

ONLINE SURVEY – LISMORE BUSINESS SPECIAL RATE VARIATION

PLEASE NOTE: THIS SURVEY APPLICABLE TO LISMORE BUSINESS COMMUNITY MEMBERS ONLY.

You are encouraged to read the **LISMORE BUSINESS BULLETIN** specially produced to provide information on all aspects of the proposed SRV before you undertake this survey. The bulletin can be found at www.lismore.nsw.gov.au/business&industry/lismorebusinesspanel

The subject of this questionnaire is the proposal:

That Lismore City Council apply to the NSW Independent Pricing & Regulatory Tribunal for a permanent Business Special Rate Variation at a rate pegged level of \$120,000 per annum, commencing on July 1, 2018.

The following preliminary questions will help Council identify your familiarity with the way business is promoted in Lismore.

Q1. Are you aware that the 'Lismore come to the heart'-branded Lismore Business Promotion Program is funded by business ratepayers and administered by Council?

YES

NO

Q2. Which of the following Lismore Business Program promotional activities are you aware of? (Please tick the relevant box)

- Eat the Street annual food and wine festival
- Annual Stocktake Sale
- 12 Days of Christmas Campaign
- Lismore 'come to the heart' website and business listings
- Lismore Back Alley Gallery

Q3. Which of the following major events supported in the past by the Lismore Business Program are you aware of?

- Lismore Masters Games
- North Coast National
- Lismore Lantern Parade
- Back Alley Gallery

Q4. Which of the Lismore Business Program promotional activities listed below have you attended or participated in (Please tick the relevant box)

- Eat the Street annual food and wine festival
- Annual Stocktake Sale
- Lismore 'come to the heart' website and business listings
- Lismore Masters Games
- Lismore Lantern Parade
- North Coast National

- Q5. In terms of rates, which category do you fit, from the options listed below?
 Business Ratepayer
 Business owner-occupier, paying the Business Rate
 Business owner/manager NOT paying the Business Rates directly
 Other (Please describe) _____
- Q6. Which business sector do you belong to?
 Retail and Wholesale
 Industrial, Building and Manufacturing
 Tourism and Hospitality
 Café and/or Restaurant
 Professional Services (finance, law, real estate etc)
 Creative industries (design, media, the arts etc)
 Social services
 Health and medical services
 Trades
 Other (please describe) _____
- Q7. Which of the supporting Business Special Rate Variation documents on Council's website have you read? (Please tick)
 6 page Lismore Business Bulletin produced to explain the Business SRV
 2012 review of the Lismore Business Promotion Program by SCU School of Business
 2016 Review of the 'Program by Dave Arthur Consulting
 Current Lismore Business Promotion Program Business Plan (2016-18)
 'Counting the cost and facing the future' report for the Lismore Business Flood Recovery Taskforce
 None
- Q8. How would you rate the effectiveness of the Lismore Business Promotion Program, using the scale of responses below (please select one only).
 5 - Outstanding
 4 - Excellent
 3 - Satisfactory
 2- Mediocre
 1 - Unsatisfactory
- Q9. Do you support the proposed permanent Business Special Rate Variation which helps the activities of the 'Lismore come to the heart'-branded Lismore Business Promotion Program?
 YES
 NO

Q10. If you answered YES, please explain why in one sentence.

Q11. If you answered NO, please explain why in one sentence.

There are some final steps left before you finish this survey.

MANDATORY:

Please provide the address (street and number) of the business premise/s you own, occupy or operate from. If you have more than one business enterprise a single address will suffice. This will enable Council to confirm that you are a bona fide member of the Lismore business community and identify which business rating category you match: Inner-CBD, or Lismore -Urban.

2. OPTIONAL:

Please supply your name and the name of your business operation, or your business property.

3. ADDITIONAL COMMENT

If you wish to provide further feedback on the proposed Business SRV, please use the space below.

Thank you for completing this questionnaire. Individual responses will all be treated as private and in confidence, with the overall responses summarised in a report to Council.