

Business Confidence Survey Report

2021

City of Holdfast Bay

27 January 2022

Intuito
MARKET RESEARCH

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1. Introduction

Intuito is delighted to present the findings for Council's biennial Business Confidence Study which is designed to measure business confidence and evaluate this against a national quarterly business study. Unfortunately, during COVID Sensis did not run a business index and the other indexes such as the NAB business index does not measure the same things as this survey did. We looked at the Business SA Business Index and the questions also did not align. This latter study looked more at the impact of lockdowns and border closures along with measuring issues such as mandating vaccinations.

This is the fourth study of its kind whereby Intuito conducted studies in 2015, 2017 and 2019 and compared the findings with the Australian Chamber of Commerce Business Confidence Survey (not published in 2021) in 2015 and the National Sensis study in 2017 and the Sensis Business Index in 2019.

Many of the questions in this survey were different to previous studies as they looked at the impact of COVID-19 on businesses.

Specific objectives for the Business Survey include:

- Ascertain current and forecast level of business confidence of 300 Holdfast Bay businesses and service providers.
- Seek opinions on how the City of Holdfast Bay can develop strategies that will support business conditions.
- Determine how businesses have been impacted by COVID-19.

Methodology

A combination of online and intercept methods was deployed in order to achieve the sample of 300 business decision makers in order that it matched Council's industry profile and geographic spread and deliver the widest representative coverage. Industry type and geographic location have been used as variables within the analysis of the data to determine variations if they exist.

Business surveys are notoriously difficult to achieve responses as many business owners claim disinterest and busyness as the primary excuses for lack of engagement. They generally struggle with understanding the benefit associated with Council's need to undertake the survey. The online sample was obtained by using email addresses supplied by the Business Development unit within Council. The email list of businesses was just shy of 300 email addresses.

It should be noted that there were very few businesses that engaged with the survey online and we believe this was caused by two issues; survey fatigue during COVID and cybersecurity whereby people are told to never click on a link from an unknown source. In future, we would recommend that the Council send out email invitations as Council is a well-known and trusted organisation.

The online invitations were despatched on 11 November and remained active until 9 December. Two reminders were sent during this period to encourage participation.

Responses were supplemented with intercept interviewing and whilst the interviewer carried a tablet for immediate completion, there were several instances that required the interviewer to return in order to meet with the business decision maker. Due to the lack of online response, we employed three interviewers who were in the field for a much longer period of time than usual from 30 November through to 14 December and visited locations in Glenelg, Somerton, Brighton and Hove. The following shows the difference in responses to the various platforms in 2019 compared to 2021:

Hosting Platform	2019	2021
Intuito online (business list)	76	33
Your Business Holdfast Bay (YourView)	92	26
Intercepts	133	241
Total	301	300

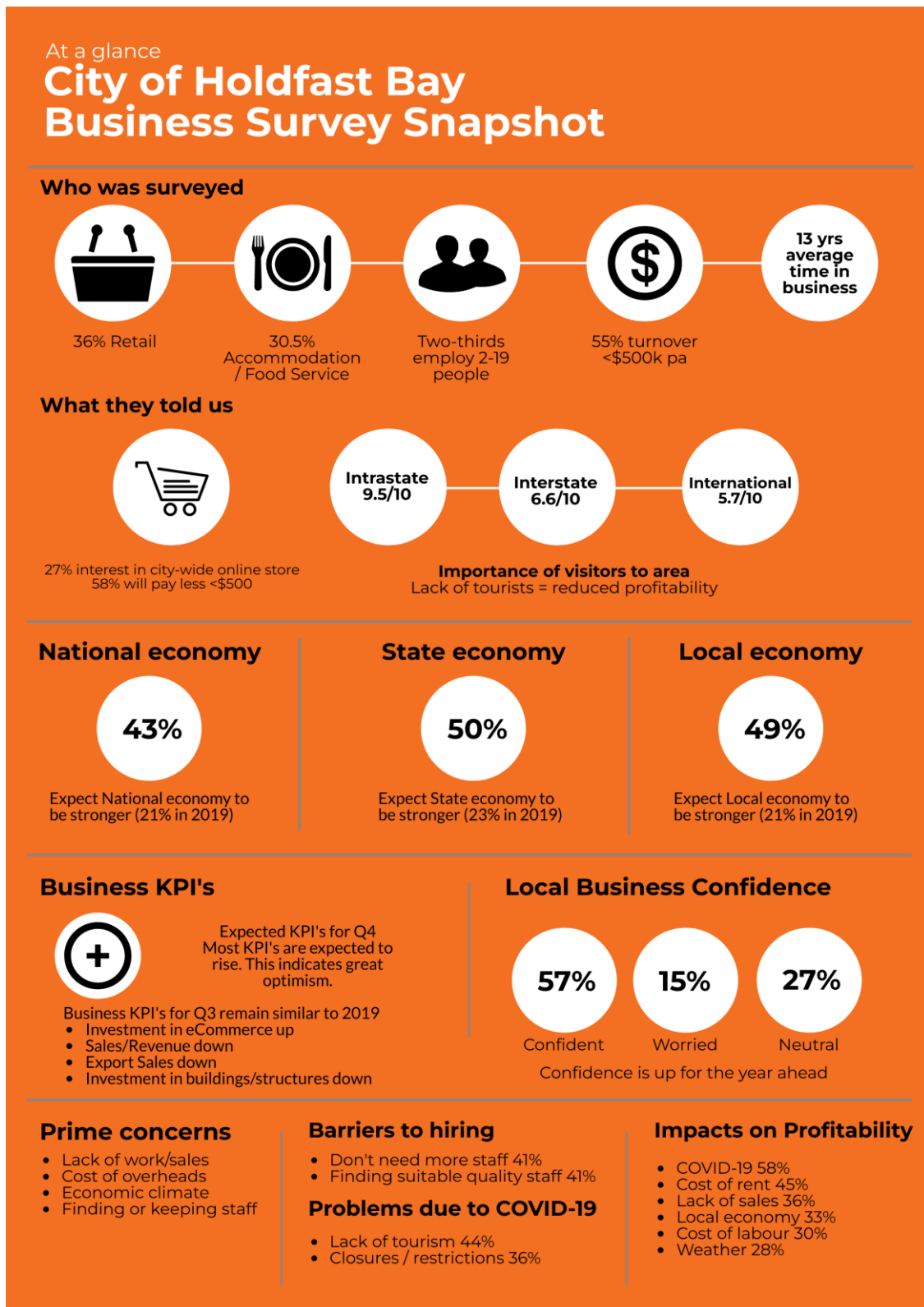
The poor response was despite an attractive \$1,000 business training package offered by the Council.

The survey consisted of 24 questions and took an average of 9.5 minutes to complete.

As a part of the analysis and the lack of ability to compare with a national study, comparisons have been made against the 2017 and 2019 findings where practicable.

The business survey questionnaire can be found at the rear of this report.

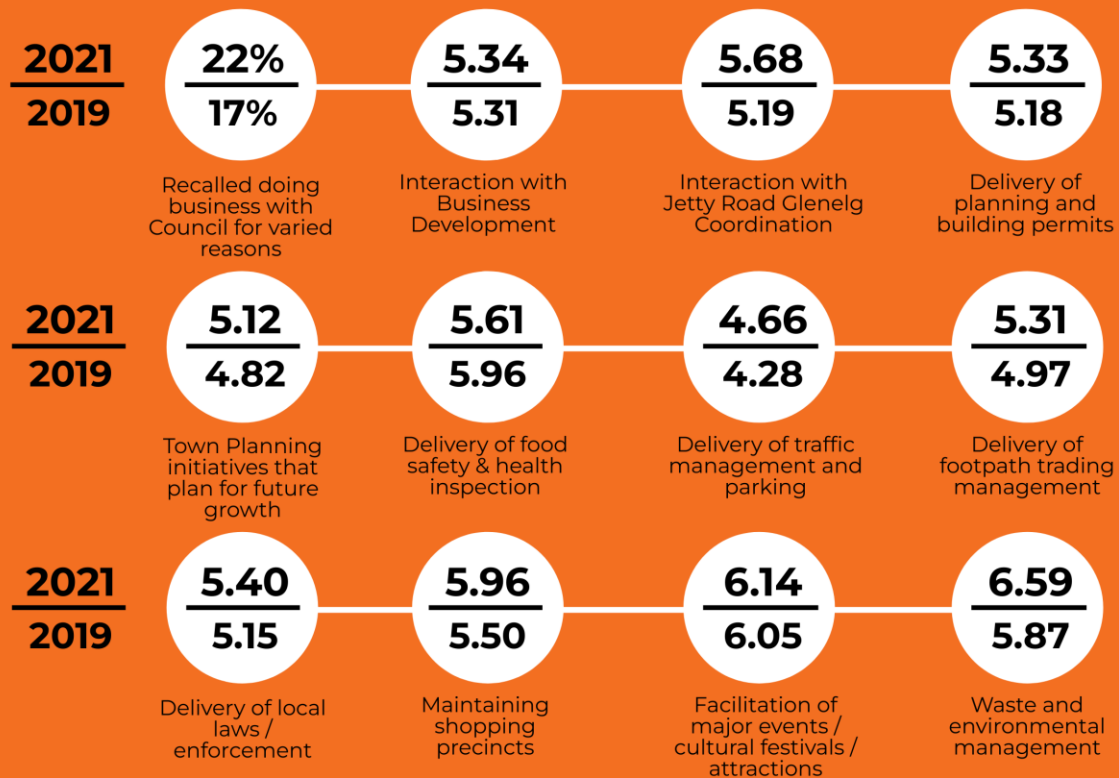
2. Findings at a glance



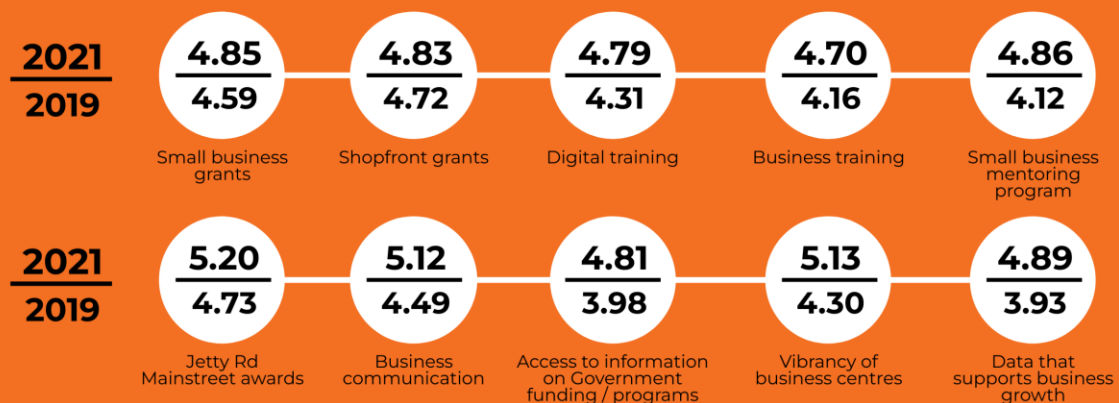
At a glance

City of Holdfast Bay Business Survey Snapshot

Experience with Council - scores out of 10 - most substantially improved



Satisfaction with Council - scores out of 10 - all substantially improved



Assistance mechanisms - scores out of 10

- Government grants 5.9
- Marketing support 5.8
- Hosting events / activities 5.5
- Networking functions 5.4
- Business mentoring/training 5.2

19% of all respondents rated government grants / marketing support as 10 out of 10

Business platforms

Holdfast Bay website 48%
Holdfast Bay social media 31%
Holdfast Bay eNewsletter 21%

3. Executive Summary

About the respondents

Seven in ten businesses that were surveyed were Glenelg businesses and three in ten were from a mix of Somerton Park, Brighton, Hove and Seacliff. 36% of businesses were in the retail trade and a further 30.5% in accommodation & food services but 14 other industry sectors were represented in smaller percentages. The average length of time in business in the area for this sample was 12.8 years with the largest percentage of newer businesses of 0-5 years followed by an even spread of 6-10 years, 11-20 years and 20+ years. The majority of businesses employ 2-19 people (67%) and a further 23% employ only one person. The vast majority of businesses (89%) were small businesses with only 11% being medium. There was one large business employing over 200 people in the sample.

35% of the sample had a turnover of less than \$500,000 per annum, with 16% \$500,000-\$1 million pa, 7% \$1 million to \$2 million, and 3% \$2 million to \$5 million and 1% \$5 million to \$10 million and one business turning over more than \$50 million. There were considerably more businesses this year that preferred not to say their annual turnover (36% versus 21% in 2019) due to the majority of interviews taking place face to face. The employment ratio has remained the same at slightly more females than males, with considerably more skilled workers than unskilled, and there are slightly more full-time workers than part time but roughly 1:1.

City-wide online store

27% of all businesses surveyed indicated interest in a city-wide online store. Those more interested were in the arts & recreation, retail trade and other services sectors. Of the businesses that were interested, 58% said they would be willing to pay less than \$500 and a further 34% did not know or were not sure. Very small numbers (4% would be willing to pay \$500-\$1000 and a further 4% \$1000-\$1500).

Importance of visitors to local businesses

2021 saw a very significant increase in the level of importance of visitors with intrastate rating 9.5 out of 10 (up from 7 in 2019), interstate 6.6 out of 10 (up from 5.2 in 2019) and international 5.7 out of 10 (up from 4.2 in 2019). The current lack of tourists to the City of Holdfast Bay was cited as one of the key issues impacting on business profitability.

Expectations for economic performance in the next 12 months

Confidence in all three economies has improved significantly since 2019 with a greater percentage of businesses expecting economies to be stronger over the next 12 months. 43% expect the national economy to be stronger (compared to 21% in 2019); 50% expect the South Australian economy to be stronger (compared to 23% in 2019), and 49% expect the local economy to be stronger (compared to 21% in 2019). There have been corresponding decreases in the number of businesses expecting the economies to be weaker or the same.

Those expecting the local economy to weaken are more likely to be Somerton Park, Hove and Seacliff businesses, those businesses that have operated for 11+ years, medium sized businesses, those businesses turning over \$2 - \$10 million, and those in accommodation & food service, administrative & support services, and financial & insurance services.

Business KPIs for Q3 compared to expectations of Q4 in 2019

Most KPIs have remained very similar to the last survey period in 2019 with a few exceptions: Total sales/revenue is down (42% of all businesses indicated it is down compared to 36% in 2019); export sales is down (39% of businesses reporting this compared to 31% in 2019); overtime worked (is more likely to be the same in 2021 as 2019 – 70% compared to 60% in 2019); investment in buildings and structures is down (24% compared to 21% in 2019); but investment in eCommerce is considerably higher (28% compared to 22% in 2019).

Local area KPIs for Q3 2021 (July-Sept)	Up	Same	Down
General business conditions	23.4% (17.2%)	39.0% (46.4%)	37.6% (36.3%)
Total sales/revenue	27.5% (26%)	30.5% (38.1%)	42.0% (35.9%)
Average wages	24.3% (24.8%)	54.1% (56.4%)	21.6% (18.8%)
Export sales	17.1% (12.9%)	44.2% (56.4%)	38.7% (30.7%)
Non-wage labour costs	32.4% (33.3%)	53.7% (55.3%)	13.9% (11.4%)
Selling prices	21.8% (19%)	66.3% (63.6%)	11.9% (17.4%)
Profitability	14.5% (13.9%)	49.8% (48.9%)	35.7% (37.2%)
Number of employees	12.2% (13.5%)	68.6% (69.9%)	19.2% (16.5%)
Overtime worked	16.1% (19.7%)	70.0% (59.6%)	13.9% (20.7%)
Investment in buildings and structures	17.9% (16.9%)	57.9% (62.0%)	24.2% (21.1%)
Investment in plant and equipment	20.6% (20.8%)	60.0% (61.4%)	19.4% (17.8%)
Investment in eCommerce	28.1% (22.1%)	56.2% (60.8%)	15.7% (17.1%)

*Bold 2021

The final quarter of 2021 is predicted to see improvements in general business conditions, total sales/revenue, average wages, export sales, selling prices, profitability, number of employees and investment in eCommerce. Businesses are not as optimistic about overtime worked, investment in buildings and structures and investment in plant and equipment.

Local area KPIs for Q4 2021 (Oct-Dec)	Up	Same	Down
General business conditions	37.2% (29.1%)	42.2% (51.3%)	20.6% (19.6%)
Total sales/revenue	42.2% (39.8%)	35.6% (36.4%)	22.2% (23.8%)
Average wages	30.4% (25.5%)	58.4% (62.4%)	11.2% (12.2%)
Export sales	17.0% (12.7%)	61.7% (70.3%)	21.3% (16.9%)
Non-wage labour costs	25.6% (33.2%)	67.8% (58%)	6.6% (8.8%)
Selling prices	20.9% (18.4%)	70.3% (70.4%)	8.8% (11.2%)
Profitability	30.3% (28.8%)	49.0% (42.8%)	20.7% (28.4%)
Number of employees	17.7% (14.2%)	74.0% (74.2%)	8.3% (11.5%)
Overtime worked	21.4% (22.3%)	68.0% (62.8%)	10.6% (14.9%)
Investment in buildings and structures	7.8% (12%)	76.4% (73.7%)	15.8% (14.4%)
Investment in plant and equipment	12.1% (16.8%)	71.3% (66.3%)	16.6% (16.8%)
Investment in eCommerce	18.8% (17.2%)	68.1% (69%)	13.1% (13.8%)

• *Bold 2021

Business confidence

57.3% (compared to 52% in 2019) of local businesses report feeling confident about their prospects for the year ahead with 15.3% feeling worried.

Confidence level	2021	2019	2017
Confident	57.3%	52.2%	53%
Neutral	27.4%	27.9%	23%
Worried	15.3%	19.9%	24%

Primary business concerns

The primary business concerns in order of frequency are lack of work or sales, cost of overheads, economic climate and there have been substantial increases in the number of businesses identifying finding or keeping staff as a problem.

Problems due to COVID-19

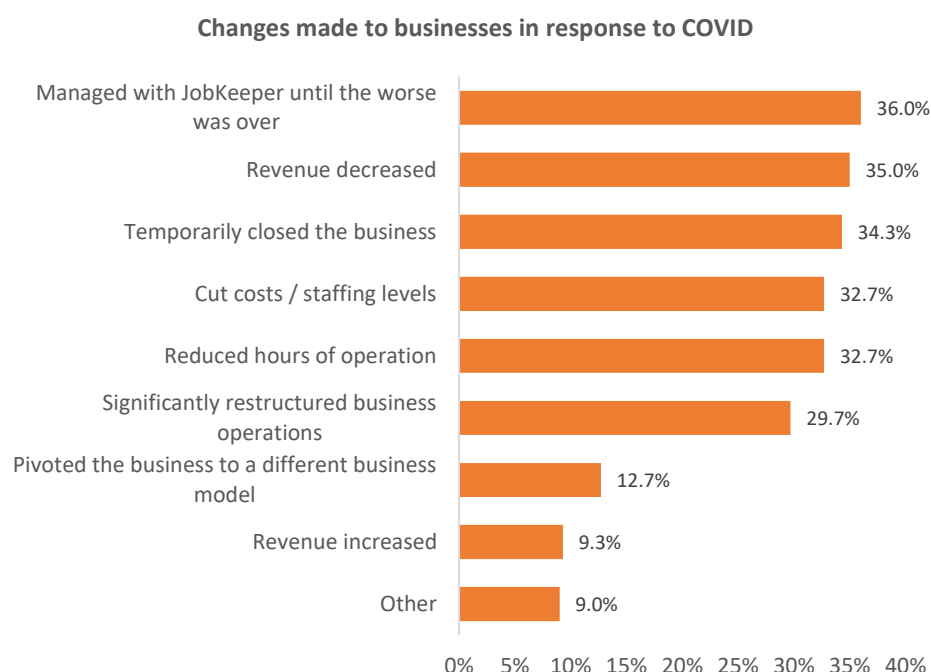
This was an open-ended question that was post-coded. 44% of all businesses say a lack of sales/customers/tourism is the key issue, followed by being forced to close/restrictions (36%). Only 8% identified supply issues and 3% workers/staff issues.

Barriers to hiring new staff

41% of all businesses claim they do not need any more staff and 41% of businesses believe finding suitable/quality staff is a barrier. Around two in ten also mentioned cost of employing, or lack of work/sales or finding those who want to work as barriers. Clearly workforce shortages are being felt in the local area.

Changes to business in response to COVID-19

There were multiple responses to COVID-19 with equal frequency:



What is affecting/impacting profitability?

Not surprising COVID-19 was cited as the most frequent issue affecting profitability (58% of all businesses), followed by cost of rent (45%), lack of sales (36%), local economy (33%), cost of labour (30%) and weather (28%).

Business with Council and ratings for experience

22% of all businesses have done business with Council in the last 12 months up from 17% in 2019. The key dealings involved:

- Maintenance/redevelopment/building (10)
- Mentoring/consulting services (8)

- Marketing/advertising (6)
- Events (4)
- Financial support (4)
- Permits (4)
- Variable of other disparate reasons (13)

This year for the second time we asked all respondents to rate the experience in doing business with Council. There were 11 types of experiences and the ratings ranged from 4.77 to 6.59 out of 10. Almost all ratings increased in 2021 and those that did were statistically significant.

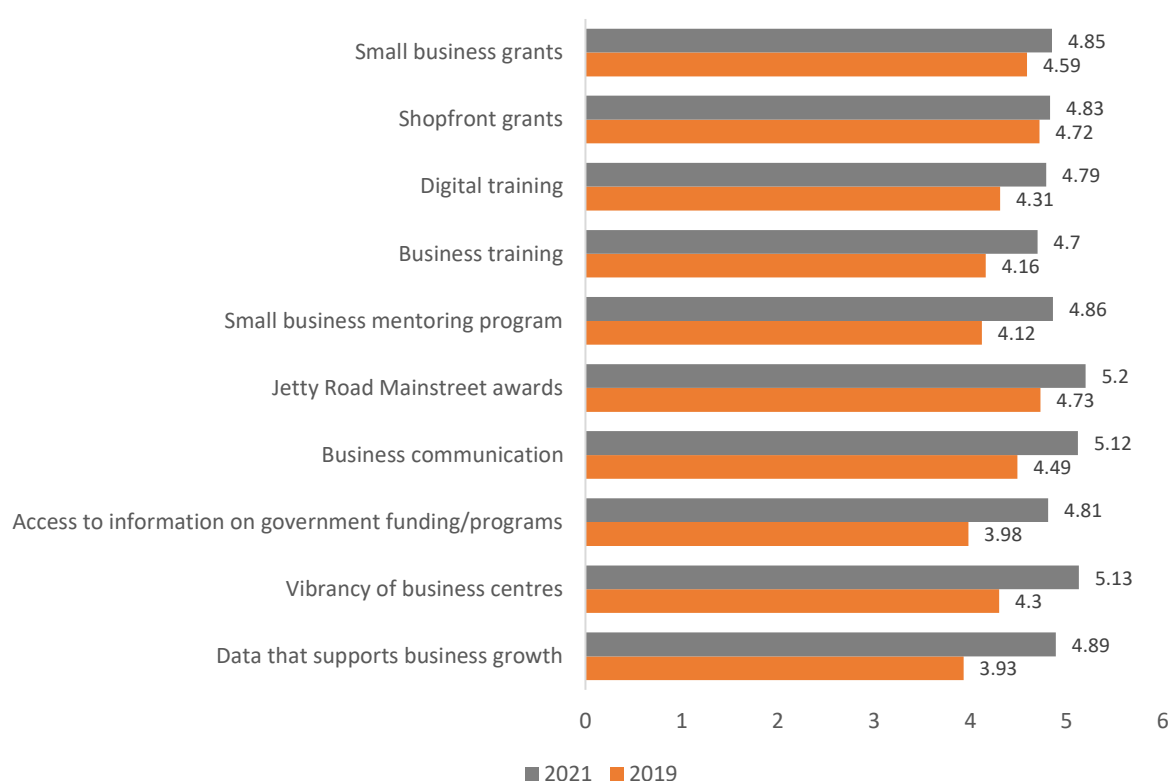
Comparison 2019 vs 2021 ratings on Council experiences



Satisfaction ratings with Council's support for business

For the second time we also asked respondents to rate their level of satisfaction with various Council business initiatives. All scores in 2021 are statistically significant and vastly improved on the ratings given in 2019. This is particularly rewarding and is no doubt a reflection of the focus on delivery and communication of the support Council provides.

Comparison 2019 vs 2021 satisfaction ratings for Council's support for business



Usefulness of assistance mechanisms for business

For the first time this survey period we asked businesses to rate out of 10 how useful certain assistance mechanisms are to them:

- Government grants and/or subsidies 5.9
- Marketing support 5.8
- Hosting small events/activities 5.5
- Networking functions in the Council area 5.4
- Access to business mentoring/training 5.2

19% of responses to government grants and/or subsidies and marketing support rated these mechanisms excellent – 10 out of 10.

Platforms business use to interact with Council and source information

70% of all businesses claim to interact with one or more of the platforms with the Holdfast Bay website being the most popular (48%), followed by Holdfast Bay social media (31%), Holdfast Bay e-newsletters (21%) and customer service and libraries (16%).

Other comments

168 respondent comments were recorded grouped under the following themes:

- Parking/traffic management (35 comments)
- Communication/presence (30 comments)
- Promotion/advertising/marketing/social media (19 comments)
- Events (19 comments)
- Maintenance/cleaning (18 comments)

-
- Planning/permits (13 comments)
 - Local business/supporting services (11 comments)
 - Financial support/incentives (8 comments)
 - Rates (2 comments)
 - Other (13 comments verbatim)
 - All good
 - All positive
 - Chapel St has been closed off, this has affected our business and others negatively.
 - Everything is beautiful here.
 - Get rid of bureaucracy
 - Merissa No discrimination
 - More communication on overcoming challenges with homeless.
 - More free car park, more events to advertise the business, reduce rent fee as well as council rate during Covid impact
 - More police presence
 - Networking sessions with other business would be great
 - One way trafficking on Jetty Road
 - Parking and signage allowing people to know where we are
 - You guys are fantastic. Look forward to getting along to some of your training events in the future.

Conclusions

This survey period is very different to previous surveys and there are substantial differences in the questions asked in 2021.

Whilst the sample remains similar to previous years businesses no longer will connect via online surveys like they used to. This does change the dynamic of the project and in some instances, businesses are more sensitive to revealing certain aspects of their business in a face-to-face environment. Face-to-face also restricts the ability to go wider into the business community in the City of Holdfast Bay like online dissemination.

A city-wide online store would appear to be a good Council initiative but only if it can be delivered for less than \$500 per business.

The visitor economy is seen as the panacea of the local economy particularly from within the State of South Australia.

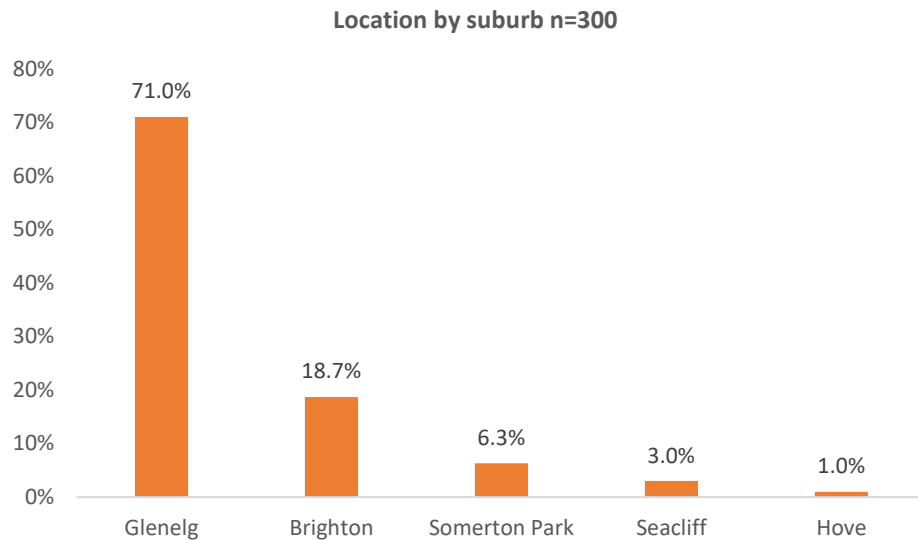
There is considerable optimism in the business community with all levels of economy (national, state and local) over the next 12 months and there is optimism for the local area to improve in Q4 as it usually does over summer near the coast. Businesses appear to be wary of investing in these uncertain times but there is an expectation that general business conditions will improve.

The 2021 business concerns are different to those of 2017 and 2019. The primary concerns are now around workforce shortages, cost of overheads and economic climate. Clearly COVID-19 has affected most businesses turnover due to lockdowns and restrictions (particularly for the two main sectors of retail and accommodation & food services). COVID-19 certainly had an impact on profitability and overall business welfare for the vast majority.

More businesses had dealings with Council in 2021 compared to 2019 and the experiences and levels of satisfaction were substantially better in 2021 compared to 2019. This must be extremely rewarding for the Business Development unit. Well done. Satisfaction ratings in particular showed impressive and statistically meteoric rises.

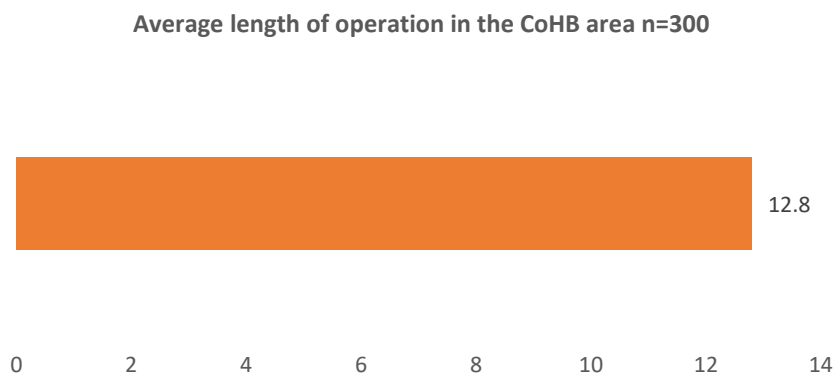
4. Key Findings

Q1. In which suburb is your business located?



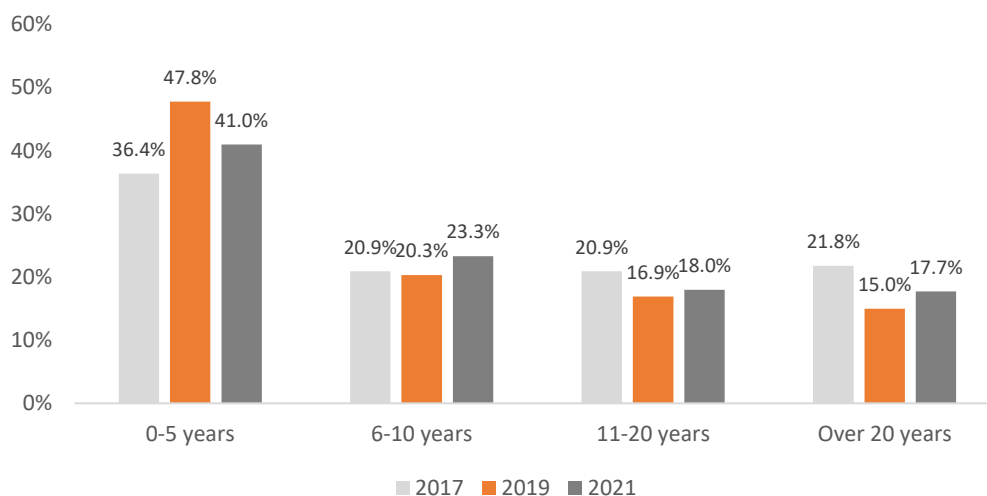
The above percentages show just over seven in ten businesses surveyed operating out of Glenelg (Glenelg East, Glenelg South and Glenelg North), with nearly two in ten operating out of Brighton and much smaller percentages for Somerton Park, Seacliff and Hove. Due to the substantial increase in the need for face to face, our interviewers spent more time in the high business areas rather than those areas where business is sparse.

Q2. How long has your business operated in the City of Holdfast Bay Council area?



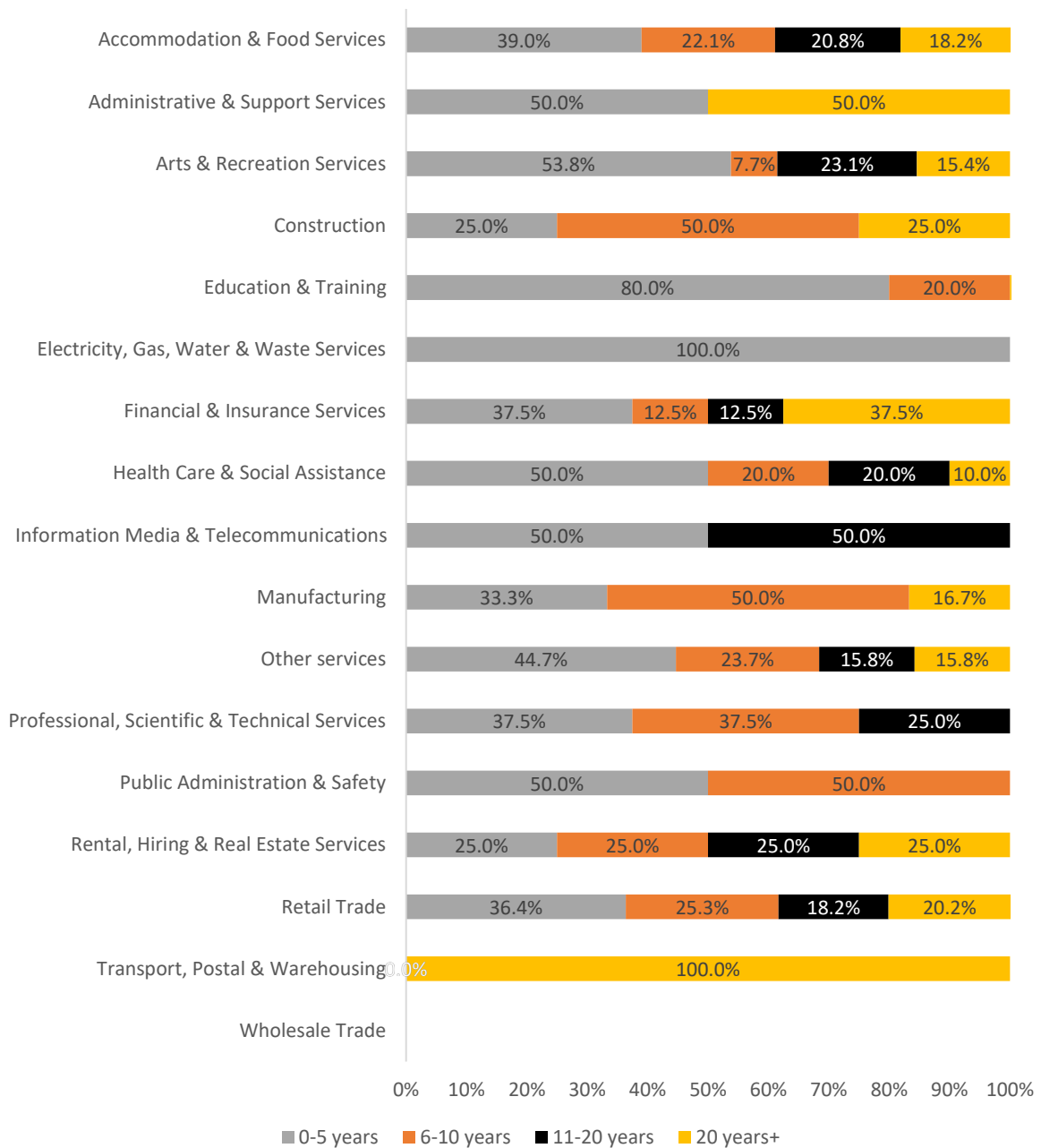
The mean length of time across all businesses surveyed was 12.8 years with a median of 7 years and a mode (the most commonly nominated number) of 1. This compares to a mean of 11.8 in 2019 and 14.7 years in 2017. The results are very similar to 2019.

Percentage of businesses by number of years operating
2017, 2019 and 2021

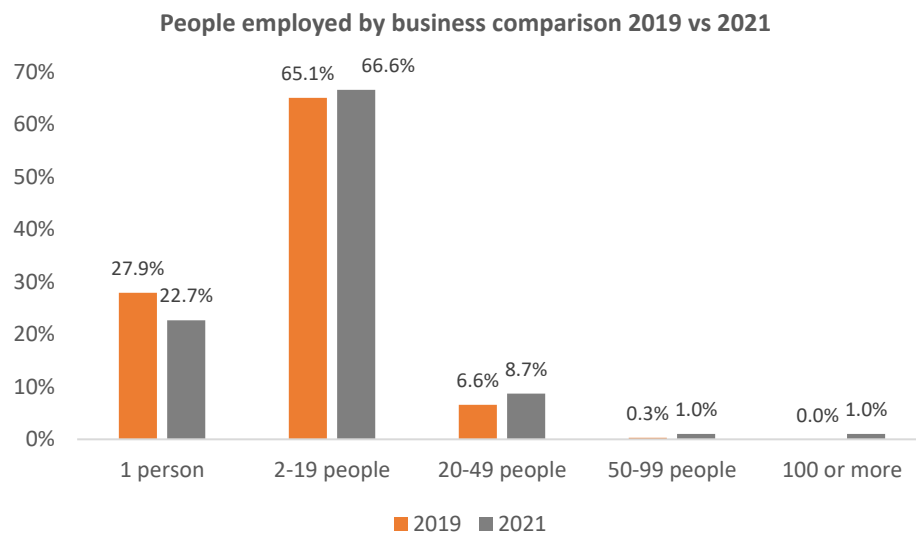


The breakdown by number of years of operation are roughly the same as previous surveys. We surveyed considerably higher levels of Seacliff businesses that had only been operating for less than 5 years. Somerton Park, Brighton and Hove businesses were more likely to have been operating 6 – 10 years. Somerton Park, Brighton and Seacliff were also more likely to have been in business for over 20 years.

Length of operation by industry sector n=300



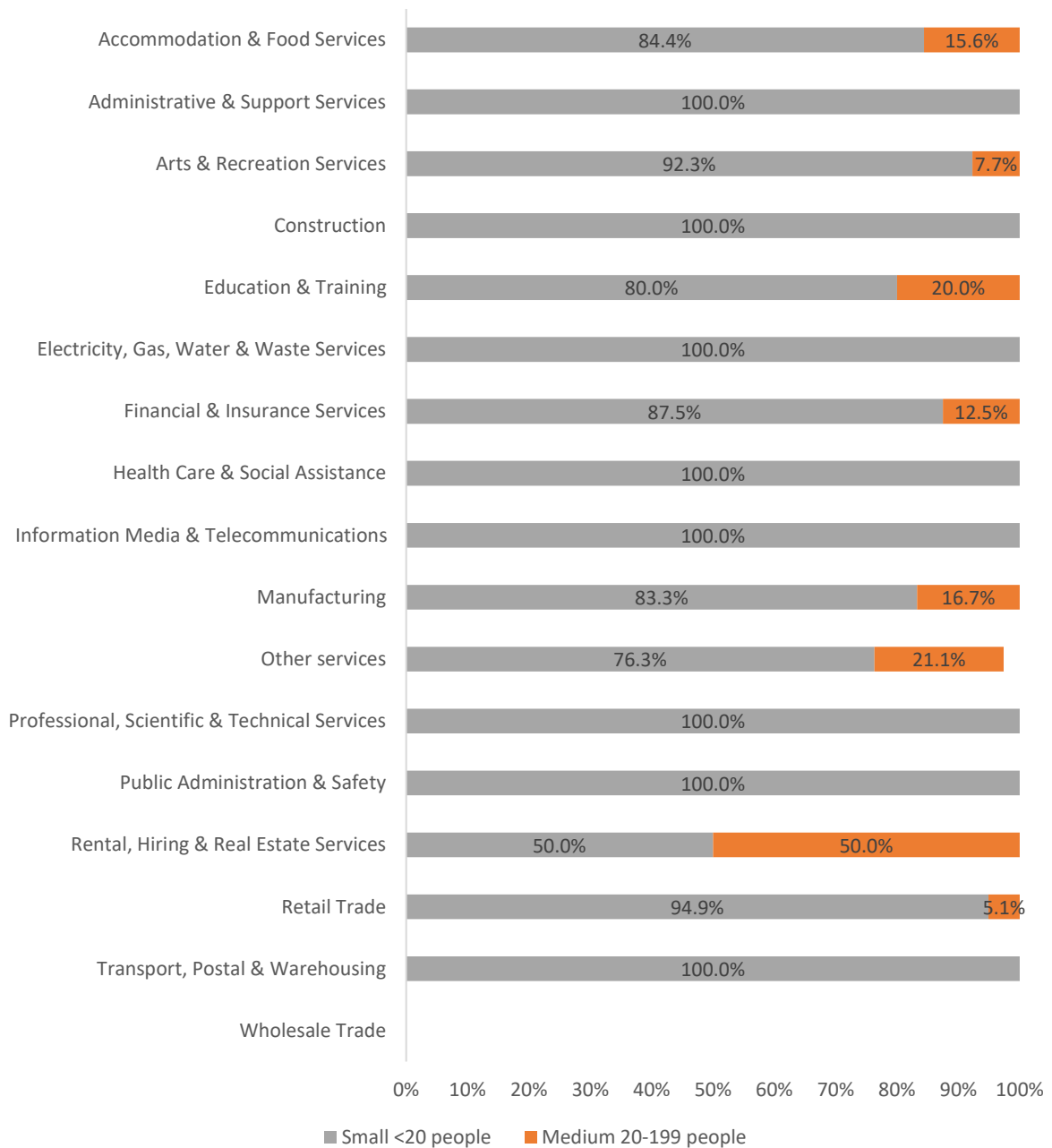
Q3. How many people (including management and owners) did your business employ in the current quarter (September 2021)?



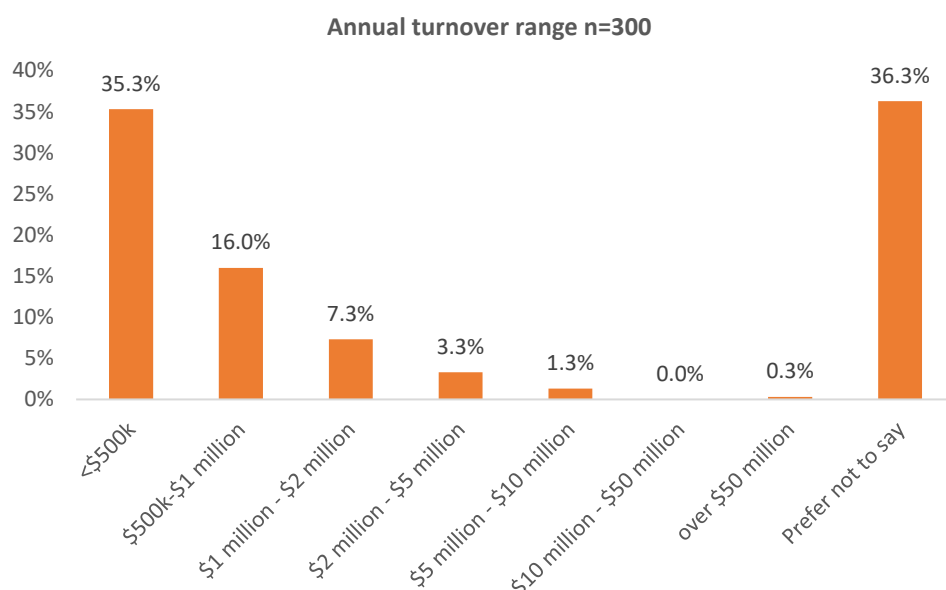
The vast majority of businesses employ less than 20 people.

This year (as in 2019) all businesses are classified as SME's with 89% of the businesses being small (less than 20 employees) and 10.7% medium sized (20-199 employees). There was only one business that employed 200+ people.

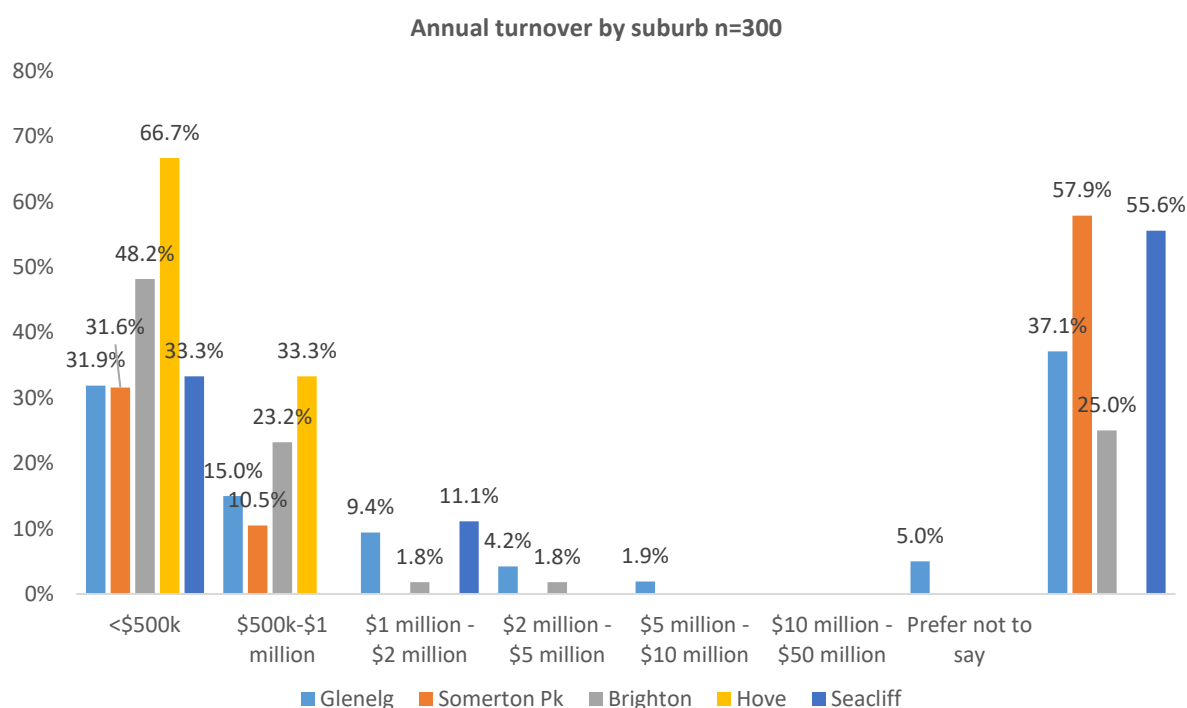
Size of business by industry sector n=300



Q4. What is your annual turnover range?



The annual turnover figures are similar to previous surveys but this year we encountered considerably more businesses that preferred not to reveal their turnover (36%, compared to 21% in 2019 and 13% in 2017). This would have been impacted by the percentage of face-to-face interviews where businesses were reluctant to reveal their income in front of an interviewer.



Substantially more businesses were not prepared to declare their turnover to our face-to-face interviewer which is disappointing but the trends are similar to previous years. The bulk of businesses in the City of Holdfast Bay turnover less than \$1 million per annum.

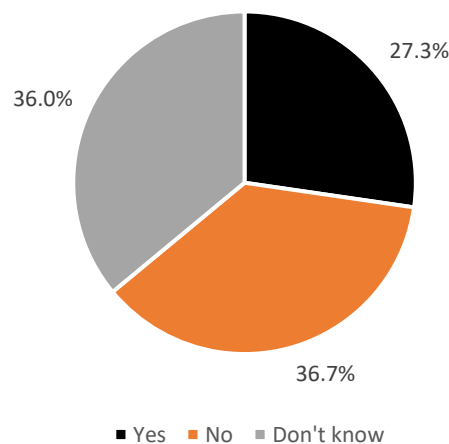
Q5. What ratio of each of the following do you employ on a full-time basis to the nearest 10 percent?



The above ratios are very similar to 2017 and 2019. Male and female ratios are the same but this year like last survey we did ask people to nominate if they were non binary (15 people out of 300 compared to 16 people out of 301 in 2019) but we have not included this in the above ratios as a ratio can only be between two points. There are slightly more full-time workers this year than in 2019.

Q6. Would you be interested in a city-wide online store?

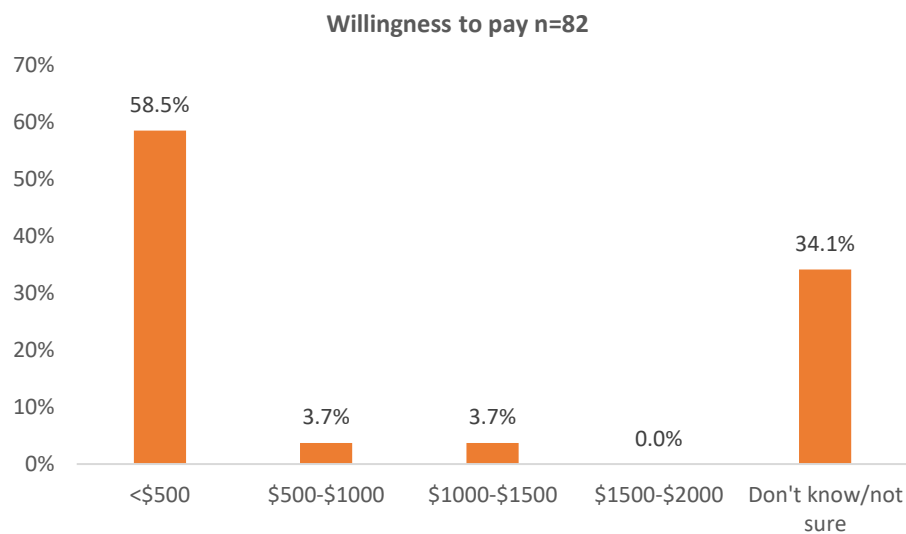
Interest in city-wide online store n=300



Just over a quarter of all businesses said they would be interested in a city-wide online store. Those businesses more interested are medium sized business, those turning over less than \$500K pa and \$1 million-\$2 million pa, and those in arts & recreation, retail trade and other services.

Those businesses more likely to not be interested are those who have operated their business for 6-10 years and over 20 years, turning over \$500k-\$2 million pa and those in construction, education & training, financial & insurance services, health care & social assistance, information media & telecommunications and professional, scientific & technical services.

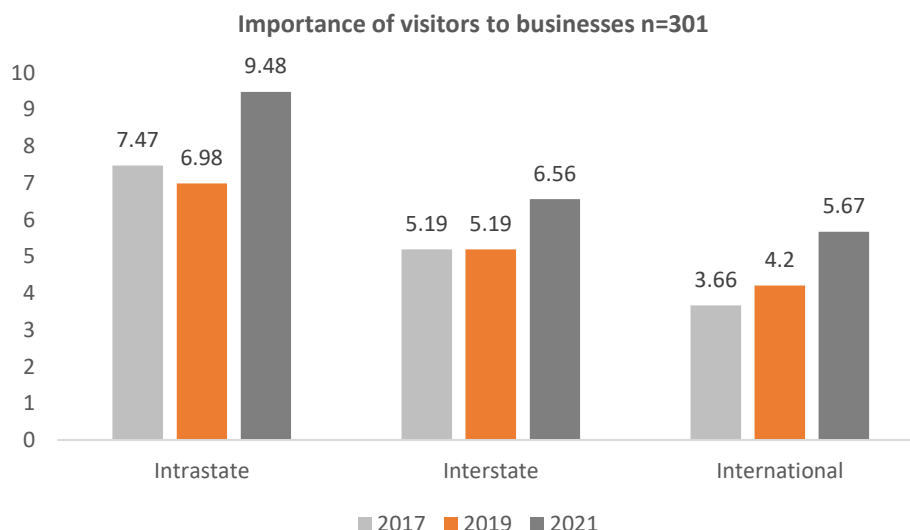
Q7. You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?



Nearly six in ten of those interested in a city-wide online store (82 people) would be willing to pay less than \$500 and very small percentages more than this. A third however did not know or were not sure.

Those more likely to be willing to pay <\$500 are those businesses that have operated for 6-10 years and over 20 years, those with an annual turnover of less than \$500k and \$1-\$2million and those in the accommodation & food services, health care & social assistance and retail trade.

Q8. On a scale of 0 to 10, where 0 is totally unimportant and 10 is totally important, how important are intrastate, interstate and international visitors to your business?



2021 saw a very significant increase in importance of visitors to businesses in the City of Holdfast Bay. All visitor types are deemed to be more important this survey period than the previous two.

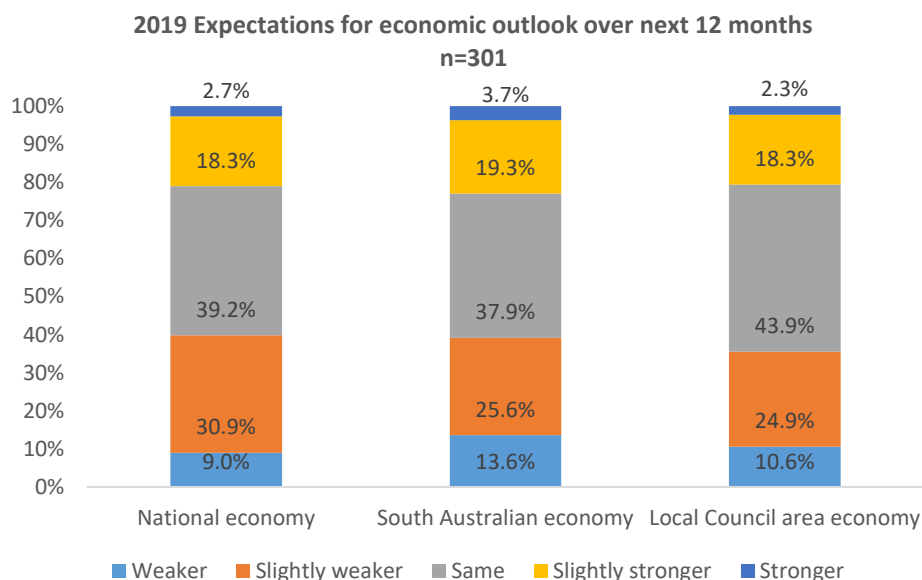
Those businesses more likely to rate intrastate important over the average are businesses in Somerton Park, Brighton and Seacliff, medium and large employers, those turning over \$500k-\$1 million and \$5million-\$10 million, and those in electricity, gas water and waste services, financial & insurance services, health care & social assistance, manufacturing and retail trade.

Those businesses more likely to rate interstate important over the average are businesses in Glenelg, those that have operated for 11+ years, medium and large businesses, those turning over in excess of \$1million pa, and those in accommodation & food services, arts & recreation services, rental, hiring & real estate services, retail trade and other services.

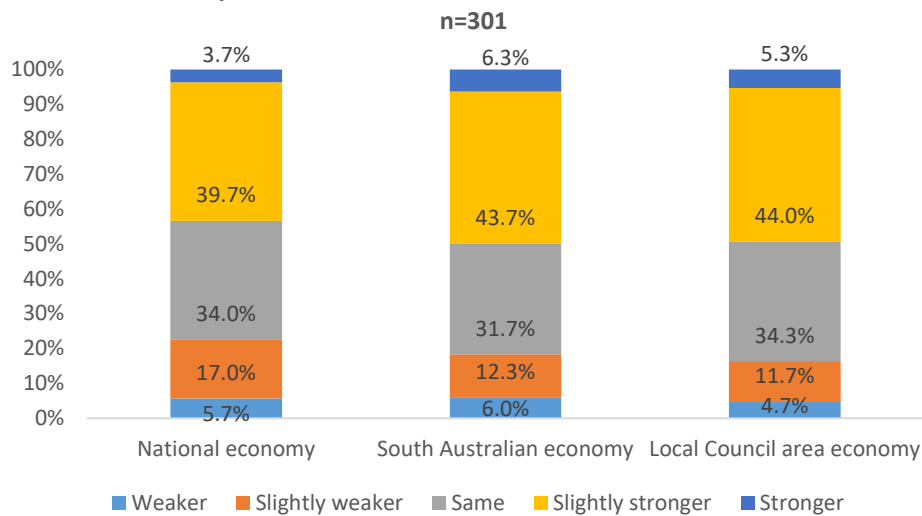
Those businesses more likely to rate international important over the average are businesses in Glenelg and Hove, those operating for 11-20 years, medium and large businesses, those turning over \$1 million-\$10 million, in accommodation & food services, information media & telecommunications, rental, hiring & real estate services, retail trade and other services.

Q9. How do you expect the following economies to perform over the next 12 months?

To show the comparison, the following is the 2019 expectations and on the next page are the 2021 expectations – we chose to include both charts to show the substantial differences between 2019 and 2021.



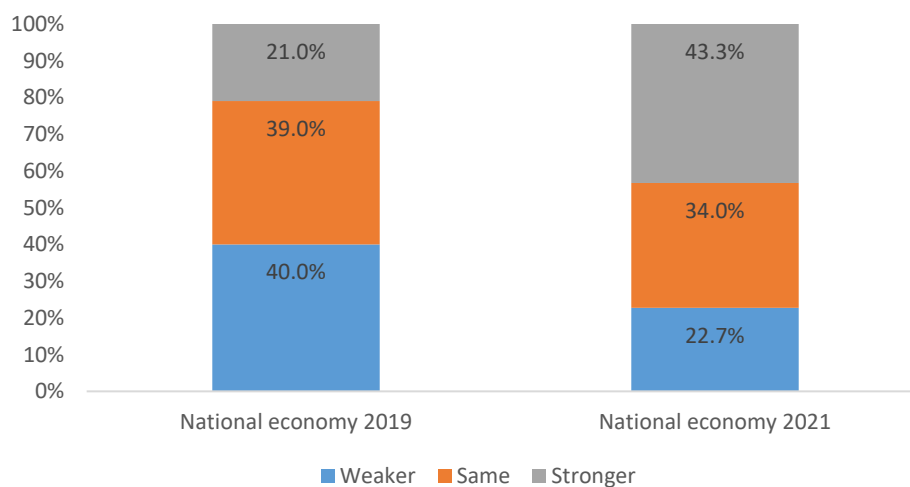
2021 Expectations for economic outlook over next 12 months



Confidence in the economies has improved significantly since 2019 with a greater percentage of businesses expecting economies to be slightly stronger and stronger although roughly the same percentage expect it to be stable. This is no doubt this is the result of COVID where business expect an upturn once the pandemic settles. We sense a “can’t get any worse” sentiment with these results.

National economy

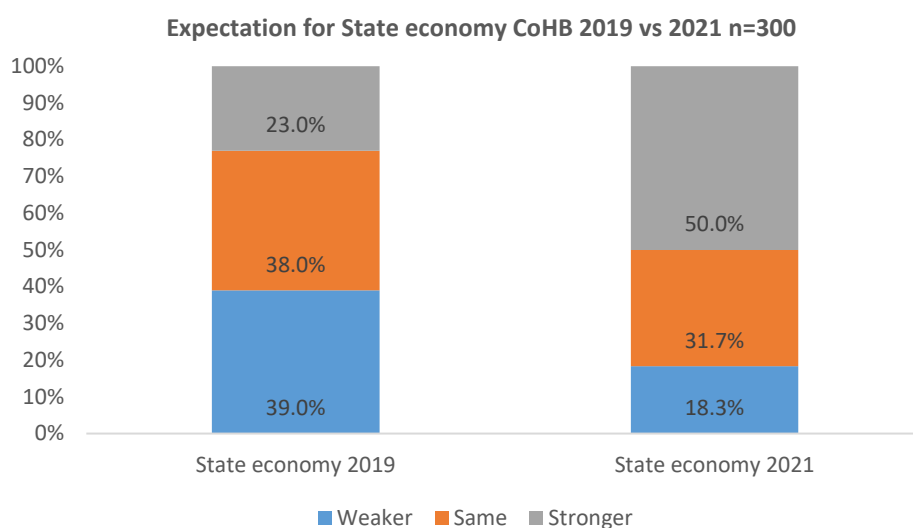
Expectation for National economy CoHB 2019 vs 2021 Survey n=300



There has been a major shift in optimism for the national economy between 2019 and 2021 brought about by the downturn in business in 2020 due to COVID and businesses feeling like the pandemic may be coming to an end in 2022 or just believing the economy has to go up. 43% of all CoHB businesses believe it will be stronger in the next 12 months with 34% saying they think it will remain the same and 23% saying it may weaken. Unfortunately, there is no comparison for the national sentiment due to COVID.

Those businesses that believe it will strengthen are those operating in Somerton Park, been operating for 5 years or less, turning over less than \$2 million per annum, in arts & recreation services, construction, manufacturing, and retail trade.

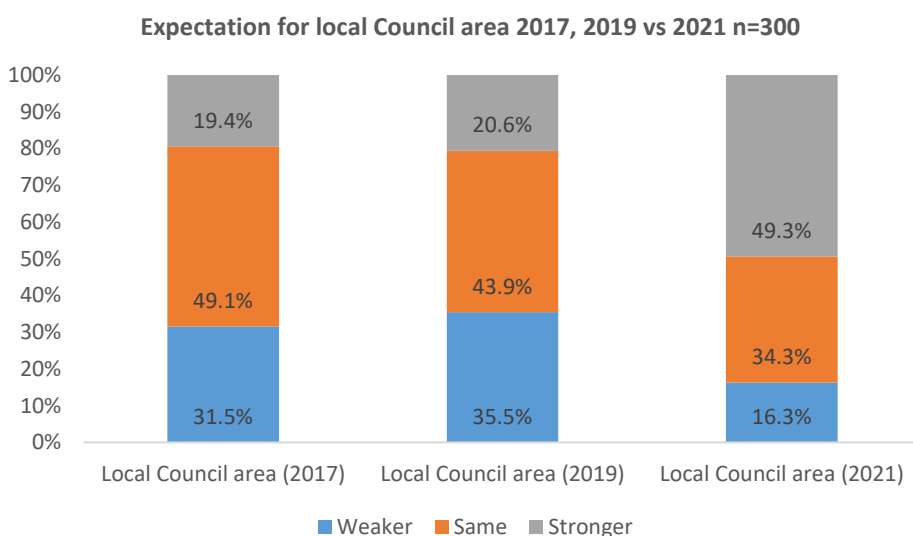
South Australian economy



The local Council businesses are substantially more optimistic about the State economy in 2021 compared to 2019 with 50% expecting it to be stronger in the next 12 months and 32% saying it will remain the same and only 18% believing it will weaken.

Those businesses expecting the economy to strengthen above the average are those that have been operating for less than 5 years, those turning over less than \$500k, and those in health care & social assistance, manufacturing and other services.

Local Council area economy



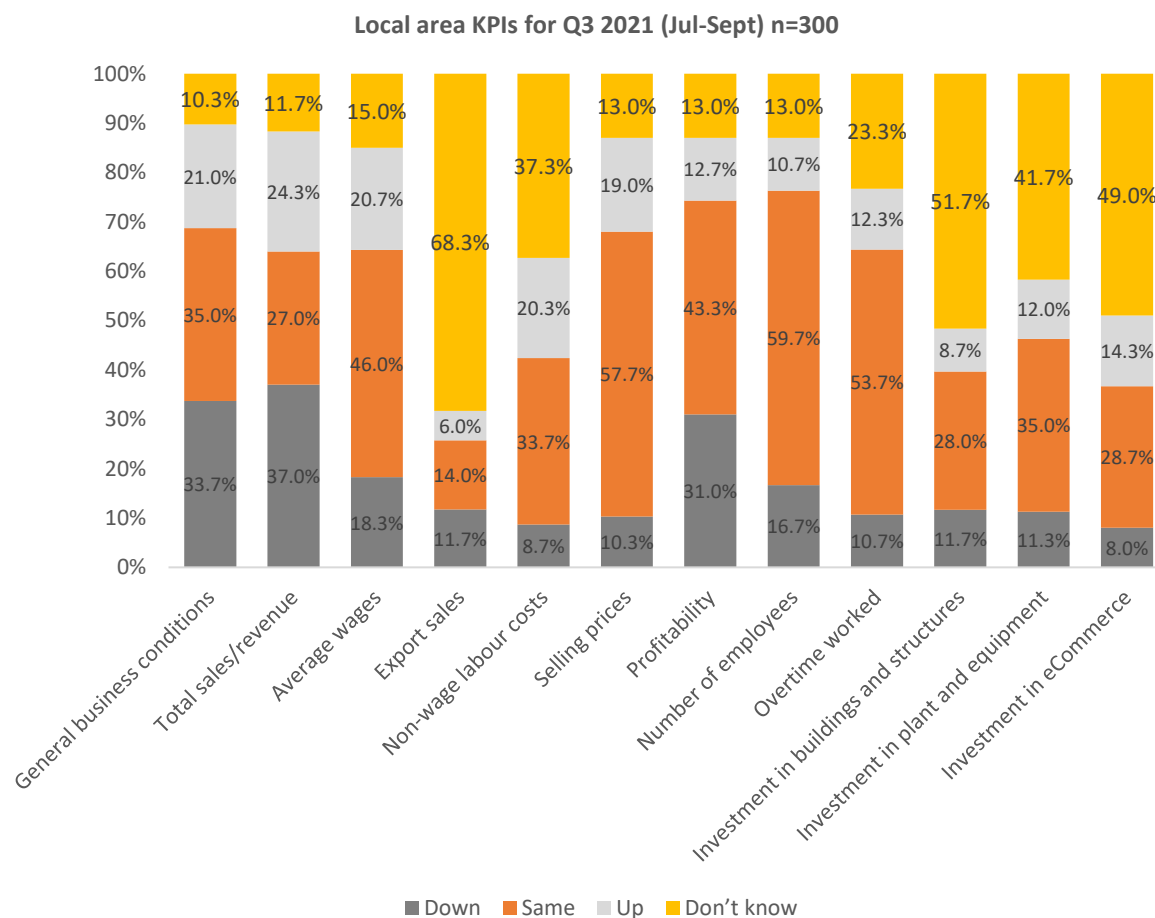
There is no comparison against other surveys for the local Council area so we have compared the results this year to 2017 and 2019. Business is considerably more optimistic about the next 12 months locally.

Those expecting the local economy to weaken are more likely to be Somerton Park, Hove and Seacliff businesses, those businesses who have operated for 11+ years, medium sized businesses, those businesses turning over \$2 - \$10 million, those in accommodation & food services, administrative & support services, and financial & insurance services.

Those expecting the local economy to stay the same are those businesses in Brighton and Seacliff, medium sized businesses, those turning over \$500k-\$1 million, and those in arts & recreation services, construction, education & training, and professional, scientific & technical services.

Those expecting the local economy to be stronger are more likely to be businesses that have operated up to 5 years, those turning over less than \$500k and \$1 million-\$2 million, in education & training, health care & social assistance, manufacturing and other services.

Q10. How would you describe the following business KPIs in the Q3 September quarter of 2021? Were they up, down or about the same as the previous quarter?

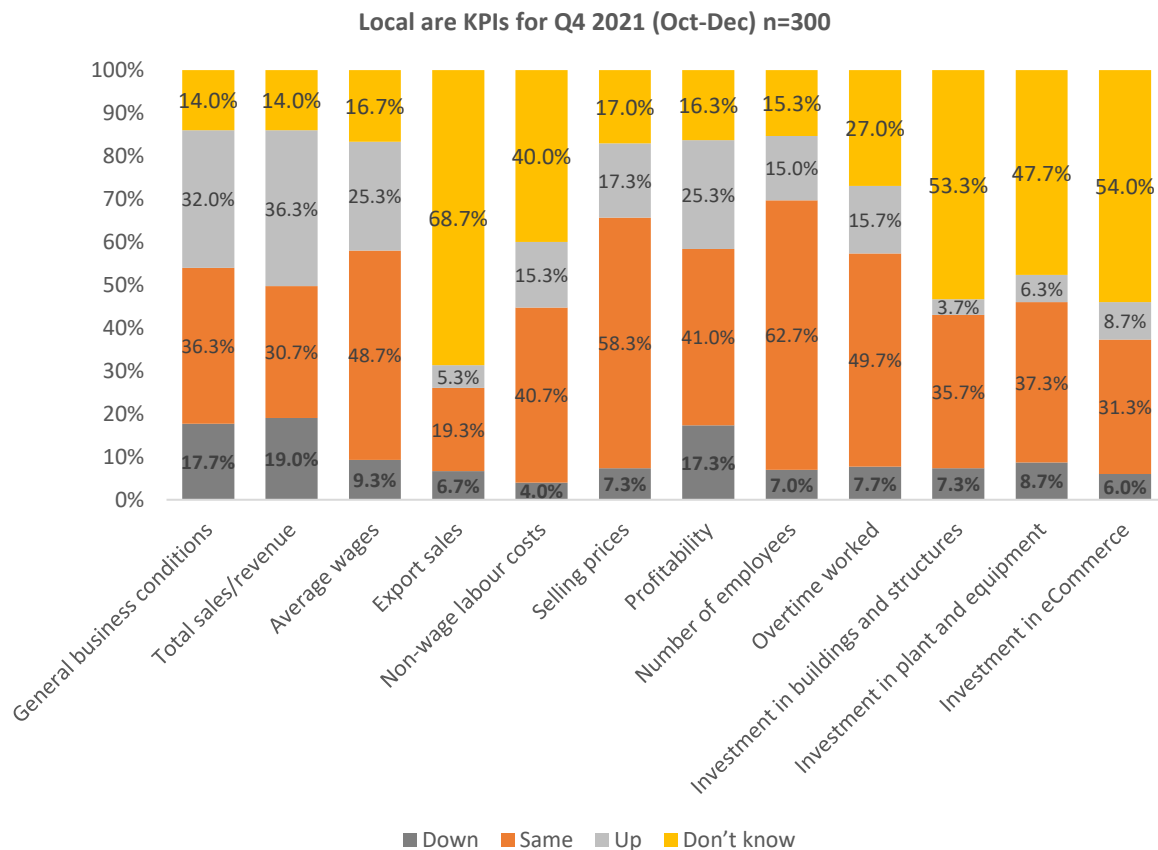


Most KPIs have remained very similar to the last survey period in 2019 with a few exceptions: Total sales/revenue is down (42% of all businesses indicated it is down compared to 36% in 2019); export sales is down (39% of businesses reporting this compared to 31% in 2019); overtime worked (is more likely to be the same in 2021 as 2019 – 70% compared to 60% in 2019); investment in buildings and structures is down (24% compared to 21% in 2019); but investment in eCommerce is considerably higher (28% compared to 22% in 2019).

Q3 (July-September 2021)	Up	Same	Down
General business conditions	23.4% (17.2%)	39.0% (46.4%)	37.6% (36.3%)
Total sales/revenue	27.5% (26%)	30.5% (38.1%)	42.0% (35.9%)
Average wages	24.3% (24.8%)	54.1% (56.4%)	21.6% (18.8%)
Export sales	17.1% (12.9%)	44.2% (56.4%)	38.7% (30.7%)
Non-wage labour costs	32.4% (33.3%)	53.7% (55.3%)	13.9% (11.4%)
Selling prices	21.8% (19%)	66.3% (63.6%)	11.9% (17.4%)
Profitability	14.5% (13.9%)	49.8% (48.9%)	35.7% (37.2%)
Number of employees	12.2% (13.5%)	68.6% (69.9%)	19.2% (16.5%)
Overtime worked	16.1% (19.7%)	70.0% (59.6%)	13.9% (20.7%)
Investment in buildings and structures	17.9% (16.9%)	57.9% (62.0%)	24.2% (21.1%)
Investment in plant and equipment	20.6% (20.8%)	60.0% (61.4%)	19.4% (17.8%)
Investment in eCommerce	28.1% (22.1%)	56.2% (60.8%)	15.7% (17.1%)

*Bold 2021

Q11. How do you expect the same business KPIs to perform in Q4 of 2021? Will they be up, down or about the same as the previous quarter?



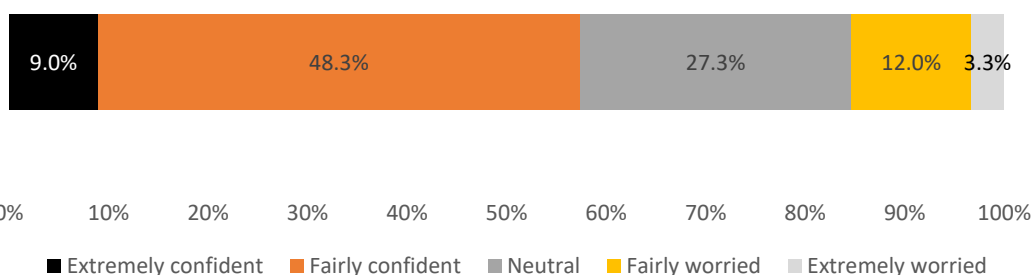
The final quarter of 2021 is predicted to see improvements in general business conditions, total sales/revenue, average wages, export sales, selling prices, profitability, number of employees and investment in eCommerce. Businesses are not as optimistic about overtime worked, investment in buildings and structures and investment in plant and equipment.

Q4 (October-December, 2021)	Up	Same	Down
General business conditions	37.2% (29.1%)	42.2% (51.3%)	20.6% (19.6%)
Total sales/revenue	42.2% (39.8%)	35.6% (36.4%)	22.2% (23.8%)
Average wages	30.4% (25.5%)	58.4% (62.4%)	11.2% (12.2%)
Export sales	17.0% (12.7%)	61.7% (70.3%)	21.3% (16.9%)
Non-wage labour costs	25.6% (33.2%)	67.8% (58%)	6.6% (8.8%)
Selling prices	20.9% (18.4%)	70.3% (70.4%)	8.8% (11.2%)
Profitability	30.3% (28.8%)	49.0% (42.8%)	20.7% (28.4%)
Number of employees	17.7% (14.2%)	74.0% (74.2%)	8.3% (11.5%)
Overtime worked	21.4% (22.3%)	68.0% (62.8%)	10.6% (14.9%)
Investment in buildings and structures	7.8% (12%)	76.4% (73.7%)	15.8% (14.4%)
Investment in plant and equipment	12.1% (16.8%)	71.3% (66.3%)	16.6% (16.8%)
Investment in eCommerce	18.8% (17.2%)	68.1% (69%)	13.1% (13.8%)

• *Bold 2021

Q12. Thinking about the next 12 months, how confident do you feel about your business prospects?

2021 Business prospects confidence n=300



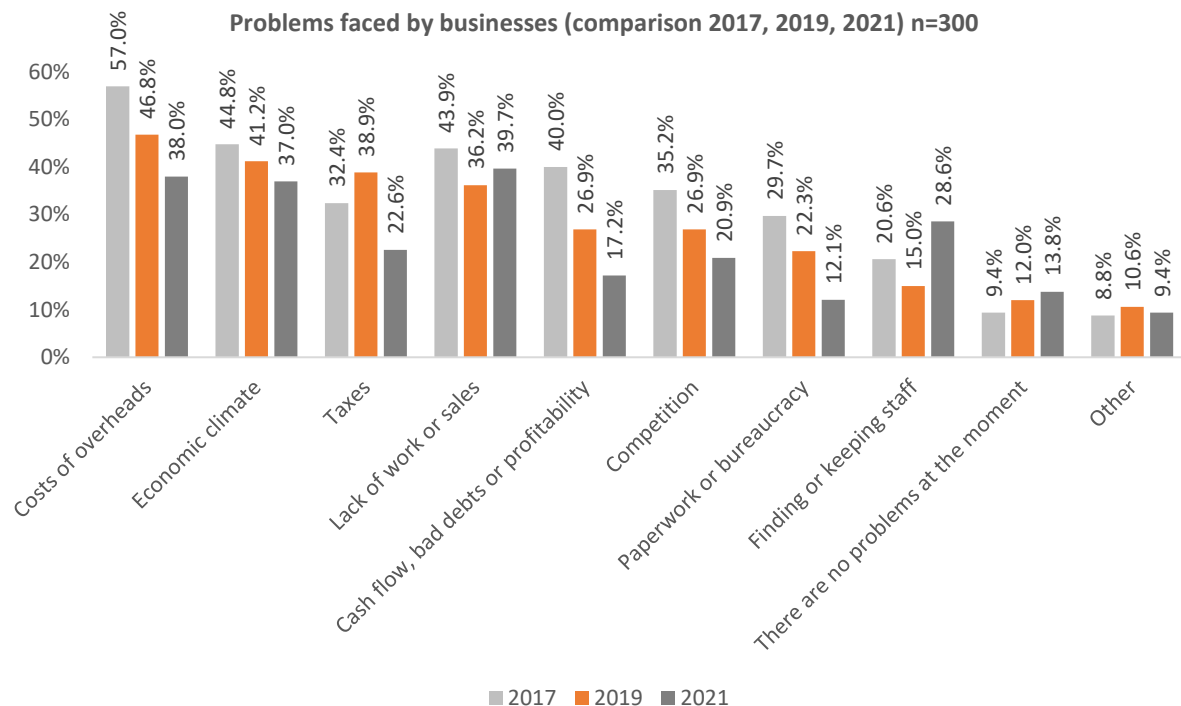
57.3% of the businesses surveyed indicate some level of confidence with just over a quarter being neutral and only 15.3% feeling worried. This is an improvement on 2017 and 2019 where more people were worried.

Confidence level	2021	2019	2017
Confident	57.3%	52.2%	53%
Neutral	27.4%	27.9%	23%
Worried	15.3%	19.9%	24%

Those more likely to be confident are Somerton Park and Hove businesses, medium sized businesses, those turning over \$500K-\$5 million, and those in the sectors of arts & recreation services, manufacturing, professional, scientific & technical services, rental, hiring & real estate services and other services.

Those more likely to be worried are Hove and Seacliff businesses, those who have operated for 20+ years, those turning over \$2 million-\$5 million and those in accommodation & food services, arts & recreation services and construction.

Q13. As far as business is concerned, what problems, if any, are you facing at the moment?



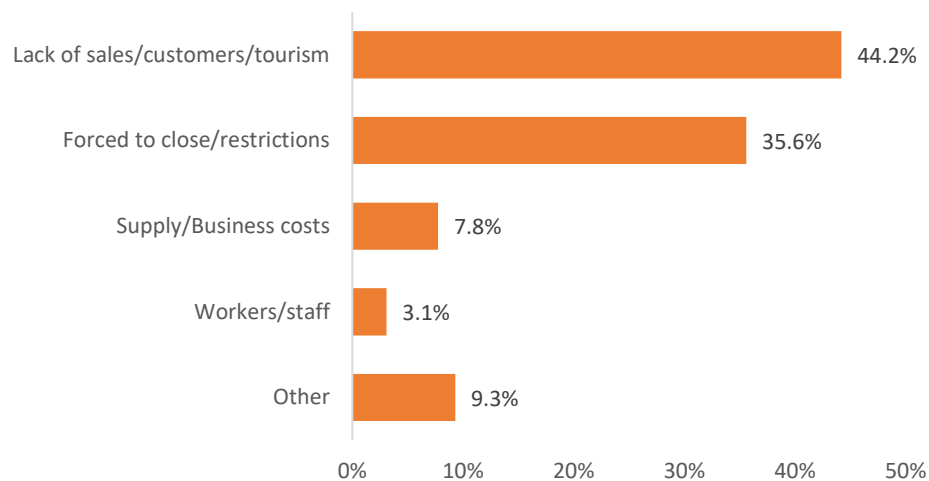
Interestingly all business issues except for two have declined this year compared to 2017 and 2019. Issues that are greater this survey period are lack of work or sales and finding or keeping staff.

The small number of others (28 comments) comprised:

- COVID (3 comments)
- COVID lockdown (2 comments)
- Lack of car parking on Brighton Road (2 comments)
- Stock (2 comments)
- COVID compliance
- Cost of export and materials availability
- Demand for my services is high, capacity is stretched, saying not to work
- Material shortage
- Price rises and lack of materials
- Receiving our goods on time and in full capacity
- My local Council
- Lack of foot traffic
- No workers
- Rent
- Too much work
- Cost of export and materials availability
- Don't know

Q14. You said you were facing problems to do with the impacts of COVID-19, what are these problems specifically?

Problems faced due to impact of COVID-19 n=258



The biggest issue for businesses in CoHB is lack of sales/customers/visitors to the area with 44% claiming this to be a problem. This was followed by 36% who said the lockdowns/business closures/general restrictions on trading. There were a number (24 in total) of other responses that comprised:

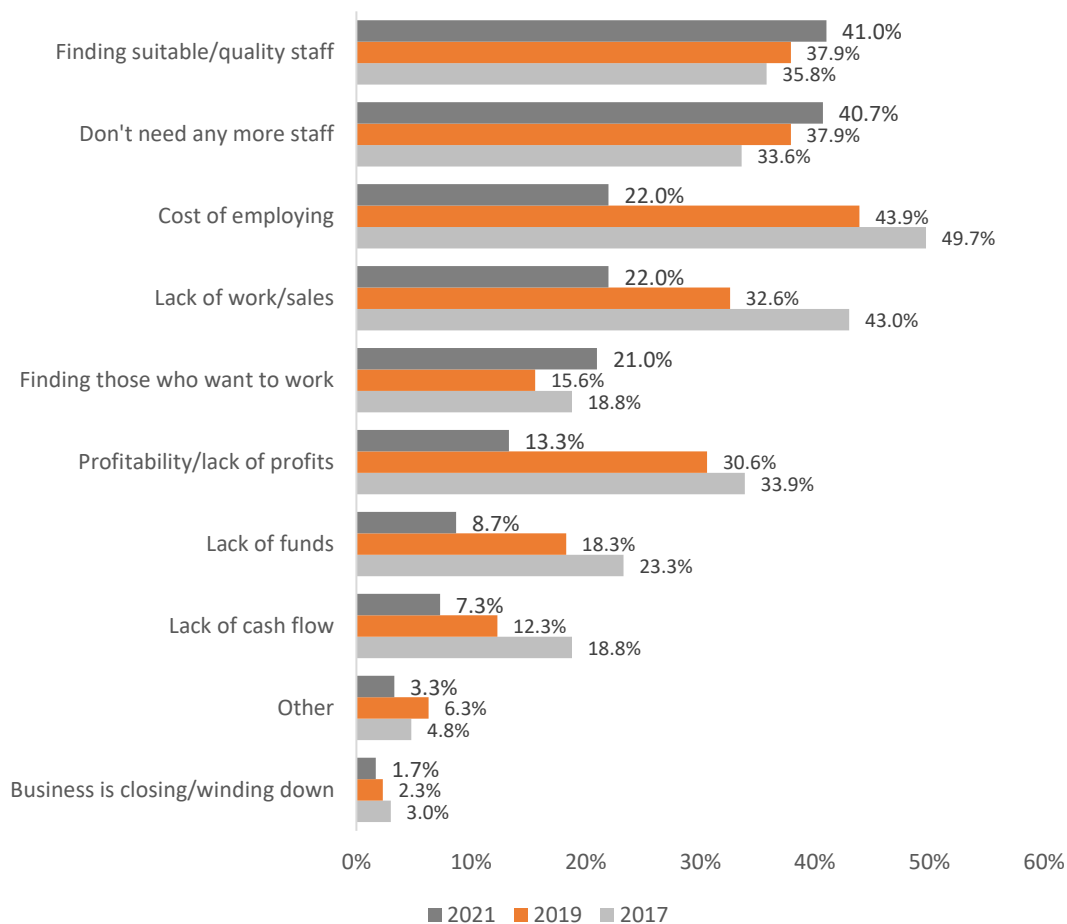
- Business clients closing down
- Client confidence is down so sales are down. Many contracts have been cancelled or postponed. During the pandemic a new surge of competition emerged as well.
- Council construction in Hindmarsh Street over 7 months as well.
- Fall off in commercial projects, project shutdowns due to client fears, things picking up now
- Generally
- Had to change how we delivered service.
- Had to move shop locations during COVID.
- Hard to explain, lockdown showed loss of revenue among other impacts
- Huge decrease
- Lack of business opportunity
- Last year more than this year
- More online shopping
- Particularly worried about having to close for periods of time and losing staff as Covid spreads into SA. We feel it is inevitable and this will hurt during our busiest time of year.
- Productivity and profitability
- Profit decreased
- Risk of not being able to operate
- Slow
- Standard
- Stress, anxiety
- Uncertainty
- up to 80% of my business has been affected
- Affected
- Worry about lock downs. The pressure government is putting on business to managing it. Make business put pressure of staff to get immunised. Penalising businesses they employ a

non immunised staff member. Worried about the flow on effects. Being shut for a 2-week deep clean could cost the business significantly for this time of year.

- Worsening market conditions

Q15. What are the barriers to taking on new employees? (Multiple response)

Comparison of barriers to employing new employees 2017 vs 2019 n=301



The employment landscape is considerably different in 2021 compared to 2017 and 2019. The major barriers are now finding suitable/quality staff (41%) and don't need any more staff (41%) presumably due to lockdowns, uncertainty and lack of work/sales.

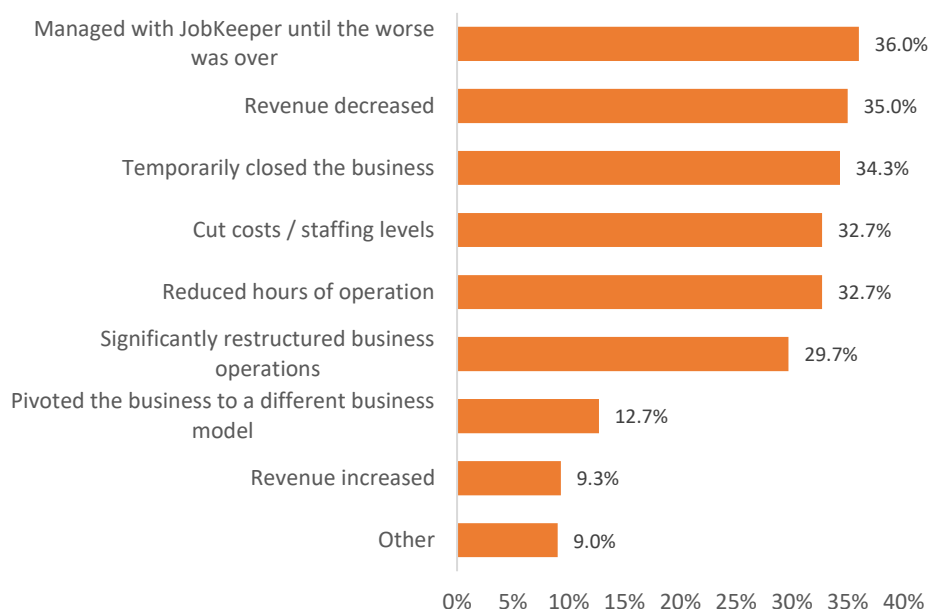
Those more likely to say the barrier is finding suitable/quality staff are Glenelg, Somerton Park and Hove businesses, those that have operated for 6-10 years, medium sized businesses, turning over \$500k-\$1 million and \$2-\$10 million, and those in accommodation & food services, construction, financial & insurance services, health care & social assistance, manufacturing, rental, hiring & real estate services and other services.

Those businesses more likely to say they don't need any more staff are businesses operating in Brighton and Hove, those who have operated for over 20 years, smaller turnover businesses of less than \$500k, and those in health care & social assistance, professional, scientific & technical services, and the retail trade.

Lack of work/sales was nominated more by businesses in Brighton, those turning over less than \$500k and \$5-\$10 million, and those in arts & recreation services, education & training and retail trade.

Q16. What changes have you made or seen in your business in response to the impacts of COVID-19? (Multiple response)

Changes made to businesses in response to COVID



It would appear that businesses made a number of different changes to their business in response to COVID-19. Around a third said they coped with JobKeeper, experienced decreased revenue, had to temporarily close the business, cut costs/staff levels, reduced hours of operation, and significantly restructured their business operations.

Other responses included:

- Discrimination from government is allowed and people started to discriminate against new business
- No changes
- No real impact
- Not much difference
- Still busy
- Two different businesses so hard to know as we launched during covid. List revenue in Sydney Airbnb.

Those more likely to have mentioned managed with JobKeeper were Seacliff businesses, those that have operated for 20+ years, medium sized businesses, those turning over \$1-\$5 million, and those in the arts & recreation services, public administration & safety, rental, hiring & real estate services and other services.

Those more likely to have decreased in revenue are Brighton and Hove businesses, medium sized businesses, those turning over less than \$500k and \$2-\$5 million, and those in accommodation & food services, and other services.

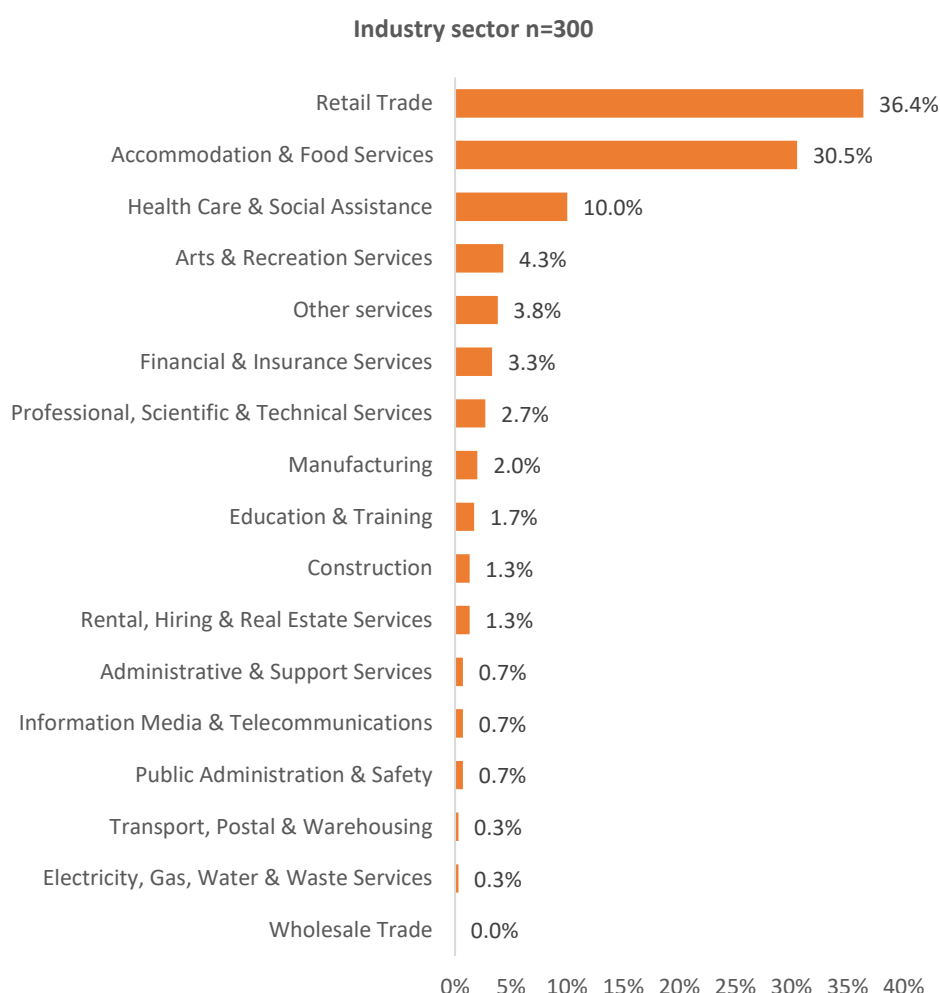
Those more likely to have been impacted by closures are Brighton and Seacliff businesses, those businesses operating for more than 11 years, medium sized businesses, those turning over less than \$500k, \$1-\$2 million and \$5-\$10 million, those in arts & recreation services, health care & social assistance, retail trade and other services.

Businesses more likely to have taken the steps of cost cutting and staff reduction are Glenelg businesses, those in business for 6-10 years and 20+ years, businesses turning over \$500k-\$5 million and those in arts & recreation services, construction, education & training, and other services.

Those businesses more likely to have reduced hours of their operations are Somerton Park businesses, those in operation for 6-10 years, medium sized businesses, those turning over \$1-\$2 million and those in accommodation & food services.

Businesses that have significantly restructured their business operations are more likely to be those who have operated for 11-20 years, turning over \$500k-\$1 million and \$2-\$10 million, and financial & insurance services, health care & social assistance and professional, scientific & technical services.

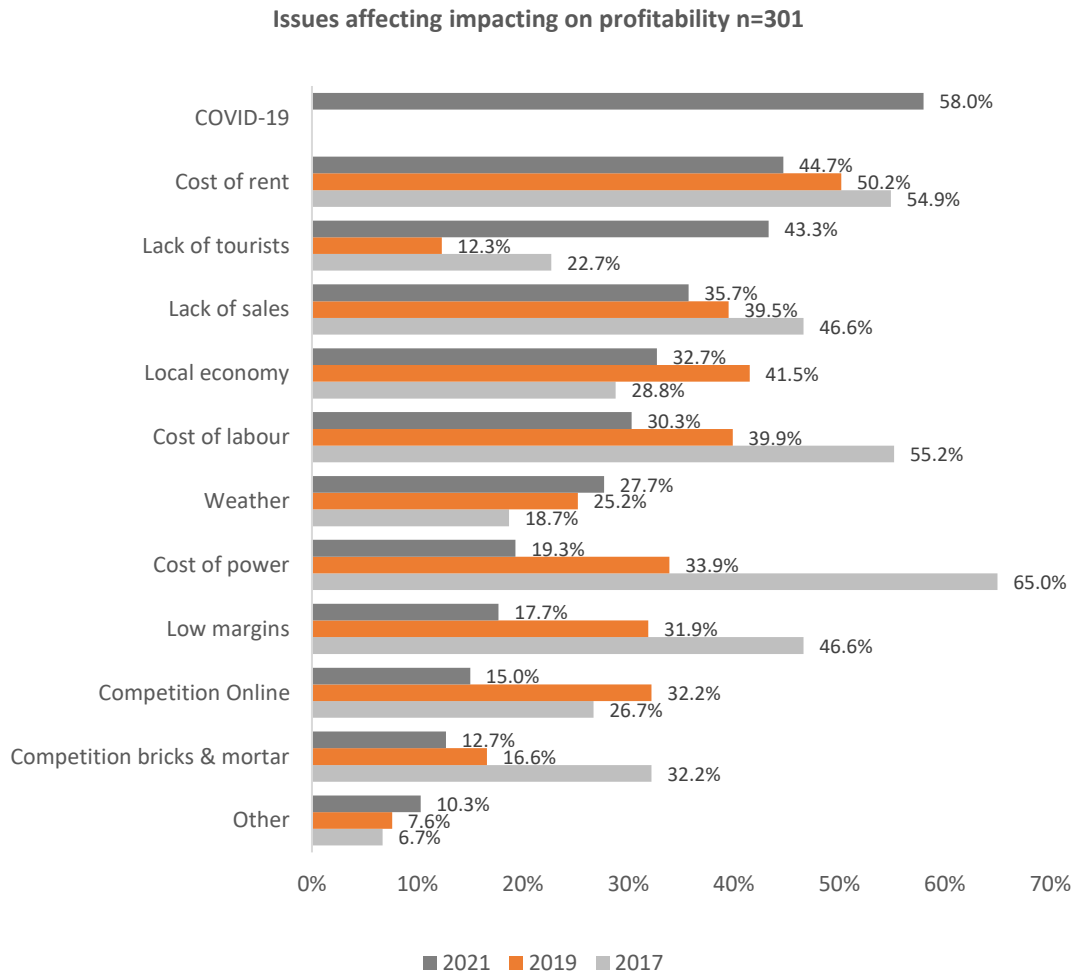
Q17. What industry sector do you fall into?



The sample is similar to the previous surveys in 2017 and 2019 but we did interview considerably more retail and accommodation & food Services this survey period than the last. This can be put down to sampling whereby most surveys were completed face-to-face rather than online. Others comprised:

- Beauty (7 comments)
- Medical/Vet Services (2 comments)
- Trade (1 comment)
- Church (1 comment)

Q18. Are any of the following affecting/impacting on your profitability?
(Multiple response)



The above chart shows how dynamic this question is relative to the year it is asked. The issue affecting the most businesses in 2021 is COVID-19 (58%), followed by rent (45%), and lack of tourists (36%).

The other responses comprised:

- Lack of services (3 comments)
- Business Costs/Rates (2 comments)
- Government (2 comments)
- COVID Restrictions (1 comment)
- Other (2 comments)
- More exposure and marketing (1 comment)
- Unsure start up business (1 comment)

COVID-19 is more likely to have impacted on businesses that have been operating for 11+ years, medium sized businesses, those turning over \$1-\$2 million and \$5-\$10 million, and those in the accommodation & food services and arts and recreation services sectors.

Cost of rent appears to have had an impact more so amongst Somerton Park businesses, those that have operated for 0-10 years, those turning over \$2-\$10 million, and those in accommodation & food services, health care & social assistance, manufacturing, and other services.

Lack of tourists has more likely affected Glenelg businesses, those that have operated for 11-20 years, medium sized businesses, those turning over \$2-\$10 million, and those in accommodation & food services, administrative & support services, arts & recreation services and the retail trade.

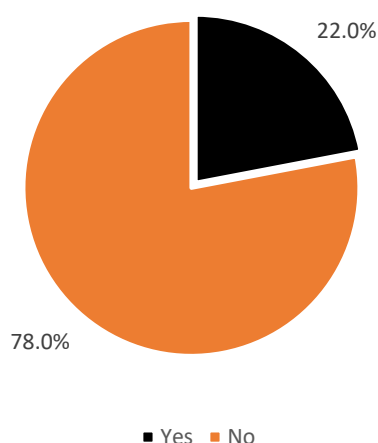
Lack of sales is more likely to have affected those businesses in Glenelg and Brighton, those operating for 11-20 years, medium sized businesses, those turning over \$2-\$10 million, and those in accommodation & food services, arts & recreation services, and other services.

Local economy is more likely to have affected Somerton Park and Seacliff businesses, those that have operated for 6-10 years, and those in accommodation & food services and the retail trade.

Cost of labour is more likely to have affected those businesses in Seacliff, those who have operated for 6-10 years, medium sized businesses, those with turnover of \$500k or more, and those in accommodation & food services.

Q19. Have you done any business with Council in the last 12 months?

Incidence of doing business with Council in last 12 months n=300



More businesses have interfaced with Council in 2021 than previously (16.9% in 2019). Those more likely to have dealt with Council are Hove and Seacliff businesses, those that have operated for 0-5 years, medium sized businesses, those turning over less than \$1 million, arts & recreation services, education & training, professional, scientific & technical services, public administration & safety and rental, hiring & real estate services.

If businesses had dealings with Council, they were asked to specify what these dealings were:

- Maintenance/Redevelopment/Building (10 comments)
- Mentoring/Consulting Services (8 comments)
- Marketing/Advertising (6 comments)
- Events (4 comments)
- Financial Support (4 comments)

- Permit (4 comments)
- Parking
- Accommodation
- Council searches
- Food Inspection
- Health inspector
- Historical society
- Library
- Not sure whether it is business but I have been included in your arts flier
- Participation in local events
- Pay council rates
- Planet ally and LGBTQIA+ incentives
- Regular customers of business
- Trying to re-new lease with council early for major spending on infrastructure. Which took a significant time only to be denied.

Q20. On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate your experience in doing business with Council?

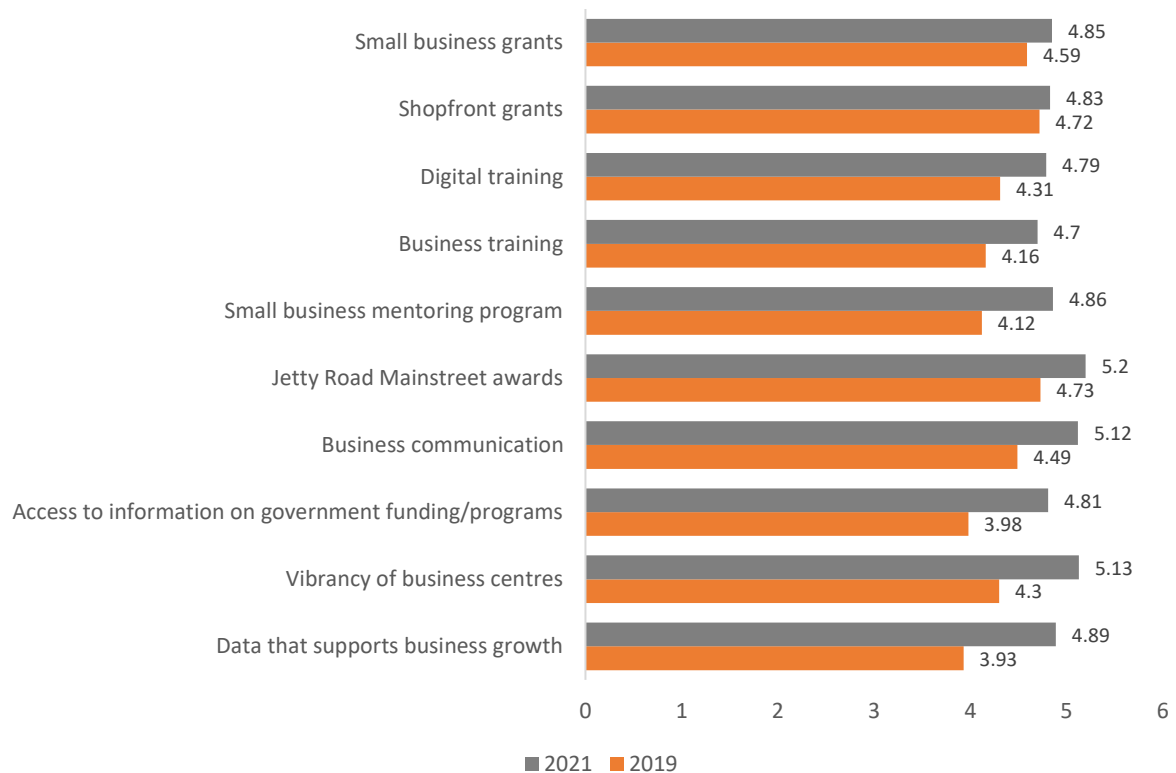
Comparison 2019 vs 2021 ratings on Council experiences



As the chart above indicates, most of the ratings increased in 2021 compared to 2019 with three exceptions; delivery of food safety & health inspection was lower and facilitation of major events was on par and so was interaction with business development. All increases were statistically significant.

Q21. On a scale of 0 to 10, where 0 is totally dissatisfied and 10 is totally satisfied, how satisfied are you with Council's support for business in the area?

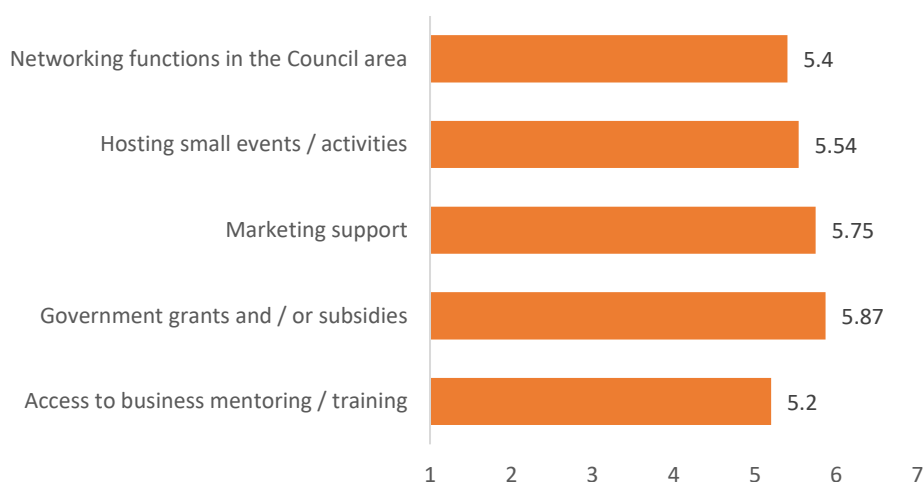
Comparison 2019 vs 2021 satisfaction ratings for Council's support for business



All scores in 2021 are statistically significant and vastly improved on the ratings given in 2019. This is particularly rewarding for Council and is no doubt a reflection of the focus on delivery and communication of the support Council provides business.

Q22. On a scale of 0 to 10, where 0 is not useful at all and 10 is extremely useful, how useful are the following assistance mechanisms for business?

Usefulness of assistance mechanisms for business n=300



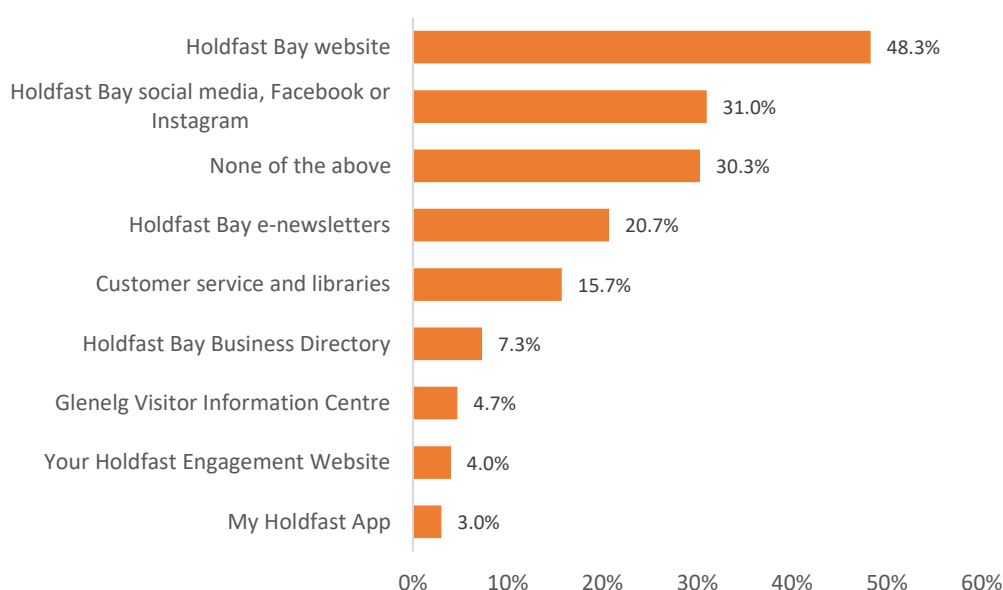
Government grants and/or subsidies are rated more useful than the other mechanisms and marketing support is a close second. Looking at the ratings, most of these mechanisms business rated 5 out of 10 hence the mean scores. Interestingly, around two in ten businesses rated government grants and/or subsidies and marketing support excellent with a score of 10 out of 10.

Those businesses that rated government grants and/or subsidies above the average were Seacliff businesses, those that have operated 0-5 years, large businesses, those turning over less than \$500K, and \$5-\$50 million, in the arts & recreation services sector, administrative & support services, construction, education & training, electricity, gas, water & waste services, financial & insurance services, rental, hiring & real estate services and transport, postal & warehousing.

Those businesses that rated marketing support above the average were businesses in Glenelg and Seacliff, those operating for 0-5 years and 11-20 years, large businesses, those turning over \$500k-\$1 million, and those in education & training, financial & insurance services, health care & social assistance and transport, postal & warehousing.

Q23. What platforms do you use to interact with Council and source information? (Multiple response)

Use of various platforms to source information n=300



70% of all businesses use at least one platform to interact with Council and source information. The Holdfast Bay website is the most used by almost half of all businesses. And nearly a third use the Holdfast Bay social media.

Users of the Holdfast Bay website are more likely to be Somerton Park and Seacliff businesses, those operating for less than 5 years, medium sized businesses, those turning over \$2-\$10 million, in accommodation & food services, administrative & support services, arts & recreation services, education & training, financial & insurance services, health care & social assistance, information media & telecommunications, manufacturing and professional, scientific and technical services.

Those using Holdfast Bay social media are more likely to be businesses in Brighton, those turning over less than \$1 million, arts & recreation services, financial & insurance services, health care & social assistance, professional, scientific & technical services, and other services.

Q24. Are there any other ideas or suggestions you have for the City of Holdfast Bay to implement to support better business conditions for you?

There was a total of 168 comments recorded. We have analysed and grouped the verbatim comments (which are included in the tabulations section of this report) into the following themes:

- Parking/traffic management (35 comments)
- Communication/presence (30 comments)
- Promotion/advertising/marketing/social media (19 comments)
- Events (19 comments)
- Maintenance/cleaning (18 comments)
- Planning/permits (13 comments)
- Local business/supporting services (11 comments)
- Financial support/incentives (8 comments)
- Rates (2 comments)

-
- Other (13 comments verbatim)
 - All good
 - All positive
 - Chapel St has been closed off, this has affected our business and others negatively.
 - Everything is beautiful here.
 - Get rid of bureaucracy
 - Merissa No discrimination
 - More communication on overcoming challenges with homeless.
 - More free car park, more events to advertise the business, reduce rent fee as well as council rate during Covid impact
 - More police presence
 - Networking sessions with other business would be great
 - One way trafficking on Jetty Road
 - Parking and signage allowing people to know where we are
 - You guys are fantastic. Look forward to getting along to some of your training events in the future.

5. Tabulations

Q1: In which suburb is your business located?

In which suburb is your business located? Glenelg (including Glenelg East, Glenelg South and Glenelg North)	213
	71.0%
Somerton Park	19
	6.3%
Brighton (including Brighton North, Brighton South)	56
	18.7%
Hove	3
	1.0%
Seacliff	9
	3.0%
Kingston Park	0
	0.0%
Total	300
	100.0%

Q2: How long has your business operated in the City of Holdfast Bay Council area?

How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)	12.86
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Statistics

How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)

N	Valid	300
	Missing	0

Mean	12.86
Median	7.00
Mode	1

How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	10.3	10.3	10.3
	2	1	0.3	0.3	10.7
	2	1	0.3	0.3	11.0
	2	28	9.3	9.3	20.3
	3	26	8.7	8.7	29.0
	4	14	4.7	4.7	33.7
	5	22	7.3	7.3	41.0
	6	17	5.7	5.7	46.7
	7	13	4.3	4.3	51.0
	8	7	2.3	2.3	53.3
	9	4	1.3	1.3	54.7
	10	29	9.7	9.7	64.3
	11	6	2.0	2.0	66.3
	12	6	2.0	2.0	68.3
	13	3	1.0	1.0	69.3
	15	16	5.3	5.3	74.7
	16	1	0.3	0.3	75.0
	17	4	1.3	1.3	76.3
	18	4	1.3	1.3	77.7
	20	14	4.7	4.7	82.3
	21	1	0.3	0.3	82.7
	22	1	0.3	0.3	83.0
	23	4	1.3	1.3	84.3
	24	1	0.3	0.3	84.7
	25	3	1.0	1.0	85.7
	26	3	1.0	1.0	86.7
	27	1	0.3	0.3	87.0
	28	3	1.0	1.0	88.0
	29	1	0.3	0.3	88.3
	30	8	2.7	2.7	91.0
	31	1	0.3	0.3	91.3
	32	1	0.3	0.3	91.7
	35	5	1.7	1.7	93.3
	36	2	0.7	0.7	94.0
	38	1	0.3	0.3	94.3
	40	4	1.3	1.3	95.7
	43	1	0.3	0.3	96.0
	45	1	0.3	0.3	96.3
	46	1	0.3	0.3	96.7
	48	2	0.7	0.7	97.3
	60	1	0.3	0.3	97.7
	69	1	0.3	0.3	98.0
	70	1	0.3	0.3	98.3
	90	2	0.7	0.7	99.0
	91	1	0.3	0.3	99.3
	97	1	0.3	0.3	99.7
	100	1	0.3	0.3	100.0
Total		300	100.0	100.0	

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)	0-5 years	89	7	22	0	5	0	123
		41.8%	36.8%	39.3%	0.0%	55.6%	0.0%	41.0%
	6-10 years	47	5	15	2	1	0	70
		22.1%	26.3%	26.8%	66.7%	11.1%	0.0%	23.3%
	11-20 years	44	1	7	1	1	0	54
		20.7%	5.3%	12.5%	33.3%	11.1%	0.0%	18.0%
	Over 20 years	33	6	12	0	2	0	53
		15.5%	31.6%	21.4%	0.0%	22.2%	0.0%	17.7%
Total		213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Size of business			
		Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)	0-5 years	112	11	0	123
		41.8%	35.5%	0.0%	41.0%
	6-10 years	64	6	0	70
		23.9%	19.4%	0.0%	23.3%
	11-20 years	48	6	0	54
		17.9%	19.4%	0.0%	18.0%
	Over 20 years	44	8	1	53
		16.4%	25.8%	100.0%	17.7%
Total		268	31	1	300
		100.0%	100.0%	100.0%	100.0%

		How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)				
		0-5 years	6-10 years	11-20 years	Over 20 years	Total
What industry sector do you fall into?	Accommodation & Food Services	30	17	16	14	77
		39.0%	22.1%	20.8%	18.2%	100.0%
	Administrative & Support Services	1	0	0	1	2
		50.0%	0.0%	0.0%	50.0%	100.0%
	Arts & Recreation Services	7	1	3	2	13
		53.8%	7.7%	23.1%	15.4%	100.0%
	Construction	1	2	0	1	4
		25.0%	50.0%	0.0%	25.0%	100.0%
	Education & Training	4	1	0	0	5
		80.0%	20.0%	0.0%	0.0%	100.0%
	Electricity, Gas, Water & Waste Services	1	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	100.0%
	Financial & Insurance Services	3	1	1	3	8
		37.5%	12.5%	12.5%	37.5%	100.0%
	Health Care & Social Assistance	15	6	6	3	30
		50.0%	20.0%	20.0%	10.0%	100.0%
	Information Media & Telecommunications	1	0	1	0	2
		50.0%	0.0%	50.0%	0.0%	100.0%
	Manufacturing	2	3	0	1	6
		33.3%	50.0%	0.0%	16.7%	100.0%
		3	3	2	0	8

Professional, Scientific & Technical Services	37.5%	37.5%	25.0%	0.0%	100.0%
Public Administration & Safety	1	1	0	0	2
	50.0%	50.0%	0.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	1	1	1	1	4
	25.0%	25.0%	25.0%	25.0%	100.0%
Retail Trade	36	25	18	20	99
	36.4%	25.3%	18.2%	20.2%	100.0%
Transport, Postal & Warehousing	0	0	0	1	1
	0.0%	0.0%	0.0%	100.0%	100.0%
Wholesale Trade	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%
Other Services (please specify)	17	9	6	6	38
	44.7%	23.7%	15.8%	15.8%	100.0%
Total	123	70	54	53	300
	41.0%	23.3%	18.0%	17.7%	100.0%

Q3: How many people (including management and owners) did your business employ in the current quarter (September, 2021)?

How many people (including management and owners) did your business employ in the current quarter (September, 2021)?	1	68
		22.7%
	2-19	200
		66.7%
	20-49	26
		8.7%
	50-99	3
		1.0%
	100-149	2
		0.7%
	150-199	0
		0.0%
	200+	1
		0.3%
	Total	300
		100.0%

Size of business	Small <20 employees	268
		89.3%
	Medium 20-199 employees	31
		10.3%
	Large >200 employees	1
		0.3%
	Total	300
		100.0%

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
Size of business	Small <20 employees	187	17	53	3	8	0	268
		87.8%	89.5%	94.6%	100.0%	88.9%	0.0%	89.3%
	Medium 20-199 employees	25	2	3	0	1	0	31
		11.7%	10.5%	5.4%	0.0%	11.1%	0.0%	10.3%
	Large >200 employees	1	0	0	0	0	0	1
		0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Total		213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Size of business			
		Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
What industry sector do you fall into?	Accommodation & Food Services	65	12	0	77
		84.4%	15.6%	0.0%	100.0%
	Administrative & Support Services	2	0	0	2
		100.0%	0.0%	0.0%	100.0%
	Arts & Recreation Services	12	1	0	13
		92.3%	7.7%	0.0%	100.0%
	Construction	4	0	0	4
		100.0%	0.0%	0.0%	100.0%
	Education & Training	4	1	0	5
		80.0%	20.0%	0.0%	100.0%
	Electricity, Gas, Water & Waste Services	1	0	0	1
		100.0%	0.0%	0.0%	100.0%
	Financial & Insurance Services	7	1	0	8
		87.5%	12.5%	0.0%	100.0%
	Health Care & Social Assistance	30	0	0	30
		100.0%	0.0%	0.0%	100.0%
	Information Media & Telecommunications	2	0	0	2
		100.0%	0.0%	0.0%	100.0%
	Manufacturing	5	1	0	6
		83.3%	16.7%	0.0%	100.0%
	Professional, Scientific & Technical Services	8	0	0	8
		100.0%	0.0%	0.0%	100.0%
	Public Administration & Safety	2	0	0	2
		100.0%	0.0%	0.0%	100.0%
	Rental, Hiring & Real Estate Services	2	2	0	4
		50.0%	50.0%	0.0%	100.0%
	Retail Trade	94	5	0	99
		94.9%	5.1%	0.0%	100.0%
	Transport, Postal & Warehousing	1	0	0	1
		100.0%	0.0%	0.0%	100.0%
	Wholesale Trade	0	0	0	0
		0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	29	8	1	38
		76.3%	21.1%	2.6%	100.0%
Total		268	31	1	300
		89.3%	10.3%	0.3%	100.0%

Q4: What is your annual turnover range?

What is your annual turnover range?	<\$500k	106
		35.3%
	\$500k-\$1 million	48
		16.0%
	\$1 million-\$2 million	22
		7.3%
	\$2 million-\$5 million	10
		3.3%
	\$5 million-\$10 million	4
		1.3%
	\$10 million-\$50 million	0
		0.0%
	\$50 million+	1
		0.3%
Prefer not to say		109
		36.3%
Total		300
		100.0%

		Size of business			Total
		Small <20 employees	Medium 20-199 employees	Large >200 employees	
What is your annual turnover range?	<\$500k	104	2	0	106
		38.8%	6.5%	0.0%	35.3%
	\$500k-\$1 million	46	2	0	48
		17.2%	6.5%	0.0%	16.0%
	\$1 million-\$2 million	15	7	0	22
		5.6%	22.6%	0.0%	7.3%
	\$2 million-\$5 million	5	5	0	10
		1.9%	16.1%	0.0%	3.3%
	\$5 million-\$10 million	2	2	0	4
		0.7%	6.5%	0.0%	1.3%
	\$10 million-\$50 million	0	0	0	0
		0.0%	0.0%	0.0%	0.0%
	\$50 million+	0	1	0	1
		0.0%	3.2%	0.0%	0.3%
Prefer not to say		96	12	1	109
		35.8%	38.7%	100.0%	36.3%
Total		268	31	1	300
		100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								Total
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	
What industry sector do you fall into?	Accommodation & Food Services	19	14	9	1	3	0	0	31	77
		24.7%	18.2%	11.7%	1.3%	3.9%	0.0%	0.0%	40.3%	100.0%
	Administrative & Support Services	1	0	0	0	0	0	0	1	2
		50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	100.0%
	Arts & Recreation Services	8	2	1	0	0	0	0	2	13
		61.5%	15.4%	7.7%	0.0%	0.0%	0.0%	0.0%	15.4%	100.0%
Construction		2	1	1	0	0	0	0	0	4

	50.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Education & Training	3	0	0	0	0	0	0	2	5
	60.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	100.0%
Electricity, Gas, Water & Waste Services	0	0	0	0	0	0	0	1	1
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Financial & Insurance Services	1	2	0	1	0	0	0	4	8
	12.5%	25.0%	0.0%	12.5%	0.0%	0.0%	0.0%	50.0%	100.0%
Health Care & Social Assistance	11	6	1	0	0	0	0	12	30
	36.7%	20.0%	3.3%	0.0%	0.0%	0.0%	0.0%	40.0%	100.0%
Information Media & Telecommunications	2	0	0	0	0	0	0	0	2
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Manufacturing	1	1	0	0	0	0	0	4	6
	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	100.0%
Professional, Scientific & Technical Services	3	3	1	1	0	0	0	0	8
	37.5%	37.5%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%	100.0%
Public Administration & Safety	1	1	0	0	0	0	0	0	2
	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	0	0	0	1	0	0	1	2	4
	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	50.0%	100.0%
Retail Trade	38	16	6	3	0	0	0	36	99
	38.4%	16.2%	6.1%	3.0%	0.0%	0.0%	0.0%	36.4%	100.0%
Transport, Postal & Warehousing	1	0	0	0	0	0	0	0	1
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Wholesale Trade	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Services (please specify)	15	2	3	3	1	0	0	14	38
	39.5%	5.3%	7.9%	7.9%	2.6%	0.0%	0.0%	36.8%	100.0%
Total	106	48	22	10	4	0	1	109	300
	35.3%	16.0%	7.3%	3.3%	1.3%	0.0%	0.3%	36.3%	100.0%

Q5: What ratio of each of the following do you employ on a full-time basis to the nearest 10 percent?

Gender

As ratios are used to make comparisons between two things and non-binary was added to this question as a third option a true ratio cannot be established with the inclusion of non-binary. Therefore, those nominating that they do not align to either gender will be removed from further ratio calculations in this instance.

Male 4.75

Female 6.30

Non-binary 1.46

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Total
Male	84	27	20	20	16	58	12	14	6	5	38	300
	28.0%	9.0%	6.7%	6.7%	5.3%	19.3%	4.0%	4.7%	2.0%	1.7%	12.7%	100.0%
Female	48	20	10	14	16	63	13	18	18	19	61	300
	16.0%	6.7%	3.3%	4.7%	5.3%	21.0%	4.3%	6.0%	6.0%	6.3%	20.3%	100.0%
Non-binary	262	15	1	2	3	12	1	1	0	0	3	300
	87.3%	5.0%	0.3%	0.7%	1.0%	4.0%	0.3%	0.3%	0.0%	0.0%	1.0%	100.0%

Skilled/unskilled workforce

Skilled 8.11
Unskilled 2.89

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Total
Skilled	32	12	12	9	7	22	8	16	11	25	146	300
	10.7%	4.0%	4.0%	3.0%	2.3%	7.3%	2.7%	5.3%	3.7%	8.3%	48.7%	100.0%
Unskilled	177	27	13	11	13	21	3	7	10	3	15	300
	59.0%	9.0%	4.3%	3.7%	4.3%	7.0%	1.0%	2.3%	3.3%	1.0%	5.0%	100.0%

Full-time/part-time employees

Full time employees 5.54
Part time employees 5.44

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Total
Full time employees	61	35	29	21	9	35	10	13	9	9	69	300
	20.3%	11.7%	9.7%	7.0%	3.0%	11.7%	3.3%	4.3%	3.0%	3.0%	23.0%	100.0%
Part time employees	92	13	13	14	14	35	11	19	24	21	44	300
	30.7%	4.3%	4.3%	4.7%	4.7%	11.7%	3.7%	6.3%	8.0%	7.0%	14.7%	100.0%

Q6: Would you be interested in a city-wide online store?

Would you be interested in a city-wide online store? Yes	82
	27.3%
No	110
	36.7%
Don't know/not sure	108
	36.0%
Total	300
	100.0%

		How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)				
		0-5 years	6-10 years	11-20 years	Over 20 years	Total
Would you be interested in a city-wide online store?	Yes	36	17	14	15	82
		29.3%	24.3%	25.9%	28.3%	27.3%
	No	40	30	17	23	110
		32.5%	42.9%	31.5%	43.4%	36.7%
	Don't know/not sure	47	23	23	15	108
		38.2%	32.9%	42.6%	28.3%	36.0%
	Total	123	70	54	53	300
		100.0%	100.0%	100.0%	100.0%	100.0%

		Size of business			Total
		Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
Would you be interested in a city-wide online store?	Yes	69	13	0	82
		25.7%	41.9%	0.0%	27.3%
	No	98	12	0	110

		36.6%	38.7%	0.0%	36.7%
	Don't know/not sure	101	6	1	108
		37.7%	19.4%	100.0%	36.0%
	Total	268	31	1	300
		100.0%	100.0%	100.0%	100.0%

What is your annual turnover range?										
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	Total
Would you be interested in a city-wide online store?	Yes	35	14	8	3	0	0	0	22	82
		33.0%	29.2%	36.4%	30.0%	0.0%	0.0%	0.0%	20.2%	27.3%
	No	40	20	10	5	2	0	1	32	110
		37.7%	41.7%	45.5%	50.0%	50.0%	0.0%	100.0%	29.4%	36.7%
	Don't know/not sure	31	14	4	2	2	0	0	55	108
		29.2%	29.2%	18.2%	20.0%	50.0%	0.0%	0.0%	50.5%	36.0%
Total		106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

Would you be interested in a city-wide online store?				
		Yes	No	Don't know/not sure
What industry sector do you fall into?	Accommodation & Food Services	19	28	30
		24.7%	36.4%	39.0%
	Administrative & Support Services	0	1	1
		0.0%	50.0%	50.0%
	Arts & Recreation Services	5	1	7
		38.5%	7.7%	53.8%
	Construction	1	3	0
		25.0%	75.0%	0.0%
	Education & Training	1	3	1
		20.0%	60.0%	20.0%
	Electricity, Gas, Water & Waste Services	1	0	0
		100.0%	0.0%	0.0%
	Financial & Insurance Services	1	5	2
		12.5%	62.5%	25.0%
	Health Care & Social Assistance	8	14	8
		26.7%	46.7%	26.7%
	Information Media & Telecommunications	0	2	0
		0.0%	100.0%	0.0%
	Manufacturing	1	1	4
		16.7%	16.7%	66.7%
	Professional, Scientific & Technical Services	1	6	1
		12.5%	75.0%	12.5%
	Public Administration & Safety	0	1	1
		0.0%	50.0%	50.0%
	Rental, Hiring & Real Estate Services	1	1	2
		25.0%	25.0%	50.0%
	Retail Trade	31	32	36
		31.3%	32.3%	36.4%
	Transport, Postal & Warehousing	0	1	0
		0.0%	100.0%	0.0%
	Wholesale Trade	0	0	0
		0.0%	0.0%	0.0%

	Other Services (please specify)	12	11	15	38
		31.6%	28.9%	39.5%	100.0%
	Total	82	110	108	300
		27.3%	36.7%	36.0%	100.0%

Q7: You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?

You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?	<\$500	48
		58.5%
	\$500-\$1,000	3
		3.7%
	\$1,000-\$1,500	3
		3.7%
	\$1,500-\$2,000	0
		0.0%
	>\$2,000	0
		0.0%
	Don't know/not sure	28
		34.1%
	Total	82
		100.0%

		How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?	<\$500	20	12	6	10	48	42	6	0	48
		55.6%	70.6%	42.9%	66.7%	58.5%	60.9%	46.2%	0.0%	58.5%
	\$500-\$1,000	0	1	1	1	3	3	0	0	3
		0.0%	5.9%	7.1%	6.7%	3.7%	4.3%	0.0%	0.0%	3.7%
	\$1,000-\$1,500	3	0	0	0	3	3	0	0	3
		8.3%	0.0%	0.0%	0.0%	3.7%	4.3%	0.0%	0.0%	3.7%
	\$1,500-\$2,000	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	>\$2,000	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Don't know/not sure	13	4	7	4	28	21	7	0	28
		36.1%	23.5%	50.0%	26.7%	34.1%	30.4%	53.8%	0.0%	34.1%
	Total	36	17	14	15	82	69	13	0	82
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		What is your annual turnover range?							
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say
You said you might be interested in a city-wide online	<\$500	27	8	5	1	0	0	0	7
		77.1%	57.1%	62.5%	33.3%	0.0%	0.0%	0.0%	31.8%
		0	0	1	0	0	0	0	2

store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?	\$500-\$1,000	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	9.1%	3.7%
	\$1,000-\$1,500	1	2	0	0	0	0	0	0	3
	\$1,500-\$2,000	2.9%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%
	>\$2,000	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Don't know/not sure	7	4	2	2	0	0	0	13	28
		20.0%	28.6%	25.0%	66.7%	0.0%	0.0%	0.0%	59.1%	34.1%
	Total	35	14	8	3	0	0	0	22	82
		100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%

You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?

		<\$500	\$500-\$1,000	\$1,000-\$1,500	\$1,500-\$2,000	>\$2,000	Don't know/not sure	Total
What industry sector do you fall into?	Accommodation & Food Services	12	0	0	0	0	7	19
		63.2%	0.0%	0.0%	0.0%	0.0%	36.8%	100.0%
	Administrative & Support Services	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Arts & Recreation Services	2	0	0	0	0	3	5
		40.0%	0.0%	0.0%	0.0%	0.0%	60.0%	100.0%
	Construction	0	0	0	0	0	1	1
		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	Education & Training	1	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	0	0	0	0	1	1
		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	Financial & Insurance Services	1	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Health Care & Social Assistance	5	1	0	0	0	2	8
		62.5%	12.5%	0.0%	0.0%	0.0%	25.0%	100.0%
	Information Media & Telecommunications	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Manufacturing	1	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Professional, Scientific & Technical Services	1	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Public Administration & Safety	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rental, Hiring & Real Estate Services	1	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Retail Trade	21	2	2	0	0	6	31
		67.7%	6.5%	6.5%	0.0%	0.0%	19.4%	100.0%
	Transport, Postal & Warehousing	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Wholesale Trade	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	3	0	1	0	0	8	12
		25.0%	0.0%	8.3%	0.0%	0.0%	66.7%	100.0%

Total	48	3	3	0	0	28	82
	58.5%	3.7%	3.7%	0.0%	0.0%	34.1%	100.0%

Q8: On a scale of 0 to 10, where 0 is totally unimportant and 10 is totally important, how important are intrastate, interstate and international visitors to your business?

Intrastate	9.48
Interstate	6.56
International	5.67

		Intrastate	Interstate	International
In which suburb is your business located?	Glenelg (including Glenelg East, Glenelg South and Glenelg North)	9.36	7.10	6.29
	Somerton Park	9.84	4.42	3.63
	Brighton (including Brighton North, Brighton South)	9.77	5.20	4.16
	Hove	9.00	7.33	6.67
	Seacliff	10.11	6.44	4.11
	Kingston Park	.	.	.
	Total	9.48	6.56	5.67
How long has your business operated in the City of Holdfast Bay Council area? (Nearest number of whole years)	0-5 years	9.53	6.27	5.69
	6-10 years	9.21	5.67	5.39
	11-20 years	9.59	8.13	6.81
	Over 20 years	9.62	6.81	4.79
	Total	9.48	6.56	5.67
Size of business	Small <20 employees	9.34	6.39	5.54
	Medium 20-199 employees	10.71	7.90	6.61
	Large >200 employees	11.00	11.00	11.00
	Total	9.48	6.56	5.67
What is your annual turnover range?	<\$500k	9.38	6.09	5.06
	\$500k-\$1 million	9.87	6.54	5.37
	\$1 million-\$2 million	9.68	7.09	5.86
	\$2 million-\$5 million	8.20	8.60	7.80
	\$5 million-\$10 million	10.75	8.50	7.00
	\$10 million-\$50 million	.	.	.
	\$50 million+	6.00	6.00	4.00
	Prefer not to say	9.48	6.67	6.11
	Total	9.48	6.56	5.67
What industry sector do you fall into?	Accommodation & Food Services	9.29	7.66	6.73
	Administrative & Support Services	7.00	6.00	3.50
	Arts & Recreation Services	9.62	7.83	4.92
	Construction	7.75	2.50	1.00
	Education & Training	7.00	3.00	3.00
	Electricity, Gas, Water & Waste Services	11.00	2.00	1.00
	Financial & Insurance Services	10.75	4.75	1.50
	Health Care & Social Assistance	9.90	4.23	4.73
	Information Media & Telecommunications	6.00	6.00	6.00
	Manufacturing	10.50	4.67	5.50
	Professional, Scientific & Technical Services	8.25	3.88	4.13
	Public Administration & Safety	8.00	3.50	3.50
	Rental, Hiring & Real Estate Services	9.75	8.00	6.00
	Retail Trade	9.81	6.97	6.06

Transport, Postal & Warehousing	5.00	5.00	2.00
Wholesale Trade	.	.	.
Other Services (please specify)	9.45	7.08	5.92
Total	9.48	6.56	5.67

Q9: How do you expect the following economies to perform over the next 12 months?

	Weaker	Slightly weaker	Subtotal weaker	Same	Subtotal same	Slightly stronger	Stronger	Subtotal stronger	Total
National economy	17	51	68	102	102	119	11	130	300
	5.7%	17.0%	22.7%	34.0%	34.0%	39.7%	3.7%	43.3%	100.0%
South Australian economy	18	37	55	95	95	131	19	150	300
	6.0%	12.3%	18.3%	31.7%	31.7%	43.7%	6.3%	50.0%	100.0%
Local council area economy	14	35	49	103	103	132	16	148	300
	4.7%	11.7%	16.3%	34.3%	34.3%	44.0%	5.3%	49.3%	100.0%

National economy

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
National economy	Weaker	9	1	5	1	1	0	17
		4.2%	5.3%	8.9%	33.3%	11.1%	0.0%	5.7%
	Slightly weaker	38	3	5	1	4	0	51
		17.8%	15.8%	8.9%	33.3%	44.4%	0.0%	17.0%
	Subtotal weaker	47	4	10	2	5	0	68
		22.1%	21.1%	17.9%	66.7%	55.6%	0.0%	22.7%
	Same	73	4	22	0	3	0	102
		34.3%	21.1%	39.3%	0.0%	33.3%	0.0%	34.0%
	Subtotal same	73	4	22	0	3	0	102
		34.3%	21.1%	39.3%	0.0%	33.3%	0.0%	34.0%
	Slightly stronger	87	8	23	0	1	0	119
		40.8%	42.1%	41.1%	0.0%	11.1%	0.0%	39.7%
	Stronger	6	3	1	1	0	0	11
		2.8%	15.8%	1.8%	33.3%	0.0%	0.0%	3.7%
	Subtotal stronger	93	11	24	1	1	0	130
		43.7%	57.9%	42.9%	33.3%	11.1%	0.0%	43.3%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			Total
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	
National economy	Weaker	7	5	3	2	17	14	3	0	17
		5.7%	7.1%	5.6%	3.8%	5.7%	5.2%	9.7%	0.0%	5.7%
	Slightly weaker	11	11	15	14	51	43	7	1	51
		8.9%	15.7%	27.8%	26.4%	17.0%	16.0%	22.6%	100.0%	17.0%
		18	16	18	16	68	57	10	1	68

Subtotal weaker	14.6%	22.9%	33.3%	30.2%	22.7%	21.3%	32.3%	100.0%	22.7%
Same	42	26	17	17	102	91	11	0	102
	34.1%	37.1%	31.5%	32.1%	34.0%	34.0%	35.5%	0.0%	34.0%
Subtotal same	42	26	17	17	102	91	11	0	102
	34.1%	37.1%	31.5%	32.1%	34.0%	34.0%	35.5%	0.0%	34.0%
Slightly stronger	57	27	17	18	119	110	9	0	119
	46.3%	38.6%	31.5%	34.0%	39.7%	41.0%	29.0%	0.0%	39.7%
Stronger	6	1	2	2	11	10	1	0	11
	4.9%	1.4%	3.7%	3.8%	3.7%	3.7%	3.2%	0.0%	3.7%
Subtotal stronger	63	28	19	20	130	120	10	0	130
	51.2%	40.0%	35.2%	37.7%	43.3%	44.8%	32.3%	0.0%	43.3%
Total	123	70	54	53	300	268	31	1	300
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What is your annual turnover range?									
		\$10							Total
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	
National economy	Weaker	6	2	2	1	0	0	0	6
		5.7%	4.2%	9.1%	10.0%	0.0%	0.0%	0.0%	5.5%
	Slightly weaker	14	2	4	5	1	0	0	25
		13.2%	4.2%	18.2%	50.0%	25.0%	0.0%	0.0%	22.9%
	Subtotal weaker	20	4	6	6	1	0	0	31
		18.9%	8.3%	27.3%	60.0%	25.0%	0.0%	0.0%	28.4%
	Same	28	18	5	1	1	0	1	48
		26.4%	37.5%	22.7%	10.0%	25.0%	0.0%	100.0%	44.0%
	Subtotal same	28	18	5	1	1	0	1	48
		26.4%	37.5%	22.7%	10.0%	25.0%	0.0%	100.0%	44.0%
	Slightly stronger	53	24	11	2	1	0	0	28
		50.0%	50.0%	50.0%	20.0%	25.0%	0.0%	0.0%	25.7%
	Stronger	5	2	0	1	1	0	0	2
		4.7%	4.2%	0.0%	10.0%	25.0%	0.0%	0.0%	1.8%
	Subtotal stronger	58	26	11	3	2	0	0	30
		54.7%	54.2%	50.0%	30.0%	50.0%	0.0%	0.0%	27.5%
	Total	106	48	22	10	4	0	1	109
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

		National economy							
		Weaker	Slightly weaker	Subtotal weaker	Same	Subtotal same	Slightly stronger	Stronger	Subtotal stronger
What industry sector do you fall into?	Accommodation & Food Services	6	17	23	25	25	25	4	29
		7.8%	22.1%	29.9%	32.5%	32.5%	32.5%	5.2%	37.7%
	Administrative & Support Services	0	1	1	0	0	0	1	1
		0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%
	Arts & Recreation Services	1	1	2	3	3	8	0	8
		7.7%	7.7%	15.4%	23.1%	23.1%	61.5%	0.0%	61.5%
	Construction	0	0	0	2	2	2	0	2
		0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%
	Education & Training	0	1	1	2	2	0	2	2
		0.0%	20.0%	20.0%	40.0%	40.0%	0.0%	40.0%	40.0%
	Electricity, Gas, Water & Waste Services	0	0	0	0	0	1	0	1
		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	Financial & Insurance Services	0	3	3	3	3	2	0	2
		0.0%	37.5%	37.5%	37.5%	37.5%	25.0%	0.0%	25.0%

Health Care & Social Assistance	0	3	3	14	14	13	0	13	30
	0.0%	10.0%	10.0%	46.7%	46.7%	43.3%	0.0%	43.3%	100.0%
Information Media & Telecommunications	1	0	1	0	0	1	0	1	2
	50.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
Manufacturing	0	0	0	2	2	3	1	4	6
	0.0%	0.0%	0.0%	33.3%	33.3%	50.0%	16.7%	66.7%	100.0%
Professional, Scientific & Technical Services	1	1	2	3	3	2	1	3	8
	12.5%	12.5%	25.0%	37.5%	37.5%	25.0%	12.5%	37.5%	100.0%
Public Administration & Safety	0	1	1	1	1	0	0	0	2
	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	0	1	1	1	1	1	1	2	4
	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	100.0%
Retail Trade	7	13	20	32	32	47	0	47	99
	7.1%	13.1%	20.2%	32.3%	32.3%	47.5%	0.0%	47.5%	100.0%
Transport, Postal & Warehousing	0	0	0	0	0	1	0	1	1
	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Wholesale Trade	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Services (please specify)	1	9	10	14	14	13	1	14	38
	2.6%	23.7%	26.3%	36.8%	36.8%	34.2%	2.6%	36.8%	100.0%
Total	17	51	68	102	102	119	11	130	300
	5.7%	17.0%	22.7%	34.0%	34.0%	39.7%	3.7%	43.3%	100.0%

South Australian economy

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
South Australian economy	Weaker	10	1	5	1	1	0	18
		4.7%	5.3%	8.9%	33.3%	11.1%	0.0%	6.0%
	Slightly weaker	24	4	5	1	3	0	37
		11.3%	21.1%	8.9%	33.3%	33.3%	0.0%	12.3%
	Subtotal weaker	34	5	10	2	4	0	55
		16.0%	26.3%	17.9%	66.7%	44.4%	0.0%	18.3%
	Same	67	4	20	1	3	0	95
		31.5%	21.1%	35.7%	33.3%	33.3%	0.0%	31.7%
	Subtotal same	67	4	20	1	3	0	95
		31.5%	21.1%	35.7%	33.3%	33.3%	0.0%	31.7%
	Slightly stronger	96	8	25	0	2	0	131
		45.1%	42.1%	44.6%	0.0%	22.2%	0.0%	43.7%
	Stronger	16	2	1	0	0	0	19
		7.5%	10.5%	1.8%	0.0%	0.0%	0.0%	6.3%
	Subtotal stronger	112	10	26	0	2	0	150
		52.6%	52.6%	46.4%	0.0%	22.2%	0.0%	50.0%
Total		213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

Number of years

Size of business

		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20- 199 employees	Large >200 employees	Total
South Australian economy	Weaker	6	6	4	2	18	13	5	0	18
		4.9%	8.6%	7.4%	3.8%	6.0%	4.9%	16.1%	0.0%	6.0%
	Slightly weaker	13	5	7	12	37	32	5	0	37
		10.6%	7.1%	13.0%	22.6%	12.3%	11.9%	16.1%	0.0%	12.3%
	Subtotal weaker	19	11	11	14	55	45	10	0	55
		15.4%	15.7%	20.4%	26.4%	18.3%	16.8%	32.3%	0.0%	18.3%
	Same	36	26	19	14	95	83	12	0	95
		29.3%	37.1%	35.2%	26.4%	31.7%	31.0%	38.7%	0.0%	31.7%
	Subtotal same	36	26	19	14	95	83	12	0	95
		29.3%	37.1%	35.2%	26.4%	31.7%	31.0%	38.7%	0.0%	31.7%
	Slightly stronger	62	28	18	23	131	122	8	1	131
		50.4%	40.0%	33.3%	43.4%	43.7%	45.5%	25.8%	100.0%	43.7%
	Stronger	6	5	6	2	19	18	1	0	19
		4.9%	7.1%	11.1%	3.8%	6.3%	6.7%	3.2%	0.0%	6.3%
	Subtotal stronger	68	33	24	25	150	140	9	1	150
		55.3%	47.1%	44.4%	47.2%	50.0%	52.2%	29.0%	100.0%	50.0%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								
		<\$500k	\$500k-\$1 million	\$1 million- \$2 million	\$2 million- \$5 million	\$5 million- \$10 million	\$10 million- \$50 million	\$50 million+	Prefer not to say	Total
South Australian economy	Weaker	4	2	2	3	0	0	0	7	18
		3.8%	4.2%	9.1%	30.0%	0.0%	0.0%	0.0%	6.4%	6.0%
	Slightly weaker	12	4	4	2	1	0	0	14	37
		11.3%	8.3%	18.2%	20.0%	25.0%	0.0%	0.0%	12.8%	12.3%
	Subtotal weaker	16	6	6	5	1	0	0	21	55
		15.1%	12.5%	27.3%	50.0%	25.0%	0.0%	0.0%	19.3%	18.3%
	Same	24	17	5	2	1	0	1	45	95
		22.6%	35.4%	22.7%	20.0%	25.0%	0.0%	100.0%	41.3%	31.7%
	Subtotal same	24	17	5	2	1	0	1	45	95
		22.6%	35.4%	22.7%	20.0%	25.0%	0.0%	100.0%	41.3%	31.7%
	Slightly stronger	57	21	11	2	1	0	0	39	131
		53.8%	43.8%	50.0%	20.0%	25.0%	0.0%	0.0%	35.8%	43.7%
	Stronger	9	4	0	1	1	0	0	4	19
		8.5%	8.3%	0.0%	10.0%	25.0%	0.0%	0.0%	3.7%	6.3%
	Subtotal stronger	66	25	11	3	2	0	0	43	150
		62.3%	52.1%	50.0%	30.0%	50.0%	0.0%	0.0%	39.4%	50.0%
	Total	106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

		South Australian economy								
		Weaker	Slightly weaker	Subtotal weaker	Same	Subtotal same	Slightly stronger	Stronger	Subtotal stronger	Total
What industry sector do you fall into?	Accommodation & Food Services	7	7	14	24	24	31	8	39	77
		9.1%	9.1%	18.2%	31.2%	31.2%	40.3%	10.4%	50.6%	100.0%
	Administrative & Support Services	0	1	1	0	0	0	1	1	2
		0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	Arts & Recreation Services	1	2	3	4	4	5	1	6	13
		7.7%	15.4%	23.1%	30.8%	30.8%	38.5%	7.7%	46.2%	100.0%
	Construction	0	0	0	2	2	1	1	2	4

	0.0%	0.0%	0.0%	50.0%	50.0%	25.0%	25.0%	50.0%	100.0%
Education & Training	0	0	0	3	3	1	1	2	5
	0.0%	0.0%	0.0%	60.0%	60.0%	20.0%	20.0%	40.0%	100.0%
Electricity, Gas, Water & Waste Services	0	0	0	0	0	1	0	1	1
	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Financial & Insurance Services	0	3	3	2	2	3	0	3	8
	0.0%	37.5%	37.5%	25.0%	25.0%	37.5%	0.0%	37.5%	100.0%
Health Care & Social Assistance	0	3	3	11	11	16	0	16	30
	0.0%	10.0%	10.0%	36.7%	36.7%	53.3%	0.0%	53.3%	100.0%
Information Media & Telecommunications	1	1	2	0	0	0	0	0	2
	50.0%	50.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Manufacturing	0	0	0	1	1	5	0	5	6
	0.0%	0.0%	0.0%	16.7%	16.7%	83.3%	0.0%	83.3%	100.0%
Professional, Scientific & Technical Services	1	0	1	5	5	2	0	2	8
	12.5%	0.0%	12.5%	62.5%	62.5%	25.0%	0.0%	25.0%	100.0%
Public Administration & Safety	0	1	1	1	1	0	0	0	2
	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	0	1	1	1	1	1	1	2	4
	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	100.0%
Retail Trade	7	13	20	30	30	47	2	49	99
	7.1%	13.1%	20.2%	30.3%	30.3%	47.5%	2.0%	49.5%	100.0%
Transport, Postal & Warehousing	0	0	0	0	0	1	0	1	1
	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Wholesale Trade	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Services (please specify)	1	5	6	11	11	17	4	21	38
	2.6%	13.2%	15.8%	28.9%	28.9%	44.7%	10.5%	55.3%	100.0%
Total	18	37	55	95	95	131	19	150	300
	6.0%	12.3%	18.3%	31.7%	31.7%	43.7%	6.3%	50.0%	100.0%

Local council area economy

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
Local council area economy	Weaker	8	0	5	1	0	0	14
		3.8%	0.0%	8.9%	33.3%	0.0%	0.0%	4.7%
	Slightly weaker	24	4	4	1	2	0	35
		11.3%	21.1%	7.1%	33.3%	22.2%	0.0%	11.7%
	Subtotal weaker	32	4	9	2	2	0	49
		15.0%	21.1%	16.1%	66.7%	22.2%	0.0%	16.3%
	Same	70	5	22	1	5	0	103
		32.9%	26.3%	39.3%	33.3%	55.6%	0.0%	34.3%
	Subtotal same	70	5	22	1	5	0	103
		32.9%	26.3%	39.3%	33.3%	55.6%	0.0%	34.3%
	Slightly stronger	98	8	24	0	2	0	132
		46.0%	42.1%	42.9%	0.0%	22.2%	0.0%	44.0%
	Stronger	13	2	1	0	0	0	16
		6.1%	10.5%	1.8%	0.0%	0.0%	0.0%	5.3%
		111	10	25	0	2	0	148

	Subtotal stronger	52.1%	52.6%	44.6%	0.0%	22.2%	0.0%	49.3%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
Local council area economy	Weaker	5	3	4	2	14	11	3	0	14
		4.1%	4.3%	7.4%	3.8%	4.7%	4.1%	9.7%	0.0%	4.7%
	Slightly weaker	9	6	10	10	35	30	5	0	35
		7.3%	8.6%	18.5%	18.9%	11.7%	11.2%	16.1%	0.0%	11.7%
	Subtotal weaker	14	9	14	12	49	41	8	0	49
		11.4%	12.9%	25.9%	22.6%	16.3%	15.3%	25.8%	0.0%	16.3%
	Same	43	25	17	18	103	91	12	0	103
		35.0%	35.7%	31.5%	34.0%	34.3%	34.0%	38.7%	0.0%	34.3%
	Subtotal same	43	25	17	18	103	91	12	0	103
		35.0%	35.7%	31.5%	34.0%	34.3%	34.0%	38.7%	0.0%	34.3%
	Slightly stronger	58	34	20	20	132	122	9	1	132
		47.2%	48.6%	37.0%	37.7%	44.0%	45.5%	29.0%	100.0%	44.0%
	Stronger	8	2	3	3	16	14	2	0	16
		6.5%	2.9%	5.6%	5.7%	5.3%	5.2%	6.5%	0.0%	5.3%
	Subtotal stronger	66	36	23	23	148	136	11	1	148
		53.7%	51.4%	42.6%	43.4%	49.3%	50.7%	35.5%	100.0%	49.3%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								Total
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million-\$100 million	Prefer not to say	
Local council area economy	Weaker	3	2	2	1	0	0	0	6	14
		2.8%	4.2%	9.1%	10.0%	0.0%	0.0%	0.0%	5.5%	4.7%
	Slightly weaker	9	5	2	3	1	0	0	15	35
		8.5%	10.4%	9.1%	30.0%	25.0%	0.0%	0.0%	13.8%	11.7%
	Subtotal weaker	12	7	4	4	1	0	0	21	49
		11.3%	14.6%	18.2%	40.0%	25.0%	0.0%	0.0%	19.3%	16.3%
	Same	30	19	6	3	1	0	1	43	103
		28.3%	39.6%	27.3%	30.0%	25.0%	0.0%	100.0%	39.4%	34.3%
	Subtotal same	30	19	6	3	1	0	1	43	103
		28.3%	39.6%	27.3%	30.0%	25.0%	0.0%	100.0%	39.4%	34.3%
	Slightly stronger	57	20	11	3	1	0	0	40	132
		53.8%	41.7%	50.0%	30.0%	25.0%	0.0%	0.0%	36.7%	44.0%
	Stronger	7	2	1	0	1	0	0	5	16
		6.6%	4.2%	4.5%	0.0%	25.0%	0.0%	0.0%	4.6%	5.3%
	Subtotal stronger	64	22	12	3	2	0	0	45	148
		60.4%	45.8%	54.5%	30.0%	50.0%	0.0%	0.0%	41.3%	49.3%
	Total	106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

Local council area economy								
Weaker	Slightly weaker	Subtotal weaker	Same	Subtotal same	Slightly stronger	Stronger	Subtotal stronger	Total

What industry sector do you fall into?	Accommodation & Food Services	7	11	18	24	24	28	7	35	77
		9.1%	14.3%	23.4%	31.2%	31.2%	36.4%	9.1%	45.5%	100.0%
	Administrative & Support Services	0	1	1	0	0	1	0	1	2
		0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
	Arts & Recreation Services	1	1	2	5	5	5	1	6	13
		7.7%	7.7%	15.4%	38.5%	38.5%	38.5%	7.7%	46.2%	100.0%
	Construction	0	0	0	2	2	2	0	2	4
		0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	100.0%
	Education & Training	0	0	0	1	1	3	1	4	5
		0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	20.0%	80.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	0	0	0	0	1	0	1	1
		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
	Financial & Insurance Services	0	2	2	3	3	3	0	3	8
		0.0%	25.0%	25.0%	37.5%	37.5%	37.5%	0.0%	37.5%	100.0%
	Health Care & Social Assistance	0	4	4	9	9	17	0	17	30
		0.0%	13.3%	13.3%	30.0%	30.0%	56.7%	0.0%	56.7%	100.0%
	Information Media & Telecommunications	1	0	1	1	1	0	0	0	2
		50.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Manufacturing	0	0	0	1	1	4	1	5	6
		0.0%	0.0%	0.0%	16.7%	16.7%	66.7%	16.7%	83.3%	100.0%
	Professional, Scientific & Technical Services	0	1	1	5	5	2	0	2	8
		0.0%	12.5%	12.5%	62.5%	62.5%	25.0%	0.0%	25.0%	100.0%
	Public Administration & Safety	0	0	0	2	2	0	0	0	2
		0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	Rental, Hiring & Real Estate Services	0	1	1	1	1	1	1	2	4
		0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	100.0%
	Retail Trade	4	11	15	36	36	46	2	48	99
		4.0%	11.1%	15.2%	36.4%	36.4%	46.5%	2.0%	48.5%	100.0%
	Transport, Postal & Warehousing	0	0	0	0	0	1	0	1	1
		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
	Wholesale Trade	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	1	3	4	13	13	18	3	21	38
		2.6%	7.9%	10.5%	34.2%	34.2%	47.4%	7.9%	55.3%	100.0%
	Total	14	35	49	103	103	132	16	148	300
		4.7%	11.7%	16.3%	34.3%	34.3%	44.0%	5.3%	49.3%	100.0%

Q10: How would you describe the following business KPIs in the Q3 September quarter of 2021? Were they up, down or about the same as the previous quarter?

	Up	Same	Down	NA-Don't Know	Total
General business conditions	63	105	101	31	300
	21.0%	35.0%	33.7%	10.3%	100.0%
Total sales/revenue	73	81	111	35	300
	24.3%	27.0%	37.0%	11.7%	100.0%
Average wages	62	138	55	45	300
	20.7%	46.0%	18.3%	15.0%	100.0%
Export sales	18	42	35	205	300
	6.0%	14.0%	11.7%	68.3%	100.0%
Non-wage labour costs (on-costs, ie superannuation, payroll, taxes, etc)	61	101	26	112	300

	20.3%	33.7%	8.7%	37.3%	100.0%
Selling prices	57	173	31	39	300
	19.0%	57.7%	10.3%	13.0%	100.0%
Profitability	38	130	93	39	300
	12.7%	43.3%	31.0%	13.0%	100.0%
Number of employees	32	179	50	39	300
	10.7%	59.7%	16.7%	13.0%	100.0%
Overtime worked	37	161	32	70	300
	12.3%	53.7%	10.7%	23.3%	100.0%
Investment in buildings and structures	26	84	35	155	300
	8.7%	28.0%	11.7%	51.7%	100.0%
Investment in plant and equipment	36	105	34	125	300
	12.0%	35.0%	11.3%	41.7%	100.0%
Investment in eCommerce	43	86	24	147	300
	14.3%	28.7%	8.0%	49.0%	100.0%

	Up	Same	Down	Total
General business conditions	63	105	101	269
	23.4%	39.0%	37.5%	100.0%
Total sales/revenue	73	81	111	265
	27.5%	30.6%	41.9%	100.0%
Average wages	62	138	55	255
	24.3%	54.1%	21.6%	100.0%
Export sales	18	42	35	95
	18.9%	44.2%	36.8%	100.0%
Non-wage labour costs (on-costs, ie superannuation, payroll, taxes, etc)	61	101	26	188
	32.4%	53.7%	13.8%	100.0%
Selling prices	57	173	31	261
	21.8%	66.3%	11.9%	100.0%
Profitability	38	130	93	261
	14.6%	49.8%	35.6%	100.0%
Number of employees	32	179	50	261
	12.3%	68.6%	19.2%	100.0%
Overtime worked	37	161	32	230
	16.1%	70.0%	13.9%	100.0%
Investment in buildings and structures	26	84	35	145
	17.9%	57.9%	24.1%	100.0%
Investment in plant and equipment	36	105	34	175
	20.6%	60.0%	19.4%	100.0%
Investment in eCommerce	43	86	24	153
	28.1%	56.2%	15.7%	100.0%

Q11: How do you expect the same business KPIs to perform in Q4 of 2021? Will they be up, down or about the same as the previous quarter?

	Up	Same	Down	NA-Don't know	Total
General business conditions	96	109	53	42	300
	32.0%	36.3%	17.7%	14.0%	100.0%
Total sales/revenue	109	92	57	42	300
	36.3%	30.7%	19.0%	14.0%	100.0%
Average wages	76	146	28	50	300
	25.3%	48.7%	9.3%	16.7%	100.0%
Export sales	16	58	20	206	300
	5.3%	19.3%	6.7%	68.7%	100.0%
Non-wage labour costs (on-costs, i.e.superannuation, payroll taxes, etc)	46	122	12	120	300
	15.3%	40.7%	4.0%	40.0%	100.0%
Selling prices	52	175	22	51	300

	17.3%	58.3%	7.3%	17.0%	100.0%
Profitability	76	123	52	49	300
	25.3%	41.0%	17.3%	16.3%	100.0%
Number of employees	45	188	21	46	300
	15.0%	62.7%	7.0%	15.3%	100.0%
Overtime worked	47	149	23	81	300
	15.7%	49.7%	7.7%	27.0%	100.0%
Investment in buildings and structures	11	107	22	160	300
	3.7%	35.7%	7.3%	53.3%	100.0%
Investment in plant and equipment	19	112	26	143	300
	6.3%	37.3%	8.7%	47.7%	100.0%
Investment in eCommerce	26	94	18	162	300
	8.7%	31.3%	6.0%	54.0%	100.0%

	Up	Same	Down	Total
General business conditions	96	109	53	258
	37.2%	42.2%	20.5%	100.0%
Total sales/revenue	109	92	57	258
	42.2%	35.7%	22.1%	100.0%
Average wages	76	146	28	250
	30.4%	58.4%	11.2%	100.0%
Export sales	16	58	20	94
	17.0%	61.7%	21.3%	100.0%
Non-wage labour costs (on-costs, i.e.superannuation, payroll taxes, etc)	46	122	12	180
	25.6%	67.8%	6.7%	100.0%
Selling prices	52	175	22	249
	20.9%	70.3%	8.8%	100.0%
Profitability	76	123	52	251
	30.3%	49.0%	20.7%	100.0%
Number of employees	45	188	21	254
	17.7%	74.0%	8.3%	100.0%
Overtime worked	47	149	23	219
	21.5%	68.0%	10.5%	100.0%
Investment in buildings and structures	11	107	22	140
	7.9%	76.4%	15.7%	100.0%
Investment in plant and equipment	19	112	26	157
	12.1%	71.3%	16.6%	100.0%
Investment in eCommerce	26	94	18	138
	18.8%	68.1%	13.0%	100.0%

Q12: Thinking about the next 12 months, how confident do you feel about your business prospects?

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
Thinking about the next 12 months, how confident do you feel about your business prospects?	Extremely confident	24	1	2	0	0	0	27
		11.3%	5.3%	3.6%	0.0%	0.0%	0.0%	9.0%
	Fairly confident	102	11	27	2	3	0	145
		47.9%	57.9%	48.2%	66.7%	33.3%	0.0%	48.3%
	Subtotal confident	126	12	29	2	3	0	172
		59.2%	63.2%	51.8%	66.7%	33.3%	0.0%	57.3%
	Neutral	55	6	17	0	4	0	82

		25.8%	31.6%	30.4%	0.0%	44.4%	0.0%	27.3%
	Subtotal neutral	55	6	17	0	4	0	82
		25.8%	31.6%	30.4%	0.0%	44.4%	0.0%	27.3%
	Fairly worried	27	1	6	0	2	0	36
		12.7%	5.3%	10.7%	0.0%	22.2%	0.0%	12.0%
	Extremely worried	5	0	4	1	0	0	10
		2.3%	0.0%	7.1%	33.3%	0.0%	0.0%	3.3%
	Subtotal worried	32	1	10	1	2	0	46
		15.0%	5.3%	17.9%	33.3%	22.2%	0.0%	15.3%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
Thinking about the next 12 months, how confident do you feel about your business prospects?	Extremely confident	12	6	8	1	27	23	4	0	27
		9.8%	8.6%	14.8%	1.9%	9.0%	8.6%	12.9%	0.0%	9.0%
	Fairly confident	62	36	21	26	145	129	15	1	145
		50.4%	51.4%	38.9%	49.1%	48.3%	48.1%	48.4%	100.0%	48.3%
	Subtotal confident	74	42	29	27	172	152	19	1	172
		60.2%	60.0%	53.7%	50.9%	57.3%	56.7%	61.3%	100.0%	57.3%
	Neutral	33	16	19	14	82	75	7	0	82
		26.8%	22.9%	35.2%	26.4%	27.3%	28.0%	22.6%	0.0%	27.3%
	Subtotal neutral	33	16	19	14	82	75	7	0	82
		26.8%	22.9%	35.2%	26.4%	27.3%	28.0%	22.6%	0.0%	27.3%
	Fairly worried	13	9	5	9	36	33	3	0	36
		10.6%	12.9%	9.3%	17.0%	12.0%	12.3%	9.7%	0.0%	12.0%
	Extremely worried	3	3	1	3	10	8	2	0	10
		2.4%	4.3%	1.9%	5.7%	3.3%	3.0%	6.5%	0.0%	3.3%
	Subtotal worried	16	12	6	12	46	41	5	0	46
		13.0%	17.1%	11.1%	22.6%	15.3%	15.3%	16.1%	0.0%	15.3%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?							
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say
Thinking about the next 12 months, how confident do you feel about your business prospects?	Extremely confident	6	6	2	2	0	0	0	11
		5.7%	12.5%	9.1%	20.0%	0.0%	0.0%	0.0%	10.1%
	Fairly confident	45	30	14	5	1	0	1	49
		42.5%	62.5%	63.6%	50.0%	25.0%	0.0%	100.0%	45.0%
	Subtotal confident	51	36	16	7	1	0	1	60
		48.1%	75.0%	72.7%	70.0%	25.0%	0.0%	100.0%	55.0%
	Neutral	37	6	5	1	1	0	0	32
		34.9%	12.5%	22.7%	10.0%	25.0%	0.0%	0.0%	29.4%
	Subtotal neutral	37	6	5	1	1	0	0	32
		34.9%	12.5%	22.7%	10.0%	25.0%	0.0%	0.0%	29.4%
	Fairly worried	16	5	0	2	2	0	0	11
		15.1%	10.4%	0.0%	20.0%	50.0%	0.0%	0.0%	10.1%
	Extremely worried	2	1	1	0	0	0	0	6
		1.9%	2.1%	4.5%	0.0%	0.0%	0.0%	0.0%	5.5%
	Total	18	6	1	2	2	0	0	17

	Subtotal worried	17.0%	12.5%	4.5%	20.0%	50.0%	0.0%	0.0%	15.6%	15.3%
	Total	106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

Thinking about the next 12 months, how confident do you feel about your business prospects?										
		Extremely confident	Fairly confident	Subtotal confident	Neutral	Subtotal neutral	Fairly worried	Extremely worried	Subtotal worried	Total
What industry sector do you fall into?	Accommodation & Food Services	7	31	38	22	22	13	4	17	77
		9.1%	40.3%	49.4%	28.6%	28.6%	16.9%	5.2%	22.1%	100.0%
	Administrative & Support Services	0	1	1	1	1	0	0	0	2
		0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Arts & Recreation Services	2	7	9	1	1	2	1	3	13
		15.4%	53.8%	69.2%	7.7%	7.7%	15.4%	7.7%	23.1%	100.0%
	Construction	1	1	2	1	1	1	0	1	4
		25.0%	25.0%	50.0%	25.0%	25.0%	25.0%	0.0%	25.0%	100.0%
	Education & Training	0	2	2	3	3	0	0	0	5
		0.0%	40.0%	40.0%	60.0%	60.0%	0.0%	0.0%	0.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	0	0	1	1	0	0	0	1
		0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	Financial & Insurance Services	0	4	4	3	3	1	0	1	8
		0.0%	50.0%	50.0%	37.5%	37.5%	12.5%	0.0%	12.5%	100.0%
	Health Care & Social Assistance	3	15	18	9	9	3	0	3	30
		10.0%	50.0%	60.0%	30.0%	30.0%	10.0%	0.0%	10.0%	100.0%
	Information Media & Telecommunications	0	0	0	1	1	1	0	1	2
		0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	100.0%
	Manufacturing	2	4	6	0	0	0	0	0	6
		33.3%	66.7%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Professional, Scientific & Technical Services	1	5	6	1	1	1	0	1	8
		12.5%	62.5%	75.0%	12.5%	12.5%	12.5%	0.0%	12.5%	100.0%
	Public Administration & Safety	0	1	1	1	1	0	0	0	2
		0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Rental, Hiring & Real Estate Services	0	4	4	0	0	0	0	0	4
		0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Retail Trade	6	49	55	29	29	10	5	15	99
		6.1%	49.5%	55.6%	29.3%	29.3%	10.1%	5.1%	15.2%	100.0%
	Transport, Postal & Warehousing	0	1	1	0	0	0	0	0	1
		0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Wholesale Trade	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	5	20	25	9	9	4	0	4	38
		13.2%	52.6%	65.8%	23.7%	23.7%	10.5%	0.0%	10.5%	100.0%
	Total	27	145	172	82	82	36	10	46	300
		9.0%	48.3%	57.3%	27.3%	27.3%	12.0%	3.3%	15.3%	100.0%

Q13: As far as business is concerned, what problems if any, are you facing at the moment?

		In which suburb is your business located?						Total
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	
BusinessConcerns	Lack of work or sales	83	1	32	1	1	0	118
		39.3%	5.3%	57.1%	33.3%	12.5%	0.0%	39.7%
	Costs or overheads	82	11	14	2	4	0	113
		38.9%	57.9%	25.0%	66.7%	50.0%	0.0%	38.0%
	Economic climate	77	11	17	1	4	0	110
		36.5%	57.9%	30.4%	33.3%	50.0%	0.0%	37.0%
	Finding or keeping staff	70	6	7	0	2	0	85
		33.2%	31.6%	12.5%	0.0%	25.0%	0.0%	28.6%
	Taxes	44	8	13	1	1	0	67
		20.9%	42.1%	23.2%	33.3%	12.5%	0.0%	22.6%
	Competition	40	7	12	1	2	0	62
		19.0%	36.8%	21.4%	33.3%	25.0%	0.0%	20.9%
	Cash flow, bad debts or profitability	37	0	14	0	0	0	51
		17.5%	0.0%	25.0%	0.0%	0.0%	0.0%	17.2%
	There are no problems at the moment	32	1	6	0	2	0	41
		15.2%	5.3%	10.7%	0.0%	25.0%	0.0%	13.8%
	Paperwork or bureaucracy	26	3	3	2	2	0	36
		12.3%	15.8%	5.4%	66.7%	25.0%	0.0%	12.1%
	Other (please specify)	20	2	5	0	1	0	28
		9.5%	10.5%	8.9%	0.0%	12.5%	0.0%	9.4%
	Total	211	19	56	3	8	0	297
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years				Size of business					
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total	
BusinessConcerns	Lack of work or sales	50	28	23	17	118	107	10	1	118	
		41.7%	40.0%	42.6%	32.1%	39.7%	40.4%	32.3%	100.0%	39.7%	
	Costs or overheads	46	33	16	18	113	97	16	0	113	
		38.3%	47.1%	29.6%	34.0%	38.0%	36.6%	51.6%	0.0%	38.0%	
	Economic climate	42	25	18	25	110	93	16	1	110	
		35.0%	35.7%	33.3%	47.2%	37.0%	35.1%	51.6%	100.0%	37.0%	
	Finding or keeping staff	32	24	18	11	85	67	17	1	85	
		26.7%	34.3%	33.3%	20.8%	28.6%	25.3%	54.8%	100.0%	28.6%	
	Taxes	32	17	6	12	67	59	8	0	67	
		26.7%	24.3%	11.1%	22.6%	22.6%	22.3%	25.8%	0.0%	22.6%	
	Competition	25	18	9	10	62	58	4	0	62	
		20.8%	25.7%	16.7%	18.9%	20.9%	21.9%	12.9%	0.0%	20.9%	
	Cash flow, bad debts or profitability	21	18	7	5	51	47	4	0	51	
		17.5%	25.7%	13.0%	9.4%	17.2%	17.7%	12.9%	0.0%	17.2%	
	There are no problems at the moment	14	8	8	11	41	39	2	0	41	
		11.7%	11.4%	14.8%	20.8%	13.8%	14.7%	6.5%	0.0%	13.8%	
			16	8	3	9	36	29	7	0	36

	Paperwork or bureaucracy	13.3%	11.4%	5.6%	17.0%	12.1%	10.9%	22.6%	0.0%	12.1%
	Other (please specify)	8	9	3	8	28	26	2	0	28
		6.7%	12.9%	5.6%	15.1%	9.4%	9.8%	6.5%	0.0%	9.4%
	Total	120	70	54	53	297	265	31	1	297
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	Total
BusinessConcerns	Lack of work or sales	55	19	7	3	1	0	0	33	118
		52.4%	39.6%	31.8%	30.0%	25.0%	0.0%	0.0%	30.8%	39.7%
	Costs or overheads	34	19	7	6	2	0	0	45	113
		32.4%	39.6%	31.8%	60.0%	50.0%	0.0%	0.0%	42.1%	38.0%
	Economic climate	36	13	8	2	3	0	0	48	110
		34.3%	27.1%	36.4%	20.0%	75.0%	0.0%	0.0%	44.9%	37.0%
	Finding or keeping staff	13	15	9	4	2	0	0	42	85
		12.4%	31.3%	40.9%	40.0%	50.0%	0.0%	0.0%	39.3%	28.6%
	Taxes	19	13	5	3	0	0	1	26	67
		18.1%	27.1%	22.7%	30.0%	0.0%	0.0%	100.0%	24.3%	22.6%
	Competition	25	8	2	2	1	0	0	24	62
		23.8%	16.7%	9.1%	20.0%	25.0%	0.0%	0.0%	22.4%	20.9%
	Cash flow, bad debts or profitability	21	11	1	2	0	0	0	16	51
		20.0%	22.9%	4.5%	20.0%	0.0%	0.0%	0.0%	15.0%	17.2%
	There are no problems at the moment	10	8	2	1	0	0	0	20	41
		9.5%	16.7%	9.1%	10.0%	0.0%	0.0%	0.0%	18.7%	13.8%
	Paperwork or bureaucracy	9	4	3	3	1	0	1	15	36
		8.6%	8.3%	13.6%	30.0%	25.0%	0.0%	100.0%	14.0%	12.1%
	Other (please specify)	11	5	5	0	0	0	0	7	28
		10.5%	10.4%	22.7%	0.0%	0.0%	0.0%	0.0%	6.5%	9.4%
	Total	105	48	22	10	4	0	1	107	297
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

		BusinessConcerns											
		Total	Other (please specify)	Paperwork or bureaucracy	There are no problems at the moment	Cash flow, bad debts or profitability	Competition	Taxes	Finding or keeping staff	Economic climate	Costs or overheads	Lack of work or sales	
What industry sector do you fall into?	Accommodation & Food Services	77	5	12	4	16	14	23	42	33	39	42	54.5%
		100.0%	6.5%	15.6%	5.2%	20.8%	0.0%	18.2%	54.5%	42.9%	50.6%	54.5%	
	Administrative & Support Services	2	0	0	1	0	0	0	0	1	1	0	0.0%
		100.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	
	Arts & Recreation Services	13	2	3	1	0	2	4	1	7	5	6	46.2%
		100.0%	15.4%	23.1%	7.7%	0.0%	15.4%	30.8%	7.7%	53.8%	38.5%	46.2%	
	Construction	4	2	0	1	1	0	1	0	1	1	1	25.0%
		100.0%	50.0%	0.0%	25.0%	25.0%	0.0%	25.0%	0.0%	25.0%	25.0%	25.0%	
	Education & Training	4	0	0	0	0	0	1	1	0	1	1	25.0%
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	25.0%	25.0%	
	Electricity, Gas, Water & Waste Services	1	0	0	0	0	1	1	1	1	1	0	0.0%
		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Financial & Insurance Services	0	3	1	3	1	1	0	2	4	0	8
	0.0%	37.5%	12.5%	37.5%	12.5%	12.5%	0.0%	25.0%	50.0%	0.0%	100.0%
Health Care & Social Assistance	4	10	9	7	3	5	5	12	3	1	30
	13.3%	33.3%	30.0%	23.3%	10.0%	16.7%	16.7%	40.0%	10.0%	3.3%	100.0%
Information Media & Telecommunications	1	0	1	0	0	0	0	0	0	0	1
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Manufacturing	1	5	3	2	4	4	0	0	2	0	6
	16.7%	83.3%	50.0%	33.3%	66.7%	66.7%	0.0%	0.0%	33.3%	0.0%	100.0%
Professional, Scientific & Technical Services	0	0	0	1	0	2	0	2	2	2	8
	0.0%	0.0%	0.0%	12.5%	0.0%	25.0%	0.0%	25.0%	25.0%	25.0%	100.0%
Public Administration & Safety	1	1	1	1	1	1	1	1	0	0	2
	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	0	0	0	0	1	1	0	1	1	1	4
	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	25.0%	25.0%	25.0%	100.0%
Retail Trade	48	31	35	15	20	23	17	12	6	11	98
	49.0%	31.6%	35.7%	15.3%	20.4%	23.5%	17.3%	12.2%	6.1%	11.2%	100.0%
Transport, Postal & Warehousing	0	0	0	0	0	0	0	1	0	0	1
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Wholesale Trade	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Services (please specify)	13	15	17	11	7	8	11	3	3	4	38
	34.2%	39.5%	44.7%	28.9%	18.4%	21.1%	28.9%	7.9%	7.9%	10.5%	100.0%
Total	118	113	110	85	67	62	51	41	36	28	297
	39.7%	38.0%	37.0%	28.6%	22.6%	20.9%	17.2%	13.8%	12.1%	9.4%	100.0%

Other responses included:

- Car parking on Brighton road
- Cost of export and materials availability.
- Covid
- Covid
- COVID compliance
- COVID fear
- COVID lockdown
- COVID lockdown lead to uncertainty
- COVID restrictions
- Demand for my services is high, capacity is stretched, saying no to work.
- Don't know
- Lack of car parking Brighton road Brighton
- Lack of foot traffic
- Material shortage
- My local Council
- No workers
- Owner operator
- Price rises and lack of materials
- Receiving our goods on time and in full capacity
- Rent

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- Stock
 - Supply is short everywhere
 - Too much work

Q14: You said you were facing problems to do with the impacts of COVID-19. What are these problems specifically?

- 20% sales drop
- 90% decrease in sales and playing catch since
- All areas of hospitality due to restrictions
- All sales down
- At the beginning
- Border closures have impacted tourist trade
- Border closures means people cannot travel. I am a travel agent
- Briefly closed
- Building materials not available
- Busier and issues with construction material supply
- Business clients closing down
- Business is down and restrict make it difficult for business
- Business is down extremely, and cost of overheads has increased significantly
- Cancellations
- Cancellations, short time closure, clients more concerned with money
- Capacity
- Capacity restrictions & lockdowns
- Client confidence is down so sales are down. Many contracts have been cancelled or postponed. During the pandemic a new surge of competition emerged as well.
- Closed and no material
- Closed 3 months
- Closed a week during lockdown. Had a quiet April 2020 month.
- Closed and couldn't trade
- Closed and reduced hours
- Closed as per gyms
- Closed during COVID
- Closed during COVID
- Closed during lock downs
- Closed during lock downs
- Closed during lockdown
- Closed for 10 weeks last year. tough times
- Closed for 3 months.

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- Closed for a little
 - Closed for a period
 - Closed for a while
 - Closed for business
 - Closed for extended time
 - Closed for months
 - Closure
 - Closure; procedure changes; loss of staff
 - Confused patrons of gym re COVID regulators
 - Consumer activity and restrictions
 - Consumer behaviour changed
 - Consumer behaviour/confidence
 - Consumer confidence
 - Consumer confidence, density restrictions
 - could not open last Xmas as planned
 - COVID
 - Covid restrictions reduced sales
 - COVID restrictions in pub, plus closed
 - COVID-19. and council construction in Hindmarsh st over 7 months as well.
 - Customers not enough
 - Decrease sales
 - Decreased patient's
 - Decreased sales generally
 - Decreased staff
 - Decreased travellers
 - Decreased work
 - Delayed our opening
 - Different lockdowns, sell going down, pricing of our suppliers going up
 - Doctors' surgery rules always changing
 - During lock downs
 - Esp lockdown periods
 - Fall off in commercial projects, project shutdowns due to client fears, things picking up now
 - Far less foot traffic low sales, hard to get stock
 - Financially with less customers meaning less business with rent remaining the same makes it difficult
 - Foot traffic and marketability (hospitality)
 - Forced closing people afraid or canceling bookings due to potential outbreaks
 - Generally

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- Getting stock in due to post delays from COVID/strike, lockdowns etc
 - Government mandates on workers and people attending the business
 - Had to change how we delivered service
 - Had to close for a little, social distancing impacted capacity
 - Had to close for a while
 - Had to move shop locations during COVID.
 - Hard to explain, lockdown showed loss of revenue among other impacts
 - High risk area, less travelers, food cost increased.
 - Huge decrease
 - If and when lockdowns might hit. shortage of staff if put into quarantine.
 - If we have a case even if staff are double vaxed they have to quarantine for 7 days single or none vaxed 14 days we could get to a point were we will not have any staff to keep the business open this is very concerning as a business owner especially going into our busy time of the year hopefully we do not get many cases and we work smart how we roster moving forward.
 - Interstate and international visitors
 - Interstate and overseas tourists' population drops due to boarder closures
 - Interstate customers play a huge part here.
 - Lack customers
 - Lack of business opportunity
 - Lack of international travelers and foot traffic
 - Lack of overall confidence
 - Lack of tourists
 - Last year, more than this year
 - Lending challenges. debt recovery challenges
 - Less customers
 - Less customers at times when business are closed
 - Less foot traffic
 - Less foot traffic
 - Less foot traffic and travellers
 - Less foot traffic around
 - Less foot traffic big impact
 - Less foot traffic, travelers, more online shopping
 - Less international & interstate movement as well as restrictions due to Covid.
 - Less number of people can seat in the cafe
 - Less patrons, no international and interstate Travelers, less traders working around=>no trades
 - Less people in the area in general

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- Less sales
 - Less sales, quiet and OHS
 - Less tourism in Glenelg
 - Less tourists and capacity limits
 - Less traffic
 - Less travelers
 - Less turnover
 - Less visitors coming to the area and events in this area have been canceled
 - Local business shut therefore less foot traffic
 - Lockdown closed up
 - Lockdowns
 - Lockdowns affecting business
 - Lockdowns and no tourists
 - Lockdowns from COVID decrease business
 - Lockdowns impacted
 - Lockdowns, lack of people
 - Longer appointment times means less customers in store
 - Loss of customers and foot traffic (lockdowns, Covid rules etc)
 - Loss of trade
 - Lost customers from other states
 - Lost of sales
 - Low bookings
 - Lower sales and clients
 - Luck of customers
 - Many aspects, including staff anxiety
 - More admin, more clients and difficulty with navigating some of the online technology to access clients
 - No clients during shut down
 - No dine in only take away
 - No dine in take away only
 - No internationals
 - No tourism
 - No tourism or events affected sales
 - No tourist
 - No tourists
 - No tourists in a tourist suburb
 - No travel
 - Not selling much and it is difficult to find staff while closing the border
 - Our foot traffic in the street seems to be well down to me.

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- Particularly worried about having to close for periods of time and losing staff as Covid spreads into SA. We feel it is inevitable and this will hurt during our busiest time of year.
 - People are staying home
 - People not wanting to try on glasses with a mask on or come for appts because of fear of proximity to optom
 - People's behaviour
 - Potential lockdowns and restrictions, ongoing restrictions, masks, constant rule changes, mandatory Vax passports restricting customers further
 - Pre Covid, we employed 10 workers, we lost 80% of our client base within 2 months of Covid and had to reduce our staff numbers to 4 which has made it difficult to generate profit with our existing overheads. Also not feeling very confident about the boarder opening and what that may bring over the coming months.
 - Problems on shipping time duration and price rate.
 - Productivity and profitability
 - Profit decreased
 - Reduced business
 - Reduced business capacity
 - Reduced capacity during busy trades
 - Reduced client
 - Reduced customer visits
 - Reduced foot trade
 - Reduced foot traffic
 - Reduced hours
 - Reduced numbers and capacities
 - Reduced sales
 - Reduced sales
 - Reduced sales significantly
 - Reduced tourists
 - Reduction in patrons
 - Restrictions
 - Restrictions on numbers in our venue. Pubs in lock down which impacts sales. More lock downs. No interstate or international tourists
 - Restrictions prohibiting peak business operation. Uncertain patterns of consumer behaviour reflective of restrictions. Lack of support from detrimental business impacts.
 - Restrictions with volumes of people on premises and social distancing. Which reduces income.
 - Risk of not being able to operate

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- Sale losses and staff issues finding and keeping staff
 - Sales
 - Sales & receiving stock
 - Sales affected due to IS borders closed
 - Sales are down. less people out and about
 - Sales are half, no tourists
 - Sales going down
 - Sales up 110%
 - Sales. travellers
 - Short lockdowns, customer concern with COVID, getting stock
 - Shut down due to closures
 - Shut down of business due to a person visiting site will force closure and staff isolation for 7 days....
 - Shut down several times, capacities
 - Shut down so lost business that not reversible
 - Slow
 - Social distancing
 - Social distancing
 - Social distancing and restrictions on weddings and similar events impacted, particularly last year
 - Sport stopping and starting, importing stock
 - Standard
 - Store closer
 - Stress of being compliant
 - Stress, anxiety
 - Supply
 - The older customers stopped coming in
 - The threat of covid will we need to close and still pay rent people in general to scared to come out, staffing issue
 - There were less customers
 - Tourism
 - Trade slow
 - Traffic is down
 - Travel agent, closed borders
 - Turnover is down and bills are mounting up
 - Uncertainty
 - Up to 80% of my business has been affected
 - Vaccination mandates
 - We are in the allied health sector and need to advise clients not to attend if any symptoms of Covid. This has caused client's family members not to

attend if unwell (parents, siblings) therefore their child is unable to attend (the client) resulting in a loss of income. Thankfully we have not had to have any closures due to staff/clients contracting Covid, this would impact us and is a concern as the borders re-open.

- We had to operate on very minimal hours open for trade
- We have lost large numbers of Guests due to restrictions and border closures
- We previously had a large percentage of tourist style visitors
- We struggled in the early pandemic to get people through the door, but the return of travellers and day to day activities means that this store is doing very well in the current climate.
- Wearing of masks has prevented a lot of our elderly clientele to come out for a coffee.
- Working from home, social distancing
- Worry about lock downs. The pressure government is putting on business to managing it. Make business put pressure of staff to get immunised. Penalising businesses they employ a non immunised staff member. Worried about the flow on effects. Being shut for a 2-week deep clean could cost the business significantly for this time of year.
- Worsening market conditions

Q15: What are the barriers to taking on new employees?

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
What are the barriers to taking on new employees?	Finding suitable/quality staff	96	10	11	2	4	0	123
		45.1%	52.6%	19.6%	66.7%	44.4%	0.0%	41.0%
	Don't need any more staff	74	8	35	2	3	0	122
		34.7%	42.1%	62.5%	66.7%	33.3%	0.0%	40.7%
	Impacts of COVID-19	60	1	7	1	2	0	71
		28.2%	5.3%	12.5%	33.3%	22.2%	0.0%	23.7%
	Lack of work/sales	46	1	17	1	1	0	66
		21.6%	5.3%	30.4%	33.3%	11.1%	0.0%	22.0%
	Cost of employing	52	3	6	2	3	0	66
		24.4%	15.8%	10.7%	66.7%	33.3%	0.0%	22.0%
	Finding those who want to work	54	4	2	0	3	0	63
		25.4%	21.1%	3.6%	0.0%	33.3%	0.0%	21.0%
	Profitability/lack of profits	32	2	5	1	0	0	40
		15.0%	10.5%	8.9%	33.3%	0.0%	0.0%	13.3%
	Lack of funds	21	1	3	1	0	0	26
		9.9%	5.3%	5.4%	33.3%	0.0%	0.0%	8.7%

	Lack of cash flow	15	1	5	1	0	0	22
		7.0%	5.3%	8.9%	33.3%	0.0%	0.0%	7.3%
	Other (please specify)	6	0	3	0	1	0	10
		2.8%	0.0%	5.4%	0.0%	11.1%	0.0%	3.3%
	Business is closing/winding down	4	0	1	0	0	0	5
		1.9%	0.0%	1.8%	0.0%	0.0%	0.0%	1.7%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
What are the barriers to taking on new employees?	Finding suitable/quality staff	46	34	22	21	123	105	17	1	123
		37.4%	48.6%	40.7%	39.6%	41.0%	39.2%	54.8%	100.0%	41.0%
	Don't need any more staff	52	27	17	26	122	115	7	0	122
		42.3%	38.6%	31.5%	49.1%	40.7%	42.9%	22.6%	0.0%	40.7%
	Impacts of COVID-19	29	14	15	13	71	60	11	0	71
		23.6%	20.0%	27.8%	24.5%	23.7%	22.4%	35.5%	0.0%	23.7%
	Lack of work/sales	27	14	13	12	66	63	3	0	66
		22.0%	20.0%	24.1%	22.6%	22.0%	23.5%	9.7%	0.0%	22.0%
	Cost of employing	26	19	11	10	66	57	9	0	66
		21.1%	27.1%	20.4%	18.9%	22.0%	21.3%	29.0%	0.0%	22.0%
	Finding those who want to work	25	16	14	8	63	48	15	0	63
		20.3%	22.9%	25.9%	15.1%	21.0%	17.9%	48.4%	0.0%	21.0%
	Profitability/lack of profits	19	11	6	4	40	36	4	0	40
		15.4%	15.7%	11.1%	7.5%	13.3%	13.4%	12.9%	0.0%	13.3%
	Lack of funds	14	6	4	2	26	25	1	0	26
		11.4%	8.6%	7.4%	3.8%	8.7%	9.3%	3.2%	0.0%	8.7%
	Lack of cash flow	11	4	3	4	22	20	2	0	22
		8.9%	5.7%	5.6%	7.5%	7.3%	7.5%	6.5%	0.0%	7.3%
	Other (please specify)	4	1	2	3	10	10	0	0	10
		3.3%	1.4%	3.7%	5.7%	3.3%	3.7%	0.0%	0.0%	3.3%
	Business is closing/winding down	0	1	1	3	5	5	0	0	5
		0.0%	1.4%	1.9%	5.7%	1.7%	1.9%	0.0%	0.0%	1.7%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								Total
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	
What are the barriers to taking on new employees?	Finding suitable/quality staff	29	23	8	7	2	0	1	53	123
		27.4%	47.9%	36.4%	70.0%	50.0%	0.0%	100.0%	48.6%	41.0%
	Don't need any more staff	52	19	8	1	0	0	0	42	122
		49.1%	39.6%	36.4%	10.0%	0.0%	0.0%	0.0%	38.5%	40.7%
	Impacts of COVID-19	23	7	9	3	1	0	1	27	71
		21.7%	14.6%	40.9%	30.0%	25.0%	0.0%	100.0%	24.8%	23.7%
	Lack of work/sales	39	7	2	1	1	0	0	16	66
		36.8%	14.6%	9.1%	10.0%	25.0%	0.0%	0.0%	14.7%	22.0%
	Cost of employing	28	10	4	6	1	0	0	17	66
		26.4%	20.8%	18.2%	60.0%	25.0%	0.0%	0.0%	15.6%	22.0%

Finding those who want to work	14	9	7	5	0	0	0	28	63
	13.2%	18.8%	31.8%	50.0%	0.0%	0.0%	0.0%	25.7%	21.0%
Profitability/lack of profits	23	6	1	1	1	0	0	8	40
	21.7%	12.5%	4.5%	10.0%	25.0%	0.0%	0.0%	7.3%	13.3%
Lack of funds	15	3	1	1	0	0	0	6	26
	14.2%	6.3%	4.5%	10.0%	0.0%	0.0%	0.0%	5.5%	8.7%
Lack of cash flow	12	2	1	1	0	0	0	6	22
	11.3%	4.2%	4.5%	10.0%	0.0%	0.0%	0.0%	5.5%	7.3%
Other (please specify)	3	0	0	0	0	0	0	7	10
	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	3.3%
Business is closing/winding down	2	2	0	0	0	0	0	1	5
	1.9%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.7%
Total	106	48	22	10	4	0	1	109	300
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

		What are the barriers to taking on new employees?											
		Don't need any more staff	Cost of employing	Lack of work/sales	Impacts of COVID-19	Finding those who want to work	Profitability/Lack of profits	Lack of funds	Lack of cash flow	Other (please specify)	Business is closing/winding down	Total	
		Finding suitable/quality staff											
What industry sector do you fall into?	Accommodation & Food Services	42	19	28	15	25	30	15	6	3	1	3	77
		54.5%	24.7%	36.4%	19.5%	32.5%	39.0%	19.5%	7.8%	3.9%	1.3%	3.9%	100.0%
	Administrative & Support Services	0	2	0	0	0	0	0	1	0	0	0	2
		0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Arts & Recreation Services	3	5	5	6	6	0	3	2	3	0	0	13
		23.1%	38.5%	38.5%	46.2%	46.2%	0.0%	23.1%	15.4%	23.1%	0.0%	0.0%	100.0%
	Construction	3	2	0	1	1	0	0	0	0	0	1	4
		75.0%	50.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	100.0%
	Education & Training	1	1	0	2	1	1	0	1	0	0	0	5
		20.0%	20.0%	0.0%	40.0%	20.0%	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	1	0	0	0	0	0	0	0	0	0	1
		0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Financial & Insurance Services	5	3	0	1	2	1	0	1	0	0	0	8
		62.5%	37.5%	0.0%	12.5%	25.0%	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	100.0%
	Health Care & Social Assistance	14	15	8	5	2	2	1	1	0	1	0	30
		46.7%	50.0%	26.7%	16.7%	6.7%	6.7%	3.3%	3.3%	0.0%	3.3%	0.0%	100.0%
	Information Media & Telecommunications	1	1	1	1	0	1	1	0	0	0	0	2
		50.0%	50.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Manufacturing	5	0	0	1	0	3	0	0	1	0	0	6
		83.3%	0.0%	0.0%	16.7%	0.0%	50.0%	0.0%	0.0%	16.7%	0.0%	0.0%	100.0%
	Professional, Scientific & Technical Services	4	4	0	0	2	0	1	0	1	1	0	8
		50.0%	50.0%	0.0%	0.0%	25.0%	0.0%	12.5%	0.0%	12.5%	12.5%	0.0%	100.0%
	Public Administration & Safety	1	1	0	0	1	0	1	0	0	0	0	2
		50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Rental, Hiring & Real Estate Services	3	1	1	0	0	1	0	0	0	0	0	4
		75.0%	25.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Retail Trade	22	54	16	25	17	15	9	10	10	3	1	99
		22.2%	54.5%	16.2%	25.3%	17.2%	15.2%	9.1%	10.1%	10.1%	3.0%	1.0%	100.0%
	Transport, Postal & Warehousing	0	1	0	0	0	0	0	0	0	0	0	1
		0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Wholesale Trade	0	0	0	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	19	12	12	9	9	9	9	4	4	4	0	38
		50.0%	31.6%	31.6%	23.7%	23.7%	23.7%	23.7%	10.5%	10.5%	10.5%	0.0%	100.0%
	Total	123	122	71	66	66	63	40	26	22	10	5	300
		41.0%	40.7%	23.7%	22.0%	22.0%	21.0%	13.3%	8.7%	7.3%	3.3%	1.7%	100.0%

Q16: What changes have you made or seen in your business in response to the impacts of COVID-19?

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
What changes have you made or seen in your business in response to the impacts of COVID-19?	Managed with JobKeeper until the worst was over	76	6	21	1	4	0	108
		35.7%	31.6%	37.5%	33.3%	44.4%	0.0%	36.0%
	Revenue decreased	78	1	23	2	1	0	105
		36.6%	5.3%	41.1%	66.7%	11.1%	0.0%	35.0%
	Temporarily closed the business	66	5	27	1	4	0	103
		31.0%	26.3%	48.2%	33.3%	44.4%	0.0%	34.3%
	Cut costs / staffing levels	85	4	9	0	0	0	98
		39.9%	21.1%	16.1%	0.0%	0.0%	0.0%	32.7%
	Reduced hours of operation	69	7	19	1	2	0	98
		32.4%	36.8%	33.9%	33.3%	22.2%	0.0%	32.7%
	Significantly restructured business operations	64	5	18	0	2	0	89
		30.0%	26.3%	32.1%	0.0%	22.2%	0.0%	29.7%
	Pivoted the business to a different business model	26	5	5	0	2	0	38
		12.2%	26.3%	8.9%	0.0%	22.2%	0.0%	12.7%
	Revenue increased	17	5	4	0	2	0	28
		8.0%	26.3%	7.1%	0.0%	22.2%	0.0%	9.3%
	Other (please specify)	21	1	3	1	1	0	27
		9.9%	5.3%	5.4%	33.3%	11.1%	0.0%	9.0%
Total		213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years				Size of business				
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
What changes have you made or seen in your business in response to the impacts of COVID-19?	Managed with JobKeeper until the worst was over	45 36.6%	25 35.7%	14 25.9%	24 45.3%	108 36.0%	91 34.0%	16 51.6%	1 100.0%	108 36.0%
	Revenue decreased	42 34.1%	25 35.7%	18 33.3%	20 37.7%	105 35.0%	91 34.0%	13 41.9%	1 100.0%	105 35.0%
	Temporarily closed the business	35 28.5%	23 32.9%	21 38.9%	24 45.3%	103 34.3%	88 32.8%	14 45.2%	1 100.0%	103 34.3%
	Cut costs / staffing levels	37 30.1%	27 38.6%	15 27.8%	19 35.8%	98 32.7%	86 32.1%	11 35.5%	1 100.0%	98 32.7%
	Reduced hours of operation	42 34.1%	27 38.6%	12 22.2%	17 32.1%	98 32.7%	83 31.0%	15 48.4%	0 0.0%	98 32.7%
	Significantly restructured business operations	37 30.1%	17 24.3%	18 33.3%	17 32.1%	89 29.7%	79 29.5%	9 29.0%	1 100.0%	89 29.7%
	Pivoted the business to a different business model	17 13.8%	5 7.1%	5 9.3%	11 20.8%	38 12.7%	32 11.9%	6 19.4%	0 0.0%	38 12.7%
	Revenue increased	15 12.2%	5 7.1%	4 7.4%	4 7.5%	28 9.3%	26 9.7%	2 6.5%	0 0.0%	28 9.3%
	Other (please specify)	10 8.1%	6 8.6%	4 7.4%	7 13.2%	27 9.0%	26 9.7%	1 3.2%	0 0.0%	27 9.0%
	Total	123 100.0%	70 100.0%	54 100.0%	53 100.0%	300 100.0%	268 100.0%	31 100.0%	1 100.0%	300 100.0%

		What is your annual turnover range?									
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	Total	
What changes have you made or seen in your business in response to the impacts of COVID-19?	Managed with JobKeeper until the worst was over	37 34.9%	16 33.3%	10 45.5%	5 50.0%	1 25.0%	0 0.0%	1 100.0%	38 34.9%	108 36.0%	
	Revenue decreased	44 41.5%	12 25.0%	8 36.4%	4 40.0%	1 25.0%	0 0.0%	0 0.0%	36 33.0%	105 35.0%	
	Temporarily closed the business	44 41.5%	8 16.7%	10 45.5%	2 20.0%	3 75.0%	0 0.0%	1 100.0%	35 32.1%	103 34.3%	
	Cut costs / staffing levels	32 30.2%	20 41.7%	8 36.4%	4 40.0%	1 25.0%	0 0.0%	0 0.0%	33 30.3%	98 32.7%	
	Reduced hours of operation	35 33.0%	8 16.7%	12 54.5%	3 30.0%	2 50.0%	0 0.0%	1 100.0%	37 33.9%	98 32.7%	
	Significantly restructured business operations	28 26.4%	19 39.6%	7 31.8%	4 40.0%	2 50.0%	0 0.0%	1 100.0%	28 25.7%	89 29.7%	
	Pivoted the business to a different business model	10 9.4%	5 10.4%	6 27.3%	1 10.0%	1 25.0%	0 0.0%	1 100.0%	14 12.8%	38 12.7%	
	Revenue increased	11 10.4%	6 12.5%	1 4.5%	1 10.0%	0 0.0%	0 0.0%	0 0.0%	9 8.3%	28 9.3%	
	Other (please specify)	10 9.4%	4 8.3%	1 4.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	12 11.0%	27 9.0%	
	Total	106 100.0%	48 100.0%	22 100.0%	10 100.0%	4 100.0%	0 0.0%	1 100.0%	109 100.0%	300 100.0%	

What changes have you made or seen in your business in response to the impacts of COVID-19?										
What industry sector do you fall into?	Managed with JobKeeper until the worst was over	Revenue decreased	Temporarily closed the business	Cut costs / staffing levels	Reduced hours of operation	Significantly restructured business operations	Pivoted the business to a different business model	Revenue increased	Other (please specify)	Total
Accommodation & Food Services	23 29.9%	40 51.9%	19 24.7%	35 45.5%	29 37.7%	24 31.2%	6 7.8%	7 9.1%	3 3.9%	77 100.0%
Administrative & Support Services	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	2 100.0%
Arts & Recreation Services	6 46.2%	4 30.8%	8 61.5%	2 15.4%	4 30.8%	3 23.1%	5 38.5%	3 23.1%	0 0.0%	13 100.0%
Construction	1 25.0%	2 50.0%	0 0.0%	2 50.0%	0 0.0%	0 0.0%	0 0.0%	1 25.0%	1 25.0%	4 100.0%
Education & Training	1 20.0%	0 0.0%	0 0.0%	3 60.0%	1 20.0%	1 20.0%	2 40.0%	1 20.0%	0 0.0%	5 100.0%
Electricity, Gas, Water & Waste Services	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	1 100.0%	0 0.0%	1 100.0%
Financial & Insurance Services	3 37.5%	0 0.0%	2 25.0%	2 25.0%	1 12.5%	5 62.5%	1 12.5%	1 12.5%	1 12.5%	8 100.0%
Health Care & Social Assistance	7 23.3%	7 23.3%	12 40.0%	3 10.0%	9 30.0%	14 46.7%	2 6.7%	1 3.3%	2 6.7%	30 100.0%
Information Media & Telecommunications	1 50.0%	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
Manufacturing	2 33.3%	0 0.0%	1 16.7%	2 33.3%	2 33.3%	1 16.7%	2 33.3%	0 0.0%	0 0.0%	6 100.0%
Professional, Scientific & Technical Services	3 37.5%	2 25.0%	1 12.5%	1 12.5%	2 25.0%	3 37.5%	0 0.0%	2 25.0%	2 25.0%	8 100.0%
Public Administration & Safety	2 100.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
Rental, Hiring & Real Estate Services	3 75.0%	0 0.0%	1 25.0%	0 0.0%	2 50.0%	2 50.0%	1 25.0%	0 0.0%	2 50.0%	4 100.0%
Retail Trade	38 38.4%	31 31.3%	44 44.4%	32 32.3%	33 33.3%	23 23.2%	15 15.2%	7 7.1%	13 13.1%	99 100.0%
Transport, Postal & Warehousing	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	1 100.0%
Wholesale Trade	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
	17	18	15	15	13	11	4	2	3	38

Other Services (please specify)	44.7%	47.4%	39.5%	39.5%	34.2%	28.9%	10.5%	5.3%	7.9%	100.0%
Total	108	105	103	98	98	89	38	28	27	300
	36.0%	35.0%	34.3%	32.7%	32.7%	29.7%	12.7%	9.3%	9.0%	100.0%

Other responses included:

- Choose not to answer
- Looking but no one yet
- No barriers
- No comment
- No need currently. new employee starting in 2 months
- Not enough work
- Small office space
- Unable to find a suitable space to operate from
- Vaccine mandate, QR code discrimination

Q17: What industry sector do you fall into?

	In which suburb is your business located?							Total
	Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park		
What industry sector do you fall into?								
Retail Trade	69	3	26	0	1	0		99
	32.4%	15.8%	46.4%	0.0%	11.1%	0.0%		33.0%
Accommodation & Food Services	65	0	8	1	3	0		77
	30.5%	0.0%	14.3%	33.3%	33.3%	0.0%		25.7%
Other Services (please specify)	30	1	6	0	1	0		38
	14.1%	5.3%	10.7%	0.0%	11.1%	0.0%		12.7%
Health Care & Social Assistance	21	2	6	0	1	0		30
	9.9%	10.5%	10.7%	0.0%	11.1%	0.0%		10.0%
Arts & Recreation Services	5	3	3	1	1	0		13
	2.3%	15.8%	5.4%	33.3%	11.1%	0.0%		4.3%
Professional, Scientific & Technical Services	4	1	2	1	0	0		8
	1.9%	5.3%	3.6%	33.3%	0.0%	0.0%		2.7%
Financial & Insurance Services	6	0	1	0	1	0		8
	2.8%	0.0%	1.8%	0.0%	11.1%	0.0%		2.7%
Manufacturing	1	4	1	0	0	0		6
	0.5%	21.1%	1.8%	0.0%	0.0%	0.0%		2.0%
Education & Training	2	2	1	0	0	0		5
	0.9%	10.5%	1.8%	0.0%	0.0%	0.0%		1.7%
Rental, Hiring & Real Estate Services	4	0	0	0	0	0		4
	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%		1.3%
Construction	4	0	0	0	0	0		4
	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%		1.3%
Public Administration & Safety	1	0	1	0	0	0		2
	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%		0.7%
Information Media & Telecommunications	1	0	1	0	0	0		2
	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%		0.7%
Administrative & Support Services	0	1	0	0	1	0		2
	0.0%	5.3%	0.0%	0.0%	11.1%	0.0%		0.7%
Transport, Postal & Warehousing	0	1	0	0	0	0		1
	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%		0.3%
	0	1	0	0	0	0		1

Electricity, Gas, Water & Waste Services	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.3%
Wholesale Trade	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	213	19	56	3	9	0	300
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years				Size of business				
		0-5	6-10	11-20	Over 20	Total	Small <20	Medium 20-199	Large >200	Total
		years	years	years	years		employees	employees	employees	
What industry sector do you fall into?	Retail Trade	36	25	18	20	99	94	5	0	99
		29.3%	35.7%	33.3%	37.7%	33.0%	35.1%	16.1%	0.0%	33.0%
	Accommodation & Food Services	30	17	16	14	77	65	12	0	77
		24.4%	24.3%	29.6%	26.4%	25.7%	24.3%	38.7%	0.0%	25.7%
	Other Services (please specify)	17	9	6	6	38	29	8	1	38
		13.8%	12.9%	11.1%	11.3%	12.7%	10.8%	25.8%	100.0%	12.7%
	Health Care & Social Assistance	15	6	6	3	30	30	0	0	30
		12.2%	8.6%	11.1%	5.7%	10.0%	11.2%	0.0%	0.0%	10.0%
	Arts & Recreation Services	7	1	3	2	13	12	1	0	13
		5.7%	1.4%	5.6%	3.8%	4.3%	4.5%	3.2%	0.0%	4.3%
	Professional, Scientific & Technical Services	3	3	2	0	8	8	0	0	8
		2.4%	4.3%	3.7%	0.0%	2.7%	3.0%	0.0%	0.0%	2.7%
	Financial & Insurance Services	3	1	1	3	8	7	1	0	8
		2.4%	1.4%	1.9%	5.7%	2.7%	2.6%	3.2%	0.0%	2.7%
	Manufacturing	2	3	0	1	6	5	1	0	6
		1.6%	4.3%	0.0%	1.9%	2.0%	1.9%	3.2%	0.0%	2.0%
	Education & Training	4	1	0	0	5	4	1	0	5
		3.3%	1.4%	0.0%	0.0%	1.7%	1.5%	3.2%	0.0%	1.7%
	Rental, Hiring & Real Estate Services	1	1	1	1	4	2	2	0	4
		0.8%	1.4%	1.9%	1.9%	1.3%	0.7%	6.5%	0.0%	1.3%
	Construction	1	2	0	1	4	4	0	0	4
		0.8%	2.9%	0.0%	1.9%	1.3%	1.5%	0.0%	0.0%	1.3%
	Public Administration & Safety	1	1	0	0	2	2	0	0	2
		0.8%	1.4%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.7%
	Information Media & Telecommunications	1	0	1	0	2	2	0	0	2
		0.8%	0.0%	1.9%	0.0%	0.7%	0.7%	0.0%	0.0%	0.7%
	Administrative & Support Services	1	0	0	1	2	2	0	0	2
		0.8%	0.0%	0.0%	1.9%	0.7%	0.7%	0.0%	0.0%	0.7%
	Transport, Postal & Warehousing	0	0	0	1	1	1	0	0	1
		0.0%	0.0%	0.0%	1.9%	0.3%	0.4%	0.0%	0.0%	0.3%
	Electricity, Gas, Water & Waste Services	1	0	0	0	1	1	0	0	1
		0.8%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.3%
	Wholesale Trade	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								
		<\$500k	\$500k- \$1 million	\$1 million- \$2 million	\$2 million- \$5 million	\$5 million- \$10 million	\$10 million- \$50 million	\$50 million+	Prefer not to say	Total
What industry sector do you fall into?	Retail Trade	38	16	6	3	0	0	0	36	99
		35.8%	33.3%	27.3%	30.0%	0.0%	0.0%	0.0%	33.0%	33.0%
	Accommodation & Food Services	19	14	9	1	3	0	0	31	77
		17.9%	29.2%	40.9%	10.0%	75.0%	0.0%	0.0%	28.4%	25.7%
	Other Services (please specify)	15	2	3	3	1	0	0	14	38
		14.2%	4.2%	13.6%	30.0%	25.0%	0.0%	0.0%	12.8%	12.7%
	Health Care & Social Assistance	11	6	1	0	0	0	0	12	30
		10.4%	12.5%	4.5%	0.0%	0.0%	0.0%	0.0%	11.0%	10.0%
	Arts & Recreation Services	8	2	1	0	0	0	0	2	13
		7.5%	4.2%	4.5%	0.0%	0.0%	0.0%	0.0%	1.8%	4.3%
	Professional, Scientific & Technical Services	3	3	1	1	0	0	0	0	8
		2.8%	6.3%	4.5%	10.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	Financial & Insurance Services	1	2	0	1	0	0	0	4	8
		0.9%	4.2%	0.0%	10.0%	0.0%	0.0%	0.0%	3.7%	2.7%
	Manufacturing	1	1	0	0	0	0	0	4	6
		0.9%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%
	Education & Training	3	0	0	0	0	0	0	2	5
		2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.7%
	Rental, Hiring & Real Estate Services	0	0	0	1	0	0	1	2	4
		0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	100.0%	1.8%	1.3%
	Construction	2	1	1	0	0	0	0	0	4
		1.9%	2.1%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Public Administration & Safety	1	1	0	0	0	0	0	0	2
		0.9%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Information Media & Telecommunications	2	0	0	0	0	0	0	0	2
		1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Administrative & Support Services	1	0	0	0	0	0	0	1	2
		0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.7%
	Transport, Postal & Warehousing	1	0	0	0	0	0	0	0	1
		0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Electricity, Gas, Water & Waste Services	0	0	0	0	0	0	0	1	1
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%
	Wholesale Trade	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

Other responses included:

- Bookings ahead went from 4 weeks to 5 months.
- Closing during lockdowns and lessening opening hours during 2020
- Couldn't get stock in
- Discrimination from government is allowed and people started to discriminate against
- More online selling
- More sales would be great
- New Business
- No changes

-
- No real impact
 - Not much difference
 - Not sure
 - Revenue increased online, but in-store declined
 - Shutting down in lockdown
 - Still busy
 - Two different businesses so Hard to know as we launched during covid. List revenue in Sydney Airbnb.
 - Unsure
 - Worked from home
 - Worked from home during lockdowns

Q18: Are any of the following affecting/impacting on your profitability?

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
Are any of the following affecting/impacting on your profitability?	COVID-19	127	7	34	1	5	0	174
		59.6%	36.8%	60.7%	33.3%	55.6%	0.0%	58.0%
	Cost of rent	94	11	25	1	3	0	134
		44.1%	57.9%	44.6%	33.3%	33.3%	0.0%	44.7%
	Lack of tourists	109	1	16	1	3	0	130
		51.2%	5.3%	28.6%	33.3%	33.3%	0.0%	43.3%
	Lack of sales	82	0	23	1	1	0	107
		38.5%	0.0%	41.1%	33.3%	11.1%	0.0%	35.7%
	Local economy	64	10	19	1	4	0	98
		30.0%	52.6%	33.9%	33.3%	44.4%	0.0%	32.7%
	Cost of labour	65	4	18	0	4	0	91
		30.5%	21.1%	32.1%	0.0%	44.4%	0.0%	30.3%
	Weather	65	4	10	2	2	0	83
		30.5%	21.1%	17.9%	66.7%	22.2%	0.0%	27.7%
	Cost of power	44	7	4	0	3	0	58
		20.7%	36.8%	7.1%	0.0%	33.3%	0.0%	19.3%
	Low margins	37	4	9	0	3	0	53
		17.4%	21.1%	16.1%	0.0%	33.3%	0.0%	17.7%
	Competition - online	34	2	8	0	1	0	45
		16.0%	10.5%	14.3%	0.0%	11.1%	0.0%	15.0%
	Competition - bricks and mortar	25	4	7	1	1	0	38
		11.7%	21.1%	12.5%	33.3%	11.1%	0.0%	12.7%
	Other	23	0	4	1	3	0	31
		10.8%	0.0%	7.1%	33.3%	33.3%	0.0%	10.3%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years				Size of business				
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
Are any of the following affecting/impacting on your profitability?	COVID-19	71	35	33	35	174	150	23	1	174
		57.7%	50.0%	61.1%	66.0%	58.0%	56.0%	74.2%	100.0%	58.0%
	Cost of rent	59	37	16	22	134	121	13	0	134
		48.0%	52.9%	29.6%	41.5%	44.7%	45.1%	41.9%	0.0%	44.7%
	Lack of tourists	51	29	29	21	130	109	20	1	130
		41.5%	41.4%	53.7%	39.6%	43.3%	40.7%	64.5%	100.0%	43.3%
	Lack of sales	45	23	22	17	107	94	12	1	107
		36.6%	32.9%	40.7%	32.1%	35.7%	35.1%	38.7%	100.0%	35.7%
	Local economy	40	26	15	17	98	88	10	0	98
		32.5%	37.1%	27.8%	32.1%	32.7%	32.8%	32.3%	0.0%	32.7%
	Cost of labour	31	30	13	17	91	74	17	0	91
		25.2%	42.9%	24.1%	32.1%	30.3%	27.6%	54.8%	0.0%	30.3%
	Weather	33	21	17	12	83	67	16	0	83
		26.8%	30.0%	31.5%	22.6%	27.7%	25.0%	51.6%	0.0%	27.7%
	Cost of power	24	14	6	14	58	45	13	0	58
		19.5%	20.0%	11.1%	26.4%	19.3%	16.8%	41.9%	0.0%	19.3%
	Low margins	24	10	7	12	53	49	3	1	53
		19.5%	14.3%	13.0%	22.6%	17.7%	18.3%	9.7%	100.0%	17.7%
	Competition - online	16	12	10	7	45	42	3	0	45
		13.0%	17.1%	18.5%	13.2%	15.0%	15.7%	9.7%	0.0%	15.0%
	Competition - bricks and mortar	8	12	6	12	38	33	5	0	38
		6.5%	17.1%	11.1%	22.6%	12.7%	12.3%	16.1%	0.0%	12.7%
	Other	13	7	5	6	31	28	3	0	31
		10.6%	10.0%	9.3%	11.3%	10.3%	10.4%	9.7%	0.0%	10.3%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?									
		<\$500k	\$500k- \$1 million	\$1 million- \$2 million	\$2 million- \$5 million	\$5 million- \$10 million	\$10 million- \$50 million	\$50 million+	Prefer not to say	Total	
Are any of the following affecting/impacting on your profitability?	COVID-19	62	29	15	5	4	0	1	58	174	
		58.5%	60.4%	68.2%	50.0%	100.0%	0.0%	100.0%	53.2%	58.0%	
	Cost of rent	48	21	7	5	2	0	0	51	134	
		45.3%	43.8%	31.8%	50.0%	50.0%	0.0%	0.0%	46.8%	44.7%	
	Lack of tourists	43	20	9	6	3	0	0	49	130	
		40.6%	41.7%	40.9%	60.0%	75.0%	0.0%	0.0%	45.0%	43.3%	
	Lack of sales	49	18	7	3	3	0	0	27	107	
		46.2%	37.5%	31.8%	30.0%	75.0%	0.0%	0.0%	24.8%	35.7%	
	Local economy	36	11	5	3	0	0	0	43	98	
		34.0%	22.9%	22.7%	30.0%	0.0%	0.0%	0.0%	39.4%	32.7%	
	Cost of labour	29	20	8	4	2	0	0	28	91	
		27.4%	41.7%	36.4%	40.0%	50.0%	0.0%	0.0%	25.7%	30.3%	
	Weather	23	16	5	3	3	0	0	33	83	
		21.7%	33.3%	22.7%	30.0%	75.0%	0.0%	0.0%	30.3%	27.7%	
	Cost of power	16	9	6	3	0	0	1	23	58	
		15.1%	18.8%	27.3%	30.0%	0.0%	0.0%	100.0%	21.1%	19.3%	
	Low margins	26	4	4	2	1	0	0	16	53	
		24.5%	8.3%	18.2%	20.0%	25.0%	0.0%	0.0%	14.7%	17.7%	
	Competition - online	23	3	8	2	0	0	0	9	45	
		21.7%	6.3%	36.4%	20.0%	0.0%	0.0%	0.0%	8.3%	15.0%	
	Competition - bricks and mortar	13	8	4	0	0	0	0	13	38	
		12.3%	16.7%	18.2%	0.0%	0.0%	0.0%	0.0%	11.9%	12.7%	
	Other	10	6	1	0	0	0	0	14	31	
		9.4%	12.5%	4.5%	0.0%	0.0%	0.0%	0.0%	12.8%	10.3%	
	Total	106	48	22	10	4	0	1	109	300	
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	

		Are any of the following affecting/impacting on your profitability?												
		COVID-19	Cost of rent	Lack of tourists	Lack of sales	Local economy	Cost of labour	Weather	Cost of power	Low margins	Competition - online	Competition - bricks and mortar	Other	Total
What industry sector do you fall into?	Accommodation & Food Services	54	41	53	40	28	38	35	25	18	8	15	7	77
		70.1%	53.2%	68.8%	51.9%	36.4%	49.4%	45.5%	32.5%	23.4%	10.4%	19.5%	9.1%	100.0%
	Administrative & Support Services	1	1	2	0	1	0	0	0	0	0	0	0	2
		50.0%	50.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Arts & Recreation Services	10	6	6	6	4	3	4	1	2	4	0	1	13
		76.9%	46.2%	46.2%	46.2%	30.8%	23.1%	30.8%	7.7%	15.4%	30.8%	0.0%	7.7%	100.0%
	Construction	1	1	0	0	2	2	0	1	1	0	1	1	4
		25.0%	25.0%	0.0%	0.0%	50.0%	50.0%	0.0%	25.0%	25.0%	0.0%	25.0%	25.0%	100.0%
	Education & Training	3	0	0	0	2	0	0	0	1	0	0	1	5
		60.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	20.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	1	0	0	1	1	1	1	0	0	0	0	1
		0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Financial & Insurance Services	0	2	0	0	1	4	0	1	0	1	0	1	8
		0.0%	25.0%	0.0%	0.0%	12.5%	50.0%	0.0%	12.5%	0.0%	12.5%	0.0%	12.5%	100.0%
	Health Care & Social Assistance	17	15	3	4	6	1	2	4	6	2	3	4	30
		56.7%	50.0%	10.0%	13.3%	20.0%	3.3%	6.7%	13.3%	20.0%	6.7%	10.0%	13.3%	100.0%
	Information Media & Telecommunications	1	0	0	1	1	0	0	1	1	1	0	0	2
		50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	100.0%
	Manufacturing	1	4	0	1	3	1	1	3	2	0	2	1	6
		16.7%	66.7%	0.0%	16.7%	50.0%	16.7%	16.7%	50.0%	33.3%	0.0%	33.3%	16.7%	100.0%
	Professional, Scientific & Technical Services	2	1	0	0	0	2	0	0	0	2	2	2	8
		25.0%	12.5%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	25.0%	100.0%
	Public Administration & Safety	1	1	0	1	2	0	0	0	0	0	0	0	2
		50.0%	50.0%	0.0%	50.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Rental, Hiring & Real Estate Services	1	1	1	0	0	1	0	1	0	1	1	1	4
		25.0%	25.0%	25.0%	0.0%	0.0%	25.0%	0.0%	25.0%	0.0%	25.0%	25.0%	25.0%	100.0%
	Retail Trade	58	41	48	33	35	29	30	14	15	20	10	8	99
		58.6%	41.4%	48.5%	33.3%	35.4%	29.3%	30.3%	14.1%	15.2%	20.2%	10.1%	8.1%	100.0%
	Transport, Postal & Warehousing	1	0	0	0	0	0	0	0	0	0	0	0	1
		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Wholesale Trade	0	0	0	0	0	0	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Services (please specify)	23	19	17	21	12	9	10	6	7	6	4	4	38
		60.5%	50.0%	44.7%	55.3%	31.6%	23.7%	26.3%	15.8%	18.4%	15.8%	10.5%	10.5%	100.0%
	Total	174	134	130	107	98	91	83	58	53	45	38	31	300
		58.0%	44.7%	43.3%	35.7%	32.7%	30.3%	27.7%	19.3%	17.7%	15.0%	12.7%	10.3%	100.0%

Other responses included:

- Airbnb accom and creative sculpture lamps online sales business
- Animal care
- Architecture
- Bar food service
- Bathroom and kitchen supplies
- Beauty and hair industry
- Beauty and salon
- Beauty salon
- Cafe

-
- Church
 - Day spa
 - Dreadlock Artists
 - Dressmaking
 - Fast food take away
 - Fitness
 - Food and beverage services
 - Gelato cafe
 - Hospitality
 - Hospitality
 - Hospitality (Restaurant & Bar)
 - Hospitality- Cafe
 - Personal care
 - Photographer and photo restoration
 - Plumbing
 - Pub
 - Restaurant
 - Restaurant
 - Restaurant food
 - Retail and financial
 - Retail and interior design/styling
 - Shoe manufacturer
 - Tattoo
 - Tourism
 - Travel agency
 - Travel agency

Q19: Have you done any business with Council in the last 12 months?

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
Have you done any business with Council in the last 12 months?	Yes (please specify)	48	3	11	1	3	0	66
		22.5%	15.8%	19.6%	33.3%	33.3%	0.0%	22.0%
	No	165	16	45	2	6	0	234
		77.5%	84.2%	80.4%	66.7%	66.7%	0.0%	78.0%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20- 199 employees	Large >200 employees	Total
Have you done any business with Council in the last 12 months?	Yes (please specify)	34	10	9	13	66	57	8	1	66
		27.6%	14.3%	16.7%	24.5%	22.0%	21.3%	25.8%	100.0%	22.0%
	No	89	60	45	40	234	211	23	0	234
		72.4%	85.7%	83.3%	75.5%	78.0%	78.7%	74.2%	0.0%	78.0%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?							
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say
Have you done any business with Council in the last 12 months?	Yes (please specify)	29	13	7	0	0	0	1	16
		27.4%	27.1%	31.8%	0.0%	0.0%	0.0%	100.0%	14.7%
	No	77	35	15	10	4	0	0	93
		72.6%	72.9%	68.2%	100.0%	100.0%	0.0%	0.0%	85.3%
	Total	106	48	22	10	4	0	1	109
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

		Have you done any business with Council in the last 12 months?		
		Yes (please specify)	No	Total
What industry sector do you fall into?	Accommodation & Food Services	11	66	77
		14.3%	85.7%	100.0%
	Administrative & Support Services	1	1	2
		50.0%	50.0%	100.0%
	Arts & Recreation Services	7	6	13
		53.8%	46.2%	100.0%
	Construction	1	3	4
		25.0%	75.0%	100.0%
	Education & Training	2	3	5
		40.0%	60.0%	100.0%
	Electricity, Gas, Water & Waste Services	0	1	1
		0.0%	100.0%	100.0%
	Financial & Insurance Services	1	7	8
		12.5%	87.5%	100.0%

Health Care & Social Assistance	6	24	30
	20.0%	80.0%	100.0%
Information Media & Telecommunications	1	1	2
	50.0%	50.0%	100.0%
Manufacturing	1	5	6
	16.7%	83.3%	100.0%
Professional, Scientific & Technical Services	4	4	8
	50.0%	50.0%	100.0%
Public Administration & Safety	2	0	2
	100.0%	0.0%	100.0%
Rental, Hiring & Real Estate Services	2	2	4
	50.0%	50.0%	100.0%
Retail Trade	18	81	99
	18.2%	81.8%	100.0%
Transport, Postal & Warehousing	0	1	1
	0.0%	100.0%	100.0%
Wholesale Trade	0	0	0
	0.0%	0.0%	0.0%
Other Services (please specify)	9	29	38
	23.7%	76.3%	100.0%
Total	66	234	300
	22.0%	78.0%	100.0%

Other responses included:

- Choose not to answer
- Cost of gas and council rates
- Government discrimination against
- Lack of advertising, equipment expensive
- Local parking not enough Brighton rd
- Mask Mandates, no clarity on Government lockdowns
- More exposure and marketing
- No stock
- Not affected
- Supply chain delays, materials cost increases
- Unsure start up business

Q20: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate your experience in doing business with Council?

Interaction with Business Development	5.34
Interaction with Jetty Road (Glenelg) Coordination	5.68
Delivery of planning and building permits	5.33
Town planning initiatives that plan for future growth	5.12
Delivery of food safety & health inspections	5.61
Delivery of traffic management and parking	4.66
Delivery of footpath trading management	5.31
Delivery of local laws/enforcement	5.40
Maintaining shopping precincts	5.96
Facilitation of major events, cultural festival and attractions	6.41
Waste and environmental management	6.59
COVID-19 supported programs	4.77

		Interaction with Business Development Interaction with Jetty Road (Glenelg) Coordination	Delivery of planning and building permits Town planning initiatives that plan for future growth	Delivery of food safety & health inspections	Delivery of traffic management and parking	Delivery of footpath trading management	Delivery of local laws/enforcement	Maintaining shopping precincts	Facilitation of major events, cultural festival and attractions	Waste and environmental management	COVID-19 supported programs		
In which suburb is your	Glenelg (including Glenelg East, Glenelg South and Glenelg North)	5.31	5.79	5.48	5.20	5.67	4.81	5.54	5.42	5.85	6.32	6.30	4.68
	Somerton Park	8.00	8.50	4.33	5.00	5.00	3.58	3.31	5.50	5.80	7.33	7.92	6.00
	Brighton (including Brighton North, Brighton South)	4.40	5.11	4.50	4.20	5.46	4.58	5.06	5.46	6.35	6.56	7.10	4.71
	Hove	2.50	2.50	4.00	3.00	5.00	2.33	5.00	3.00	5.50	4.67	5.67	5.00
	Seacliff	9.33	2.50	5.00	7.00	5.25	4.80	6.17	5.75	6.50	7.80	7.71	5.75
	Kingston Park
	Total	5.34	5.68	5.33	5.12	5.61	4.66	5.31	5.40	5.96	6.41	6.59	4.77
Number of	0-5 years	6.12	5.76	5.53	5.49	6.00	4.85	5.80	5.61	6.15	6.43	6.78	5.02
	6-10 years	4.64	5.41	4.85	4.61	5.10	4.46	5.27	5.23	5.91	6.27	6.29	4.79
	11-20 years	4.50	6.00	5.59	5.27	5.40	4.95	4.91	5.84	5.79	6.42	6.28	4.83
	Over 20 years	4.89	5.42	5.08	4.67	5.56	4.15	4.67	4.54	5.70	6.54	6.89	3.95
	Total	5.34	5.68	5.33	5.12	5.61	4.66	5.31	5.40	5.96	6.41	6.59	4.77
Size of	Small <20 employees	5.45	5.70	5.33	5.10	5.54	4.73	5.39	5.51	6.01	6.44	6.64	4.82
	Medium 20-199 employees	4.56	5.56	5.33	5.30	5.95	4.16	4.65	4.55	5.55	6.20	6.22	4.43
	Large >200 employees
	Total	5.34	5.68	5.33	5.12	5.61	4.66	5.31	5.40	5.96	6.41	6.59	4.77
What is your annual	<\$500k	6.11	5.64	5.60	5.28	5.68	4.68	5.39	5.58	6.34	6.87	6.70	5.04
	\$500k-\$1 million	5.18	6.15	5.48	5.32	5.83	4.95	5.91	5.66	6.17	6.28	6.57	4.85
	\$1 million-\$2 million	5.18	6.08	5.44	4.75	6.08	5.50	6.31	4.77	5.57	6.27	7.25	4.38
	\$2 million-\$5 million	2.83	3.50	3.83	4.00	3.17	3.00	3.00	3.00	2.83	4.00	4.63	3.13
	\$5 million-\$10 million	6.00	6.00	7.00	7.00	7.25	4.00	4.33	4.33	5.00	6.50	7.00	3.67
	\$10 million-\$50 million
	\$50 million+	4.00	3.00	3.00	4.00	.	3.00	3.00	3.00	3.00	5.00	5.00	3.00
	Prefer not to say	4.95	5.68	5.16	5.05	5.46	4.52	4.97	5.50	5.92	6.34	6.57	4.93
	Total	5.34	5.68	5.33	5.12	5.61	4.66	5.31	5.40	5.96	6.41	6.59	4.77
	What industry sector do you fall into?	Accommodation & Food Services	5.09	5.34	5.49	4.91	5.74	4.84	5.29	5.44	5.78	5.79	6.06
Administrative & Support Services		10.00	9.00	.	.	.	5.50	2.00	.	4.00	10.00	8.00	9.00
Arts & Recreation Services		6.00	7.00	4.25	4.00	4.50	3.37	3.20	4.67	7.00	7.82	7.40	5.13
Construction		10.00	.	5.67	4.50	5.00	4.67	4.00	2.00	5.50	9.00	9.00	2.00
Education & Training		8.00	3.50	3.50	6.00	.	6.00	7.00	8.00
Electricity, Gas, Water & Waste Services		.	.	6.00	6.00	.	5.00	5.00	5.00	6.00	5.00	7.00	5.00
Financial & Insurance Services		8.50	9.00	8.67	8.75	7.00	6.00	6.75	8.33	8.33	8.67	8.00	7.67
Health Care & Social Assistance		4.71	6.25	6.29	5.13	6.33	5.00	6.36	6.31	7.00	7.40	7.33	4.44
Information Media & Telecommunications		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Manufacturing		8.00	5.00	6.50	5.00	4.00	2.80	3.60	4.80	6.50	7.00	8.20	5.00
Professional, Scientific & Technical Services		4.00	4.50	6.50	6.00	5.00	5.00	6.33	5.25	7.50	7.25	7.57	8.00
Public Administration & Safety		2.00	.	.	1.00	1.00	1.00	.	1.00	.	1.00	3.50	1.00
Rental, Hiring & Real Estate Services		4.50	3.50	4.67	5.00	3.00	6.00	3.00	3.00	3.00	4.00	4.00	2.50
Retail Trade		5.00	5.39	4.59	5.06	5.04	4.48	5.35	5.18	5.67	6.24	6.38	4.48
Transport, Postal & Warehousing		5.00
Wholesale Trade	
Other Services (please specify)		6.46	6.47	5.00	5.42	6.64	5.00	5.89	5.95	5.81	7.20	7.18	6.71
Total		5.34	5.68	5.33	5.12	5.61	4.66	5.31	5.40	5.96	6.41	6.59	4.77

	0	1	2	3	4	5	6	7	8	9	10	Total
	Poor										Excellent	
Interaction with Business Development	18	3	3	7	4	28	16	14	16	1	15	125
	14.4%	2.4%	2.4%	5.6%	3.2%	22.4%	12.8%	11.2%	12.8%	0.8%	12.0%	100.0%
Interaction with Jetty Road (Glenelg)	14	4	5	4	6	26	13	15	24	6	13	130
Coordination	10.8%	3.1%	3.8%	3.1%	4.6%	20.0%	10.0%	11.5%	18.5%	4.6%	10.0%	100.0%
Delivery of planning and building permits	10	5	3	7	7	28	14	14	15	4	7	114
	8.8%	4.4%	2.6%	6.1%	6.1%	24.6%	12.3%	12.3%	13.2%	3.5%	6.1%	100.0%
Town planning initiatives that plan for future growth	11	6	3	11	8	24	19	12	15	6	4	119
	9.2%	5.0%	2.5%	9.2%	6.7%	20.2%	16.0%	10.1%	12.6%	5.0%	3.4%	100.0%
Delivery of food safety & health inspections	11	3	3	5	8	25	22	15	20	7	6	125
	8.8%	2.4%	2.4%	4.0%	6.4%	20.0%	17.6%	12.0%	16.0%	5.6%	4.8%	100.0%
Delivery of traffic management and parking	27	10	14	20	18	35	14	16	30	10	6	200
	13.5%	5.0%	7.0%	10.0%	9.0%	17.5%	7.0%	8.0%	15.0%	5.0%	3.0%	100.0%
Delivery of footpath trading management	13	6	17	11	13	34	23	13	27	15	8	180
	7.2%	3.3%	9.4%	6.1%	7.2%	18.9%	12.8%	7.2%	15.0%	8.3%	4.4%	100.0%
Delivery of local laws/enforcement	14	7	11	10	8	37	25	17	25	15	7	176
	8.0%	4.0%	6.3%	5.7%	4.5%	21.0%	14.2%	9.7%	14.2%	8.5%	4.0%	100.0%
Maintaining shopping precincts	9	2	6	12	14	30	30	28	35	8	13	187
	4.8%	1.1%	3.2%	6.4%	7.5%	16.0%	16.0%	15.0%	18.7%	4.3%	7.0%	100.0%
Facilitation of major events, cultural festival and attractions	7	4	2	10	6	30	29	17	24	21	21	171
	4.1%	2.3%	1.2%	5.8%	3.5%	17.5%	17.0%	9.9%	14.0%	12.3%	12.3%	100.0%
Waste and environmental management	12	3	4	4	2	30	25	29	57	18	18	202
	5.9%	1.5%	2.0%	2.0%	1.0%	14.9%	12.4%	14.4%	28.2%	8.9%	8.9%	100.0%
COVID-19 supported programs	19	6	11	13	11	27	20	9	12	9	9	146
	13.0%	4.1%	7.5%	8.9%	7.5%	18.5%	13.7%	6.2%	8.2%	6.2%	6.2%	100.0%

Q21: On a scale of 0 to 10, where 0 is totally dissatisfied and 10 is totally satisfied, how satisfied are you with Council's support for business in the area?

Small Business Grants	4.85
Shopfront Grants	4.83
Digital Training	4.79
Business Training	4.70
Small Business Mentoring Program	4.86
Destination Marketing	5.20
Business communication	5.12
Access to information on government funding and programs for business	4.81
Vibrancy of business centres	5.13
Data that supports business growth	4.89

	Small Business Grants	Shopfront Grants	Digital Training	Business Training	Small Business Mentoring Program	Destination Marketing	Business communication	Access to information on government funding and	Vibrancy of business centres	Data that supports business growth		
In which suburb is	Glenelg (including Glenelg East, Glenelg South and Glenelg North)	4.70	4.75	4.55	4.58	4.66	5.17	5.10	4.58	4.87	4.69	
	Somerton Park	6.00	5.00	6.25	4.00	5.40	5.00	4.00	5.63	5.80	5.60	
	Brighton (including Brighton North, Brighton South)	5.06	4.50	5.00	4.91	5.15	4.44	4.73	5.42	6.33	5.80	
	Hove	3.67	5.00	5.33	5.33	6.00	4.67	4.00	4.33	4.50	4.50	
	Seacliff	7.20	7.20	9.00	7.67	8.00	7.50	7.83	6.83	6.50	6.75	
	Kingston Park	
	Total	4.85	4.83	4.79	4.70	4.86	5.20	5.12	4.81	5.13	4.89	
Number of	0-5 years	5.57	5.57	5.45	5.40	5.62	5.87	5.70	5.45	5.62	5.52	
	6-10 years	3.79	3.73	4.19	3.96	3.96	4.53	4.33	3.91	4.55	3.57	
	11-20 years	4.65	4.74	4.23	4.32	4.55	4.75	5.30	4.50	5.00	4.88	
	Over 20 years	4.44	3.94	4.25	4.00	4.07	4.60	4.35	4.68	4.74	4.60	
	Total	4.85	4.83	4.79	4.70	4.86	5.20	5.12	4.81	5.13	4.89	
Size of	Small <20 employees	4.78	4.72	4.79	4.69	4.93	5.19	5.16	4.89	5.12	4.98	
	Medium 20-199 employees	5.43	5.63	4.78	4.82	4.20	5.29	4.87	4.07	5.19	4.15	
	Large >200 employees	
	Total	4.85	4.83	4.79	4.70	4.86	5.20	5.12	4.81	5.13	4.89	
	<\$500k	5.17	4.73	5.22	5.18	5.37	5.46	5.10	5.00	5.26	5.18	
What is your annual	\$500k-\$1 million	4.30	5.00	5.50	4.94	4.53	5.50	5.55	5.05	5.14	4.95	
	\$1 million-\$2 million	4.09	4.86	3.29	3.75	3.88	6.10	3.73	3.67	5.18	4.11	
	\$2 million-\$5 million	4.67	4.50	5.29	5.29	5.29	3.14	4.63	4.50	4.75	4.43	
	\$5 million-\$10 million	4.00	4.00	0.00	0.00	0.00	0.50	0.00	3.00	3.00	3.00	
	\$10 million-\$50 million	
	\$50 million+	4.00	5.00	4.00	4.00	3.00	.	.	1.00	3.00	2.00	
	Prefer not to say	5.03	4.95	4.13	4.18	4.65	5.11	5.47	4.93	5.18	4.97	
	Total	4.85	4.83	4.79	4.70	4.86	5.20	5.12	4.81	5.13	4.89	
	What industry sector do you fall into?	Accommodation & Food Services	4.30	4.59	4.80	4.67	4.81	4.94	5.00	4.49	4.83	4.78
		Administrative & Support Services	6.00	2.00	10.00	.	9.00	4.00	.	8.00	6.00	10.00
Arts & Recreation Services		4.00	2.80	4.60	5.17	3.40	4.71	3.88	2.60	5.11	2.80	
Construction		1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Education & Training		3.00	.	5.00	5.00	7.00	.	3.00	5.00	5.00	5.00	
Electricity, Gas, Water & Waste Services		.	.	7.00	6.00	6.00	9.00	7.00	8.00	.	7.00	
Financial & Insurance Services		5.67	4.00	1.00	3.50	3.50	6.25	6.75	6.50	7.00	6.75	
Health Care & Social Assistance		4.75	4.38	4.11	5.25	4.50	5.00	5.89	5.33	5.50	4.86	
Information Media & Telecommunications		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	1.00	5.00	
Manufacturing		5.00	7.00	7.50	6.50	7.50	4.33	5.00	4.67	7.00	5.00	
Professional, Scientific & Technical Services		8.00	6.33	5.00	5.00	5.00	5.67	6.33	6.33	7.00	7.00	
Public Administration & Safety		2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	
Rental, Hiring & Real Estate Services		3.50	4.00	3.50	3.50	3.00	3.00	3.00	2.00	3.00	2.50	
Retail Trade		4.64	5.03	4.53	4.03	4.59	5.56	4.92	4.72	5.11	4.62	
Transport, Postal & Warehousing		
Wholesale Trade		
Other Services (please specify)		7.29	6.69	6.30	6.33	6.33	5.80	6.43	6.00	6.00	6.23	
Total		4.85	4.83	4.79	4.70	4.86	5.20	5.12	4.81	5.13	4.89	

	0 Poor	1	2	3	4	5	6	7	8	9	10 Excellent	Total
Small Business Grants	19	6	12	11	10	16	14	5	17	7	13	130
	14.6%	4.6%	9.2%	8.5%	7.7%	12.3%	10.8%	3.8%	13.1%	5.4%	10.0%	100.0%
Shopfront Grants	19	6	9	15	6	16	15	7	11	11	11	126
	15.1%	4.8%	7.1%	11.9%	4.8%	12.7%	11.9%	5.6%	8.7%	8.7%	8.7%	100.0%
Digital Training	20	3	4	10	7	21	17	6	13	6	7	114
	17.5%	2.6%	3.5%	8.8%	6.1%	18.4%	14.9%	5.3%	11.4%	5.3%	6.1%	100.0%
Business Training	18	5	4	10	8	20	21	5	11	3	8	113
	15.9%	4.4%	3.5%	8.8%	7.1%	17.7%	18.6%	4.4%	9.7%	2.7%	7.1%	100.0%
Small Business Mentoring Program	17	4	3	15	5	20	23	7	9	5	9	117
	14.5%	3.4%	2.6%	12.8%	4.3%	17.1%	19.7%	6.0%	7.7%	4.3%	7.7%	100.0%
Destination Marketing	15	5	5	11	15	18	18	11	17	7	11	133
	11.3%	3.8%	3.8%	8.3%	11.3%	13.5%	13.5%	8.3%	12.8%	5.3%	8.3%	100.0%
Business communication	18	4	7	11	10	21	21	10	15	10	10	137
	13.1%	2.9%	5.1%	8.0%	7.3%	15.3%	15.3%	7.3%	10.9%	7.3%	7.3%	100.0%
Access to information on government funding and programs for business	18	8	9	9	10	23	24	3	13	8	10	135
	13.3%	5.9%	6.7%	6.7%	7.4%	17.0%	17.8%	2.2%	9.6%	5.9%	7.4%	100.0%
Vibrancy of business centres	17	5	6	10	11	20	27	13	11	9	10	139
	12.2%	3.6%	4.3%	7.2%	7.9%	14.4%	19.4%	9.4%	7.9%	6.5%	7.2%	100.0%
Data that supports business growth	15	4	7	10	10	20	22	7	11	5	8	119
	12.6%	3.4%	5.9%	8.4%	8.4%	16.8%	18.5%	5.9%	9.2%	4.2%	6.7%	100.0%

Q22: On a scale of 0 to 10, where 0 is not useful at all and 10 is extremely useful, how useful are the following assistance mechanisms for business?

Access to business mentoring / training	5.20
Government grants and / or subsidies	5.87
Marketing support	5.75
Hosting small events / activities	5.54
Networking functions in the Council area	5.40

	Access to business mentoring / training	Government grants and / or subsidies	Marketing support	Hosting small events / activities Networking functions in the Council area	
In which suburb is					
Glenelg (including Glenelg East, Glenelg South and Glenelg North)	5.24	5.92	5.96	5.78	5.60
Somerton Park	5.00	5.53	5.11	4.72	4.56
Brighton (including Brighton North, Brighton South)	5.04	5.61	5.18	4.80	4.88
Hove	4.00	5.67	4.67	5.00	4.67
Seacliff	6.00	7.11	6.11	6.33	5.89
Kingston Park
Total	5.20	5.87	5.75	5.54	5.40
Number of					
0-5 years	5.28	6.32	6.27	5.88	5.77
6-10 years	5.09	5.44	5.00	5.04	4.73
11-20 years	5.69	5.67	6.06	5.87	5.80
Over 20 years	4.63	5.60	5.25	5.06	5.04
Total	5.20	5.87	5.75	5.54	5.40
Size of					
Small <20 employees	5.15	5.86	5.74	5.56	5.40
Medium 20-199 employees	5.45	5.84	5.68	5.23	5.23
Large >200 employees	10.00	10.00	10.00	10.00	10.00
Total	5.20	5.87	5.75	5.54	5.40
What is your annual					
<\$500k	5.53	6.30	5.95	5.62	5.55
\$500k-\$1 million	5.13	6.04	6.08	5.92	5.54
\$1 million-\$2 million	5.00	5.73	5.59	5.18	4.91
\$2 million-\$5 million	4.30	3.40	3.30	3.30	3.60
\$5 million-\$10 million	5.00	6.75	5.50	4.50	5.50
\$10 million-\$50 million
\$50 million+	1.00	10.00	3.00	3.00	1.00
Prefer not to say	5.07	5.56	5.70	5.63	5.50
Total	5.20	5.87	5.75	5.54	5.40
What industry sector do you fall into?					
Accommodation & Food Services	4.75	5.53	5.18	5.39	5.08
Administrative & Support Services	1.00	7.50	5.00	2.00	2.00
Arts & Recreation Services	5.38	7.23	5.54	6.23	5.54
Construction	5.25	7.50	5.25	5.25	5.25
Education & Training	6.75	7.50	6.67	6.75	7.25
Electricity, Gas, Water & Waste Services	5.00	8.00	4.00	2.00	2.00
Financial & Insurance Services	7.62	7.50	8.13	8.00	8.00
Health Care & Social Assistance	5.83	6.00	6.00	5.83	5.80
Information Media & Telecommunications	5.00	5.00	5.00	0.00	2.50
Manufacturing	5.17	5.00	5.67	6.00	6.00
Professional, Scientific & Technical Services	6.13	5.13	5.88	5.00	5.50
Public Administration & Safety	3.50	3.50	3.50	3.50	3.50
Rental, Hiring & Real Estate Services	5.00	7.25	5.50	5.50	5.00
Retail Trade	4.92	5.59	5.67	5.43	5.06
Transport, Postal & Warehousing	7.00	7.00	7.00	7.00	8.00
Wholesale Trade
Other Services (please specify)	5.55	6.18	6.66	5.61	6.13
Total	5.20	5.87	5.75	5.54	5.40

	0 Poor	1	2	3	4	5	6	7	8	9	10 Excellent	Total
Access to business mentoring / training	30	12	8	7	18	128	16	24	9	4	41	297
	10.1%	4.0%	2.7%	2.4%	6.1%	43.1%	5.4%	8.1%	3.0%	1.3%	13.8%	100.0%
Government grants and / or subsidies	22	8	6	7	18	117	11	19	20	12	59	299
	7.4%	2.7%	2.0%	2.3%	6.0%	39.1%	3.7%	6.4%	6.7%	4.0%	19.7%	100.0%
Marketing support	17	8	10	8	19	127	11	18	13	7	58	296
	5.7%	2.7%	3.4%	2.7%	6.4%	42.9%	3.7%	6.1%	4.4%	2.4%	19.6%	100.0%
Hosting small events / activities	20	9	8	10	14	127	20	27	13	4	45	297
	6.7%	3.0%	2.7%	3.4%	4.7%	42.8%	6.7%	9.1%	4.4%	1.3%	15.2%	100.0%
Networking functions in the Council area	23	9	9	10	22	126	15	20	14	3	46	297
	7.7%	3.0%	3.0%	3.4%	7.4%	42.4%	5.1%	6.7%	4.7%	1.0%	15.5%	100.0%

Q23: What platforms do you use to interact with Council and source information?

What platforms do you use to interact with Council and source information?	Holdfast Bay website	145
		48.3%
	Holdfast Bay Social Media, Facebook or Instagram	93
		31.0%
	None of the above	91
		30.3%
	Holdfast Bay e-newsletters	62
		20.7%
	Customer service and libraries	47
		15.7%
	Holdfast Bay Business Directory	22
		7.3%
	Glenelg Visitor Information Centre	14
		4.7%
	Your Holdfast Engagement Website	12
		4.0%
	My Holdfast App	9
		3.0%
	Total	300
		100.0%

		In which suburb is your business located?						
		Glenelg (including Glenelg East, Glenelg South and Glenelg North)	Somerton Park	Brighton (including Brighton North, Brighton South)	Hove	Seacliff	Kingston Park	Total
What platforms do you use to interact with Council and source information?	Holdfast Bay website	102	14	21	1	7	0	145
		47.9%	73.7%	37.5%	33.3%	77.8%	0.0%	48.3%
	Holdfast Bay Social Media, Facebook or Instagram	66	2	22	1	2	0	93
		31.0%	10.5%	39.3%	33.3%	22.2%	0.0%	31.0%
	None of the above	66	3	20	1	1	0	91
		31.0%	15.8%	35.7%	33.3%	11.1%	0.0%	30.3%
	Holdfast Bay e-newsletters	39	9	6	2	6	0	62
		18.3%	47.4%	10.7%	66.7%	66.7%	0.0%	20.7%
	Customer service and libraries	35	4	4	1	3	0	47
		16.4%	21.1%	7.1%	33.3%	33.3%	0.0%	15.7%
	Holdfast Bay Business Directory	12	2	6	0	2	0	22
		5.6%	10.5%	10.7%	0.0%	22.2%	0.0%	7.3%
	Glenelg Visitor Information Centre	14	0	0	0	0	0	14
		6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%
	Your Holdfast Engagement Website	10	0	1	0	1	0	12
		4.7%	0.0%	1.8%	0.0%	11.1%	0.0%	4.0%
	My Holdfast App	7	2	0	0	0	0	9
		3.3%	10.5%	0.0%	0.0%	0.0%	0.0%	3.0%
	Total	213	19	56	3	9	0	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		Number of years					Size of business			
		0-5 years	6-10 years	11-20 years	Over 20 years	Total	Small <20 employees	Medium 20-199 employees	Large >200 employees	Total
What platforms do you use to interact with Council and source information?	Holdfast Bay website	63	35	22	25	145	124	21	0	145
		51.2%	50.0%	40.7%	47.2%	48.3%	46.3%	67.7%	0.0%	48.3%
	Holdfast Bay Social Media, Facebook or Instagram	36	23	17	17	93	85	8	0	93
		29.3%	32.9%	31.5%	32.1%	31.0%	31.7%	25.8%	0.0%	31.0%
	None of the above	31	18	24	18	91	85	6	0	91
		25.2%	25.7%	44.4%	34.0%	30.3%	31.7%	19.4%	0.0%	30.3%
	Holdfast Bay e-newsletters	21	15	12	14	62	51	11	0	62
		17.1%	21.4%	22.2%	26.4%	20.7%	19.0%	35.5%	0.0%	20.7%
	Customer service and libraries	26	6	7	8	47	44	3	0	47
		21.1%	8.6%	13.0%	15.1%	15.7%	16.4%	9.7%	0.0%	15.7%
	Holdfast Bay Business Directory	9	3	4	6	22	20	2	0	22
		7.3%	4.3%	7.4%	11.3%	7.3%	7.5%	6.5%	0.0%	7.3%
	Glenelg Visitor Information Centre	6	2	4	2	14	10	3	1	14
		4.9%	2.9%	7.4%	3.8%	4.7%	3.7%	9.7%	100.0%	4.7%
	Your Holdfast Engagement Website	4	1	3	4	12	8	4	0	12
		3.3%	1.4%	5.6%	7.5%	4.0%	3.0%	12.9%	0.0%	4.0%
	My Holdfast App	3	2	1	3	9	7	2	0	9

		2.4%	2.9%	1.9%	5.7%	3.0%	2.6%	6.5%	0.0%	3.0%
	Total	123	70	54	53	300	268	31	1	300
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?								Total
		<\$500k	\$500k-\$1 million	\$1 million-\$2 million	\$2 million-\$5 million	\$5 million-\$10 million	\$10 million-\$50 million	\$50 million+	Prefer not to say	
What platforms do you use to interact with Council and source information?	Holdfast Bay website	50	19	11	6	3	0	1	55	145
		47.2%	39.6%	50.0%	60.0%	75.0%	0.0%	100.0%	50.5%	48.3%
	Holdfast Bay Social Media, Facebook or Instagram	39	18	5	2	1	0	0	28	93
		36.8%	37.5%	22.7%	20.0%	25.0%	0.0%	0.0%	25.7%	31.0%
	None of the above	29	14	7	4	1	0	0	36	91
		27.4%	29.2%	31.8%	40.0%	25.0%	0.0%	0.0%	33.0%	30.3%
	Holdfast Bay e-newsletters	17	10	6	2	0	0	0	27	62
		16.0%	20.8%	27.3%	20.0%	0.0%	0.0%	0.0%	24.8%	20.7%
	Customer service and libraries	22	10	1	1	0	0	0	13	47
		20.8%	20.8%	4.5%	10.0%	0.0%	0.0%	0.0%	11.9%	15.7%
	Holdfast Bay Business Directory	12	0	1	0	0	0	0	9	22
		11.3%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	8.3%	7.3%
	Glenelg Visitor Information Centre	4	3	2	2	0	0	0	3	14
		3.8%	6.3%	9.1%	20.0%	0.0%	0.0%	0.0%	2.8%	4.7%
	Your Holdfast Engagement Website	2	0	2	1	0	0	0	7	12
		1.9%	0.0%	9.1%	10.0%	0.0%	0.0%	0.0%	6.4%	4.0%
	My Holdfast App	3	0	2	0	0	0	0	4	9
		2.8%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	3.7%	3.0%
	Total	106	48	22	10	4	0	1	109	300
		100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

		What platforms do you use to interact with Council and source information?									Total
		Holdfast Bay website	Holdfast Bay Social Media, Facebook or Instagram	None of the above	Holdfast Bay e-newsletters	Customer service and libraries	Holdfast Bay Business Directory	Glenelg Visitor Information Centre	Your Holdfast Engagement Website	My Holdfast App	
What industry sector do you fall into?	Accommodation & Food Services	45	21	23	14	12	3	5	4	2	77
		58.4%	27.3%	29.9%	18.2%	15.6%	3.9%	6.5%	5.2%	2.6%	100.0%
	Administrative & Support Services	2	0	0	1	1	2	0	1	0	2
		100.0%	0.0%	0.0%	50.0%	50.0%	100.0%	0.0%	50.0%	0.0%	100.0%
	Arts & Recreation Services	9	6	2	5	3	2	1	0	1	13
		69.2%	46.2%	15.4%	38.5%	23.1%	15.4%	7.7%	0.0%	7.7%	100.0%
	Construction	1	0	3	1	1	0	0	0	0	4
		25.0%	0.0%	75.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Education & Training	4	1	0	1	2	0	0	0	1	5
		80.0%	20.0%	0.0%	20.0%	40.0%	0.0%	0.0%	0.0%	20.0%	100.0%

Electricity, Gas, Water & Waste Services	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%
Financial & Insurance Services	6 75.0%	3 37.5%	2 25.0%	2 25.0%	0 0.0%	1 12.5%	1 12.5%	0 0.0%	1 12.5%	8 100.0%
Health Care & Social Assistance	17 56.7%	11 36.7%	8 26.7%	5 16.7%	5 16.7%	2 6.7%	0 0.0%	0 0.0%	1 3.3%	30 100.0%
Information Media & Telecommunications	2 100.0%	0 0.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
Manufacturing	4 66.7%	0 0.0%	1 16.7%	3 50.0%	1 16.7%	1 16.7%	0 0.0%	0 0.0%	0 0.0%	6 100.0%
Professional, Scientific & Technical Services	5 62.5%	3 37.5%	1 12.5%	2 25.0%	1 12.5%	1 12.5%	0 0.0%	0 0.0%	1 12.5%	8 100.0%
Public Administration & Safety	0 0.0%	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
Rental, Hiring & Real Estate Services	4 100.0%	0 0.0%	0 0.0%	0 0.0%	1 25.0%	0 0.0%	1 25.0%	0 0.0%	0 0.0%	4 100.0%
Retail Trade	27 27.3%	32 32.3%	41 41.4%	18 18.2%	12 12.1%	5 5.1%	2 2.0%	3 3.0%	0 0.0%	99 100.0%
Transport, Postal & Warehousing	1 100.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%
Wholesale Trade	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other Services (please specify)	18 47.4%	15 39.5%	10 26.3%	9 23.7%	5 13.2%	5 13.2%	4 10.5%	4 10.5%	2 5.3%	38 100.0%
Total	145 48.3%	93 31.0%	91 30.3%	62 20.7%	47 15.7%	22 7.3%	14 4.7%	12 4.0%	9 3.0%	300 100.0%

Q24: Are there any other ideas or suggestions you have for the City of Holdfast Bay to implement to support better business conditions for you?

The following are the verbatim comments from participants:

- A dramatic international level development of the 'buffalo' site is urgently required to focus ongoing development and attraction to the Glenelg area both within Australia and internationally
- Activate Glenelg the right way, not mobs of people for fireworks but quality events, business facilities, HD digital meeting rooms, spaces for exhibitions, spaces where teams can come to Glenelg and meet. The old town hall at Glenelg is an under-utilized asset and should be turned over to support the above.
- All good
- All positive
- An approachable business contact who is briefed and genuine with wanting to achieve business growth and understanding the macro position. Currently a lot of focus on procedures and implementation and lose focus on the bigger picture.
- As a main entry to the beach from the Stamford carpark, it is time the mall area of St Johns Row was cleaned up and decorated like many of the other lane way areas in Adelaide.
- Be more present
- Better and safer parking on Brighton Rd
- Better communication regarding events/opportunities for involvement.
- Better parking, our most received feedback is that the parking in the area is terrible. 24 hour ticketed parking is awful, it should at least be reduced to 9am-5pm ticketed.
- Better social media interactions with businesses
- Business grants or job keeper, were for PR or Citizen Business owners.
- Business promotion
- Can council allow us to put a sign board near our shop
- Car parking
- Car parking Jetty Rd great Brighton
- Chapel St has been closed off, this has affected our business and others negatively.
- Clean footpaths more and more winter protection
- Clean footpaths more.
- Clean footpaths on Jetty Rd Brighton more
- Clean graffiti around Jetty Rd and Brighton Road
- Clean the footpaths every month outside shopfronts and not once a year. close off 1 side of the shopfront side of road and make it a precinct to have outdoor dining with umbrellas and seating areas to attract tourists...to be able to have cafe blinds and make it all weather friendly
- Clear out pigeons
- Communicate more with the business. Discuss short term and long-term problems and issues businesses face in the area
- Communication
- Continue to keep us updated via email of programs, events, initiatives.
- Conversation surrounding grant opportunities would be most helpful, in addition to the removal of red tape for creative and diverse business models. Providing incentive for new creative ideas, reactivating under utilised districts and engaging community in unique and positive ways.
- Council operated events involving, and on the Marina
- Council slow to respond to business
- Decentralise events away from Jetty Rd, Glenelg

-
- Development applications take far too long. Destroying building industry locally
 - Drive more events
 - Everything is beautiful here.
 - Footpath maintenance
 - Get rid of bureaucracy
 - Grants for business affected by covid
 - Have Council Officers become more in touch with business? Alex Brown & Matthew Walsh are SHINING examples of how all Council Officers should be.
 - Having a push to drive tourist
 - Help with advertising and supporting small businesses within the side streets off Jetty Road.
 - Holdfast bay skatepark/playground/picnic space ~ create a space for young & active people that helps builds healthy, happy & creative community around Holdfast.
 - I don't have anything to say
 - I don't overly know what i have access too.
 - I have not to my knowledge been contacted by the City of Holdfast Bay, I only ticked the Customer Service box above to submit this. I get lots of information from the City of Marion council but I am not in their council zone.
 - I have only been subscribing to economic development updates for a short time but feel a lot of content is targeted at shop front/retail businesses. I haven't seen much that is directed at service businesses/consultants/freelancers.
 - Improve communication
 - Improve parking
 - Improve parking on Jetty Rd Brighton
 - Improve safe parking areas on Brighton Road
 - Improve traffic flow on Partridge St, Glenelg South near Foodland. That place is a death trap and the parking isn't marked out properly (i.e. some of the spots aren't large enough for actual cars)
 - Improving parking bays
 - Increased awareness of business services offered rather than a survey
 - It would be nice to have more online engagement for my Online shop or Facebook page from Holdfast Bay community.
 - Keeping the footpaths clear, parking is always an issue.
 - Less attractions in the area attracting patrons to areas away from the Main St.. Less food truck festivals to support brick and mortar business.
 - Less car traffic and more foot traffic via closed road only for pedestrians or increased parking facilities
 - Let s discriminate against like our lovely government want us to do.
 - Loading zone parking around business. Difficult for deliveries
 - Look after the side streets
 - Looking after footpaths sloping bricks collect water if raining. Plus, better communication with traders,
 - Made many suggestions never acted on by council over many years. Broadway Glenelg.
 - Maintain car parks. Better signage for car parks. Fix loading bay.
 - Merissa No discrimination
 - More accessible. More face-to-face interaction
 - More advertising
 - More advertising of local businesses and cheaper parking for customers
 - More advertising or local events

-
- More attractive events
 - More bike racks on the Broadway. More street scape art on Broadway
 - More carparking in Brighton Centre, and traffic lights near Hungry Jacks
 - More carparks
 - More communication on overcoming challenges with homeless.
 - More events
 - More events
 - More events
 - More events drawing the public down the east end of jetty road
 - More events that attract people from other area
 - More events to attract local customer
 - More food festivals
 - More free-car park, more events to advertise the business, reduce rent fee as well as council rate during Covid impact
 - More in street advertising
 - More info formation to business
 - More interaction with council maybe a trader's forum
 - More loading zones
 - More loading zones for business
 - More marketing support for Brighton Rd retailers please. Most funds go to Glenelg or jetty Rd Brighton
 - More networking sessions with other businesses in the area would be fantastic. We used to have these a few years ago. The chance for us to do some events in the area. All of our events to date have been outside Holdfast Bay and supported by other councils which has been disappointing. A chance to network with other business people who own commercial buildings. It's been very hard to find a permanent home for us at a reasonable price. We love working with other businesses so more of an awareness of what we have the area would also be good. Like a business of the week or something on social media?
 - More parking and for a longer period of time
 - More parking
 - More parking
 - more parking and less road restrictions when events occur.
 - More parking at the jetty end of Glenelg. Advertising of businesses. More events.
 - More police presence
 - More public social media advertising for the business
 - More social media marketing (Facebook/Instagram)
 - More visits
 - Networking sessions with other business would be great
 - Never answer or help with problems. Constantly ignored despite numerous contacts. Never resolve problems. Ignored
 - No, good
 - No issue, no real interaction
 - No parking fees, greener streets, updated parks
 - No suggestions
 - None as of now
 - None I can think of
 - None just now
 - None that I can think of
 - Not at this time

- Not really
- Not today
- Nothing comes to mind
- Nothing to add
- Nothing to say
- Offer a council subsidised or artist cooperative for creatives to work from, store work safely, interact with other creatives, share ideas and training opportunities.
- One way trafficking on jetty road
- Parking and signage allowing people to know where we are
- Parking in Glenelg is a chronic issue. Many people will not come to Glenelg because parking is difficult - ease of finding parking and time limits limit the type of trip that some people, particularly elderly and families, will make. There is also an issue for businesses with the lack of loading zones that make deliveries very difficult. I know also that council has been very unresponsive to concerns raised by commercial ratepayers seeking rate relief due to Covid-19.
- Parking on Brighton Rd, more spots and safer than at present.
- Parking on Oaklands Rd is inadequate and dangerous
- Parking permits for staff
- Parking very bad on the Broadway, council should support parking availability
- Pedestrian crossings on Brighton Rd and Jetty Rd
- Pedestrian shuttle (golf cart/eco-bike) from Jetty to End-of-Pier, would provide attractive form of travel and convenience to increase foot traffic. (This a great idea)
- Perhaps better shop mix. Greater awareness marketing wise etc.
- Personally, no
- Pidgeon poo everywhere. More cleaning in Brighton
- Please reinstall the rotunda at the lookout at Seacliff - not having this facility prevents me from working effectively on nice days.
- Promote business outside of core Glenelg jetty road precinct, i.e. Stand Up Paddle SA located at Seacliff
- Promote the eastern end of Jetty Road, encouraging visitors to explore the whole of Jetty Road and both sides
- Promoting sub-areas of council and business in area - i.e. not just jetty road!
- Prune trees to have business seen instead of covering signs and businesses up
- Public investment in activities with new technology
- Reduce Council fees by at least 50%. They went up over 9% this FY and we are still suffering from COVID restrictions.
- Reduce Rates and council fees to allow business to survive.
- Running Events are a great way to attract people to our region and can be done on a scale by Council to benefit lots of businesses. Small business grants can also help get ideas off the ground for smaller operators. from little things big things grow!
- Share the events evenly up n down Jetty Road especially the eastern end to create more awareness of what businesses/services are available that end of the precinct
- Some form l'd advertisement on website
- Some more attractive events, concerts also get support from the Jetty Rd. for prices during this kind of program. To able invite more visitors for Glenelg.
- Street development on Rose St/ upper jetty road
- Support businesses off Jetty Rd that are getting missed and are not know about as not on the main strip
- Support businesses outside of Jetty Rd, Glenelg.

-
- The Broadway street-promotion
 - The council doesn't seem very interested in this area (Seacliff Park) compared to Glenelg itself.
 - The parking in and around Oaklands Rd is awful.
 - They could interact with the small businesses a bit more and see where we are coming from
 - They should have a representative come around to let everyone know what they have to offer the local businesses
 - To Glenelg focused. Engage more with other area traders
 - To help working with hospitality businesses that have been impacted by Clovis and restrictions where has costs businesses money
 - To provide more yellow recycling bins
 - Toilets, close 1 side of jetty driveway for outdoor dining
 - Training courses for business on how to run a small business
 - Tree trimming more frequently for signage would be appreciated
 - Trees on Brighton Rd. Clean them up please.
 - Turn Jetty Rd into a mall, like Rundle mall, from Brighton Road down. Increase parking. Employ private security.
 - We feel at Brighton Road end we get forgotten
 - We would love to be included with council Aventuras
 - Wider range of businesses displayed on social media - potentially involve the workers etc.
 - Winter solace good event.
 - Would love to know more about the business advice programs etc.
 - You guys are fantastic. Look forward to getting along to some of your training events in the future.
 - Your quality control is extremely poor - so I question why and how much money you're wasting on this and other surveys - your landing page for this survey says - To thank you for your time and views there is an opportunity at the end of the survey to enter a draw to win Business Mentoring from an industry expert valued at \$500. BUT this page says it's a \$1000 package. That's a terrible display of proof reading on your part. Also Question 26 probably doesn't apply to 90% of participants but requires an answer. Why?

6. Questionnaire

The City of Holdfast Bay has commissioned Intuito Market Research to conduct a study amongst businesses across the Council precinct. Your feedback is extremely valuable and will enable Council to assess the needs of the business community. This local business survey is conducted regularly and when answering the questions we encourage you to look back over the last 12 months and assess accordingly. The survey should be completed by a person of authority in your business (Owner, Manager, Senior Staff Member) and should only take around 5 minutes. To thank you for your time and views there is an opportunity at the end of the survey to enter a draw to win a \$1,000 training package with a qualified business advisor from the Southern Business Mentoring Program. Entry details will be separated from responses to ensure respondent anonymity. If you have any questions related to the survey please contact Intuito Market Research on 8331 2228 during office hours or email info@intuito.com.au.

Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards. At no time do we ask you to identify yourself and therefore none of your answers can be attributed to you as an individual rather they are aggregated statistics only.

* 1. In which suburb is your business located?

- ☐ Glenelg (including Glenelg East, Glenelg South and Glenelg North) ☐ Brighton (including Brighton North, Brighton South) ☐ Seacliff
☐ Somerton Park ☐ Hove ☐ Kingston Park

* 2. How long has your business operated in the City of Holdfast Bay Council area?

Number of whole years

* 3. How many people (including management and owners) did your business employ in the current quarter (September, 2021)?

- ☐ 1
☐ 2-19
☐ 20-49
☐ 50-99
☐ 100-149
☐ 150-199
☐ 200+

* 4. What is your annual turnover range?

- ☐ <\$500k
- ☐ \$500k-\$1 million
- ☐ \$1 million-\$2 million
- ☐ \$2 million-\$5 million
- ☐ \$5 million-\$10 million
- ☐ \$10 million-\$50 million
- ☐ \$50 million+
- ☐ Prefer not to say

* 5. What ratio of each of the following do you employ on a full time basis to the nearest 10 percent?

	Ratio
Male	<input type="text"/>
Female	<input type="text"/>
Non-binary	<input type="text"/>
Skilled	<input type="text"/>
Unskilled	<input type="text"/>
Full time employees	<input type="text"/>
Part time employees	<input type="text"/>

* 6. Would you be interested in a city-wide online store?

- ☐ Yes
- ☐ No
- ☐ Don't know/not sure

* 7. You said you might be interested in a city-wide online store, how much would you be prepared to pay for a city-wide e-commerce site linked to a product buy page for your business?

- ☐ <\$500
☐ \$500-\$1,000
☐ \$1,000-\$1,500
☐ \$1,500-\$2,000
☐ >\$2,000
☐ Don't know / not sure

* 8. On a scale of 0 to 10, where 0 is totally unimportant and 10 is totally important, how important are intrastate, interstate and international visitors to your business?

	0 Totally unimportant	1	2	3	4	5	6	7	8	9	10 Totally important	N/A
Intrastate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interstate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 9. How do you expect the following economies to perform over the next 12 months?

	Weaker	Slightly weaker	Same	Slightly stronger	Stronger
National economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
South Australian economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Council area economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. How would you describe the following business KPIs in the Q3 September quarter of 2021? Were they up, down or about the same as the previous quarter?

	Up	Same	Down	N/A-Don't Know
General business conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total sales/revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Average wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Export sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-wage labour costs (on-costs, i.e. superannuation, payroll taxes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overtime worked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in buildings and structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in plant and equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in eCommerce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 11. How do you expect the same business KPIs to perform in Q4 of 2021? Will they be up, down or about the same as the previous quarter?

	Up	Same	Down	N/A-Don't Know
General business conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total sales/revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Average wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Export sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-wage labour costs (on-costs, i.e. superannuation, payroll taxes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overtime worked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in buildings and structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in plant and equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in eCommerce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 12. Thinking about the next 12 months, how confident do you feel about your business prospects?

- ☐ Extremely confident
- ☐ Fairly confident
- ☐ Neutral
- ☐ Fairly worried
- ☐ Extremely worried

* 13. As far as business is concerned, what problems, if any, are you facing at the moment?

- ☐ Lack of work or sales
- ☐ Finding or keeping staff
- ☐ Cash flow, bad debts or profitability
- ☐ Competition
- ☐ Paperwork or bureaucracy
- ☐ Economic climate
- ☐ Costs or overheads
- ☐ Taxes
- ☐ Impacts of COVID-19
- ☐ There are no problems at the moment
- ☐ Other (please specify)

* 14. You said you were facing problems to do with the impacts of COVID-19. What are these problems specifically?

* 15. What are the barriers to taking on new employees?

- ☐ Lack of work/sales
- ☐ Finding suitable/quality staff
- ☐ Cost of employing
- ☐ Lack of funds
- ☐ Profitability/lack of profits
- ☐ Don't need any more staff
- ☐ Business is closing/winding down
- ☐ Finding those who want to work
- ☐ Lack of cash flow
- ☐ Impacts of COVID-19
- ☐ Other (please specify)

* 16. What changes have you made or seen in your business in response to the impacts of COVID-19?
Choose all that apply.

- ☐ Cut costs / staffing levels
- ☐ Significantly restructured business operations
- ☐ Temporarily closed the business
- ☐ Managed with JobKeeper until the worst was over
- ☐ Reduced hours of operation
- ☐ Pivoted the business to a different business model
- ☐ Revenue increased
- ☐ Revenue decreased
- ☐ Other (please specify)

* 17. What industry sector do you fall into?

- ☐ Accommodation & Food Services
- ☐ Administrative & Support Services
- ☐ Arts & Recreation Services
- ☐ Construction
- ☐ Education & Training
- ☐ Electricity, Gas, Water & Waste Services
- ☐ Financial & Insurance Services
- ☐ Health Care & Social Assistance
- ☐ Information Media & Telecommunications
- ☐ Manufacturing
- ☐ Professional, Scientific & Technical Services
- ☐ Public Administration & Safety
- ☐ Rental, Hiring & Real Estate Services
- ☐ Retail Trade
- ☐ Transport, Postal & Warehousing
- ☐ Wholesale Trade
- ☐ Other (please specify)

* 18. Are any of the following affecting/impacting on your profitability? Choose all that apply.

- ☐ Cost of labour
- ☐ Cost of rent
- ☐ Lack of sales
- ☐ Low margins
- ☐ Competition - bricks and mortar
- ☐ Competition - online
- ☐ Weather
- ☐ Lack of tourists
- ☐ Cost of power
- ☐ Local economy
- ☐ COVID-19
- ☐ Other (please specify)

* 19. Have you done any business with Council in the last 12 months?

- ☐ No
- ☐ Yes (please specify)

* 20. On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate your experience in doing business with Council?

	0 Poor	1	2	3	4	5	6	7	8	9	10 Excellent	N/A
Interaction with Business Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction with Jetty Road (Glenelg) Coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery of planning and building permits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town planning initiatives that plan for future growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery of food safety & health inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery of traffic management and parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery of footpath trading management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery of local laws/enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining shopping precincts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitation of major events, cultural festival and attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste and environmental management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 supported programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 21. On a scale of 0 to 10, where 0 is totally dissatisfied and 10 is totally satisfied, how satisfied are you with Council's support for business in the area?

	0 Totally dissatisfied	1	2	3	4	5	6	7	8	9	10 Totally satisfied	N/A
Small Business Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopfront Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Mentoring Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to information on government funding and programs for business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vibrancy of business centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data that supports business growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 22. On a scale of 0 to 10, where 0 is not useful at all and 10 is extremely useful, how useful are the following assistance mechanisms for business?

	0 Not useful at all	1	2	3	4	5	6	7	8	9	10 Extremely useful
Access to business mentoring / training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government grants and / or subsidies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosting small events / activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking functions in the Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 23. What platforms do you use to interact with Council and source information? Choose all that apply.

- ☐ Customer service and libraries
- ☐ Holdfast Bay website
- ☐ Holdfast Bay Social Media Facebook or Instagram
- ☐ My Holdfast App
- ☐ Holdfast Bay Business Directory
- ☐ Your Holdfast Engagement Website
- ☐ Holdfast Bay e-newsletters
- ☐ Glenelg Visitor Information Centre

* 24. Are there any other ideas or suggestions you have for the City of Holdfast Bay to implement to support better business conditions for you?

Enter here for your chance to win a \$1,000 Business Training Package

25. If you would like to be entered in the draw to win a \$1,000 business training package from a qualified business advisor from the Southern Business Mentoring Program please provide your name and email address

Name

Email

Terms and Conditions: Entry into the Intuito win one \$1,000 Business Training Package from a qualified business advisor from the Southern Business Mentoring Program draw is by completion of the online customer survey. Entries open Monday 1 November, 2021 and closes 5pm Sunday 12 December, 2021. The draw for the \$1,000 prize will take place on Monday, 13 December, 2021 at 9am. All entries will be via the online survey from Intuito. All entries will be automatically logged in to a database of entries and assigned a number from 1 to X, with X being the total number of entries received to date. One random number between 1 and X, with X being the total number of entries received to date, will then be generated using the random number generator at www.random.org. The number generated will be matched to the corresponding number in the database of entries and this entry will be deemed the winner. The total prize pool is \$1,000. The winner will be notified personally by email. Prizes will be sent to the winner's nominated address via Australia Post. Insurance is at the winner's discretion and cost. The promoter is Intuito Pty Ltd, 39 Clarke Street, Norwood SA 5067. Neither the promoter nor its agencies will be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect, consequential or economic loss) or for personal injury suffered or sustained by association with the use of this prize, except for any liability which cannot be excluded by law.