



SURF COAST SHIRE

Business Barometer Survey 2018

Key Findings

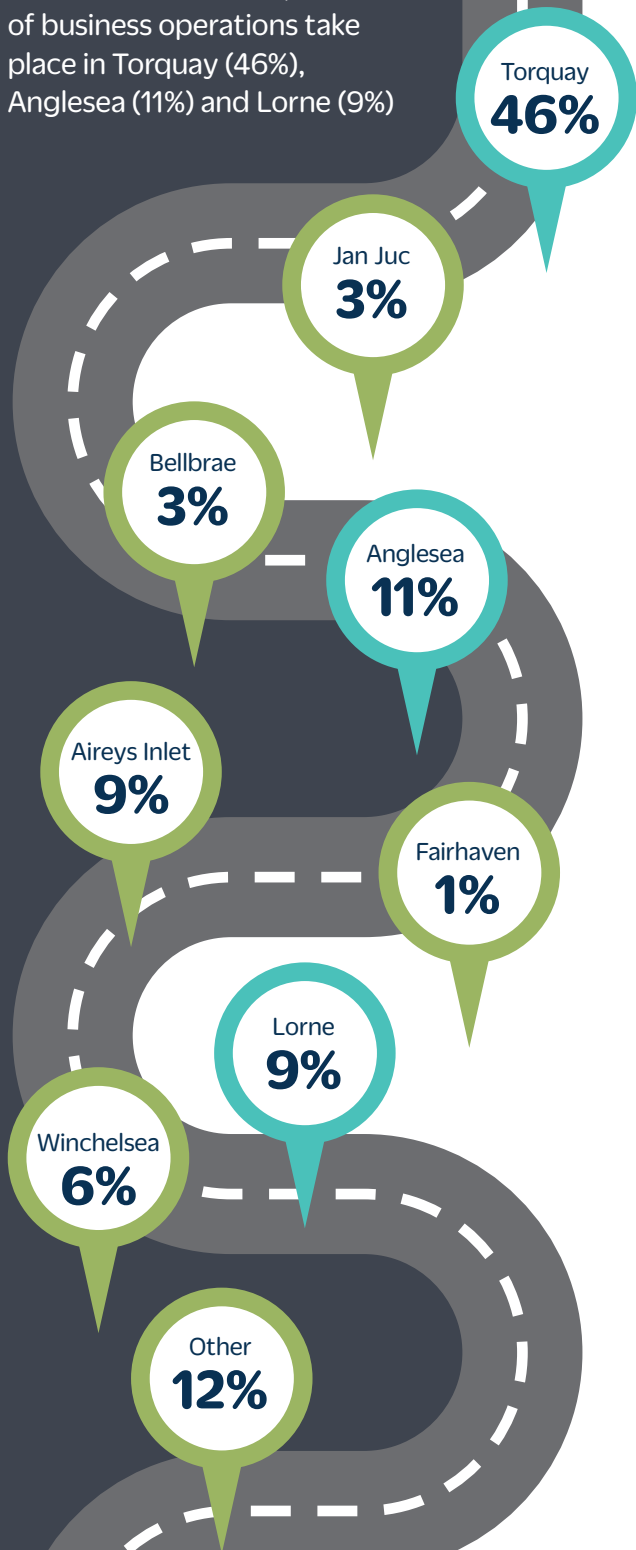


Supported by Dr Scott Salzman, Associate
Prof. Bill Dimovski and Prof. Barry Cooper



Business location

Within the Surf Coast, **66%** of business operations take place in Torquay (46%), Anglesea (11%) and Lorne (9%)



What is the main reason you chose to run your business from the Surf Coast? →

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



24%

Retail trade



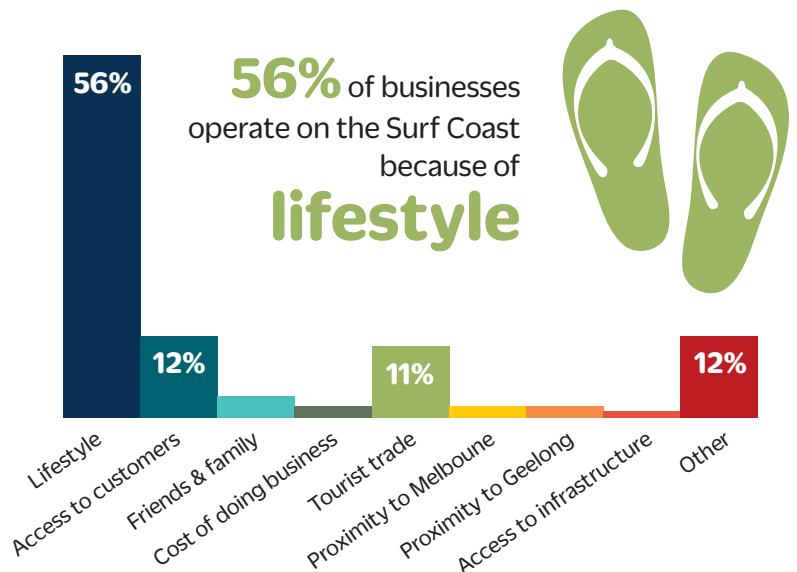
18%

Accommodation & food services industries

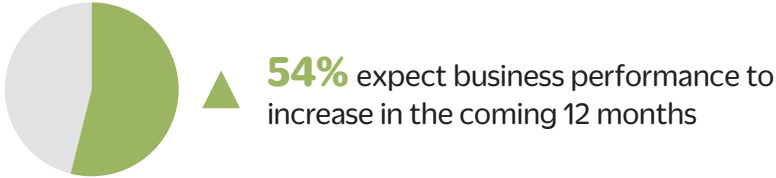
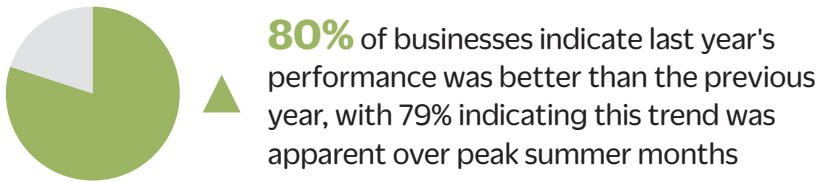


34%

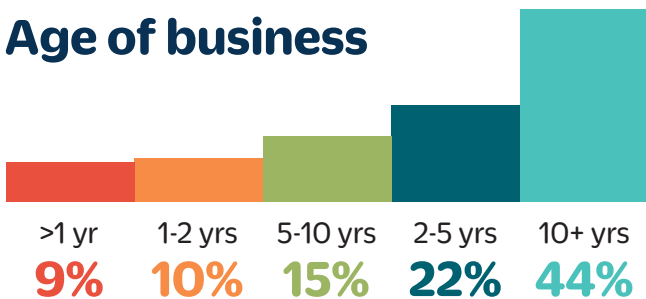
of businesses are home based



Business performance



Age of business



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

TOP 4 most difficult positions to fill:



Hospitality staff

28%



Technicians & trade workers

13%



Professionals

12%



Sales workers

11%

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:



31%

Website



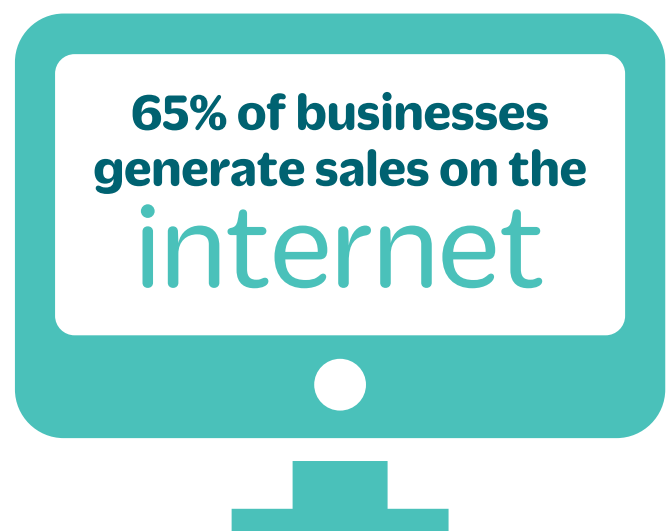
24%

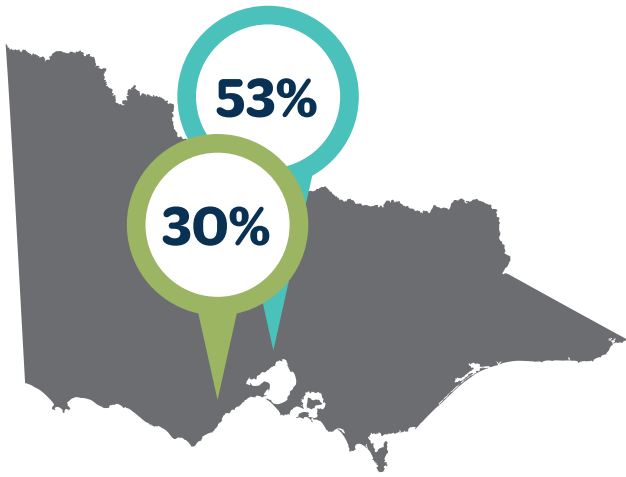
Facebook



9%

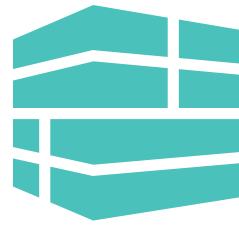
Instagram





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



55%

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



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%)

