

**SURF COAST SHIRE** 

### **Business Barometer Survey 2018**

**Key Findings** 





### **Business** location Within the Surf Coast, 66% of business operations take place in Torquay (46%), Torquay Anglesea (11%) and Lorne (9%) 46% 3% Bellbrae 3% Anglesea 11% Aireys Inlet 9% Fairhaven 1% Winchelsea 6% Other 12% What is the main reason you

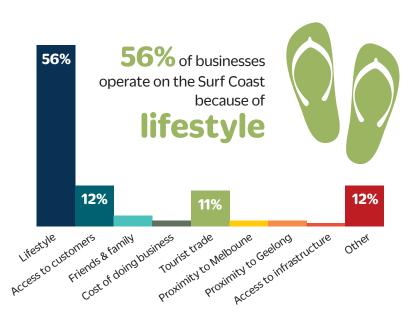
## Survey responses

**116 responses** were received across 12 industry sectors with most responses (42%) coming from the retail trade (24%) and accommodation and food services (18%) industries



Accommodation & food services industries

# 34% of businesses are home based



chose to run your business from the Surf Coast?

### **Business performance**



**80%** of businesses indicate last year's performance was better than the previous year, with 79% indicating this trend was apparent over peak summer months



**54%** expect business performance to increase in the coming 12 months



**33%** expect business performance to stay the same in the coming 12 months



**12%** expect weaker business performance in the coming 12 months

## TOP 4 most difficult positions to fill:



Hospitality staff
28%

**Q** 

Technicians & trade workers

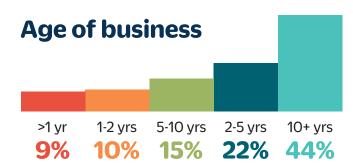
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Professionals 12%



Sales workers 11%



**44%** of businesses are more than 10 years old **19%** have been operating for less than two years

22% indicate difficulty in filling job vacancies over the summer months and 30% indicate similar difficulty over the previous 12 months

WITH 32% indicating that staff attraction/ retention has the biggest positive impact on their operations, and 69% indicating the biggest negative impact comes from energy costs

#### **FURTHER:**

Seasonality (34%), NBN (32%), government policy (24%) and global economic conditions (19%) are all identified as having a significant negative impact on business performance

## TOP 3 digital products used:



Website

24%



65% of businesses generate sales on the internet





**30%** of goods and services are purchased within the Surf Coast Shire

**53%** of goods and services are purchased from the Greater Geelong region and Melbourne



of businesses are planning to invest in building, technology and plant equipment over the coming 12 months

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## Online presence and digital activity

**41%** of businesses indicate that the time, effort and cost of implementing a new system has something to do with preventing them expanding their online presence

**28%** express a need to be trained in the use of social media tools and applications

**12%** express a need to be trained in the use of email marketing





#### **Cloud computing**

is the least understood digital product (12% of responses) with most businesses indicating that they have no problem with any digital products

### **TOP 3 barriers**

preventing businesses from expanding their online presence and digital business activity:

- **#1** Time and effort required to implement a new system (26%)
- **#2** Cost of implementing a new system (15%)
- #3 Lack of information and training or technological expertise in the business (13%)



The Surf Coast Business Barometer is a survey that aims to track local business confidence. Developed in partnership with Trader Associations, the survey will be conducted annually and insights gained will be provided to the local business community. Data was collected via an online survey distributed to approximately 1,500 businesses in the Surf Coast. The results were analysed by the Deakin University School of Business to produce key findings represented in this document. For more information contact Council's Economic Development and Tourism Unit on 03 52610 600 or business@surfcoast.vic.gov.au