



# 2020 Business Survey

## Highlights and Findings

### Background

- The 2020 Business Survey is the 5th survey of a biannual series which began in 2012
- It was conducted between the 21 October and 22 November 2020 via Council's 'Join the conversation' website
- The survey was sent to 35000 ABN holder emails with tracking data showing 9000 opens and 500 clicks
- Micromex was engaged again to analyse the findings of the survey
- Sample sizes are slowly declining from 723 in 2016 to 660 in 2018 to 404 in 2020. Micromex suggest that business fatigue from a year of COVID could be a reason for a lower sample.
- Some of the highlights are represented below. It is noted that some questions have been added, reworded, or deleted compared to previous years.

### Comparable Data from 2016 and 2018 and 2020

	2016	2018	2020
<b>Business Structure</b>	Sole trader 46% Privately owned company 39%  Top locations: Caringbah and Cronulla	Sole trader 42% Privately owned company 42%  Top locations: Caringbah and Miranda	Sole traders 43% Privately-owned Companies 41%  Top locations: Caringbah and Miranda
<b>Length of Operation</b>	Start-ups 16%, More than 10yrs 34%	Start-ups 11%, More than 10yrs 43%	Start-ups 7%, More than 10yrs 48%
<b>Business Supply</b>	Not asked	Services to consumers 57% Services to businesses 34% Products to consumers 27%	Services to consumers 56% Services to businesses 36% Products to consumers 21%
<b>Business Premises</b>	51% identifying as home based businesses  Commercial Premises 21%	43% identifying as home based businesses  Commercial Premises 24%	43% identifying as home-based businesses  Commercial Premises 27%
<b>Reason for locating</b>	Close to home 48% Work from home 41% Lifestyle 13% Growth area 6% Target market 9%	Close to home 62% Work from home 32% Lifestyle 20% Growth area 6% Target market 10%	Close to home 62% Work from home 35% Lifestyle 20% Growth area 10% Target market 12%
<b>Largest responding industry</b>	Professional Scientific, and technical services 15.9% Retail trade 10.2%	Professional Scientific and technical services 17% Health Care and social assistance 12%	Professional Scientific and technical services 13 % Health Care and social assistance 8% Retail trade 8%
<b>Challenges</b>			<b>COVID 40%, (restrictions, border closures, economic uncertainty, unemployment, access to stock, seeing customers face to face)</b>

<b>Challenges (continued)</b>	<p>Parking and traffic 24%</p> <p>Marketing, advertising 18%</p> <p>Competition 17%</p>	<p>Respondents with challenges 59%</p> <p>Parking and traffic 19%</p> <p>Industry challenges: Construction finding adequate skilled staff 14%</p> <p>Education Increasing costs 14% and oversaturation 14%</p> <p>Financial Services Red tape 16%</p> <p>Manufacturing adequate skilled staff 24%</p> <p>Retail increased costs 17%</p>	<p>Respondents with challenges 77%</p> <p>Parking and traffic 12%</p> <p>Industry challenges: Health care impacted by Suitable office accommodation 27%</p> <p>Professional scientific technical services impacted by travel time to city 29%</p> <p>Retail impacted by declining sales 23%</p>
<b>Challenges next 5 years</b>	Not asked	<p>Market/customer influences 33% (Competition, Attracting customers, decline in sales)</p> <p>Costs 12% (rent, insurance, fixed and staffing)</p> <p>LGA influences 17% (Parking, traffic, overcrowding, congestion, travel time.)</p>	<p><b>COVID 16%</b></p> <p>Market/customer influences 22% (Competition, Attracting customers, decline in sales)</p> <p>Costs 10% (rent, insurance, fixed and staffing)</p> <p>LGA influences 12% (Parking, traffic, overcrowding, congestion, travel time.)</p>
<b>Business Opportunities Next 5 years</b>	Not asked	<p>Growing business 28%</p> <p>Awareness and exposure 6%</p> <p>Maintaining customers 7%</p> <p>Increase in demand 10%</p> <p>Adapting to technology 7%</p> <p>Start up support 0%</p>	<p>Growing business 25%</p> <p>Awareness and exposure 1%</p> <p>Maintaining customers 3%</p> <p>Increase in demand 1%</p> <p>Adapting to technology 6%</p> <p>Start up support 2%</p> <p><b>Recovering from COVID 7%</b></p>
<b>Council Support for local business</b>	<p>Improve Parking 8%</p> <p>Advertisement, promotion, marketing 15%</p>	<p>Improve Parking 12%</p> <p>Advertisement, promotion, marketing 13% (Subsidised/Free advertising 5%, promote industries and educate community 1%)</p> <p>Funding discounts 5%,</p> <p>Business support courses/information 6%</p> <p>Host more networking events 4%</p>	<p>Improve Parking 10%</p> <p>Advertisement, promotion, marketing 15% (Subsidised/Free advertising 6%, promote industries and educate community 6%)</p> <p>Funding discounts 6%,</p> <p>Business support courses/information 6%</p> <p>Host more networking events 4%</p> <p>Preferred BusinessNow information: Highlight local businesses 10%</p> <p>Grants 8%</p> <p>Tips, advice and education 7%</p> <p>Development proposals 4%</p> <p>Local news 3%</p>
<b>Employees</b>	<p>Full time employees 33%</p> <p>Contractors 19%</p>	<p>Full time employees 44%.</p> <p>Contractors 8%.</p> <p>16% plan to employ more Contractors</p>	<p>Full time employees 27%.</p> <p>Contractors 36%</p> <p>30% plan to employ more Contractors</p>
<b>Skill Shortages</b>	24% experience skills shortages with majority being trade skills	<p>28% experience skills shortages with majority being trade skills</p> <p>Industry skills shortages: Manufacturing 60%</p>	<p>26% experience skills shortages with majority being trade skills</p> <p>Industry skills shortages: Health care 48%</p>

		Construction 51% Retail 35% Professional, scientific and technical services 32%	Financial and insurance services 41% Professional, scientific and technical services 37%
<b>Relationship with education providers</b>	Not asked	15% of businesses have a relationship  Industry relationships: Health Care 24% Construction 16%	10% (Top providers being TAFE, Local high school, UOW, UNSW US)  Industry relationships: Health Care 17% Construction 10%
<b>Currently studying / training</b>	Not asked	University degree: 25% Courses 18% Certificates 11% Diploma 4%  Industry undertaking most training: Health care 36%	University degree: 22% Courses 25% Certificates 15% Diploma 16%  Industry undertaking most training: Construction 34%
<b>Turnover</b>	Average annual turnover \$388,041	Average annual turnover \$544,995.	Average annual turnover \$780,739
<b>Sales</b>	Average online sales 13%  Sales within the shire 50% Rest of Australia 40%, Overseas 4%	Average online sales 15%  Sales within the shire 49%	Average online sales 15%  Sales within the shire 45%
<b>Membership to networks or associations</b>	Not a member 41%	Not a member 45%  Realise Business 7% Chamber of commerce 7% Shire Women 6% ShireBiz 3%	Not a member 57%  Realise Business 4% Chamber of commerce 4% Shire Women 4% ShireBiz 3%
<b>Business promotion</b>	Not asked	Website 82% Social Media 72%	Website 72% Social Media 78%