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First Name, Last Name, Company, Email		
	Response Percent	Response Count
First Name	100.00%	161
Last Name	100.00%	161
Company	100.00%	161
Email	100.00%	161

2

Please select the options that best apply to you:		
	Response Percent	Response Count
Business Owner in the Rosebank area	34.16%	55
Business Manager in the Rosebank area	31.06%	50
Property Owner in the Rosebank area	1.86%	3
Employee working in the Rosebank area	31.06%	50
Other (Please specify)	1.86%	3

3

How many years have you/your business been based in Rosebank?
161 Responses

4

How many employees work in your Rosebank business?
161 Responses

5

How do most of the people you work with get to work?		
	Response Percent	Response Count
Private vehicle	92.55%	149
Bus	0.00%	0
Carpool	0.62%	1
Cycle	0.62%	1
Walk	0.00%	0
Other (Please specify)	6.21%	10

6

Why do you work/have a business in the Rosebank business area? Choose all that apply		
	Response Percent	Response Count
Close to motorways	82.61%	133
Close to home	38.51%	62
Access to surrounding residential areas	14.29%	23

Good transport services & options	13.04%	21
Central location to key amenities	38.51%	62
Good network of businesses to do business with	33.54%	54
It's a developing area	11.18%	18
It's a safe area	6.83%	11
Good range of businesses	28.57%	46
Other (Please specify)	8.70%	14

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What would make the Rosebank Business district area more desirable? Choose all that apply		
	Response Percent	Response Count
Reduction in traffic congestion & delays?	84.47%	136
Increased crime prevention & security	48.45%	78
CCTV cameras	38.51%	62
Improved roads & infrastructure	43.48%	70
Address road safety	16.15%	26
Upgrade or revamp of the area	26.71%	43
Greater accessibility into the area	19.88%	32
Increased transport services & options	36.65%	59
Other (Please specify)	9.32%	15

8

Which of our programs & membership benefits are valuable to you? Choose all that apply		
	Response Percent	Response Count
Advocacy (transport, local & regional government)	58.39%	94
Events (networking hosting's, business leader breakfasts/lunches, inspirational speakers)	66.46%	107
Expert-led business seminars to further educate you and your staff	47.20%	76
Online Business Directory	32.30%	52
Printed Business Directory	14.29%	23
Roundabout Magazine	59.63%	96
Pathways to the Future Trust funding	26.71%	43
Rosebank membership card programme – which provides staff with discounts from local businesses	23.60%	38
Wellbeing Collab Toolbox	18.01%	29
Crime Prevention	65.22%	105
Other (Please specify)	4.35%	7

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How important are the following future developments to you? Choose all that apply

	Response Percent	Response Count
Negotiating group discounts for Rosebank businesses	40.99%	66
Increased public transport to the area	47.20%	76
Projects to reduce traffic congestion	84.47%	136
A focused online site providing situations vacant in the Rosebank Business area	34.78%	56
Environment/Sustainability	45.34%	73
Wellbeing	39.75%	64
Other (Please specify)	1.24%	2

10

What would you like to hear about? Choose all that apply

	Response Percent	Response Count
Local policy changes that could impact business	73.29%	118
HR advice and latest policy updates	51.55%	83
Immigration/visa updates and advice	28.57%	46
Local business success stories	55.90%	90
Crime prevention initiatives	69.57%	112
Transport initiatives	66.46%	107
Sustainability initiatives	48.45%	78
Wellbeing initiatives	47.20%	76
Other (Please specify)	1.24%	2

11

We encourage people to get involved in the Rosebank Business Community. What opportunities would interest you? Choose all that apply

	Response Percent	Response Count
Being a business mentor	8.07%	13
Sharing my/our success stories	16.15%	26
Being part of an information industry cluster group to share experiences	32.92%	53
Offering internships to students or apprenticeships	23.60%	38
Learning more about becoming an RBA Executive Committee member (Board)	4.35%	7
Becoming a partner of the RBA (providing sponsorship of the annual events programmes)	6.21%	10

Being part of the Rosebank Wellbeing Collab – providing ideas & business knowledge	20.50%	33
Being part of the new RBA membership programme by giving your staff the opportunity to receive local business discounts and/or providing your own benefits to the programme	36.02%	58
Donating or nominating an employee for a Pathways to the Future Trust award to boost them in their role	21.74%	35
Other (Please specify)	18.63%	30

12

How interested are you or your employees in attending seminars on the following topics? Choose all that apply		
	Response Percent	Response Count
Sales	26.71%	43
Digital Marketing	30.43%	49
Business events with senior NZ government speakers	32.92%	53
Seminars for specific interest or cluster groups (e.g. Women in Business)	36.65%	59
Internet Fraud	16.77%	27
Drugs in the workplace	14.91%	24
Digital technology to increase profit and efficiency	24.84%	40
Business Planning	26.71%	43
Research and Development	16.15%	26
Business leadership programmes to increase growth and leadership skills	42.86%	69
Financial Management/Planning	26.71%	43
People management process and procedures	39.13%	63
Health and Safety	40.99%	66
Sustainability	33.54%	54
Financial Wellbeing	31.06%	50
Mental & physical health	50.31%	81
Community actions	14.91%	24
Other (Please specify)	9.32%	15

13

What language does your business predominantly use for communication with customers and stakeholders? Choose all that apply		
	Response Percent	Response Count
English	100.00%	161

Māori	3.73%	6
Mandarin Chinese	2.48%	4
Korean	0.00%	0
Other (Please specify)	4.97%	8

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What are the most important business goals for the next 12 months? Choose all that apply		
	Response Percent	Response Count
Increased revenue	75.16%	121
Expand into new markets	24.84%	40
Increase customer base	51.55%	83
Launch new products/services	35.40%	57
Improve operational efficiency	59.63%	96
Other (Please specify)	1.86%	3

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What do you want the Rosebank Business Association to do more of?
55 Responses