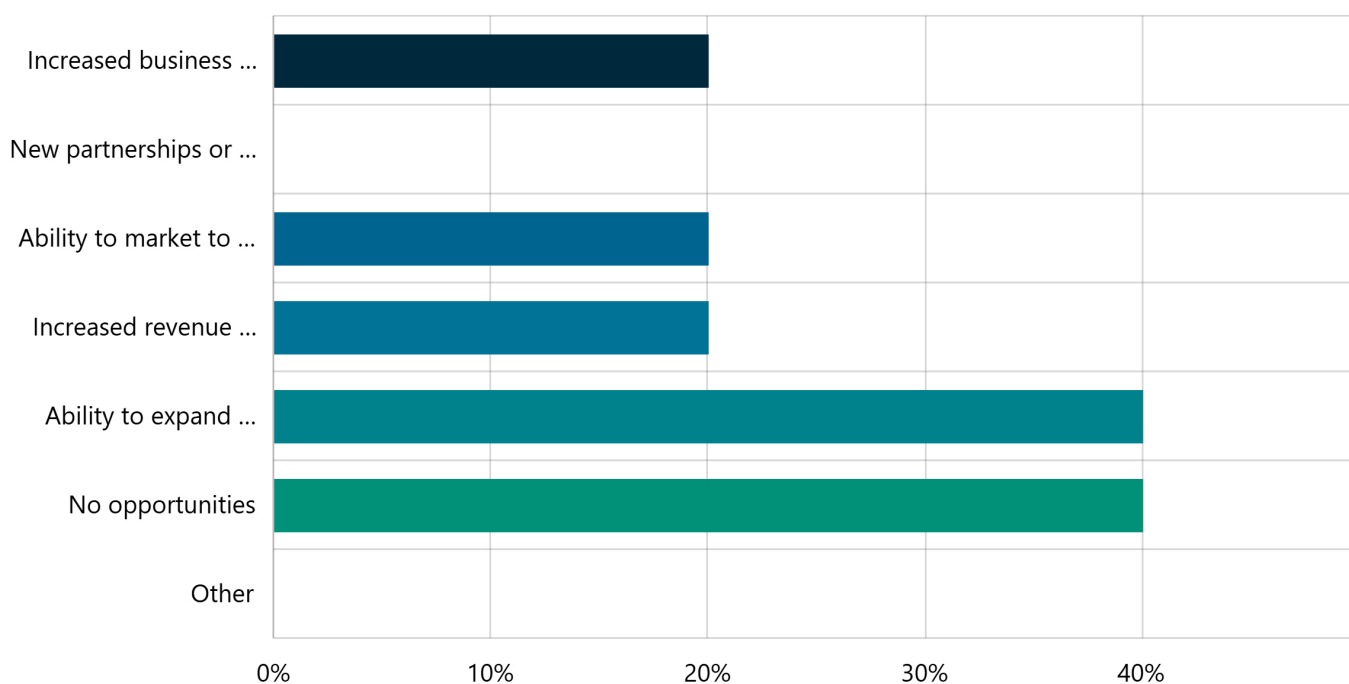
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Increased traffic/congestion in the area	20.00%	1
Seasonal fluctuations in business	40.00%	2
Shortage of staff or resources	20.00%	1
Need for additional infrastructure (e.g. parking, signage, bike racks)	60.00%	3
Environmental concerns (e.g. trail maintenance)	0%	0
No challenges	40.00%	2
Other	40.00%	2

12. What opportunities has your business experienced due to the opening of Djuwang Baring?

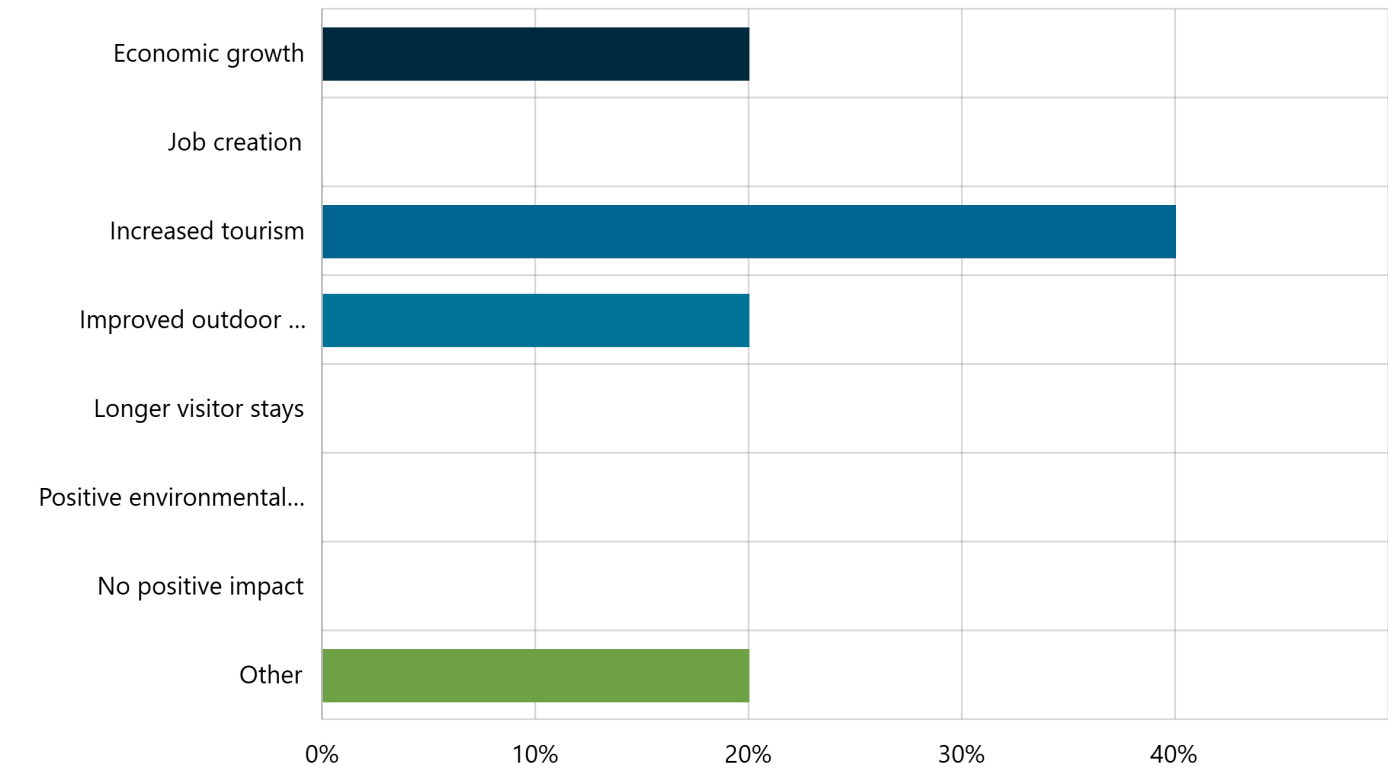
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Increased business exposure	20.00%	1
New partnerships or collaborations with other businesses	0%	0
Ability to market to new customers or visitors	20.00%	1
Increased revenue during peak seasons	20.00%	1
Ability to expand offerings (e.g. new products, services, infrastructure)	40.00%	2
No opportunities	40.00%	2
Other	0%	0

13. What has been the most positive community impact of the trails?

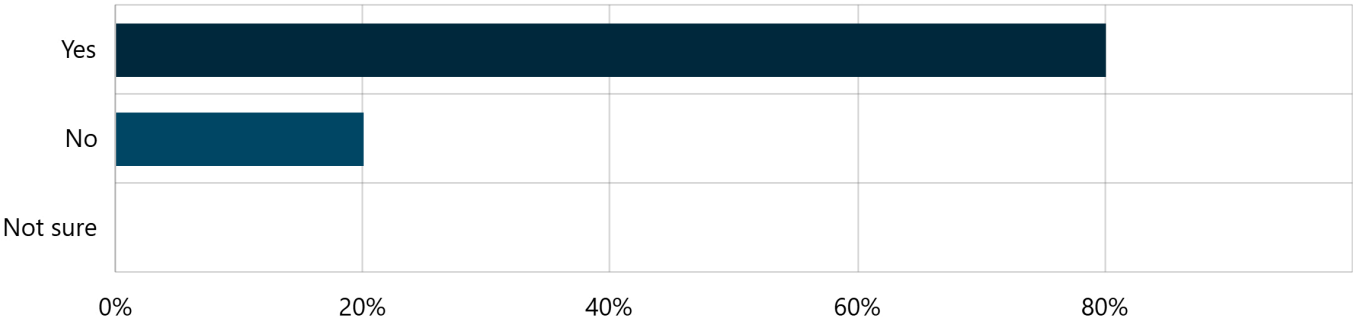
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Economic growth	20.00%	1
Job creation	0%	0
Increased tourism	40.00%	2
Improved outdoor recreation opportunities for locals and visitors	20.00%	1
Longer visitor stays	0%	0
Positive environmental impact (e.g. trail conservation)	0%	0
No positive impact	0%	0
Other	20.00%	1
Total	100.00%	5

14. Do you believe Djuwang Baring will have a lasting positive effect on your business in the long term?

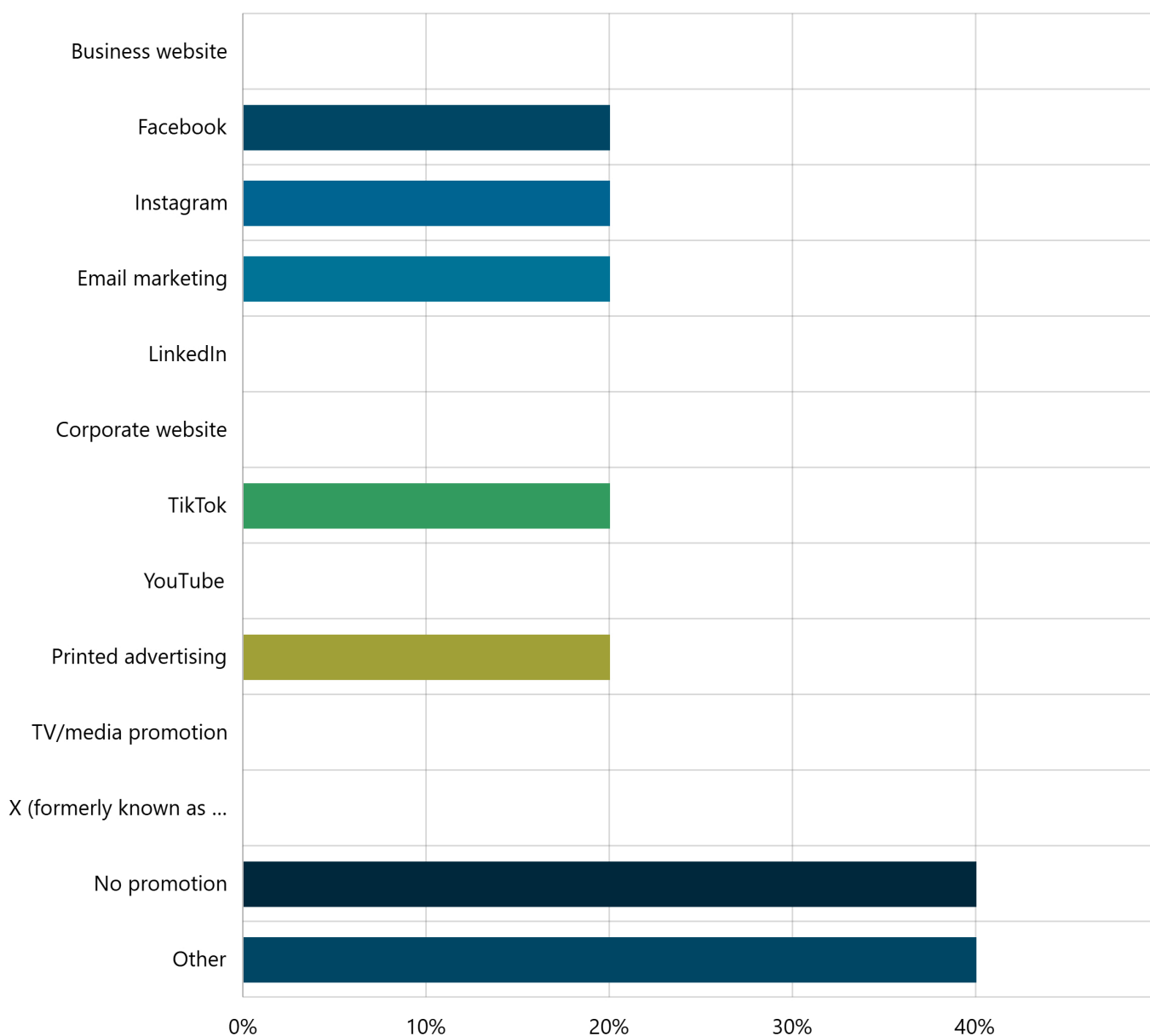
Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Yes	80.00%	4
No	20.00%	1
Not sure	0%	0
Total	100.00%	5

15. Are you promoting Djuwang Baring in your business promotion?

Multi Choice | Skipped: 0 | Answered: 5 (100%)

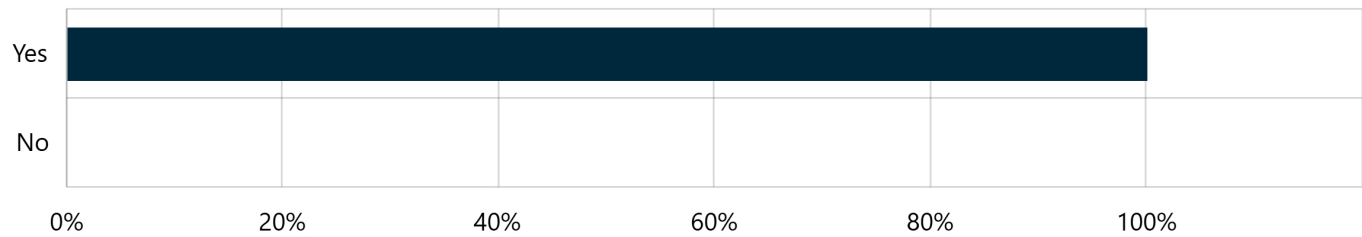


Answer choices	Percent	Count
Business website	0%	0
Facebook	20.00%	1
Instagram	20.00%	1
Email marketing	20.00%	1
LinkedIn	0%	0
Corporate website	0%	0
TikTok	20.00%	1

YouTube	0%	0
Printed advertising	20.00%	1
TV/media promotion	0%	0
X (formerly known as 'Twitter')	0%	0
No promotion	40.00%	2
Other	40.00%	2

16. Did you know that Council is promoting webinars/workshops to support local businesses?

Multi Choice | Skipped: 0 | Answered: 5 (100%)



Answer choices	Percent	Count
Yes	100.00%	5
No	0%	0
Total	100.00%	5

17. What additional improvements could be made to further support businesses in the area?

Long Text | Skipped: 3 | Answered: 2 (40%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

18. Please share any other feedback or suggestions regarding Djuwang Baring and it's impact on your business.

Long Text | Skipped: 3 | Answered: 2 (40%)

Sentiment

No sentiment data

Tags

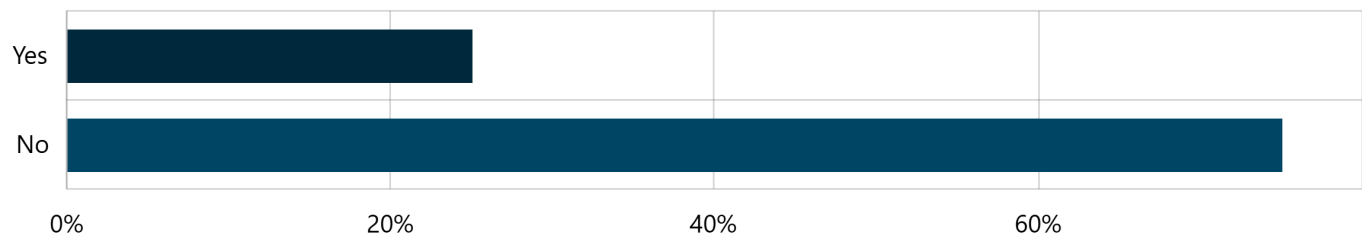
No tag data

Featured Contributions

No featured contributions

19. Would you like to discuss this further with Council's Economic Development team?

Multi Choice | Skipped: 1 | Answered: 4 (80%)



Answer choices	Percent	Count
Yes	25.00%	1
No	75.00%	3
Total	100.00%	4

20. What is your business name?

Short Text | Skipped: 4 | Answered: 1 (20%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

21. Please provide your name and contact details below.

Short Text | Skipped: 4 | Answered: 1 (20%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions