

Business Confidence Survey Report

2023

City of Holdfast Bay

3 January 2024

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 within the City of Holdfast Bay amongst other things. This is the fifth study of its kind whereby Intuito conducted studies in 2015, 2017, 2019 and 2021 and now in 2023.

Many of the questions in this survey were different to previous studies and there was considerable focus on The City of Holdfast Bay's recently adopted 'Our Holdfast 2050+' vision for the city with three key focus areas being: Innovation, Wellbeing and Sustainability. We explained to participants that as part of this process an Economic Development Strategy is being developed that will deliver key economic outcomes for the next eight years. We asked business to select which economic opportunities and challenges were associated with each of the focus areas.

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.
- Measure expectations for national, state, and local economies for the coming year.
- Determine success of business KPIs now compared to the previous quarter and the expectations for the following 12 months.
- Determine business confidence for the coming year.
- Determine what concerns businesses are facing now.
- What factors are impeding profitability in business.
- Ask business to rate their Council experience and strategies in place to support businesses.
- Determine the level of understanding of a differential rate and what additional services they would like added under this rate.
- Gauge interest in co-working spaces.

Methodology

A combination of online and intercept methods was deployed to achieve the sample of 300 business decision makers matched to Council's industry profile and geographic spread and deliver the widest representative coverage. Industry type and geographic location.

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. YourHoldfast was also deployed with a small uptake of around 23 surveys completed.

The online invitations were despatched on 3 October and remained active until 30 November, 2023.

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. There was a lack of online response again this year (evident in 2021 due to survey and business fatigue, COVID, etc) we employed three interviewers who were in the field for the month of October. We also utilised telephone this survey period making phone calls directly to businesses in the area. This provided a very good geographical spread.

Hosting Platform	2019	2021	2023
Intuito online (business list)	76	33	37
Your Business Holdfast Bay (YourHoldfast)	92	26	23
Intercepts	133	241	190
Phone	-	-	53
Total	301	300	303

The chance to win an attractive \$1,000 business training package was offered by the Council again this year as a reward for businesses to complete the survey.

The survey consisted of 28 questions and took an average of 16 minutes to complete.

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

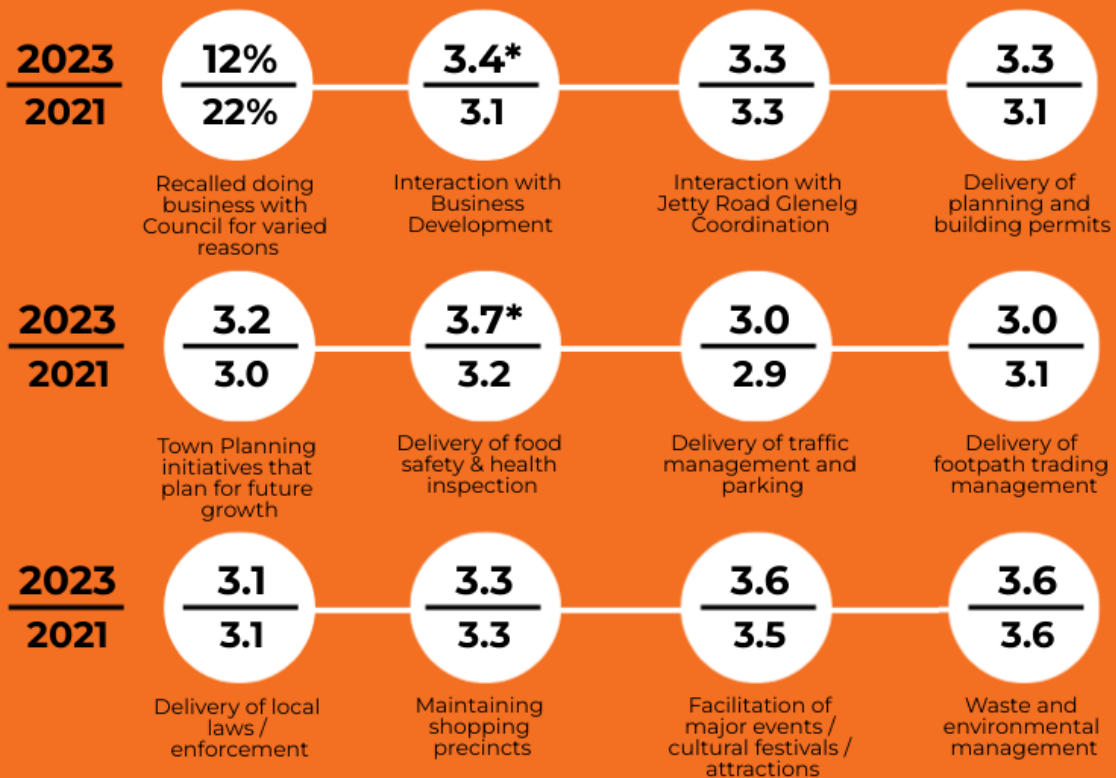
2. Findings at a glance



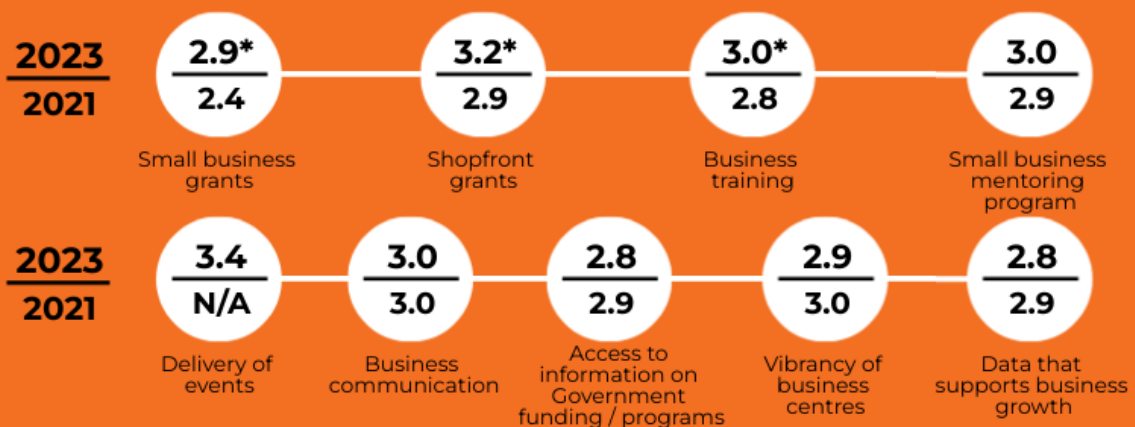
2023 at a glance

City of Holdfast Bay Business Survey Snapshot

Experience with Council - scores out of 5 - most improved - *significant



Satisfaction with Council - scores out of 5 - most improved - *significant



Assistance mechanisms Scores out of 5

- Government grants 3.5
- Marketing support 3.3
- Hosting events / activities 3.2
- Networking functions 3.1
- Business mentoring/training 3.1

Differential rate Score out of 5

- Level of understanding - poor, 2.2
- Two thirds could not suggest any additional services

2023 at a glance

City of Holdfast Bay Business Survey Snapshot

Feedback for Our Holdfast 2050+

	Opportunities	Challenges
Innovation	<ul style="list-style-type: none">69% - Car parking solutions39% - Foreshore and jetty upgrade31% - Marine / coastal initiatives29% - Assistance for startups29% - Healthcare / mental health28% - Better public transport28% - Business hubs / co-working spaces	<ul style="list-style-type: none">39% - Space for development36% - Too much red tape35% - Resistance to change32% - Motivation of business owners30% - Landlord investment27% - Funding25% - Lack of vision24% - Adaptation of existing sites
Sustainability	<ul style="list-style-type: none">45% - Waste management initiatives42% - Three bin system37% - Circular economy37% - Solar and wind solutions34% - E-Charging areas32% - Food and garden organics31% - Plastic-free area27% - Rainwater harvesting	<ul style="list-style-type: none">45% - Traffic issues43% - Cost of business to engage34% - Encouraging environmental responsibility33% - People working together33% - Cost of waste management scheme32% - Cost of eco products32% - Funding for change
Wellbeing	<ul style="list-style-type: none">54% - Seaside location and activities47% - Community facilities / events38% - Improved gathering spaces38% - Wellbeing groups / elderly32% - More wheelchair access30% - Creating / building connections	<ul style="list-style-type: none">56% - Ageing population44% - Encouraging local people buying local37% - Opposition to change31% - Upgrading business for diversity30% - Too much red tape29% - Small thinking29% - Resourcing

Council's primary roles are collaboration and the provision of services, secondary is coordination, advocacy and building.

3. Executive Summary

About the respondents

Six in ten businesses that were surveyed were Glenelg businesses and 16% were from Brighton with the remaining percentage a mix of Somerton Park, Kingston Park, Hove and Seacliff. 30% of businesses were in the retail trade and a further 29% in accommodation & food services and 13.5% in health care & social support. There were 14 other industry sectors represented in smaller percentages. The average length of time in business in the area for this sample was 15.4 years with the largest percentage of newer businesses of 0-5 years (36%), followed by an even spread of 6-10 years, 11-20 years, and 20+ years. Most businesses employ 2-19 people (72%) and a further 28% employ only one person. Most businesses (93%) were small businesses with only 7% being medium or large. There were three large businesses employing over 200 people in the sample.

32% of the sample had a turnover of less than \$500,000 per annum, with 19.5% \$500,000-\$1 million pa, 11% \$1 million to \$2 million, and 9% \$2 million to \$5 million and 1% \$5 million to \$10 million. There were considerably less businesses this year that preferred not to say their annual turnover (27% compared to 36% in 2021 and 21% in 2019).

The sample size was 303 businesses.

Importance of visitors to local businesses

2023 saw a small increase in the level of importance of visitors with intrastate rating 4.1 out of 5 (up from 4.0 in 2021), interstate 3.3 out of 5 (up from 2.9 in 2021) and international 2.9 out of 5 (up from 2.4 in 2021). Glenelg businesses tend to rely more on visitors than other located businesses. Whilst in 2021, the lack of tourists was one of the major issues facing business, this has been eclipsed this year by the cost of living and rising overheads and wages.

Expectations for economic performance in the next 12 months

Confidence in all three economies has declined significantly since 2021 and are back to the levels of 2019 (pre-COVID). 23% expect the national economy to be stronger (compared to 44% in 2021 and 21% in 2019); 26% expect the South Australian economy to be stronger (compared to 50% in 2021 and 23% in 2019), and 27% expect the local economy to be stronger (compared to 49% in 2021 and 21% in 2019). Considerably more businesses expect the economies to be weaker (43% think the national economy will be weaker, 34% think the State economy will be weaker and 33% think the local economy will be weaker).

Those expecting the local economy to weaken are more likely to be Hove and Kingston Park businesses, medium sized businesses, those turning over \$1-\$5 million pa, and those in arts & recreation services and health care & social assistance.

Business KPIs for Q3 compared to expectations of Q4 in 2019

The highlights this year are different to 2021. There is a business focus on overheads and wages with costs seen to have increased by significantly more businesses this year. 77% of all businesses have seen other overheads such as electricity and telephone increase, whilst 46% have seen an increase in average wages. 51% have seen an increase in non-wage labour costs, 60% in rent. There are corresponding increases in selling prices by 52% of businesses.

Q3 (July-September 2023)	Up	Same	Down
General business conditions	21.8% (23.4%)	48.0% (39.0%)	30.2% (37.6%)
Total sales/revenue	32.4% (27.5%)	36.0% (30.5%)	31.6% (42.0%)
Average wages	45.8% (24.3%)	44.4% (54.1%)	9.8% (21.6%)
Export sales	13.4% (17.1%)	58.0% (44.2%)	28.6% (38.7%)
Non-wage labour costs	50.6% (32.4%)	42.1% (53.7%)	7.3% (13.9%)
**Rent	59.5%	36.9%	3.6%
**Other overheads (electricity, telephone)	77.0%	17.0%	6.0%
Selling prices	51.7% (21.8%)	41.9% (66.3%)	6.4% (11.9%)
Profitability	13.4% (14.5%)	45.2% (49.8%)	41.4% (35.7%)
Number of employees	15.1% (12.2%)	69.1% (68.6%)	15.8% (19.2%)
Overtime worked	19.4% (16.1%)	67.3% (70.0%)	13.3% (13.9%)
Investment in buildings and structures	19.9% (17.9%)	62.7% (57.9%)	17.4% (24.2%)
Investment in plant and equipment	30.1% (20.6%)	53.0% (60.0%)	16.9% (19.4%)
Investment in eCommerce	18.2% (28.1%)	67.5% (56.2%)	14.3% (15.7%)
**Investment in Information Technology	30.5%	59.6%	9.9%
**Investment in Cyber Security	23.0%	67.6%	9.3%

Bold is 2023 ** New categories in 2023

The final quarter of 2023 is predicted to see improvements in general business conditions, total sales / revenue and profitability, and corresponding stabilisation of costs including average wages, non-wage labour costs and rent, but more increases in overheads such as electricity and telephone. There is some optimism for the final quarter of 2023 as there usually is in the City of Holdfast Bay.

Q4 (October-December, 2023)	Up	Same	Down
General business conditions	33.1% (37.2%)	50.2% (42.2%)	16.7% (20.6%)
Total sales/revenue	43.6% (42.2%)	36.4% (35.6%)	20.0% (22.2%)
Average wages	38.6% (30.4%)	52.3% (58.4%)	9.0% (11.2%)
Export sales	21.4% (17.0%)	61.9% (61.7%)	16.7% (21.3%)
Non-wage labour costs	36.1% (25.6%)	56.0% (67.8%)	7.9% (6.6%)
**Rent	32.3%	60.9%	6.8%
**Other overheads (electricity, telephone)	51.9%	39.9%	8.2%
Selling prices	31.5% (20.9%)	58.5% (70.3%)	10.0% (8.8%)
Profitability	27.5% (30.3%)	49.8% (49.0%)	22.7% (20.7%)
Number of employees	24.5% (17.7%)	64.0% (74.0%)	11.5% (8.3%)
Overtime worked	21.3% (21.4%)	64.2% (68.0%)	14.6% (10.6%)
Investment in buildings and structures	17.5% (7.8%)	61.8% (76.4%)	20.6% (15.8%)
Investment in plant and equipment	21.1% (12.1%)	62.1% (71.3%)	16.7% (16.6%)
Investment in eCommerce	19.4% (18.8%)	66.2% (68.1%)	14.4% (13.1%)
**Investment in Information Technology	22.5%	65.3%	12.2%
**Investment in Cyber Security	21.4%	66.0%	12.6%

Business confidence

63% of local businesses report feeling confident about their prospects for the year ahead with 17% feeling worried and 20% being neutral. Optimism is despite the higher costs for business currently.

Confidence level	2023	2021	2019	2017
Confident	63.4%	57.3%	52.2%	53%
Neutral	19.5%	27.4%	27.9%	23%
Worried	17.2%	15.3%	19.9%	24%

Primary business concerns

The primary business concerns in order of frequency of response are cost of overheads, economic climate, finding staff and cost of rent.

Barriers to hiring new staff

Six in ten businesses claim finding suitable / quality staff is the main barrier to employing. 28% said finding those that want to work is a barrier, and 26% nominated cost of employing. 21% of businesses said they don't need any more staff. Other barriers were around the business not being able to afford new staff due to a lack of turnover, cash flow, profitability, etc.

What is affecting/impacting profitability?

Cost of living was cited as the most frequent issue affecting profitability (54% of all businesses), followed by cost of labour (48%), cost of rent (41%), local economy (36%), cost of power (34%) and lack of sales (33%). Low margins and weather were cited by around a quarter of all businesses.

Business with Council and ratings for experience

Only 12% of all businesses have conducted business with Council in the last 12 months down from 22% in 2021, and 17% in 2019. The key dealings involved:

- Planning / redevelopment / building
- Mentoring / consulting services
- Marketing / advertising
- Events
- Financial support
- Permits
- Signage
- Bins

This year for the third time we asked all respondents to rate the experience in doing business with Council but we changed the ratings to scores out of 5 instead of 10. There were 11 types of experiences and the ratings ranged from 3.0 to 3.7 out of 5. Seven of all ratings increased in 2023 and two very significantly – delivery of food safety & health inspections and interaction with Business Development.

Satisfaction ratings with Council's support for business

For the third time we also asked respondents to rate their level of satisfaction with various Council business initiatives. This year however the support items were slightly different – we deleted Jetty Road Mainstreet Awards, digital training and small business grants and added delivery of events. Scores were mixed with three improving (shopfront grants, business training and small business mentoring program), and the rest were either equal or slightly down on 2021.

Usefulness of assistance mechanisms for business

For the second time we asked businesses to rate out of 5 how useful certain assistance mechanisms are to them:

- Government grants and/or subsidies 3.5
- Marketing support 3.3
- Hosting small events/activities 3.2
- Networking functions in the Council area 3.1
- Access to business mentoring/training 3.1

All scores were almost identical to 2021 scores when converted from scores out of 10 to scores out of 5.

Feedback for Our Holdfast 2050+

Six questions were asked of business around the three key focus areas of the Our Holdfast 2050+ vision:

- Innovation
- Sustainability
- Wellbeing

Innovation

The two key economic opportunities business see around innovation are:

- 69% car parking solutions
- 39% foreshore and jetty upgrade

The corresponding challenges around innovation are:

- 39% space for development
- 36% too much red tape
- 35% resistance to change
- 32% motivation of business owners
- 30% landlord investment

Sustainability

The key economic opportunities business see around sustainability are:

- 45% waste management initiatives
- 42% 3 bin system
- 37% circular economy
- 37% solar and wind solutions

The corresponding challenges around sustainability are:

- 45% traffic issues
- 43% cost for business to engage

Wellbeing

The two key economic opportunities business see around wellbeing are:

- 54% seaside location and activities
- 47% community facilities / events

The corresponding challenges around wellbeing are:

- 56% ageing population
- 44% encouraging local people to buy local
- 37% opposition to change

Role/s Council should play in addressing opportunities and challenges

54% think Council should be the collaborator and 47% think Council should be the provider of services and 38% think a coordinator role would be appropriate. This was a multiple response question.

Differential rate

The level of understanding amongst business of differential rates is low at 2.2 out of 5. Most could not comment on additional services that they would like to see added under the differential rate because they did not know what it was or were not sure. Of those that did comment (92 in total), 24 said car parking / traffic management / accessibility, 24 said communication / implementation / support

services, 14 maintenance / cleaning / recycling and 9 rate reduction / standardisation / abolish the rate.

Co-working spaces

17.5% of all businesses said they would be interested in co-working spaces in the City of Holdfast Bay for their staff if a facility was available.

Other comments

168 respondent comments were recorded grouped under the following themes:

- Parking / traffic management (31 comments)
- Maintenance / cleaning (27 comments)
- Planning / permits (23 comments)
- Local business s /supporting services (22 comments)
- Communication / presence (21 comments)
- Events (19 comments)
- Promotion / advertising / marketing / social media (18 comments)
- Financial support / incentives (18 comments)
- Policing / security (17 comments)
- Events (9 comments)
- Other (11 comments)

Conclusions

This survey period is very different to previous survey in 2021 and much more like the 2019 pre-COVID survey. There were several new questions particularly around the future vision for the City of Holdfast Bay, differential rates and co-working spaces.

The sample remains like previous years with the business makeup being small business that is largely retail and accommodation and food services. From the number of years in operation, most businesses weathered the COVID storm but have braced themselves for high cost of living impacts, high inflation due to rising power, rent, wages and overhead costs and lower sales / turnover and profitability.

The visitor economy is seen as important to business in the City of Holdfast Bay, but is not the panacea for good business fortunes that it was in 2021. The biggest impacts on profitability as previously outlined are high costs and low margins.

There is considerably more pessimism in the business community with all levels of the economy (national, state, and local) over the next 12 months but there is optimism for the local area to remain the same or improve in Q4 as it usually does over summer near the coast. Businesses will continue to invest in information technology and cyber security mostly at their current levels. Most businesses are either fairly (as opposed to being extremely confident) about the next 12 months (perhaps seeing that the worst of increasing costs is over?).

The 2023 business concerns are different to those of 2021 where there were concerns around workforce shortages. Whilst there are around four in ten businesses still finding staff difficult to acquire, now the primary concerns are around the economic climate and increasing costs. The main barrier to employing new staff is finding suitable / quality staff.

There are considerably less businesses this year that have dealt with Council in 2023 compared to 2021 and the experiences and levels of satisfaction were mostly better or equal to that of 2021 which were considerably higher than 2019. The trend is good. Most notably the ratings for experience with the delivery of food safety & health inspections and interaction with Business Development have

significantly improved and now rank highly for the top Council responsibilities. Well done to those two teams.

Business rates all assistance mechanisms for business highly with the standout being assistance around government grants and / or subsidies.

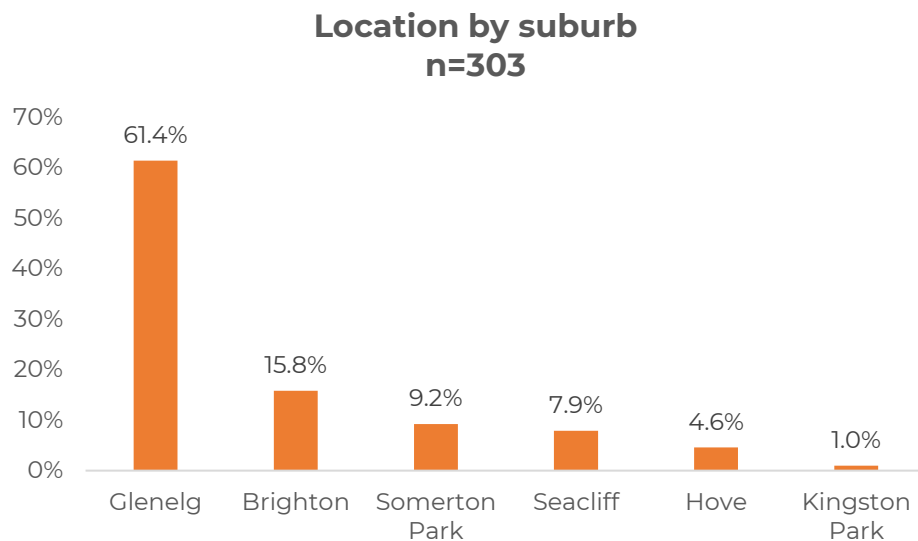
Council's vision and the key focus areas of innovation, sustainability and wellbeing have all received good feedback in this survey in terms of the opportunities and the challenges that the community will face. Council's key roles in addressing these challenges and opportunities are as a collaborator and a provider of services.

There are relatively low levels of understanding amongst the business community around differential rates and the level of feedback on additional services that business would like to see added under the rate is relatively poor because of the lack of understanding.

And lastly, nearly two in ten businesses would use co-working spaces in the City of Holdfast Bay for their staff if a facility was available.

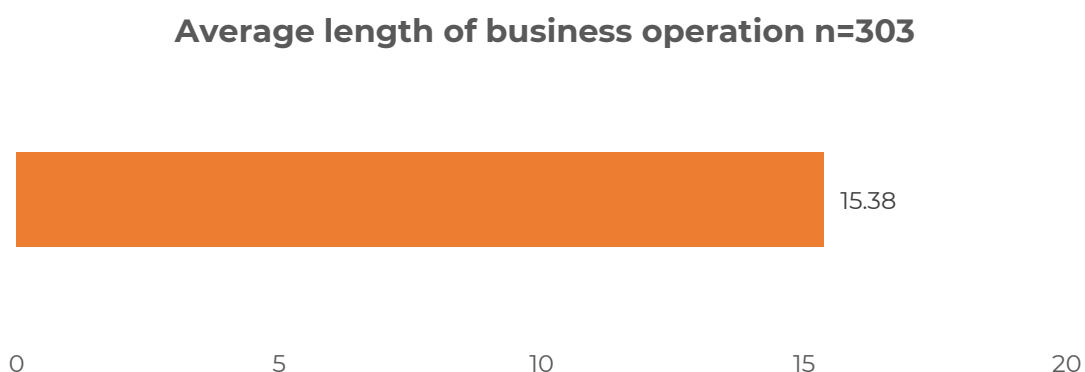
4. Key Findings

Q1. In which suburb is your business located?



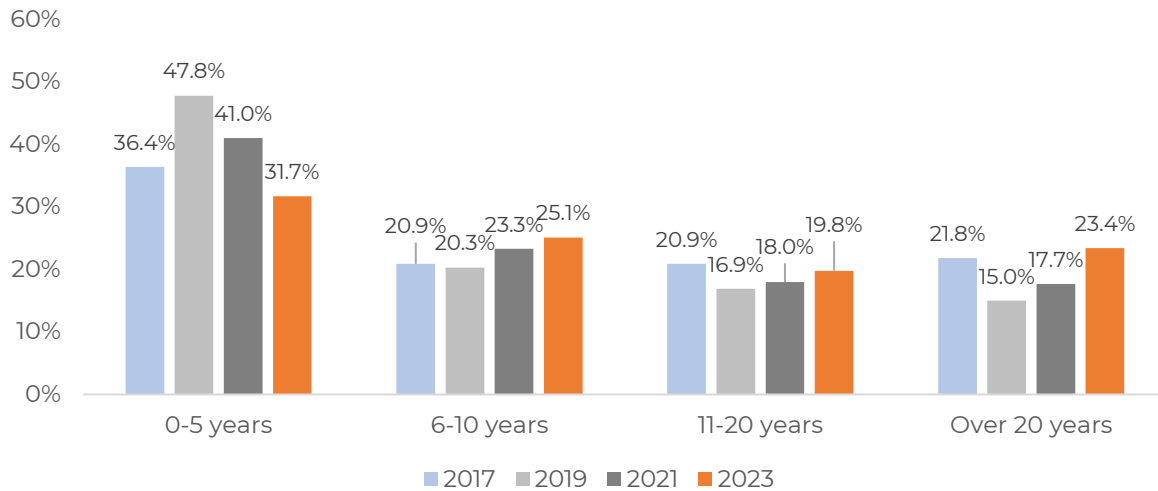
The above percentages show just over six in ten businesses surveyed operating out of Glenelg (Glenelg East, Glenelg South, and Glenelg North), compared to seven in ten in the last survey. 16% were operating out of Brighton, 9% Somerton Park, 8% Seacliff and 5% Hove. Due to the substantial increase in the need for face to face, our interviewers spent more time in the high business areas rather than those areas where business is sparse but we backfilled with telephone to improve the coverage of business throughout the entire Council area.

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



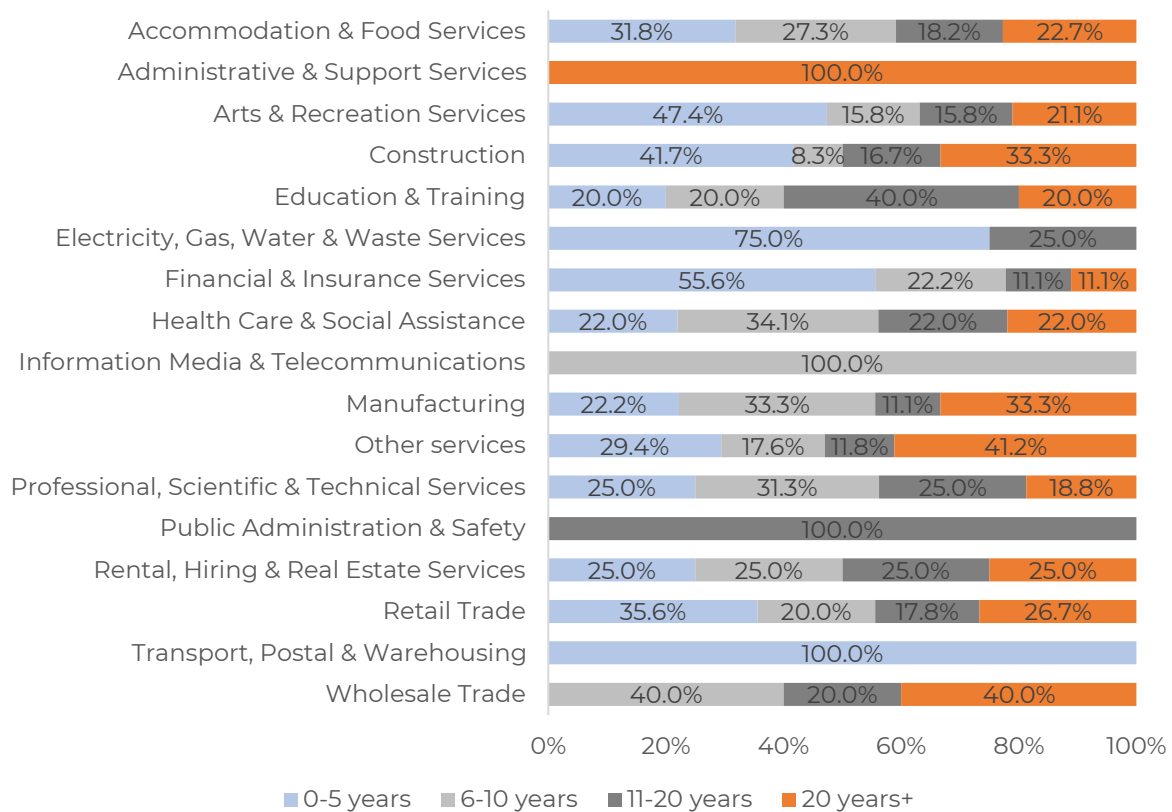
The mean length of time across all businesses surveyed was 15.4 years (up from 12.8 years in 2021, 11.8 in 2019 and 14.7 years in 2017).

Percentage of businesses by number of years operating n=303



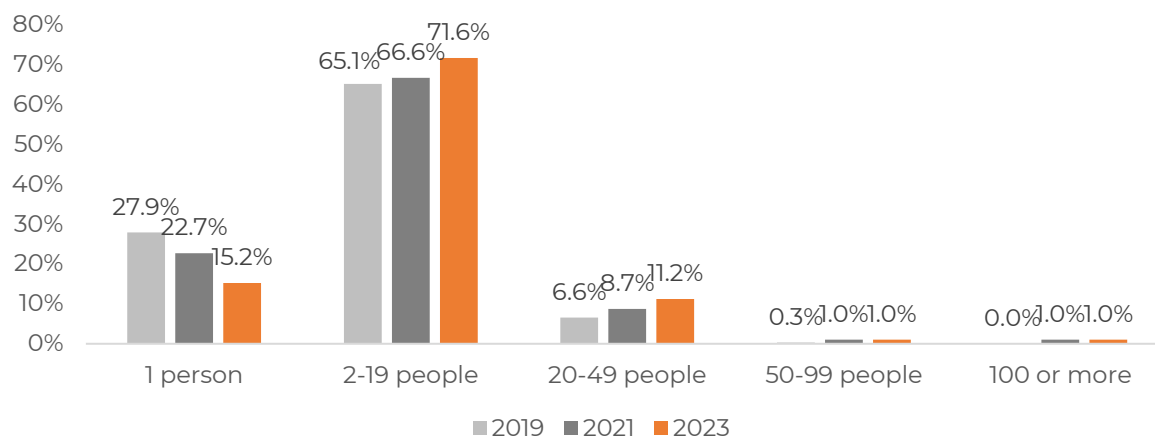
The breakdown by number of years of operation are slightly different this year compared to previous years with significantly fewer new businesses. Further breakdowns by industry are as follows:

Length of operation by industry sector n=303



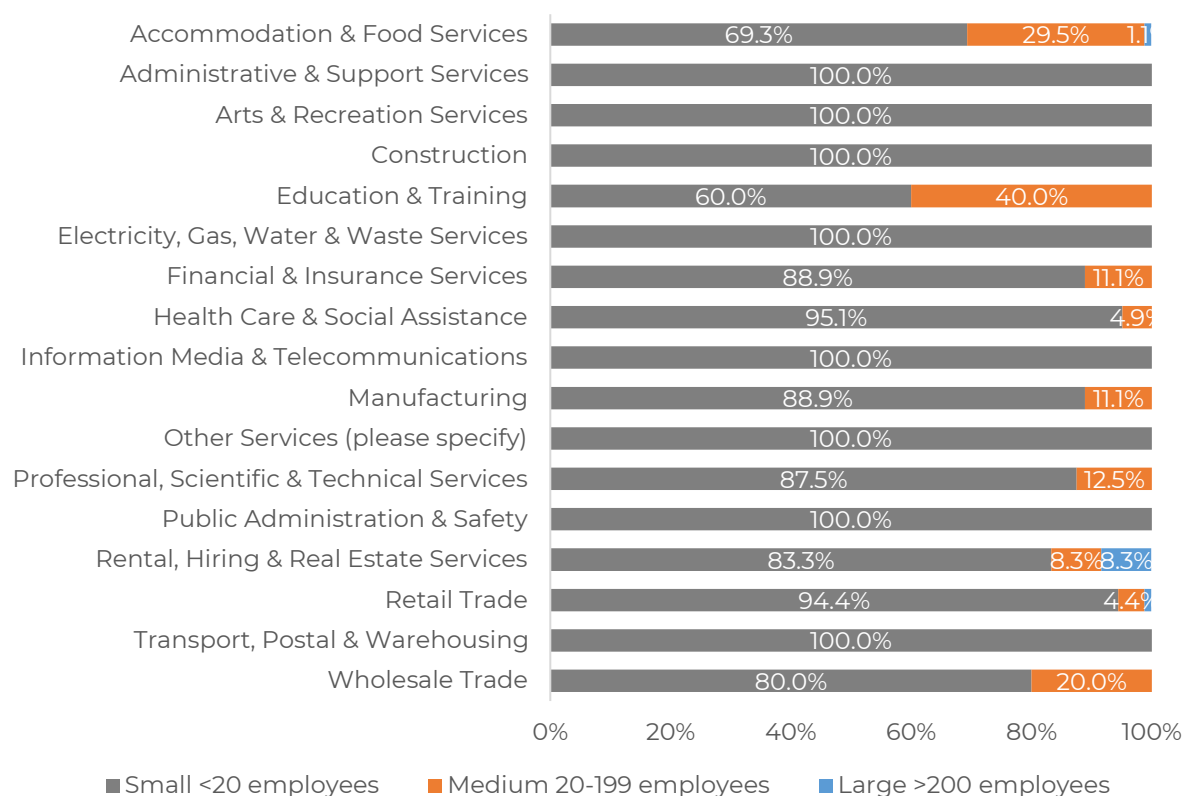
Q3. How many people (including management and owners) did your business employ in the current quarter (September 2023)?

People employed by business comparison n=303



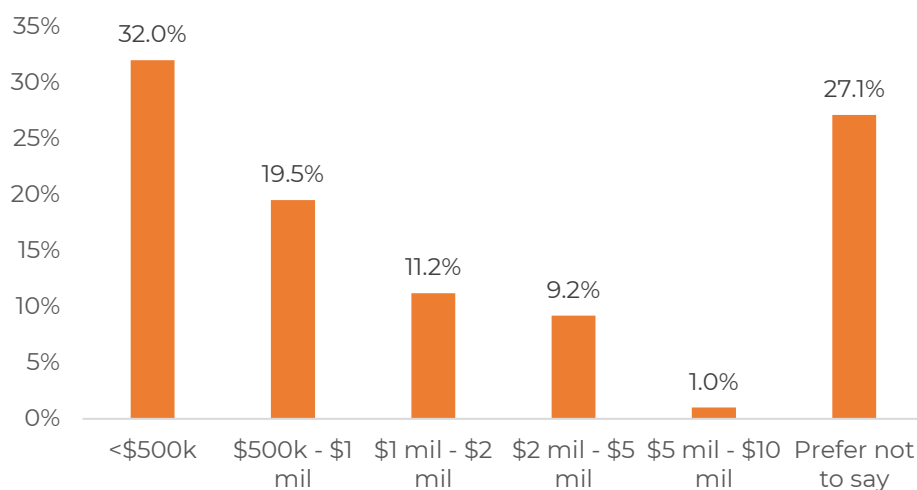
This year again most businesses are classified as SME's with 87% of the businesses being small (less than 20 employees) and 12% medium sized (20-199 employees). There were 3 businesses that employed 200+ people. The following is a breakdown by industry sector.

Size of business by industry sector n=300



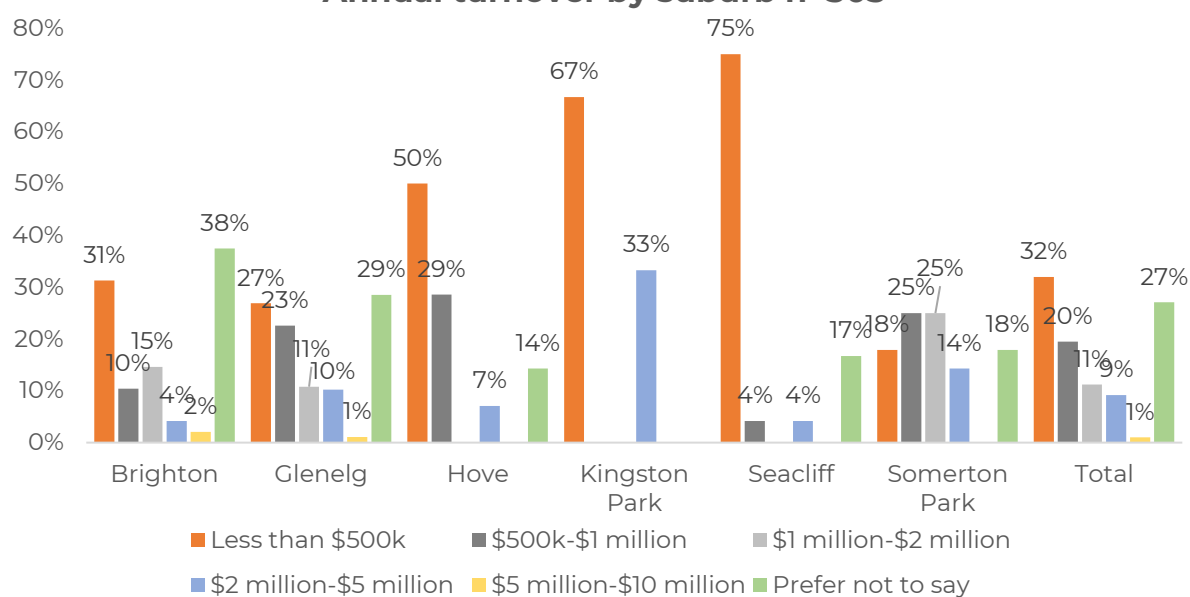
Q4. What is your annual turnover range?

Annual turnover range n=303



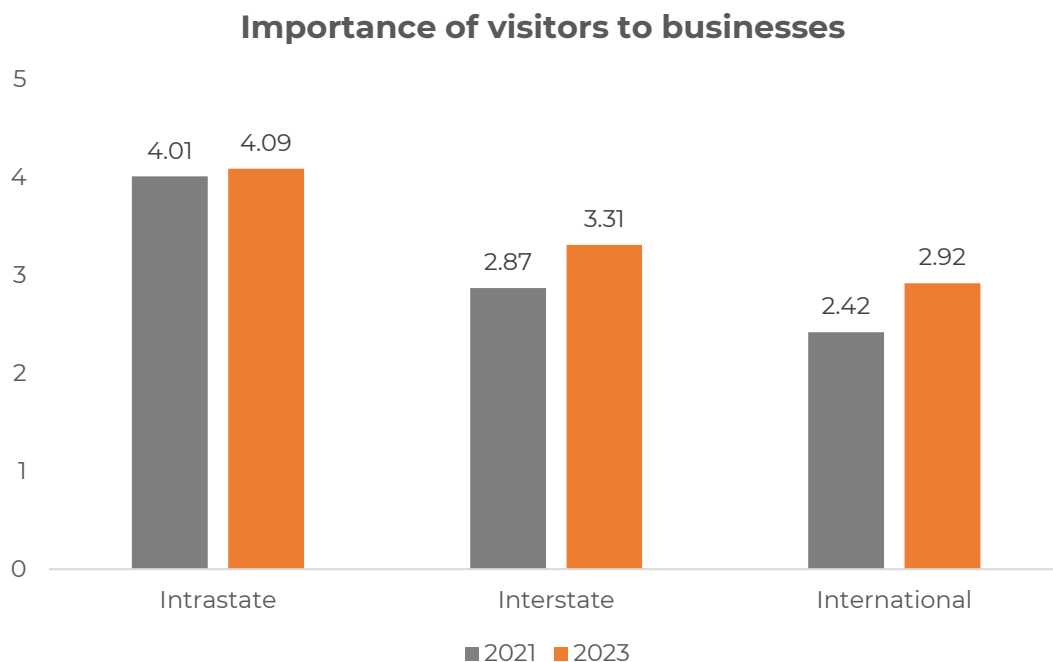
The annual turnover figures are like previous surveys. Interestingly only 27% of businesses preferred not to say compared to 36% last year, but up on 21% in 2019 and 13% in 2017).

Annual turnover by suburb n=303



Most businesses (around 70%) in the City of Holdfast Bay turnover less than \$1 million per annum.

Q5: On a scale of 1 to 5, where 1 is not important at all and 5 is extremely 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 and this trend has continued in this survey period. Interstate and international visitors are seen as more important now than previously (noting that 2021 was influenced heavily by a lack of visitors due to COVID).

Those businesses more likely to rate intrastate important over the average are businesses in Glenelg,

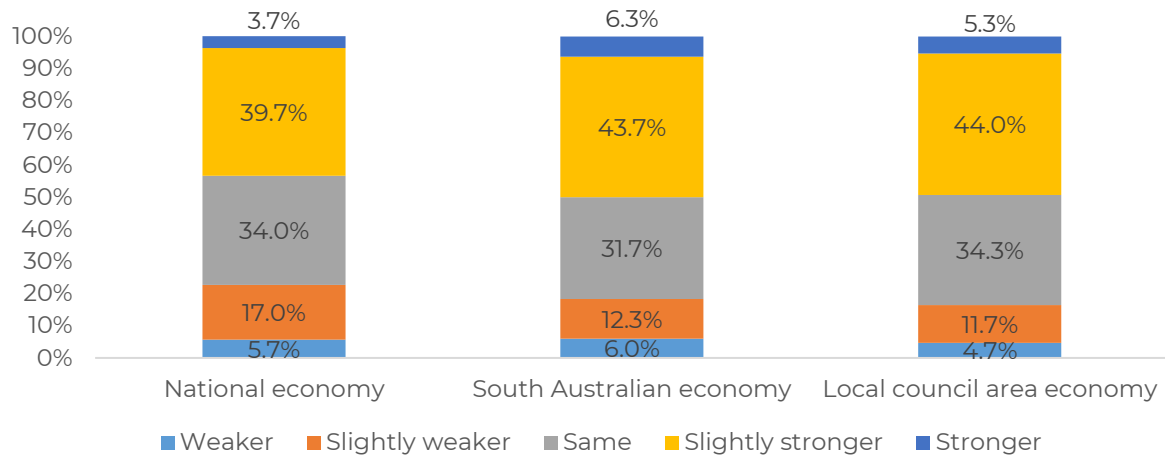
Those businesses more likely to rate interstate important over the average are businesses in Glenelg, those that have operated for 0-5 years and 11-20 years, medium and large businesses, those in accommodation & food services, rental, hiring & real estate services, retail trade, transport, postal & warehousing, and wholesale trade.

Those businesses more likely to rate international important over the average are businesses in Glenelg, those operating for 0-5 years and 11-20 years, medium and large businesses, and those in accommodation & food services, public administration & safety, retail, and wholesale trade.

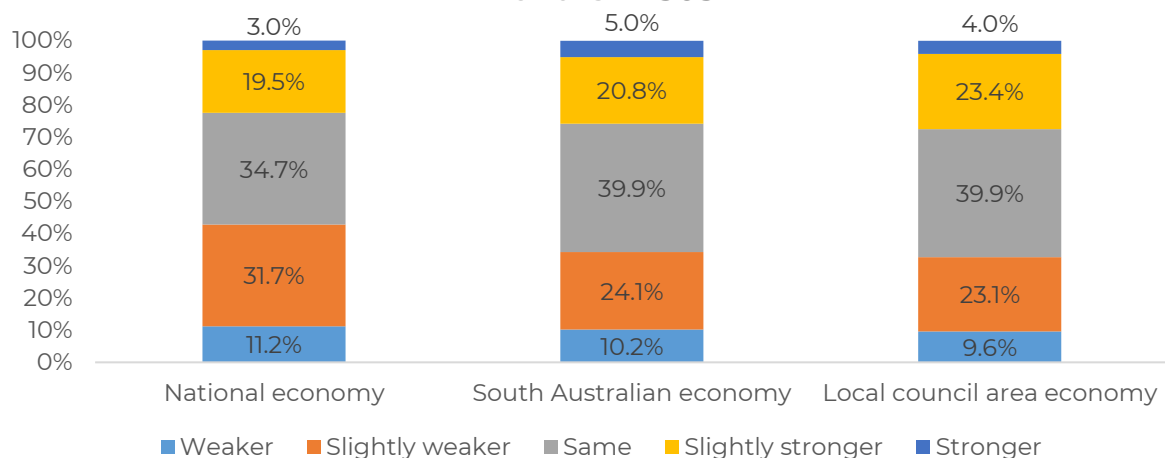
Q6: How do you expect the following economies to perform over the next 12 months?

To show the comparison, the following is the 2021 expectations and the 2023 expectations – we chose to include both charts to show the substantial differences between 2021 and 2023.

2021 Expectations for economic outlook over next 12 months n=303



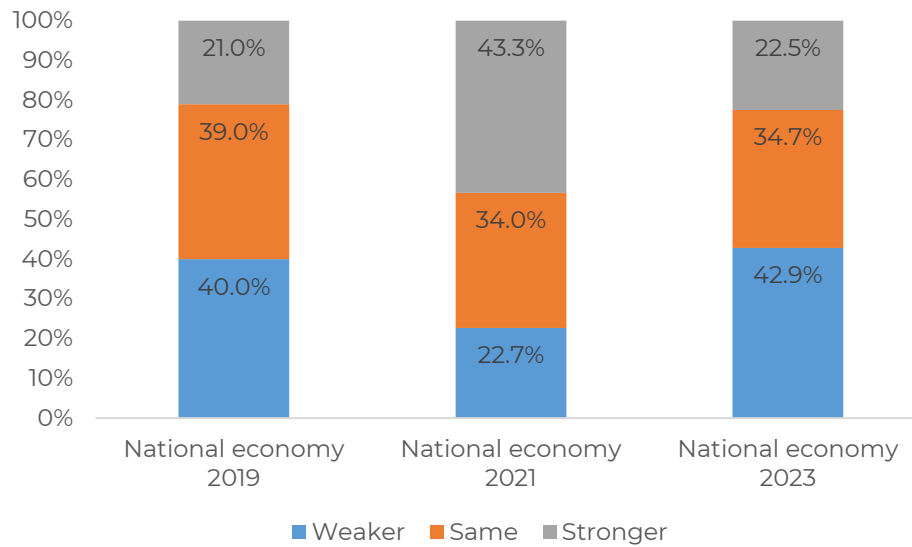
2023 Expectations for economic outlook over next 12 months n=303



Confidence in the economies has declined significantly since 2021 with a greater percentage of businesses expecting economies to be the same or weaker. This is no doubt a result of high cost of living affecting consumer spending and business turnover and bottom lines.

National economy

Expectation for National economy n=303

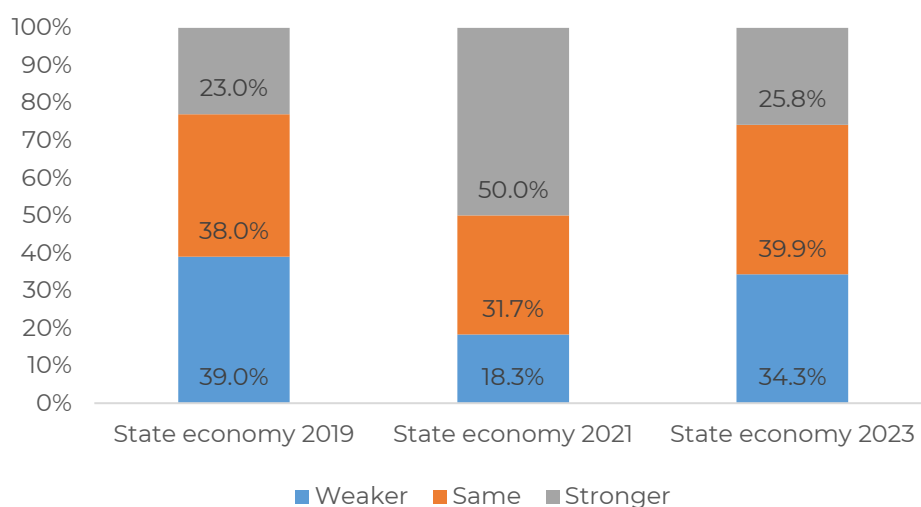


There has been a major shift in expectations for the national economy and we are seeing expectations more in line with 2019 than 2021.

Those businesses that believe it will strengthen are more likely to operate in Brighton, newer businesses (0-5 years), medium and large business, those turning over \$5 million to \$10 million pa, accommodation & food services, education & training, electricity, gas, water & waste services, rental, hiring & real estate services, retail trade and wholesale trade.

Those businesses that believe it will weaken are more likely to operate from Hove, Kingston Park, and Seacliff, have operated for 11+ years, medium sized, businesses turning over \$1 - \$5 million pa, those in accommodation & food services, arts & recreation services, construction, financial & insurance services, professional, scientific & technical services, and other services.

Expectation for State economy n=303

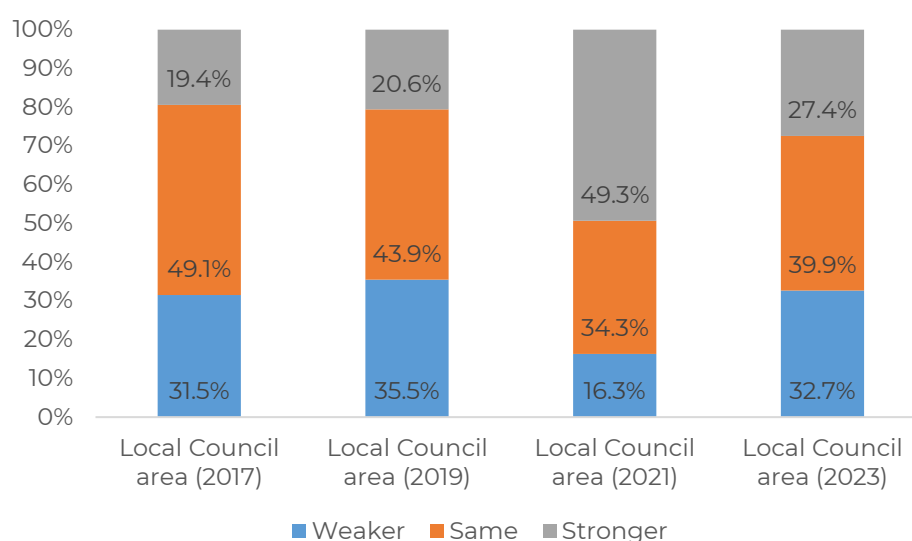


Expectations for the State economy is like the national economy and have reverted to 2019 levels that are significantly more pessimistic than 2021.

Those businesses expecting the State economy to strengthen above the average are those operating in Brighton, those that have been operating for less than 5 years, medium and large businesses, those turning over less than \$500k, and \$5 million to \$10 million pa, and those in accommodation & food services, education & training, electricity, gas, water and waste services, rental, hiring & real estate services, retail trade and wholesale trade.

Those businesses expecting the State economy to weaken above the average are those operating in Hove and Kingston Park, those who have operated for 11-20 years, medium sized businesses, those turning over \$1 - \$5 million pa, and those in the arts & recreation services, construction, financial & insurance services, professional, scientific & technical services, and other services.

Expectation for local Council area n=303



Local economy expectations are more in line with 2017 and 2019 with four in ten expecting the local economy to remain the same with only 27% thinking it will strengthen.

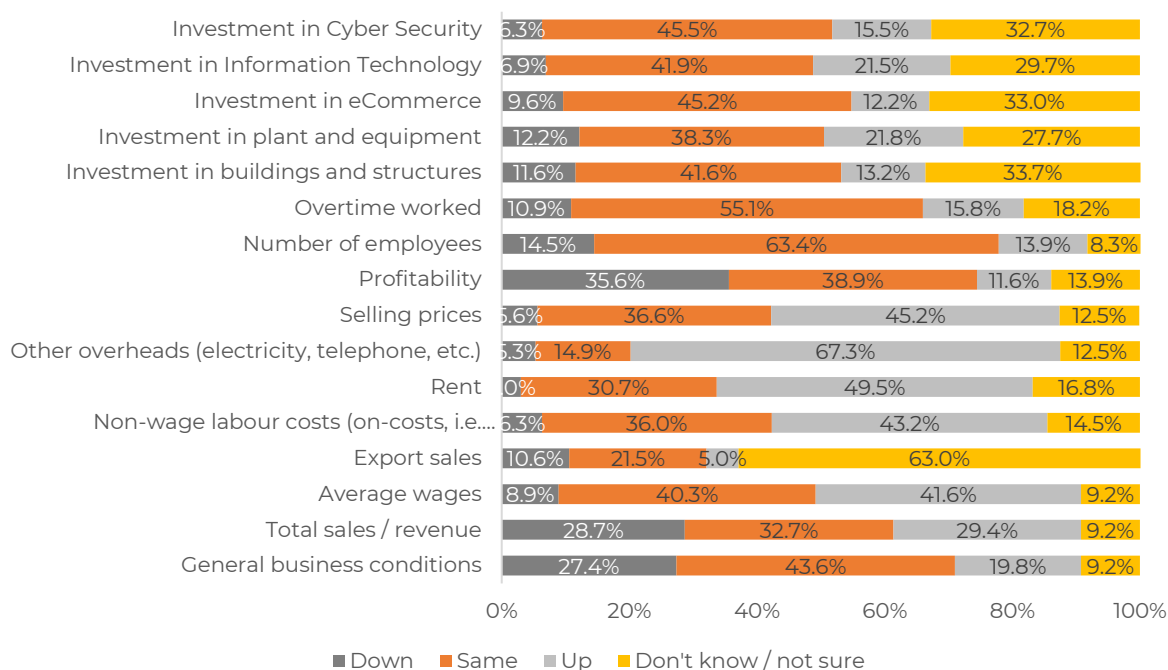
Those expecting the local economy to weaken are more likely to be businesses operating in Hove and Kingston Park, medium sized businesses, those turning over \$1-5 million pa, those in arts & recreation services, and health care & social assistance.

Those expecting the local economy to stay the same are more likely to be businesses in Hove, Seacliff, and Somerton Park, those that have operated for over 20 years, large businesses, those turning over \$5-10 million pa, and those in construction, education & training, financial & insurance services, health care & social assistance, manufacturing, professional, scientific & technical services and rental, hiring & real estate services.

Those expecting the local economy to be stronger are more likely to be businesses operating out of Glenelg, have been in business less than 5 years, medium and large businesses, those turning over \$500k - \$1 million pa, and \$5-\$10 million pa, and those in accommodation & food services, administrative & support services, education & training, electricity, gas, water & waste services, rental, hiring & real estate services, retail trade and wholesale trade.

Q7: How would you describe the following business KPIs in the Q3 September quarter of 2023? Were they up, down or about the same as the previous quarter?

Local area KPIs for Q3 2023 (Jul-Sept) n=303



The stand out issues for business is profitability, total sales / revenue, and general business conditions. Total sales / revenue is up for 32% of businesses and an equal number say it is down (37% said it was down in 2021 and 36% in 2019) so there is a slight improvement. General business conditions are like sales / revenue with 30% saying it is down compared to only 22% that say it is up. Profitability however is down for 41% of businesses compared to 36% in 2021 which is slightly worse.

The big-ticket items this year for business is an increase in average wage costs, non-wage labour costs, rent, and other overheads like electricity and telephone. As a result of increased costs, investment in buildings and structures and e-Commerce are down. 63% of all businesses did not know about export sales presumably because they do not export but those that did know most said it was around the same.

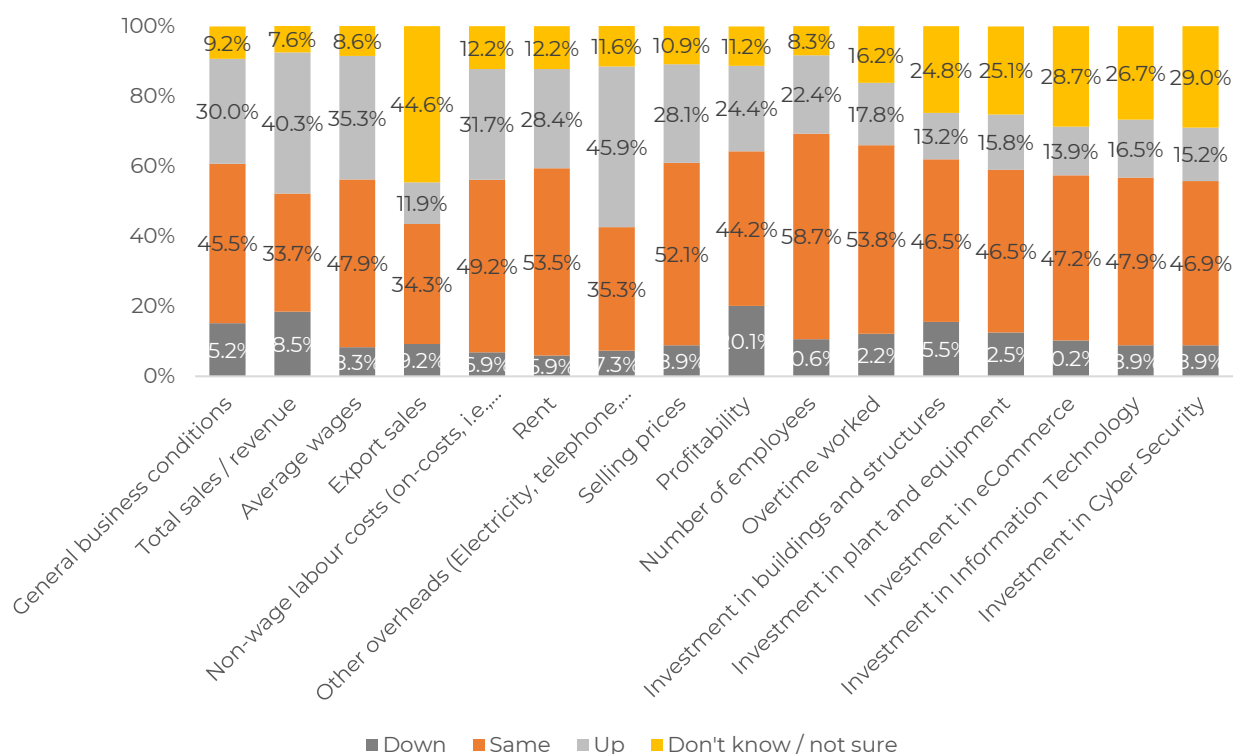
Q3 (July-September 2023)	Up	Same	Down
General business conditions	21.8% (23.4%)	48.0% (39.0%)	30.2% (37.6%)
Total sales/revenue	32.4% (27.5%)	36.0% (30.5%)	31.6% (42.0%)
Average wages	45.8% (24.3%)	44.4% (54.1%)	9.8% (21.6%)
Export sales	13.4% (17.1%)	58.0% (44.2%)	28.6% (38.7%)
Non-wage labour costs	50.6% (32.4%)	42.1% (53.7%)	7.3% (13.9%)
**Rent	59.5%	36.9%	3.6%
**Other overheads (electricity, telephone)	77.0%	17.0%	6.0%
Selling prices	51.7% (21.8%)	41.9% (66.3%)	6.4% (11.9%)
Profitability	13.4% (14.5%)	45.2% (49.8%)	41.4% (35.7%)
Number of employees	15.1% (12.2%)	69.1% (68.6%)	15.8% (19.2%)
Overtime worked	19.4% (16.1%)	67.3% (70.0%)	13.3% (13.9%)
Investment in buildings and structures	19.9% (17.9%)	62.7% (57.9%)	17.4% (24.2%)
Investment in plant and equipment	30.1% (20.6%)	53.0% (60.0%)	16.9% (19.4%)
Investment in eCommerce	18.2% (28.1%)	67.5% (56.2%)	14.3% (15.7%)
**Investment in Information Technology	30.5%	59.6%	9.9%
**Investment in Cyber Security	23.0%	67.6%	9.3%

*Bold 2023 brackets 2021

**New categories measured in 2023

Q8: How do you expect the same business KPIs to perform in Q4 of 2023? Will they up, down or about the same as the previous quarter?

Local area KPIs for Q4 2023 (Oct-Dec) n=303



The final quarter of 2023 is predicted to see improvements in general business conditions, total sales / revenue, and profitability. Businesses though are expecting costs to go up or stay the same.

When we compare the results to the 2021 expectations, general business conditions are not quite as optimistic with more saying that they expect the conditions to remain the same. Total sales / revenue is expected to be like 2021. More businesses expect average wages, non-wage labour costs to be up along with rent and other overheads but selling prices look to increase more than they did in 2021. Profitability remains stagnant but number of employees is looking to increase. Business investment is looking to mostly remain the same.

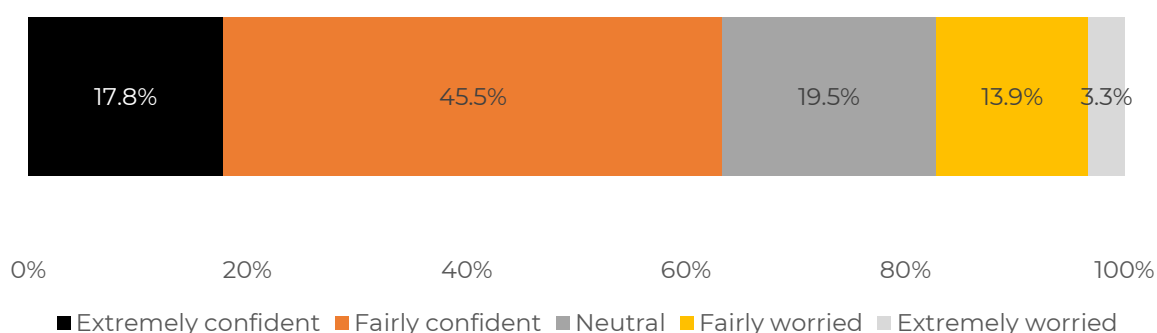
Q4 (October-December, 2023)	Up	Same	Down
General business conditions	33.1% (37.2%)	50.2% (42.2%)	16.7% (20.6%)
Total sales/revenue	43.6% (42.2%)	36.4% (35.6%)	20.0% (22.2%)
Average wages	38.6% (30.4%)	52.3% (58.4%)	9.0% (11.2%)
Export sales	21.4% (17.0%)	61.9% (61.7%)	16.7% (21.3%)
Non-wage labour costs	36.1% (25.6%)	56.0% (67.8%)	7.9% (6.6%)
**Rent	32.3%	60.9%	6.8%
**Other overheads (electricity, telephone)	51.9%	39.9%	8.2%
Selling prices	31.5% (20.9%)	58.5% (70.3%)	10.0% (8.8%)
Profitability	27.5% (30.3%)	49.8% (49.0%)	22.7% (20.7%)
Number of employees	24.5% (17.7%)	64.0% (74.0%)	11.5% (8.3%)
Overtime worked	21.3% (21.4%)	64.2% (68.0%)	14.6% (10.6%)
Investment in buildings and structures	17.5% (7.8%)	61.8% (76.4%)	20.6% (15.8%)
Investment in plant and equipment	21.1% (12.1%)	62.1% (71.3%)	16.7% (16.6%)
Investment in eCommerce	19.4% (18.8%)	66.2% (68.1%)	14.4% (13.1%)
**Investment in Information Technology	22.5%	65.3%	12.2%
**Investment in Cyber Security	21.4%	66.0%	12.6%

*Bold 2023, brackets 2021

**New categories in 2023

Q9: Thinking about the next 12 months, how confident do you feel about your business prospects?

2023 Business prospects confidence n=303



63.4% of the businesses surveyed indicate some level of confidence with around two in ten neutral and only 17.2% feeling worried. Comparing confidence levels to previous years, business confidence is at its best this year. This suggests that business is meeting extra costs with extra margins from higher selling prices.

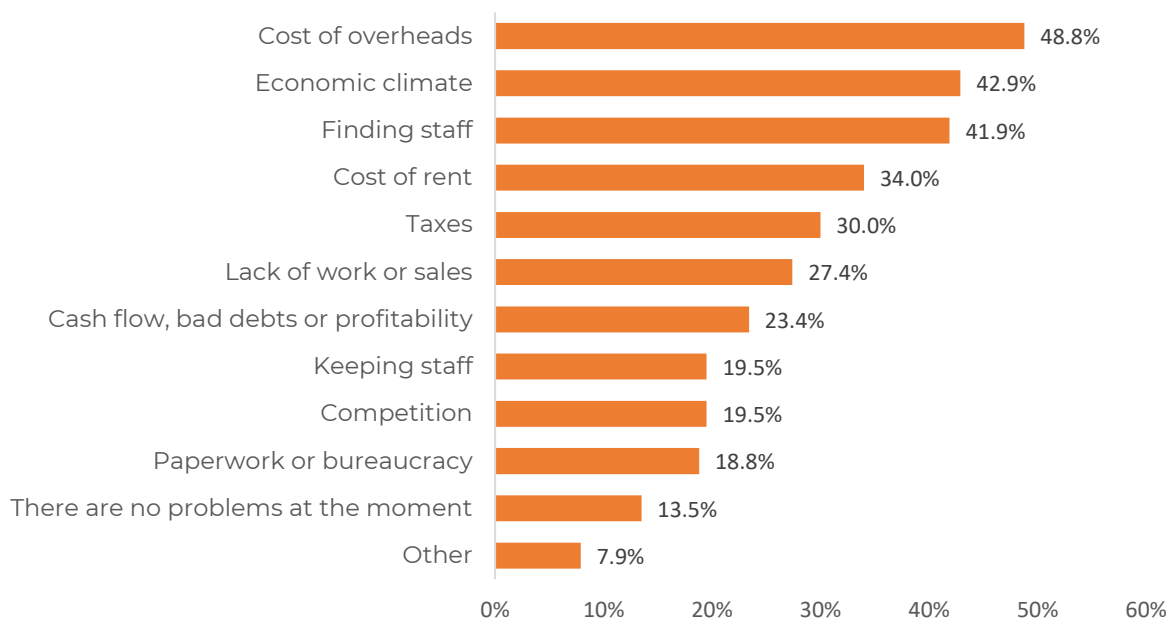
Confidence level	2023	2021	2019	2017
Confident	63.4%	57.3%	52.2%	53%
Neutral	19.5%	27.4%	27.9%	23%
Worried	17.2%	15.3%	19.9%	24%

Those more likely to be worried are businesses in Seacliff, whereas businesses in Brighton, Hove and Kingston Park were more likely to be neutral.

Those more likely to be confident are businesses that have operated for 0-5 years and large business employing 200+ people, those turning over \$2 - \$5 million pa and those in construction, education & training, electricity, gas, water and waste services, financial and insurance services, information, media & telecommunications, manufacturing, professional, scientific & technical services, rental, hiring & real estate services, transport postal & warehousing and wholesale trade.

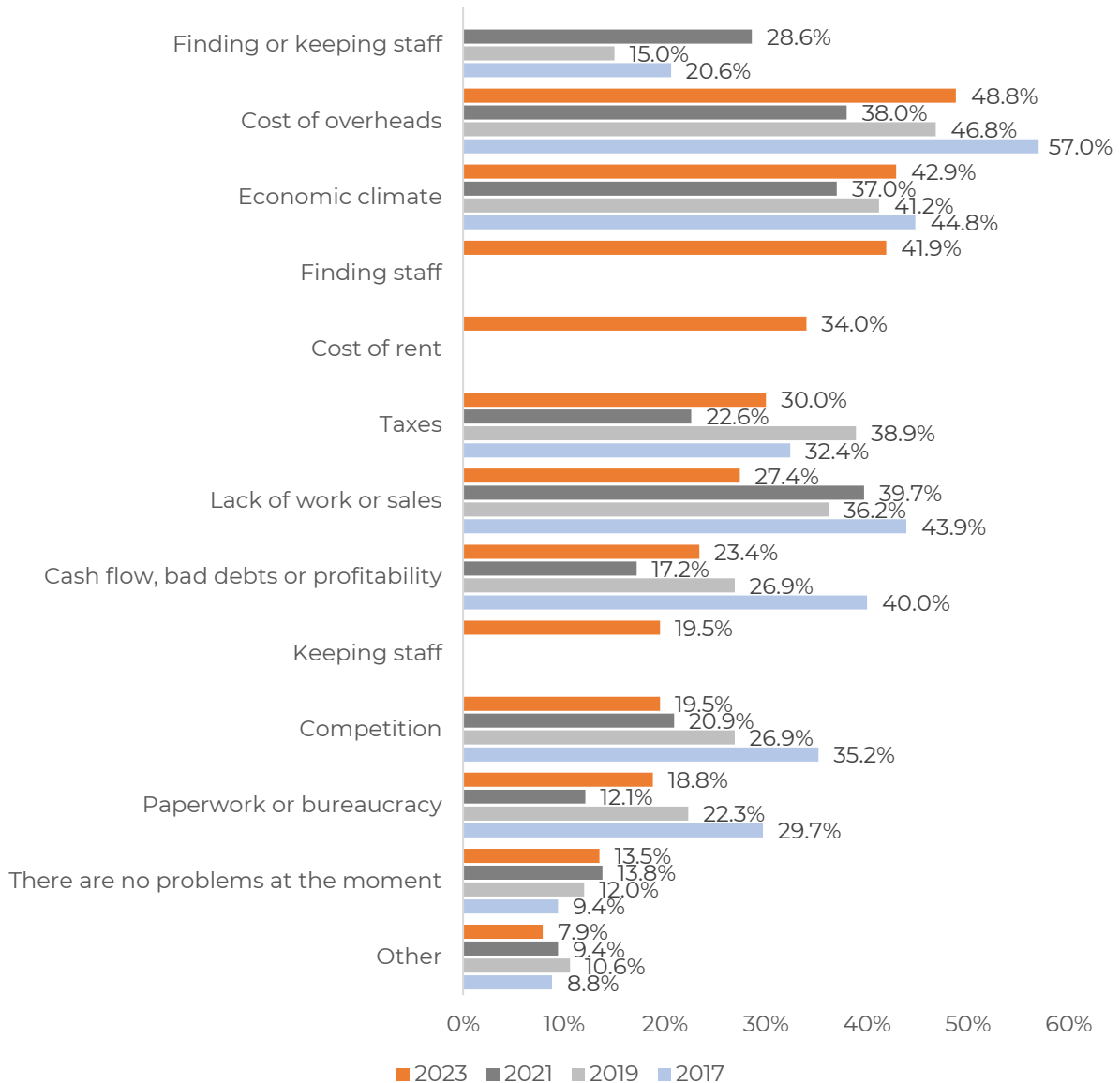
Q10: As far as business is concerned, what problems, if any, are you facing now? Multiple response.

Problems faced by business in 2023 n=303



We have charted these issues against previous years as follows:

Problems faced by business n=303



*Note: 2023 we split finding staff and keeping staff.

The biggest issues in 2023 for business is cost of overheads (around 50% nominated this), followed by economic climate, finding staff, and cost of rent.

Cost of overheads appears to be affecting businesses in Hove more than other areas, businesses who have operated for 11+ years, medium sized businesses, businesses turning over \$500k-\$2 million and \$5 - \$10 million pa, and those in accommodation & food services, financial and insurance services, and manufacturing.

Issues with the economic climate was more likely to affect Glenelg and Seacliff businesses, those that have operated for 11 – 20 years, medium sized businesses, those turning over \$500k - \$2 million, and those businesses that are arts & recreation services, manufacturing, retail trade and other services.

Finding staff is more of an issue for Brighton businesses, those that have operated for 20+ years, medium sized businesses, those turning over \$500k – 5 million pa, and those in accommodation & food services, electricity, gas, water and waste services, manufacturing, and wholesale trade.

Cost of rent is more likely to affect those businesses that have operated for 11 – 20 years, medium sized businesses, those turning over \$500k - \$2 million pa and \$5 - \$10 million pa, accommodation & food services, administrative & support services, financial & insurance services, manufacturing, and retail trade.

The small number of others (24 comments) comprised:

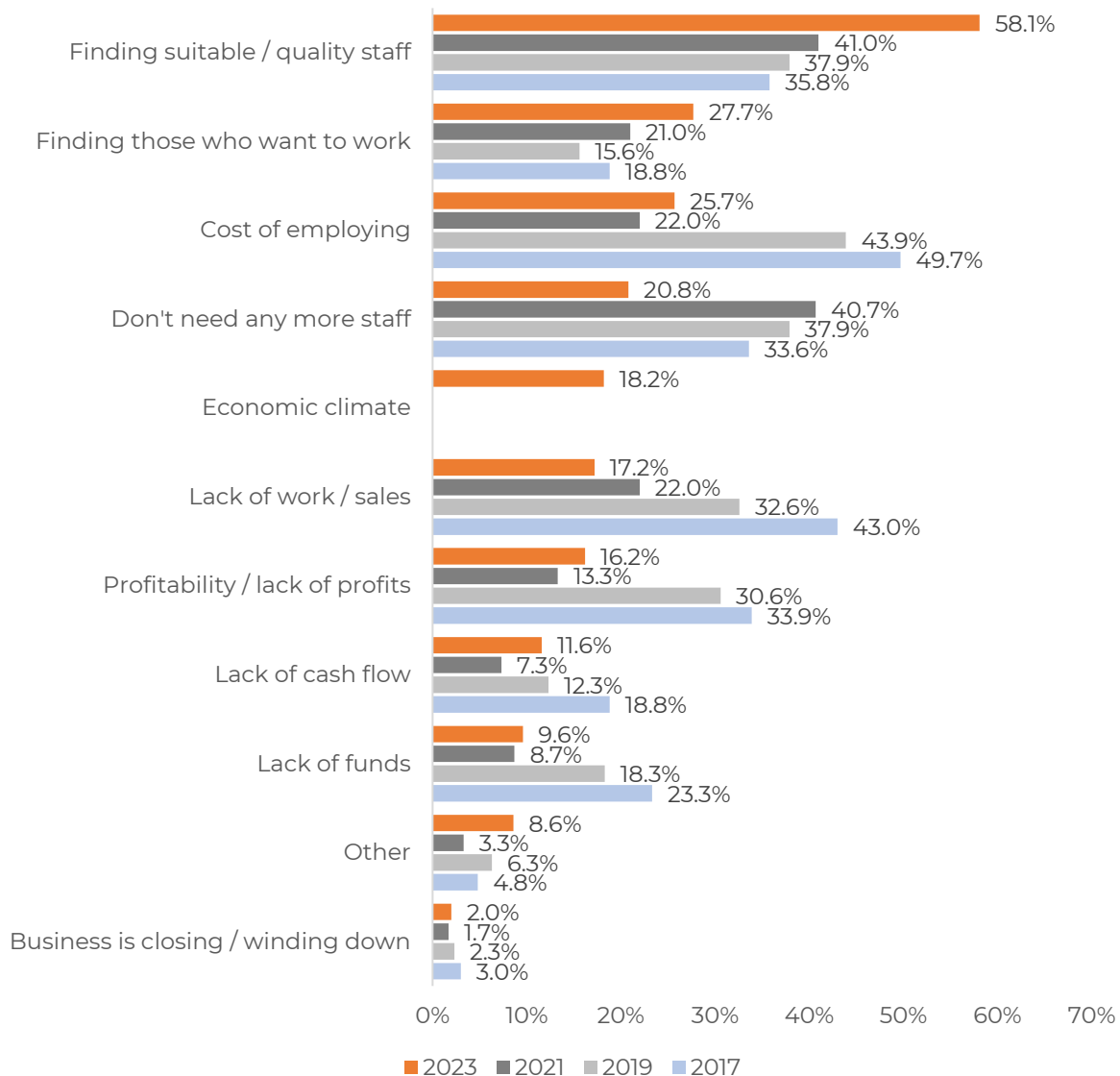
- As a sole trader, having time to implement all of the 'to do lists' is challenging, i don't have surplus funds to engage short term contract staff to deliver small projects, will be looking for grants.
- Being able to sell the business.
- Cost of living
- Council
- Don't know
- Foot Traffic
- High council rates
- Insurance.
- Jetty Road being dirty. Homeless people and aboriginals
- Lack of foot traffic of patients.
- Lack of security and promotion of Jetty Road
- Marketing
- Opening new sites interstate
- Other: Issues with crime and disorderly behaviour. Police presence and response to this should be a top priority. As a council you should be doing everything within your power to make a strong case to have these issues dealt with for the sake and safety of local businesses and patrons. Particularly on jetty road, businesses know this is an issue, you know this is an issue, but where is the unity in creating a strong case and fighting for what we need together? It's unacceptable now and has gone on for too many years we can't deny the decision to extend the tram to the square is not the cause of giving drunk and disorderly, and also drug affected people a direct line to the precinct. Something needs to be done, less empty words and more action it's time for you to seriously advocate for our precinct, our staff, our families and livelihoods depend on this, I do not want my staff to leave their roles because they do not feel safe.
- Outside factors such as people outside who regularly drink and scare away customers
- parking in the area makes it hard
- People begging outside of our store puts customers off coming in.
- People not coming to the area to buy clothing. Comments have been Glenelg is tacky/untidy/unsafe.
- People not spending money
- Policing
- Service contractors
- Theft
- Theft and safety on Jetty road
- Wages

Q11: What are the barriers to taking on new employees? (Multiple response)

Barriers to employing new employees in 2023 n=303



Comparison of barriers to employing new employees n=303



The employment landscape is considerably different this year compared to previous surveys. The major barriers are now finding suitable / quality staff (jumped from 41% in 2021 to 58% currently) and finding those who want to work (28%).

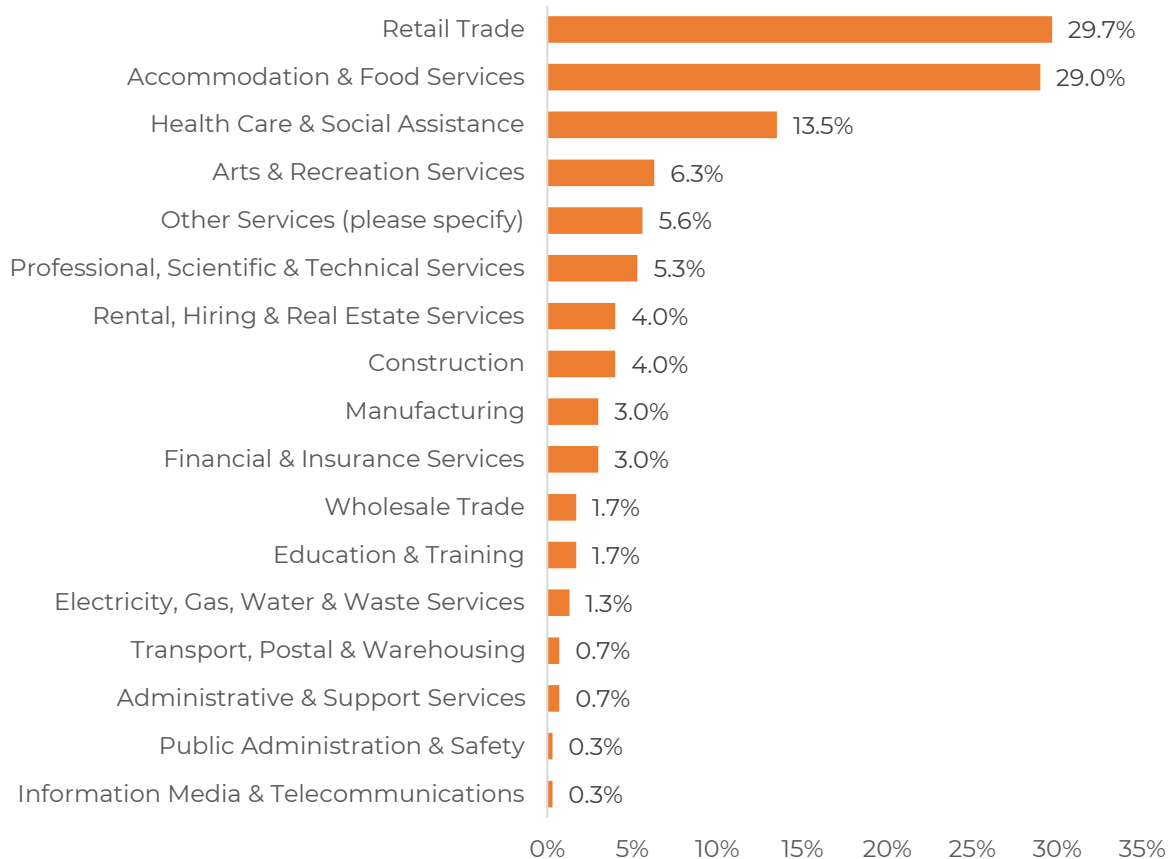
Those more likely to say the barrier is finding suitable / quality staff are Glenelg and Somerton Park businesses, medium sized businesses, those turning over more than \$500k pa up to \$10 million pa, accommodation & food services, education & training, electricity, gas, water & waste services, manufacturing, and wholesale trade.

Those businesses that say they do not need more staff are more likely to be in Hove and Kingston Park, have operated for 0 – 5 years and large business, those turning over less than \$500k and \$5 - \$10 million pa, those in construction, financial & insurance services, manufacturing, professional, scientific & technical services, retail trade and other services.
Other comments included:

-
- Attitude finding do not want to learn.
 - Attitude, prioritizing work over social life.
 - Council
 - Do not have enough clients.
 - Don't speak English well it can be barrier.
 - Gaining qualified staff
 - Getting a lot of international people, which is hard they have a language barrier, a lot of local people not looking for jobs anymore, they think hospitality is not a career anymore. A lot of the older ones want a job. The right people at the moment.
 - Good ethic
 - Having time and not paying people. Value in turnover.
 - Health cover professional hard to get.
 - I want it to be a self-run
 - Lack of drive new generation sucks.
 - Lack of income.
 - Lack of money people are spending at the moment, interest rates
 - Lack of space in our building to seat them
 - Level of uncertainty, government put more restrictions on small operators at the expense of the big guys.
 - More government help
 - Not able to offer them enough hours. people are from overseas and look for 24 hours not enough and look for another set of 24 hours.
 - People expectations, work hours.
 - Physical space confirmed to one room
 - Reliable staff
 - Reliability of stuff and no one wants to work anymore
 - Wages, permanency in roles. More casual than part time.
 - We advertise but hardly get any applicants, most of them come from who we know.
 - Work from home

Q12: What industry sector do you fall into?

Industry sector n=303

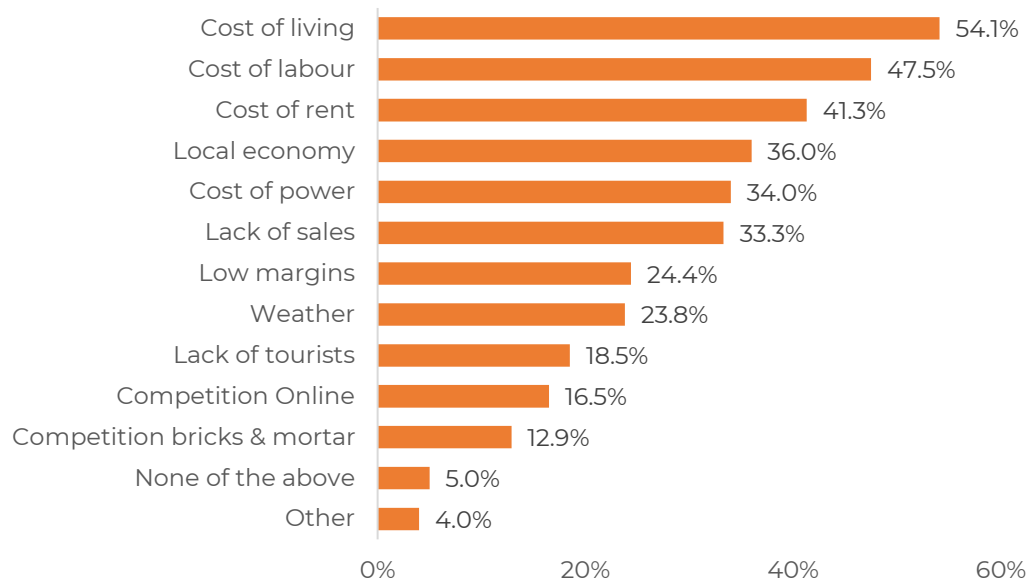


The sample is like the previous surveys but we achieved a broader spread this survey due to telephone interviewing. Last survey we interviewed 36.4% in retail (considerably more than this year) but similar numbers in accommodation & food services. Other services comprised:

- Auto repair
- Automotive services
- Barber
- Beauty
- Beauty
- Beauty Services
- Church, Religious Centre
- Community
- Community and sport
- Community church
- Community church
- Community health
- Hair and beauty
- Hairdressing
- Health and beauty
- Homeware
- Not for profit

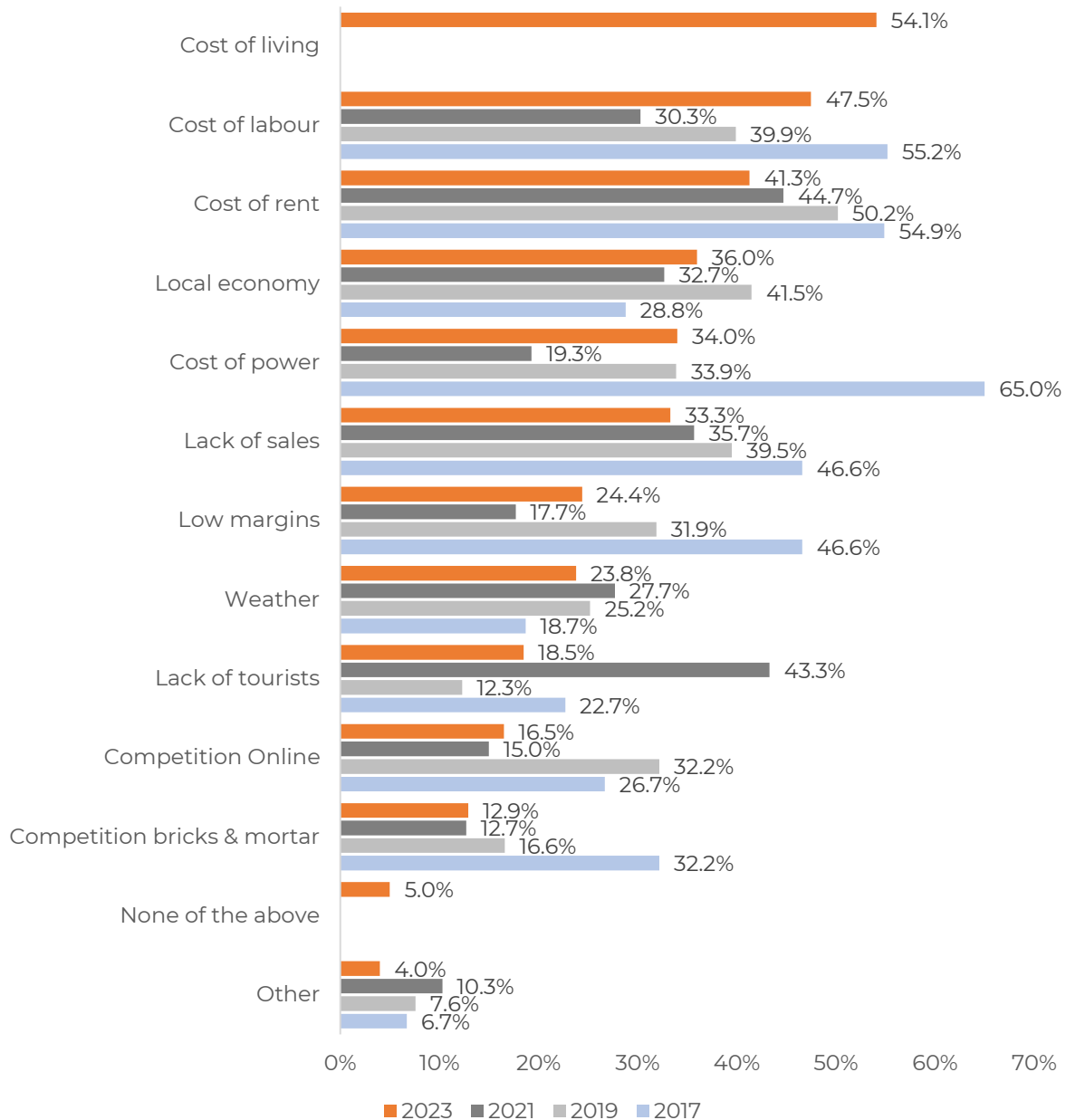
Q13: Are any of the following affecting / impacting on your profitability?
Multiple response.

Issues affecting / impacting on profitability in 2023
n=303



Over half of the businesses surveyed believe that the cost-of-living pressures in Australia is affecting their profitability. This was followed by the high cost of labour and rent.

Issues affecting / impacting on profitability n=303



The above chart shows how dynamic this question is relative to the prevailing conditions each year. Last year saw the lack of tourists as the biggest issue and this year that only comes in at 9th after the cost of living, cost of labour and rent, local economy, cost of power, lack of sales, low margins, and weather.

The other responses comprised:

- All these costs impact profitability
- Consumers moving to cheaper alternatives
- Government nonsense - at all levels.
- I'm building a business brand from the ground; it will take time.

- insurance overrides getting it.
- Management Structure, clubs having time using our facilities.
- N/A/No/None (15 responses)
- No Policing
- Outside traders, by allowing non bricks and mortars. The councils, people who do not set up a fee to set trades who sell the same thing.
- Over heads for a start up
- Regular fights and drunk people around our store
- Wages
- Winter has the greatest impact on me.

The cost of living is more likely to have impacted on businesses in Hove, Kingston Park, and Somerton Park, those that have been operating for 11+ years, those turning over \$500k - \$1 million pa, and those in the accommodation & food services, arts and recreation services, construction, retail trade, and other services.

Cost of labour is more likely to have affected those businesses in Glenelg and Kingston Park, those who have operated for 11-20 years, medium and large sized businesses, those with turnover of \$500k or more, and those in accommodation & food services and construction (the latter in particular).

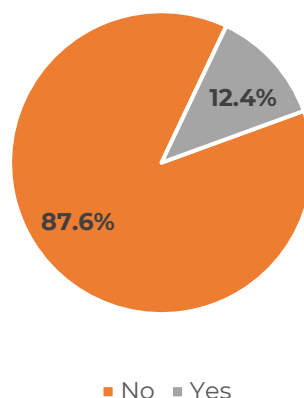
Cost of rent appears to have had an impact more so amongst Glenelg and Somerton Park businesses, those that have operated for 11-20 years, medium and large sized businesses, those turning over \$2 million or less pa and \$5 - \$10 million pa, and those in accommodation & food services, administrative & support services, financial & insurance services, manufacturing, and other services.

The local economy is more likely to have affected businesses in Kingston Park and Seacliff, those that have operated for 11-20 years, and medium sized businesses, those turning over less than \$500k pa, and those in accommodation & food services, health care & social assistance and manufacturing.

Cost of power is an issue more so for those in Hove, those who have operated for 11+ years, medium sized businesses, those turning over \$500k - \$2 million pa, and those in accommodation & food services, administrative & social services, and manufacturing.

Q14: Have you done any business with Council in the last 12 months?

**Incidence of doing business with Council in
last 12 months n=303**



Less businesses have interfaced with Council in 2023 than previously (22% in 2021 and 16.9% in 2019). Those more likely to have dealt with Council are Brighton and Somerton Park businesses, medium sized businesses, those turning over \$1 - \$5 million pa, accommodation & food services, administrative & support services, arts & recreation services, construction, education & training, and transport, postal & warehousing.

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

- A mobile car.
- Advertising
- Advertising permissions
- Application in the works commercial from office to music studios. To show up in the next council meeting.
- Approvals
- Bin allocation
- Bins
- Building amendments, enquiring about new restaurant who has been given the go ahead with no parking on Broadway
- Building approval
- Called in regards to having the area made into a dry zone
- Campaigns work David spears
- Carols event, community chest grant
- Cater functions for council
- Community art with the council.
- Complaining from other businesses
- Contact about streets and for parking.
- Council applications for residential homes
- DA for new premises
- Delivery of services.
- Events
- Exterior signage
- FOGO rollout support
- Getting building approvals.

-
- Getting leases done
 - Health inspections
 - I have an ongoing problem with the vacant block next door to my business. (617 Anzac Highway, Glenelg North). It has not been mown or cleared of any vegetation in over 12 months. It is an eyesore and a disgrace. Not to mention a fire hazard. I put up with every year and absolutely nothing is done about it.
 - Interacting about the council fees.
 - Joining through the newsletter.
 - Keeping the verge clean.
 - Kitchen audit
 - Liaise with them with repairs or cleaners do not perform. Kitchen audits.
 - Magazine Costs, Event Hire Costs
 - Marketing services
 - Meetings at a street.
 - Ongoing
 - Other business not keeping area tidy
 - Pay tax
 - Personal training outdoor parks.
 - Planning approvals
 - Planning consent
 - PlanSA
 - Plumbing
 - Property inquiry
 - Property-searches
 - Rates, fines, grants
 - Regarding building a house.
 - Renewal of my permit to operate, getting support of my location and promoting my business.
 - Shop front grant
 - Shop front grant and street parties
 - Shop front merchandising
 - Signage, development
 - Small events 1 meeting
 - Specialty embroidery on ties
 - Street festival
 - Street parade
 - Street parties and offsite events
 - Street parties, outdoor dining,
 - They own the building, did maintenance, leases due and permits
 - Tree pruning
 - Vandalism on my shop.
 - We are consultant engineers for council
 - We had a couple with council for space corals for the square. For the new site for approvals.
 - We take part in any local council promotions.
 - Winter Warmer Vouchers
 - Worked with them lots
 - Working with Youth Coordinator - Dana. We have collaborated and facilitated programs at our space

Q15: On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate your experience in doing business with Council?

Comparison 2021 vs 2023 ratings on Council experiences

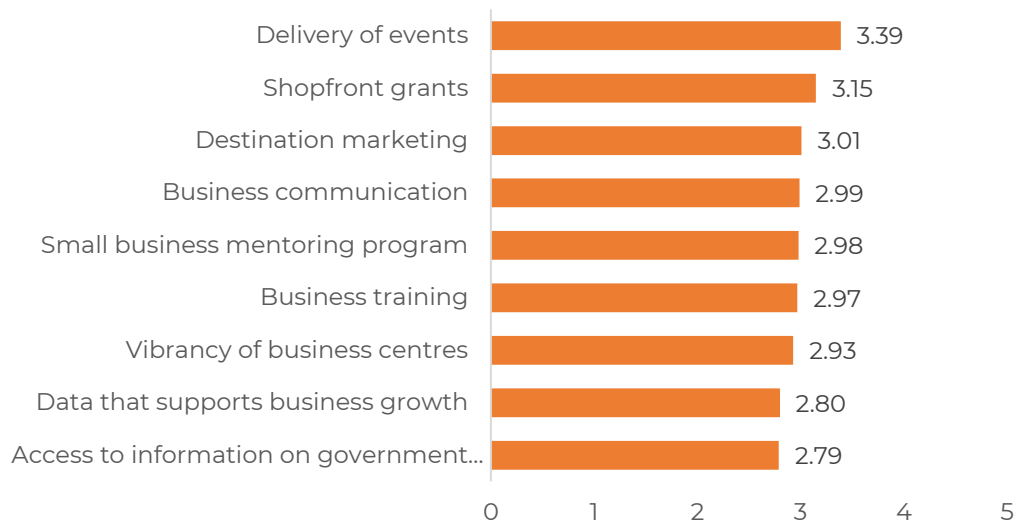


As the chart above indicates, seven of the ratings increased in 2023 compared to 2021 notably traffic management and parking, delivery of food safety & health inspections, town planning, planning and building permits, Jetty Road Glenelg coordination, major events / cultural festival / attractions, and interaction with business development. There were a few declines but within tolerance (not significant) but overall, a very good score card for Council. There were significant improvements in the delivery of food safety & health inspections and interaction with business development.

*2021 numbers have been converted from a 0-10 scale to a 1-5 scale.

Q16: On a scale of 1 to 5, where 1 is totally dissatisfied and 5 is totally satisfied, how satisfied are you with Council's support for business in the area?

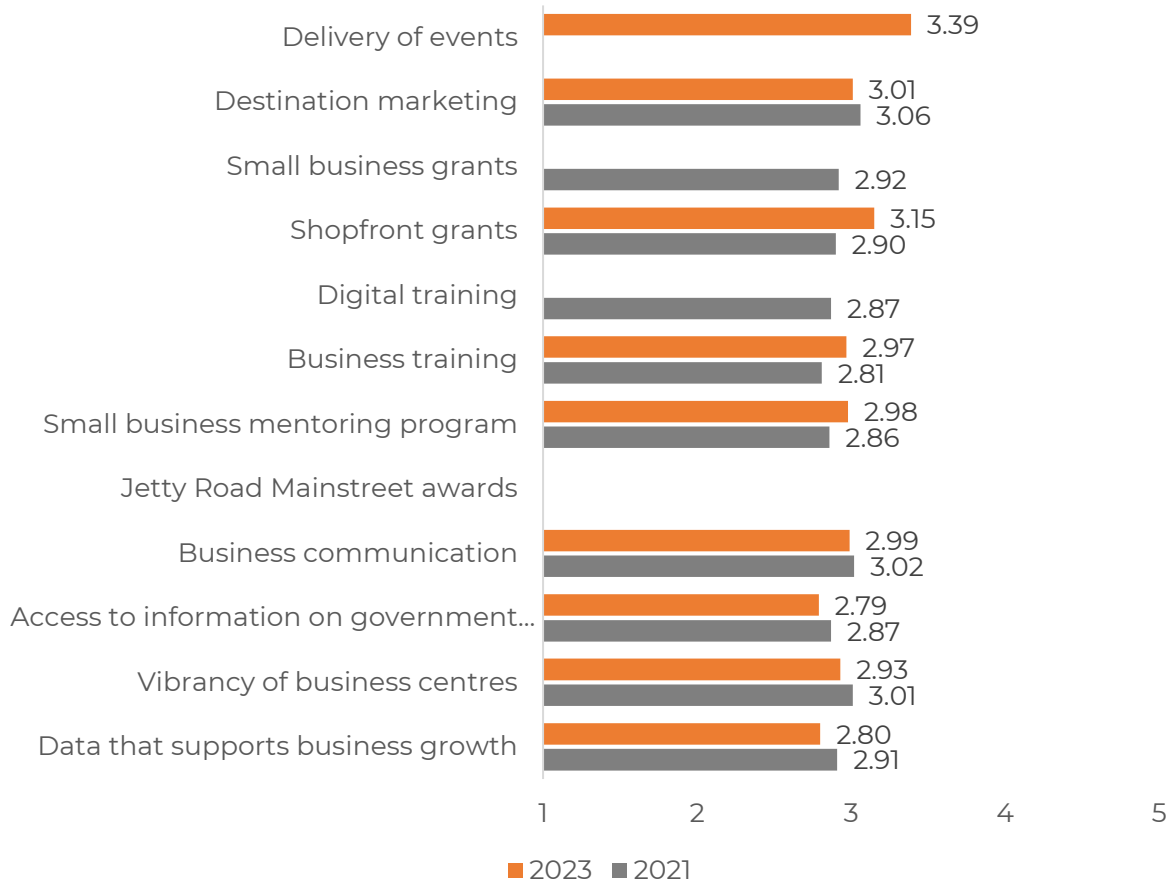
Satisfaction ratings for Council's support for business



This year the support items were slightly different to previous surveys. We deleted Jetty Road Mainstreet Awards, digital training, and small business grants but added delivery of events.

The following chart shows comparisons where possible to the previous survey in 2021.

Comparison 2021 vs 2023 satisfaction ratings for Council's support for business

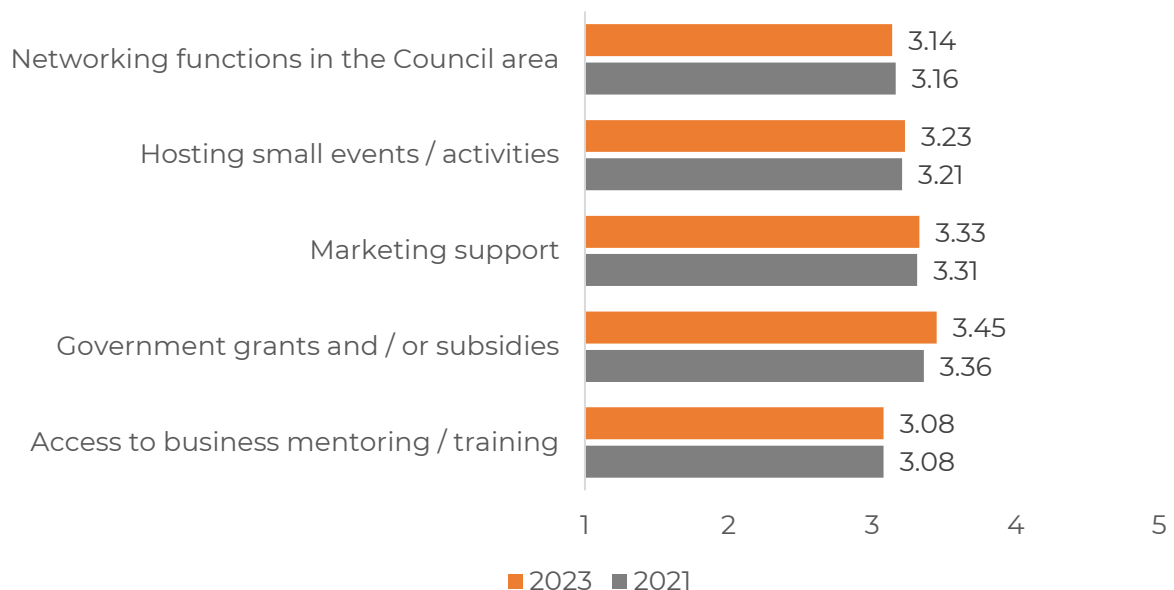


All scores are within the level of significance to the previous 2021 survey except for shopfront grants, small business mentoring program and business training that all improved significantly.

*2021 numbers have been converted from a 0-10 scale to a 1-5 scale.

Q17: On a scale of 1 to 5, where 1 is not useful at all and 5 is extremely useful, how useful are the following assistance mechanisms for business?

Usefulness of assistance mechanisms for business



The scores for usefulness of each assistance mechanism have not altered significantly.

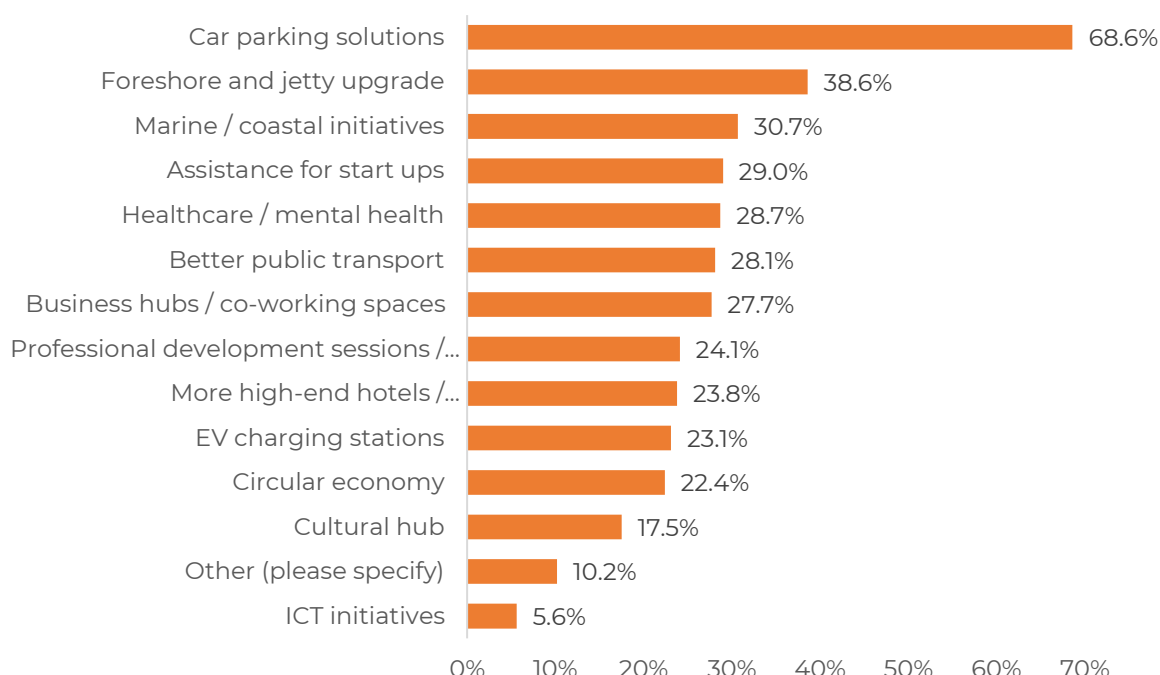
Those businesses that rated government grants and / or subsidies above the average were Hove, Kingston Park, Somerton Park, and Seacliff businesses, those that have operated 11+years, medium sized businesses, those turning over \$2-\$10 million pa, in accommodation & food services, arts & recreation services, information media and telecommunications, manufacturing, other services, transport, postal & warehousing and wholesale trade.

Those businesses that rated marketing support above the average were businesses in Seacliff, medium sized businesses, those turning over \$5-\$10 million, and those in accommodation & food services, arts & recreation services, education & training, electricity, gas, water & waste services, manufacturing, other services and transport, postal & warehousing.

*2021 numbers have been converted from a 0-10 scale to a 1-5 scale.

Q18: Thinking about **INNOVATION** what are the economic **opportunities** for the City of Holdfast Bay? Multiple response.

INNOVATION - Opportunities n=303



Car parking solutions were nominated by most businesses surveyed followed by foreshore and jetty upgrade.

Those businesses more likely than the average to nominate car parking solutions are Brighton and Seacliff businesses, medium sized businesses, those turning over \$1-\$2 million pa, and those in accommodation & food services, administrative & support services, financial & insurance services, manufacturing, public administration & safety, rental, hiring & real estate services, retail trade and transport, postal & warehousing businesses.

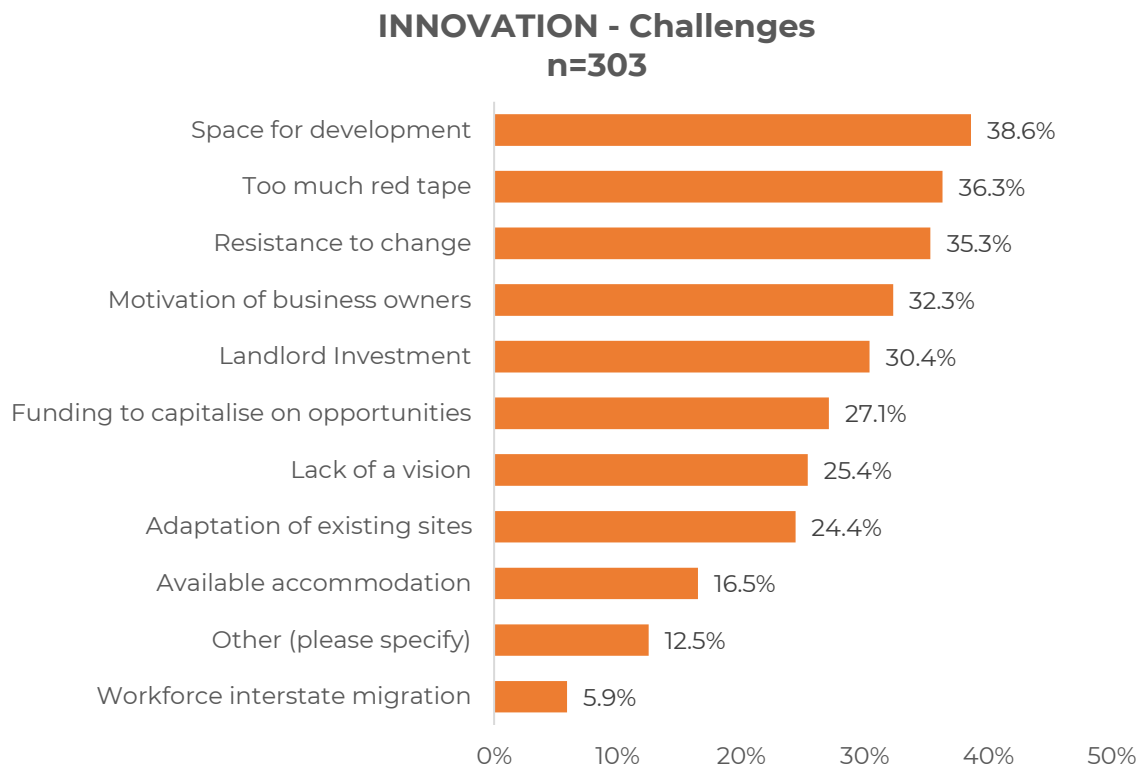
Foreshore and jetty upgrade were nominated more by those businesses in Glenelg and Seacliff, those that have operated for over 20 years, medium sized businesses, those turning over \$1-5 million pa, and those in administrative & support services, construction, electricity, gas, water and waste services, financial & insurance services, manufacturing, public administration & safety, rental, hiring & real estate services and transport, postal & warehousing.

Other comments included:

- Better footpaths very dirty outside centre link.
- Better quality retail offering. Landlords that support businesses. Better streetscape. Events that benefit all Main Street traders.
- Clean street, street lighting, no homeless people!
- Clean the place up! Too many homeless and beggars; do not contribute to this being a place to be. Safety issues!
- Connection, cleanliness, and support for ALL areas in the city not just coastal suburbs. I don't see much curbside pride for my rates in South Brighton, Seacliff Park, Seacombe Gardens, etc.

- Do not take street parking away.
- Improve the look of Jetty Road
- Invest in social housing, I can help with me.
- Massive development of the Glenelg foreshore
- More events and activities for family
- More police presence, or changing the local police station from an office to a fully functioning station open 24 hours a day
- New apartments
- No / none/ nothing (4 responses)
- No help during covid, where was the federal and local gov money spent
- One way traffic down Jetty Rd.
- Police presence increased especially in summer near halfway houses/high theft areas
- Stop using the council to take the rubbish. Have to use outside rubbish companies.
- We have not been contacted by the council regarding this
- Weekly farmers market celebrating SA produce

Q19: Thinking about **INNOVATION**, what are the economic **challenges** for the City of Holdfast Bay? Multiple response.



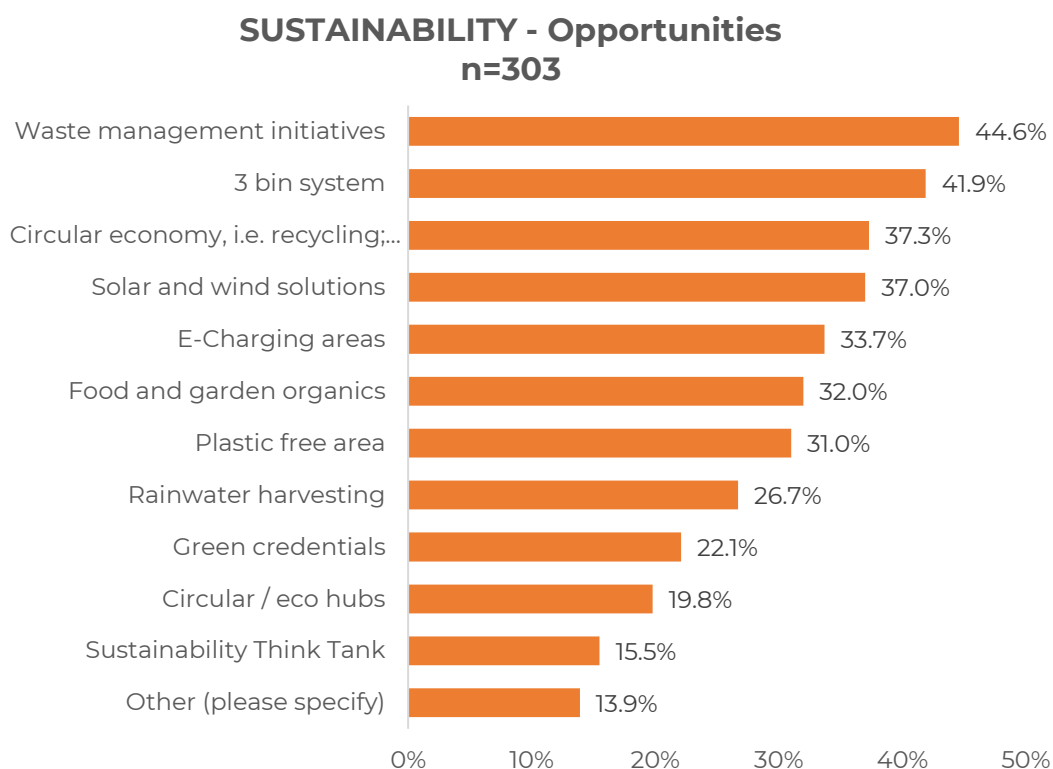
The challenges to do with innovation are mostly space for development, red tape, resistance to change, motivation of business owners and landlord investment.

Other comments included:

- Available finances
- Cost.
- Crime, homeless

- Declaring Jetty Rd, a dry zone permanently
- Do not know (7 responses)
- Follow up
- Must have free parking.
- N/A/none/nothing (20 responses)
- No high-class business, look at The Parade, Unley - Glenelg has no class, prestige, expensive stores, draw cards. Just same, same, same, stores
- Provision of free/low annual fee all day parking for business owners
- Rent too high
- Retaining natural areas. The houses get blocked.
- Tax payer money

Q20: Thinking about **SUSTAINABILITY**, what are the economic **opportunities** for the City of Holdfast Bay? Multiple response.



Waste management initiatives, 3 bin system, circular economy, and renewable solutions were the top four opportunities.

Those businesses more likely to nominate waste management initiatives are in Kingston Park and Seacliff, have operated for 11-20 years, medium sized businesses, and those in accommodation & food services, arts & recreation services, education & training, electricity, gas, water and waste services, professional, scientific, and technical services, rental, hiring & real estate services, and transport, postal and warehousing.

3 bin system was preferred by Seacliff businesses, those in business for 0-5 years and 11-20 years, large sized businesses, those turning over less than \$1 million pa, administrative & support services, arts & recreation services, construction, education & training, electricity, gas, water and waste services, and other services.

Circular economy was liked by businesses in Kingston Park, Seacliff and Somerton Park, those in business for 0-5 years and 11-20 years, medium sized businesses, and those in administrative & support services, arts & recreation services, construction, manufacturing, other services and rental, hiring & real estate services.

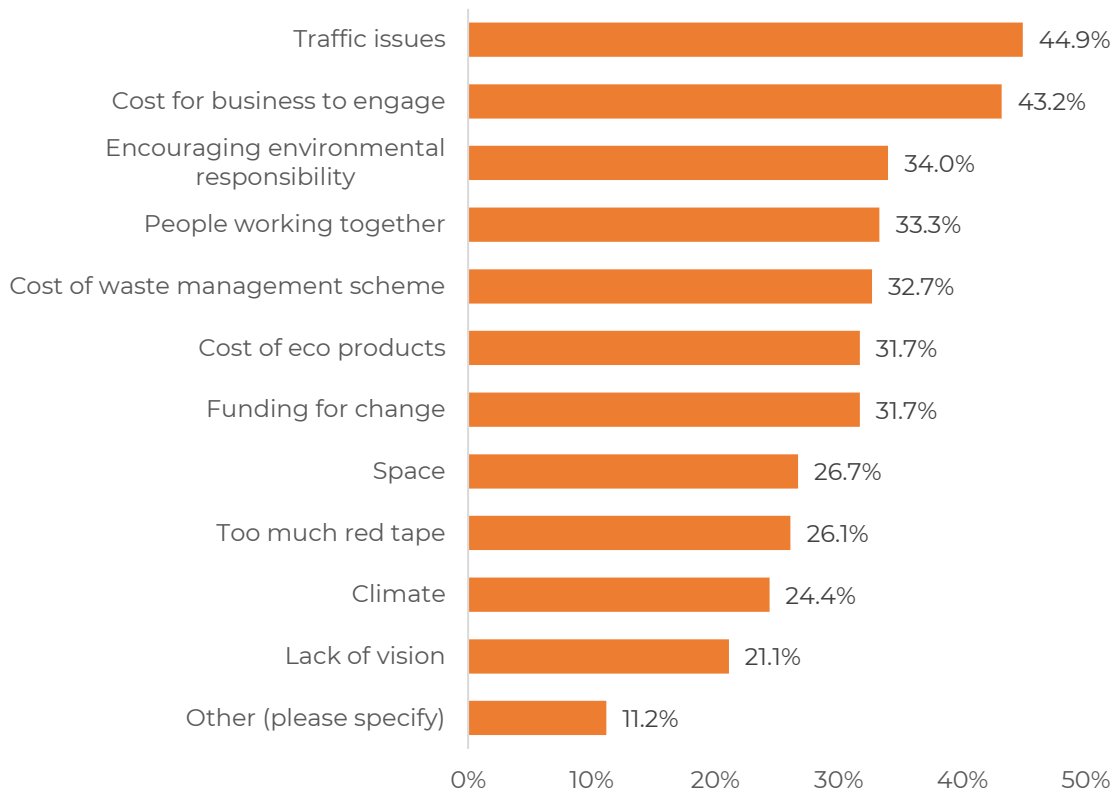
Renewables such as solar and wind solutions were preferred by Hove, Kingston Park, and Seacliff businesses, those who have operated for 0-5 years and medium sized businesses, those turning over \$500k-\$2 million pa, and \$5-\$10 million pa, and those in accommodation & food services, arts & recreation services, construction, education & training, electricity, gas, water and waste services, other services, and transport, postal and warehousing.

Other responses included:

- Cheap rent
- City of Holdfast Marium a huge retail precinct will increase living.
- Dispose our rubbish, reuse or repurpose it.
- Don't know
- Drains needs attending to.
- Free Parking
- Look at a long-term plan, improve a long-term plan, not build cheap rubbish, and accommodate for social housing.
- More local business more local directory.
- More with ocean. Build a hotel or jetty there.
- N/A / don't know (28 comments)
- Planter boxes near businesses
- Requirements for landlords to provide solar to business
- Trees programs
- Working directly with businesses to facilitate, incentivise and assist to fund.

Q21: Thinking about **SUSTAINABILITY**, what are the economic **challenges** for the City of Holdfast Bay? Multiple response.

SUSTAINABILITY - Challenges n=303



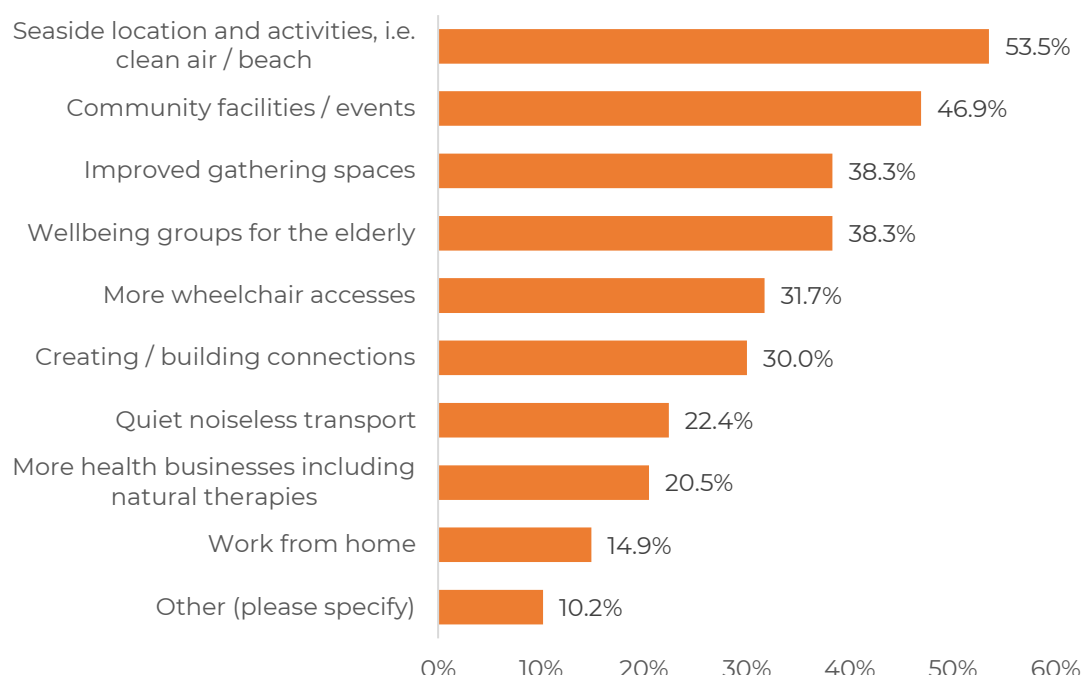
Traffic issues and the cost for business to engage are the top two challenges when business thinks about sustainability.

Other responses included:

- Cycle
- Education
- Having enough staff to keep everything serviced.
- More public traffic
- N/A / don't know (24 comments)
- Rates go down. Cheaper insurance
- Require more funding and engineering for the ocean.
- There are too many waste products too much costs.
- Too many council staff on committees, don't understand or work with traders, don't work hard enough for traders, council have an entitled arrogance but have no idea what real work is
- What can do with the waste where it is going to go.

Q22: Thinking about **WELLBEING**, what are the economic **opportunities** for the City of Holdfast Bay? Multiple response.

WELLBEING - Opportunities n=303



Seaside location and activities and community facilities / events are the top two opportunities.

Those more likely to nominate seaside location and activities as an economic opportunity operate in Seacliff, those who have operated for 0-5 years, medium sized businesses, those turning over \$1-\$10 million pa, and those in administrative & support services, arts & recreation services, construction, education & training, professional, scientific & technical services, information, media & telecommunications, rental, hiring & real estate services and wholesale trade.

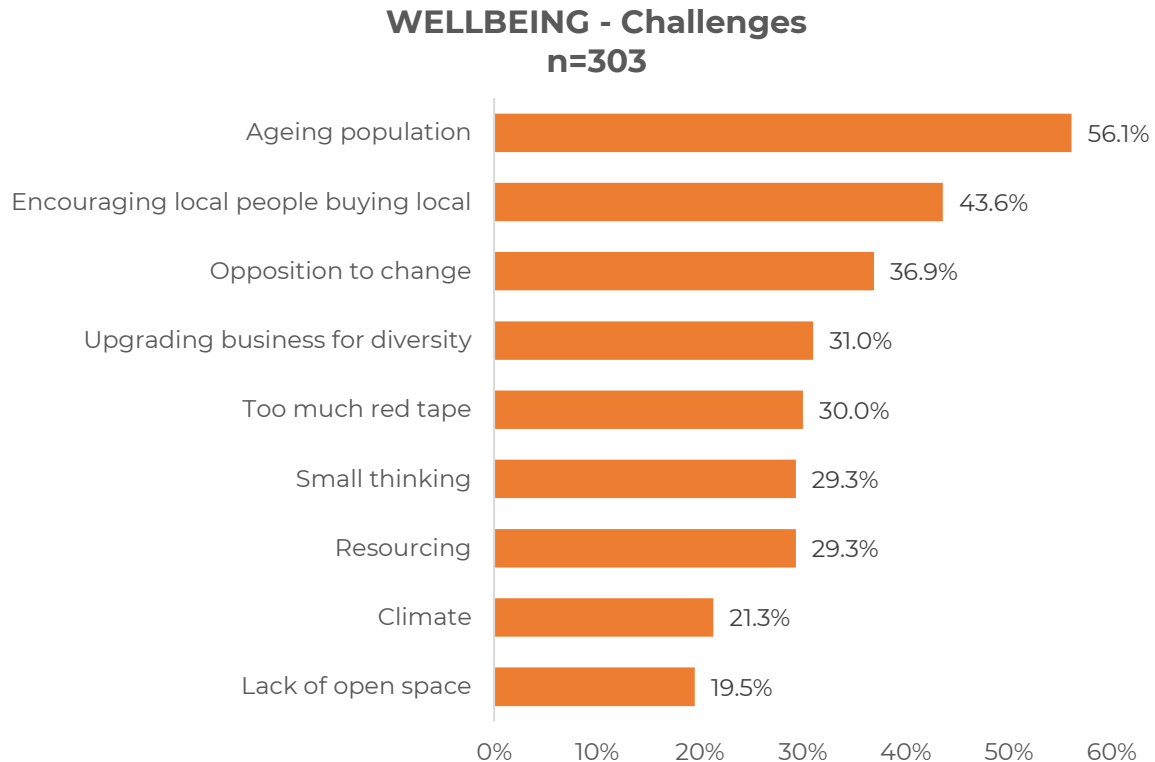
Those more likely to nominate community facilities / events were businesses from Brighton and Seacliff, those who have operated for 0-5 years and 11-20 years, medium and large sized businesses, those turning over \$500k+ pa, and those in accommodation & food services, arts & recreation services, construction, information, media & telecommunications, public administration & safety, rental, hiring & real estate services and transport, postal & warehousing.

Other responses included:

- Affordable Rentable Studios or spaces for meetings, seminars, and social media recording
- Cleaning up existing vacant sites (privately or State owned) to raise integrity of area.
- Easier parking
- Hubs
- Laser event which is a national community, a national spotlight to bring people to interstate.
- Making the area safe and appealing to all visitors
- Mental health services targeting mental health
- More policing to protect our customers and stock
- Must choose one so I choose this

- N/A / don not know (18 comments)
- Police visibility
- Preventive medicine
- Private investors.
- Safety issues/homeless/begging, also woeful 5G access in Glenelg, hard to work from cafes

Q23: Thinking about **WELLBEING**, what are the **challenges** for the City of Holdfast Bay?



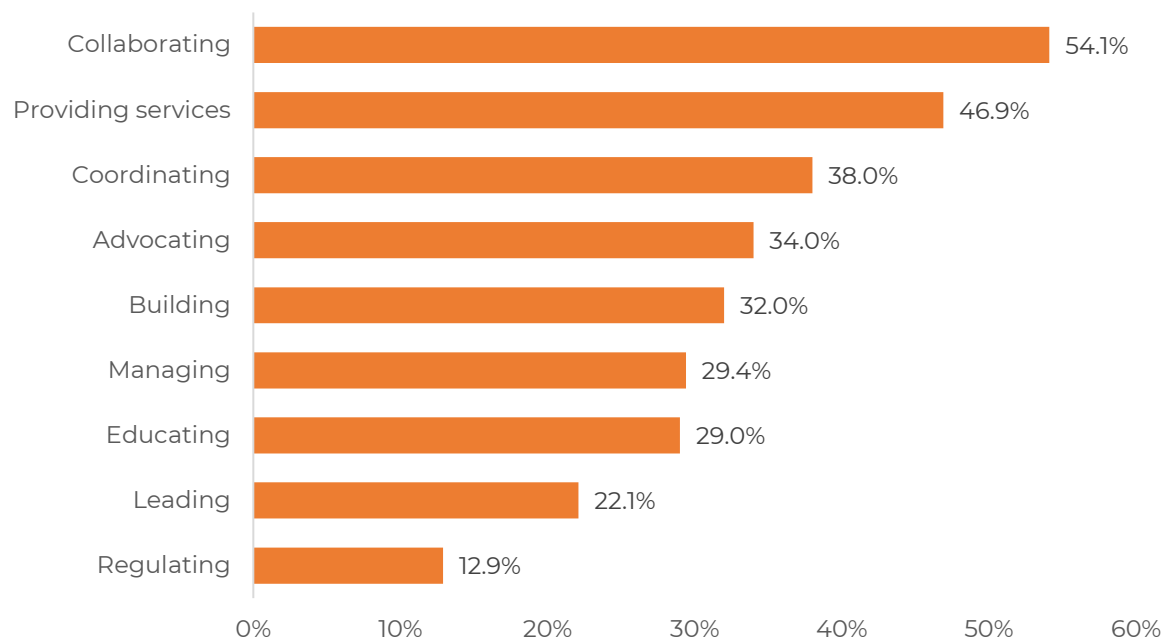
Businesses identified ageing population and encouraging local people to buy local as the two major challenges when thinking about wellbeing with a third an opposition to change nominated by just over 3 in ten businesses.

Other responses included:

- As a business owner and resident in the City of Holdfast, the increasing social issues are very evident. I am proud to be a 2023 Australia Post Local Business Hero, for the food relief program Grateful Goodness that my business Gate to Garnish delivers for the vulnerable in the City of Holdfast in partnership with a food relief program operating out of St Andrews Church. The increase demand on this service is measurable, with complex psycho social mental health needs ever increasing. The rough sleeping through winter has continued and this is impacting people's engagement with the City of Holdfast Bay.
- Diversity of challenge and increasing needs.
- Free flow of money.
- It takes too much at the cost of tax and lack of traffic during a fun ran event.
- Lack of business confidence
- N/A (13 comments)
- Venues places that they can go to for mental health and trained staff.

Q24: In thinking about your answers relating to Innovation, Wellbeing and Sustainability, which role or roles would you see Council taking in addressing the challenges and opportunities for local business?

Innovation, Wellbeing, Sustainability - roles for Council
n=303



Collaboration and providing services were nominated by the largest percentage of businesses.

Those businesses more likely to nominate collaboration as a key role for Council are businesses located in Kingston Park and Seacliff, those that have operated for over 20 years, large sized businesses, those turning over less than \$500k pa and \$2-\$10 million pa, and those in arts & recreation services, construction, health care & social assistance, information, media & telecommunications, public administration & safety and rental, hiring & real estate services.

Those more likely to nominate that Council's role should be to provide services operate in Brighton, have been in business over 20 years, medium sized businesses, those turning over \$1 - \$10 million pa, and those in administrative & support services, construction, financial & insurance services, health care & social assistance, rental, hiring & real estate services, retail trade and transport, postal & warehousing.

Q25: A differential rate is a premium applied to non-residential properties that goes toward the higher costs on infrastructure and direct benefits from Council parking, health regulations, events, tourism and marketing the city for economic prosperity. What is your level of understanding of a differential rate with 1 being no knowledge and 5 being extremely knowledgeable?

Understanding of differential rates n=303



The level of understanding of differential rates is low at 2.2 out of 5.

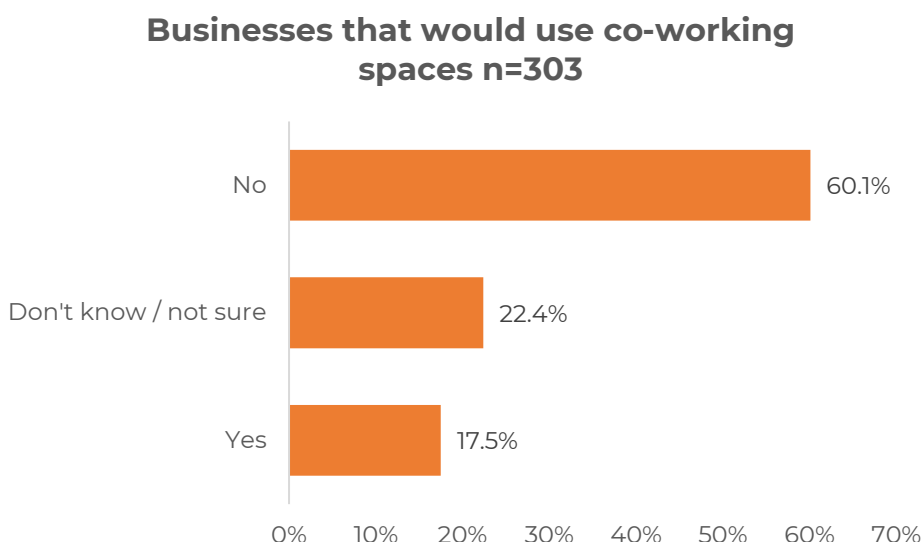
Those businesses more likely to understand the rate above the average are those in Glenelg, Kingston Park, and Somerton Park, those that have operated for 6-10 years, medium and large sized businesses, those turning over \$1-\$2 million pa, and those in accommodation & food services, professional, scientific, and technical services, transport, postal & warehousing, wholesale trade, administrative & support services, education & training and electricity, gas, water, and waste services.

Those businesses more likely to be below the average in their level of understanding are Brighton, Hove, and Seacliff businesses, those that have operated for 11-20 years, those turning over less than \$500k pa and \$5-\$10 million pa, and those in manufacturing, public administration & safety, retail trade, other services, arts & recreation services, construction, financial & insurance services, health care & social assistance and information media & telecommunications.

Q26: Are there additional services you would like to see added under the differential rate? Please tell us which services.

- Not sure / N/A / no / nothing / none / what is it (211 comments)
- Car parking / traffic management / public transport / accessibility (24 comments)
- Communication / implementation / support services (24 comments)
- Maintenance / cleaning / recycling (14 comments)
- Rate reduction / standardisation / abolish (9 comments)
- Security / safety (4 comments)
- Networking / promotion (3 comments)
- Events / tourism (2 comments)
- Other (6 comments)
 - Any activations that will assist with wellbeing, such as 'group sheds' for all people of all ages.
 - Happy (3 comments)
 - Hospitality
 - I hope government departments can help everyone solve the above problems.

Q27: Would your business use a co-working space in the City of Holdfast Bay for your staff if a facility was available?



17.5% of businesses say they would use a co-working space in the City of Holdfast Bay for their staff if a facility was available. A further 22.4% say they did not know or were not sure.

17.5% only represents 53 businesses (a relatively small sample) but as an indication, Brighton, Kingston Park and Seacliff businesses showed the greater interest along with business that have operated for 10 years or less, those turning over less than \$500k pa and \$2-\$5 million pa, and those in sectors of arts & recreation services, electricity, gas, water and waste services, finance & insurance services, education & training, professional, scientific and technical services and transport, postal and warehousing.

Q28. 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 (31 comments)
- Maintenance / cleaning / recycling (27 comments)
- Planning / permits (23 comments)
- Local business / supporting services (22 comments)
- Communication / presence (21 comments)
- Financial support / incentives (18 comments)
- Promotion / advertising / marketing / social media (18 comments)
- Policing / security (17 comments)
- Events (9 comments)
- Other (11 comments)
 - A shared workshop in the city.
 - Brighten up Moseley Square, introduce shade to the area, artistic installations that have a dual purpose that offer seating or shade but look fun and vibrant, utilise it as an entertainment, gathering space. Make it vibrant and inviting to stay/linger. The beige and cement is currently uninviting. The tall palm trees offer no shade. There's an amphitheatre that's never utilised. Have more than 2 buskers that currently play

the same 10 morose songs each time they are there. Too much emphasis is being put on the Cowper St church front.

- Happy at the moment.
- Happy to be moving my business out of this area to a more progressive city.
- Honestly communication sand have the ability to promote grants to niche companies and not spend on money on stupid statues, there is a statue off jetty rd, it looks like a testicle, it was made from the Major's nephew, use the money properly.
- Just make it the best place to be in SA like it used to be.
- Making the whole of Jetty Road a dry area unless there is a special festival or street closure etc. with many of our customers being older, they often feel intimidated by the drunk people, loud music, shouting and begging around the public toilets and surrounding area
- Next survey make it easier to see the places to tick and not 'required' for every question.
- Performance facility
- Pokemon card vending machines
- The pavers outside of my business at 615 Anzac Highway Glenelg North urgently need replacing. Several customers/pedestrians have tripped or fallen because of their dangerous condition. Regular upkeep on the eyesore of a vacant block next door needs urgent attention.

There were a further 166 comments of “no, don't know or not sure”.

5. 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 every two years with the last survey conducted in the fourth quarter of 2021. When answering the questions, we encourage you to look back over the last 12 months and assess your business conditions accordingly.

The survey should be completed by a person of authority in your business (owner, manager, senior staff member) and should not take too much of your time. 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. If you have any concerns relating to the content or validity of the survey you can contact the City of Holdfast Bay Business Development Partner, Virginia Miller on 8229 9883 or vmiller@holdfast.sa.gov.au

It is recommended the survey be completed in one sitting as you will not be able to save and continue, however you can leave the browser open and access it at a later time. Follow the prompts to move through the survey.

We hope you enjoy completing this survey and thank you for your time!

Please note your responses will be 100% anonymous and confidential. 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.

Q1: In which suburb is your business located. Choose all that apply if you have multiple outlets.

- ☐ Brighton (including Brighton North and South)
- ☐ Glenelg (including Glenelg East, South and North)
- ☐ Hove
- ☐ Kingston Park
- ☐ Seacliff (including part of Seacliff Park)
- ☐ Somerton Park
- ☐ Other (disqualify – cease interviewing)

Q2: How long has your business operated in the City of Holdfast Bay area? Number of whole years.

Q3: How many people (including management and owners) did your business employ in the current quarter (September, 2023)? (Single response.)

- ☐ 1
- ☐ 2-19

- 20-49
- 50-99
- 100-199
- 200+

Q4: What is your annual turnover range? (Single response.)

- Less than \$500,000 pa
- \$500,000 - \$1 million pa
- \$1 million - \$2 million pa
- \$2 million - \$5 million pa
- \$5 million - \$10 million pa
- \$10 million - \$50 million pa
- More \$50 million pa
- Prefer not to say

Q5: On a scale of 1 to 5, where 1 is not important at all and 5 is extremely important, how important are intrastate, interstate, and international visitors to your business?

Not important at all Extremely important

1 2 3 4 5

- Intrastate
- Interstate
- International

Q6: How do you expect the following economies to perform over the next 12 months?

Weaker Slightly weaker Same Slightly stronger Stronger

- National economy
- South Australian economy
- Local Council area economy

Q7: How would you describe the following business KPIs in the Q3 September quarter of 2023? Were they up, down or about the same as the previous quarter?

Up Same Down Don't know / not sure

- General business conditions
- Total sales / revenue
- Average wages
- Export sales
- Non-wage labour costs (on costs such as super, payroll tax, etc.)
- Rent
- Other overheads (electricity, telephone, etc.)
- Selling prices
- Profitability
- Number of employees
- Overtime worked
- Investment in buildings and structures
- Investment in plant and equipment
- Investment in eCommerce
- Investment in Information Technology
- Investment in Cyber Security

Q8: How do you expect the same business KPIs to perform in Q4 of 2023? Will they up, down or about the same as the previous quarter?

- | | Up | Same | Down | Don't know / not sure |
|---|----|------|------|-----------------------|
| • General business conditions | | | | |
| • Total sales / revenue | | | | |
| • Average wages | | | | |
| • Export sales | | | | |
| • Non-wage labour costs (on costs such as super, payroll tax, etc.) | | | | |
| • Rent | | | | |
| • Other overheads (electricity, telephone, etc.) | | | | |
| • Selling prices | | | | |
| • Profitability | | | | |
| • Number of employees | | | | |
| • Overtime worked | | | | |
| • Investment in buildings and structures | | | | |
| • Investment in plant and equipment | | | | |
| • Investment in eCommerce | | | | |
| • Investment in Information Technology | | | | |
| • Investment in Cyber Security | | | | |

Q9: Thinking about the next 12 months, how confident do you feel about your business prospects?

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

Q10: As far as business is concerned, what problems, if any, are you facing now? *Please choose all that apply.* (randomised)

- ☐ Lack of work or sales
- ☐ Finding staff
- ☐ Keeping staff
- ☐ Cash flow, bad debts or profitability
- ☐ Competition
- ☐ Paperwork or bureaucracy
- ☐ Economic climate
- ☐ Cost of rent
- ☐ Cost of overheads (electricity, telephone, etc.)
- ☐ Taxes
- ☐ There are no problems now
- ☐ Other (please specify) _____

Q11: What are the barriers to taking on new employees? *Choose all that apply.* (randomised)

- ☐ Lack of work or sales
- ☐ Finding suitable / quality staff
- ☐ Cost of employing
- ☐ Lack of funds
- ☐ Profitability / lack of profits

- ☐ Economic climate
- ☐ Don't need any more staff
- ☐ Business is closing / winding down
- ☐ Finding those who want to work
- ☐ Lack of cash flow
- ☐ Other (please specify) _____

Q12: What industry sector do you fall into? *Please choose all that apply.*

- ☐ Accommodation & food service
- ☐ Administration and support services
- ☐ Arts & recreation services
- ☐ Construction
- ☐ Education & training
- ☐ Electricity, gas, water, or waste services
- ☐ Financial and insurance services
- ☐ Health care and social assistance
- ☐ Information media & telecommunications
- ☐ Manufacturing
- ☐ Professional, scientific & technical services
- ☐ Public administration & safety
- ☐ Rental, hiring & real estate services
- ☐ Retail trade
- ☐ Transport, postage & warehousing
- ☐ Wholesale trade
- ☐ Other (please specify) _____

Q13: Are any of the following affecting / impacting on your profitability?
Please 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
- ☐ Cost of living
- ☐ Other (please specify) _____

Q14: Have you done any business with Council in the last 12 months?
(Single response.)

- ☐ No
- ☐ Yes (please specify) _____

Q15: On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate your experience in doing business with Council?

- | | | | | | |
|------|---|---|---|---|-----------|
| Poor | | | | | Excellent |
| 1 | 2 | 3 | 4 | 5 | N/A |
- ☐ 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 festivals, and attractions
- Waste and environmental management

Q16: On a scale of 1 to 5, where 1 is totally dissatisfied and 5 is totally satisfied, how satisfied are you with Council's support for business in the area?

- | Totally dissatisfied | | | | | Totally satisfied | |
|---|---|---|---|---|-------------------|--|
| 1 | 2 | 3 | 4 | 5 | N/A | |
| <ul style="list-style-type: none"> • Shopfront Grants • Business Training • Small Business Mentoring Program • Destination Marketing • Business communication • Access to information on government funding and programs for business • Vibrancy of business centres • Data that supports business growth • Delivery of events | | | | | | |

Q17: On a scale of 1 to 5, where 1 is not useful at all and 5 is extremely useful, how useful are the following assistance mechanisms for business?

- | Not useful at all | | | Extremely useful | |
|--|---|---|------------------|---|
| 1 | 2 | 3 | 4 | 5 |
| <ul style="list-style-type: none"> • Access to business mentoring / training • Government grants and / or subsidies • Marketing support • Hosting small events / activities • Network functions in the Council area | | | | |

The City of Holdfast Bay recently adopted 'Our Holdfast 2050+' vision for the city with three key focus areas being: Innovation, Wellbeing and Sustainability. As part of this process an Economic Development Strategy is being developed that will deliver key economic outcomes for the next eight years.

Q18: Thinking about **INNOVATION** what are the economic **opportunities** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Business hubs / co-working spaces
- ☐ Circular economy
- ☐ Professional development sessions / workshops
- ☐ ICT initiatives
- ☐ Assistance for start ups
- ☐ Marine / coastal initiatives
- ☐ Cultural hub
- ☐ EV charging stations
- ☐ Foreshore and jetty upgrade
- ☐ Better public transport
- ☐ Car parking solutions

-
- ☐ Healthcare / mental health
 - ☐ More high-end hotels / accommodation
 - ☐ Other (please specify) _____

Q19: Thinking about **INNOVATION**, what are the economic **challenges** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Resistance to change
- ☐ Workforce interstate migration
- ☐ Available accommodation
- ☐ Space for development
- ☐ Adaptation of existing sites
- ☐ Landlord investment
- ☐ Lack of a vision
- ☐ Too much red tape
- ☐ Funding to capitalise on opportunities
- ☐ Motivation of business owners
- ☐ Other (please specify) _____

Q20: Thinking about **SUSTAINABILITY**, what are the economic **opportunities** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Circular economy, i.e. recycling; supply chains
- ☐ Circular / eco hubs
- ☐ Green credentials
- ☐ Sustainability Think Tank
- ☐ 3 bin system
- ☐ Food and garden organics
- ☐ Solar and wind solutions
- ☐ Rainwater harvesting
- ☐ E-Charging areas
- ☐ Waste management initiatives
- ☐ Plastic free area
- ☐ Other (please specify) _____

Q21: Thinking about **SUSTAINABILITY**, what are the economic **challenges** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Encouraging environmental responsibility
- ☐ People working together
- ☐ Funding for change
- ☐ Climate
- ☐ Space
- ☐ Traffic issues
- ☐ Lack of vision
- ☐ Too much red tape
- ☐ Cost for business to engage
- ☐ Cost of eco products
- ☐ Cost of waste management scheme
- ☐ Other (please specify) _____

Q22: Thinking about **WELLBEING**, what are the economic **opportunities** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Creating / building connections
- ☐ More health businesses including natural therapies

-
- ☐ Seaside location and activities, i.e. clean air / beach
 - ☐ Community facilities / events
 - ☐ Wellbeing groups for the elderly
 - ☐ Work from home
 - ☐ More wheelchair accesses
 - ☐ Improved gathering spaces
 - ☐ Quiet noiseless transport
 - ☐ Other (please specify) _____

Q23: Thinking about **WELLBEING**, what are the **challenges** for the City of Holdfast Bay? Choose all that apply. Rotate answers.

- ☐ Resourcing
- ☐ Ageing population
- ☐ Lack of open space
- ☐ Climate
- ☐ Encouraging Local people buying local
- ☐ Upgrading business for diversity
- ☐ Opposition to change
- ☐ Small thinking
- ☐ Too much red tape
- ☐ Other (please specify) _____

Q24: In thinking about your answers relating to Innovation, Wellbeing and Sustainability, which role or roles would you see Council taking in addressing the challenges and opportunities for local business? Select 3 only from the following list.

- ☐ Advocating
- ☐ Building
- ☐ Collaborating
- ☐ Coordinating
- ☐ Educating
- ☐ Leading
- ☐ Managing
- ☐ Providing services
- ☐ Regulating

Q25: A differential rate is a premium applied to non-residential properties that goes toward the higher costs on infrastructure and direct benefits from Council parking, health regulations, events, tourism and marketing the city for economic prosperity.

What is your level of understanding of a differential rate with 1 being no knowledge and 5 being extremely knowledgeable?

No knowledge Extremely knowledgeable
1 2 3 4 5

Q26: Are there additional services you would like to see added under the differential rate? Please tell us which services.

Q27: Would your business use a co-working space in the City of Holdfast Bay for your staff if a facility was available?

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

Q28: 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 to go into the draw for a Business Training Package worth \$1,000.

Q29: 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 \$1,000 Business Training Package prize draw is by completion of the business survey either online, over the phone or in person. Entries open Monday, 2nd October, 2023 and closes Monday, 30th October, 2023. The draw will take place on Monday, 6th November, 2023. All entries will be via the survey from Intuito. All entries will be automatically logged into 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 numbers 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 and phone. The prize will be sent to the winner's nominated address via Australia Post or internet banking. Insurance is at the winner's discretion and cost. The promoter is Intuito Pty Ltd, 2/39 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.

Thank you for completing this important business survey. We greatly appreciate your time and responses.