

Campbelltown Community & Business Resilience Survey

What you told us

While we have done a lot to support our community during the extraordinary events of the past year, we always want to do more. So, we asked some questions to find out how our local businesses and residents are feeling to see what else we need to do. This information will help Council respond and do more to support the resilience of our economy and community.

What our community told us.

81%

The majority of residents feel at least somewhat prepared to respond to significant shocks and/or stressors.

A total of **62%** found our information and data on **COVID-19** to be relevant.



Most residents **91%** have been at least somewhat satisfied with accessing our services during **COVID-19**.



3.65/5

are satisfied with us



More than half **54%** of residents are **optimistic** about their future in regards to their career.

IMPACTS OF COVID-19

Limited connection with family/friends
Cancellation of important plans and activities
Self-isolation and lockdown
Economic/income/job impacts
Mental health and wellbeing

WHAT SUPPORT WOULD HELP DURING A SHOCK EVENT

Accurate and clear information
Support with finances / food / basic needs
Assisting with preventative measures
Supporting jobs / employment
Medical and health services

PRESSURES ON OUR COMMUNITY

Stressful and demanding work
Raising finances in an emergency
Demand for health services
Opportunities for young people
Energy and water security
Economic and job security

WORDS USED TO DESCRIBE OUR COMMUNITY

Friendly
Diverse
Caring
Happy
Safe
Multicultural

What our businesses told us.

- A total of **66%** of businesses have experienced a negative overall impact from COVID-19.
- More than half (**58%**) of businesses reported a decrease in revenue since the end of 2019, with an average decrease of **45%**.
- A total of **62%** have confidence that their business prospects are positive.
- About one-in-three (**35%**) have explored or sought new markets and opportunities in response.

IMPACTS OF COVID-19

Staffing levels and their health and wellbeing
Sales / Revenue and accessing stock
Staying connected to customers
Restrictions on operations
Cashflow

INFORMATION AND SUPPORT THAT WOULD HELP

Work Health & Safety information / equipment
Marketing and promotion
Financial support and tax relief
Regular updates and information
Access to grants
Risk assessments