

Strategy Unit
Economic Development Strategy

Business Opinion in Waitakere City

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Waitakere City Council
Te Taiao o Waitakere

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1. INTRODUCTION

Two cornerstone policy objectives of Waitakere City council are the development of a strong innovative economy and development of strong communities¹. Business activity provides a key role in fostering these aims.

Businesses surveyed in the business survey are trading companies in the private sector, all size ranges and all sectors of the economy, and non profit organisations but excluding schools and churches. Main information requirements of this survey are to address the following objectives, from the point of view of businesses in the City:

General business environment

- Rating Waitakere as a place to have a business
- Rating Quality of local facilities and amenities
- Reasons rated location and amenities “fair” or “poor”
- Outlook for general business conditions
- Outlook for growth
- Impediments to growth

Business location

- Location advantages
- Location disadvantages
- Future location intention
- Those intending to move
- Impact of improved rail services

Business reach

- Market locations
- Supplier locations

Employment issues

- Employment levels
- Work from home
- Skill shortages incidence
- Skills in short supply
- Details of skill shortages
- Employment intentions
- Reasons if reduce

Internet usage

- Incidence of use
- Incidence of Broadband use

Waitakere enterprise

- Awareness of Waitakere Enterprise
- Awareness of Waitakere Enterprise services

¹ Further details may be found on the Council website:
www.waitakere.govt.nz/whahap/nm/wcn/lccp-wcn.asp#prioritiesandplatforms

Awareness and support for council initiatives

- Awareness of Council projects
- Longer term effects of Council projects on businesses
- Support for Council's Eco-City approach
- Sustainable business practices

Relationship between council and business

- Perceived supportiveness of Council for business
- Reasons for perceptions of degree of support
- Image ratings

Method and sample

This survey was conducted by telephone during October and early November 2007. The method of telephone survey was selected to achieve a high response rate. The sample was selected from a list of a cross-section of businesses provided by commercial list brokers. Business categories generally followed those specified by Statistics New Zealand, but with some of the smaller categories amalgamated into larger categories sufficiently large enough to generate statistically robust results, given the overall sample size of around 500. The business categories are:

- Manufacturing
- Construction
- Wholesale Trade and Retail Trade (combined)
- Accommodation, Cafes and Restaurants, Cultural and Recreational Services, Personal and Other Services (combined)
- Finance and Insurance, Property and Business Services (combined)
- Education, Health and Community Services (combined)
- Transport and Storage and Communication Services (combined).

A weighting adjustment was applied to the findings to ensure that quantified results reflected the true proportions of both business categories in the City, and by size (in terms of number of employees). Response rate is 66%. Full details of method and sample are provided in Appendix A. The questionnaire is in Appendix B.

Analysis

Results are cross-tabulated by business descriptors (sector, size, location) in order to identify group differences. These differences are reported if they are significantly different from the aggregate results of the other groups using a z-test for differences, at the 95% level of significance.

2. SUMMARY AND CONCLUSIONS

2.1 General business environment

- 2.1.1 As in 2005, just under three-quarters of businesses rate Waitakere City as a “good” or “very good” place to have a business. A similar proportion rate amenities as “good” or “very good”. Of the approximately quarter of businesses which provided a “fair” or “poor” rating, reasons centre on Council: poor infrastructure servicing, parking issues, high rates charges, and lack of support or encouragement for business.
- 2.1.2 Business confidence at the time of the survey (October / November) is high. Three-quarters of businesses expect general business conditions to improve or at least stay at present levels. A half expect at least some growth in their business, with rising petrol prices and, to a lesser extent, compliance controls and costs as possible impediments to growth. Almost 30% of businesses expect to be increasing staff numbers.

2.2 Business location

- 2.2.1 There are a variety of location advantages cited which tend to centre on ease of access or proximity to markets, suppliers and staff.
- 2.3.2 Fewer location disadvantages are mentioned, except those related to traffic issues, such as congestion and parking.
- 2.3.3 Most businesses would remain within Waitakere City, either by staying where they are (around three-quarters) or moving within Waitakere City.
- 2.3.4 The proximity of rail services provides little of no benefit for most businesses.

2.3 Business reach

- 2.3.1 Markets for Waitakere businesses tend to be local or, to a lesser extent, within the wider Auckland regions. Comparatively few businesses have their main markets elsewhere in new Zealand or overseas.
- 2.3.2 By contrast, most businesses tend to have suppliers in the Auckland region rather than locally.

2.4 Employment issues

- 2.4.1 Staff tend to be locally sourced. Three-quarters of businesses in Waitakere City hire three-quarters or more of their staff from within Waitakere City.
- 2.4.2 One in eight businesses work entirely from home.
- 2.4.3 Six in seven employees work full time.

2.4.4 A quarter of businesses have immediate skill shortages (at the time of the survey). Mostly, these are for skilled technicians and trades, professionals, and labourers.

2.4.5 Almost 30% of businesses expect to be increasing staff numbers.

2.5 Internet usage

2.5.1 Most businesses (around 80%) use the internet for their business. Two-thirds of all businesses use a Broadband connection. Main purposes are e-mail for business communication, visiting web sites for business information, visiting web sites of suppliers. Comparatively few (one in five) use the internet for business transactions over their own web sites.

2.6 Waitakere Enterprise

2.6.1 Around 70% of businesses have heard of Waitakere Enterprise. Around half of businesses have heard of the mai services provided, apart from start-up support (around of third aware of this).

2.7 Awareness and support for Council initiatives

2.7.1 The main Council projects affecting business are

- Future development of Massey North / Westgate/ Hobsonville
- Town centre upgrades for Henderson, New Lynn, Glen Eden, and Te Atatu Peninsula
- Roothing improvements such as widening Lincoln Rd.
- Promoting the City to get government money for local projects, e.g. New Lynn rail interchange
- Investment in and promotion of public transport throughout the Auckland Region.

Nearly all businesses are aware of at least one of these. Awareness of each project is at similar levels to each other, at around 50% to 60%.

2.7.2 Few businesses report an long term negative effects of any of these projects on their business.

2.7.3 Just over half of businesses are “very” or “somewhat supportive” of Council’s Eco City approach. This is a slight decline since the previous survey two years ago.

2.7.4 Over 80% of businesses say they use at least one environmental practice as a part of their core business activity. The most frequently used practices are:

- Recycling
- Waste reduction or minimisation
- Energy efficiency measures
- Water conservation measures.

2.8 Relationship between Council and business

- 2.8.1 Image (and the attributes which comprise the total image) is important because it tempers the manner in which business people would approach anything to do with Council. Perception of Council, i.e. its image, is a valuable starting point for marketing Council's services to Business.

- 2.8.2 A third of businesses say that Council is "very" or "somewhat supportive" of business. Around half have no opinion on this. A variety of reasons are given for these ratings, but no issue stands out in particular. Those responding negatively mention that Council is not helpful in being bureaucratic and difficult to deal with, and does not foster business, but these are at comparatively low levels of mention.

- 2.8.3 The more positively rated aspects of Council's image relate to basic service delivery (such as water and waste management) and infrastructure. The less positively rated aspects relate to bureaucracy, regulatory issues, and stewardship with rates.

3. GENERAL BUSINESS ENVIRONMENT

3.1 Waitakere as a place to have a business

Q. Overall, how do you find Waitakere City as a place to have a business?

Almost three-quarters of businesses (72%) regard Waitakere City as a “very good” or “good” place to have a business. This is the same level as in 2005 (73%).

	<u>2005</u> %	<u>2007</u> %
Very good	24	21
Good	49	50
Fair	14	16
Poor	5	5
No opinion	8	7
	100	100
Very good/ Good	73	72
Fair/Poor	19	22

Ratings for having a business in Waitakere City are relatively higher for:

- Businesses located in present location for 5 to 10 years (78%)*
- Businesses located in central Henderson (80%).

Ratings for having a business in Waitakere City are relatively lower for:

- Wholesale/ retail sector (31% “fair/poor”).
- Businesses in “other” (smaller) suburban areas (34%).

3.2 Quality of local facilities and amenities

Q. And the quality of local facilities and amenities?

71% rate the quality of local facilities and amenities as “very good” or “good”.

	%
Very good	15
Good	57
Fair	16
Poor	7
No opinion	6
	<hr/>
	100
Very good/ Good	71
Fair/Poor	22

(Not measured in 2005)

Ratings of ‘very good’ or ‘good’ are higher for:

- Businesses in central Henderson (83%).

Ratings of “fair” or “poor” are higher for:

- Te Atatu (Peninsula and Te Atatu South) (39%).

Q. If any “fair/poor”: For what reasons do you say this?

Main reasons for stating their place of business is fair or poor

- Poor infrastructure servicing and Council services (17% unprompted mention)
- Parking issues (15%)
- Nothing done to encourage business/not forward thinking/no support (15%)
- Rates too high/charges too high/unnecessary charges (13%)
- In the doldrums/weak economic base (13%)
- Problems with graffiti gangs dirty streets vandalism crime (9%)
- Council is difficult to work with/working relationship (9%)
- Too much bureaucracy/by laws and requirements (9%)
- Traffic congestion (8%).

3.3 Business confidence

Outlook for general business conditions

Q. Do you believe that for your business, general business conditions in 12 months time will have improved, remain the same, or deteriorate

Outlook is positive. Three-quarters of businesses (75%) expect general business conditions in 12 months time will have at least stayed the same, if not improved. Range of expectation for general business conditions is as follows:

General business conditions will..	Total Sample %	
have improved	30	} 75%
remain the same	45	
deteriorate	20	
Don't know	<u>5</u>	
	100	

Expectation of improvement is higher for:

- Property and financial and business services sector (85% “same” or “improve”)
- Health and education sector (86%)*
- Large businesses of 50 or more employees (90%)*.

Expectations are lower for:

- Manufacturing and agricultural sectors (66% “same” or “improve”)
- Wholesale and retail sector (69%)
- Exporters² (65%).

² Defined as businesses for which have “All” or “Most” or “Some” of their market overseas. These comprise 15% of all Waitakere businesses.

Outlook for growth

Q. Over the next 12 months, are you expecting your business to grow, stay the same, or reduce? IF GROW: Would that be slightly increase or significantly increase?

Overall, nearly half of businesses expect some increase. A breakdown of expectation for businesses specifically is as follows:

Expect for business in 12 months time	Total Sample %	
significantly increase	14	} 49%
slightly increase	35	
stay the same	39	
reduce	11	
Don't know	<u>1</u>	
	100	

Expectation of *any* increase (i.e. growth) is higher for:

- Transport and communication s sector (71% “significantly” or “slightly” increase)
- Personal services/accommodation/ restaurant sector (67%)
- Business of 6 to 9 employees (61%).

Expectation of *significant* increase is higher for:

- Business of 6 to 9 employees (28%)
- Lincoln/ Central Park Drive (25%).

Lower expectations (of any increase) are evident amongst:

- Construction sector (30% “any increase”).

Impediments to growth

Q. Barring unusual circumstances, are there any factors which would be obstacles to growth in your business over the next few years?

Nearly half of businesses state there is no obstacle to growth. Many factors are cited by the remainder as obstacles to growth. Highest mention is for the following:

	Total Sample %
No obstacle stated	46
Rising petrol prices	23
Compliance regulation controls/compliance costs	10
Exchange rates and high New Zealand dollar/weak U.S. economy	9
Lack of market growth/market decline	8
Increased competition	8

4. BUSINESS LOCATION

4.1 Location advantages

Q. Thinking about your current location, what are the main advantages of having your business there?

There is a variety of factors which tend to centre on ease of access or proximity to markets, suppliers and staff. Highest mention is for the following:

	Total Sample %
Close to motorway/main road	18
Close to customers/clients	14
Close to main shops/high foot traffic/good traffic volume	14
Low overheads	12
Close to where staff live/easy to get to for staff	10
Close to where I live/family	9
Ease of access	9
High visibility	8
Handy to everything	8
Parking available	8

There are a variety of other factors at lower frequencies of mention.

4.2 Location disadvantages

Q. And are there any disadvantages? IF YES: Which?

37% of businesses cite no location disadvantages. There are a variety of other factors, but none predominate. Highest mention is for:

- Traffic congestion (14% of all businesses)
- Parking issues (10%).

4.3 Future location intention

Q. Thinking of your business location in the foreseeable future, which of these is most likely for this business?

Q. IF MOVE: Where would it most likely move to? For what reasons?

Most businesses would either stay where they are, or if move, choose a location within Waitakere City. No other area out of Waitakere City predominates as a preferred location.

	Total Sample	%
Stay where it is	72	} 86%*
Relocate within Waitakere City	15	
Relocate outside Waitakere City	4	
Close down	3	
Be sold	4	
Don't know	<u>3</u>	
	100	

* Decimal rounding

Note: 12% of exporters say they intent to relocate outside Waitakere City.

No single location or issue predominates as reasons for businesses wanting to move.

4.4 Impact of improved rail services

Q. How much do you expect your business to benefit from by having the increased rail passenger services?

13% of businesses overall regard increasing rail passenger services as a “large” or “reasonable” benefit. This level is unrelated to business sector, location or size, and there are indications that businesses involved in export are more positive (19% “large” or “reasonable” benefit).

	Total Sample %
a large benefit	4
a reasonably useful benefit	8 } 13%*
a small benefit	13
makes no difference	<u>74</u>
	100

* Decimal rounding

5. BUSINESS REACH

5.1 Market locations

Q. Now lets talk about your customers. I'm going to read out four market locations. For each please say how much of your market is there: **all, most, some, a little, or none.**

Overall, Waitakere businesses tend to serve a local market and to a slightly lesser extent, a market based in the Auckland region. Markets elsewhere in new Zealand, and export markets play a comparatively minor role in terms of the numbers of businesses in Waitakere City.

	Within Waitakere	Elsewhere in Auckland Region	Outside Akl. within NZ	Overseas
	%	%	%	%
All	9	1	0	0
Most	44	27	5	1
Some	23	41	19	9
A little	19	22	37	24
None	<u>5</u>	<u>10</u>	<u>40</u>	<u>66</u>
	100	100	100	100
All or most:	53	28	5	1

On average, just over half of businesses (53%) have “all” or “most” of their market within Waitakere City. This is higher for:

- Health and education sector (82%)
- Personal services/ restaurants sector (74%)
- Wholesale/ retail sector (69%)
- Businesses having between 10 and 20 employees (65%)
- Central Henderson businesses (61%)

Just over a quarter of businesses (28%) have “all” or “most” of their market elsewhere in the Auckland region. This is higher for:

- Manufacturing sector (58%)
- Construction (41%)

A very small proportion have “all” or “most” of their market in the rest of the country outside of the Auckland Region, or overseas (5% and 1% respectively).

5.2 Supplier locations

Q. And where are your main suppliers for goods and services located?

Suppliers tend to be based in the Auckland Region, rather than locally.

	Within Waitakere	Elsewhere in Auckland Region	Outside Akl. Within NZ	Overseas
	%	%	%	%
All	7	7	0	2
Most	20	37	4	7
Some	25	36	23	9
A little	28	9	32	15
None	21	11	40	67
	100	100	100	100
All or most:	26	45	4	9

Suppliers tend to be regionally based. Almost half of businesses (45%) have “all” or “most” of their suppliers located outside of Waitakere in the Auckland Region. This proportion is higher for:

- Manufacturing sector (65%).

Around a quarter of businesses (26%) have “all” or “most” of their suppliers located within Waitakere City. This proportion is higher for:

- Construction sector (50%)
- Property and financial sector (35%)*
- Businesses with 5 or fewer employees (32%)
- Businesses in Swanson/ Ranui (49%)

A minority of business have “all” or “most” of their suppliers located in the country outside of the Auckland Region (4%), or overseas (9%).

Having suppliers mainly overseas is more prevalent for:

- Wholesale/ Retail sector (21%)
- New Lynn businesses (15%).

6. EMPLOYMENT ISSUES

6.1 Locally sourced employment

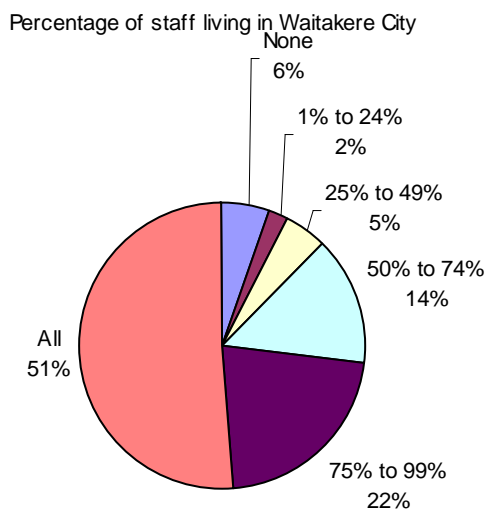
Q. Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?

73% of businesses in Waitakere City hire 75% or more of their staff from within Waitakere City.

Percentage of staff living in Waitakere City	Total Sample
	%
None	6
1% to 24%	2
25% to 49%	5
50% to 74%	14
75% to 99%	22
All	<u>52</u>
	100

} 73%*

* Decimal rounding



52% of businesses have *all* of their staff living in Waitakere City. This proportion is higher for:

- the Personal Service sector (65%)
- Business of 1-5 employees (63%)
- Businesses in smaller suburban and rural areas (65%), and Swanson/Ranui (72%)

Having all staff living in Waitakere City is lower for:

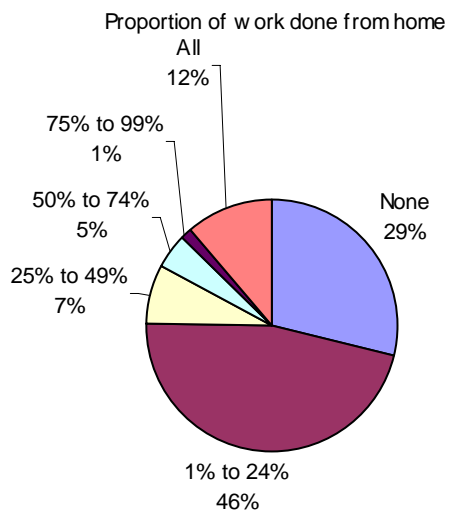
- The Health and Education sector (39%)
- Business with 10 or more employees (35%), the proportion decreasing with size to businesses of 50 or more employees (5%)
- Businesses in Lincoln/Central Park Drive (24%), Massey/Westgate (34%)*, and New Lynn (40%)

6.2 Work from home

- Q. Do you do any work on your business from home?
 Q. If YES: How much of your business activities are performed from a home address?

17% of businesses do 50% or more of their business from home.

Proportion of work done from home	Total Sample %
None	29
1% to 24%	47
25% to 49%	7
50% to 74%	5
75% to 99%	1
All	<u>12</u>
	100



6.3 Skill shortages

- Q. Do you have any immediate skill shortages, that is, jobs you have been unable to fill from the local market?*
- Q. What are your current skill shortages?*

Over a quarter of businesses (27%) say they have immediate skill shortages. This is higher for:

- Health and Education sector (45%)
- Personal services sector (46%)
- Larger businesses: 20 to 49 employees (55%); 50 or more (71%)*
- Businesses in Lincoln/ Central Park Drive (38%).

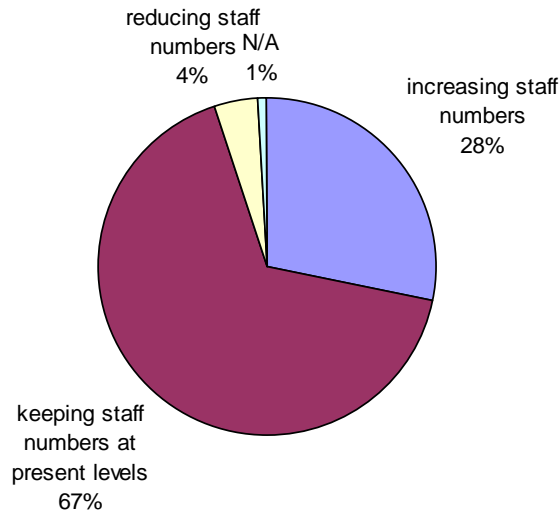
Skill shortages are as follows:

	Total Sample %	Higher for..
Technicians and trade workers	40	Construction (62%) Personal Services (59%) 20 to 49 employees (54%)
Professionals	30	Health and Education (71%) Property and financial services (47%) Businesses in Massey/Westgate (58%)
Labourers	17	Manufacturing (46%) 10 to 19 employees (32%) Exporters (32%)
Sales workers	12	Property and financial services (27%) Exporters (23%)
Managers	9	Manufacturing (15%)* 20 to 49 employees (16%)*
Community and personal service workers	7	Personal services (30%)
Machinery operators and drivers	6	Transport and communications (43%) Businesses in central Henderson (15%)
Clerical and administrative workers	2	..

6.4 Future staffing intention

- Q. In the next 12 months, would you be increasing your staff numbers keeping staff numbers at present levels reducing staff numbers?
- Q. IF REDUCE: For what reasons do you say this?

Almost all businesses (96%) intend to maintain or increase staffing levels.



	Total Sample	
	%	
increasing your staff numbers	28	} 95%
keeping staff numbers at present levels	67	
reducing staff numbers	4	
Not stated	<u>1</u>	
	100	

Intention to increase staff numbers is higher for:

- the Personal Services sector (42%)
- Businesses of 6 to 9 employees (39%)
- Businesses in Lincoln/ Central park Drive (46%).

Those intending to reduce staff would do so for a variety of reasons, not centring on anything in particular.

6.5 Part-time employment

- Q. How many people work in you business, including yourself (count part and full time workers)*
- Q. Of these, how many work 30 hours or more a week, 15 to 30 hours a week, less than 15 hours a week*

Proportions of people working full and part-time are as follows:

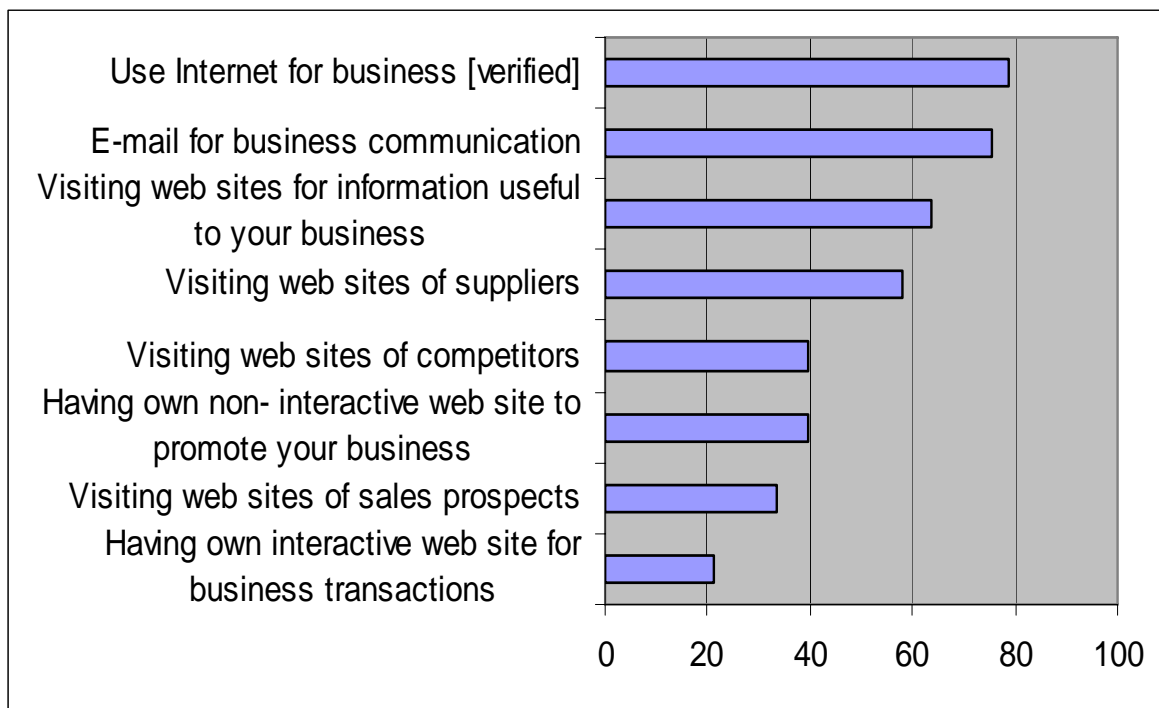
Full time	86%
Part time [15-30 hours pw]	10%
Part time [under 15 hours pw]	4%

7. INTERNET USAGE

7.1 Incidence and purposes of use

- Q. Do you use the internet in your business?*
Q. Do you use the internet for your business in any of these ways?

Most businesses (79%) use the internet for their business. Main uses are as follows:



Demographic differences in internet use is as follows:

	Total Sample %	Higher for:	Lower for:
E-mail for business communication	76	Property/ Financial sector (94%) Businesses with 20 – 49 employees (95%) Exporters (97%)	Businesses of 5 or fewer employees (69%) Swanson/ Ranui (60%)
Visiting web sites of competitors	40	Property/ Financial sector (52%) Businesses with 20 to 49 employees (68%) and with 50 or more (73%) Lincoln/ Central Park Drive (53%)* Exporters (67%)	Businesses of 5 or fewer employees (30%) Te Atau (Pn and Sth) (25%)* Other suburban (31%)
Visiting web sites of suppliers	58	Manufacturing (67%)* Transport & communications (73%) Businesses with 20 to 49 employees (80%) and with 50 or more (93%) Lincoln/ Central Park Drive (71%)* Exporters (78%)	Businesses of 5 or fewer employees (51%)
Visiting web sites of sales prospects	33	Property/ Financial sector (55%) Transport & communications (50%) Businesses with 20 to 49 employees (51%) and with 50 or more (71%) Lincoln/ Central Park Drive (46%)* Exporters (64%)	Businesses of 5 or fewer employees (28%) Te Atau (Pn and Sth) (20%)*
Visiting web sites for information useful to your business	64	Property/ Financial sector (83%) Lincoln/ Central Park Drive (79%) Exporters (88%)	Businesses of 5 or fewer employees (55%) Te Atau (Pn and Sth) (42%)*
Having own non-interactive web site to promote your business	40	Property/ Financial sector (55%) Exporters (69%)	Businesses of 5 or fewer employees (29%)
Having own interactive web site for business transactions	21	Transport & communications (44%) Businesses of 50 or more employees (71%) Lincoln/ Central Park Drive (37%) Exporters (30%)*	Businesses of 5 or fewer employees (16%) Other suburban (12%)
<i>Use Internet for business [verified]</i>	79	Property/ Financial sector (95%) Exporters (97%)	Businesses of 5 or fewer employees (72%) Swanson/ Ranui (65%)

7.2 Incidence of Broadband use

Q. Do you have a high speed broadband connection, that is, it lets you make calls with your phone landline while it's in use, open pictures quickly, and stream video clips

Two-thirds of all businesses (66%) have a Broadband connection. (This equates to 84% of businesses with an internet connection).

Broadband connection is higher for:

- Property/ Financial sector (86% have Broadband)
- Business in Lincoln/ Central Park Drive (80%)
- Exporters (89%).

Broadband connection is lowest for:

- Businesses of 5 staff or fewer (59%)
- Businesses in Swanson/ Ranui (48%).

8. WAITAKERE ENTERPRISE

8.1 Awareness of Waitakere Enterprise

Q. Have you heard of *Waitakere Enterprise*?

71% of all businesses have heard of Waitakere Enterprise. Awareness is higher for:

- The Construction sector (84%)
- Property/ Financial sector (81%)
- Businesses in Lincoln/ Central Park Drive (84%)
- Exporters (86%).

Awareness is lower for:

- Wholesale/ Retail sector (60%)
- Businesses in new Lynn (64%)
- Businesses of 5 or fewer staff (68%)*.

8.2 Awareness of Waitakere Enterprise services

Q. Have you heard of the following services provided by Waitakere Enterprise?

Three-quarters of businesses (73%) are aware of at least one service. (This equates to 89% of businesses who are aware of Waitakere Enterprise.)

	Total Sample %	Aware of WE %
Business information	55	73
Skills training	44	56
Business awards	61	77
Mentoring and advice	52	66
Business events	48	62
Start-up support	35	45
None	27	11
Aware of at least one	73	89

Demographic differences are as follows:

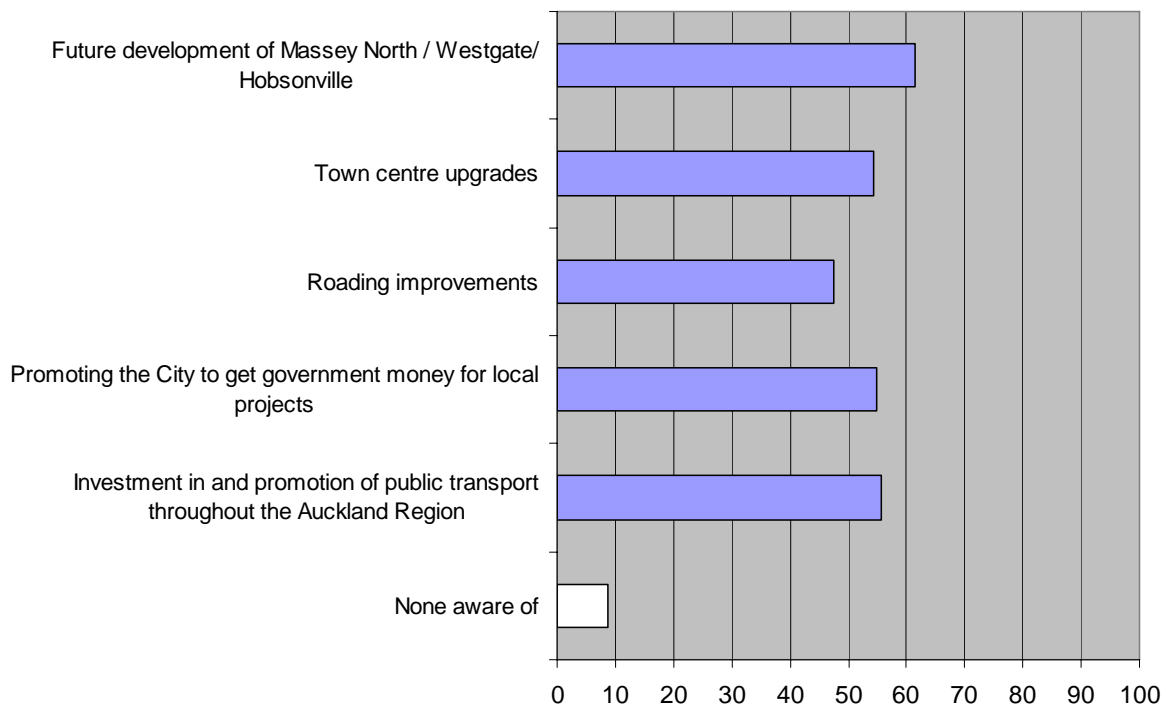
	Total Sample %	Higher for:	Lower for:
Business information	55	Construction sector (72%)	Health & Education (38%)
Skills training	44	..	Businesses in Massey/ Westgate (28%)
Business awards	61	..	1 to 5 employees (56%)
Mentoring and advice	52	Businesses in Lincoln/ Central Park Drive (64%)*	Businesses in New Lynn (27%)
Business events	48	Property/ Financial sector (59%)	Health & Education (37%)* 1 to 5 employees (45%)
Start-up support	35	Construction sector (44%)* Exporters (54%) Businesses in Lincoln/ Central Park Drive (46%)*	..

9. AWARENESS AND SUPPORT FOR COUNCIL INITIATIVES

9.1 Awareness of Council projects

- Q. Waitakere City Council supports economic development through many different projects. Which of the following I'll read out are you aware of?*
- Q. In the longer term, would this [PROJECT] affect your business positively, negatively or would it make no difference?*

91% of businesses are aware of at least one Council Project. Awareness levels for all projects are at similar levels, around 50-60%.



Demographic differences in awareness levels are as follows.

	Total Sample %	Higher for:	Lower for:
Future development of Massey North / Westgate/ Hobsonville	62	Construction sector (84%) Businesses in Massey/ Westgate (90%) and Swanson / Ranui (81%) Exporters (70%)*	Businesses in New Lynn (42%)
Town centre upgrades	54	Businesses in Swanson/ Ranui (74%) and other small suburban areas (66%) Personal Services (56%)*	Businesses in Lincoln/ Central Park Drive (43%)*
Roading improvements	48	Businesses in Central Henderson (56%) and Swanson/ Ranui (68%)	Manufacturing (36%) 1 to 5 staff (44%) Businesses in New Lynn (27%) and Te Atatu (P and s) (27%)
Promoting the City to get government money for local projects	55	Construction sector (72%) Businesses in New Lynn (65%)	20 to 49 employees (43%)* Businesses in Lincoln/ Central Park Drive (41%)
Investment in and promotion of public transport throughout the Auckland Region	56	Construction sector (70%) Wholesale/ Retail (62%)* Businesses in Swanson/ Ranui (81%) and Glendene/ Kelston (73%)	..
At least one project aware of	91	Construction sector (98%)	..

Few businesses report any negative effects in the longer term.

	North West development	Town Centre upgrades	Roading improvements	Promoting the City	Investing in public transport
	%	%	%	%	%
Positive effect	44	41	45	37	38
Negative effect	5	4	3	2	5
No difference	47	50	49	58	55
Don't know	4	5	3	2	2
	100	100	100	100	100

No significant differences on reported negative effect are evident.

9.2 Support for Council's Eco-City approach

Q. How much do you support Council's Eco-City approach?

56% of businesses are “very” or “somewhat supportive” of Council’s Eco City approach. This compares with 62% two years ago³. This difference is mainly accounted for by a gain in ratings level for “neutral” at the expense of “very supportive”. Levels of “unsupportive” are unchanged.

	Total Sample	
	2005	2007
	%	%
Very supportive	32	26
Somewhat supportive	30	30
Neutral	9	18
Somewhat unsupportive	7	5
Very unsupportive	4	3
Not sure/ no opinion	18	18
	100	100
Very/ somewhat supportive	62	56
Somewhat/ very unsupportive	11	8

Ratings of “Very/ somewhat supportive” are higher for:

- Health and Education sector (71%)
- Personal services (68%)*
- Business of 10 to 19 employees (68%)
- Businesses in Glendene/ Kelston (84%)
- Exporters (42%).

Ratings of “Somewhat/ very unsupportive” are higher for:

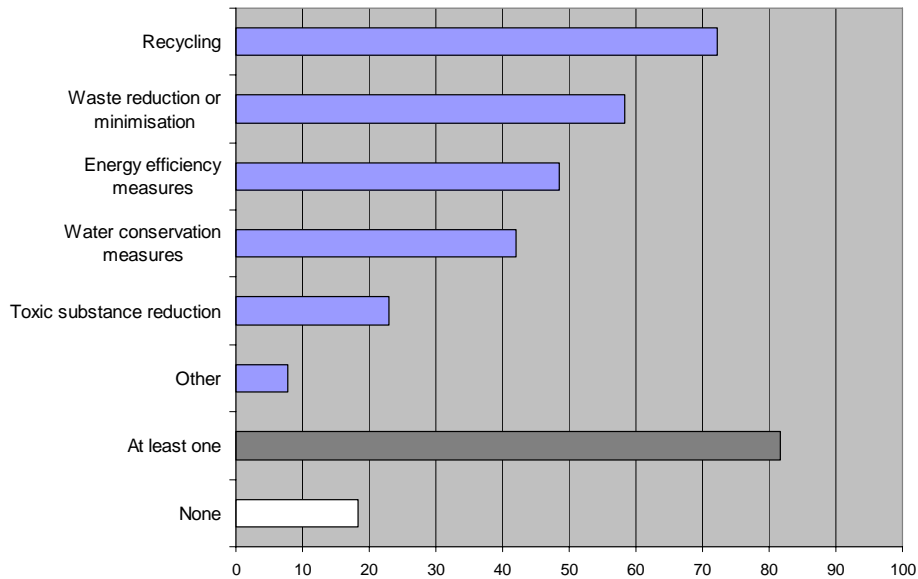
- Property/ financial sector (16%)
- Manufacturing (14%)*
- Businesses in Lincoln/ Central Park Drive (15%)*, and in small suburban areas (16%).

³ This difference is statistically significant at the .05 level

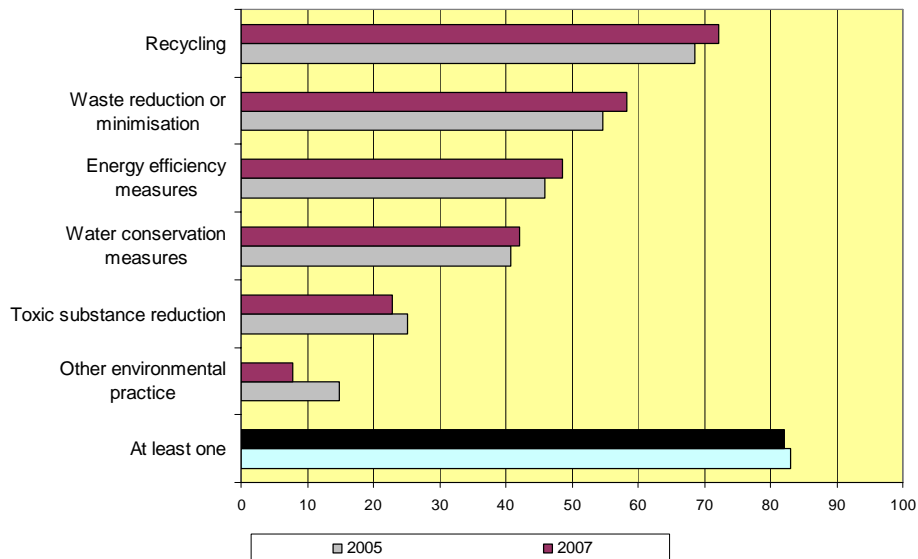
9.3 Sustainable business practices

*Q. Does your business do any of the following practises I'm going to read out, in your **core** business activity?*

Most businesses (82%) claim to use at least one environmental practice as part of their core business activity.



This compares to very similar levels two years ago.



Demographic differences in environmental practices is as follows:

Environmental business practices	Total Sample %	Higher for:	Lower for:
Recycling	72	Manufacturing/ Agric. (84%) Wholesale/ Retail (81%) Businesses in Lincoln/ Central Park Drive (90%)	Property/ financial (53%) Health & Education (48%) Businesses in Massey/ Westgate (56%)
Waste reduction or minimisation	58	Manufacturing/ Agric. (79%) Construction (77%) Personal Services (70%) Businesses of 50 or more (78%) Exporters (72%)	Property/ financial (36%) Health & Education (28%)
Toxic substance reduction	23	Manufacturing/ Agric. (34%) Personal Services/ Restrnt. (31%)* Businesses of 50 or more (46%) Businesses in rural areas (33%)*	Property/ financial (11%)
Energy efficiency measures	49	Manufacturing (63%) Personal Services (63%) Businesses of 50 or more (63%)* Exporters (64%)	Property/ financial (36%) Health & Education (34%)
Water conservation measures	42	Construction (53%) Personal Services (54%) Exporters (57%)	Property/ financial (23%) Health & Education (28%) Businesses in New Lynn (34%)

10. RELATIONSHIP BETWEEN COUNCIL AND BUSINESS

10.1 Perceived supportiveness of Council for business

Q. How supportive overall do you think Waitakere City Council is of business?
Q. For what reasons do you say this?

A third of businesses (33%) say that Council is “very” or “somewhat supportive” of business. Nearly half (48%) are neutral or have no opinion about this.

	Total Sample	
	2005 %	2007 %
Very supportive	10	10
Somewhat supportive	25	23
Neutral	17	20
Somewhat unsupportive	11	11
Very unsupportive	9	9
No opinion	28	29
	100	100
Very/ somewhat supportive	35	33
Somewhat/ very unsupportive	20	19

Ratings of “very/somewhat supportive” are higher for:

- Exporters (42%)*
- Businesses of 6 to 9 employees (41%)*.

No demographic group shows significantly higher ratings of “Somewhat/ very unsupportive”.

People give a variety of reasons for their responses, but no particular issue predominates.

Highest positive response is:

- Good for business/ supportive (mentioned by 16% of businesses).

Highest negative comment is:

- Not helpful - do not foster business (9%)
- Not helpful – bureaucratic/ difficult to deal with/ inefficient (8%).

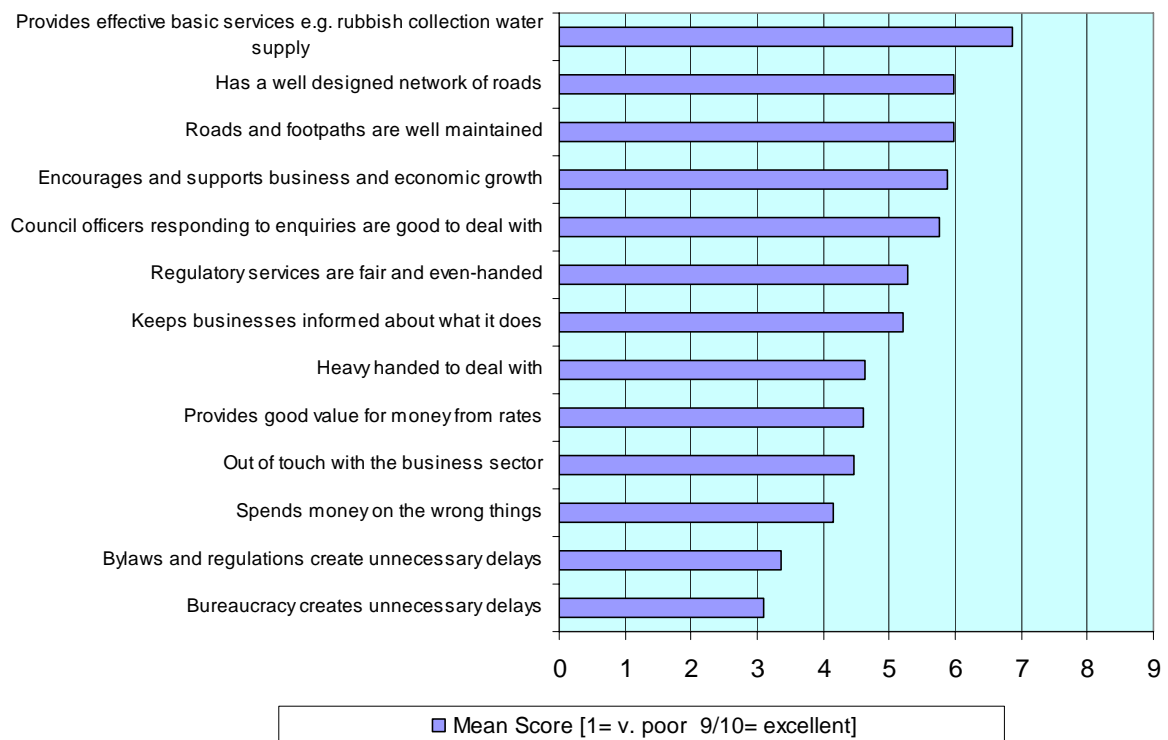
10.2 Council Image

*Q. I'll read out some statements people have made about Waitakere City Council. For each please tell me how much you agree or disagree on a scale of 10⁴, where 10 means **agree whole-heartedly**, and 1 means **disagree very strongly**.*

The following attribute ratings represent key elements of Council's image amongst business people, as derived from previous surveys. Image (and the attributes which comprise the total image) is important because it tempers the manner in which business people would approach anything to do with Council. Perception of Council, i.e. its image, is a valuable starting point for marketing Council's services to Business.

The averages of the scale scores for each attribute are shown below in rank order. Negatively phrased items have their scales reversed so that for all attribute items, the longer the bar the more positive the rating.

Attribute Ratings



⁴ Scores of 9 or 10 are recorded as "9" for the purposes of analysis.

Q. Is there anything you'd like to say about any of these?

Comments are too varied to indicate any significant themes.

APPENDIX A: Method and Sample

Method and sample

Business decision makers of 496 businesses located within Waitakere City participated in a telephone survey. 300 interviews were conducted by trained, fully briefed interviewers contracted from Phoenix Research limited, a reputable Auckland Research House. The remainder were conducted by independent trained interviewers contracted to Council. The interviews were conducted from mid October to the first week of November, 2007. Data were recorded using a CATI⁵ system. Interview quality was assured by having a supervisor listen in on interviews at random. The contact list was provided by Universal Business Directories Limited, an Auckland list broker, and Telecom Yellow Pages.

Interviewers used the structured questionnaire shown in Appendix B. Open questions were probed to gain extension and clarification of answers using proven techniques designed to avoid bias.

Prior to being interviewed, the purpose of the survey and why they were selected were explained to each respondent. 496 interviews were conducted in all. Average interview duration was 22 min. The response rate (excluding non-contacts, no replies and disconnected, but including refusals) is 66⁶%.

Non-sampling errors (i.e. not due to random sample selection) were minimised through checks on question formulation, pilot-testing, supervised interviewing, and personal briefing.

Computer records are stored permanently in secure files on the Council network.

Weighting

Data presented in the tabulations are weighted to even out any imbalances in the sample and improve sample representativeness of the population of businesses as a whole.

Due to random sampling errors particular groups may not occur in the sample in the same proportions as they do in the total survey population (in this case, Waitakere City businesses). Consequently, some population groups may be over-represented and others under-represented. To counter this, a standard weighting procedure is used. This is an adjustment to ensure that the various population groups are represented in the sample in the same proportion as their incidence in the population.

Weighting is based on business type. Sample composition (unweighted and weighted) follows.

⁵ Computer Aided Telephone Interviewing: This ensures that question order is invariant and consistent. Data is recorded directly at the time of interviewing, so that separate data entry processing (and hence another risk of error) is not necessary.

⁶ Excludes cases of non-qualifiers (business decision maker not reached or not in trading), language barrier, engaged, no answer, answerphone, fax. Up to six contact attempts were made.

<u>Business Segment</u>	Total Raw number	Total sample	
		Unweighted %	Weighted %
Manuf./ Agr./ Fish. Etc.	88	17.7	14.5
Construction	59	11.9	15.6
W'sale/ Retail/ Electr. Gas Water	90	18.1	29
Personal Services	64	12.9	8.0
Property/ Financial Services	102	20.6	15.6
Health & Education	61	12.3	12.5
Transport and Comm.	32	6.5	4.8
	496	100.0	100.0
Missing:	0		

<u>Business Location</u>	Total Raw number	Total sample	
		Unweighted %	Weighted %
Swanson/ Ranui	29	5.8	6.4
Lincoln/Central Park Drive	48	9.7	7.6
Central Henderson	118	23.8	24.9
Glendene/ Kelston	31	6.3	5.4
New Lynn	95	19.2	18.9
Massey / Westgate	30	6.1	5.8
Henderson Valley	17	3.4	3.7
Te Atatu Peninsula & South	34	6.9	7.6
Glen Eden	21	4.2	4.7
Titirangi	21	4.2	4.0
Rural area	43	8.7	9.3
Other - urban	1	0.2	0.2
Hobsonv./ Whenuapai	7	1.5	1.5
	495	100.0	100.0
Missing:	1		

<u>How long in current location</u>	Total Raw number	Total sample	
		Unweighted %	Weighted %
Up to 5 years	140	28.6	29.8
6 to 10 years	114	23.3	23.3
11 to 20 years	144	29.4	28.2
Over 20 years	91	18.7	18.7
	489	100.0	100.0
Missing:	7		

Size[Number of employees]	Total Raw number	Total sample	
		Unweighted %	Weighted %
1-5	239	48.1	64.3
6-9	82	16.6	14.6
10-19	78	15.7	11.5
20-49	66	13.3	6.8
50 or more	31	6.3	2.8
	496	100.0	100.0
Missing cases:	0		

The effect of weighting is demonstrated by a selection of weighted vs. unweighted data, as follows:

Waitakere City as a place to have a business	Weighted %	Unweighted %
Very good	21.3	23.1
Good	50.2	50.6
Fair	16.4	15.0
Poor	5.4	4.6
No opinion	6.7	6.7
	100.0	100.0

Quality of local facilities and amenities	Weighted %	Unweighted %
Very good	14.7	16.1
Good	56.7	54.8
Fair	15.8	16.6
Poor	6.6	6.2
No opinion	6.2	6.3
	100.0	100.0

General business conditions will..	Weighted %	Unweighted %
have improved	30.1	31.8
remain the same	45.3	44.4
deteriorate	19.8	19.3
Don't know	4.8	4.5
	100.0	100.0

Expect for business in 12 months time	Weighted %	Unweighted %
significantly increase	13.7	15.9
slightly increase	35.0	35.5
stay the same	39.1	36.5
reduce	11.3	10.6
Not answered	0.9	1.5
	100.0	100.0

Ways of using Internet in business	Weighted %	Unweighted %
E-mail for business communication	75.7	81.5
Visiting web sites of competitors	39.8	49.4
Visiting web sites of suppliers	57.9	63.3
Visiting web sites of sales prospects	33.3	39.9
Visiting web sites for information useful to your business	63.8	71.6
Having own non-interactive web site to promote your business	39.7	47.6
Having own interactive web site for business transactions	21.4	26.0
Internet is not used in the business	21.0	15.7

Staffing intention over next 12 months	Weighted %	Unweighted %
increasing your staff numbers	28.2	30.8
keeping staff numbers at present levels	66.7	62.5
reducing staff numbers	4.2	5.6
Not stated	0.9	1.1
	100.0	100.0

Aware of Waitakere Enterprise	Weighted %	Unweighted %
Yes	70.6	72.3
No	29.4	27.7
	100.0	100.0

Waitakere Enterprise service aware of	Weighted %	Unweighted %
Business information	55.4	54.6
Skills training	44.4	44.4
Business awards	60.5	62.7
Mentoring and advice	52.1	51.8
Business events	48.3	49.2
Start-up support	35.2	33.7
None	26.8	26.2

Perception of Council support of business	Weighted %	Unweighted %
Very supportive	10.0	11.2
Somewhat supportive	22.6	22.6
Neutral	19.6	21.8
Somewhat unsupportive	10.7	11.7
Very unsupportive	8.6	7.2
No opinion	28.5	25.5
	100.0	100.0

Council Projects Aware of	Weighted %	Unweighted %
Future development of Massey North / Westgate/ Hobsonville	61.6	61.3
Town centre upgrades	54.4	54.8
Roading improvements	47.6	48.0
Promoting the City to get government money for local projects	55.0	53.6
Investment in and promotion of public transport throughout the Auckland Region	55.7	55.6
None aware of	8.7	8.7

Support for Eco City Approach	Weighted %	Unweighted %
Very supportive	25.9	26.2
Somewhat supportive	30.0	31.6
Neutral	17.7	17.2
Somewhat unsupportive	4.7	5.2
Very unsupportive	3.4	2.8
Not sure/ no opinion	18.3	17.0
	100.0	100.0

Environmental business practices	Weighted %	Unweighted %
Recycling	72.2	71.8
Waste reduction or minimisation	58.3	58.5
Toxic substance reduction	22.9	23.8
Energy efficiency measures	48.6	49.2
Water conservation measures	42.0	41.5
Other	7.8	9.5
None	18.4	19.6

Attribute Ratings: Mean scale score	Weighted %	Unweighted %
Provides effective basic services such as rubbish collection water supply	6.86	6.88
Has a well designed network of roads	5.98	5.94
Roads and footpaths are well maintained	5.97	5.93
Encourages and supports business and economic growth	5.88	5.93
Council officers responding to enquiries are good to deal with	5.77	5.78
Regulatory services are fair and even-handed	5.27	5.31
Keeps businesses informed about what it does	5.2	5.23
Heavy handed to deal with	4.63	4.65
Provides good value for money from rates	4.61	4.69
Out of touch with the business sector	4.47	4.5
Spends money on the wrong things	4.15	4.13
Bylaws and regulations cause unnecessary delays	3.35	3.37
Bureaucracy causes unnecessary delays	3.09	3.07

APPENDIX B: Questionnaire

SURVEY OF WAITAKERE BUSINESSES 2007

CHECK QUOTA

INTRODUCTION

Hello, my name is [NAME] from Waitakere City Council. We are talking to a range of different businesses in Waitakere City to get their views on what business is like in Waitakere City and on Council's support for business . A summary of the results of this survey will be published on Council's internet site.

Am I speaking with the business main decision maker? Are you able to spend about 15 to 20 minutes talking with me about this now? The survey is confidential. Individual business names are not recorded anywhere on the questionnaire.

IF NOT AVAILABLE, OBTAIN RECONTACT TIME

RE-INTRODUCE SURVEY IF NECESSARY

This survey is confidential and should take no longer than 15 to 20 minutes, though it could be longer, depending on how much you want to tell us. We would appreciate it if you are able to speak with us.

IF NECESSARY:

- If you have any doubts about this survey and who is conducting it please ring the person at council who is directing this survey. He is Tony Stones-Havas ph 836 8000 ext 8435
- Ideally we would like to talk to every business but this just isn't practical. So we are talking to a number of business decision makers selected at random.

THANK YOU FOR AGREEING TO PARTICIPATE

Start.....

CODE NZSIC Classification from Contact

Finish.....

EDIT:

Manufacturing/ Agriculture, Forest, Fisheries, Mining 1
Construction..... 2
Wholesale and Retail/ Electricity, Gas, Water 3
Personal Services 4
Property and Financial Services 5
Health and Education..... 6
Transport and Communication 7

Q1 a) Firstly, where is your business located? *Code only one.*

Swanson/ Ranui01	Massey / Westgate 06
Lincoln/Central Park Drive..02	Henderson Valley 07
Central Henderson...03	Te Atatu Peninsula & South 08
Glendene/ Kelston.....04	Glen Eden..... 09
New Lynn05	Titirangi..... 10

Other11 (*Write here*):

.....

b) What are the main activities carried out by your business? *Probe clear answer*

(*If necessary:* For example, retail shop selling fruit and vegetables, a bank, a builder)

c) For how long has your business been in its current location? *Write inyears*

2a) Overall, how do you find Waitakere City as a place to have a business? Is it.. *Read. Code only one in Col A*

	<u>COL A</u>	<u>COL B</u>
..Very good.....	1	1
..Good.....	2	2
..Fair.....	3*	3*
..Poor.....	4*	4*
..Or have you no opinion.....	5	5

b) And the quality of local facilities and amenities? Is it.. *Read. Code only one in Col B above.*

*If any *Fair/poor coded in (a) or (b) ask: You rated [Col A/ Col B/ both] as fair/poor. For what reasons do you say this? Probe fully*

3a) Thinking about your current location, what are the main advantages of having your business there?
Probe fully

b) And are there any disadvantages? IF YES: Which? *Probe fully*

c) Now think about public transport, trains in particular. How much do you expect your business to benefit from by having the increased rail passenger services? Is it ... *Read. Code only one*

- ..a large benefit 1
- ..a reasonably useful benefit 2
- ..a small benefit..... 3
- ..makes no difference..... 4

4a) Now lets talk about your customers. I'm going to read out four market locations. For each please say how much of your market is there: **all, most, some, a little, or none**. Firstly.. *Read. Code only one for each.*

	<u>All</u>	<u>Most</u>	<u>Some</u>	<u>A little</u>	<u>None</u>
..Within Waitakere City	1	2	3	4	5
..Elsewhere in the Auckland Region	1	2	3	4	5
..Within New Zealand outside of the Auckland Region	1	2	3	4	5
..Overseas	1	2	3	4	5

b) And where are you main suppliers for goods and services located? Again, for each I read out, please say if **all, most, some, a few, or none** of your suppliers are there. Firstly.. *Read. Code only one for each.*

	<u>All</u>	<u>Most</u>	<u>Some</u>	<u>A little</u>	<u>None</u>
..Within Waitakere City	1	2	3	4	5
..Elsewhere in the Auckland Region	1	2	3	4	5
..Within New Zealand outside of the Auckland Region	1	2	3	4	5
..Overseas	1	2	3	4	5

5a) Let's turn now to business conditions in general. Do you believe that for your business, general business conditions in 12 months time .. *Read. Code only one*

- ..will have improved1
- ..remain the same.....2
- ..or deteriorate3
- Don't read: Don't know.....4*

b) Over the next 12 months, are you expecting your business to grow, stay the same, or reduce? *IF GROW:* Would that be slightly increase or significantly increase? *Code only one*

- significantly increase 1
- slightly increase..... 2
- stay the same 3
- reduce 4
- Refused..... 5*

c) Barring unusual circumstances, are there any factors which would be obstacles to growth in your business over the next few years? *Probe fully.*

Tick box if NO ₀₁

d) Thinking of your business location in the foreseeable future, which of these is most likely for this business? Would you expect it to.. *Read. Code only one.*

- ..stay where it is 1 → Q6
- ..relocate within Waitakere City..... 2
- ..relocate outside Waitakere City 3
- ..close down 4 → Q6
- ..be sold..... 5 → Q6
- Don't read. Don't know/ can't say..... 6 → Q6*

e) Where would it most likely move to? *Write in*

For what reasons? *Probe fully*

6a) That's all I need to ask about business conditions. Do you use the internet in your business?

Yes 1 No 2 → Q7a)

b) **If YES:** Do you use the internet for your business in any of these ways? *Read. Code as many as apply.*

- ..e-mail for business communication 1
- ..visiting web sites of competitors 2
- ..visiting web sites of suppliers..... 3
- ..visiting web sites of sales prospects..... 4
- ..visiting web sites for information useful to your business 5
- .. having your own non-interactive web site to promote your business 6
- .. having your own interactive web site for business transactions, e.g. ordering..... 7
- .. *IF 1-7 NOT CODED:* internet is not used in the business..... 8

c) Do you have a high speed broadband connection, that is, it lets you make calls with your phone landline while it's in use, open pictures quickly, and stream video clips.

Yes..... 1 No2

7a) Now let's turn to staffing issues. How many people work in you business, including yourself (count part and full time workers)

Write in

b) Of these, how many work .. *Read. Write in.*

- ..30 hours or more a week
- ..15 to 30 hours a week
- ..less than 15 hours a week

Check: Total is same as for Q7a

c) Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?

Write in%

d) Do you do any work on your business from home? (This includes any activity that is related to your business e.g. accounts etc.) Code:

Yes..... 1 No2 →Q8a)

e) **If YES:** How much of your business activities are performed from a home address?

Write in%

8a) Do you have any immediate skill shortages, that is, jobs you have been unable to fill from the local market? *Code only one*

Yes..... 1 No2 →c)

b) What are your current skill shortages? *Probe fully*

c) In the next 12 months, would you be.. *Read. Code only one.*

- ..increasing your staff numbers..... 1
- ..keeping staff numbers at present levels 2
- ..reducing staff numbers 3

d) *If 3 **reduce** coded in c), ask: For what reasons do you say this? Probe fully*

The next few questions are about Waitakere Enterprise and its support for business

9 a) Have you heard of *Waitakere Enterprise* ? Yes..... 1 No 2

b) *Ask all:*
Have you heard of the following services provided by Waitakere Enterprise? *Read. Code all mentions in COL A.*

	COL A Aware of
..business information	1
..skills training	2
..business awards	3
..mentoring and advice	4
..business events	5
..start-up support	6
None	7

If necessary: If you need any further information about Waitakere Enterprise, their web address is www.waitakereenterprise.co.nz

10 a) **Now let's move on to Council support for business.**

How supportive overall do you think Waitakere City Council is of business? Do you think Council is.. *Read. Code only one*

- ..Very supportive1
- ..Somewhat supportive.....2
- ..Neutral.....3
- ..Somewhat unsupportive4
- ..Very unsupportive5
- ..Or have you no opinion6 → c)

b) For what reasons do you say this? *Probe fully*

Verbatim comments:

c) Waitakere City Council supports economic development through many different projects. Which of the following I'll read out are you aware of? *Read. Tick as many as apply in Col A*

<u>COL A</u>	<u>COL B</u>			
	<u>Positive effect</u>	<u>Negative effect</u>	<u>No difference</u>	<u>Don't know</u>
<input type="checkbox"/> ..Future development of Massey North / Westgate/ Hobsonville	1	2	3	4
<input type="checkbox"/> ..Town centre upgrades for Henderson, New Lynn, Glen Eden, and Te Atatu Peninsula	1	2	3	4
<input type="checkbox"/> Roding improvements such as widening Lincoln Rd.	1	2	3	4
<input type="checkbox"/> Promoting the City to get government money for local projects, e.g. New Lynn rail interchange	1	2	3	4
<input type="checkbox"/> ..Investment in and promotion of public transport throughout the Auckland Region	1	2	3	4
<input type="checkbox"/> Tick if none aware of				

d) *For each ticked in Col A above, ask: You mentioned [PROJECT]. In the longer term, would this [PROJECT] affect your business positively, negatively or would it make no difference? Code in COL B above.*

11 a) Now turning to Council policies: How much do you support Council's Eco-City approach? Are you... *Read. Code only one*

- ..Very supportive 1
- ..Somewhat supportive..... 2
- ..Neutral..... 3
- ..Somewhat unsupportive 4
- ..Very unsupportive 5
- ..Or are you not sure what they are and so have no opinion..... 6

b) Does your business do any of the following practises I'm going to read out, in your **core** business activity? *Read. Code each mention, as many as apply.*

- ..Recycling 1
- ..Waste reduction or minimisation 2
- ..Toxic substance reduction 3
- ..Energy efficiency measures..... 4
- ..Water conservation measures..... 5
- ..Or is there another environmental practice you do.... 6 Which?.....

- 12a) ***That's all for business and the environment. The next few questions are about Council in general*** I'll read out some statements people have made about Waitakere City Council. For each please tell me how much you agree or disagree on a scale of 10, where 10 means **agree whole-heartedly**, and 1 means **disagree very strongly**. Firstly.. *Read. Code only for each.*

Encourages and supports business and economic growth	1	2	3	4	5	6	7	8	9	10
Provides effective basic services such as rubbish collection, water supply	1	2	3	4	5	6	7	8	9	10
Has a well designed network of roads	1	2	3	4	5	6	7	8	9	10
Roads and footpaths are well maintained	1	2	3	4	5	6	7	8	9	10
Council officers responding to enquiries are good to deal with	1	2	3	4	5	6	7	8	9	10
Regulatory services are fair and even-handed	1	2	3	4	5	6	7	8	9	10
Provides good value for money from rates	1	2	3	4	5	6	7	8	9	10
Heavy handed to deal with	1	2	3	4	5	6	7	8	9	10
Keeps businesses informed about what it does	1	2	3	4	5	6	7	8	9	10
Bylaws and regulations create unnecessary delays	1	2	3	4	5	6	7	8	9	10
Bureaucracy creates unnecessary delays	1	2	3	4	5	6	7	8	9	10
Spends money on the wrong things	1	2	3	4	5	6	7	8	9	10
Out of touch with the business sector	1	2	3	4	5	6	7	8	9	10

- b) Is there anything you'd like to say about any of these? *Probe fully.*

c) Check all items scoring 4 or less: For what reasons did you give [ITEM] a [SCORE]?

That's all I need to ask. Thanks very much for your participation. A summary report will be available in February, 2008 on the Waitakere City Council web site at www.waitakere.govt.nz

If you need to talk to Waitakere City Council about this survey, please call Tony Stones-Havas on 836 8000, ext 8435

THANK AND CLOSE

Interviewer Date Time

Interview duration

"I certify that this is a true and correct record of the interview as conducted by me in accordance with my instructions."

. Signed