

Survey on completion of Generator process

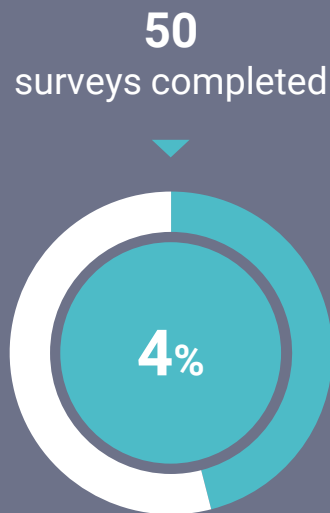
Open ended survey completed by
Generites funded May 2021 to
December 2021



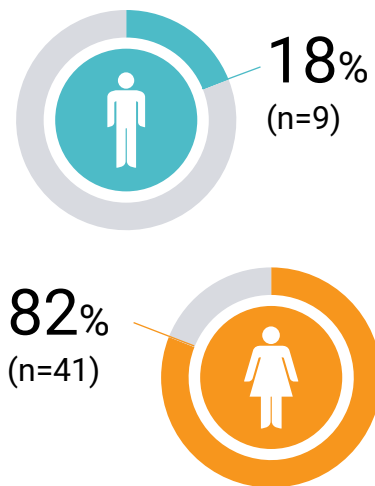
Profile of those
who completed
the survey



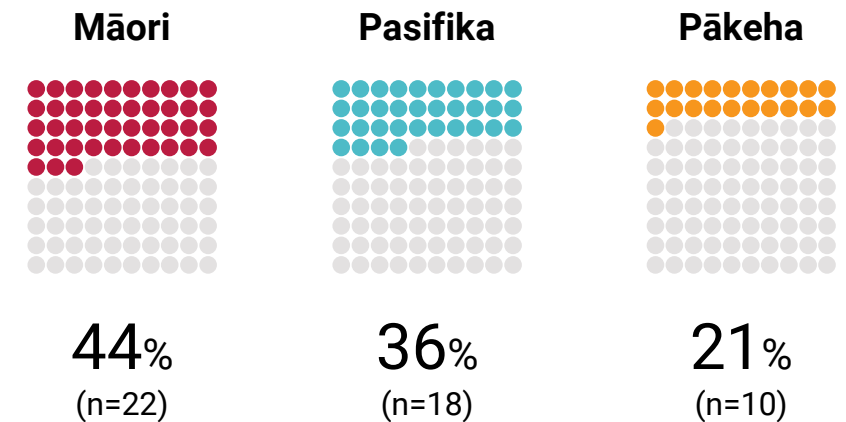
N=104
surveys sent 24 Dec,
closed 10 January 2021



GENDER



ETHNICITY



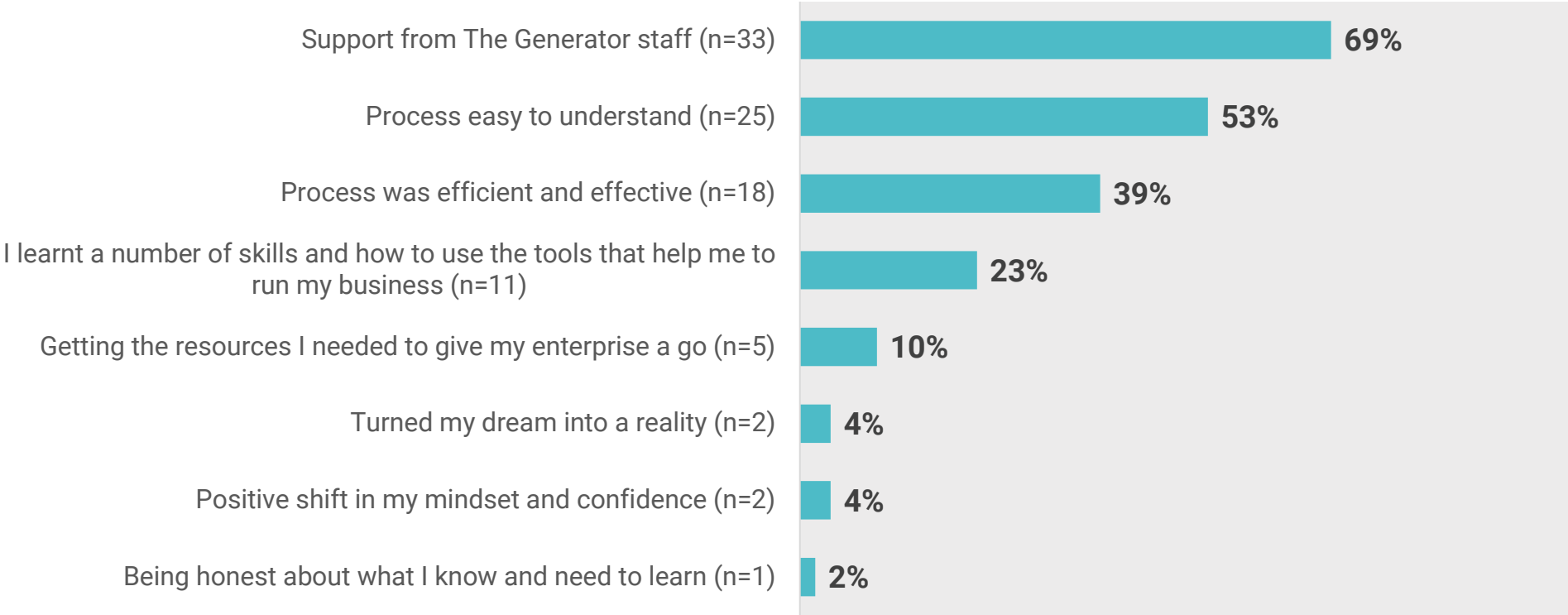
LOCATION



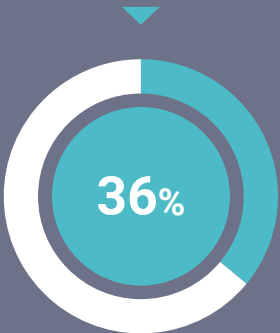
What went well?

(Think about your journey with The Generator)

Base:
Total Respondents N=48



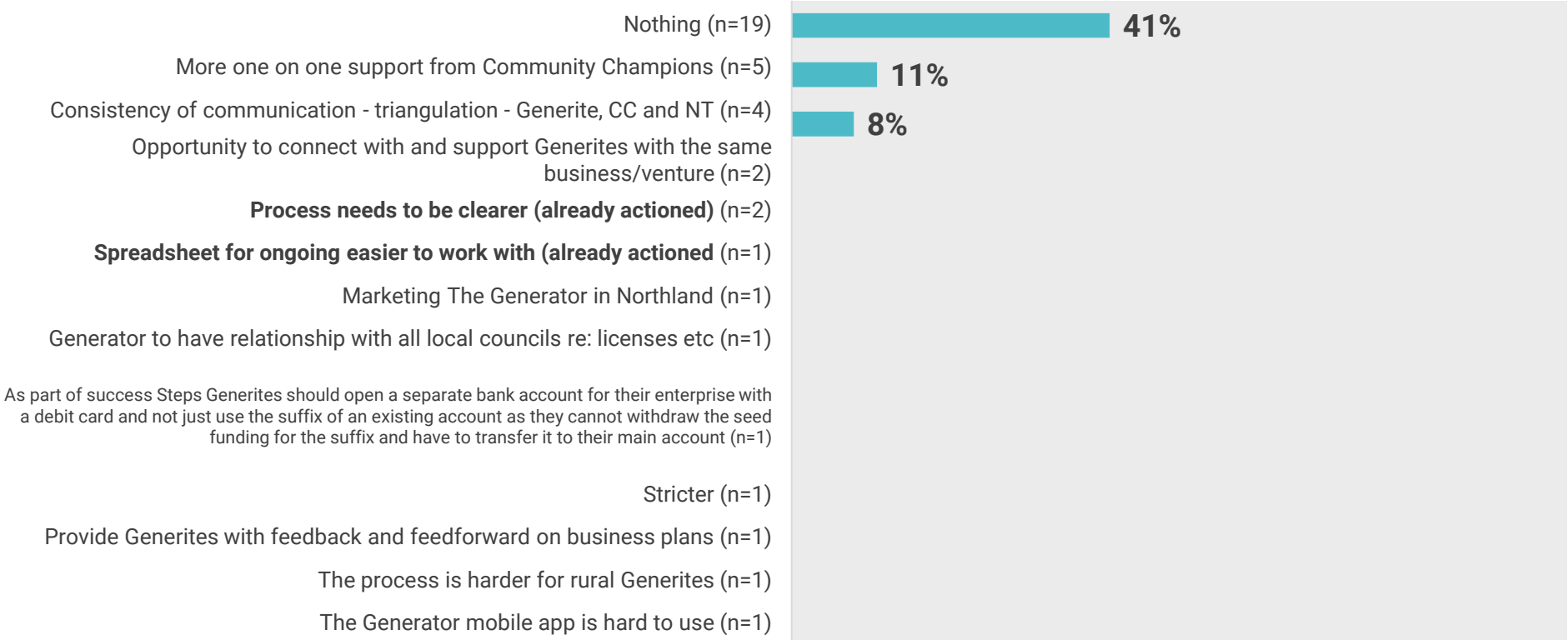
16 respondents answered **business** for this question



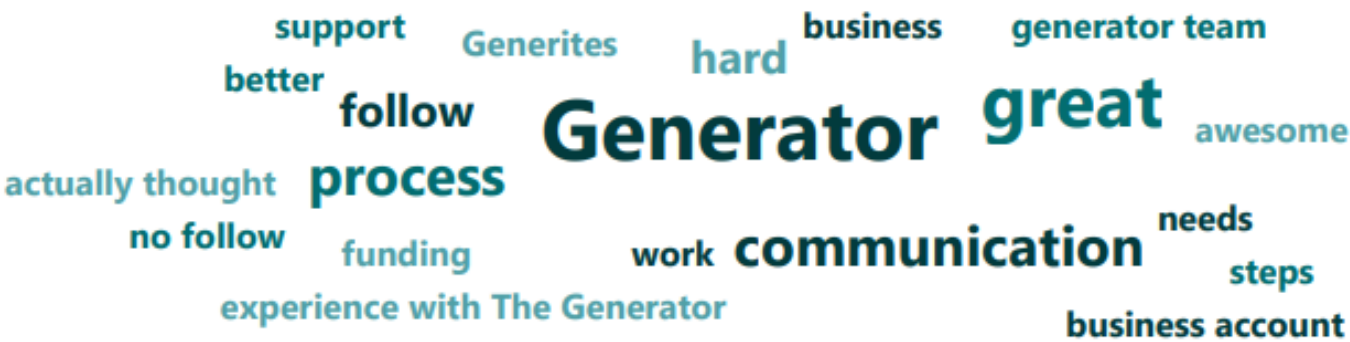
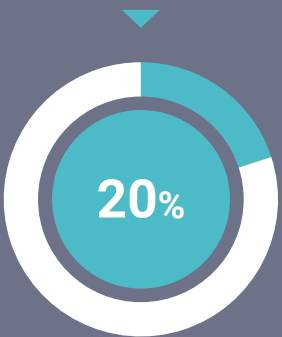
What can be improved?

(Think about your journey with The Generator)

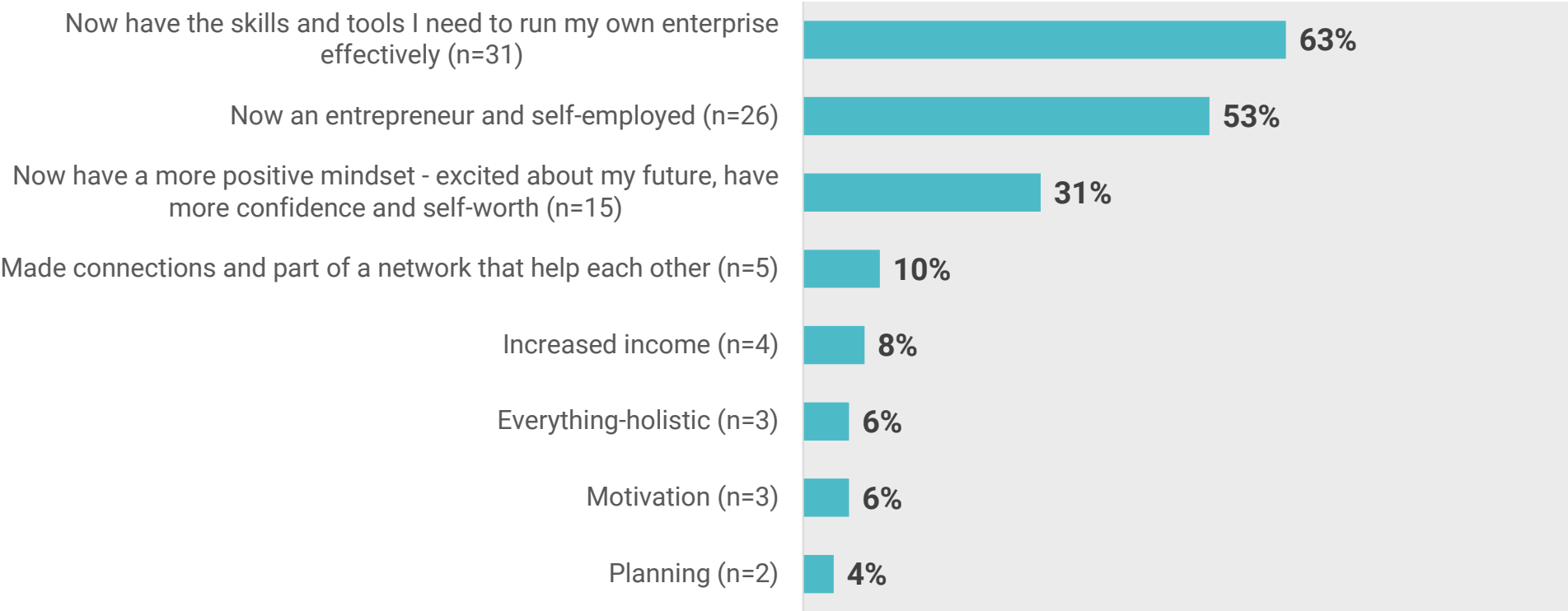
Base:
Total Respondents N=48



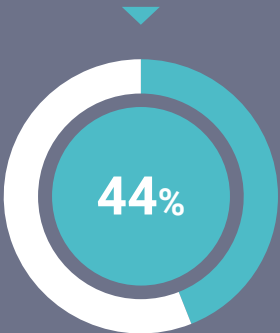
9 respondents answered **Generator** for this question



What has changed for you since you joined The Generator?



20 respondents answered **business** for this question



Base:
Total Respondents N=48

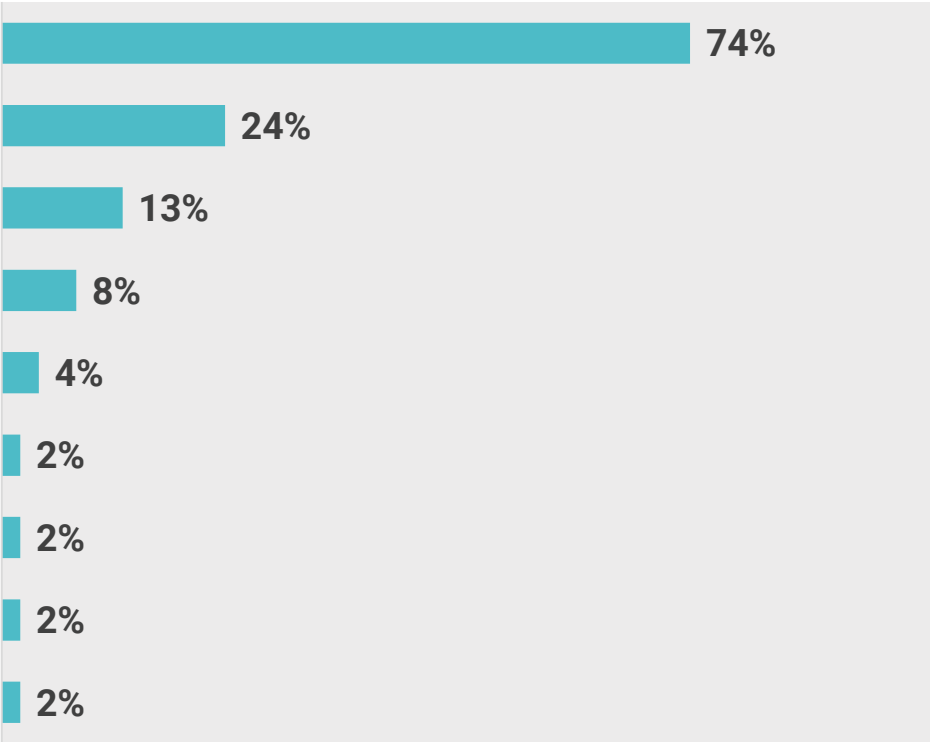


Top tips or encouragement for other Generites?

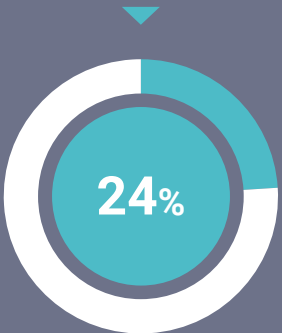
Base:
Total Respondents N=48

Never give up, keep going forward, it is life changing, believe in yourself, keep asking questions, show up for yourself every day, everyone is there to help you, dig in give it a go (n=35)

- Follow your dreams/love/passion/big goals
- Utilise Generites' Facebook page to connect with Generites and CCs to share best practice and help each other (n=6)
- Plan it - detailed, realistic and based on research (n=4)
- Support other Generites (n=2)
- You need flashy stuff - Kmart, Warehouse and Spotlight all good (n=1)
- Make use of all the tools the Generator gives you (n=1)
- Be open minded and share your tools and wisdom with others (n=1)
- Use the seed funding wisely (n=1)



11 respondents answered **help** for this question



Overall...

...on a scale of 1 – 4, 4 = extremely useful and 1 = no use at all, how useful was The Generator in helping you to give your small business a go?

50 Responses



3.96 Average Rating

Some of the
comments from
Generite
respondents



Take the opportunity as it is life changing. (Māori, single parent, Kawerau)

It's very good program. We are lucky we have the National Team they help us to get a new life. We can walk away from benefit. The Generator is good because they help and are honest with us. (Pasifika, single parent, East Auckland)

[Taking part in The Generator has meant we have...] More income, the ability to produce our raised planters and purchase materials to build! Helping others to succeed by recommending the Generator! (Māori, single parent, Kaikohe)

Definitely a lot (has changed) within myself. Believing myself knowing I have been given the opportunity to grow. Growth within myself and a future. My mindset overall... Planning and production. (Māori, single parent, Kaitaia)

[What has gone well is...] Connections made with other Generites! I have purchased from other Generites and lots have purchased from me after I offered my services within the group! (European, parent, Whanganui)

Thank you to the Generator team, yous have made me believe in myself again.
(Young Pasifika, South Auckland)

