

2021 VICTOR HARBOR BUSINESS SURVEY

Key Findings Report



BACKGROUND

The following report contains the key findings from the 2021 Victor Harbor Business Survey. The business survey is a collaboration between the City of Victor Harbor and the Business Victor Harbor seeking to be better informed of the challenges and opportunities that face Victor Harbor businesses.

The 2021 Business Survey is the fifth survey undertaken in Victor Harbor over the last six years, with specialised survey work undertaken during the emergence of the COVID-19 virus. Annual survey responses are captured and benchmarked year against year to ensure that common issues are clearly understood while trends can be easily tracked. The survey findings are provided to all local businesses, government and industry stakeholders. The locally sourced data will be used to support informed decision making on matters impacting Victor Harbor business.

Survey Objectives:

The Victor Harbor Business Survey has been specifically designed to improve economic development stakeholder understanding of:

- the nature, extent and performance of local businesses;
- constraints for sustaining and growing business activity in Victor Harbor;
- the extent of business confidence and likelihood of local business investment;
- training opportunities that align with local business needs.

SURVEY METHODOLOGY

The 2021 Victor Harbor Business Survey was circulated to Victor Harbor Businesses on the 8th of December 2021 with completed surveys closing on the 17th December 2021.

Access to the survey was provided via the online survey portal - Survey Monkey, for the convenience of local businesses. The number of questions and extent of information required in the survey were critical elements in the survey design supporting participation and completion rates.

The Council and Business Victor Harbor promoted access to the business survey through the following measures :

- Notices distributed through the City of Victor Harbor's local business database and through Business Victor Harbor's members and stakeholder email databases.
- Posted on the City of Victor Harbor and Business Victor Harbor's Facebook pages.
- Published on Business Victor Harbor and the City of Victor Harbor's websites as news items.

A total of 124 local business surveys were completed. Survey findings have been collated and analysed, with these findings outlined in this report.

A full copy of the 2021 survey questions can be found in Appendix A of this report.

BUSINESS SURVEY SNAPSHOT

INDUSTRY TYPE



17%

RETAILING



10%

FOOD & HOSPITALITY



8%

CONSTRUCTION / TRADE

PREMISES



50%

SHOP FRONT



22%

HOME BASED

GROWTH CONSTRAINTS

Multiple option question

RECENT PERFORMANCE

Last six months

10.28%

MUCH STRONGER

30.84%

SOMEWHAT STRONGER

38.32%

ABOUT THE SAME

13.08%

SOMEWHAT WEAKER

7.48%

MUCH WEAKER

PROJECTED PERFORMANCE

Next six months

9.52%

MUCH STRONGER

35.24%

SOMEWHAT STRONGER

41.90%

ABOUT THE SAME

8.57%

SOMEWHAT WEAKER

4.76%

MUCH WEAKER



45%

COVID-19 UNCERTAINTIES



30%

TAXES & GOVERNMENT CHARGES



27%

LICENCING & REGULATIONS

ATTRACTION FOR BUSINESS

Multiple option question



67%

LIFESTYLE & AMENITY



64%

PROXIMITY TO ADELAIDE



51%

GROWING POPULATION

INTENTION TO EMPLOY



42%

NO



58%

YES

LOCALITY CONSTRAINTS

Multiple option question



52%

SEASONALITY



45%

LOW INCOME HOUSEHOLDS



35%

SKILLED LABOUR AVAILABILITY

FUTURE VISION

SUPPORT SERVICES

'Finding new markets for my product', 'Marketing my business' and Managing cashflow and achieving profitability' were again the three most common responses to this question.



23%

VERY OPTIMISTIC

46%

OPTIMISTIC

23%

NEUTRAL

INDUSTRY TYPE

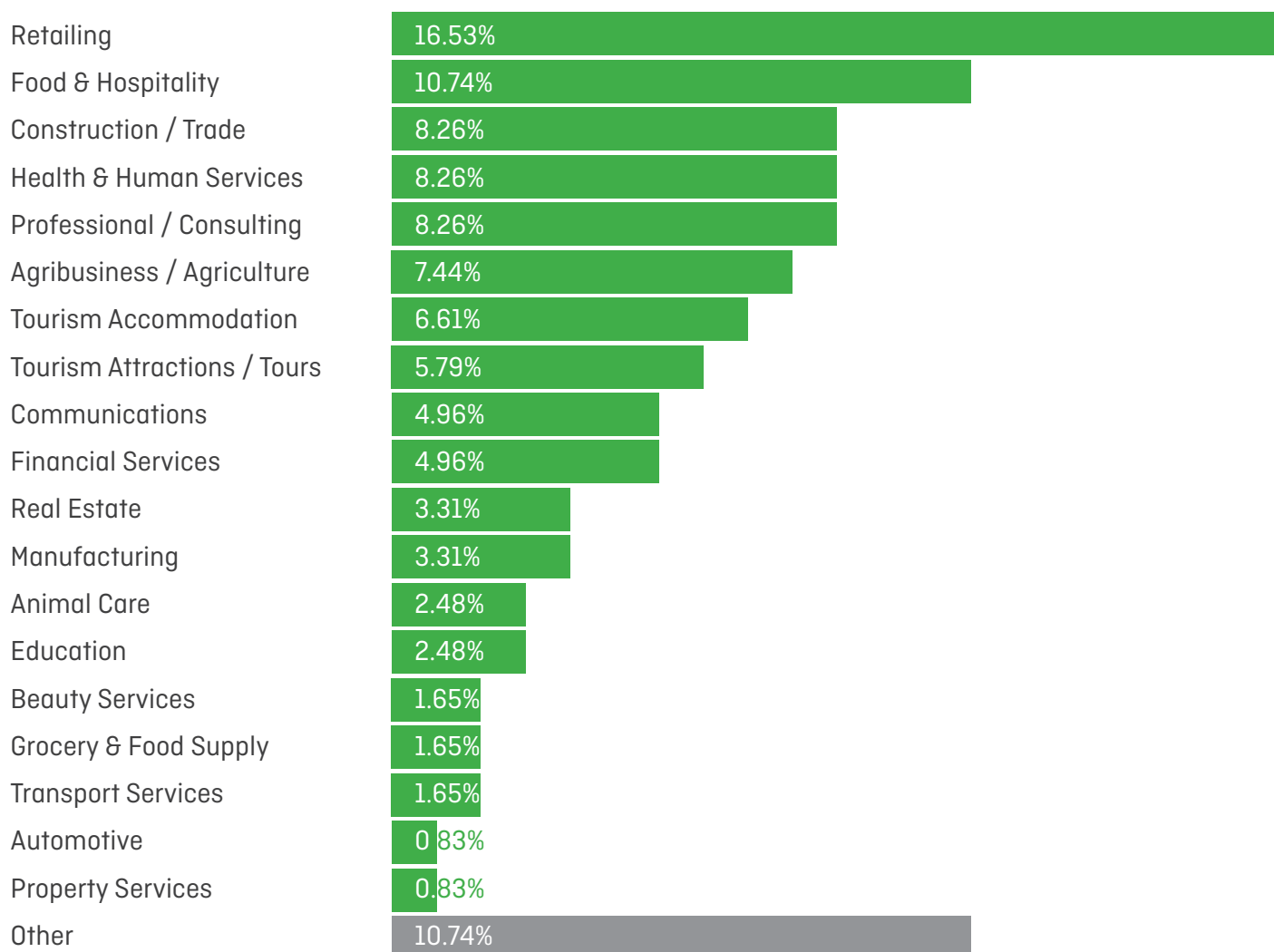
Businesses were asked to select the industry type that best reflected their business operations.

121 responses were received.



17%

OF RESPONDENTS WERE FROM RETAIL BUSINESSES.



COMMENTARY: The Victor Harbor business landscape is dominated by service industry businesses as reflected in the survey responses. Retailing continues to be the sector most represented in the annual business surveys.

NOTE: A full list of responses can be referred to in Appendix B.

BUSINESS DELIVERY

Businesses were asked the method by which their business is delivered.

123 responses were received.

Shop Front	50.41%	Online	4.07%
Home Based	21.95%	Other	15.45%
Industrial	8.13%		

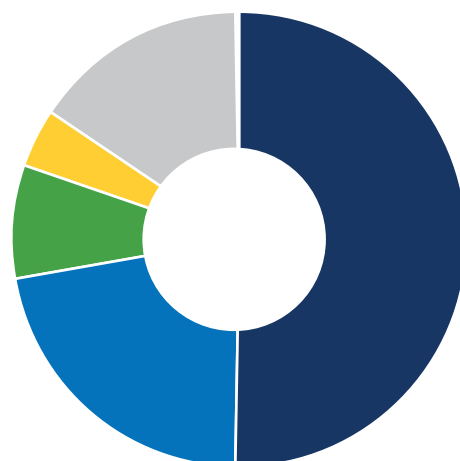
COMMENTARY: Shop front continues to be the most significant method of delivery however home-based and online are forecasted to increase in the future given a transforming work force. While the number of home based businesses completing the survey has reduced it will continue to be a prominent form of business delivery going forward.

NOTE: A full list of responses can be referred to in Appendix B.



50%

OF RESPONDENTS WERE FROM SHOP FRONT BUSINESSES.



BUSINESS LOCALITY

Businesses were asked from where their business operates.

123 responses were received.

Mainstreet	17.07%	Hayborough	1.63%
Lincoln Park	8.94%	Not Applicable	26.83%
Maude St	8.13%	Other	30.89%
Victoria St	6.50%		

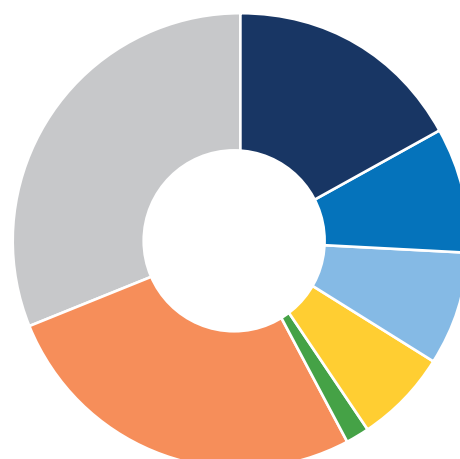
COMMENTARY: The most predominant precinct represented in the survey was Mainstreet with 17%, while in-excess of half the businesses (57%) did not associate with an identified precinct. An increasing number of businesses from Lincoln Park, Maude Street and Victoria Street have been represented in the survey, when compared with 2019 results.

NOTE: A full list of responses can be referred to in Appendix B.



58%

OF RESPONDENTS INDICATED THEY DID NOT OPERATE FROM A RECOGNISED BUSINESS PRECINCT.

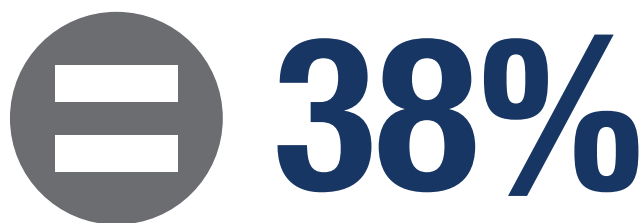


BUSINESS PERFORMANCE

Businesses were asked how their business had performed over the last 6 months, relative to the previous 6 months.

107 responses were received.

RECENT



COMMENTARY: When comparing annual survey results from 2019 more businesses indicated 'About the Same'. This is an interesting result given the high degree of uncertainty over the period.

NOTE: A full list of responses can be referred to in Appendix B.

Businesses were asked how they expected their business to perform over the next 6 months compared with the previous 6 months.

105 responses were received.

PROJECTED



COMMENTARY: When comparing annual survey results from 2019 local businesses appear a little less optimistic about their projected performance for the next 6 months. In 2019 54% of local businesses indicated that their trading performance would be 'Much Stronger' or 'Somewhat Stronger' compared with 45% in 2021. This result maybe reflected in the higher number of food & hospitality businesses completing the survey in 2021.

NOTE: A full list of responses can be referred to in Appendix B.

LEGEND



Much Stronger & Somewhat Stronger



About the Same




Much Weaker & Somewhat Weaker

GROWTH CONSTRAINTS

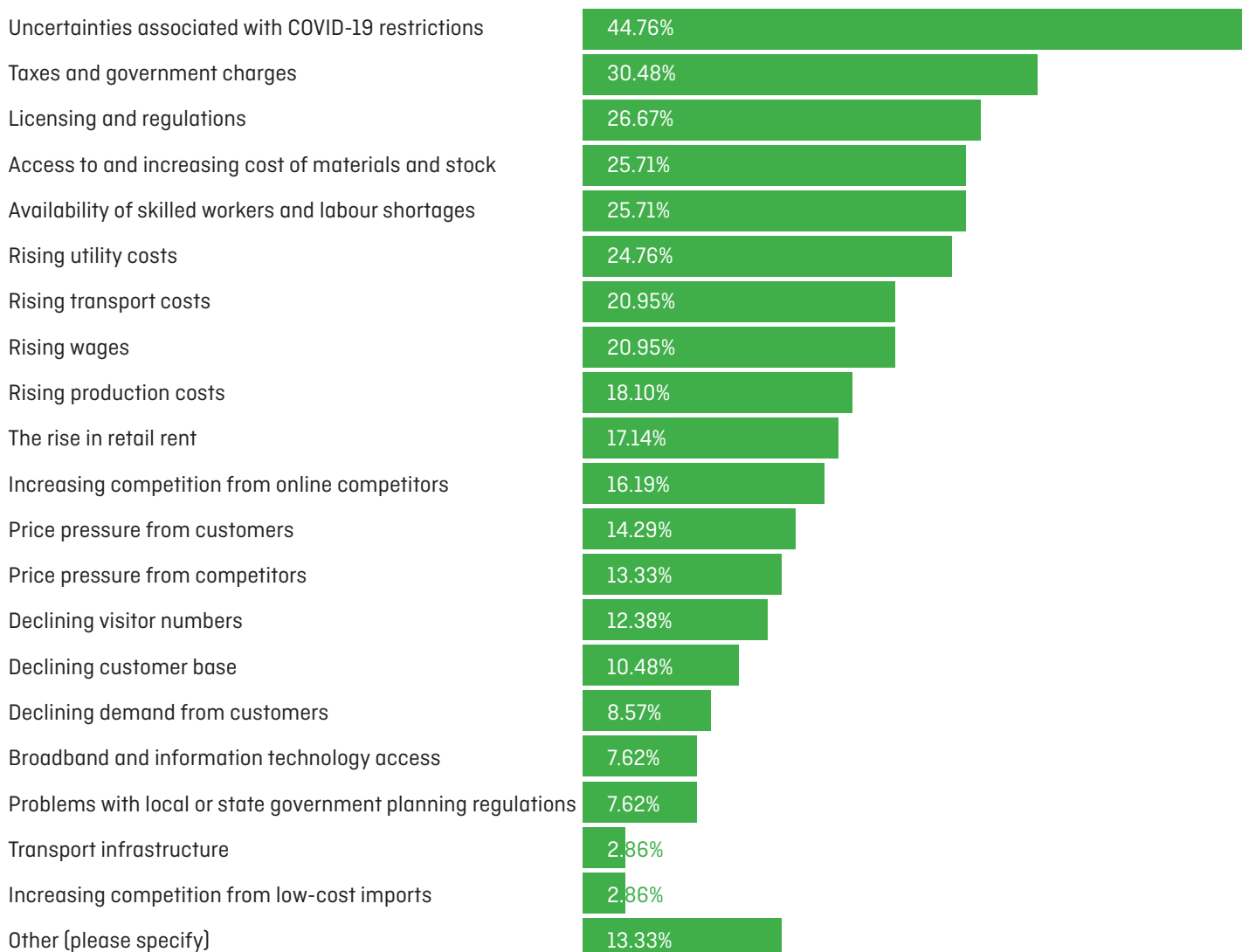
Businesses were asked what they felt were the major constraints on growth of their business.

105 responses were received.



45%

OF RESPONDENTS INDICATED
COVID-19 RESTRICTIONS
UNCERTAINTIES WERE THE
MAJOR GROWTH CONSTRAINT



COMMENTARY: In 2021 a new category 'Uncertainties associated with COVID-19 restrictions' was included given significance of this issue impacting local businesses. This category was highlighted by 45% of businesses as the greatest growth constraint during the period. Rising utility costs have been consistently highlighted as growth constraint over a number of years. It would appear that the impact of rising utility costs is becoming less a concern for local businesses. Taxes and government charges continue to be high on the list of growth constraints. This has been the case for a number of years.

*NOTE: The question allowed businesses to select multiple options.
A full list of responses can be referred to in Appendix B.*

BORDER CLOSURES


Businesses were asked to what extent have border closures impacted their business.

107 responses were received.

■ A great deal	15.89%
■ A lot	11.21%
■ A moderate amount	22.43%
■ A little	18.69%
■ None at all	31.78%

COMMENTARY: While 27% of local businesses indicated that border closures had either 'A great deal' or 'A lot' of an impact on their business some 50% of businesses indicated that the closures had only 'A little' or 'None at all'.

A full list of responses can be referred to in Appendix B.


32%

OF RESPONDENTS INDICATED THAT BORDER CLOSURES HAD NO IMPACT ON THEIR BUSINESS



INTENTION TO EMPLOY

Businesses were asked how many new staff they were planning on employing over the next 6 months.

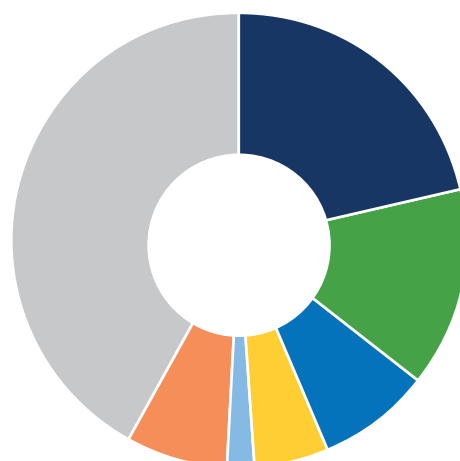
98 responses were received.

■ 1	21.43%	■ 2	14.29%
■ 3	8.16%	■ 4	5.10%
■ 5	2.04%	■ More than 5	7.14%
■ Not in a position to employ	41.84%		

COMMENTARY: While the options presented in this question have changed from 2019, it is clear that local businesses have a strong desire to employ more staff. In 2019 a total of 72% of businesses indicated that they were not intending to employ, while in 2021 only 42% indicated that they did not intend to employ. 7% of businesses indicated that they were seeking more than 5 staff.


58%

OF RESPONDENTS INDICATED THEY WERE PLANNING ON EMPLOYING NEW STAFF




FUTURE VISION

Business were asked how optimistic they were about the future of their business within the region.

102 responses were received.

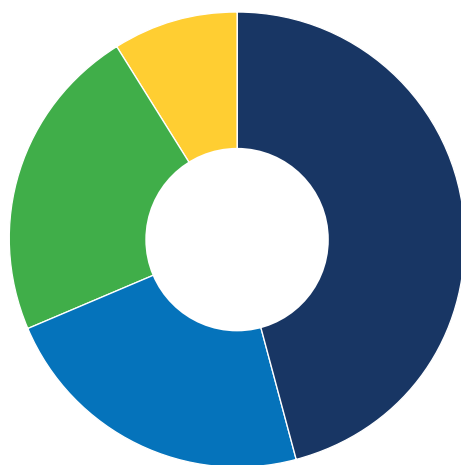
■ Optimistic	46.08%
■ Very Optimistic	22.55%
■ Neutral	22.55%
■ Less than optimistic	8.82%

COMMENTARY: 69% of all businesses surveyed indicated that they were either 'very optimistic' or 'optimistic' about the future of their business within the region. This is slightly down on the previous year (72%), however still an overwhelming majority of local businesses are positive about the future. 9% of businesses indicated that they were 'Less than optimistic', up from 5% in 2019.



69%

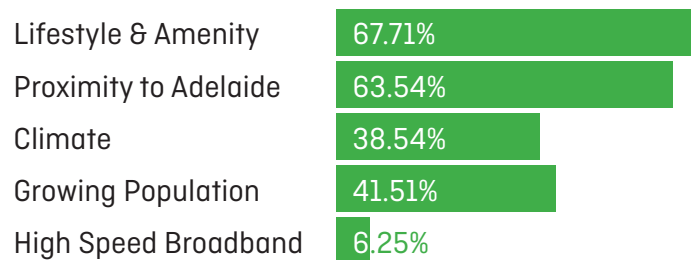
OF RESPONDENTS INDICATED
THEY ARE OPTIMISTIC TO
VERY OPTIMISTIC ABOUT
BUSINESS FUTURE



BUSINESS ATTRACTION

Businesses were asked what factors they felt made Victor Harbor an attractive place to operate a business.

96 responses were received.



NOTE: The question allowed businesses to select multiple options. A full list of responses can be referred to in Appendix B.



68%

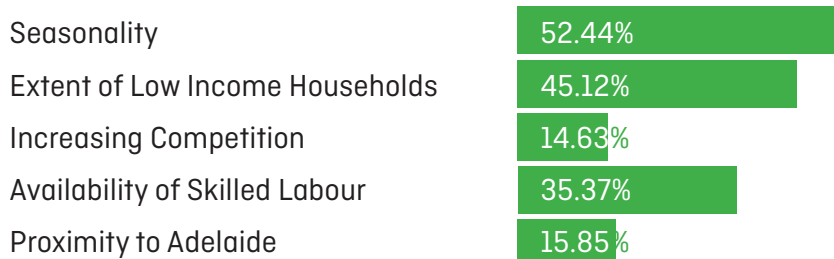
OF RESPONDENTS INDICATED LIFESTYLE & AMENITY AS THE MOST ATTRACTIVE FACTOR

COMMENTARY: 'Lifestyle & Amenity' is clearly a significant attraction for people to operate a business in Victor Harbor with 68% identifying it as an important factor. 64% of businesses indicated that 'Proximity to Adelaide' made Victor Harbor an attractive place to do business. Interestingly only 6% of businesses felt that 'High Speed Broadband' made Victor Harbor an attractive destination for operating a business, down from 13% in 2019.

LOCALITY CONSTRAINTS

Businesses were asked what factors make it difficult to operate a business in Victor Harbor.

82 responses were received.



COMMENTARY: Seasonality continues to impact on local businesses with 52% noting it as the biggest locality constraint. The significant change between 2019 and 2021 has been the 'Availability of Skilled Labour' making it difficult to operate a business in Victor Harbor at this current time.

NOTE: The question allowed businesses to select multiple options. A full list of responses can be referred to in Appendix B.



52%

OF RESPONDENTS INDICATED SEASONALITY AS THE MAJOR DIFFICULTY FOR RUNNING A BUSINESS IN VICTOR HARBOR

INVESTMENT STRATEGY

Businesses were asked what businesses or industries they felt would add value or unlock opportunity for Victor Harbor economy.

67 responses were received.



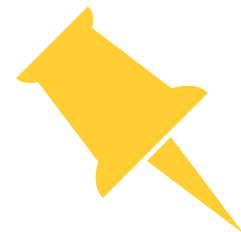
COMMENTARY: There were a diversity of responses to this question, with a large number of responses having a relationship to the tourism industry, for example improved accommodation, attractions and activities for visitors, more events. A bowling alley was mentioned a couple of times. A theme of the responses has centered around making the place more interesting and appealing, with references to the CBD of Victor Harbor.

*NOTE: The question allowed businesses to select multiple options.
A full list of responses can be referred to in Appendix B.*

SPECIFIC INVESTMENT

Businesses were asked if there was a specific investment that would enable their business to grow.

59 responses were received.



COMMENTARY: There are a diversity of responses to this questions. Difficult to establish a theme from the responses received.

A full list of responses can be referred to in Appendix B.

SKILLED EMPLOYEES

Businesses were asked if they had experienced any challenges in attracting skilled or experienced employees and if so, the problems they faced.

65 responses were received.

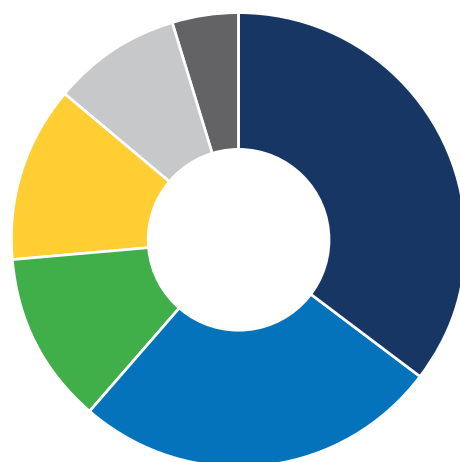
■ Insufficient skills or experience	35.38%
■ Lack of affordable accommodation	26.15%
■ A trend away from working in my industry	12.31%
■ Unable to offer long-term tenure	12.31%
■ Employees unwilling to be vaccinated	9.23%
■ Too much work available locally	4.62%

COMMENTARY: Finding employees with the necessary skills and experience was the most common constraint with employing locally according to 35% of businesses. The lack of affordable accommodation was highlighted as a major constraint at 26% of responses.

NOTE: The question allowed businesses to select multiple options. A full list of responses can be referred to in Appendix B.


35%

OF RESPONDENTS
INDICATED THEY DID FIND
IT DIFFICULT TO FIND
SKILLED OR EXPERIENCED
EMPLOYEES TO EMPLOY



SKILLED APPEAL

Businesses were asked for further comments in regard to training, skills or employee attraction issues.

48 responses were received.

COMMENTARY: A theme of comments received appeared to be balanced against the application of employees and the lack of relevant training and skills development options available locally.

A full list of responses can be referred to in Appendix B.

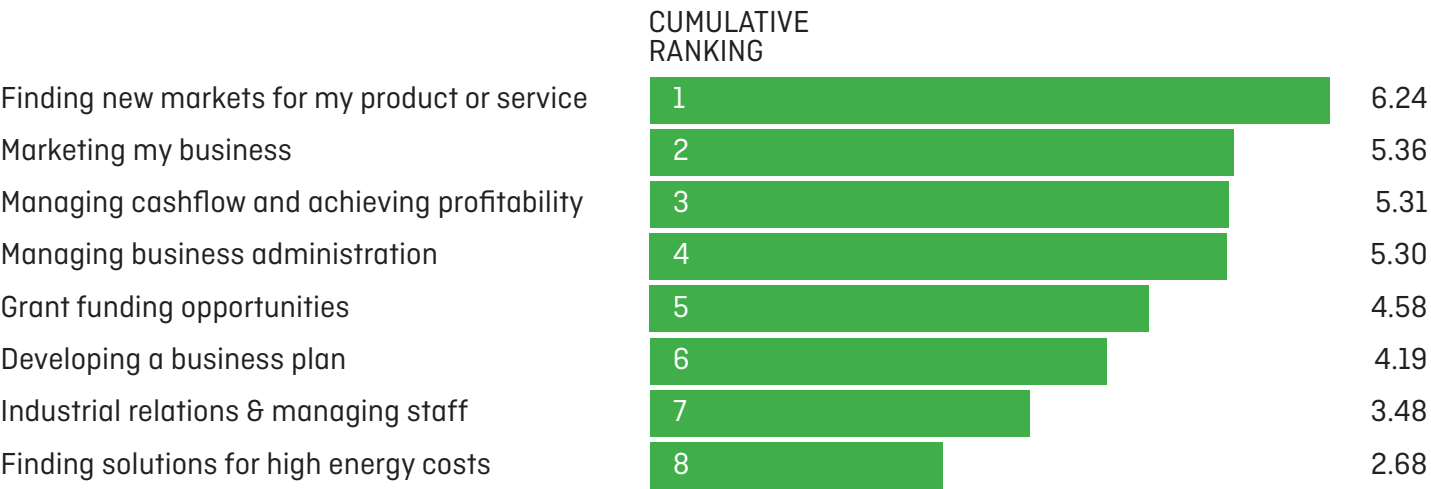
SUPPORT SERVICES

Businesses were asked about the type of training opportunities that they would find useful for themselves and or their staff.

80 responses were received.

TOP 2

RESPONSES RELATED TO
MARKETING AND MARKET
DEVELOPMENT



COMMENTARY: ‘Finding new markets for my product’, ‘Marketing my business’ and Managing cashflow and achieving profitability’ were again the three most common responses to this question.

NOTE: The question asked businesses to rank training preferences in order.

TRAINING CONVENIENCE

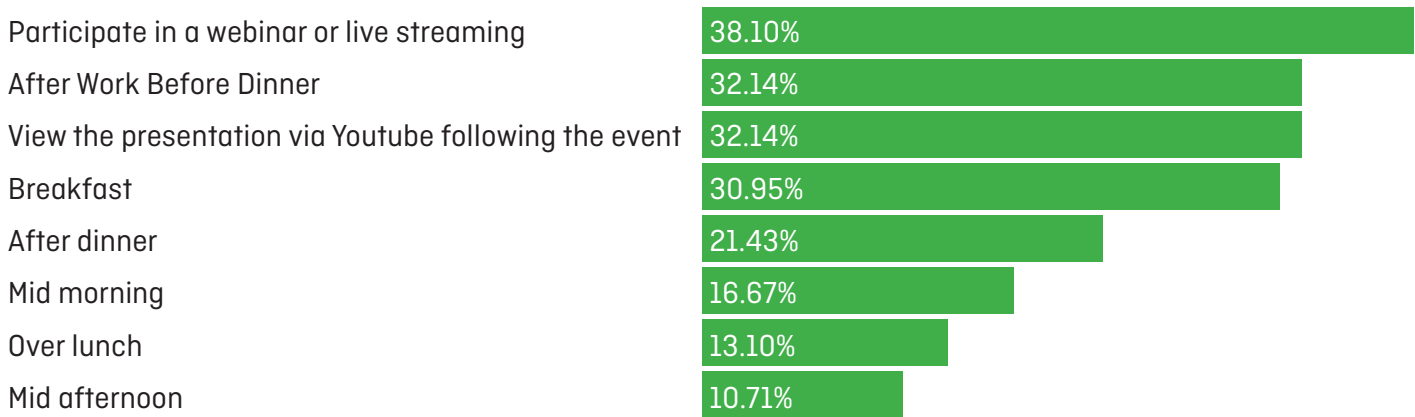
Businesses were asked the most convenient time for holding training, workshops and or business events.

84 responses were received.



38%

OF RESPONDENTS INDICATED THAT THEY WOULD PREFER TO 'PARTICIPATE IN A WEBINAR OR LIVE STREAMING'



COMMENTARY: Responses clearly reflect constraints of businesses to attend workshops, 38% indicated they would prefer to 'Participate in a webinar or live streaming' event while 32% suggested it would be more convenient to view the presentation on Youtube following the event. 'After Work Before Dinner' was the preferred option of 32% while breakfast was a response of 31%.

NOTE: The question allowed businesses to select multiple options.

PROGRAM IDEAS



Businesses were asked for program ideas for business events in 2022.

38 responses were received.

COMMENTARY:

- Marketing related sessions
- Grant writing for businesses
- Understanding government policies ie planning rules, COVID rules

NOTE: A full list of responses can be referred to in Appendix B.



2021 Victor Harbor Business Survey

Business Survey Introduction

Why are we doing this?

1. The City of Victor Harbor in collaboration with Business Victor Harbor are seeking to gain a clearer understanding of the challenges and opportunities that face the Victor Harbor business community through the circulation of an annual business survey.
2. The information gathered from the surveys will be used to inform the strategic economic development priorities of the Council and Business Victor Harbor.
3. The information gathered from this survey will be used to advocate to government for resources and decision making to improve the local business environment.

Why complete this survey?

1. Your responses will help shape how the Council and Business Victor Harbor provide support to help your business reach its full potential while helping to grow the prosperity of our community.
2. On completion of this survey you will have the opportunity to enter the draw to **WIN an iPad mini** ! Simply enter your name and phone number. The competition is voluntary.
3. The business survey is completely anonymous and there is no mandatory requirement to identify your business.

Have you seen our new brand? Visit brandvictorharbor.com



1. To which industry type does your business belong?

Other (please specify)

2. Where is your business delivered from?

- ☐ Shop Front
- ☐ Home Based
- ☐ Industrial
- ☐ Online
- ☐ Other (please specify)

3. Does your business operate from within a precinct?

- ☐ Mainstreet
- ☐ Maude Street
- ☐ Lincoln Park
- ☐ Victoria Street
- ☐ Hayborough
- ☐ Not Applicable
- ☐ Other (please specify)

4. How has your business performed over the last 6 months, relative to the previous 6 months?

- ☐ Much weaker
- ☐ Somewhat weaker
- ☐ About the same
- ☐ Somewhat stronger
- ☐ Much stronger

What factors have influenced this result ?

5. How do you believe your business will perform in the next 6 months compared with the last 6 months?

- ☐ Much weaker
- ☐ Somewhat weaker
- ☐ About the same
- ☐ Somewhat stronger
- ☐ Much stronger

What factors do you expect to influence this result ?

6. What are the major constraints on the growth of your business?

- ☐ Rising utility costs
- ☐ The rise in retail rent
- ☐ Rising wages
- ☐ Taxes and government charges
- ☐ Licensing and regulations
- ☐ Rising transport costs
- ☐ Price pressure from customers
- ☐ Broadband and information technology access
- ☐ Declining demand from customers
- ☐ Price pressure from competitors
- ☐ Declining customer base
- ☐ Availability of skilled workers and labour shortages
- ☐ Transport infrastructure
- ☐ Increasing competition from low-cost imports
- ☐ Declining visitor numbers
- ☐ Rising production costs
- ☐ Problems with local or state government planning regulations
- ☐ Increasing competition from online competitors
- ☐ Uncertainties associated with COVID-19 restrictions
- ☐ Access to and increasing cost of materials and stock
- ☐ Other (please specify)

7. On a 'sliding scale', to what extent have border closures impacted your business?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ None at all

If so please identify the areas of greatest impact.

8. How many new staff do you plan on employing in the next 6 months ?

9. How optimistic are you about the future of your business in the region?

- ☐ Less than optimistic
- ☐ Neutral
- ☐ Optimistic
- ☐ Very optimistic

10. What factors make Victor Harbor an attractive place to operate your business ?

- ☐ Climate
- ☐ Proximity to Adelaide
- ☐ Growing population
- ☐ Lifestyle & amenity
- ☐ High speed NBN fibre to the premises

Other (please specify)

11. What factors make it difficult to operate a business in Victor Harbor ?

- ☐ Proximity to Adelaide
- ☐ Extent of low income households
- ☐ Seasonality
- ☐ Increasing competition
- ☐ Availability of skilled labour

Other (please specify)

12. In the coming year the Council in partnership with Business Victor Harbor will be developing an investment attraction strategy for Victor Harbor. The aim of this work is to identify industries and businesses that will compliment the Victor Harbor economy.

Are there any particular businesses and or industries you feel will add value or unlock opportunity for the Victor Harbor economy ? and if so why ?

Suggestion 1	<div></div>
Suggestion 2	<div></div>
Suggestion 3	<div></div>

13. Is there a specific investment, either public or private that would enable you to grow your business ?

14. Is your business experiencing any of the following challenges in attracting skilled or experienced employees ? Select all that apply.

- ☐ Lack of affordable accommodation
- ☐ Too much work available locally
- ☐ Insufficient skills or experience
- ☐ Unable to offer long-term tenure
- ☐ Employees unwilling to be vaccinated
- ☐ A trend away from working in my industry

Other (please specify)

15. Do you have any further comments relating to training, skills or employee attraction issues faced in the region?

16. Which of the following training opportunities would be useful for yourself or your staff? *(please rank in sequence)*

⋮	⬆	Managing cashflow and achieving profitability
⋮	⬆	Finding new markets for my product or service
⋮	⬆	Managing business administration
⋮	⬆	Developing a business plan
⋮	⬆	Marketing my business
⋮	⬆	Industrial relations & managing staff
⋮	⬆	Grant funding opportunities
⋮	⬆	Finding solutions for high energy costs

17. If training, workshops or business events were to be held, which of the following times would be of most convenient?

- ☐ Breakfast
- ☐ Mid morning
- ☐ Over lunch
- ☐ Mid afternoon
- ☐ After work before dinner
- ☐ After dinner
- ☐ View the presentation via Youtube following the event
- ☐ Participate in a webinar or live streaming

18. The Council and Business Victor Harbor are considering the programming and format of business related events for 2022. Do you have any suggestions of topics of relevance for workshops and events?

19. Simply provide your first name and preferred phone number to go into the draw to win an iPad mini, courtesy of Business Victor Harbor.

First Name

Preferred Phone Number

APPENDIX B

To which industry type does your business belong?

OTHER (please specify)

- Community services
- Florist
- Sporting Venue
- Recycle and new fashion and accessories
- None of the above
- Community/Disability Services
- The arts, Tourism
- Grazing
- Graphic Design & Printing
- community support
- Primary production
- Behaviour - Disability Support
- Hobbies/games

Where is your business delivered from?

OTHER (please specify)

- Where needed
- Foreshore reserve
- Caravan Park
- Out in the community
- Farm
- Boat
- Renting part of a private property
- Mobile
- None of the above
- And on site & in the community
- Encounter Bay Ocean, Granite Island, Boat Ramp
- Shop front and industrial
- On farm, online and pick up bulk direct from local butcher
- Intermittant public access shows
- Office Building
- Farm
- Mobile on site delivery of construction services
- Agricultural land
- Street

Does your business operate from within a precinct?

OTHER (please specify)

- The entire Fleurieu
- Rural
- Causeway Precinct
- Behind Victoria Street
- Hindmarsh Island
- Albert Place
- Hindmarsh Road
- Rural Hindmarsh Valley
- Multiple Locations
- Farm
- Granite Island Causeway
- Hindmarsh Rd
- Causeway
- Encounter Bay
- Waterport Road
- Foreshore on Flinders Parade
- Encounter Bay
- Causeway Plaza
- Harbor Traders
- Mobile
- Seaview Rd
- None of the above
- South Coast
- Crozier road
- Encounter Bay
- Home
- Crozier Road HQ + Victor Central & Goolwa Shopping Centres
- Railway Terrace, City
- Esplanade, Granite Island
- Crozier Rd
- From 2 butchers, one is in main street
- Flinders Parade
- Railway Station
- McCracken
- Waitpinga
- Adare Hill
- Rural Property
- Torrens street

How has your business performed over the last 6 months, relative to the previous 6 months?

What factors have influenced this result?

- I believe the increase has been due to government increase in their Centrelink payments to businesses, pensioners and unemployed giving them the opportunity to spend money on upgrading their tv systems, plus the increase of people working from home, moving into their holiday homes and setting up their nbn and wifi capabilities in these places that have not been equipped with these services before has increased.
- Other businesses around that area and people that work there
- New business
- We were in various stages of restrictions due to the world wide pandemic
- Our bus charter work side is still "dead", but we've expanded our furniture moving side, and that has increased dramatically.
- We are a new business building brand presence in Victor Harbor and surrounds and gradually increasing market share.
- Emotional use to COVID
- Government restrictions on travel from interstate
- Various shut downs and customer expectations
- Covid 19 has impacted my industry
- Consistency in the building trade
- Covid
- My business is brand new, we're yet to actually get it off the ground. Looking forward to getting it up and running shortly.
- My business is new and has only been operating for approximately 6 months
- Rising costs and reputation driving quotes and new business
- On line marketing
- Great State Voucher program
- Less lockdowns
- Location and space
- COVID, more businesses open near us and weather
- Building of the new bridge resulting in low noises that customers don't enjoy. Also tradies taking up all the carparks
- Sales strategy
- More people moving into the area, partly as a result of Covid.
- Covid fears
- Covid and self isolation by elderly shoppers
- We believe money being spent on assets rather than travel
- Covid
- Summer V Winter
- Lack of return clients due to one off services.
- A more professional approach to gaining and retaining customers + State Government financial support with respect to the current pandemic.
- Hard effort, new business, exporting, new products
- Victor harbor area the biggest growth area in Australia
- Calling on other businesses face to face difficult with COVID
- Local travel due to border restrictions, business adjustment and pivoting
- less parking plus time restrictions to short
- Construction demand remains steady
- Reputation and need for what we do
- SA Government Great State Voucher Programs. Changing in our marketing efforts to attract domestic intrastate markets.
- Covid - id on-line becoming the norm for some Lack of parking lack of foot traffic scare
- campaign from media and politicians
- unsure
- low Interest Rates
- Strong demand from Intrastate & Interstate buyers
- Covid and wet winter
- Covid & season
- Our income is seasonal
- Homebound Travel
- retail spend appears higher, more interstate people moving to area
- covid
- Been fortunate to have not suffered too much from COVID, as we have been able to continue having groups use our facilities.
- covid
- mid year covid lockdown followed by several months very weak trade not just winter downturn. covid lockdown definitely affected sales
- Investment in scaffolding and other equipment
- Commodity prices, better than expected spring rain
- This clinic is <2yrs old; growth is as expected as people become aware of the business
- weather conditions, id wetter
- Meat prices increased
- Joined online website to generate customers
- Online
- Providing increasingly diverse options for clients. Less travel by our main demographic (retired) due to COVID. Professional adherence to guidelines that encourages feeling of safety Increase in understanding of referrers of the range of options we provide
- Covid
- The little known activities of Google. They are the new Mafia and there is no more WWW. Unless you pay their bribes, you don't get found.
- No foot traffic
- Higher insurance premiums meanings people are shopping around more
- COVID - I used to get large groups visiting, give them morning tea etc., then they would shop.
- Networking - reliability - industry knowledge

How do you believe your business will perform in the next 6 months compared with the last 6 months?

What factors do you expect to influence this result?

- With Covid people are still encouraged to work from home and the government increase to Centrelink will remain steady.
- same as question
- Lost business from a major client that subcontracted my services.
- I think the opening of the new causeway will generate a lot of interest and bring more people to Victor Harbor so hopefully businesses will get a windfall from this

- Increase in furniture moving, and some recovery of our bus charter business
- More local brand awareness. Greater connection recognition of our practice specialty.
- More confidence
- Hopefully all restrictions will be eased.
- COVID, State Election result, general local economic conditions
- Market Movements
- We are a new business that is going from strength to strength
- Consistency
- Covid and update of Ocean st
- Nowhere to go but up from ground zero.
- Community awareness, networking through business Victor Harbor and media coverage
- Strong real estate growth, tourism and general wealth
- Post Christmas lull
- No great state vouchers and COVID uncertainty
- Christmas holidays
- Location, space and no other services in the area.
- We will keep offering a quality product and venue and COVID should be under control as well
- New bridge that should hopefully encourage locals and tourists to come down
- Buyer confidence and ever prevalent vivid influence.
- Customer service
- People's knowledge of less risk of virus
- Covid and self isolation
- Giving it more time and advertising.
- Realizing asset worth and maintaining properties
- We have the summer season coming with an influx of tourists
- The need for clients to get accountants to do bookkeeping.
- Covid-19 factors, both locally, state wide and nationally.
- The area offers a lot of opportunities, not yet reached its full potential
- More confidence in the region to grow and focus
- covid, public confidence in covid measures, border restrictions, international travel - all
- seem unsure and consumer confidence will not grow in this environment. However, we want to remain diligent and able to quickly adjust to any new impact.
- Once border restrictions relax for international and domestic visitors, we expect discretionary consumer spending to shift from home improvements to travel and paying down debt.
- Need and growth in our services e.g extra programs
- holiday period. increased number of people around.
- Rising production costs. Travel restrictions
- Opening of the new granite Island Causeway & returning our tour business to the busier more prominent esplanade region of the town. New products being brought to market and
- diversification of our marketing efforts.
- lack of consumer confidence
- Less buyer demand. Increase in interest rates
- Due to summer school holidays and Easter etc.
- easing of restrictions
- Access to supplies.
- Nobody wants to go interstate
- Covid cases within the area will keep people away
- We have good indications that our performance will be able to match our projections for the next 6 months
- covid will destroy us in next six months
- wonderful volunteer staff, the support to the community on the Fleurieu, the ability to collect donations
- borders reopening interstate visitors and more s.a adelaide residents choosing to holiday stay local until border reopenings pcr testing general confidence returns
- Investment in scaffolding and more equipment, plus hiring an extra local employee.
- Wool prices are sinking
- Beef prices
- Currently at capacity for available appointments, will be influenced by our ability to recruit a suitable team member. Covid will only affect the business if private allied health are unable to open, which has only happened for a few days here and there during the pandemic
- Summer will increase visitors. No change in regards to agriculture
- Online and word of mouth to new clients
- We have room to grow, but not the personnel. We have had difficulty for most of 2021
- getting new staff onboard.
- Tourism
- We will shut it down. We are not working for Google
- I may close
- Insurance premiums will continue to rise and people will continue to shop around
- COVID

What are the major constraints on the growth of your business?

OTHER (please specify)

- Getting staff who want to turn up to work is an issue for us.
- My own family commitments & health
- Funding
- Increase of Air BNB as competition. No tax paid in Australia by AIR BNB
- Auditing costs
- Physical constraints - number of rooms to offer.
- None that I am aware of.
- Online retail sales affecting our 'local' bricks and mortar businesses, who we need to stay viable. Plus the proximity to both Noarlunga and Marion Shopping Centres.
- awareness of presence, people being aware of railway terrace.
- Unlicensed operators in area. No support to close them
- None of the above
- Increase in food stock cost
- suitability of rental space
- Google

On a 'sliding scale', to what extent have border closures impacted your business?

If so, please identify the areas of greatest impact.

- Trying to access equipment quickly is history.
- less people in the area = less customers
- Cancellations due to quarantine
- Visitor numbers have decreased and we have not been able to travel to some states
- lack of people wanting buses and lack of our SA people wanting to travel interstate
- Being the park closest to the mouth of the murray our business previously relied heavily on international backpackers and grey nomads doing the Murray River Trek with the final destination being the Murray Mouth. We have had to have a lot of school holidays have brought less visitors to the area
- Border closures impact my business we supply holiday homes and we have cancellations from border closures
- Only delays in supply sometimes.
- Shortage of tourists
- Not open as yet so I don't have a clear vision of this. One would assume that closed borders might impact our little community but (at this time) I feel that many, not all, visitors are from within SA.
- Ability to travel into Victoria and NSW for work
- Busier than usual
- We don't have the quantity of interstate visitors but we have also had an increase in the local visitors living in the state
- Prior to the pandemic we have a broad mix of international, interstate and local guests. With COVID, South Australians have been exploring their own state, which has increased our occupancy rate considerably.
- Being a tourist heavy location we have not seen many VIC or NSW travellers. Our nomads generally visit our area in the school period helping out business in quieter times
- In a good way for us. Increased passion for local trade.
- I became locked out of South Australia unable to return home to work for approximately 8 weeks
- Uncertainty amongst our business customers to plan and commit with confidence, which involves investing 'local' \$.
- These are the most damaging factor when expanding a business, politicians have no idea of their impact, it is a farce
- Impact of COVID for weekend traffic and tourism forms an important part of people's business and cash flow
- business impact is a direct result of ability to roll with the punches. It is only when you are left with nowhere to pivot to that is had a detrimental impact. Hasnt been easy, but bottom line is holding for now.
- interstate people not visiting. SA people increased in visiting. Regional art gallery is a cooperative .we have increased membership and will not increase staff.(ansering question8]
- Demand grew for our product as family members couldn't visit
- stock availability 14 day interstate transport common instead of 48 hours
- Border closures affect buyer demand
- interstate tourists
- Freight issues
- non existent interstate visitors
- Supply of steel, timber, labour
- Inability to host music festivals as we've done prior. Hence we have altered our activity to campsite only. Other festival organisers have also had to cancel their events to be held here for covid restrictions making events unviable. Dancing restrictions also make small events unviable.
- The impact has probably been positive, as many of our clients have been unable, or unwilling, to travel.

What factors make Victor Harbor an attractive place to operate your business ?

OTHER (please specify)

- nil
- Born and bred here.
- A beautiful natural environment at our front door.
- I don't think that this statement relates to our business.
- Close enough to the city, yet far enough away to enjoy a quality, regional, coastal lifestyle.
- NBN is not fast in the area, lifestyle maybe, it is not a growing population, proximity to Adelaide is a no-no as the road to Mt Compass is woeful, climate is too cold. In Victor because costs are lower.
- many people are participating in the arts.
- Our NBN is sooo bad I would not promote the NBN and we have Telstra as a provider and wait 60seconds or more for eftpos to go through
- I don't have access to NBN!
- The Food Bowl and Cropping Centre f the State due to Global Warming.
- Great education offering, safe community, value for money real estate, good medical and a local hospital
- Positioning on the south coast

What factors make it difficult to operate a business in Victor Harbor?

OTHER (please specify)

- Traffic congestion, especially trying to use the ring road to avoid the congested cbd but then being stuck behind an elderly driver doing 70kph with no passing opportunity at all along the entire stretch of road affects us getting to jobs on time. And limited parking spaces in the new subdivisions e.g. Encounter Lakes, Twin Figs, The Villages, Main Street, trying to attend clients in these locations takes much longer having to park far away to access with all our equipment.
- None of above
- Infrastructure costs, attracting quality employees to the region
- Lack of on water facilities eg Marina
- Costs to attend clients houses. Poor disability access. Poor transportation options for people with disability.
- Nothing of that nature affecting our business.
- I don't think that this statement relates to our business.
- I have no problem within the area.
- None
- A decrease in medium size retail operators, with the bigger players starting to dominate.

- Apart from local employment, the big boys do NOT always spend freely with local businesses, as they are governed by an interstate HO marketing directive.
- Lack of will to pay for a quality service
- Not difficult to operate in VH.
- It's a good area, with strong networking and take a mid winter break, to refresh and compare other areas
- housing shortage for young working people keen to work.
- attracting people to railway terrace area. 20 will walk down ocean st 1 will go down railway terrace.
- Unlicensed operators being allowed to operate. Lack of support from council to close unlicensed operators.
- Victor's aging population do not spend and are thrifty and tight. I like Victor. Chosen to live here but Business to make a profit is soooo hard in Victor. BUT it is a Loyal town :)
- complete lack of competency of council to support enterprise or non council initiatives
- Availability of quality volunteers
- Agricultural land is now lifestyle land and the price of farmland makes farming with land purchase debt unviable
- The Council needs to stop importing Criminals!!!!!!!!!!!!!!!!!!!!!!
- Lack of a diverse demographic with all round discretionary spend
- Slanderous "competition" with more money and no scruples.

In the coming year the Council in partnership with Business Victor Harbor will be developing an investment attraction strategy for Victor Harbor. The aim of this work is to identify industries and businesses that will compliment the Victor Harbor economy. Are there any particular businesses and or industries you feel will add value or unlock opportunity for the Victor Harbor economy?

Suggestion 1

- A full time bus service like in metro to reduce the amount of elderly having to drive
- Festivals, will always bring a boost to businesses in off season
- Victor needs something for families to do while on holidays. Since Greenhills closed there is nothing really but the beach to do.
- Animal care
- Hydrogen production
- More nature based such as eco tours
- high quality accommodation
- Technology hub
- Tourism Events
- Tertiary education
- Renewables Related
- entertainment businesses
- Wine bar
- Bowling alley/ indoor entertainment
- Indoor play centre for kids
- More good quality cafe's
- Equine Connection Soul Direction
- Marina
- On line
- Affordable housing and land (now going up crazy)
- Tourism
- More universities, more skilled workers and also market specific industry here eg Tech, it can be anywhere and beautiful place to live and work etc
- Yes, I would like to see 3D printing of houses for affordable housing and Council to have an affordable housing strategy - ie when developers build that the 15% of affordable housing has criteria around it that can't be overridden
- More 5 star accommodation
- Disability access to shops and infrastructure
- More accommodation
- Inject vitality and lose the 'retirement' image of Victor Harbor.
- Agricultural university with a huge emphasis on future crops and animal husbandry
- Electronic retail. These store would keep the retail business local therefore increasing the trades associated with that.
- Public transport
- You need to chat the businesses - go walkabout talk to the locals
- Bowling alley, something indoor for disability clientele, or adding population and families to all take part in year round
- Tourism based start ups
- 10 pin bowling alley
- TAFE College but better range of courses
- Food related companies that attract unique visitors
- No high quality night club with high quality jazz etc
- Medical Equipment supplies retail
- agriculture production and boutique food and beverage
- Technology based businesses
- the arts. visual arts
- Warehousing, close proximity to Adelaide create jobs in the area.
- Service
- Tourism MUST be encouraged
- Live music venues/eateries
- TAFE / UNI
- Publicly available water park attraction near the CBD [slides etc].
- events requiring accommodation
- Ecotourism
- All Tourism Businesses. We are in the tourism trade
- Family fun park
- entertainment for youth
- Certainly more medical practices
- Anchorage Hotel is the key
- A bowling alley

- Hospitality: Increase tourism in Aust by Australians
- Regenerative Ag practitioners and consultants
- Large private allied health multi-disciplinary clinic to alleviate the strain on the underfunded public community health service (podiatry, physiotherapy, speech pathology, dietetics, occupational therapy)
- Decent restaurants
- Sign Supplier
- Local Abattoir
- Businesses that encourage university graduates of any profession to want to relocate to VH or surrounds
- Council need to be more progressive ie Alexandrina
- Yes Cater for the Horse Industry for the first time
- High end accommodation
- Bowling alley
- Aged care Disability and Mental health

Suggestion 2

- more tourist attractions
- Wildlife and conservation
- Alternative energy
- Water based attractions
- larger conference/ function centre
- Tourist Attraction
- Civil infrastructure
- Development - The Anchorage
- tourism businesses
- Up market restaurants
- New medical centre/ doctor / X-rays / in one building with large car parkM
- Less op shops in main street
- Pen space for water craft
- Marine
- Job / business opportunities (long term incentives to invest locally)
- Recreational fishing
- More larger retail like in the city, that will make people consider victor as beautiful and convenient place to live
- More parking
- Extending Fleurieu Family supports to support disability inclusion
- More and better cafes and restaurants.
- Recycling on an industrial scale run on renewable energy
- Taxis all hours
- Music (Live) and general entertainment
- More 4 star quality accommodation
- Sports complex like bowling and squash etcetera
- Build artificial reefs for surfing along Middleton to Goolwa, the tourism it would attract would be huge
- mid to high level accommodation providers
- Manufacturing
- the arts. performing arts
- Eco tourism. Nature walks guided tours
- Fishing excursions
- Conference accommodation must be encouraged
- Retirement Villages
- Affordable family friendly recreation activities
- Eateries. People have to eat.
- More pop up events (outdoor cinemas, giant slides etc)
- stop getting rid of tourism attractions like Greenhills.
- Landlords upgrade facades in CBD
- Affordable rental accommodation
- Alternative Ag suppliers
- Activation of unused buildings- council could subsidise or provide free rent for short periods to fill the main street and give start-ups an opportunity
- Great wineries
- Powder coater
- Yes, run a <https://www.klook.com/en-AU/activity/52989-seoul-tour-dmz-monorail-gondola/>
- Promotion of our strengths including education, good value housing. Mediterranean climate, medical facilities good retail
- Local brewery in victor cbd
- Trades

Suggestion 3

- a youth complex, for teens after school to hang out
- retail/ Harvey Norman/ Homemaker Centre
- Marketing
- Value add rural processing
- hospitality businesses
- Specialty food shops
- Dan Murphy's / Officeworks
- More parking
- Freeway
- Food production - branded
- More tertiary education opportunities / locations / resources
- More taxis or Uber and more diversity of national level sporting events that will bring people to the region
- Transport
- Create a thriving mall in the latter part of the main street.
- More housing availability
- Service deliveries as in Adelaide UBER etc.
- JB Hi Fi store
- More tourism businesses
- Controversial but build a sea pool in encounter bay for swimming
- eco tourism unique adventure offerings
- Education
- the arts. improving city areas visually and more people friendly
- Online Admin bookkeeping services enabling people to work from home. Remove PA services
- Aged home care.
- more car parking in the town centre MUST be encouraged
- Tourism/HospitalityM
- Accommodation. People stay overnight
- Bowling alley or indoor sports stadium
- build culture centre and aquarium on granite island
- Green up Style up stage 1 2 3 4 not good enough to simply replace ageing infrastructure make cbd a place to want to visit for locals daytrippers ie look at PROSPECT AS SHINING EXAMPLE OF RENEWAL CREATING ATMOSPHERE LIFE COLOUR

- Servicing the Heysen Trail and farm stay and tiny house accommodation:
- Local markets
- Put a Restaurant above whalers, in the carpark for the start/end of the sky rail.
- Excellent lifestyle components such as the activities. Wineries, restaurants, walking trails, natural environment
- Community planning

Is there a specific investment, either public or private that would enable you to grow your business?

- People in general need to be reminded to Buy from local businesses.
- First, more customers Second, we need more employable people, no need for people on dole who just want's to work 2 days a week.
- Thought about a Seaside University with campus and apartments.
- Fire prevention equipment
- Better roads from Adelaide
- No
- A push to purchase and employ locally
- Tourism and Low Cost Housing grants that are not eaten up by the big chains who have teams of experts to put grand applications together. Small Business owners in this industry do not have the time to attend workshops, conferences or even meetings to help them put applications together that are not guaranteed to have a successful outcome, especially since COVID.
- more office space
- More things to do for visitors
- Contribution to infrastructure costs from public / private entities
- Anchorage development from an employment and business generation perspective
- Yes
- Not sure
- A public indoor arena that would bring increased income to Victor Harbor and offer expansion of my business which is the only one of its kind in Victor Harbor, supporting people with mental health. The Equine industry is growing enormously in Victor and surrounding areas and it is an untapped market with huge financial potential. There are so many equestrian pursuits/clubs/groups/individuals that would utilise equine facilities, not least the riding club at Victor, Goolwa. It would be a great public attraction too with supporters coming to watch the events. It would be used regularly by local individuals/businesses.
- Release more affordable land for homes and businesses enterprises Build it and they will come
- Any investment that looks into expanding our community with equity (essential), keeping an eye on the long term benefit for all residents (including future ones, not just the current privileged), and and the country. For example working on an affordable mix of private, public, community and disability housing, coordinating with all levels of governments (federal, state and local), releasing plenty of land, keeping out real estate speculation, while investing on all long term solutions to grow the community. This includes researching and investing in wider / unexplored education opportunities (for current and next generations), long term factual incentives, both for business and citizens to invest locally. Beauty is good, but to move and live here people need to "see and touch" real economic opportunities, sniff quality / future jobs, such as in the green industry, evolved farming, quality (non elite) tourism, local autonomous reinforced social and health services. Census is a good guide to start with but misleading if not used in conjunction with dreaming and a lot of hard work and public debates. Planning is essential but all residents should be involved, not just business.
- Eastern beach boating facility
- I missed out on the IT grants but I would like the opportunity to be presented again and I thought the membership to Business SA was worthwhile
- More quality accommodation
- Disability accessible transport
- Dual highway to Victor Harbor
- Rail all the way from City to Victor Harbor
- No
- Assistance through Covid and shutdowns
- Recycling of wood into trendy furniture.
- Vehicle cost and insurance are my biggest overhead.
- Rent us killer for me ! That's why I am closing !
- Yes. A designated music teaching hub, including a large room for group lessons and larger room for performances. It would include at least 8 teaching/practice rooms and maybe even a recording studio.
- Tourism
- Ongoing, direct investment by Council, to promote their services/attractions to the growing local population, via our 'local' Communications not-for-profit business. We give a lot (media exposure + as a Ratepayer) and receive precious little City Of Victor Harbor \$ in return !
- Not really as I am close to retirement.
- support and use of non mainstream media
- better roads to markets
- Rebates for safe removal of asbestos
- Website design
- public transport, city beautification, victor harbor brand recognition
- Redone or release additional industrial and commercial zoned land.
- encouraging both locals and visitors to engage in the arts. For the enjoyment , socializing and their good health.
- Ummmm most of us are cash flowed but I doubt we can get a cash injection . . .
- none that are known to me
- High Rise Developments in Residential & Hospitality
- Not sure
- no
- A local Abbatoir.
- Don't loose the Heritage of the town
- If you focus on the young families instead of the old people, this in turn would bring more business to the whole town.
- Local investment back into our business would allow us to grow further
- people
- Multilevel carpark mckinlay st missed opportunity by blinkered ceo mayor department heads playing stupid games with developers not realizing time is money developers will move on rejig their ideas and projects.
- I have been on councils Vendor Panel for 2 years. Never get invited to quote. Council spends way to much money outside the local area. Only preaches local, doesn't contract or spend local.
- Understanding the regulations and rules of tourist accommodation on farms. ie

- workshops and information sessions
- Mobile phone service rollout
- Purpose built health clinic space for private allied health and visiting specialists
- Another boat ramp. Could be out of town.
- New printing equipment
- Local Abbatoir would encourage both skilled work and enable locally grown meat to be sold to locals. It would also make transportation much shorter which is an animal welfare issue at the moment.
- Access to accommodation or some sort of relocation allowance to attract professionals
- Duplicate the Victor Road. If not, only allow retirees to use it between 10am and 3pm
- Not for us as we look to diversify our business through a broad range of industries and geographic locations. We cannot afford to have all of eggs in one basket
- More affordable business spaces

Is your business experiencing any of the following challenges in attracting skilled or experienced employees ?

OTHER (please specify)

- There is a shortage of work ethics in the younger workers, they want more flexibility and more pay for less work and more holidays. The government are mandating all these extras to staff that is straight out of the business owners pocket on top of their working pay and some staff earn more than the business owner who doesn't get paid for time off or super paid for them.
- N/a
- * This question wouldn't allow multiple answers, even though I tried???
- difficulty attracting skilled professionals to the region. To do so requires increased wages as incentive which puts pressure on pricing in a tight market.
- No
- Thoughts that Victor Harbor is too far away from Adelaide to travel
- Not looking to hire new employees
- General demographic not in the working age group
- Lack of rental accommodation
- Juniors lack basic maths skills
- Not applicable
- Not applicable
- None
- Very difficult to attract the younger demographic into local, voluntary, communications media. A case of not necessarily being 'trendy' with many and so many 'other' ways to spend their available time. Also, many leave the area after leaving High School.
- 1,2 and 6 but won't let me select more than one. Labor shortage and lack of experienced and trained staff is the biggest challenge we face
- many people love the arts and volunteer to be involved.
- Lack of willingness to work. I think
- Couldn't select multiple options on form - Insufficient skills or experience also selected
- We are not needing any more skilled or unskilled employees
- no
- N/A
- People do not want to work as benefits of being unemployed are a more appealing option.
- no
- sole trader not relevant to my business
- No, I have 4 great staff
- Quite the opposite actually. I have picked up extra hours from the unvaccinated. I support each person's decision to decide the vaccination issue for themselves, and I will not support or participate in the segregation of our community based of race, religion, gender, disability, or health status. Moreover, I will not be used as a tool of punishment on behalf of any system that divides the people of our community into two groups, one with full rights and freedoms, and one with diminished rights and freedoms.
- Shearing is hard work (but lucrative) young people are either too sensible or too soft aware or too soft to take on the work
- Too many job opportunities in Adelaide for health professionals, lack of incentive have to travel for work
- COULDN'T SELECT MORE THAN ONE IN THE LIST Lack of affordable accommodation Employees unwilling to be vaccinated
- Not enough young workers willing to work in building industry
- No, I have three skilled, reliable and flexible staff

Do you have any further comments relating to training, skills or employee attraction issues faced in the region?

Open-Ended Response

- All the training in the world is for the employees only. Owners or directors have to pay
- thousands and have unpaid time off to do the same training, yet we are the ones who need to do it to progress in our business.
- N/a
- No
- No
- More industry based [locally focused] vocation training , work experience programs and quality customer service programs , certificates and modules . We need to lift our game !!
- No
- No
- No, not as yet.
- The majority of equine training is done in other areas such as Mount Barker, Adelaide, etc and is costly for locals to travel too and fund. Local Equestrian Centres/facilities would bring a great demand for trainers to this area which would increase local revenue through accommodation, food, hospitality etc.
- Housing, shack owners to lease their property to new workers and new arrivals
- Yes, see previous answers
- Accommodations
- Already mentioned, needs to be more university options locally for students in the region.
- I'd like to see the university hub idea come to fruition
- No

- Our local TAFE, once a thriving hub of activity, seems to be being run into the ground and its offerings are not relevant for the region.
- No
- No
- No
- N/a
- Incentive for work experience in trades and specific skill based occupations
- None
- We offer all of our new employees a traineeship but they just do not follow thru and commit- 'grass is always greener on the other side' and mostly it isn't.
- Affordable, Ample, Rental Accommodation is a real challenge for most people looking to move to the area.
- I was trained in Hospitality at Regency Park. I could still work in Hospitality if required now. We need the same facilities here to attract younger workers.
- No
- nope
- Teach punctuality, work ethic, pride, safety in the work place at schools
- Base aTafe in Victor Harbor
- private skill building and training is significantly better equipped to deal with regional training than the current TAFE strategy. Regional businesses and generally smaller, less flexible, and find it a challenge to attract and maintain training requirements. Medium to large operations have a responsibility to take on training to develop best practice throughout the region by leading the way with selected staff.
- Lack of available along term accommodation to attract new employees to settle in the region
- Supporting the arts in our region will both attract many to our region and boost our economy greatly.
- I believe one of the biggest problems is the lack of willingness to work. Too easy to qualify for benefits and stay home and do nothing.
- No Victor Harbor is a desired location but Tourism and Accommodation and conferences must be a priority
- No thanks
- no
- Tourism is important
- lack of tafe trade courses
- I have struggled to find appropriate staff for the last 12 months so we have run short and given up
- no
- once ago significant HOTEL/TOURISM projects and the jobs skills required going fwd I HOPE!!!!
- I dare you to get the percentage of councils capital works spend, and budget in general, that is spend A/ In Victor Harbor, B/ Locally (5212, 5213, 5214, 5210 etc), and C/ outside the local area. Maybe instead of all the effort of attracting more investment from outside, you just need to keep some more of what they already collect from rate payers.
- Non-mainstream Ag education and support
- A large private allied health and specialist clinic will allow more students to come on placement and experience living and working in the community. This will improve recruitment opportunities
- Lack of tertiary education options in Victor. Lack of housing. Victor Harbor doesn't make anything. There is no factory for unskilled workers to generate consistent income flow or economic independence. It would be good for the region to start making something!!
- In my experience trying to attract professionals to my business, VH is both too close to Adelaide to relocate, and too far from Adelaide to commute. I have not been able to find a way to change either of these perceptions. I also believe that because I am looking at young people in their early 20s to employ, they believe that VH is a place for old / older people. Or schoolies. Therefore they don't take it seriously as a job prospect
- Yes. I went to every high school and asked to employ a student who could build websites. None could!!!!
- An online campus would be an immense advantage to us given our location and lifestyle.

The Council and Business Victor Harbor are considering the programming and format of business related events for 2022. Do you have any suggestions of topics of relevance for workshops and events?

- No
- Industrial relations issues including Covid mandating etc.
- See question
- Buy Local Strategies and Initiatives Marketing thru the internet - other electronic media
- Service Quality training and workshops Business and Industry attraction workshops
- Human resources and legal responsibilities as employer. Marketing your unique selling proposition
- No
- Accessing Grants Business development/promotion
- Meet in customer premises, show everyone what they do
- See previous remarks.
- My needs are very niche so I think the generic events are good for networking
- no
- Merchandising
- Not at this moment
- No
- How to increase foot traffic to victor harbour and efficiently and effectively using the facilities around victor harbour ! They seem to be hit and miss ! Also lack of effective marketing by council ! Not all older folks have social media ! The old poster in the shop window goes a long way to give information ! That's why real estate agents still put up signboards ! Not just social media !
- Community based events and developing strategies already being implemented in other Council areas - Unley - CBD
- Grant writing and submissions Managing business if it was deemed to be an exposure location. A lot of businesses on the South Coast are very nervous about the borders opening and our area being popular with interstate travellers. Perhaps some information could be put out thru Business Victor Harbor. There needs to be clarification of the procedure.
- (1) The importance of ACTUALLY DELIVERING great local service AND competitive pricing. (2) The importance of referrals and Networking amongst 'local' businesses.

- [3] Do not overlook/ignore/forget appointment times with a customer/potential customer - COMMUNICATE WELL AT ALL TIMES !
- Software used in business. Office, spreadsheets word etc. Then Myob, xero, quickbooks.
- Business and regional branding .
- adopting and utilizing Brand Victor Harbor navigating training requirements and registration for staff online marketing and ATDW registration Creating content for marketing and websites
- how other country regions have grown and become friendly and prosperous communities.
- How council can support licensed business to prosper. What support they can offer to ensure all business that operate have appropriate licenses.
- no not really
- How to welcome Visitors to The Area
- No
- advice to small operators
- Online marketing
- Tourism
- Current locations formats seem to work well
- No, other than every event you stage is mostly styled to fit white collar workers. What about trades, labourers, farmers and farm hands et al.
- Understanding Planning laws. The structure of the VH City Council ie how is it organised (I looked on the website and it is not obvious or easily found)
- No suggestions on above, just a comment that I usually require 10weeks notice to schedule attendance to any events, otherwise I already have clients booked
- Victor had a unique opportunity to use its proximity to Adelaide for restaurants, fishing, and general lifestyle. A compromise is necessary in that a huge influx of the wrong customers would be a disaster but a small influx of leisure fishers would be more fitting and beneficial.
- The development of alliances such as a health, or allied health, alliance (or other name) - opportunities for collaborative work and education
- The bottom line is that those who run this Town are too close to it and cannot see the obvious. They must think the Town has it all happening. Well it doesn't. It is dead, dull, poor food and no big thinking. If I got hold of this place for one day, big things would happen. It's all Mickey Mouse. Too conservative. No entrepreneurship. No 'have a crack' The Toursits are bored out of their Minds in this Town!!!!!!!!!!!!
- Cyber protection for business.
- Communities working together - inclusiveness