

BATLOW

RECOVERY SURVEY SUMMARY

THANK YOU

Thank you to everyone who completed the Batlow Recovery Survey online. This summary provides an overview of the survey results.

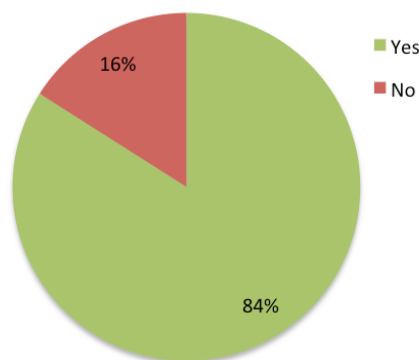
The purpose of the survey was to collect feedback on Batlow's strengths and weaknesses and to better understand how the community would like Batlow to recover from the recent challenges, including the bushfires and COVID.

**91 PEOPLE
COMPLETED THE
SURVEY**

**84% RESPONDENTS LIVE IN
BATLOW REGION**



DO YOU LIVE IN THE BATLOW REGION?



BATLOW'S STRENGTHS

Respondents who identified as living in the Batlow region were asked 'What do you love about living in the Batlow region?', while other respondents were asked 'What do you love about Batlow when you visit?'. Responses to both questions were very similar, with the following themes most prevalent:

NATURAL ENVIRONMENT The beautiful and clean environment; mountains, dams, scenery

THE PEOPLE AND SENSE OF COMMUNITY Close knit with strong community spirit

THE CLIMATE AND SEASONS Distinct four seasons

PEACEFUL AND QUIET

SMALL, COUNTRY TOWN VIBE

Indicative comments:

"I love the different seasons especially spring and autumn, the people are mostly good hard working types who look out for each other..."

"not overrun with tourists."

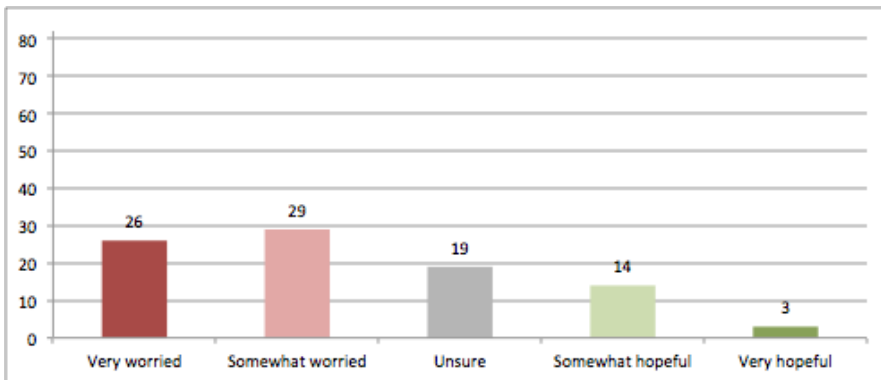
"Peace and quiet, beautiful landscape scenery and fresh air."

"Country Life and the people, Climate, Mountains and distinct seasonal changes. Fairly good access to facilities compared to many country towns."

"The wonderful people caring for each other. The blessed nature with lakes, fresh water creeks, mountains, variety of trees, the 4 seasons."

BATLOW'S FUTURE

The survey asked people how they feel about Batlow's future, on a scale of 'Very Worried' to 'Very Hopeful'. As shown below, most respondents (60%) selected 'Very Worried' or 'Somewhat Worried'.



Respondents were then asked to 'Choose three words or statements to describe what you'd like Batlow to be like in 10 years?'. Responses are shown below, with the size of the word indicating how frequently it was mentioned - larger size equates to more mentions.



In the survey, individuals were asked 'What would change in Batlow?' and later in the survey 'What is needed in Batlow for the town and region to prosper?'. There was a lot of crossover in the answers to these two questions. As a result, the key themes from both responses have been merged and appear below.

BATLOW'S NEEDS

MORE LOCAL JOBS AND SUPPORT FOR LOCAL BUSINESSES

"A more broad employment and visitor base, for example another retirement village. Public walking and pushbike paths accessing surrounding bushland and rail line (not necessarily in to Gilmore Valley or Tumut). Better information accessible to visitors in the main street."

Many responses indicated the need for more local jobs, specifically permanent positions and jobs for young people. Multiple responses indicated the need for a diversity of jobs across different industries. Another common response was the need for a large employer, with suggestions varying from manufacturing industries to government departments. Tied closely to the need for local jobs were suggestions to support local businesses, particularly small businesses.

"Would like to see some firm or light industry offering real jobs, permanent work and maybe an apprenticeship for young people."

"More jobs More industries instead of just fruit orchards More tourism stuff More opportunities for young people with jobs."

TOURISM OPPORTUNITIES

A common response was the need for more tourist attractions and for tourism opportunities to be encouraged. Responses also indicated the need for more accommodation (not just for tourists but also workers), events, a visitor centre, infrastructure and some suggested a rail trail.

"I'd like to attract investment in retail, food & accommodation to make it a more vibrant town that attracts and holds tourists."

"Better street appeal, things that will see tourist in, capitalise on the Apple/ cider industry to attract people."

"Our environment is one of our most valuable assets with fresh food products available at unique farm-gates, two of which produce their own cider. To bring people to the area, we need a unique drawcard, nobody else can offer..."

UPGRADE TOWN CENTRE AND STREETScape

A common response was the need to beautify the main street and parks, with suggestions including centralising shops on a main street, planting of trees, maintaining gardens and improving parks.

"More functional and better looking streets with buildings tidied up."

"Main Street upgrade, shop fronts painted, including the post office, foot paths washed each week, more business in the main area. Flower beds planted and kept updated weekly."

Other themes to emerge were:

- Greater range of retail, hospitality and accommodation
- Support industry (not just tourism)
- Cohesive community with strong community spirit
- Activities and infrastructure for kids and young people
- Support from Council

DEMOGRAPHICS OF RESPONDENTS

Postcode: 2730 (77.5%), 2720 (12.5%) and other (10%)

Lived in your area: 0-5 years (21%), 6-15 years (20%) and 16 years + (59%)

Gender: Female (67.5%) and Male (32.5%)

Age: 15-24 (2.5%), 25-34 (7.5%), 35-44 (17.5%), 45-54 (34%), 55-64 (16%), 65 and over (22.5%)