

MEDIA STATEMENT



Monday, 27 March 2017

Survey to gauge CBD experience

The City of Bunbury is keen to hear people's opinions of the Central Business District as part of a strategy to work with the community and business owners to add vibrancy and promote visitation.

People are invited to take part in a short online survey detailing their CBD experience including what they love about the Bunbury CBD; what improvements could be made; and what draws people in to visit.

Once completed, a public forum will be held where the results collected from the survey will form part of a conversation about what the future holds for the CBD.

Bunbury Mayor Gary Brennan said the survey was all about understanding people's experience with the CBD.

"We want to hear from all people who visit the CBD, including workers, shoppers and visitors," Mr Brennan said.

"The responses collected from the survey will give us a good snapshot of why people come into the CBD, what would entice them to visit more often, and even what may keep them away.

"We are very keen to share these outcomes so all stakeholders – which includes the City, business owners and the community – can work together to ensure we are doing everything we can to create a vibrant, diverse and exciting CBD."

People are encouraged to take part online at <https://www.surveymonkey.com/r/cbdexperiencecommunity>

ENDS

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