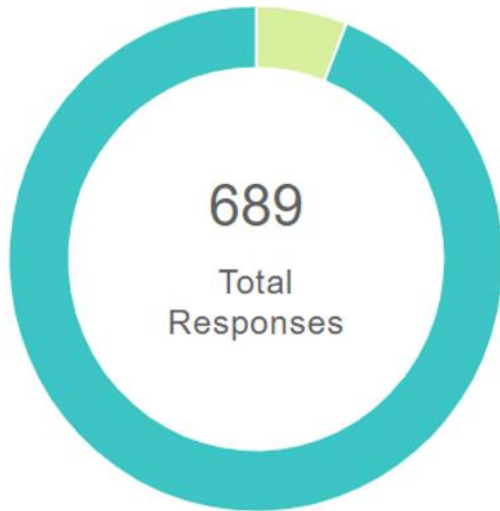


Noosa Business Resilience Survey



648 Completed Responses

41 Partial Responses

Visits: 3221

Summary 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 through various business associations and networks, and directly using social media and council media channels'

KEY INSIGHTS

- **Those businesses who responded to this survey reported they were experiencing high levels of stress and anxiety. In the majority, they were stoically getting on with the challenge of doing everything they possibly could to remain viable.**
- **78% (539) of businesses were still able to operate, 20% (137) were not able to operate but likely to in future, and 1.9% (13) permanently closed.**
- **Level of business confidence**
 - 55% (296) of respondents felt they were able to keep operating indefinitely
 - 29% (157) of respondents viability depends on how long restrictions remain in place and customer retention
 - 6% (32) of respondents felt they were able to operate for 3 months
 - 4.7% (25) of respondents felt they were able to operate for 6-9 months
 - 4.7% (25) of respondents felt they were able to operate for 9-12 months
- **Top three responses by location.**
 - Noosaville 26.7% - 184 responses
 - Noosa Junction 11.2% - 77 responses
 - Other 10.3 – 71 responses

Note: When combined, Noosaville, Gympie Terrace and the Noosaville Industrial estate represent one third of responses received by location.
- **Top three responses by sector (ANZSIC division).**
 - Accommodation & Food Services 20.9% - 144 responses
 - Other Services 16.1% - 111 responses
 - Retail Trade 10.7% - 74 responses
- **83% (572) of respondents experienced a decrease in turnover, 13% (87) experienced no change, and 4% (30) experienced an increase.**
- **Over half of respondents experienced a decrease in turnover of over 60%.**
 - 36% experienced a decrease in turnover of between 81-100%
 - 20% experienced a decrease in turnover of between 61-80%
 - 24% experienced a decrease in turnover of between 21-40%
- **64% (232) answered yes to the question 'have your employment numbers been impacted by Covid-19', and 36% (130) answered no.**
- **According to responses:**
 - Casual staff numbers decreased by 966
 - Permanent part time staff numbers decreased by 206
 - Full Time staff number decreased by 301
 - Contract staff numbers decreased by 646
- **75% (272) answered yes to the question 'have your employment hours been impacted by Covid-19', and 25% answered no.**
- **65% (452) of survey respondents were able to access assistance programs; primarily Job Keeper and landlord assistance.**

- **34% (237) were not able to access assistance programs, primarily as they did not meet eligibility criteria.**
- **69% (476) of respondents were not aware of Councils Covid-19 Business Assistance Program**
- **The greatest challenge for businesses in the current environment were revenue decline, lack of customers/client retention, and restrictions – travel, social distancing etc.**
- **Respondents generally made changes to the way their business operates in regard to WHS, online/digital presence and trading in response to Covid-19.**
- **In general, respondents require financial, rental and job keeper assistance to remain open and trading. Additionally the lifting of restrictions, marketing assistance and grants will help continued operation.**
- **44% (236) of respondents felt opportunities exist to grow their business and financial, marketing and grants assistance would help them pursue these.**
- **38% (57) of respondents who answered the question ‘are you considering new/different business opportunities’, are exploring the areas of digital and technology – apps, online, ecommerce, and financial, training and advice would assist them to pursue these.**
- **From a skills and training perspective, 32% (222) of respondents who answered yes to the question ‘have you considered or started any training or upskilling’ are focussed overwhelmingly in the digital/technology space. 68% (463) are not considering training or upskilling.**

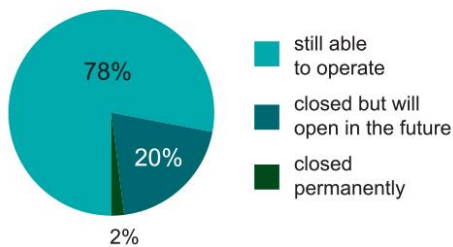
BUSINESS RESILIENCE SURVEY

Impact of COVID-19 on Noosa's Businesses

29 May – 22 June 2020 Total completed surveys: 689

IMPACT ON TURNOVER

83% experienced a decrease
50% of those saw a decline of over 60%



IMPACT ON EMPLOYMENT NUMBERS

64% reduction in employment numbers



KEY RESPONDENTS BY SECTOR



BIGGEST CHALLENGE



Revenue decline



Lack of customers



Travel & restrictions



Social distancing

WHAT ASSISTANCE DOES BUSINESS NEED?

funding
marketing assistance
grants
lifting of restrictions
training
digital & support
financial

HOW ARE YOU GOING PERSONALLY?

tired
struggling
sad
stressed
ok
angry
anxiety
frustrated
depressed



38%

of businesses are exploring new or different opportunities



65%

of businesses accessed assistance programs - the main two were Jobkeeper and Landlord assistance



44%

of businesses saw opportunities to grow their business



32%

of businesses are considering or have started training

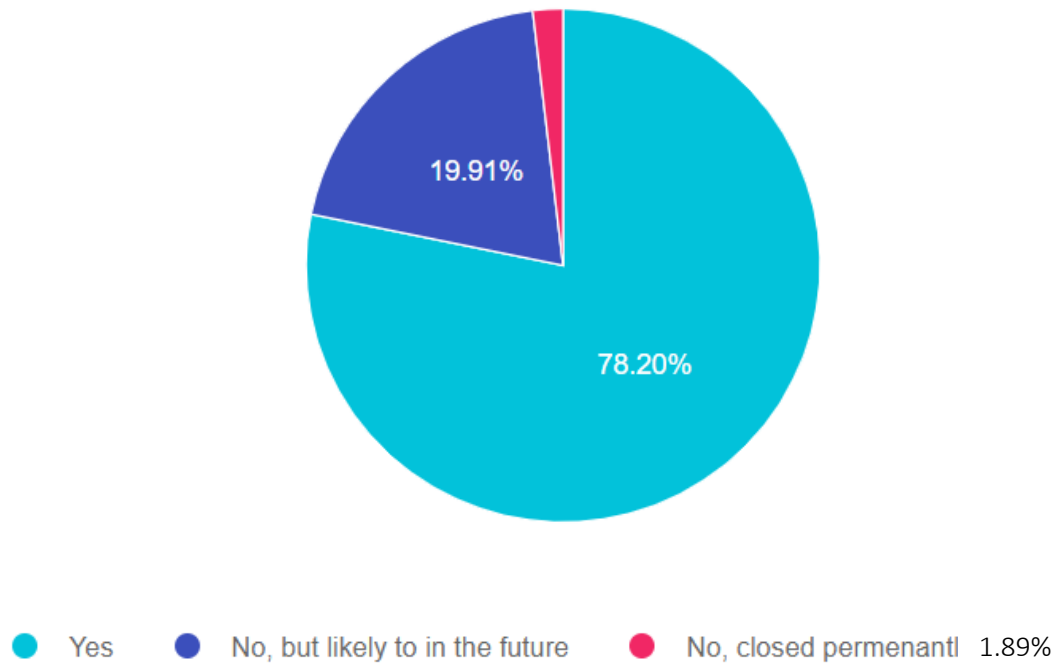
www.noosa.qld.gov.au/business-covid-19



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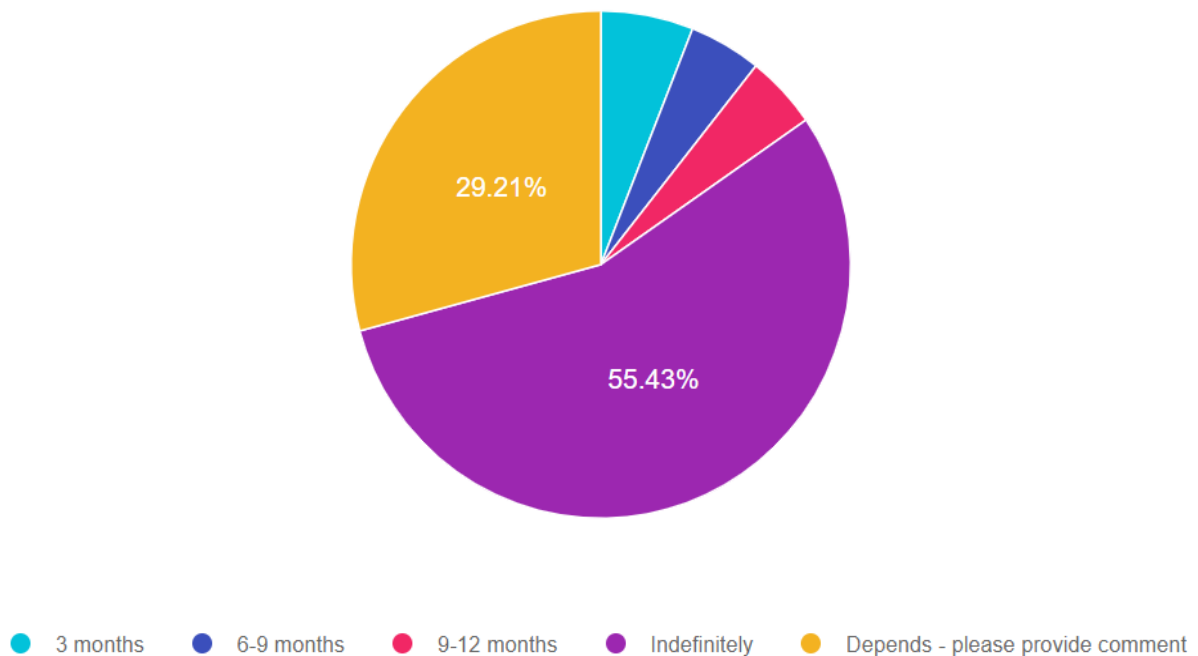
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Is your business still able to operate?

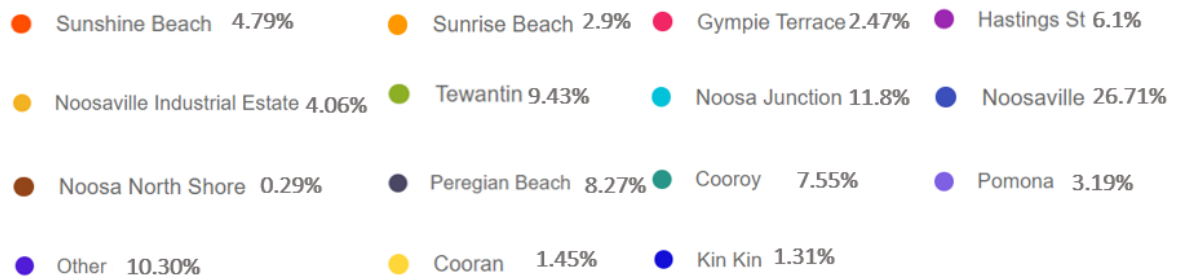
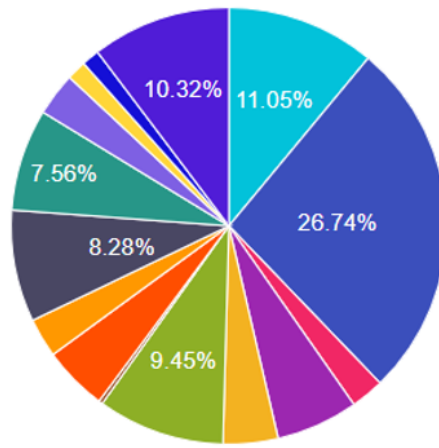


For how long do you expect to be able to continue to operate?

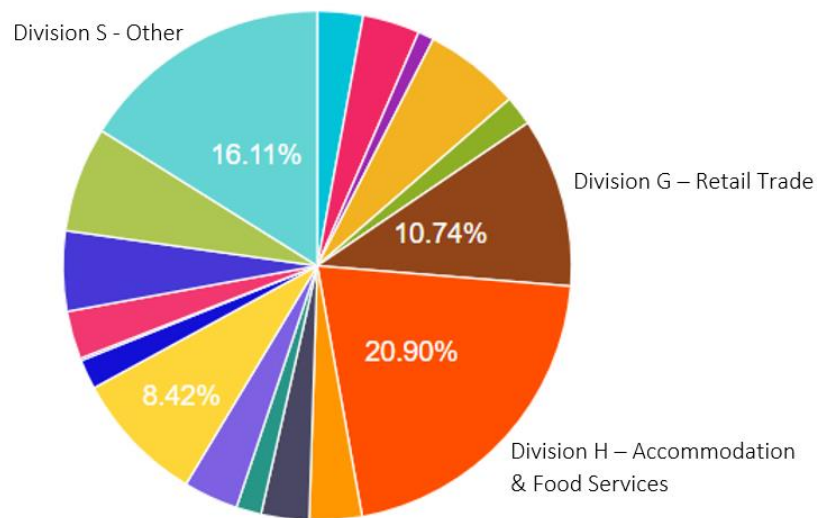
(Businesses who answered "Yes" to "Is your business still able to operate?")



Response by Precinct

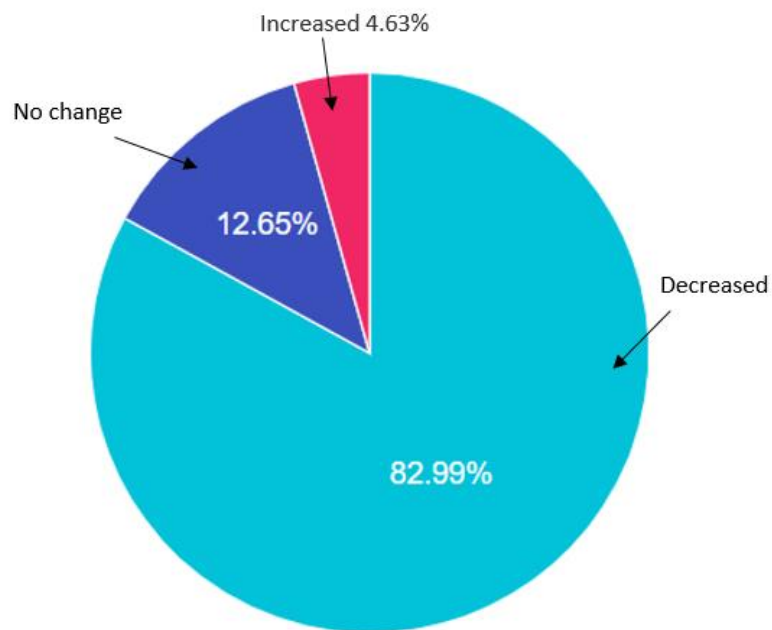


Industry Sectors

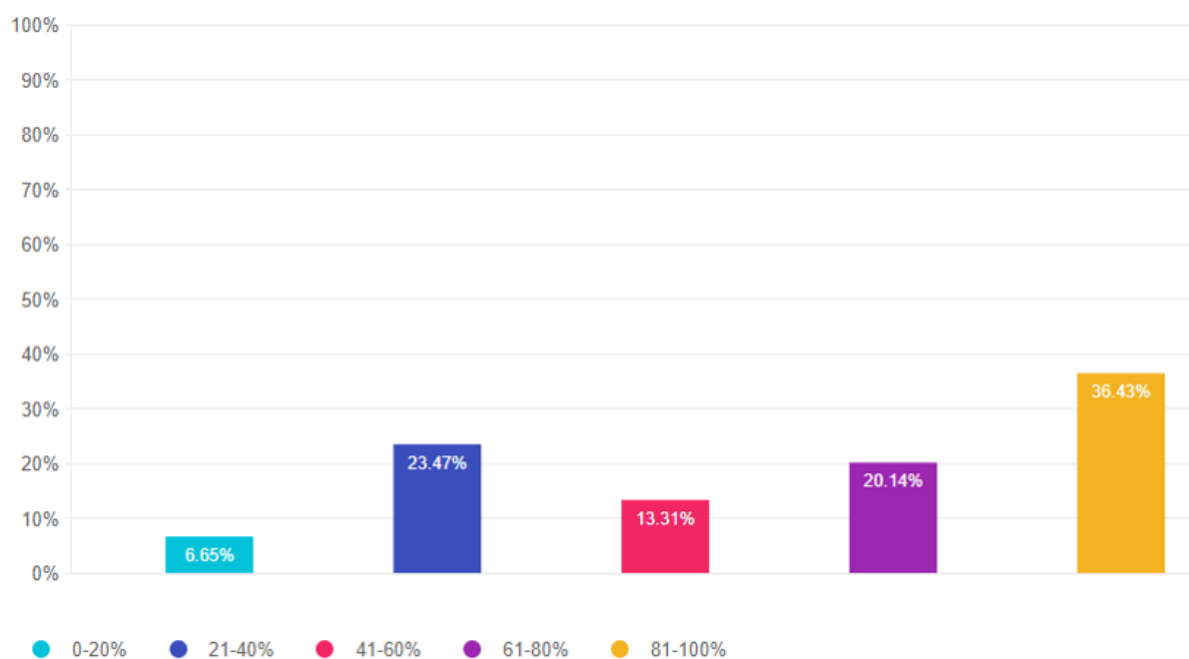


- Division A – Agriculture, Forestry and Fishing **2.9%**
- Division B – Mining and Quarrying **1.02%**
- Division C – Manufacturing **3.63%**
- Division D – Electricity, Gas, Water and Waste Services **1.02%**
- Division E – Construction **6.1%**
- Division F – Wholesale Trade **1.89%**
- Division G – 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%**

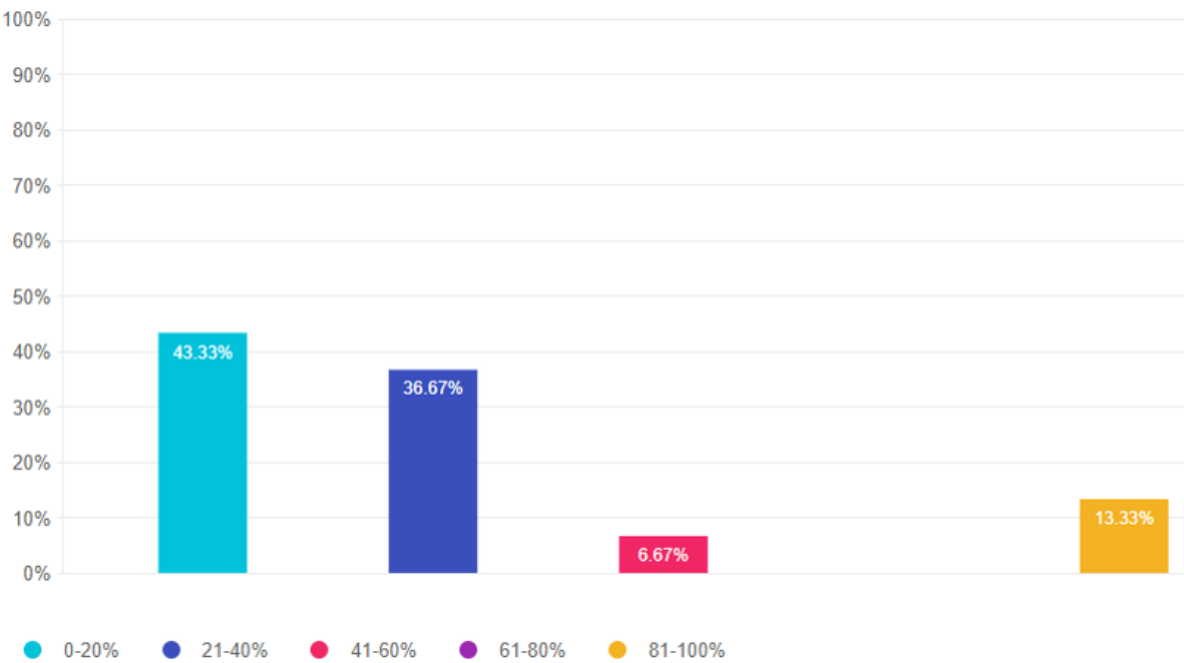
Has your business turnover been impacted by COVID-19?



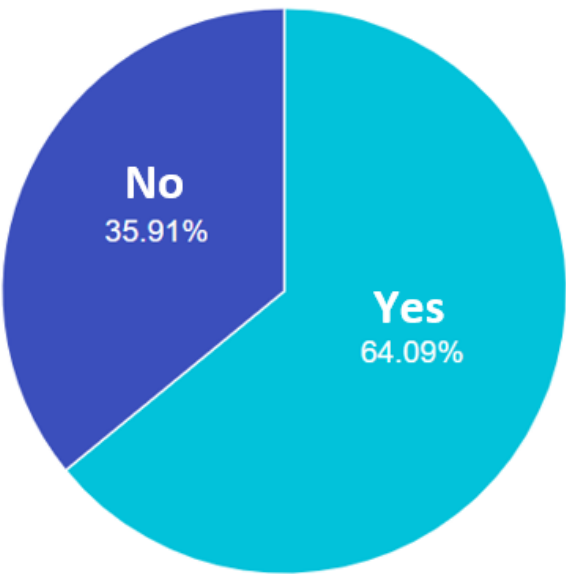
What is the approximate decrease in your business turnover due to COVID-19?



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



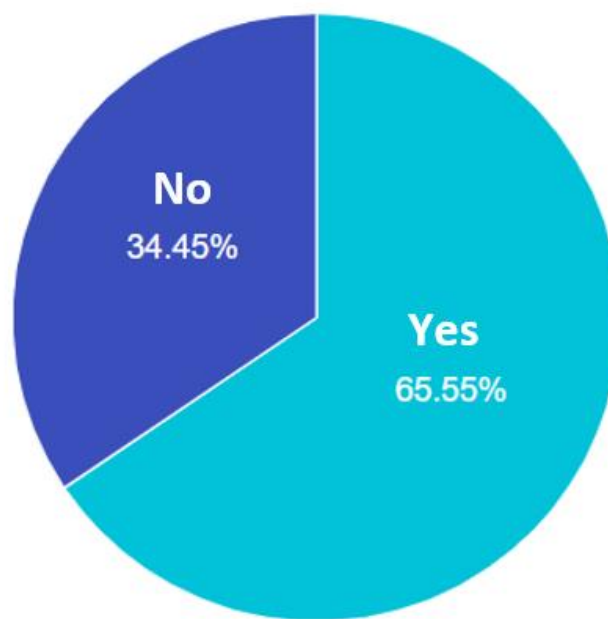
Have your employment numbers been impacted by COVID-19?



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

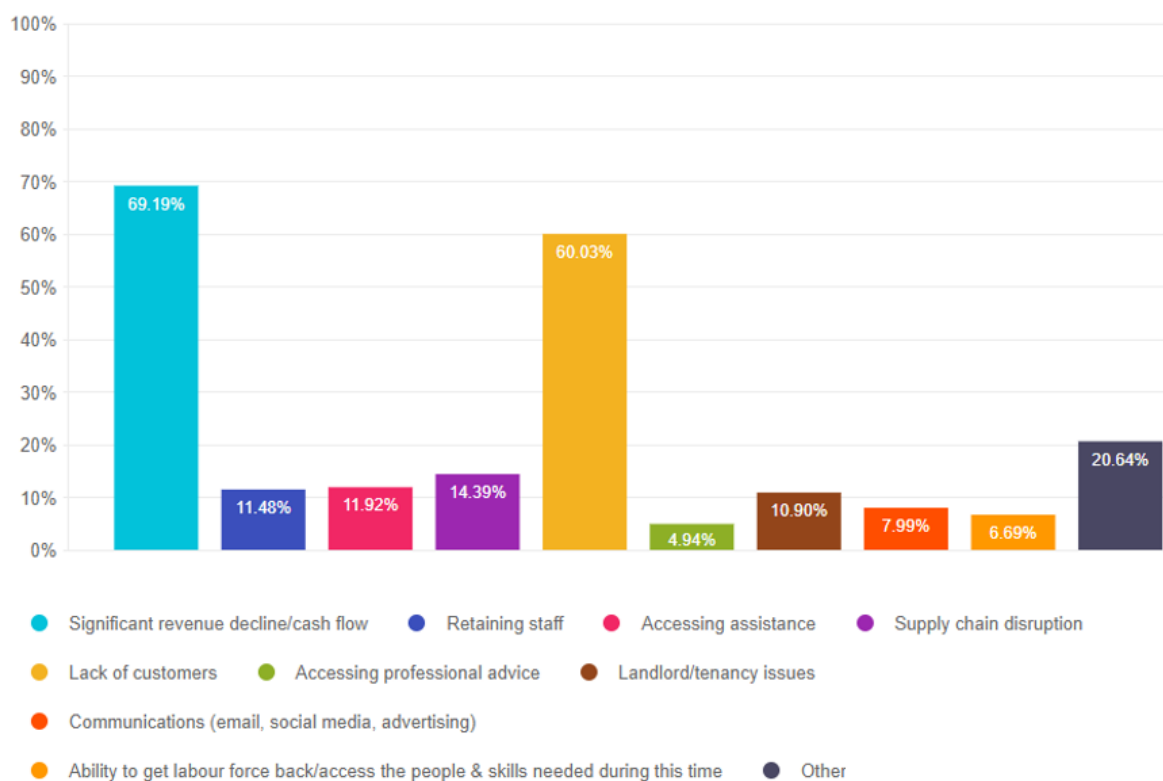
Have you been able to access assistance programs? For example JobKeeper, landlord/tenancy, banks, Council subsidised business support services, etc.



Which programs have you been able to access?



What are your greatest challenges in the current environment?



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

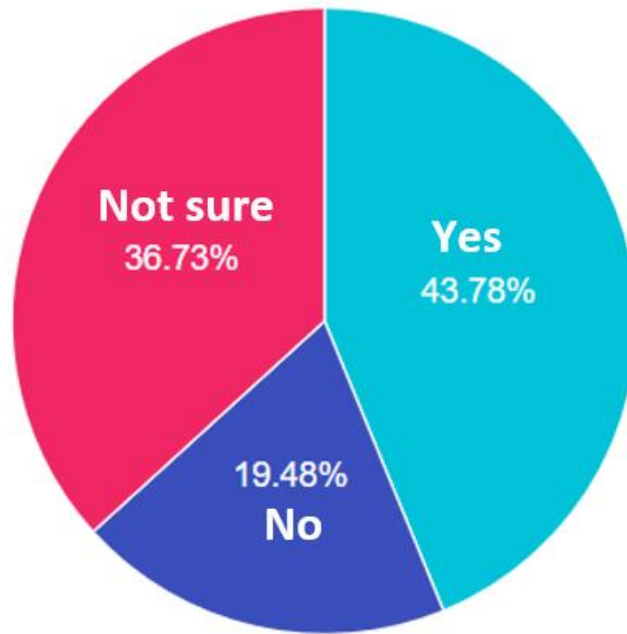
WHS
pivot
online
social-media
advertising

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

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

Do any opportunities exist to grow your business?

(businesses still operating)



What opportunities exist to grow your business?

(businesses still operating)



What, if any assistance do you need to pursue potential opportunities?
(businesses still operating)

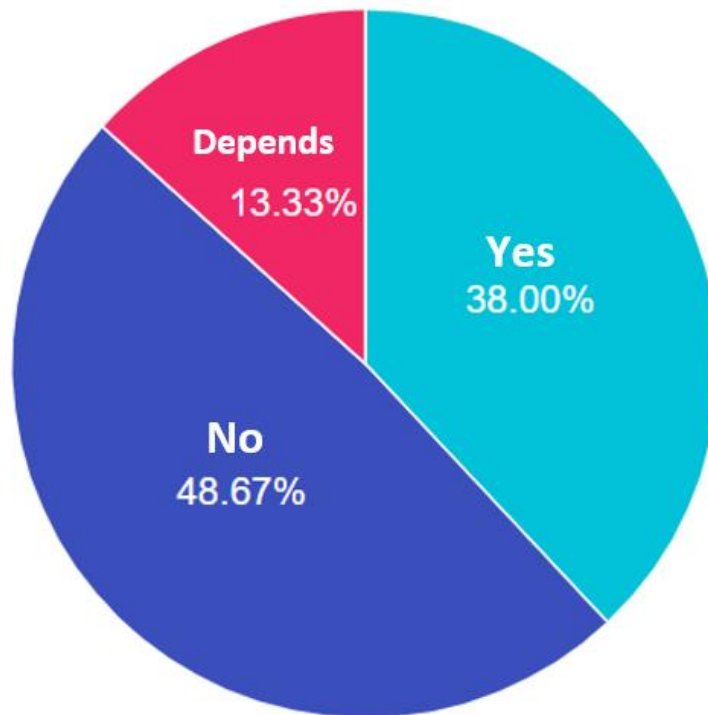


For those businesses that were not operating but likely to in the future, the following assistance would help them continue operating.



Are you considering new or different business opportunities?

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



What kind of business opportunities are you exploring?

app digital
online-course
ecommerce
online-events
takeaway

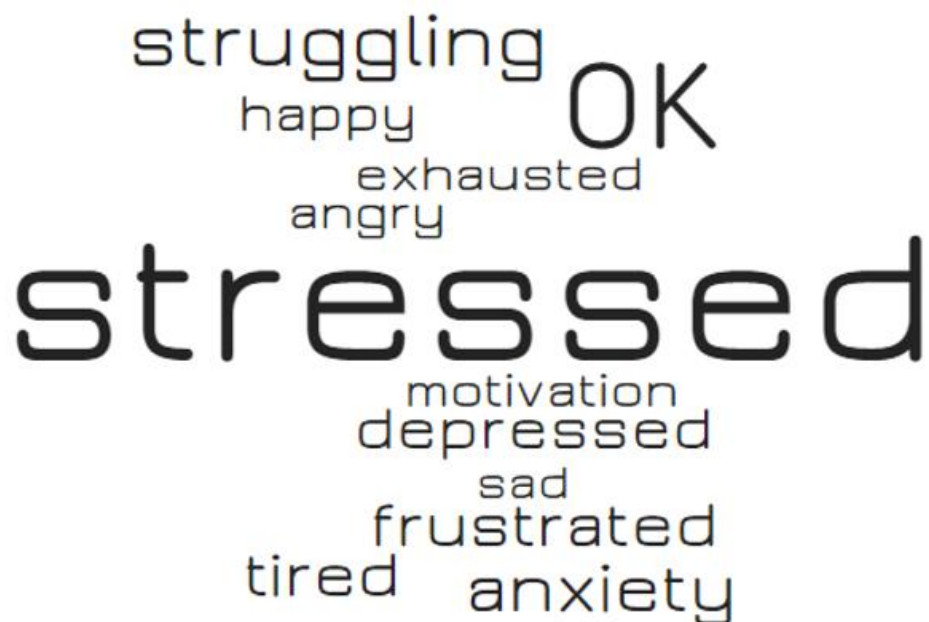
What, if any assistance would help you explore these opportunities?
(those that answered not operating but likely to in the future and closed permanently)



A word cloud where the word 'financial' is the largest and most central. Other words are arranged around it in various sizes and orientations. The words include: 'loan', 'grant', 'rent-relief', 'upskilling', 'funding', 'advice', and 'training'.

loan
grant rent-relief
upskilling
funding
financial
advice
training

Comments regarding how people are personally dealing with the situation of COVID-19.



A word cloud where the word 'stressed' is the largest and most central. Other words are arranged around it in various sizes and orientations. The words include: 'struggling', 'happy', 'OK', 'exhausted', 'angry', 'motivation', 'depressed', 'sad', 'frustrated', 'tired', and 'anxiety'.

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