

Diamond Creek Traders Association Customer Research Survey

March 2015



RESULTS

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1. Introduction and background

In September 2014 the Diamond Creek Traders Association were advised that an application for Streetlife funding had been successful and part of the funding allowance was to conduct a survey to ascertain what local residents felt was missing in the Diamond Creek shopping precinct.

In November 2014 and March 2015, a paper and online survey was conducted in Diamond Creek and surrounding areas. The surveys were distributed through letterbox drops, on shop counters and online via surveymonkey.

The questionnaire was designed to obtain free thinking ideas and comprised open ended questions throughout. There was no prompting, for example would you like to see a (particular store) open in Diamond Creek, to ensure that we obtained maximum

The purpose of the questionnaire was to seek ideas on what businesses local residents thought were missing in Diamond Creek and what type of businesses and services they would travel to Diamond Creek for that were currently not available.

Survey's were distributed as part of the November Christmas Catalogue and then a separate mail out to 18,000 homes in February, 2015.

2. Responses summary

508 completed surveys were received, 77% were completed on paper and 23% online. 55% of respondents live in Diamond Creek and a total of 26% of respondents live within 6.5km of Diamond Creek (Wattle Glen, Hurstbridge, Eltham, Yarrambat).

3. Diamond Creek – a great place to live?

85% of respondents said they would recommend Diamond Creek to families, with great schools, sporting facilities and parks being the main reasons. 67% of respondents said they would recommend Diamond Creek to retirees because they are close/can walk to all facilities, it retains a country feel and has good public transport. However, there was concern over the hilly landscape with 16% of responses saying it was too hilly or not good for retirees if they can't live close to shops/public transport. There was no clear response when asked about recommending Diamond Creek to young, single adults. 32% said yes, 27% said maybe, 41% said no and 4% could not comment. It was noted as a great place for sporting facilities but did not have much else to do and no nightlife.

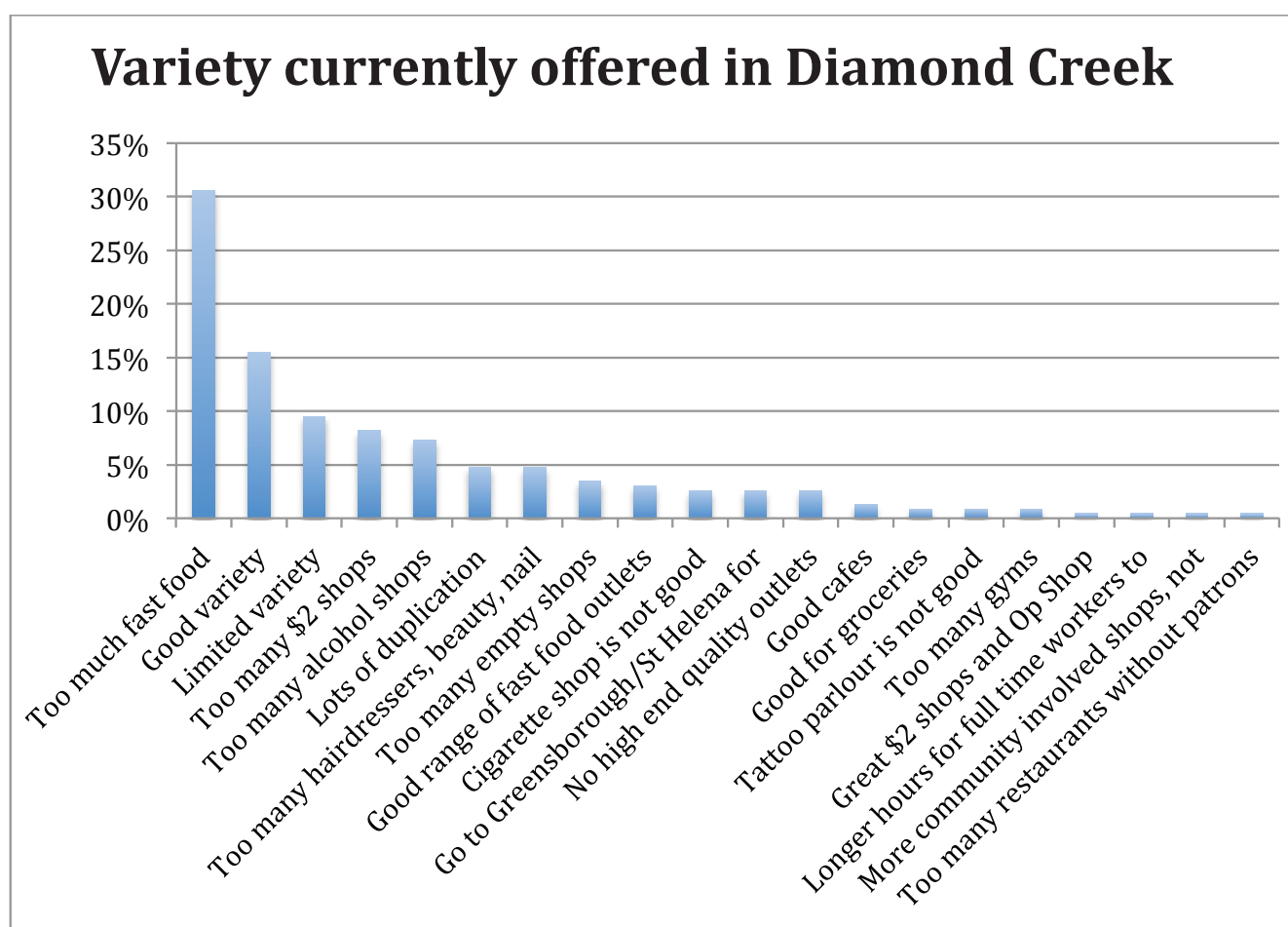
The comments suggested there are people wanting to be proud of living in Diamond Creek with comments about how long they have lived here and how much they love the town. The semi-rural, quiet country feel and great community feel was noted by many. However, some commented there is no cultural feel to Diamond Creek, there is no reason for people to come to Diamond Creek other than fast food and there is no community space / town centre for people to meet. The high number of people noting the old and dated shops also supports this. There were also comments comparing Diamond Creek to the more picturesque towns of Hurstbridge, Eltham and Warrandyte. One respondent asked "what is Diamond Creek known for?" which links with other comments about the town's identity.

4. Variety of Shopping in Diamond Creek

Almost a third of responses (31%) stated there are too many takeaway/fast food shops in Diamond Creek. 3% of responses said there was a good range of fast food outlets, 4.5% of responses said they visit Diamond Creek because of restaurants/cafes/ takeaway food and 5% of responses said there were great cafes, pub and meeting places for young, single adults. 7.8% of responses said there was a need for good quality restaurants and cafes and 2.2% wanted a family/child friendly café. 9% of responses noted there was no “trendy” licensed places, especially for young people.

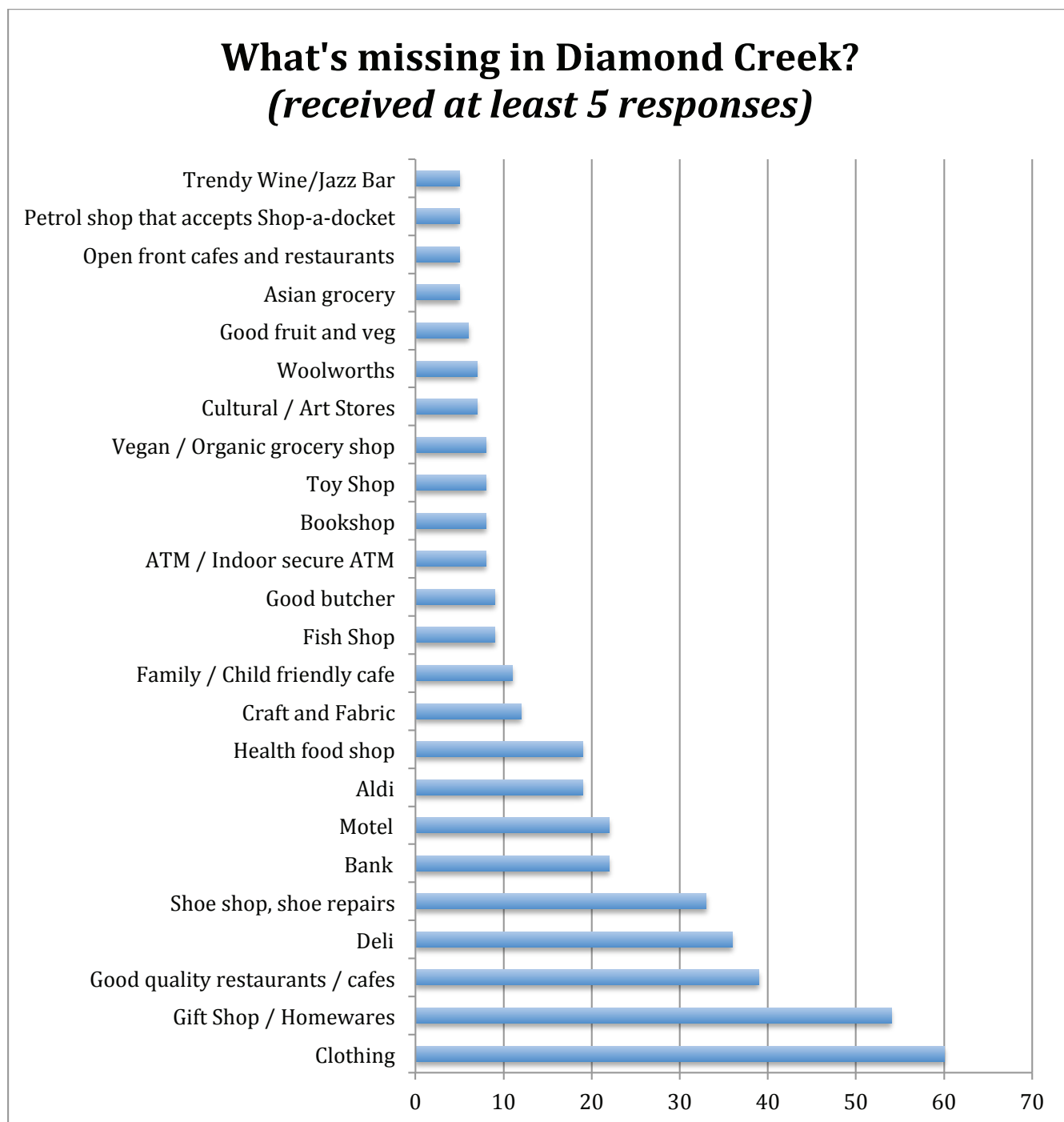
With regard to variety of shops in Diamond Creek, 16% of responses said there was a good variety while 9% of responses said there was limited variety. The top 5 responses regarding the variety of shops were too many fast food, too many alcohol shops, too many \$2 shops, too much duplication and too many hairdressers/beauty/nail shops. Some comments referred to the impact of this on the town’s health and the message it gives to visitors.

Below is a graph illustrating some of the responses received:



5. What's missing in Diamond Creek?

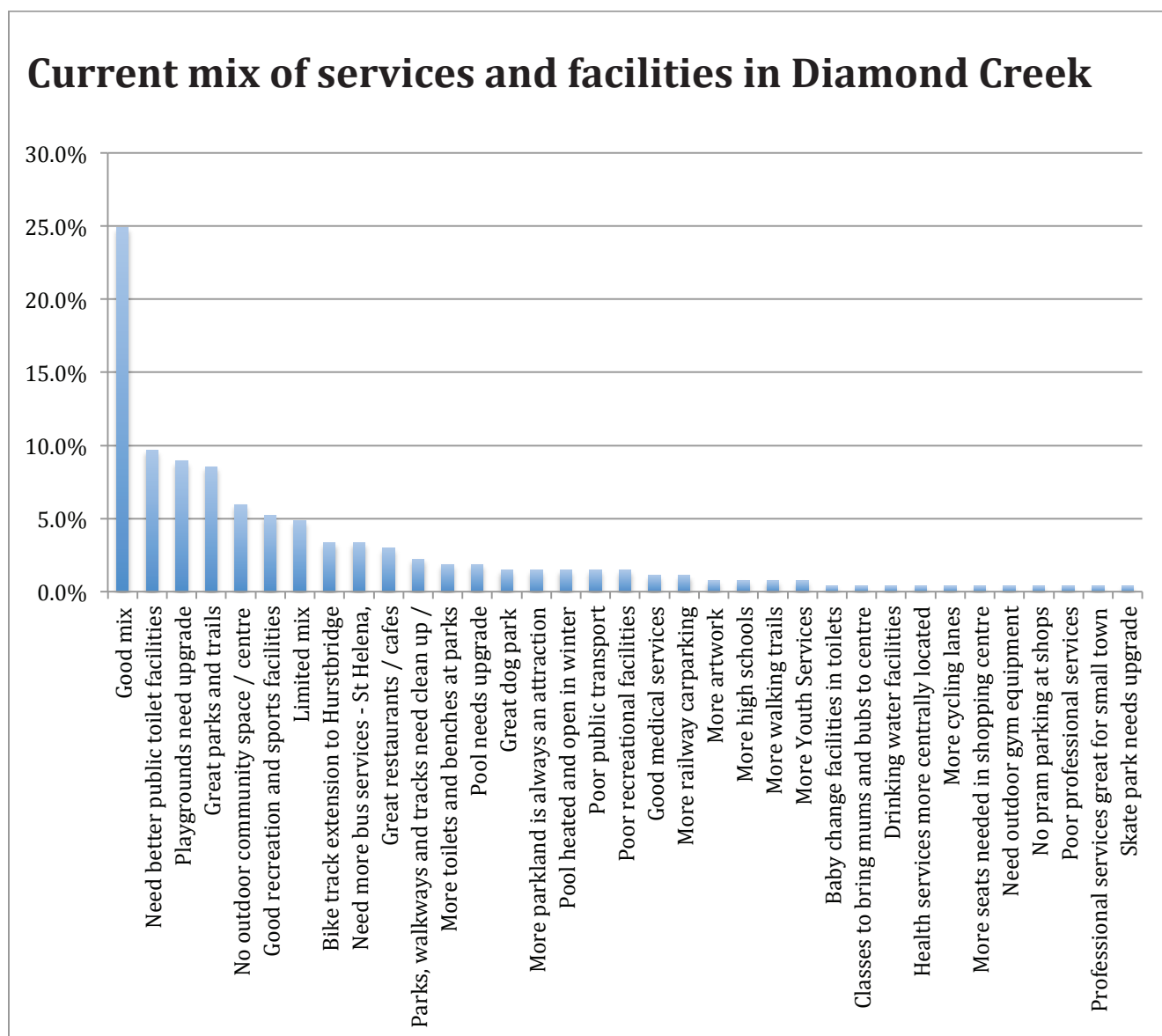
There were many varied suggestions for shops missing in Diamond Creek, with clothing receiving the highest number of responses at almost 12%. The responses included clothing shops for children, men and high quality clothing for women. There is also a need for a quality gift, homewares, toy shop with many respondents saying there is nowhere to buy presents or gifts in Diamond Creek.



6. Comment on the current mix of services and facilities

Almost a quarter of responses stated there was a good mix of services and facilities in Diamond Creek. There is a need for better public toilets with many comments about the lack of cleanliness and having to ask for a key on the Plaza side. Responses also stated a need for upgrades to local playgrounds. The great parks and trails in the area were noted.

There was a mixed response to public transport with 59% stating it was good and 41% stating it was poor over several questions. A need for more bus services to local suburbs (St Helena, Greensborough, Doreen, South Morang, Yarrambat) was identified. Interesting, many stated public transport was good for families and retirees but almost equal numbers said it was good and poor for young, single adults.



7. What to do people travel out of the area to purchase?

Answers to this question were varied, with 48 different answers. Some of the replies were expected, given that they are household expenditure items, but it would never be possible for the Diamond Creek shopping precinct to offer this service or retail product. Examples include; movies, big department store, buy a new car or bowling.

But some suggestions worth considering include:

Fabric / craft / sewing shops
Ethical gift shop
Garden supplies
Boutique shops
Gourmet Food Store

Asian grocery
Children's clothing
Toy shop
Upper range gift shop

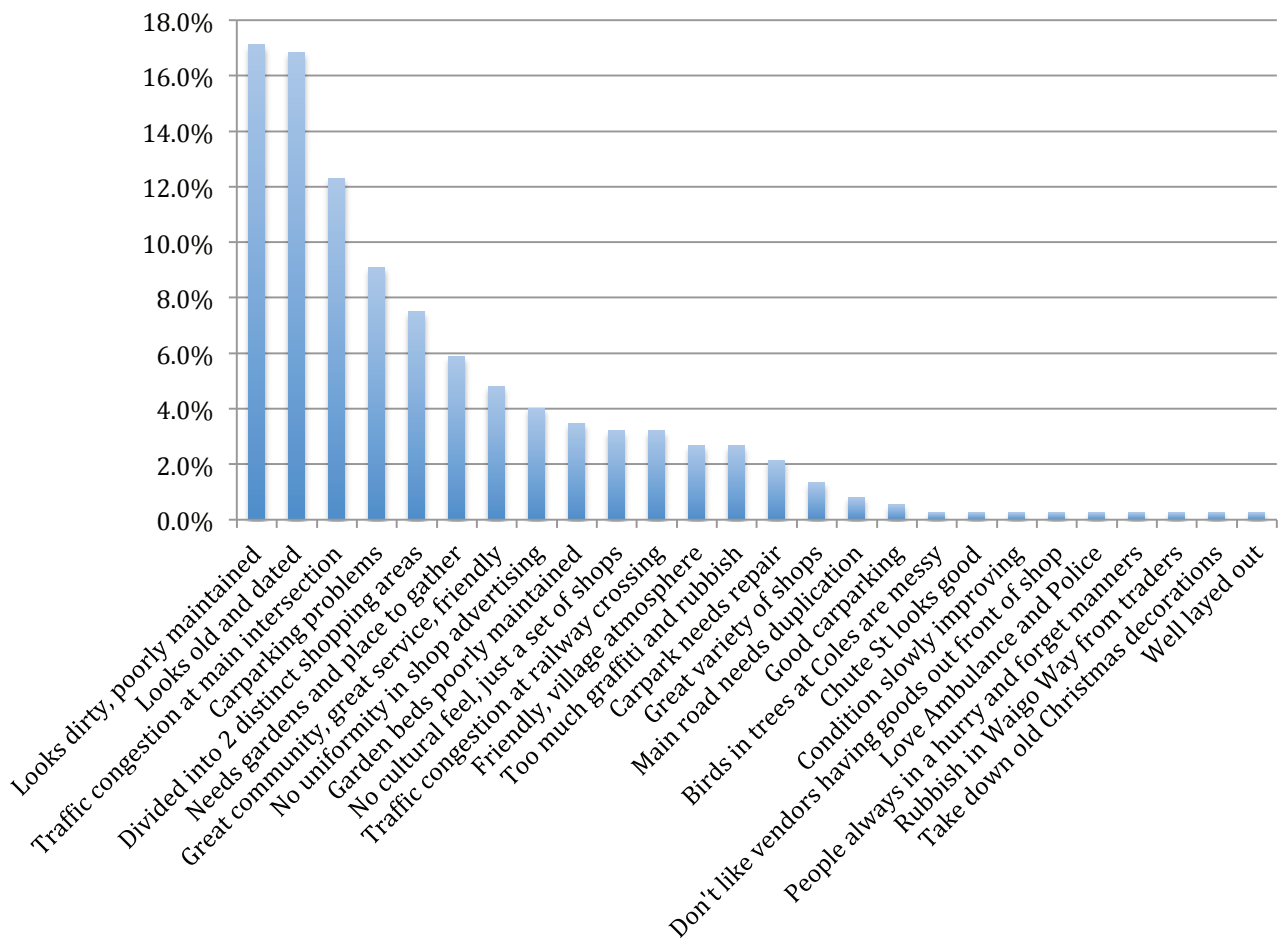
8. Overall impression of Diamond Creek

The two significant areas identified as needing urgent attention with regard to the overall impression of Diamond Creek were presentation and traffic/car parking.

34% of responses stated that the Diamond Creek shops look old and dated, look dirty and are poorly maintained. 23.5% identified traffic congestion at the main intersection, car parking problems and carpark maintenance are areas of concern.

7.5% noted a problem with the shopping areas being divided into two distinct areas. Some stated this was between the main shopping area and Chute St shops while others stated this was the Main Rd dividing the main shopping area.

Overall impression of Diamond Creek



9. Conclusion

The Diamond Creek Traders Association, using this information will:

Present the findings to the Diamond Creek businesses and other stakeholders at a function to be held end of March, 2015.

The feedback from local residents on the amenities of the area will be reviewed by the Diamond Creek Traders Association.

Use this information when preparing the Business Attraction Kit to ensure that we are targeting the right type of business into our shopping precinct. Businesses that local residents want and that we know will be sustainable.

10. Appendix 1 – Comments made on survey

Acknowledgment of others	1	DC lacks acknowledgement of the traditional land owners.
	2	Food share needed for those struggling.
	3	Sign - on DC welcome sign, need to recognise traditional owners. Look at Darebin sign - it is fantastic
Businesses	4	Bowling, rollerskating are missing but can access all within 10 minutes.
	5	Butcher open after 12pm on Saturday and open on Sunday
	6	Current stores need to improve quality and services - florist, newsagent, cafes
	7	DC shops are a bit of a white elephant. Nothing appears to last. The Coles is small and when I shop I like a nice coffee shop with friendly staff.
	8	Don't like tobacconist in middle shopping area
	9	Employment lacking in DC
	10	Few places to tie up a dog if you walk to the shops
	11	Great variety of good on offer to suit individual needs. Lots of other great services. I often travel just to Diamond Creek just to do my Banking and can fill the rest of the day at the new dog park, get a coffee and go to the bakery etc.
	12	Limit McDonalds to midnight not 24 hours. Clean up area around McDonalds.
	13	Local pub is the pits. Well done the Windy Mile but prices may deter young people.
	14	More in Diamond Creek than Hurstbridge
	15	Need big complex on Coles side with undercover parking, professional facilities, playground/seating area.
	16	Need restaurants showcasing food and wine from the area
	17	Need specific information area with maps of facilities and Up and Coming events
	18	Need to attract custom to ensure shops are profitable
	19	New monthly market at Ashton Manor is a great idea.
	20	No night clubs thanks!
	21	Not bad mix although favourite shop is closing due to ridiculous leave fee increases (mentioned having to travel for Pet Bath Shop)
	22	Not too much you can "shop" - more pick up and go.
	23	Shopping centre at Diamond Creek is poor cousin of Eltham and Greensborough
	24	Successful businesses like Mitre 10 and Gigliota extend a service/offer that has no existed previously.
	25	Tend to go to Greensborough or Eltham for shopping for more variety and less congestion.
	26	Under developed along railway line from DC to Hurstbridge
	27	Use the creek boundary for recreational shopping and coffee shops, etc. Could be a winner!
	28	Usually when I'm meeting up with friends we go to Greensborough, Eltham or Montmorency just because there's greater options. Windy Mile is good now.
	29	We have rung for taxis on many occasions, not necessarily late in the evening and they just don't turn up. That is off-putting.
	30	We need to price competitively so people don't travel.

Carparking / Traffic / Public Transport	31	Can we please have over 65s parking
	32	Did not see need to add another medical centre into complex that already has parking issues.
	33	Getting to other side of Yarra River is a nightmare
	34	Need carparking with shade
	35	Need free bus service for elderly pensioners for shopping and outings
	36	Needs roundabout between shops and carpark
	37	Not happy with Council changes to parking
	38	People should walk more, not drive
	39	Speed needs to be reduced to 40km like in Eltham
	40	The train line is why I don't go to DC. I go the back way to Wattle Glen and Hurstbridge. It is dangerous and no safe crossing
	41	Traffic is a nightmare. Will be a problem if there is a fire.
	42	Yes, if they are in a street with footpaths, otherwise it's pretty treacherous. We also have ONE bus that goes to Eltham, whoopee, that's where the train goes. We should have at least one bus that goes to St Helena shopping centre too, (doctor's surgery too), considering that is entirely inaccessible to the less able, as there is no way to walk there without going on to dirt tracks or into the secondary college grounds, which is ridiculous! The bus timetable should also line up with the train where feasible.
DC Traders	43	Christmas decorations would have been good.
	44	Film night was great for teens
	45	Hats off to the traders for organising special events, ie, Easter and Christmas
	46	Love the special activities for kids, eg. Halloween, Easter, Town Fair
	47	The activities put on by the Diamond Creek Traders are fantastic for the kids. The only place I've lived in that does such things. Well done!!
	48	We LOVE the traders hunts at Easter and Halloween. it makes our town unique and special
No longer happy	49	I have lived here for over 40 years and I am now embarrassed at how our town looks.
	50	It was family friendly. The amount of teenagers congregating and leaving rubbish is a huge turn off. Especially finding broken bottles every time we go to go to the park.
	51	Lived here since 2002. In our 70s and planning to move. Traffic too busy and too hilly.
Other	52	Government out of school hours childcare is boring and the staff are unqualified and careless. The children hated going there.
	53	Love Town Fair
	54	needs to be better access for the elderly/ physically compromised residents
	55	Netball courts are great, A netball ring left out for community practice would be great.
	56	No natural gas available to large number of residents.
	57	The dog park needs to move back to the oval
	58	Town is too child centric
	59	Vicinity of powerlines crossing the town from two directions could be not so good for our health.

Presentation of town	60	Area around station and McDonalds is not overly family friendly.
	61	Big electricity station at Diamond Creek Plaza needs hiding.
	62	Cockatoos roosting near station are a nuisance and are damaging gun trees.
	63	Coles side is OK. DC plaza is an eyesore.
	64	Diamond Creek has potential but looks tired.
	65	Diamond Creek looks like the poor cousin of Hurstbridge.
	66	Don't like banners near football club
	67	Don't like flag poles
	68	Good variety of shops let down by Council's unwillingness to maintain general area.
	69	Landscaping near plaza and railway station needs to be done again and fenced off until it grows.
	70	Looks tired, drab, down market - out of keeping with green wedge environment
	71	Needs beautification. Looks like DC of 40 years ago. "Too cheap" shops. If it wasn't for Coles, it would be history.
	72	Needs more rubbish bins to deal with McDonalds rubbish
	73	Railway and McDonalds car parks have never been cleaned of litter
	74	So pretty entering DC along the windy mile - trees, creek - until you reach DC Plaza. Needs revamp. Cohesion in colour scheme.
	75	Thanks to shire for attempts to clean graffiti
	76	There are bits and pieces of this and that but layout is awkward, very little signage, etc. DC is a drive through town.
	77	Too urban and bland. Eltham is better
	78	Town is planned so distinct areas for business and residential - this is good.
	79	Very different from Hurstbridge, St Andrews, Warrandyte - not so earthy and friendly. More fast food, junk shops and terrible car parks.
	80	With proper planning, DC could appeal to all age groups
	81	Would be nice to have a the community centre functioning as a community centre rather than a gym.
	82	Would love to see more art and environmental work
Tourism	83	Make it a tourist attraction area, "A place to visit on weekends"
	84	We need more tourism
	85	Wonder about B&Bs and shops that could make Diamond Creek part of a tourist route.
Town Pride	86	DC good for young people on welfare to spend on fast food
	87	Diamond Creek is a beautiful place to live, It just needs an update and tidy up.
	88	Has a country feel, although not quite as quaint as Warrandyte.
	89	I am a proud member of this community! I wouldn't live anywhere else.
	90	I have lived here happily for 45 years.
	91	I love Diamond Creek. Have loved here 53 years.
	92	It's a non-descript suburb.

For further information contact

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