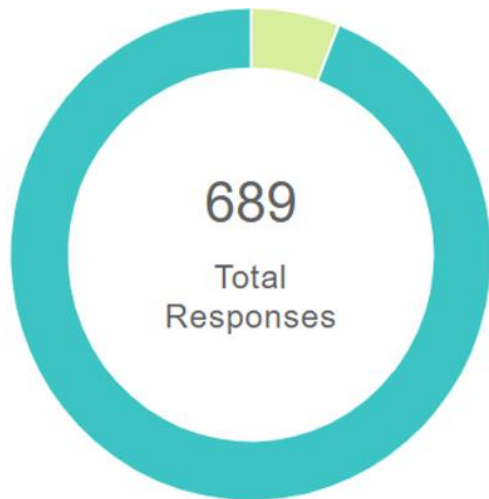


Noosa Business Resilience Survey



648 Completed Responses

41 Partial Responses

Visits: 3221

Survey Report

Notes:

This survey opened to businesses operating the Noosa Shire on 29 May 2020 and closed on 22 June 2020. Therefore the information captured reflects the circumstances of respondents prior to the lifting of stage 2 restrictions.

648 completed surveys and 41 partially completed surveys were received. All responses have been included in the following report.

Not all survey respondents completed all questions but rather responded to questions relevant to their particular circumstances.

This survey classified industries according to the Australian and New Zealand Standard Industrial Classification, [ANZSIC](#).

Respondents were not asked to provide evidence from which to validate their response to questions relating to revenue and employment numbers. Therefore, information should be assumed as a best guess estimate.

Information gathered from this survey should be viewed and considered with caution, particularly in regard to industry sectors where in some instances response rates were low and industry classification self-selected by respondents.

This survey was promoted across Noosa Shire in partnership with Business Associations and networks directly using social media and Council media channels.

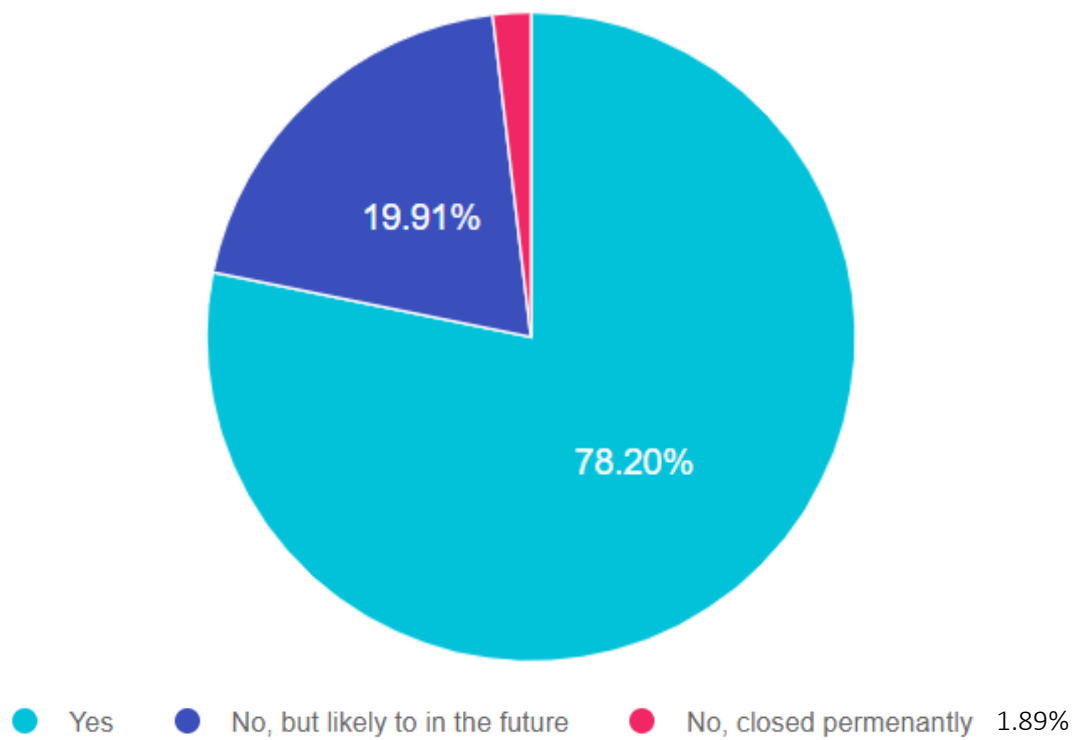
Contents

How are you going personally in dealing with the COVID-19 crisis?	2
Is your business still able to operate?.....	3
Reasons businesses closed permanently	3
Is your business still able to operate? – Industry Breakdown	4
Precincts.....	6
Industry sectors.....	7
Has your business turnover been impacted by COVID-19?	14
What is the approximate decrease in your business turnover due to COVID-19?	15
What is the approximate increase in your business turnover due to COVID-19?	16
Industry breakdown: turnover increase, decrease, no change	17
Have your employment numbers been impacted by COVID-19?.....	18
How have your employment numbers been impacted?	18
Have your employment hours been impacted by COVID-19?	19
How have your employment hours been impacted by COVID-19?	19
Have your employment numbers been impacted by COVID-19?.....	20
Have your employee hours been impacted by COVID-19?	21
Have you been able to access assistance programs? For example JobKeeper, landlord/tenancy, banks, Council subsidised support services, etc.	21
Which programs have you been able to access?.....	23
Why haven't you been able to access assistance programs?	24
What are your greatest challenges in the current environment?	25
What changes have you made to the way your business operates as a result of COVID-19?	26
What, if any assistance would help you remain open and trading?.....	27
For those businesses that were not operating but likely to in the future, the following assistance would help them continue operating.	27
Do any opportunities exist to grow your business?.....	28
What opportunities exist to grow your business?.....	29
What, if any assistance do you need to pursue potential opportunities?.....	30
For those businesses that were not operating but likely to in the future, the following assistance would help them continue operating.	31
Are you considering new or different business opportunities?	32
What kind of business opportunities are you exploring?	33
What, if any assistance would help you explore these opportunities?	33
Have you considered or started any training or upskilling during this time?	34
What training have you considered or commenced?.....	34

How are you going personally in dealing with the COVID-19 crisis?

struggling OK
happy exhausted
angry
stressed
motivation
depressed
sad
frustrated
tired anxiety

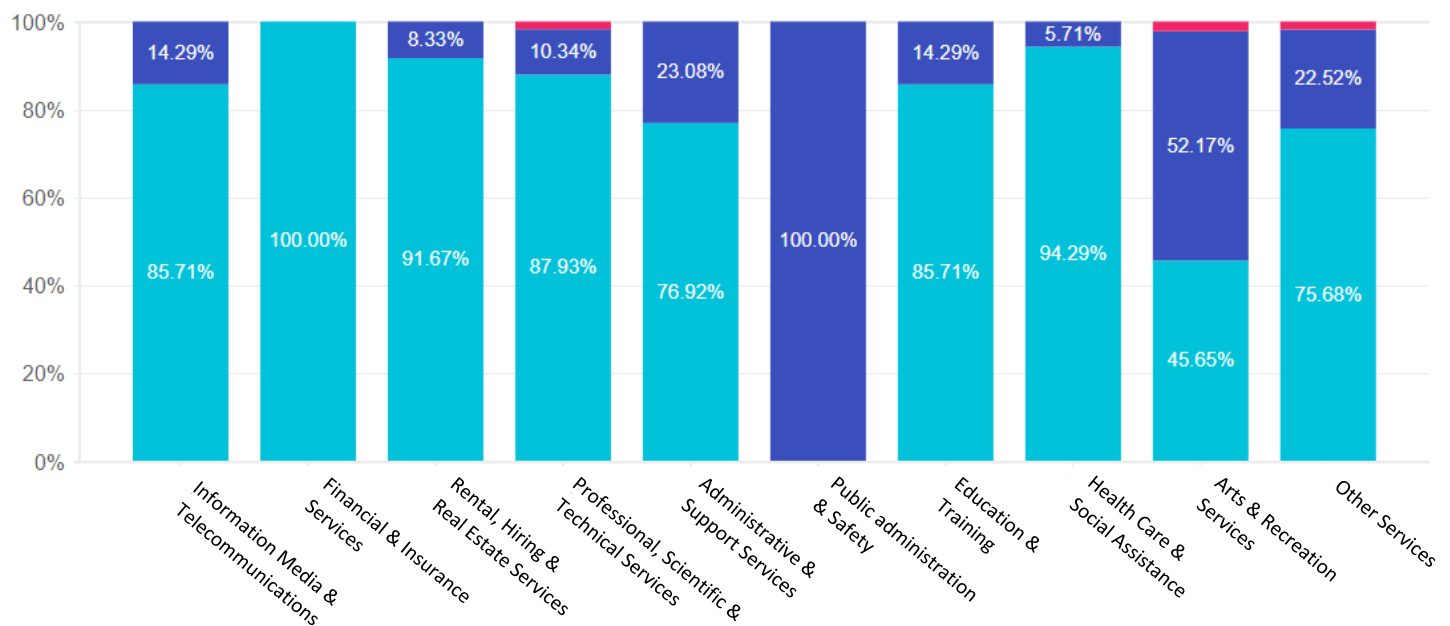
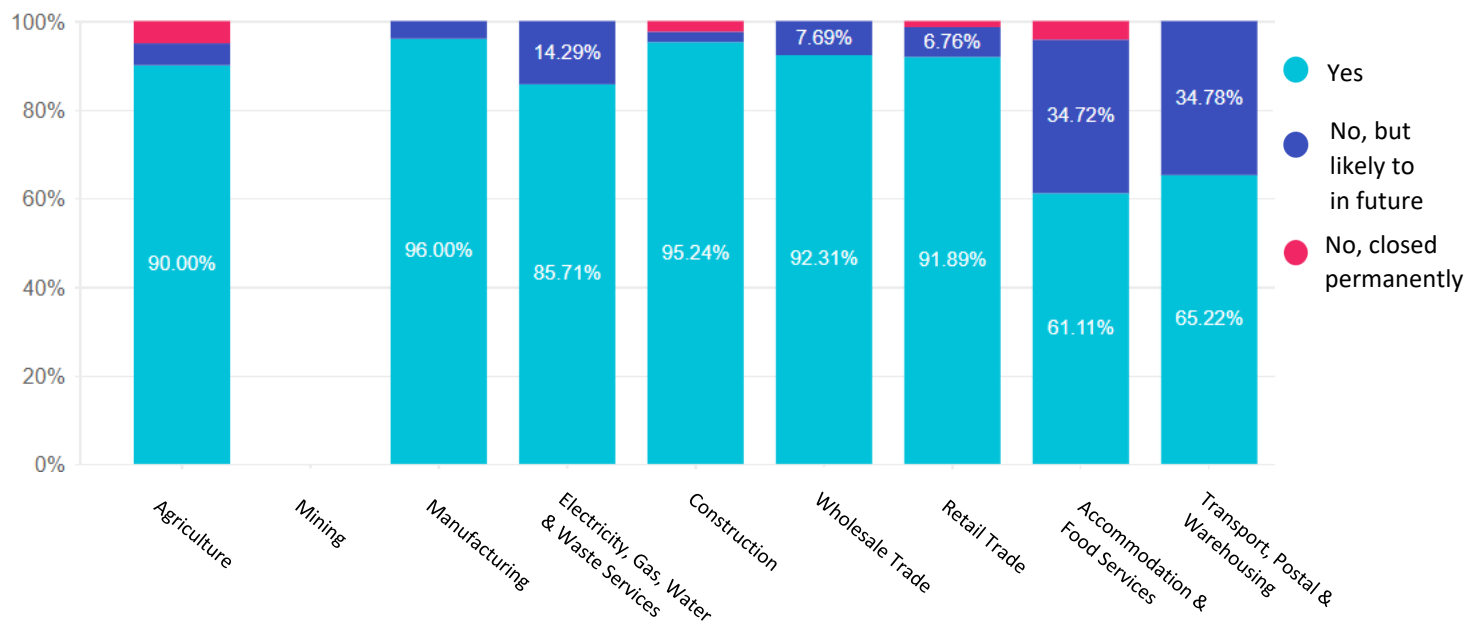
Is your business still able to operate?



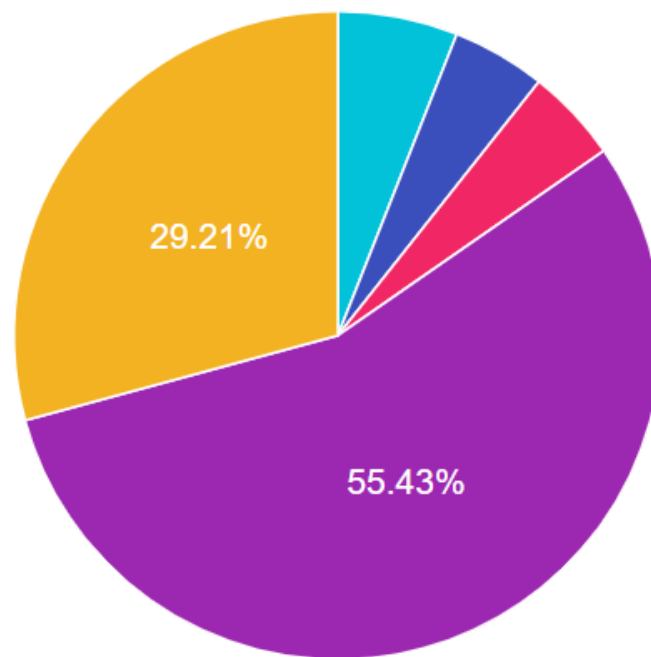
Reasons businesses closed permanently

motivation finances
restrictions
no-work

Is your business still able to operate? – Industry Breakdown



For how long do you expect to be able to continue to operate? (Businesses who answered “Yes” to “Is your business still able to operate?”)

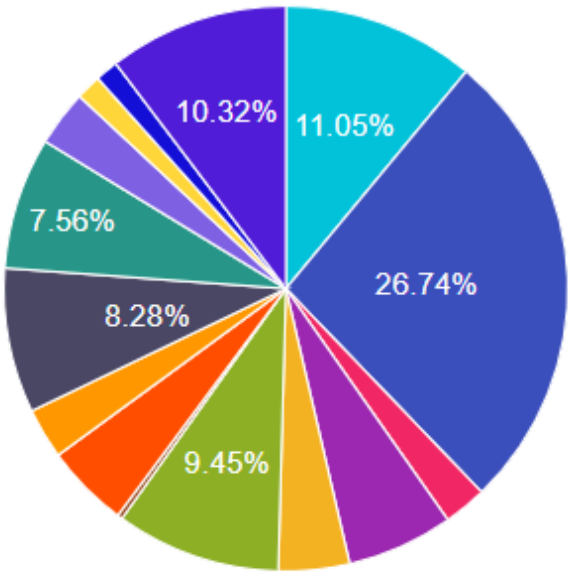


● 3 months ● 6-9 months ● 9-12 months ● Indefinitely ● Depends - please provide comment

Depends comments:

- Finding a space to rent
- How long JobKeeper continues
- Landlords coming up with a plan / lease negotiations
- Borders opening, ease of restrictions
- New Zealand flights
- Second wave
- Visitor/tourist numbers
- If farmers markets stay open
- Ability to transition/get set up to operate online
- Cash flow
- How much can borrow/go into debt
- Consumer confidence and ability to spend
- Child-care subsidy
- Building industry
- Events industry
- Bank support

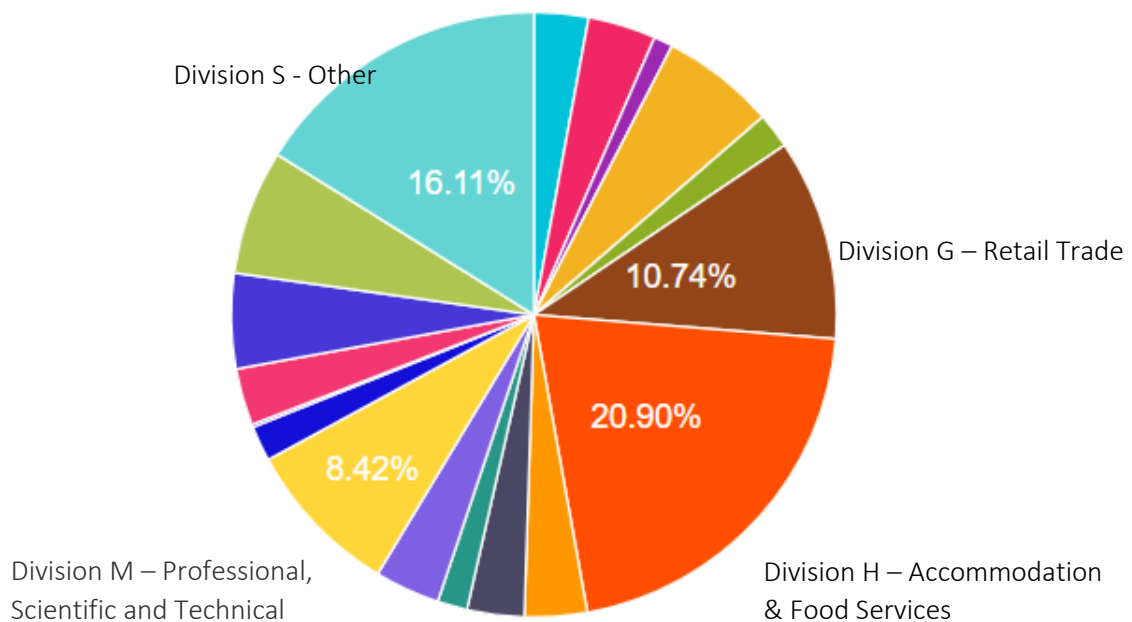
Precincts



- Sunshine Beach 4.79%
- Sunrise Beach 2.9%
- Gympie Terrace 2.47%
- Hastings St 6.1%
- Noosaville Industrial Estate 4.06%
- Tewantin 9.43%
- Noosa Junction 11.8%
- Noosaville 26.71%
- Noosa North Shore 0.29%
- Peregian Beach 8.27%
- Cooroy 7.55%
- Pomona 3.19%
- Other 10.30%
- Cooran 1.45%
- Kin Kin 1.31%

Other locations: Tinbeerwah, Castaways Beach, Booreen Point, Lake MacDonald, Cooroibah, Black Mountain

Industry sectors

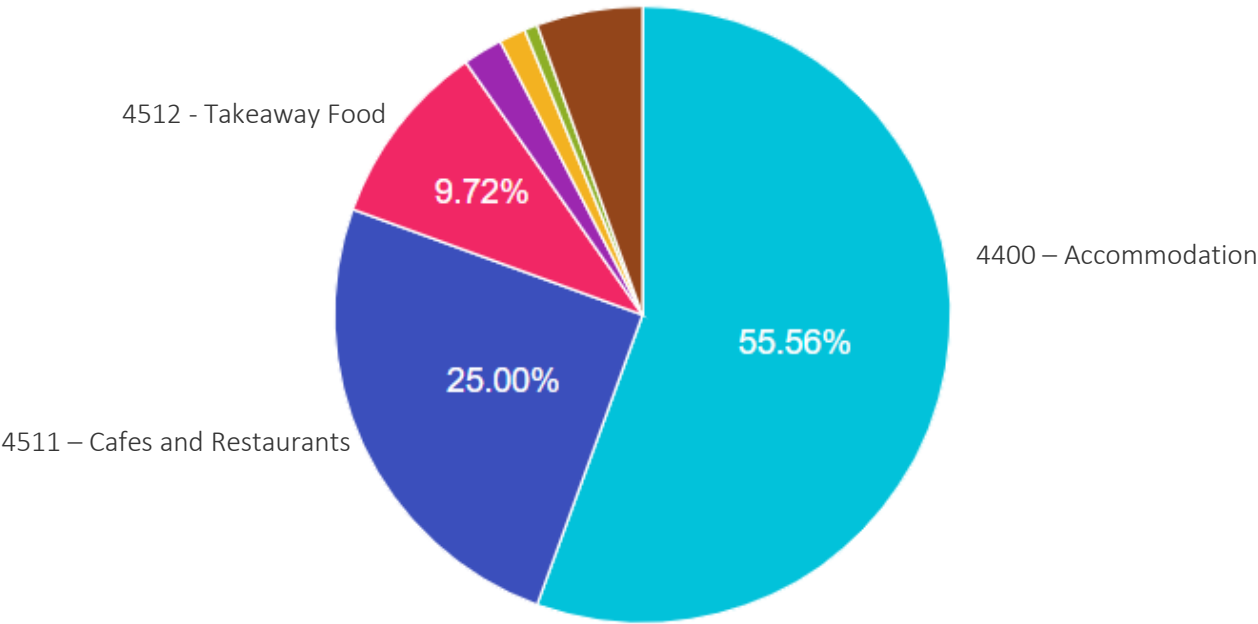


- Division A – Agriculture, Forestry and Fishing **2.9%**
- Division C – Manufacturing **3.63%**
- Division D – Electricity, Gas, Water and Waste Services **1.02%**
- Division E – Construction **6.1%**
- Division F – Wholesale Trade **1.89%**
- Division G – Retail Trade **10.74%**
- Division H – Accommodation and Food Services **20.9%**
- Division I – Transport, Postal and Warehousing **3.34%**
- Division J – Information Media and Telecommunications **3.05%**

- Division K – Financial and Insurance Services **1.6%**
- Division L – Rental, Hiring and Real Estate Services **3.48%**
- Division M – Professional, Scientific and Technical Services **8.42%**
- Division N – Administrative and Support Services **1.89%**
- Division O – Public Administration and Safety **0.15%**
- Division P – Education and Training **3.05%**
- Division Q – Health Care and Social Assistance **5.08%**
- Division R – Arts and Recreation Services **6.68%**
- Division S – Other Services **16.11%**

Division H – Accommodation and Food Services

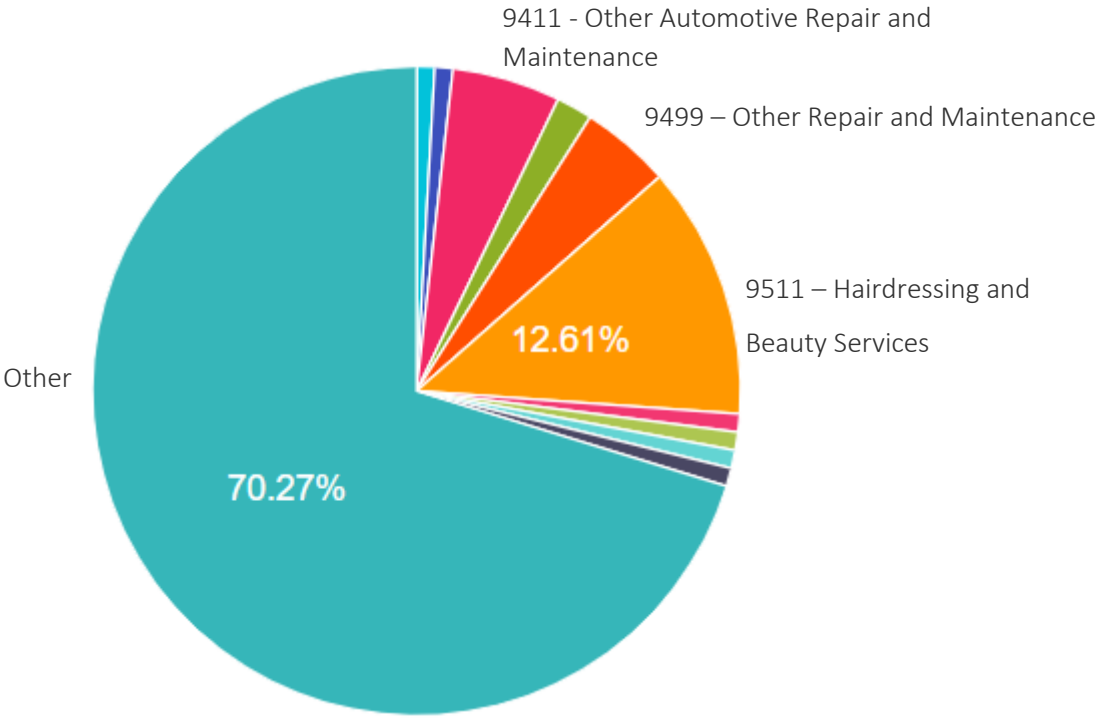
20.9% of respondents (144)



- 4400 – Accommodation **55.56%**
- 4511 – Cafes and Restaurants **25%**
- 4512 – Takeaway Food Services **9.72%**
- 4513 – Catering Services **2.08%**
- 4520 – Pubs, Taverns and Bars **1.39%**
- 4530 – Clubs (Hospitality) **0.69%**
- Other **5.56%**

Division S – Other Services

16.11% of respondents (111)

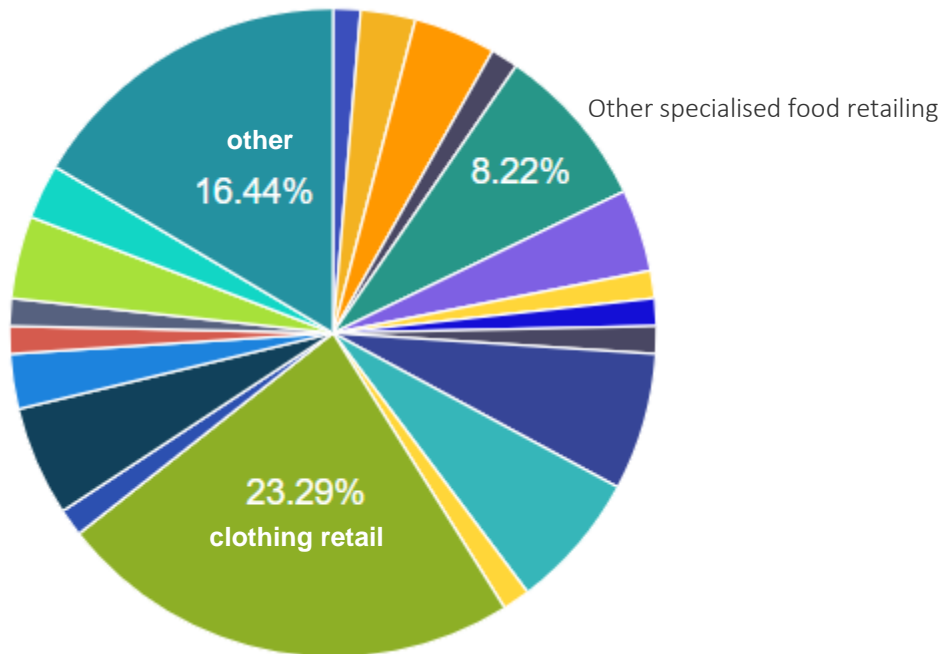


- 9411 – Automotive Electrical Services **0.9%**
- 9412 – Automotive Body, Paint and Interior Repair **0.9%**
- 9419 – Other Automotive Repair and Maintenance **5.41%**
- 9429 – Other Machinery and Equipment Repair and Maintenance **1.8%**
- 9499 – Other Repair and Maintenance **4.5%**
- 9511 – Hairdressing and Beauty Services **12.61%**
- 9539 – Other Personal Services **0.9%**
- 9551 – Business and Professional Association Services **0.9%**
- 9552 – Labour Association Services **0.9%**
- 9559 – Other Interest Group Services **0.9%**
- Other **70.27%**

Other: Gym/Fitness Studio, Cleaning, Mediation, Landlord, Body Corp, Hospitality, Landscaping, Software, IT Consulting, Events & Catering, Photographer, Property Maintenance, Martial Arts, Tourism Activity, Massage, Graphic Design, Digital Marketing, Personal and Business Coaching, Animal Services,

Division G – Retail Trade

10.74% of respondents (74)

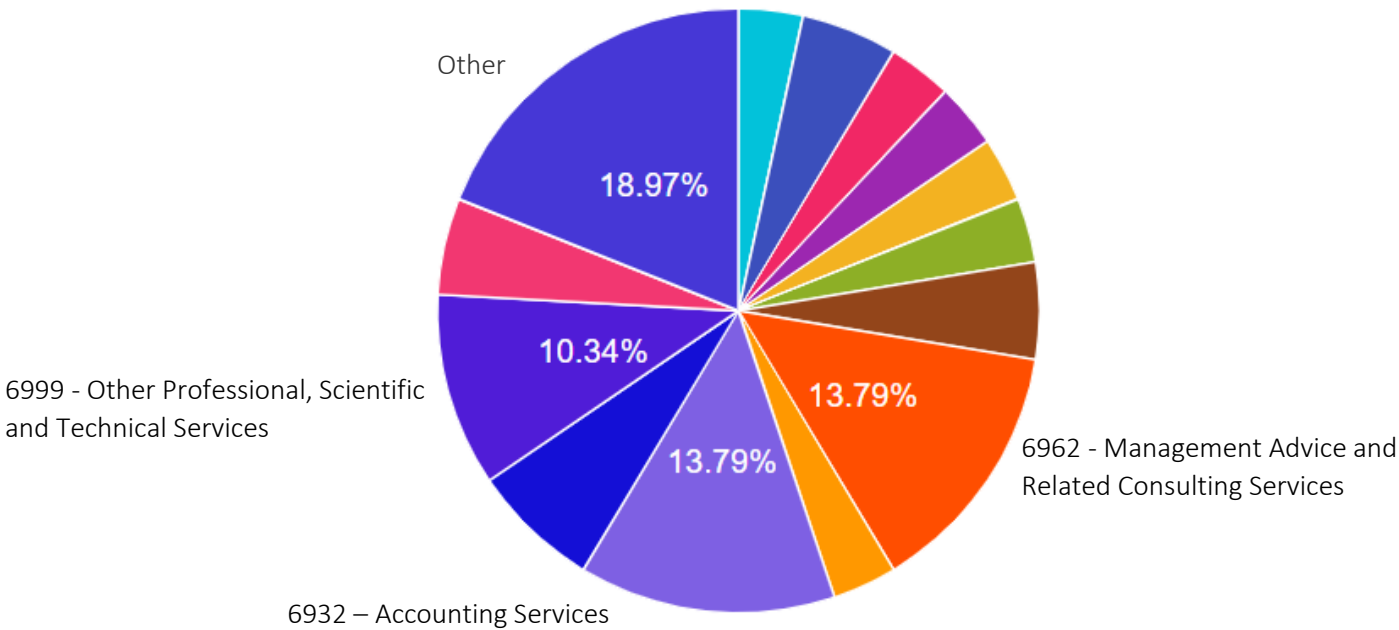


- 3912 – Motorcycle Retailing **1.35%**
- 3922 – Tyre Retailing **2.74%**
- 4122 – Fruit and Vegetable Retailing **4.11%**
- 4123 – Liquor Retailing **1.37%**
- 4129 – Other Specialised Food Retailing **8.22%**
- 4211 – Furniture Retailing **4.11%**
- 4212 – Floor Coverings Retailing **1.37%**
- 4213 – Houseware Retailing **1.37%**
- 4232 – Garden Supplies Retailing **1.37%**
- 4241 – Sport and Camping Equipment Retailing **6.85%**
- 4244 – Newspaper and Book Retailing **6.85%**
- 4245 – Marine Equipment Retailing **1.37%**
- 4251 – Clothing Retailing **23.29%**
- 4252 – Footwear Retailing **1.37%**
- 4253 – Watch and Jewellery Retailing **5.48%**
- 4271 – Pharmaceutical, Cosmetic and Toiletry Goods Retailing **2.74%**
- 4273 – Antique and Used Goods Retailing **1.37%**
- 4274 – Flower Retailing **1.37%**
- 4279 – Other Store-Based Retailing **4.11%**
- 4310 – Non-Store Retailing **2.74%**
- Other **16.44%**

Other: Travel, Lifestyle Store, Books, Health, Travel, Online

Division M – Professional, Scientific and Technical Services

8.42% of respondents (58)

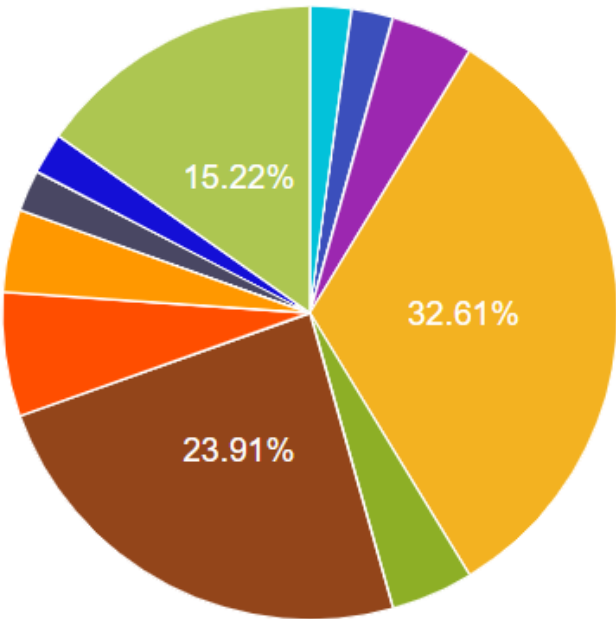


- 6910 – Scientific Research Services **3.45%**
- 6921 – Architectural Services **5.17%**
- 6922 – Surveying and Mapping Services **3.45%**
- 6923 – Engineering Design and Engineering Consulting Services **3.45%**
- 6924 – Other Specialised Design Services **3.45%**
- 6925 – Scientific Testing and Analysis Services **3.45%**
- 6931 – Legal Services **5.17%**
- 6932 – Accounting Services **13.79%**
- 6940 – Advertising Services **3.45%**
- 6962 – Management Advice and Related Consulting Services **13.79%**
- 6991 – Professional Photographic Services **6.9%**
- 6999 – Other Professional, Scientific and Technical Services **10.34%**
- 7000 – Computer System Design and Related Services **5.17%**
- Other **18.97%**

Other: Marketing, Communications, Environmental Consulting, Rehabilitation, Pest Control, Town Planning, Public Policy, Energy Exploration,

Division R – Arts and Recreation Services

6.68% of respondents (46)

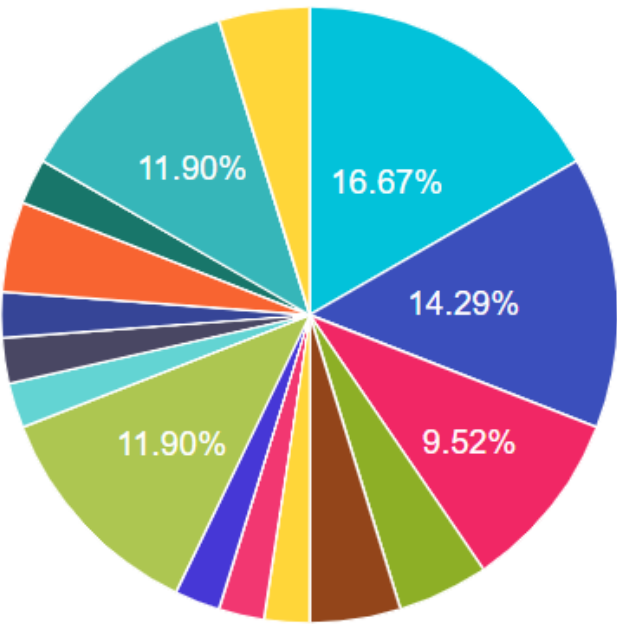


- 8910 – Museum Operation **2.17%**
- 8921 – Zoological and Botanical Gardens Operation **2.17%**
- 9001 – Performing Arts Operation **4.25%**
- 9002 – Creative Artists, Musicians, Writers and Performers **32.61%**
- 9003 – Performing Arts Venue Operation **4.35%**
- 9111 – Health and Fitness Centres and Gymnasias Operation **23.19%**
- 9112 – Sports and Physical Recreation Clubs and Sports Professionals **6.52%**
- 9113 – Sports and Physical Recreation Venues, Grounds and Facilities Operation **4.35%**
- 9114 – Sports and Physical Recreation Administrative Service **2.17%**
- 9139 – Amusement and Other Recreational Activities **2.17%**
- Other **15.22%**

Other: Film & Television Production, Environmental Education; Community Art Digital

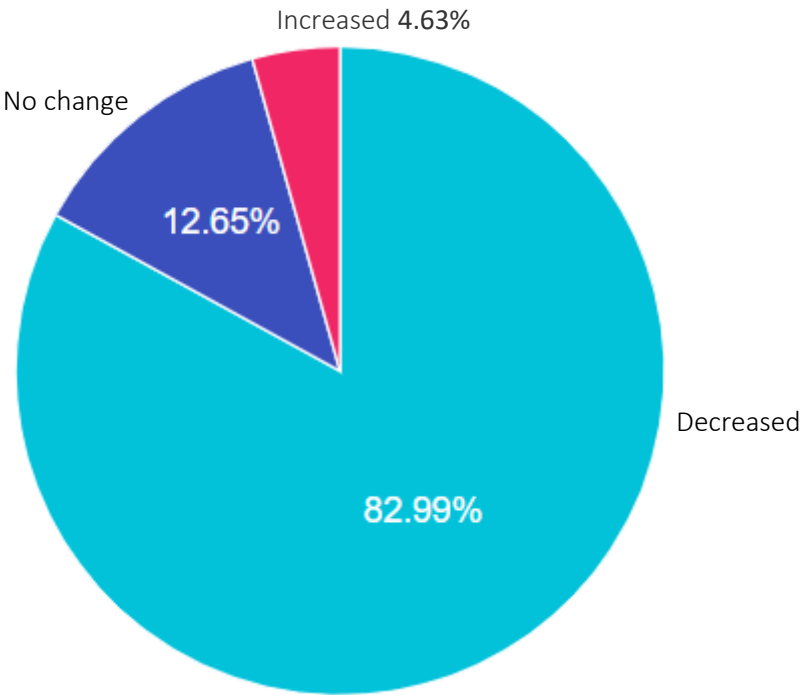
Division E – Construction

6.1% of respondents (42)

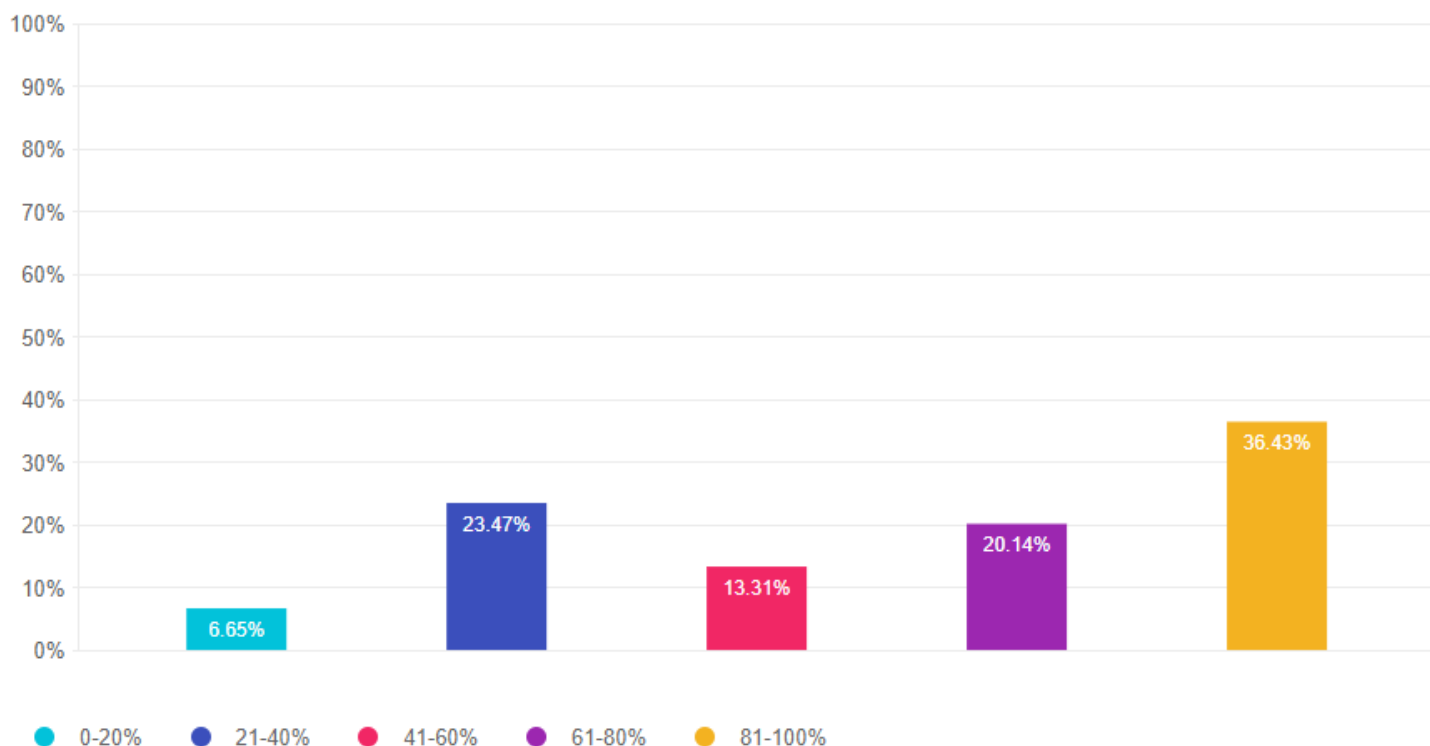


- 3011 – House Construction **16.7%**
- 3019 – Other Residential Building Construction **14.29%**
- 3020 – Non-Residential Building Construction **9.52%**
- 3211 – Land Development and Subdivision **4.76%**
- 3212 – Site Preparation Services **4.76%**
- 3232 – Electrical Services **2.38%**
- 3239 – Other Building Installation Services **2.38%**
- 3241 – Plastering and Ceiling Services **2.38%**
- 3242 – Carpentry Services **11.9%**
- 3243 – Tiling and Carpeting Services **2.38%**
- 3244 – Painting and Decorating Services **2.38%**
- 3245 – Glazing Services **2.38%**
- 3291 – Landscape Construction Services **4.76%**
- 3292 – Hire of Construction Machinery with Operator **2.38%**
- 3299 – Other Construction Services **11.9%**
- Other **4.76%**

Has your business turnover been impacted by COVID-19?



What is the approximate decrease in your business turnover due to COVID-19?



Percentage decrease

6.5% of negatively impacted respondents had a turnover decrease of **0-20%**

23.47% of negatively impacted respondents had a turnover decrease of **21-40%**

13.31% of negatively impacted respondents had a turnover decrease of **41-60%**

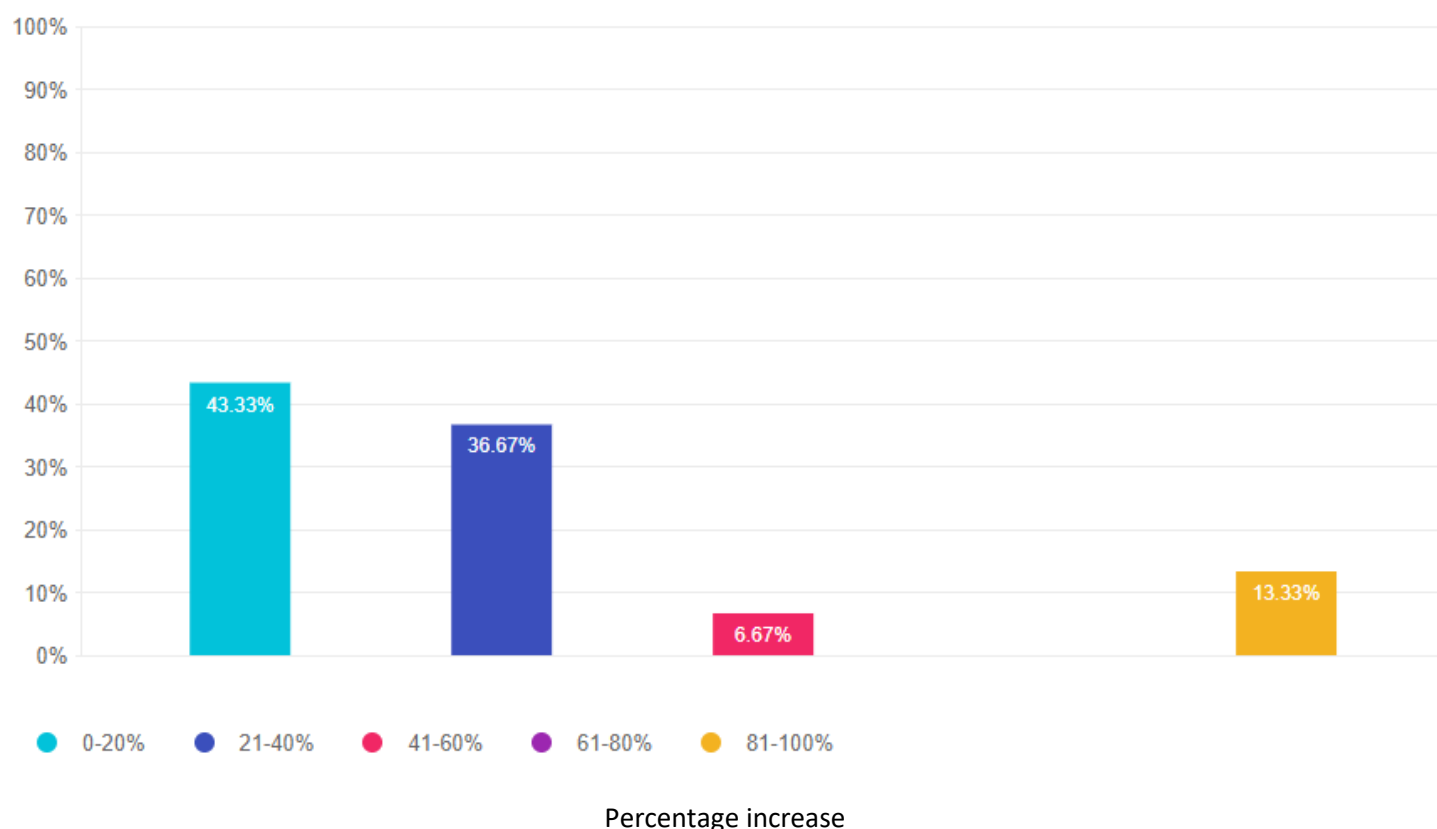
20.14% of negatively impacted respondents had a turnover decrease of **61-80%**

36.43% of negatively impacted respondents had a turnover decrease of **81-100%**

Summary of comments from businesses:

- Many reiterated the fact that they were closed due to restrictions – beauty businesses, cafes, restaurants, accommodation providers.
- Others who do jobs interstate had to cancel some work due to border closing.

What is the approximate increase in your business turnover due to COVID-19?



43.33% of (respondents with increased turnover) had a turnover increase of **0-20%**

36.67% of (respondents with increased turnover) had a turnover increase of **21-40%**

6.67% of (respondents with increased turnover) had a turnover increase of **41-60%**

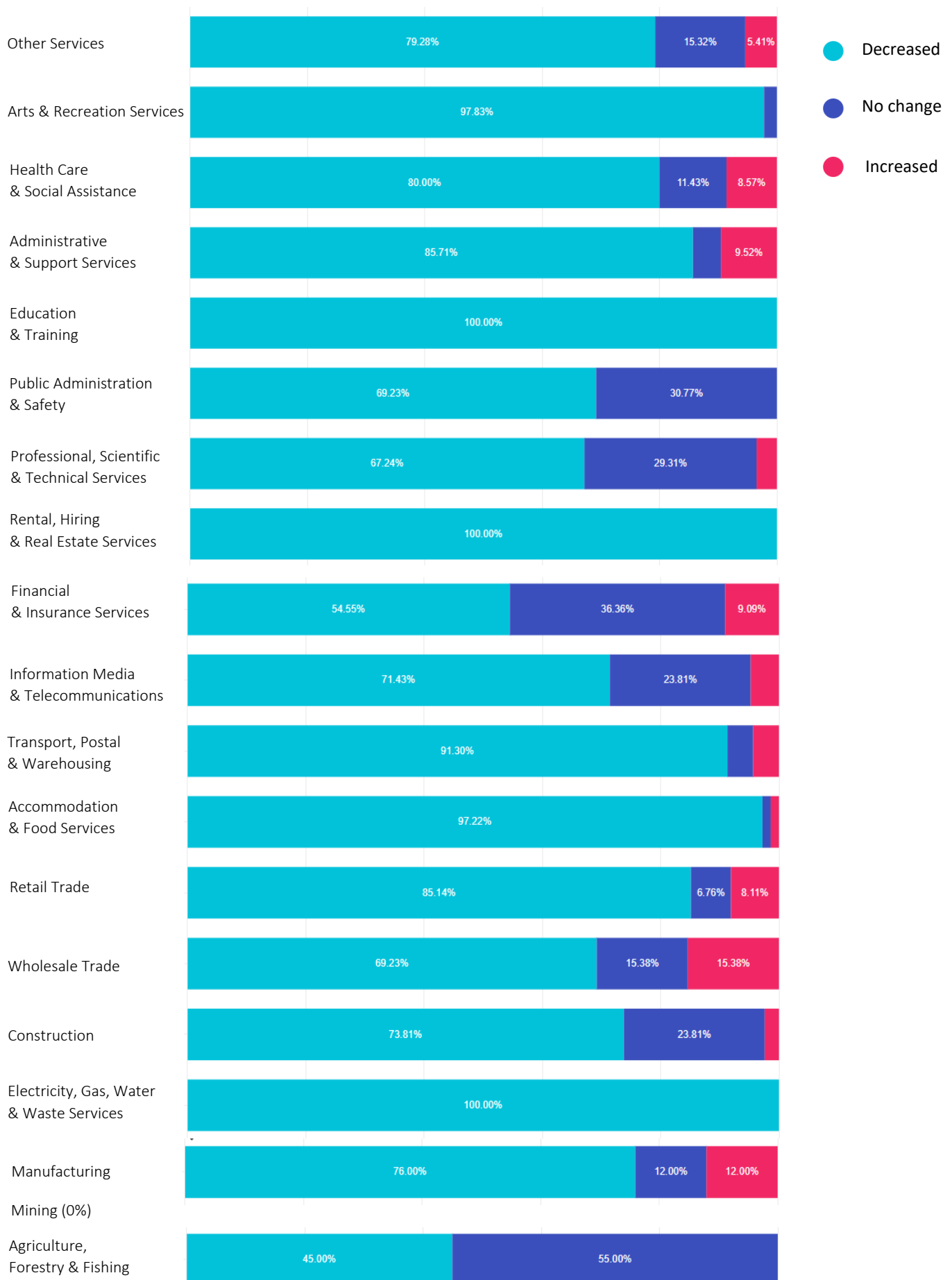
0% of (respondents with increased turnover) had a turnover increase of **61-80%**

13.33% of (respondents with increased turnover) had a turnover increase of **81-100%**

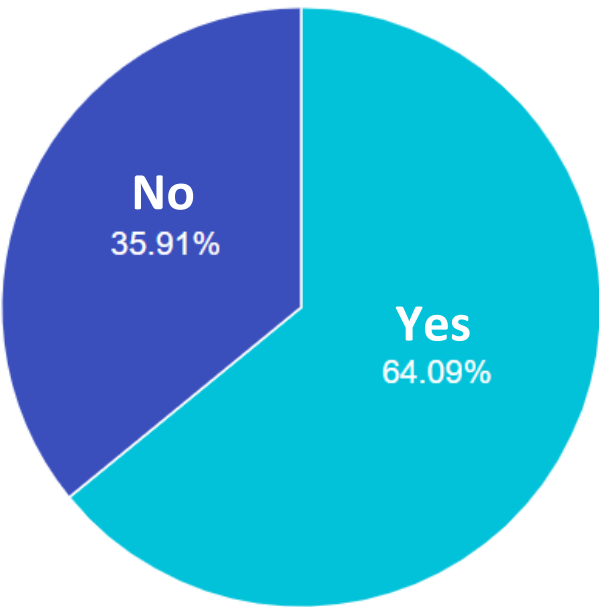
Summary of comments from businesses:

- One retailer said flower sales (delivery) increased while art and gift sales decreased due to foot traffic reduction. The business had to close for three days due to lack of stock.
- An online retailer mentioned a short term increase due to being 100% online
- A spike in sales at the beginning of COVID-19
- Boost in orders for propolis candy and honey (health product)
- Financial advisory company: We saw a similar increase in business during / after the GFC when people realised they needed stock market advice as opposed to trying to do it themselves.

Industry breakdown: turnover increase, decrease, no change



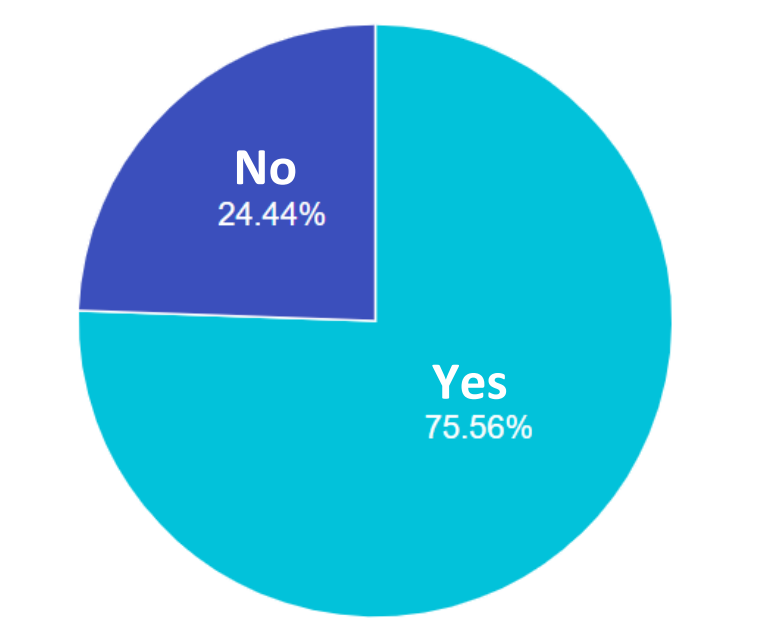
Have your employment numbers been impacted by COVID-19?



How have your employment numbers been impacted?

Type of employee	Decreased by	Increased by
Casual Staff	972	6
Permanent Part Time Staff	206	Nil
Full Time Staff	302	1
Contractors	654	8
Total	2,134	15

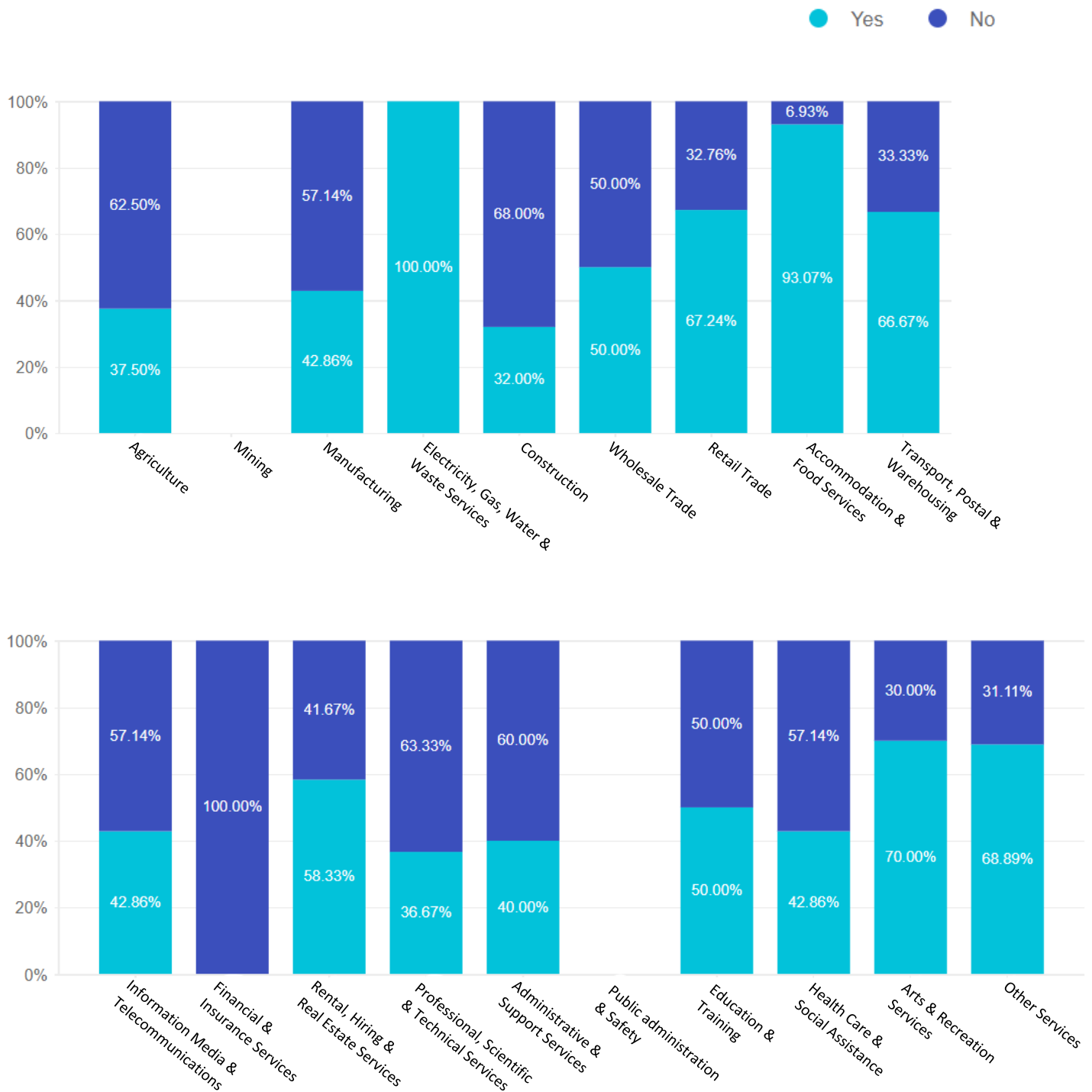
Have your employment hours been impacted by COVID-19?



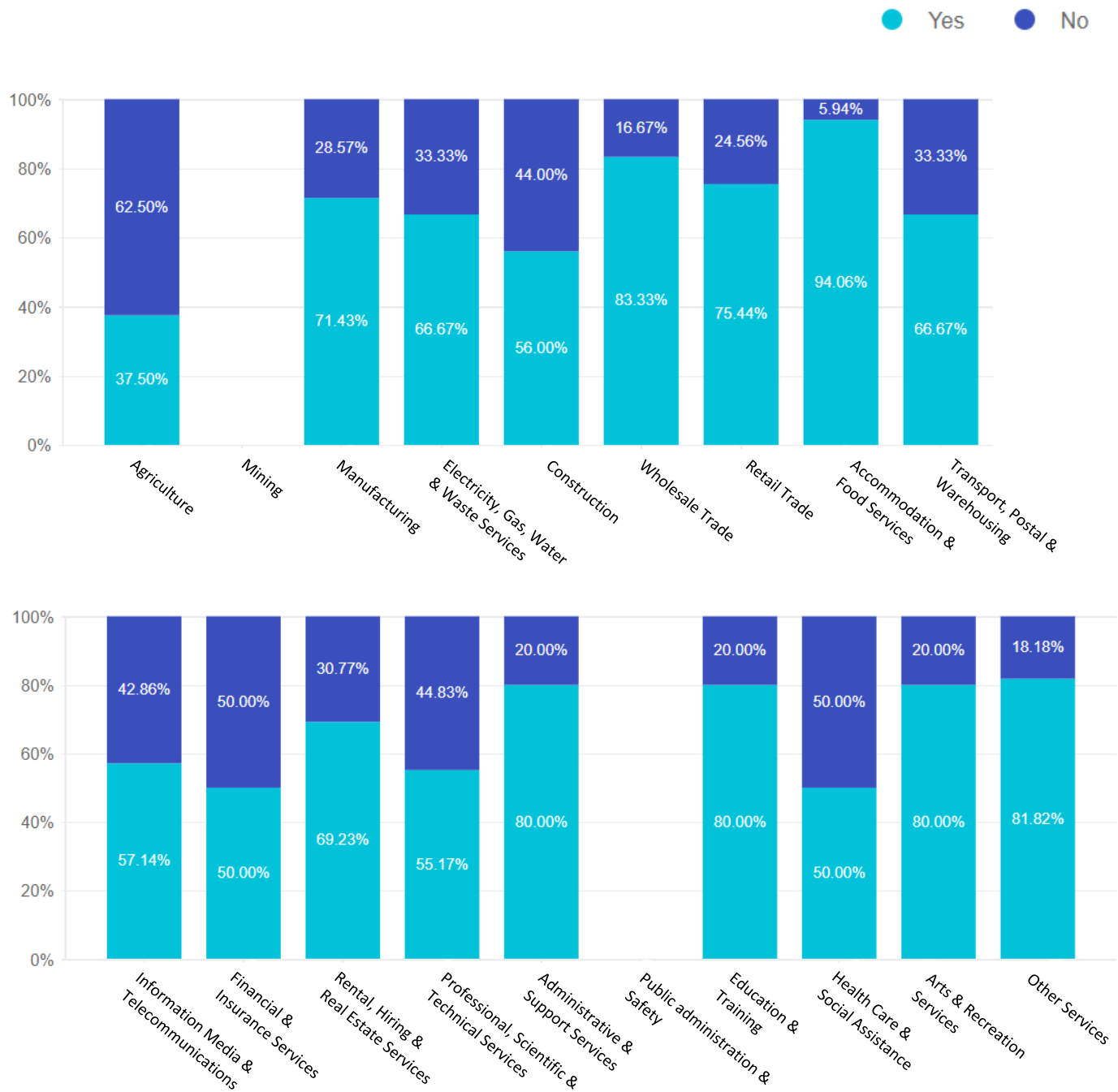
How have your employment hours been impacted by COVID-19?

Type of employee	Number of respondents who decreased employee hours	Number of respondents who increased employee hours
Casual Staff	150	4
Permanent Part Time Staff	42	2
Full Time Staff	128	14
Contractors	84	5

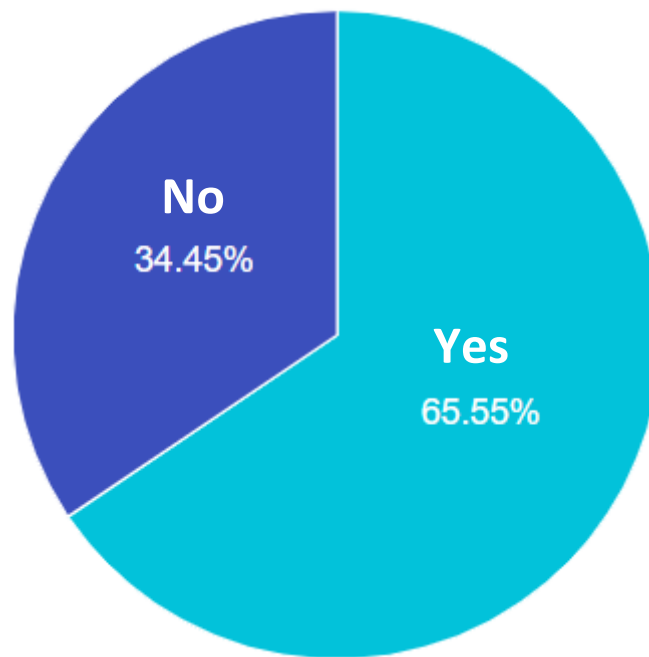
Have your employment numbers been impacted by COVID-19?



Have your employee hours been impacted by COVID-19?



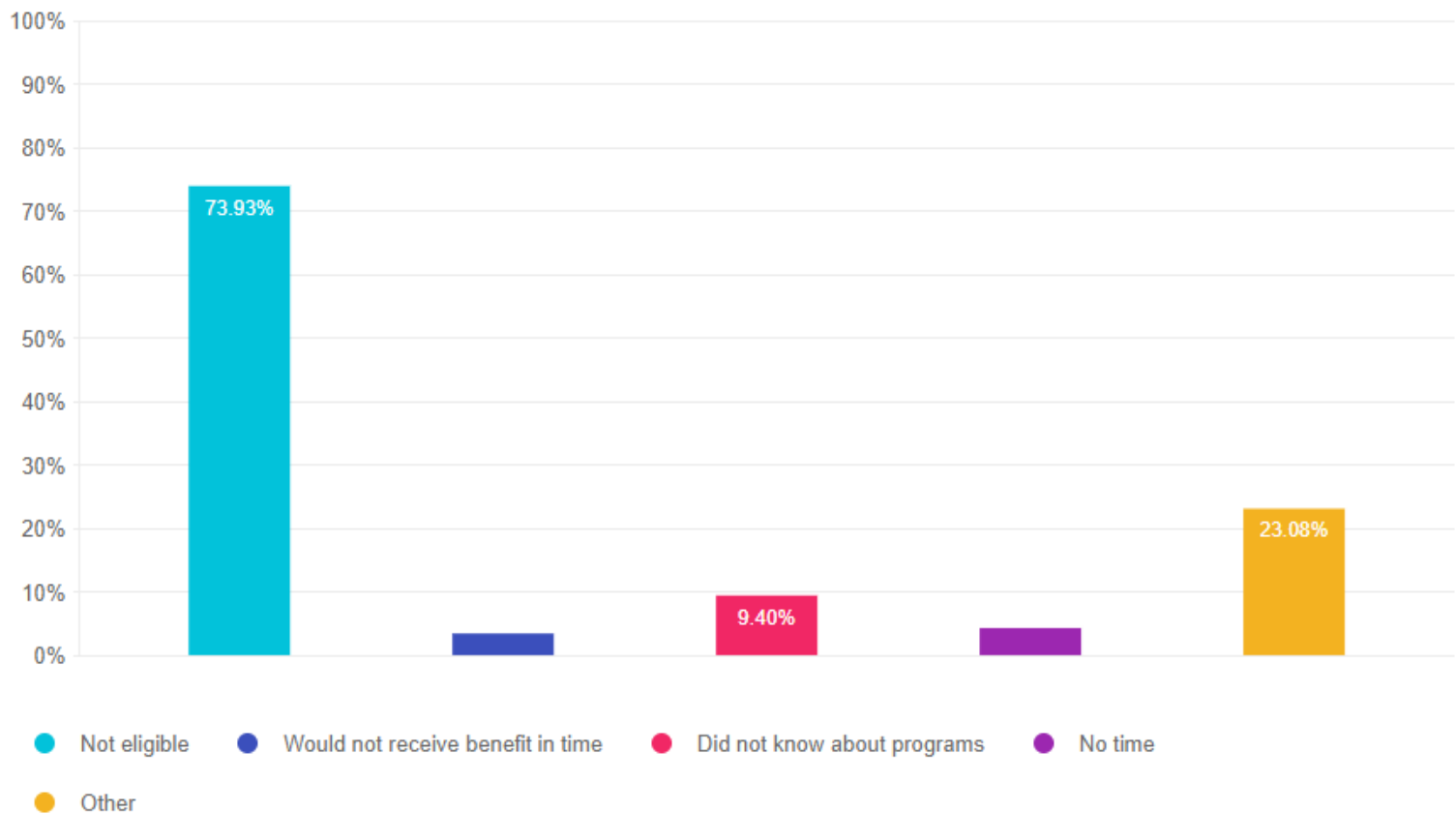
Have you been able to access assistance programs? For example JobKeeper, landlord/tenancy, banks, Council subsidised support services, etc.



Which programs have you been able to access?

government-grants
rent-&-utility-rebates
tax-relief
JobKeeper
landlord-assistance
cash-flow-boost
bank-loan-defferal
early-superannuation-release
JobSeeker

Why haven't you been able to access assistance programs?



Other reasons for not accessing assistance:

Did not need it

Waiting on application outcome to see if eligible or not

Need to find an accountant with more knowledge than current one

Not eligible as employs only contractors

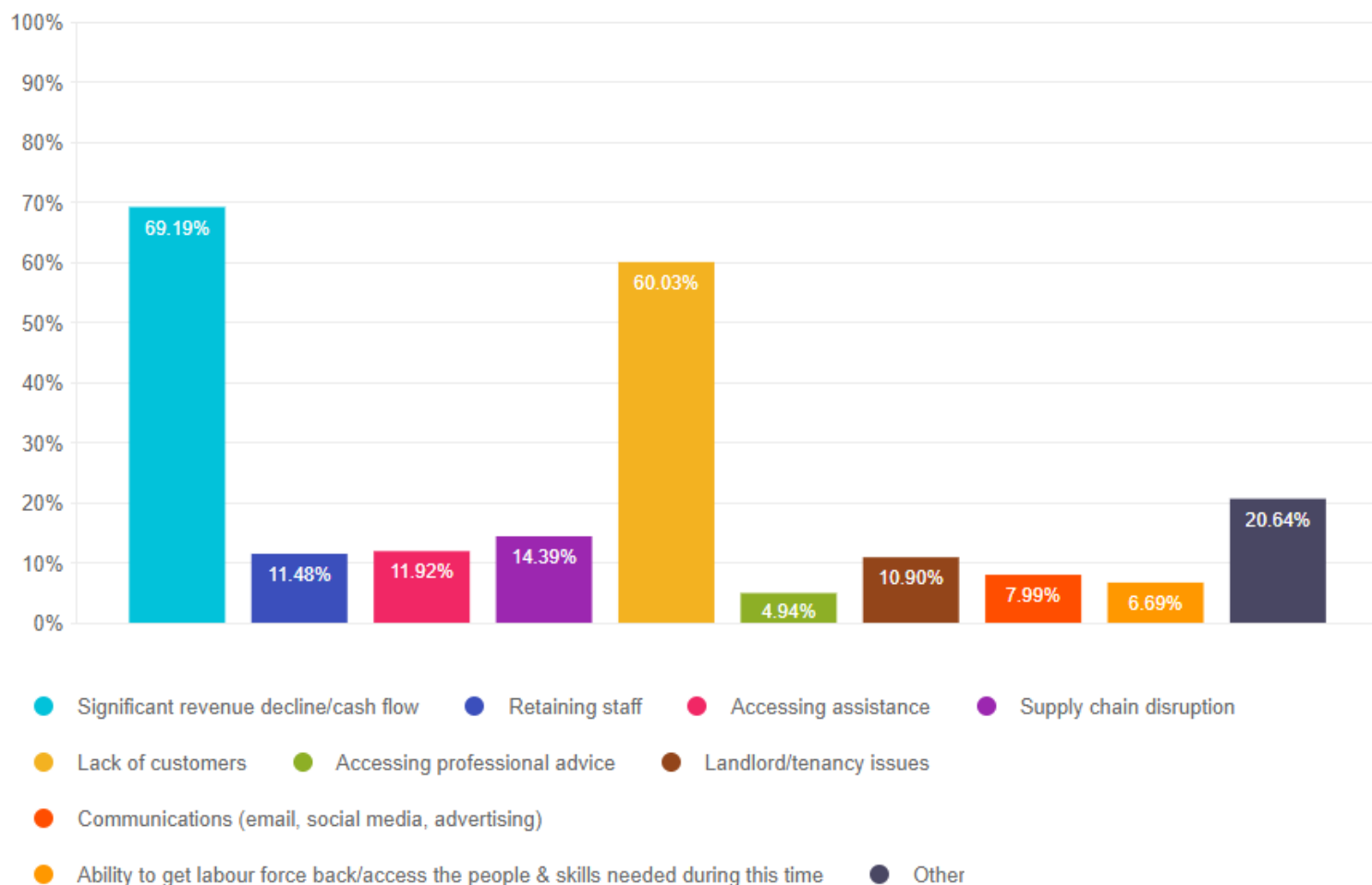
Arts and entertainment industries not supported

Landlord willing to assist

Already had a down-turn last year & decrease in turnover due to covid is not 30%

Too overwhelmed/stressed to think about it

What are your greatest challenges in the current environment?



Other:

- No challenges
- Travel restrictions
- Advertising costs
- Bad mobile & internet connection
- Competition – competitors offering discounts
- Border closures
- Trying to find a more affordable premises
- Too busy/not enough hours in the day
- Government requires bulk billing for patients
- Finding and understanding relevant information from government regarding restrictions & requirements: Accessing information specific to my industry has been difficult as I do not fit easily in to any of the categories on the government's 3 step Frame-Work or the Queensland Government Business restrictions page
- Home-schooling, organising childcare to be able to work at home
- Adjusting to working from home – noise issues, adapting business processes to enable access from home
- Not able to enter properties to carry out repairs
- Freight delays (supply chain disruption)
- Adapting customers differing needs

What changes have you made to the way your business operates as a result of COVID-19?

WHS
pivot
online
social-media
advertising

What, if any assistance would help you remain open and trading?
(businesses still operating)

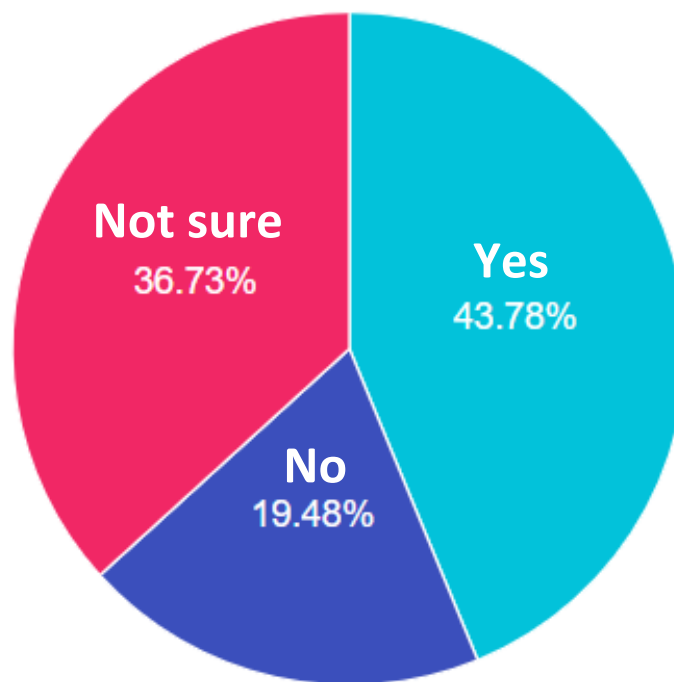
financial-assistance
restriction-easing
open-borders
rent-relief
grants
JobKeeper

For those businesses that were not operating but likely to in the future, the following assistance would help them continue operating.

funding
advice
rates-assistance
loan
open-borders
marketing
grants

Do any opportunities exist to grow your business?

(businesses still operating)



What opportunities exist to grow your business?

(businesses still operating)



A word cloud centered on the page, listing various business growth opportunities. The words are arranged in a roughly circular pattern, with 'marketing' and 'online' being the largest and most prominent. Other words include 'diversification', 'pivoting', 'home-delivery', 'online-training', 'health&wellness', 'new-website', 'improve-website', and 'takeaway'.

diversification
pivoting
home-delivery
marketing
online
online-training
health&wellness
new-website
improve-website
takeaway

What, if any assistance do you need to pursue potential opportunities?

(businesses still operating)

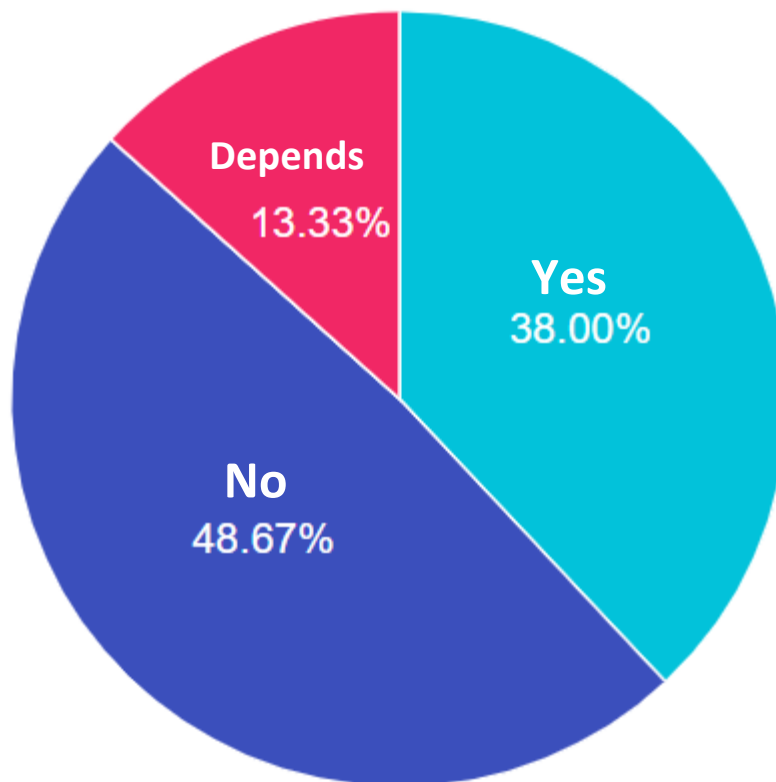


For those businesses that were not operating but likely to in the future, the following assistance would help them continue operating.

funding
advice
rates-assistance
loan
open-borders
marketing
grants

Are you considering new or different business opportunities?

(Only those who answered “closed permanently” and “No, but likely to in the future” to “Is your business still operating?”)



Depends comments:

- If can change business model to online focused
- If can successfully gain more social media presence
- Restriction easing

What kind of business opportunities are you exploring?

(those that answered not operating but likely to in the future and closed permanently)

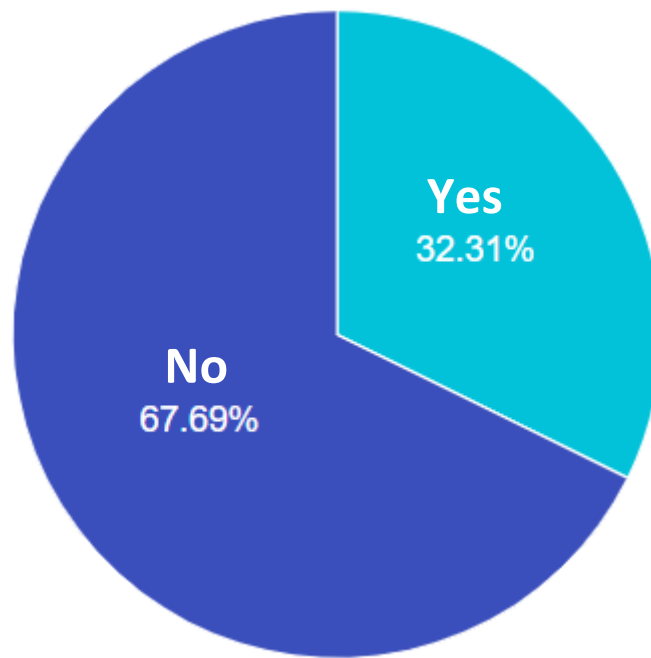
app digital
online-course
ecommerce
online-events
takeaway

What, if any assistance would help you explore these opportunities?

(those that answered not operating but likely to in the future and closed permanently)

loan
grant rent-relief
upskilling
funding
financial
advice
training

Have you considered or started any training or upskilling during this time?



What training have you considered or commenced?

