

June 2019

Gumeracha Community Survey – Two year check-in

The Gumeracha Main Street Project is a voluntary community-led, partnership-driven initiative working to bring life and love to our main street. We are guided by a Vision, developed through consultation, built around themes of Peramangk Culture and Harmony, Friendly, Nature, Abundance, Linger, Discovery, Uninhibited and Safe.



We work to achieve three clear objectives of:

- economic sustainability of local businesses
- changed traffic behaviour and
- visual appeal of the street.

For the purpose of the Main Street Project, the Main Street of Gumeracha is described as from the school/hospital at the western end to the Rocking Horse at the eastern end.

The Gumeracha Main Street Project undertook an online survey in 2017 to develop an evaluation benchmark to track our success and as an accountability measure. The 2017 report is available at www.gumerachamainstreet.com.au

In 2019, we completed a two year check-in survey and plan to conduct further surveys in 2022 and 2027.

This short report compares a few measures between 2017 and 2019 and captures some qualitative observations of progress to date.

2017
113 respondents

2019
76 respondents

Survey Results

In both 2017 and 2019, survey respondents were asked to use three words to describe the Main Street. The following Word Clouds represent the responses. The larger the size of the word demonstrates the more times it was mentioned. This was an open ended question. No words were provided.

2017



2019



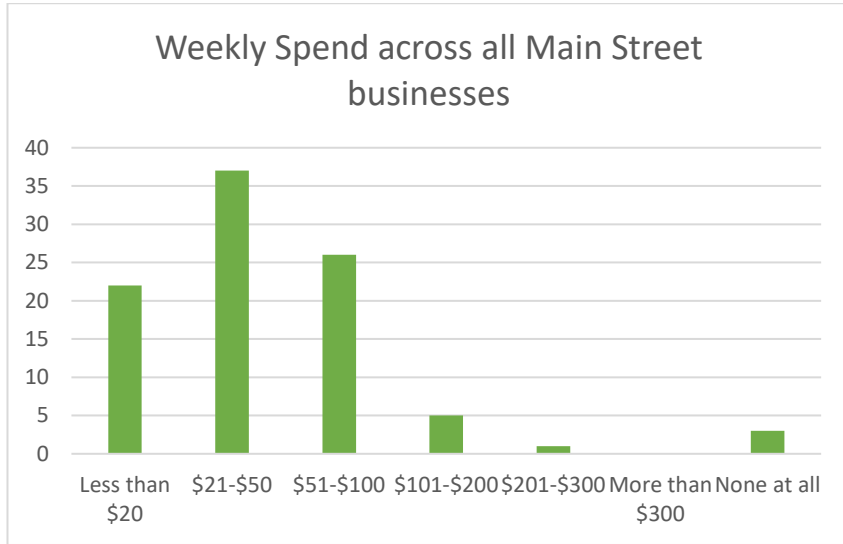
2017



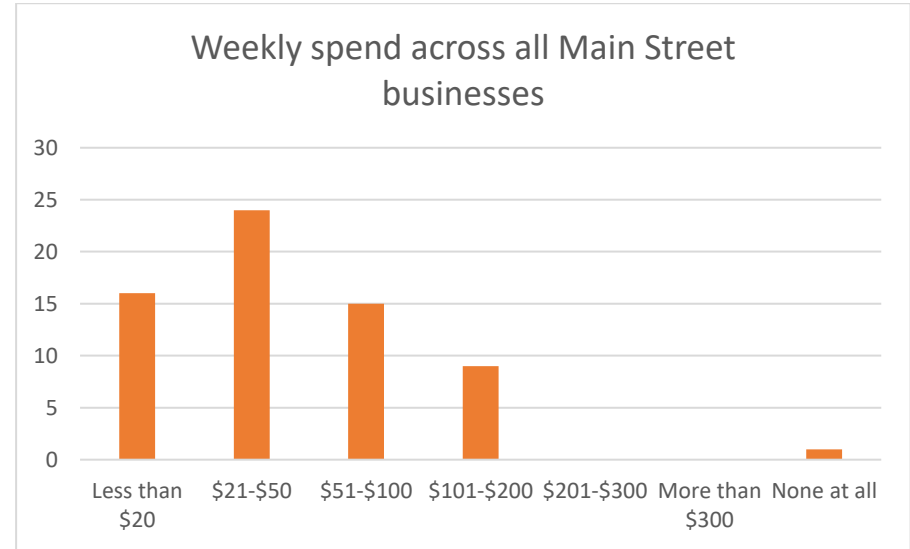
2019



2017



2019



In 2019, respondents were invited to share great ideas for the vacant block next to the Post Office and the vacant shop next to the Butcher and to consider what new ventures they think would work well in Gumeracha. Responses included:



- Service station
- Bakery
- Nursery
- Community garden
- Apartments
- Hairdresser
- Fruit and veg shop
- Supermarket
- Car park with shops on top
- Dog park
- Community housing
- Homewares
- Lolly shop
- Cultural hub
- Affordable housing
- RV park



“A row of lovely ‘in keeping or quaint’ shops with eateries and gifts maybe. Apartments at the rear of some of the shops, to take in the view, with a restaurant with a view in one. Parking underneath, due to sloping block.”

“Providor/Delicatesan next to Butcher (Breads, Olives, Cheeses, Picnic packs etc).”

“1. community garden with seating meet and greet space 2.open air sheltered retro games (9am-9pm weekdays weekend +Friday til 10pm area attract youth/ family ..employment offer.. 3.open air sheltered venue, view the hills behind., trickling fountain , causal evening Cafe style 6-11pm Fri and weekend hours (when The Pantry closes) 4.Enrich the beautiful environment we live in with a Gumeracha go green venue .theme..natural. 5.A recycle /refill store 6. Homemade .Icecream/yoghurt Gelati place.”

“It would be great to have a shady seated area at the top of the hill, it could have a community garden area with fruits, veggies and flowers. Perfect place to put a grow free cart too! As for the vacant shop, personally I would love to access the green shed produce in town. With young kids, I don't always have the opportunity to stop in as it's time consuming and tiring getting kids in and out of the car. It would make sense having fruit and vege next to the butcher.”

In 2019, respondents were asked: If you believe anything has changed in Gumeracha in the last two years, please describe what has changed. Here are some of the most common responses:

- Flowers/barrels
- Frog mural
- The Good Pantry and The Coach House
- Pub re-opened
- Cherry display at start of season



“Increased community awareness, spirit, positivity.”

“Overall, there seems to be more of an interest in our main street and increased community spirit and pride.”

“The street has become prettier, and the barrels of flowers are lovely.”

“More businesses - coffee shop, distillery and more events - Womens TDU.”

“It’s tidied up.”

“Coach House Studio and The Good Pantry have brought a welcome arty and inviting place to meet and eat. Applewood Distillery has grown and become a great place to take friends who visit. The bright red geraniums have grown and look great in new barrels along the street. The pub has re opened and its a welcoming place to visit.”

“A better vibrancy, flower barrels, lots of functions, hope for the old General Store now with new owners. Plans for underground power a big plus.”

“A lot of enthusiastic people doing great things that will give great results in the future & better maintenance of gardens etc.”

“Optimism.”

How do those changes make you feel?

"I feel happy that Gumeracha is becoming a more vibrant place. I feel more proud of the place."

"Brightens my day to see them (flowers) - makes me feel more proud."

"Like the town still has a pulse."

"Nice that someone cares to lift the town."

"Happy, proud for the people of the town, engaged & interested in what's happening in the town, brings a sense of hope that people are open to new ideas in a community that has traditionally been conservative."

"Good to see lively businesses."

"This is good for the community and bringing people into Gumeracha."

"It's good to see change that is positive for our town."

"Inspired, hopeful."

"Fabulous! Seriously it gives a confidence towards growth for the town which supports small business. Proud to be part of a community that cares about its future!"

In 2019, respondents were asked, Of the following achievements, which one/s do you believe have created the greatest value so far for the town?



"I didn't realise so much had happened until I saw the options for the last question. Well done Gumeracha. If the Council can implement the master plan it will be amazing. I've always thought it's a shame the town is so disjointed (like the Main Street is twice as long as it needs to be, meaning things are too far apart and it just looks sparse. The big rocking horse should be airlifted into the heart of the village (next to the post office?) - how good would that be!!?"

Stay in touch
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