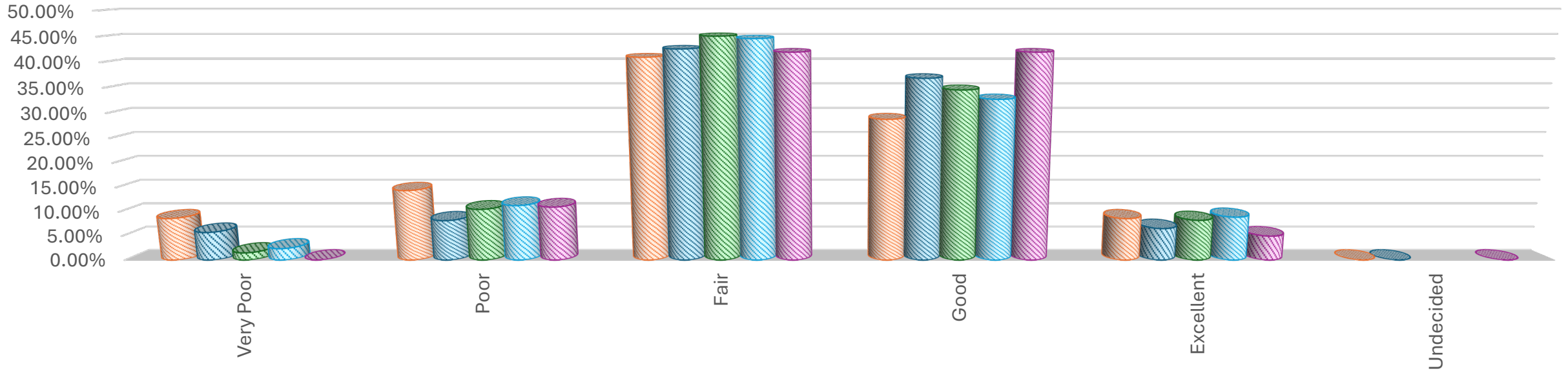




2026 Annual Business Survey

Results

SALES PERFORMANCE

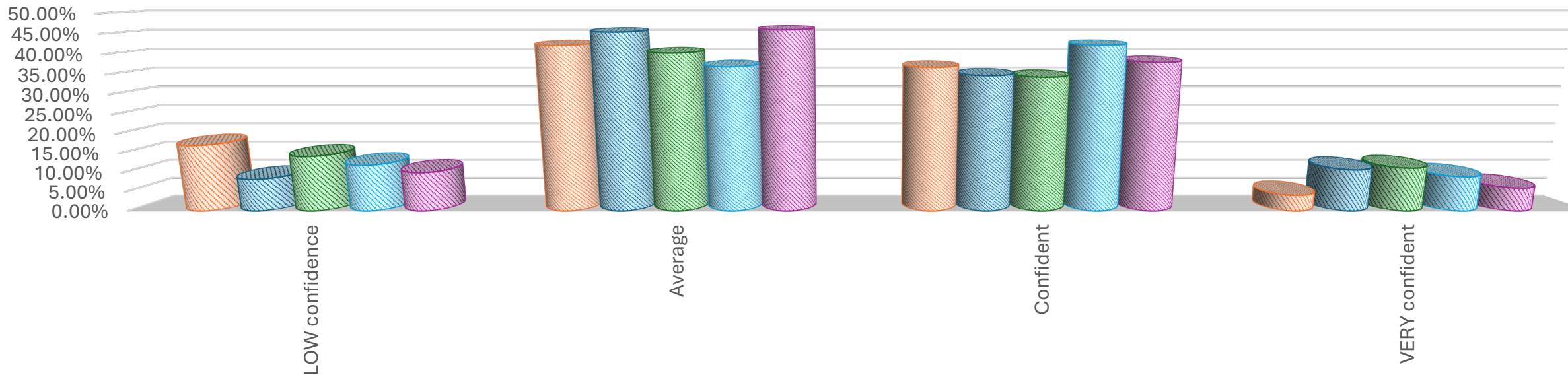


	Very Poor	Poor	Fair	Good	Excellent	Undecided
2022 Response Percent	8.63%	14.39%	41.01%	28.78%	8.63%	0.00%
2023 Response Percent	5.74%	8.20%	42.62%	36.89%	6.56%	0.00%
2024 Response Percent	1.50%	10.53%	45.11%	34.59%	8.27%	
2025 Response Percent	2.38%	11.31%	44.64%	32.74%	8.93%	
2026 Response Percent	0.00%	11.00%	42.00%	42.00%	5.00%	0.00%

Businesses have remained consistent with their views on sales performance, with Fair and Good continuing to be the strongest categorisations. However, Good has increased by approximately 10% compared to 2025, while the proportion rating performance as Excellent has decreased to the lowest it's been.

Positively, despite the current economic uncertainties, there were no ratings of Very Poor. Ratings of Poor have yet to show the same result as display in 2024/2025.

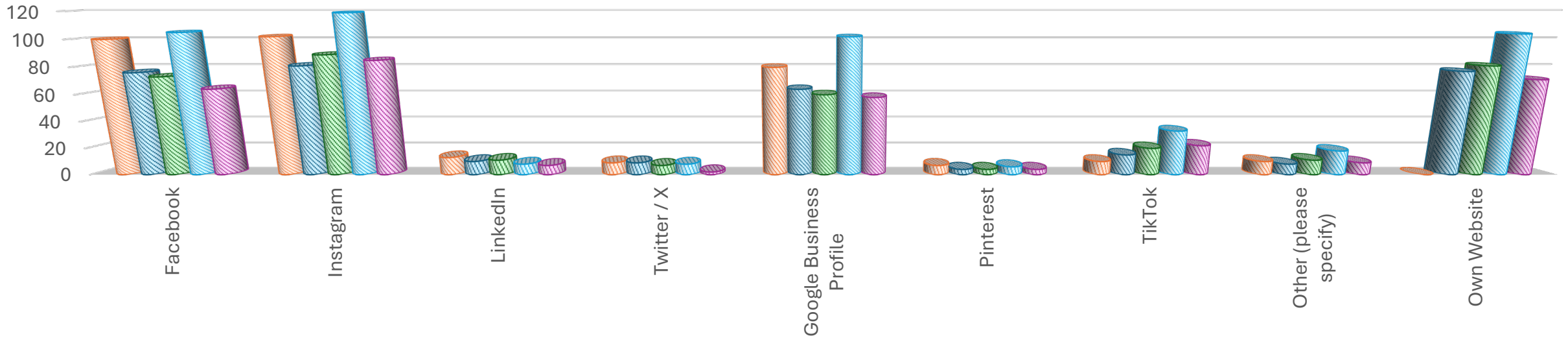
BUSINESS CONFIDENCE



	LOW confidence	Average	Confident	VERY confident
2022 Response Percent	17.01%	42.18%	36.73%	4.08%
2023 Response Percent	8.26%	45.45%	34.71%	10.74%
2024 Response Percent	14.18%	40.30%	34.33%	11.19%
2025 Response Percent	11.90%	36.90%	42.26%	8.93%
2026 Response Percent	10.00%	46.00%	38.00%	6.00%

When businesses were asked about their confidence over the next 12 months, there was a noticeable shift in response. “Average” became the most popular response, replacing “Confident,” which had been the leading response last year. Average increased by 10% to be the highest its been since 2023. Meanwhile, both the “Confident” and “Very Confident” ratings declined to levels similar to those seen in 2022, in the period following COVID-19.

PROMOTE ONLINE



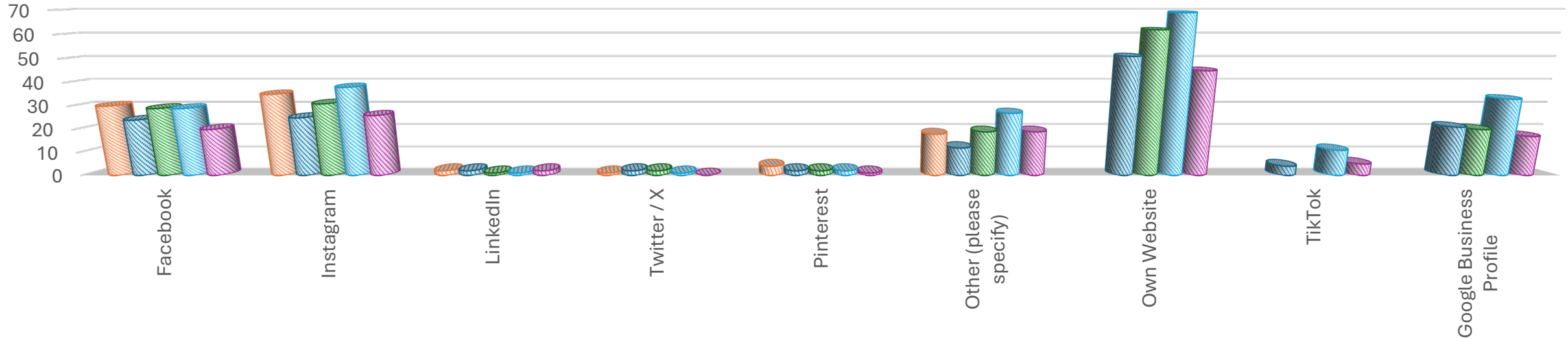
	Facebook	Instagram	LinkedIn	Twitter / X	Google Business Profile	Pinterest	TikTok	Other (please specify)	Own Website
2022 Responses	100	102	13	9	80	7	10	10	0
2023 Responses	76	81	10	9	64	4	15	8	77
2024 Responses	73	89	11	7	60	4	20	11	81
2025 Responses	105	119	8	8	102	6	33	18	104
2026 Responses	64	85	7	2	58	4	22	9	71

SRBA asked businesses what avenues they use to promote their businesses, online. These results assist SRBA in understanding where ongoing or new training may be needed. There has been a dip in responses but this is proportionate to the dip in survey responses compared to last year.

Overall, the trends in terms of platforms used remains consistent of previous years.

Businesses who listed Other, noted platforms such as UberEats and DoorDash as places that they promote via.

SELL ONLINE



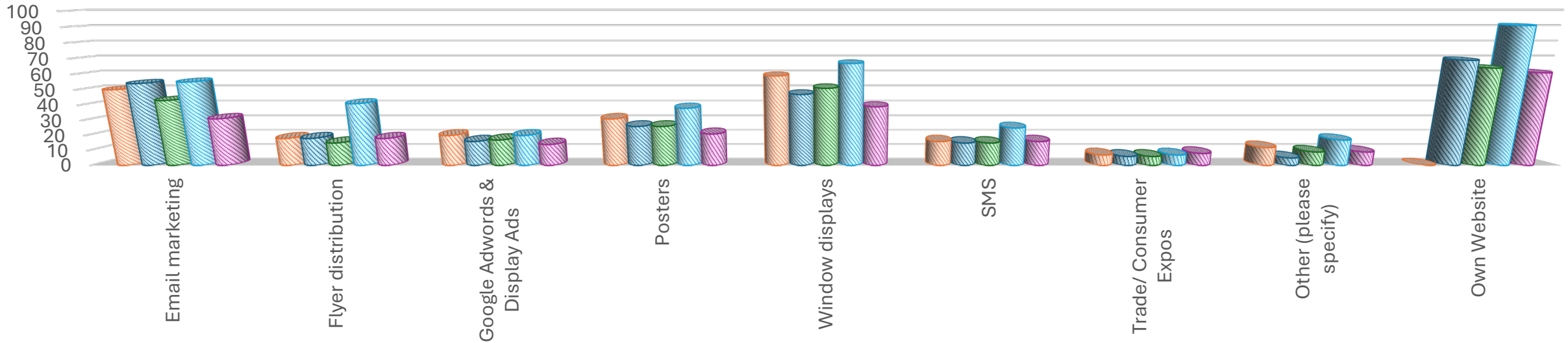
	Facebook	Instagram	LinkedIn	Twitter / X	Pinterest	Other (please specify)	Own Website	TikTok	Google Business Profile
2022 Responses	30	35	2	1	4	18	51	4	21
2023 Responses	24	25	2	2	2	12	62	11	33
2024 Responses	29	31	1	2	2	19	45	5	17
2025 Responses	29	38	1	1	2	27			
2026 Responses	20	26	2	0	1	19			

Similarly to the question around promoting online, SRBA also asks businesses what avenues they use to sell their products or services. Outcomes here too assist SRBA in identifying potential areas for training and business development.

Businesses continue to show a strong preference for using their Own Website to sell products or services, with Instagram and Facebook remaining the next most used sales channels, while Google Business Profile has had a notable drop of around 50% less than 2025 responses.

Submissions under Other are responses such as- Depop, Marketplace, UberEats and DoorDash.

PROMOTE/ADVERTISE - OTHER

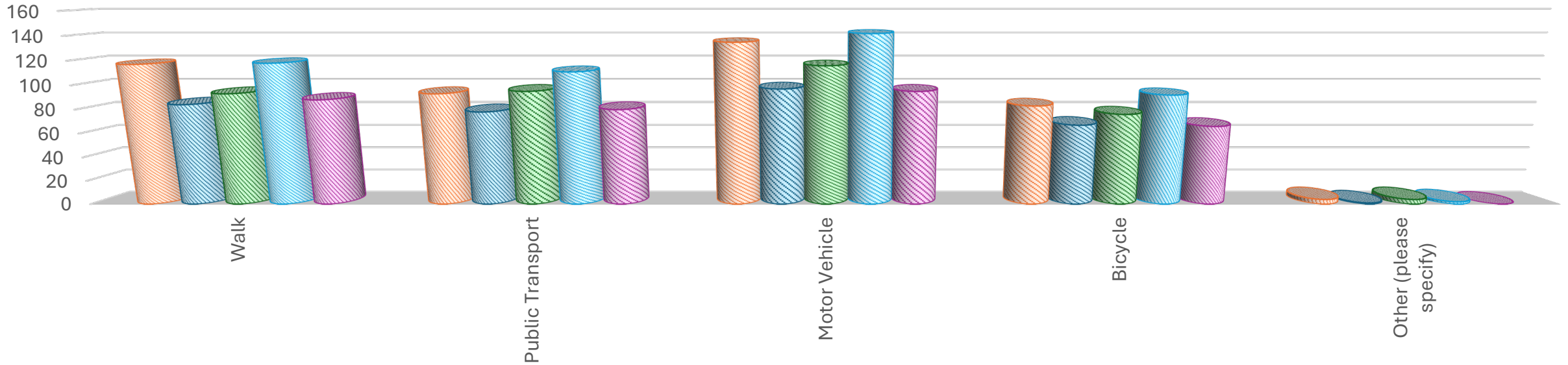


	Email marketing	Flyer distribution	Google Adwords & Display Ads	Posters	Window displays	SMS	Trade/ Consumer Expos	Other (please specify)	Own Website
2022 Responses	50	18	20	31	59	16	7	12	0
2023 Responses	54	18	16	26	47	15	6	5	69
2024 Responses	43	15	17	26	51	15	6	9	64
2025 Responses	55	41	20	38	67	25	7	17	91
2026 Responses	31	18	14	21	39	16	8	9	61

Businesses continue to use a diverse range of marketing and promotional opportunities, with Email Marketing, Window Displays and their Own Websites being the main opportunities taken advantage of.

Much like the previous two questions, this also assists SRBA in identifying areas for potential training towards businesses.

CUSTOMER TRANSPORT TO BUSINESS

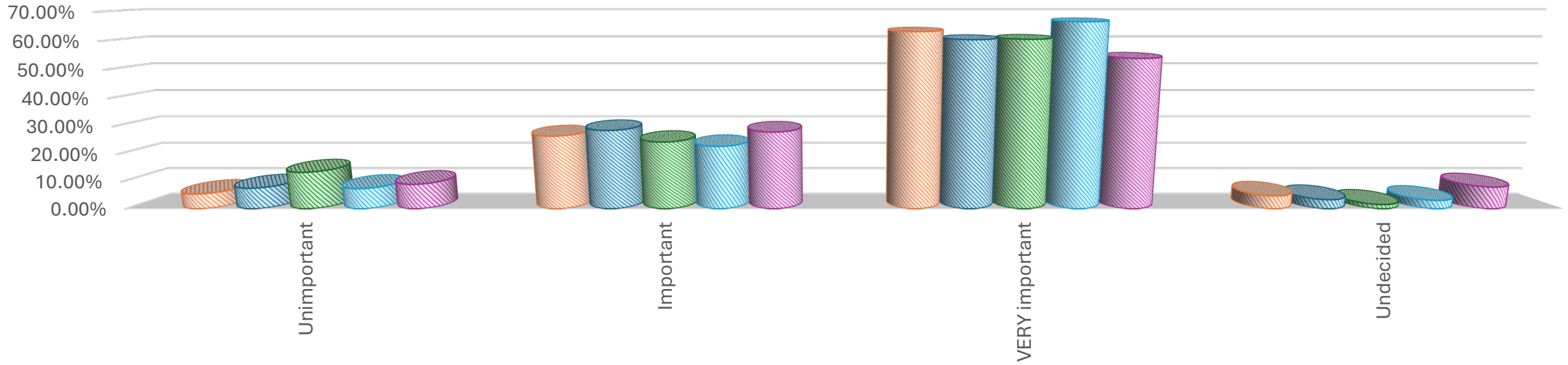


	Walk	Public Transport	Motor Vehicle	Bicycle	Other (please specify)
2022 Responses	117	93	135	83	4
2023 Responses	84	78	97	67	1
2024 Responses	93	95	116	76	4
2025 Responses	118	111	142	92	2
2026 Responses	88	80	95	66	0

Businesses continue to acknowledge and understand that their customers get to the precinct and businesses through a number of different modes of transport.

This is also supported by the current public infrastructure and accommodations towards modes of transport available in the area.

CUSTOMER PARKING, CLOSE PROXIMITY

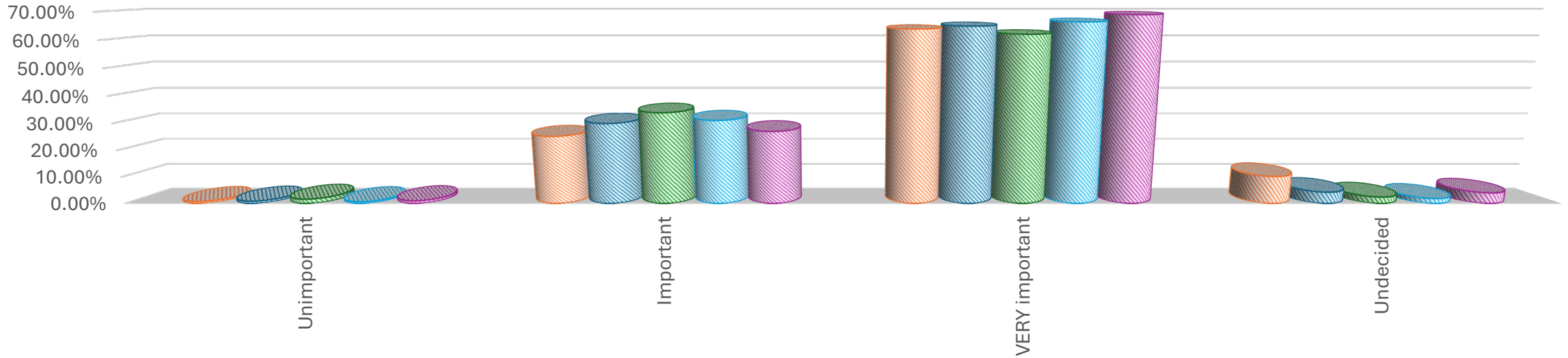


	Unimportant	Important	VERY important	Undecided
2022 Response Percent	5.44%	26.53%	63.27%	4.76%
2023 Response Percent	7.56%	28.57%	60.50%	3.36%
2024 Response Percent	13.39%	24.41%	60.63%	1.57%
2025 Response Percent	7.41%	22.84%	66.67%	3.09%
2026 Response Percent	9.00%	28.00%	54.00%	8.00%

Whilst businesses understand that their customers are getting to their business through various means, businesses continue to recognise that parking opportunities are important. This information, and the information on the previous slide helps SRBA understand (generally speaking) the priorities of the businesses in the transport space and assists with conversations that take place at a Council and State Government level.

Interestingly, this year, “Very Important” remains the strongest category, but has seen a dip, with “undecided” increasing and “unimportant” increased slightly, but not to levels seen in 2024.

VALUE OF DIVERSE BUSINESS MIX

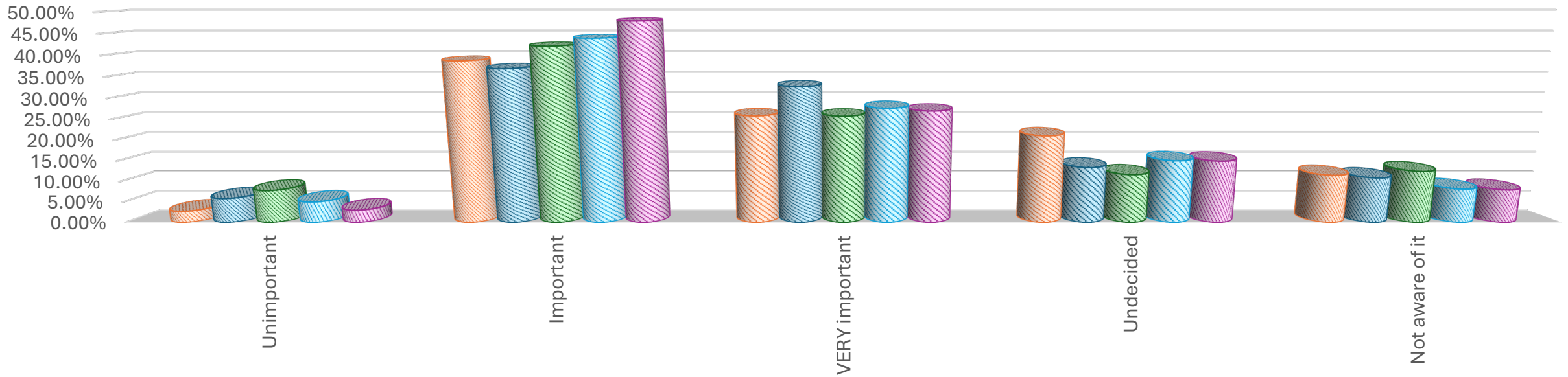


	Unimportant	Important	VERY important	Undecided
2022 Response Percent	0.68%	25.17%	63.95%	10.20%
2023 Response Percent	0.85%	29.91%	64.96%	4.27%
2024 Response Percent	1.61%	33.87%	62.10%	2.42%
2025 Response Percent	0.62%	31.06%	66.46%	1.86%
2026 Response Percent	1.00%	27.00%	69.00%	4.00%

Business owners continue to recognise the importance of a diverse retail and business mix in the precinct, and the value that it offers everyone.

This information, and the information on the previous slides, help SRBA understand (generally speaking) the important placed on the business mix, and assists SRBA in conversations towards the Activity Centre and continued investment/opportunity.

IMPORTANCE – SYDNEY ROAD BRUNSWICK PRECINCT WEBSITE

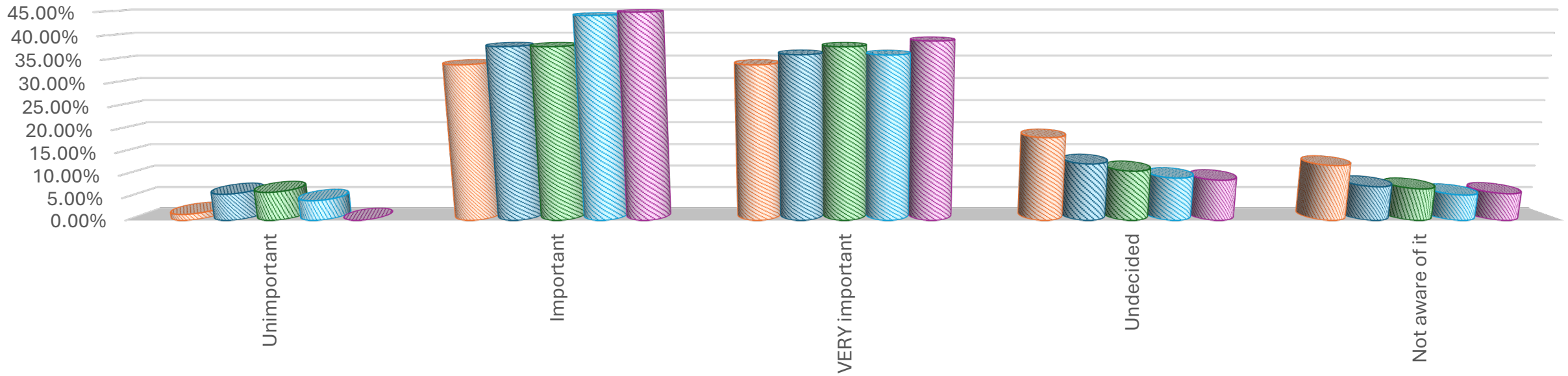


	Unimportant	Important	VERY important	Undecided	Not aware of it
2022 Response Percent	2.72%	38.78%	25.85%	21.09%	11.56%
2023 Response Percent	5.88%	36.97%	32.77%	13.45%	10.92%
2024 Response Percent	7.81%	42.19%	25.78%	11.72%	12.50%
2025 Response Percent	5.03%	44.03%	27.67%	15.09%	8.18%
2026 Response Percent	3.00%	48.00%	27.00%	15.00%	8.00%

Businesses continue to rank the Sydney Road Brunswick precinct website as an Important tool for the marketing mix of the precinct.

SRBA continues to invest money into it the website, with it currently being completely redeveloped so that it can work harder both for the businesses within the precinct, but also the precinct more broadly.

IMPORTANCE - SYDNEY ROAD BRUNSWICK PRECINCT SOCIAL MEDIA

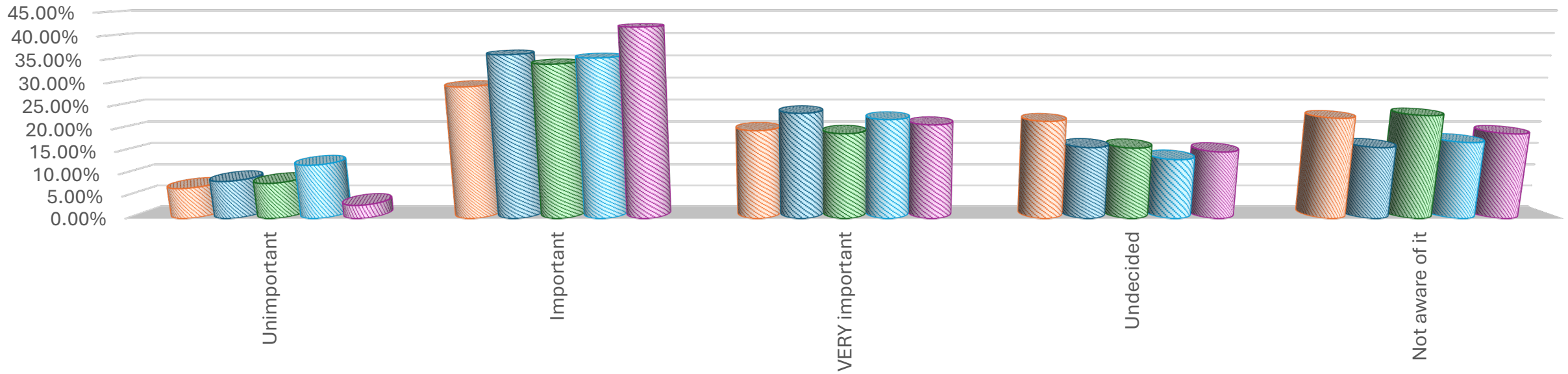


	Unimportant	Important	VERY important	Undecided	Not aware of it
2022 Response Percent	1.36%	34.01%	34.01%	18.37%	12.24%
2023 Response Percent	5.88%	37.82%	36.13%	12.61%	7.56%
2024 Response Percent	6.30%	37.80%	37.80%	11.02%	7.09%
2025 Response Percent	4.43%	44.30%	36.08%	9.49%	5.70%
2026 Response Percent	0.00%	45.00%	39.00%	9.00%	6.00%

Businesses continue to rank the Sydney Road Brunswick precinct’s social media channels and efforts as an important tool for the marketing mix of the precinct.

SRBA Continues to invest resources and funds into its high-quality delivery, ensuring it continues to remain competitive, relevant and in line with the expectations of the businesses and precinct.

IMPORTANCE- SYDNEY ROAD BRUNSWICK PRECINCT TRADERS GROUP

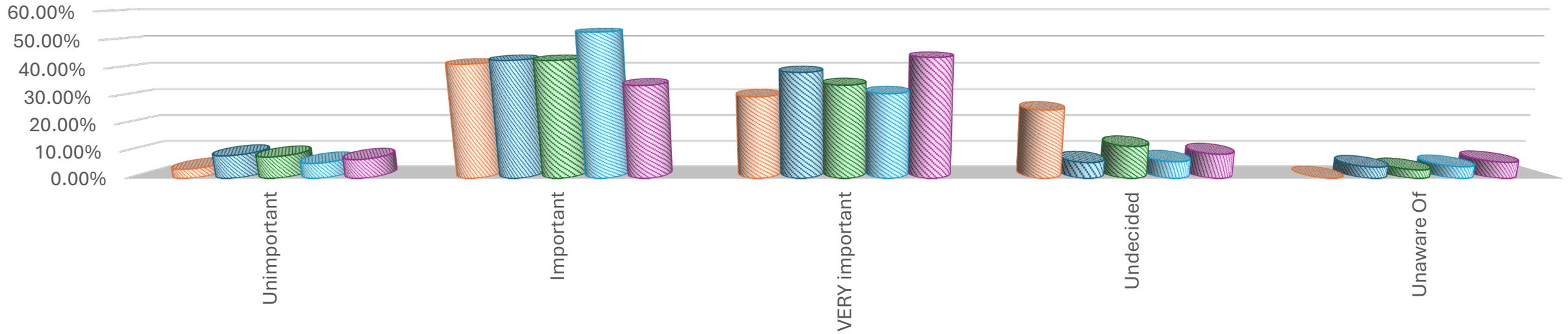


	Unimportant	Important	VERY important	Undecided	Not aware of it
2022 Response Percent	6.80%	29.25%	19.73%	21.77%	22.45%
2023 Response Percent	8.40%	36.13%	23.53%	15.97%	15.97%
2024 Response Percent	7.94%	34.13%	19.05%	15.87%	23.02%
2025 Response Percent	12.03%	35.44%	22.15%	13.29%	17.09%
2026 Response Percent	3.00%	42.00%	21.00%	15.00%	19.00%

Many businesses continue to regard the Sydney Road Brunswick Traders Facebook Group as an effective means of communication and sharing information.

The perceived importance of the SRB Traders Facebook Group has strengthened significantly, with the proportion of businesses considering it “Unimportant” decreasing from 12% to just 3%, while rating it as “Important” has risen to its highest level yet at 42%.

IMPORTANCE – SYDNEY ROAD BRUNSWICK PRECINCT EATING & VENUE GUIDE

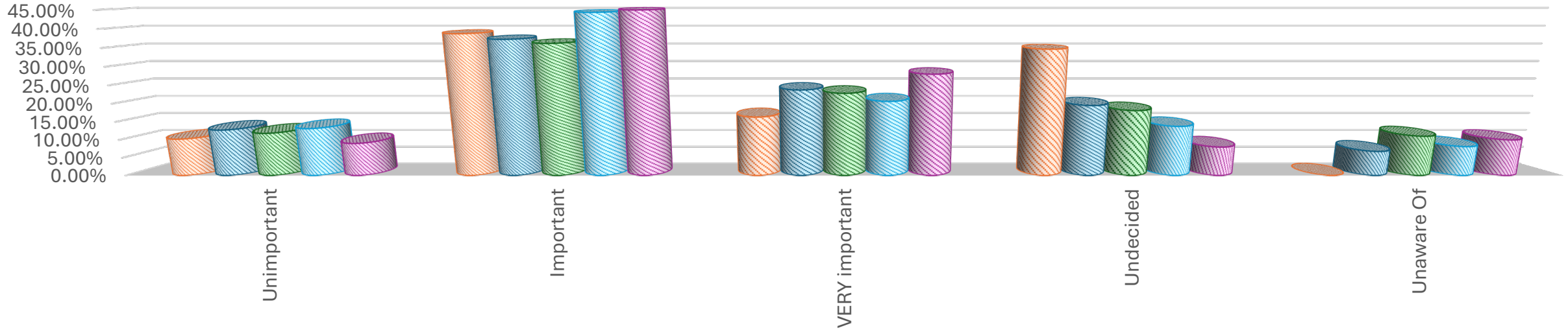


	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	3.40%	41.50%	29.93%	25.17%	0%
2023 Response Percent	8.40%	42.86%	38.66%	5.88%	4.20%
2024 Response Percent	7.94%	42.86%	34.13%	11.90%	3.17%
2025 Response Percent	5.59%	52.80%	31.06%	6.21%	4.35%
2026 Response Percent	7.00%	34.00%	44.00%	9.00%	6.00%

The Eating and Venue Guide, Secondhand and Vintage Guide, Professional and Health Services Guide and Bridal and Wedding Guide continue to be a strong communication piece for the precinct, with their use not only within the precinct, but also externally throughout Melbourne. The Guides clearly communicate relevance not only to residents, but also to visitors and customers from further afield.

The Guides, singularly and together, also assist in communicating some of the precincts unique selling propositions.

IMPORTANCE – SYDNEY ROAD BRUNSWICK PRECINCT BRIDAL & WEDDING GUIDE

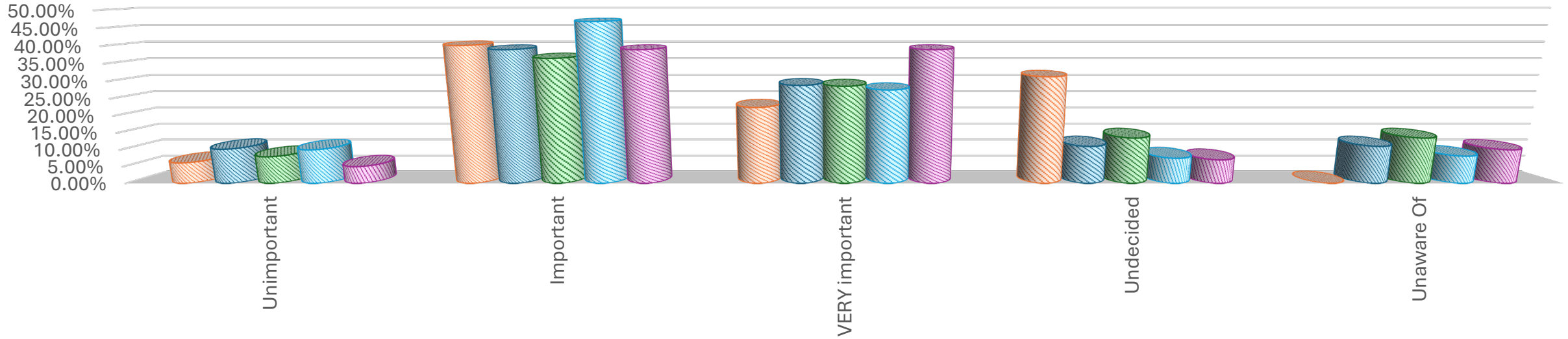


	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	10.20%	38.78%	16.33%	34.69%	0%
2023 Response Percent	12.71%	37.29%	23.73%	19.49%	6.78%
2024 Response Percent	11.81%	36.22%	22.83%	18.11%	11.02%
2025 Response Percent	13.13%	44.38%	20.63%	13.75%	8.13%
2026 Response Percent	9.00%	45.00%	28.00%	8.00%	10.00%

The Eating and Venue Guide, Secondhand and Vintage Guide, Professional and Health Services Guide and Bridal and Wedding Guide continue to be a strong communication piece for the precinct, with their use not only within the precinct, but also externally throughout Melbourne. The Guides clearly communicate relevance not only to residents, but also to visitors and customers from further afield.

The Guides, singularly and together, also assist in communicating some of the precincts unique selling propositions.

IMPORTANCE – SYDNEY ROAD BRUNSWICK PRECINCT PROFESSIONAL & HEALTH SERVICES GUIDE

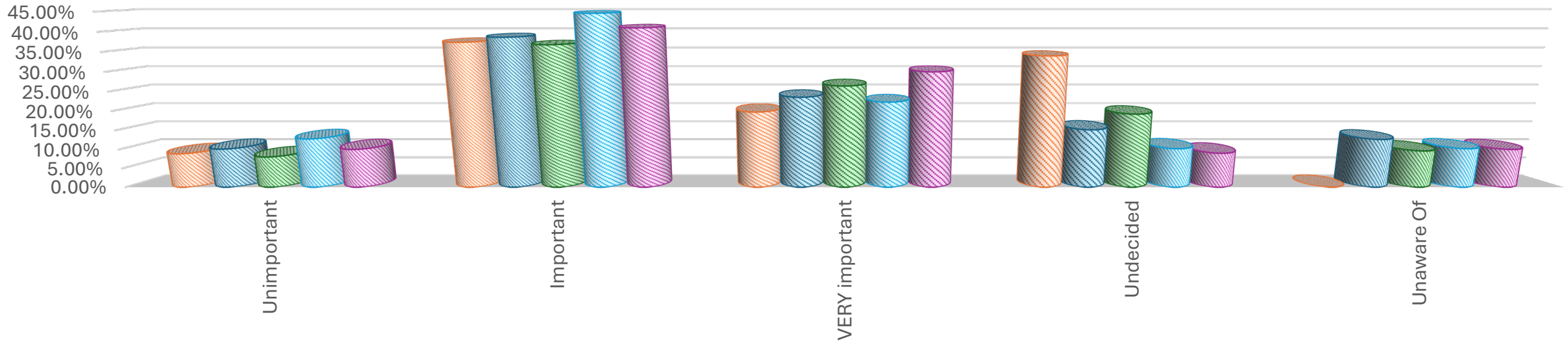


	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	6.12%	40.14%	22.45%	31.29%	0%
2023 Response Percent	10.17%	38.98%	28.81%	11.02%	11.02%
2024 Response Percent	7.94%	36.51%	28.57%	13.49%	13.49%
2025 Response Percent	10%	46.88%	27.50%	7.50%	8.13%
2026 Response Percent	5.00%	39.00%	39.00%	7.00%	10.00%

The Eating and Venue Guide, Secondhand and Vintage Guide, Professional and Health Services Guide and Bridal and Wedding Guide continue to be a strong communication piece for the precinct, with their use not only within the precinct, but also externally throughout Melbourne. The Guides clearly communicate relevance not only to residents, but also to visitors and customers from further afield.

The Guides, singularly and together, also assist in communicating some of the precincts unique selling propositions.

IMPORTANCE – SYDNEY ROAD BRUNSWICK PRECINCT SECONDHAND & VINTAGE GUIDE

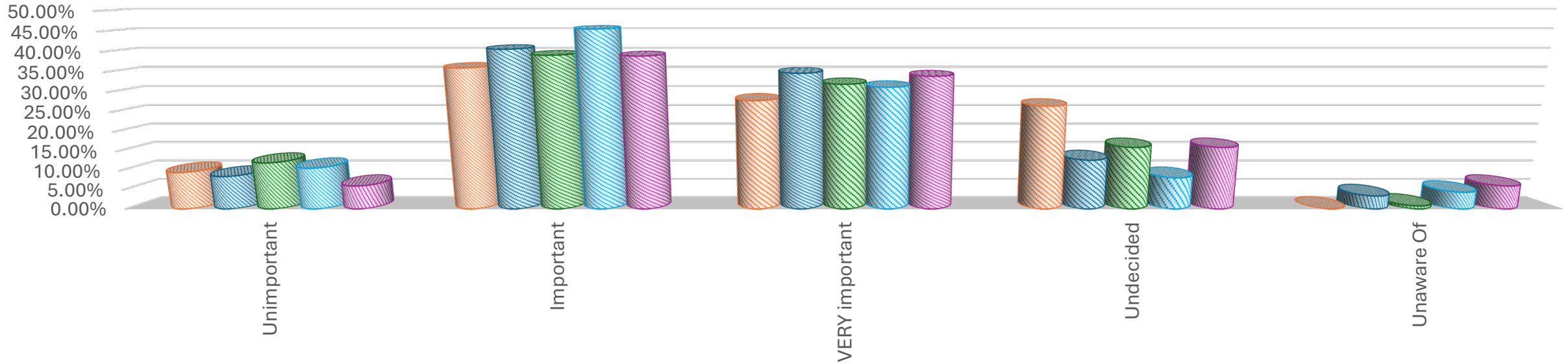


	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	8.84%	37.41%	19.73%	34.01%	0%
2023 Response Percent	10.08%	38.66%	23.53%	15.13%	12.61%
2024 Response Percent	8%	36.80%	26.40%	19.20%	9.60%
2025 Response Percent	12.74%	44.59%	22.29%	10.19%	10.19%
2026 Response Percent	10.00%	41.00%	30.00%	9.00%	10.00%

The Eating and Venue Guide, Secondhand and Vintage Guide, Professional and Health Services Guide and Bridal and Wedding Guide continue to be a strong communication piece for the precinct, with their use not only within the precinct, but also externally throughout Melbourne. The Guides clearly communicate relevance not only to residents, but also to visitors and customers from further afield.

The Guides, singularly and together, also assist in communicating some of the precincts unique selling propositions.

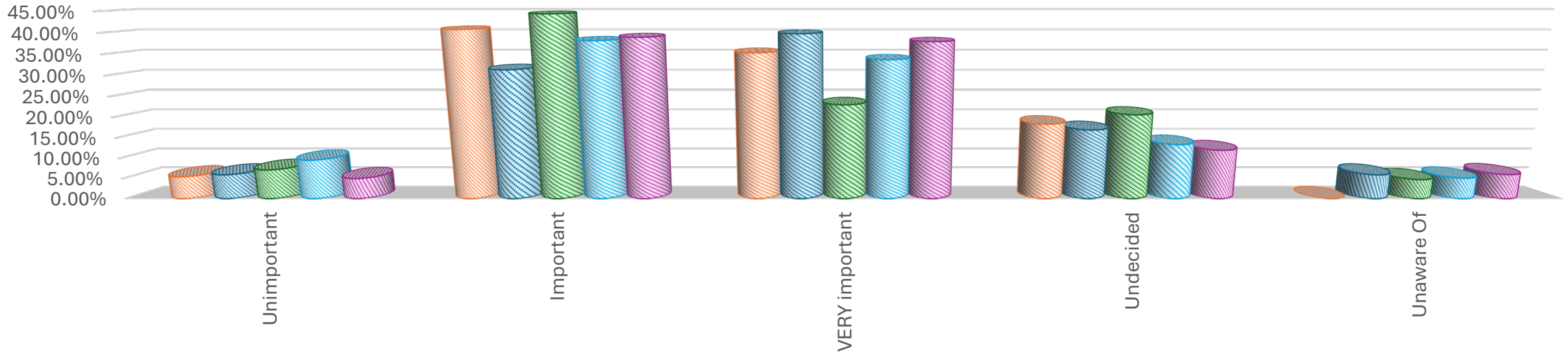
IMPORTANCE - SEASONAL EVENTS



	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	9.52%	36.05%	27.89%	26.53%	0%
2023 Response Percent	8.47%	40.68%	34.75%	12.71%	3.39%
2024 Response Percent	12%	39.20%	32%	16%	0.80%
2025 Response Percent	10.63%	45.63%	31.25%	8.13%	4.38%
2026 Response Percent	6.00%	39.00%	34.00%	16.00%	6.00%

Businesses continue to recognise the importance of seasonal events, such as the annual Festive Art on Windows Program, as a great way to engage the local and visiting community, and to create an opportunity for new business discovery, as customers and consumers interact with the precinct in an altered way to how they would normally – which removes what can be a somewhat narrowed view of the precinct and its offering.

IMPORTANCE - STREET ENTERTAINMENT

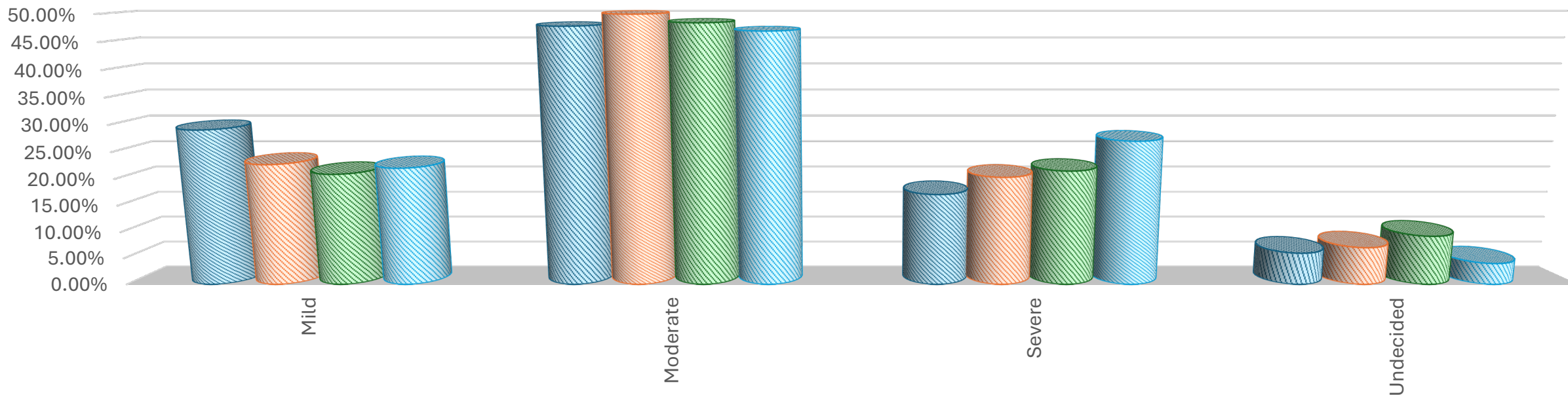


	Unimportant	Important	VERY important	Undecided	Unaware Of
2022 Response Percent	5.44%	40.82%	35.37%	18.37%	0%
2023 Response Percent	5.93%	31.36%	39.83%	16.95%	5.93%
2024 Response Percent	7.14%	44.44%	23.02%	20.63%	4.76%
2025 Response Percent	9.55%	38.22%	33.76%	13.38%	5.10%
2026 Response Percent	5.00%	39.00%	38.00%	12.00%	6.00%

Much like seasonal events, businesses continue to recognise the importance of street entertainment and engagement, to create authentic experiences for those visiting the precinct.

Street entertainment create opportunities for customers to build a stronger affinity with a destination, and an overall positive sentiment towards the precinct. SBRA continues to invest in this area, but shifting to prioritising local talent.

BUSINESS VIEWS - CRIME

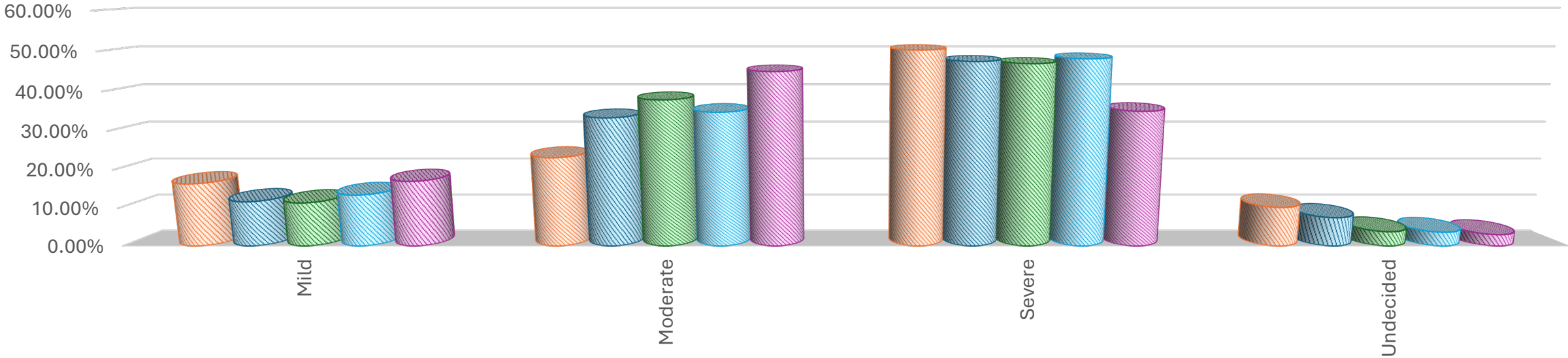


	Mild	Moderate	Severe	Undecided
2023 Response Percent	29.06%	47.86%	17.09%	5.98%
2024 Response Percent	22.66%	50%	20.31%	7.03%
2025 Response Percent	20.86%	48.47%	21.47%	9.20%
2026 Response Percent	22.00%	47.00%	27.00%	4.00%

The views of businesses towards crime continue to be consistent year on year, with views of crime mostly Moderate, but noticeably there is also a year-on-year increase to Severe, with this year recording the highest proportion yet at 27%.

Commentary towards this area of the survey (and these results) are shared with the Brunswick Police Station so that they can also understand the perception of the current environment and any areas of opportunity or action for them. Furthermore, these results (and the supplied commentary) help SRBA with larger conversations and advocacy.

BUSINESS VIEWS - GRAFFITI



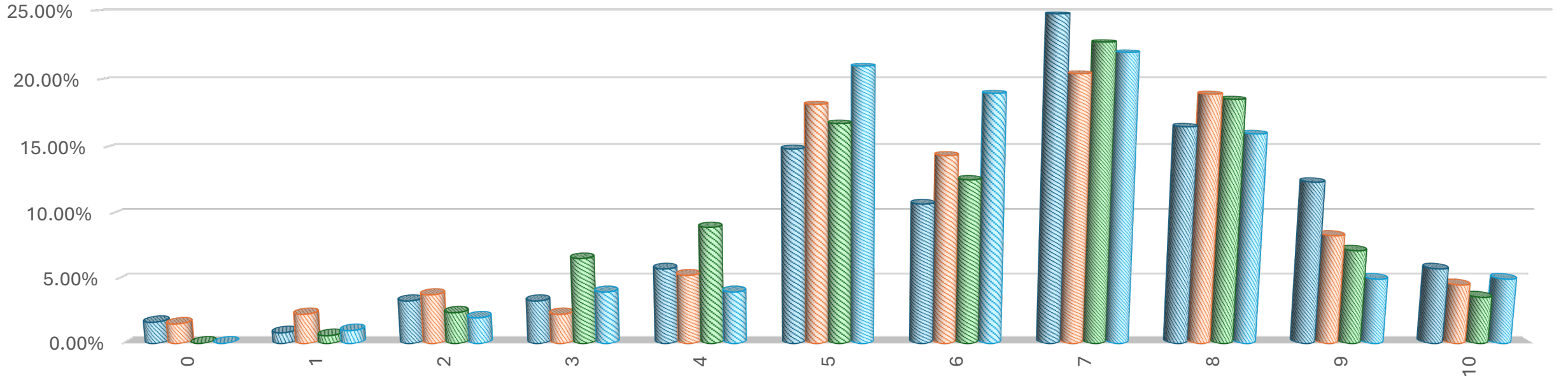
	Mild	Moderate	Severe	Undecided
2022 Response Percent	16.33%	23.13%	50.34%	10.20%
2023 Response Percent	11.67%	33.33%	47.50%	7.50%
2024 Response Percent	11.36%	37.88%	46.97%	3.79%
2025 Response Percent	13.41%	34.76%	48.17%	3.66%
2026 Response Percent	17.00%	45.00%	35.00%	3.00%

Graffiti remains a strong focus for the Association, and businesses continue to communicate through this survey and other informal means, that it’s a priority for them too.

Commentary towards this area of the survey (and these results) are shared with the Brunswick Police Station so that they can also understand the perception of the current environment and any areas of opportunity or action for them. Furthermore, these results (and the supplied commentary) help SRBA with larger conversations and advocacy.



BUSINESS VIEWS - STAFF SAFETY



	0	1	2	3	4	5	6	7	8	9	10
2023 Response Percent	1.65%	0.83%	3.31%	3.31%	5.79%	14.88%	10.74%	24.79%	16.53%	12.40%	5.79%
2024 Response Percent	1.52%	2.27%	3.79%	2.27%	5.30%	18.18%	14.39%	20.45%	18.94%	8.33%	4.55%
2025 Response Percent	0.00%	0.60%	2.40%	6.59%	8.98%	16.77%	12.57%	22.75%	18.56%	7.19%	3.59%
2026 Response Percent	0.00%	1.00%	2.00%	4.00%	4.00%	21.00%	19.00%	22.00%	16.00%	5.00%	5.00%

In this chart, business owners were asked to rate them and their staffs' feelings towards safety in the precinct, with 0 being completely unsafe and 10 being completely safe.

Whilst there is a strong overall representation of staff feeling safe, this year see's noticeable increases in the lower (more unsafe) rankings. This chart, and any provided commentary, will be used in conversation with the Brunswick Police Station and at other opportunities as they present themselves.