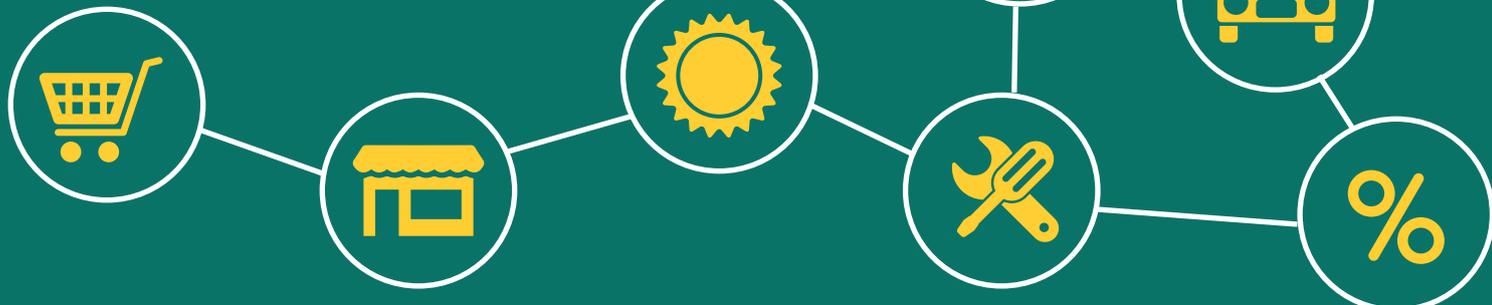


2019 VICTOR HARBOR BUSINESS SURVEY

Key Findings Report



BACKGROUND

The following report contains the key findings from the 2019 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 intention is that 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.

The responses were collected prior to the impact of national bushfires in the 2019/2020 summer and the outbreak of the Coronavirus in January 2020.

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 2019 Victor Harbor Business Survey was opened on the 21st November closing on the 9th December 2019.

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 Council's business database and email system
- social media through the City of Victor Harbor and Business Victor Harbor's Facebook pages
- web banner on the Council's corporate website with links to a page outlining details of the project

A total of 121 local business surveys were completed. Survey findings have been collated, analysed and presented by City of Victor Harbor.

A full copy of the 2019 survey questions can be found in Appendix A of this report.

BUSINESS SURVEY SNAPSHOT

INDUSTRY TYPE



RETAILING



CONSTRUCTION /
TRADE



PROFESSIONAL /
CONSULTING SERVICES

PREMISES



SHOP FRONT



HOME BASED

GROWTH CONSTRAINTS

Multiple option question



TAXES & GOVERNMENT
CHARGES



RISING UTILITY COSTS



PRICE PRESSURE
FROM COMPETITORS

RECENT PERFORMANCE

Last six months



MUCH
STRONGER

SOMEWHAT
STRONGER

ABOUT THE
SAME

SOMEWHAT
WEAKER

MUCH
WEAKER

PROJECTED PERFORMANCE

Next six months



MUCH
STRONGER

SOMEWHAT
STRONGER

ABOUT THE
SAME

SOMEWHAT
WEAKER

MUCH
WEAKER

ATTRACTION FOR BUSINESS

Multiple option question



INTENTION TO EMPLOY



LOCALITY CONSTRAINTS

Multiple option question



SEASONALITY

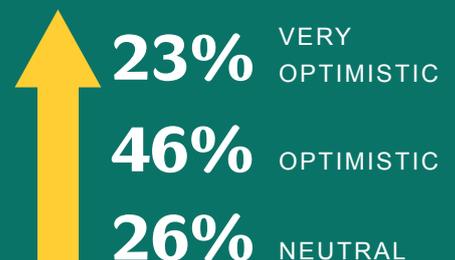


LOW INCOME
HOUSEHOLDS



INCREASING
COMPETITION

FUTURE VISION



SUPPORT SERVICES

Local businesses continue to seek support in the area of marketing and product/service development. 'Finding new markets for my product' & 'Marketing my business' were again the two most common responses. 'Managing cashflow and achieving profitability' was the third most common response and reflects the seasonal nature of Victor Harbor.

INDUSTRY TYPE

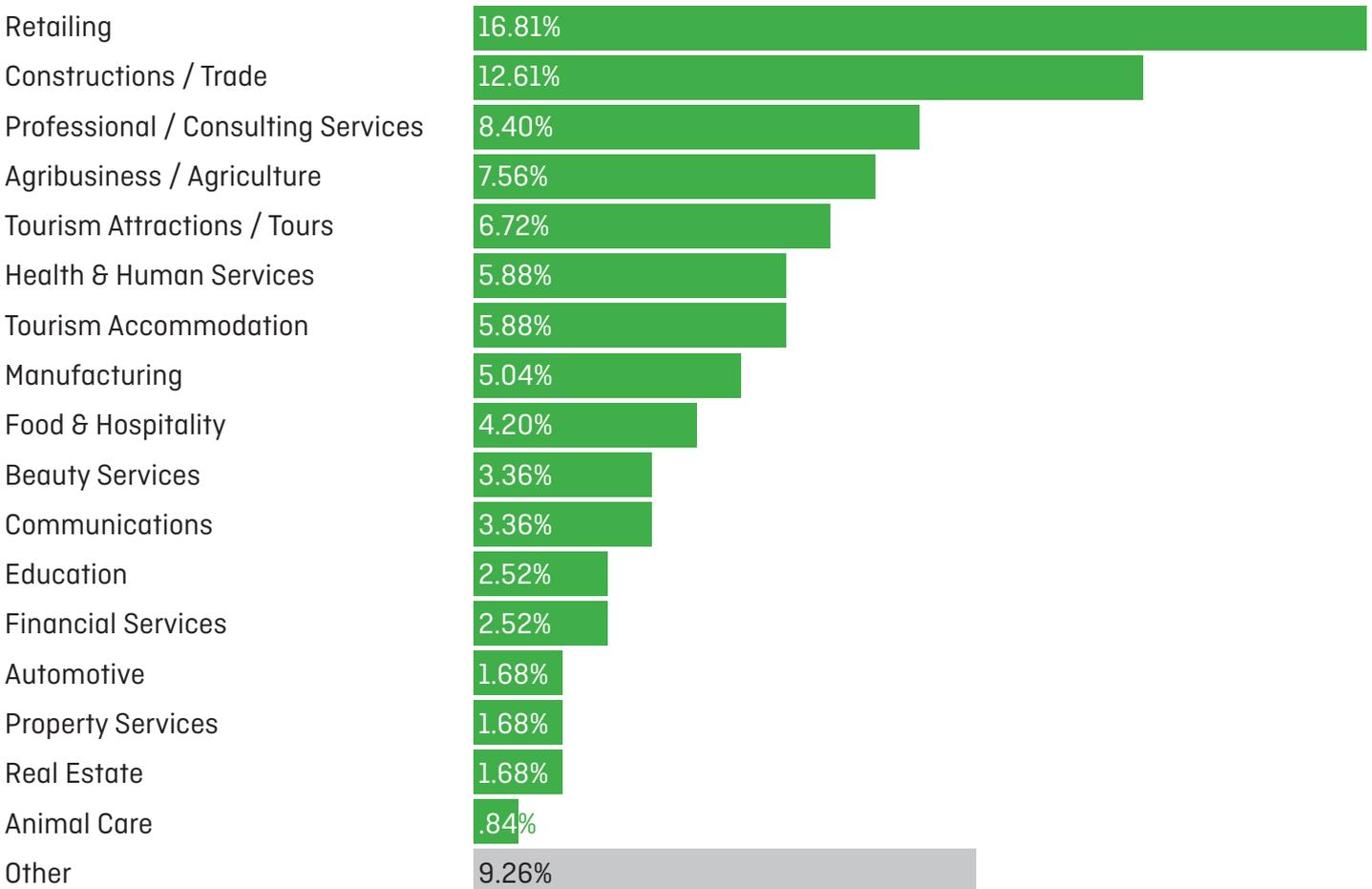
Businesses were asked to select the industry type that best reflected their business operations.

119 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.

121 responses were received.

■ Shop Front	40.50%	■ Industrial	6.61%
■ Home Based	38.02%	■ Online	3.31%
		■ Other	11.57%

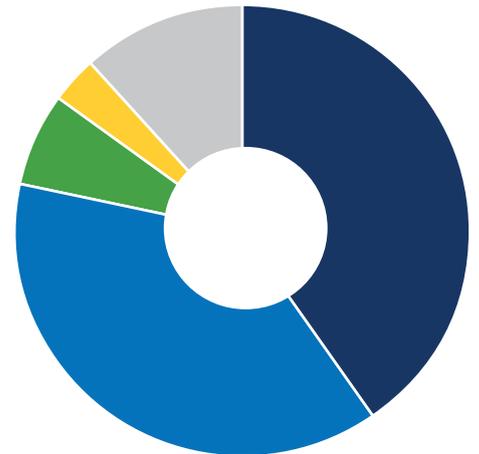
COMMENTARY: Shop front continues to be the most significant method of delivery however home-based and online businesses are forecast to increase in the future given a transforming work force.

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



40%

OF RESPONDENTS WERE FROM SHOP FRONT BUSINESSES.



BUSINESS LOCALITY

Businesses were asked from where their business operates.

119 responses were received.

■ Mainstreet	22.69%	■ Lincoln Park	3.36%
■ Maude St	5.04%	■ Hayborough	2.52%
■ Victoria St	4.20%	■ Not Applicable	33.61%
		■ Other	28.57%

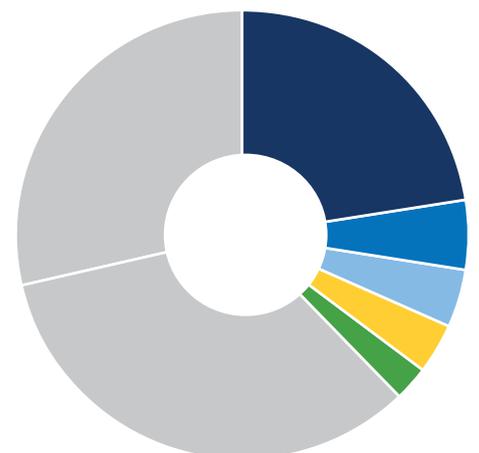
COMMENTARY: The most predominant precinct represented in the survey was Mainstreet with 23%, while in-excess of half the businesses (62%) did not associate with an identified precinct.

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



62%

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

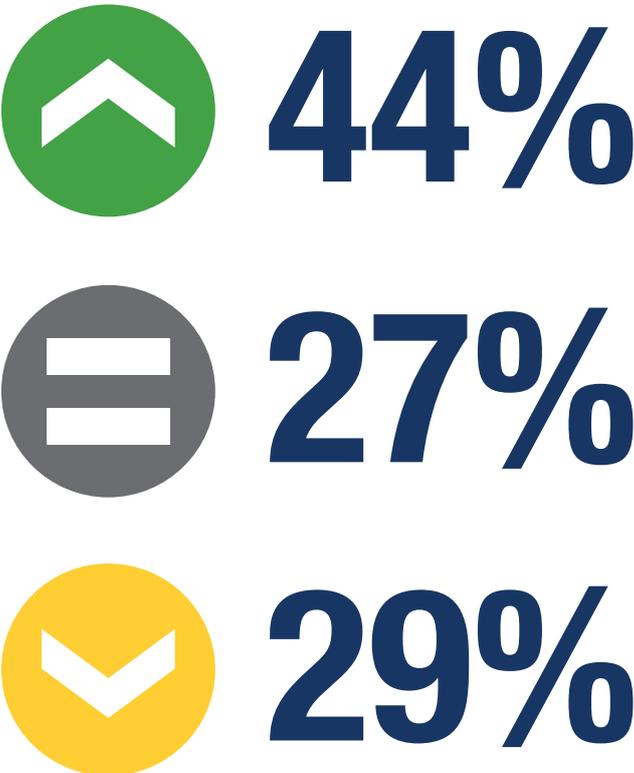


BUSINESS PERFORMANCE

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

110 responses were received.

RECENT



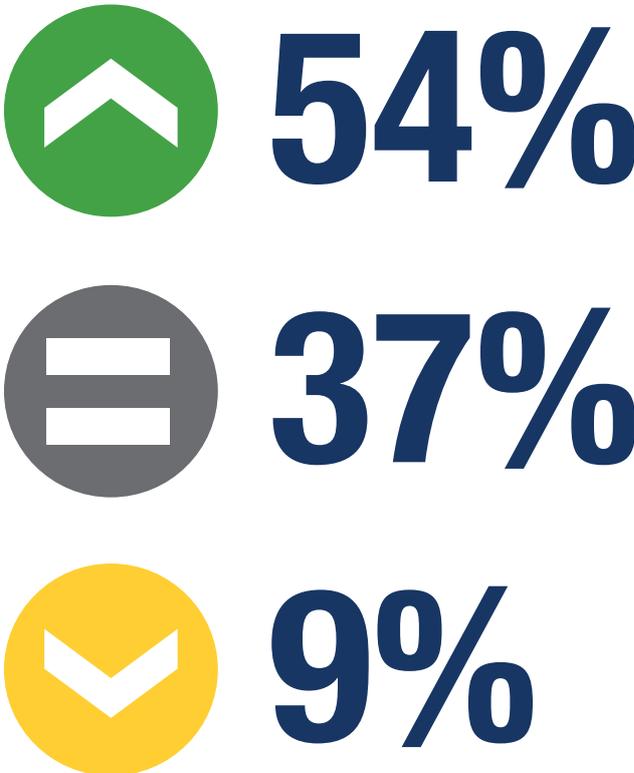
COMMENTARY: When comparing annual survey results from 2016 there has been an ongoing improvement in business performance in Victor Harbor over the same period as indicated by local businesses. In 2016 33% of businesses indicated their performance was 'Much Stronger' or 'Somewhat Stronger' with responses of 41% in 2017, 43% in 2018 and 44% in 2019.

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.

110 responses were received.

PROJECTED



COMMENTARY: When comparing annual survey results from 2016 local businesses have projected continued improvement in business trading conditions year on year. In 2019 54% of local businesses indicated that their trading performance would be 'Much Stronger' or 'Somewhat Stronger' compared with 49% in 2016.

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
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GROWTH CONSTRAINTS

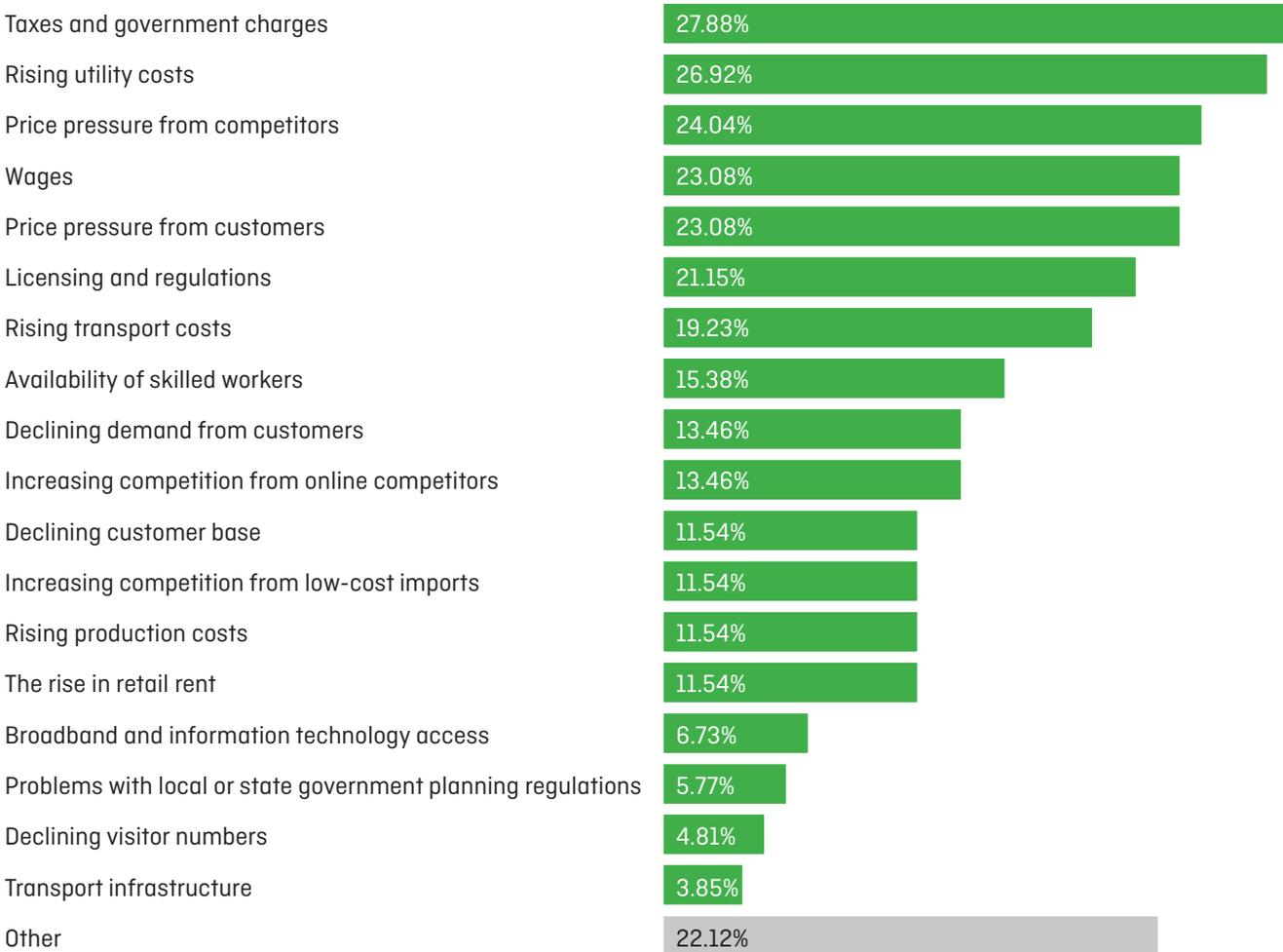
Businesses were asked what they felt were the major constraints on growth of their business.

104 responses were received.



28%

OF RESPONDENTS INDICATED RISING TAX AND GOVERNMENT CHARGES WERE THE MAJOR GROWTH CONSTRAINT



COMMENTARY: It would appear that constraints around 'Rising Utility Costs' are easing and or businesses have adjusted to these increases. In 2019 'Taxes and government charges' were highlighted as the top constraint for growing local business at 28%. Responses appear to be more even across the options where in previous years there have been some distinct issues. 'Rising utility costs', 'Price pressure from competitors', 'Wages and 'Price pressure from customers' are consistently in the top 5 of issues raised by local businesses.

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

INTENTION TO EMPLOY

Businesses were asked if they were considering employing new staff over the next 6 months.

109 responses were received.

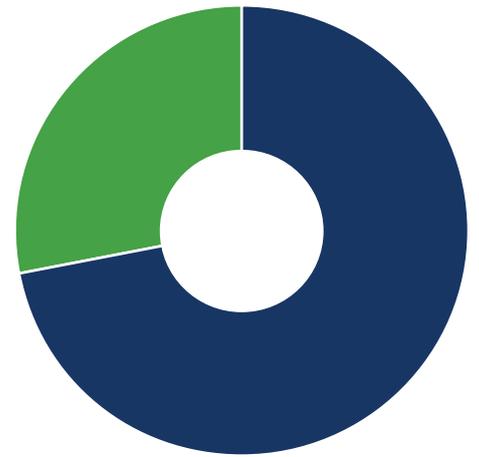
■ No	72%
■ Yes	28%

COMMENTARY: Approximately one-third of surveyed businesses (28%) indicated that they were considering employing new staff over the next 6 months. This result needs to be balanced against the time of year where employers are looking for casual employees to fill seasonally busy periods.



28%

OF RESPONDENTS INDICATED THEY ARE CONSIDERING EMPLOYING NEW STAFF



BUSINESS VIABILITY

Businesses were asked what would make a difference to the profitability and viability of their business.

90 responses were received.

COMMENTARY:

- The cost of doing business featured heavily in the responses.
- Increasing number of visitors
- Increasing taxes and government charges
- Capacity and propensity of customers to spend
- Costs associated with renting and accessing suitable premises



IMPACT OF DROUGHT

Businesses were asked if they had been impacted directly or indirectly by the current drought.

109 responses were received.

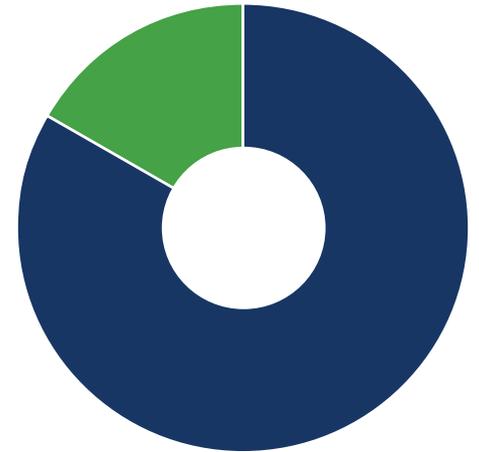
■ No	83.49%
■ Yes	16.51%

COMMENTARY: While the drought has impacted some local businesses the overwhelming majority (83%) of local businesses have not been directly or indirectly impacted by the drought.



83%

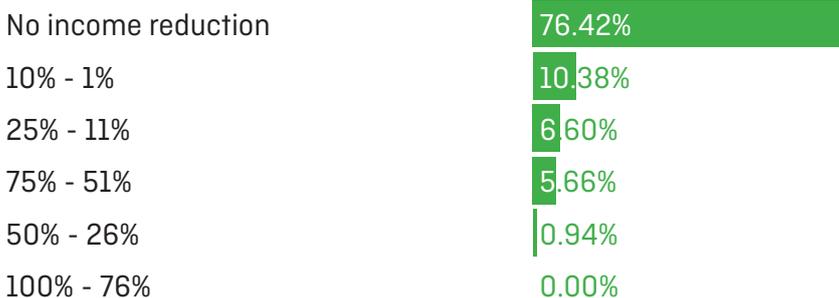
OF RESPONDENTS INDICATED THEY HADN'T BEEN IMPACTED BY THE CURRENT DROUGHT



DROUGHT INCOME REDUCTION

Businesses were asked what extent their gross income has been affected as a result of the current drought.

103 responses were received.



76%

OF RESPONDENTS INDICATED THE CURRENT DROUGHT HAD CAUSED NO INCOME REDUCTION

COMMENTARY: Survey results suggest that local businesses have not been impacted by the drought from an income reduction perspective, with over 76% suggesting that their business has experienced 'No income reduction'.

FUTURE VISION

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

107 responses were received.

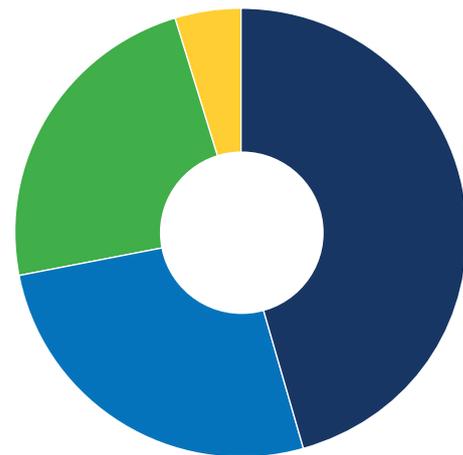
Optimistic	45.79%
Neutral	26.17%
Very Optimistic	23.36%
Less than optimistic	4.67%

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. Only 5% of businesses indicated that they were 'Less than optimistic'.



46%

OF RESPONDENTS INDICATED THEY ARE OPTIMISTIC



BUSINESS ATTRACTION

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

106 responses were received.

Lifestyle & Amenity	72.64%
Proximity to Adelaide	48.11%
Climate	42.45%
Growing Population	41.51%
High Speed Broadband	13.21%

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



73%

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 73% identifying it as an important factor. 48% of businesses indicated that 'Proximity to Adelaide' made Victor Harbor an attractive place to do business. Interestingly only 13% of businesses felt that 'High Speed Broadband' made Victor Harbor an attractive destination for operating a business.

LOCALITY CONSTRAINTS

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

103 responses were received.



COMMENTARY: Seasonality continues to impact on local businesses with 47% noting it as equally the biggest locality constraint. Also 47% of businesses felt that 'Extent of Low Income Households' made it difficult to operate a business in Victor Harbor.

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



46%

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

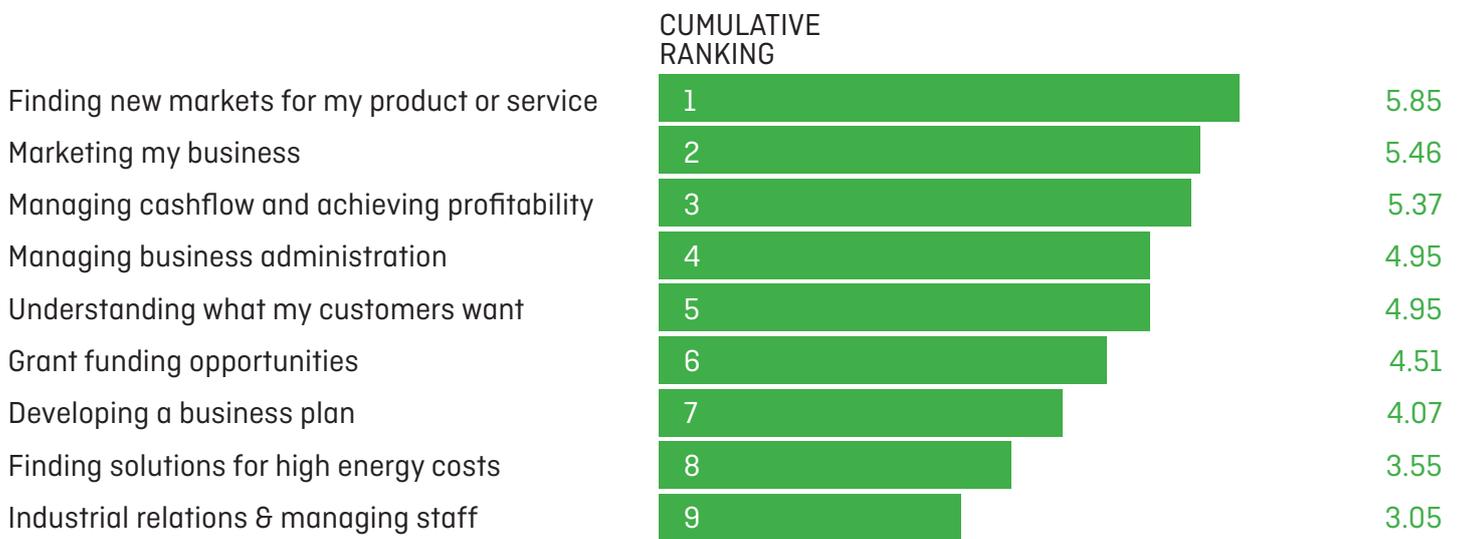
SUPPORT SERVICES

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

97 responses were received.

TOP 2

RESPONSES RELATED TO MARKETING AND MARKET DEVELOPMENT



COMMENTARY: 'Finding new markets for my product' & 'Marketing my business' were again the two most common responses for support services sought by local businesses. 'Understanding what my customers want' came in at five, demonstrating a strong theme around marketing and increasing revenue through sales.

'Managing cashflow and achieving profitability' was the third most common response and reflects the seasonal nature of Victor Harbor. These responses are consistent with previous comments around the constraints of operating a business in Victor Harbor.

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

TRAINING CONVENIENCE

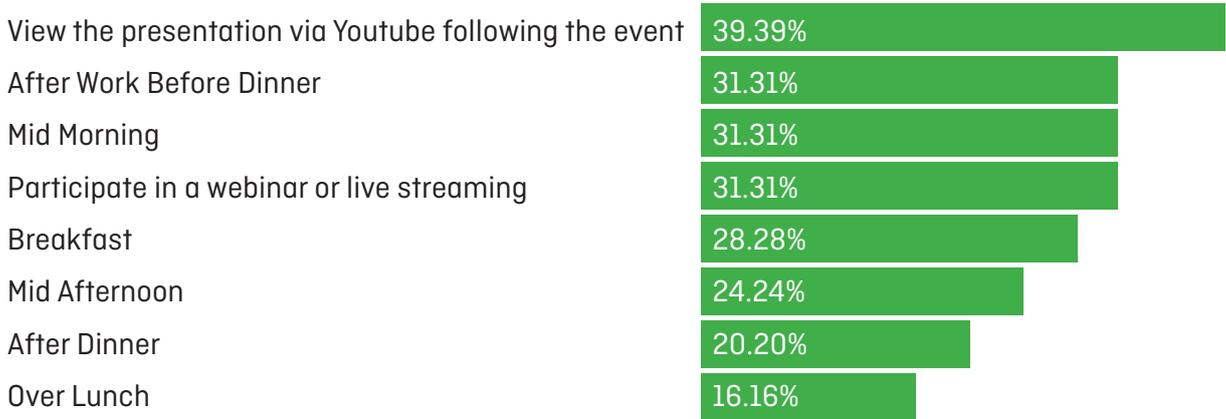
Businesses were asked the most convenient time for holding training, workshops and or business events.

99 responses were received.



39%

OF RESPONDENTS INDICATED THAT THEY WOULD 'VIEW THE PRESENTATION VIA YOUTUBE FOLLOWING THE EVENT'



COMMENTARY: Responses clearly reflect constraints of businesses to attend workshops 39% indicated they would prefer to view the presentation on Youtube following the event while 31% said they would prefer to 'Participate in a webinar or live streaming' event. In terms of actual physical attendance 31% indicated 'After Work Before Dinner' while 31% said they would prefer to attend a 'Mid Morning' event.

NOTE: The question allowed businesses to select multiple options.

PROGRAM IDEAS



Businesses were asked for program ideas for business events in 2020.

39 responses were received.

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

COMMENTARY: Program ideas for business events in 2020

- Marketing related sessions
- Opportunities for better collaboration between businesses and innovative approaches
- Business operations including cash flow and financial management

SKILLED EMPLOYEES

Businesses were asked if they found it difficult to find suitably skilled employees.

99 responses were received.

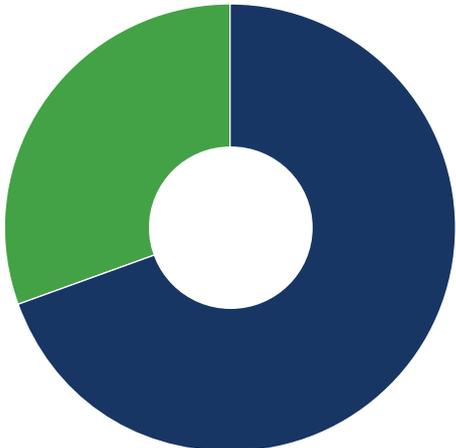
■ No	69.70%
■ Yes	30.30%

COMMENTARY: While 30% of businesses indicated that they found it difficult to find skilled employees, comments provided suggest that some of the issues are industry specific.



70%

OF RESPONDENTS INDICATED THEY DIDN'T FIND IT DIFFICULT TO FIND SKILLED EMPLOYEES TO EMPLOY



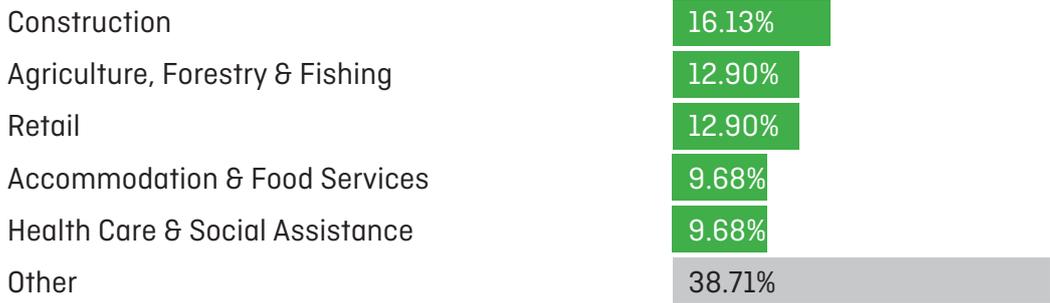
SKILLED LABOUR INDUSTRIES

Businesses were asked if they had trouble finding suitably skilled employees and what industry sector they represented.



16%

OF RESPONDENTS INDICATED THAT THEY WERE FROM THE CONSTRUCTION INDUSTRY



COMMENTARY: The sample size for this question is quite low at 31 responses. Comments provided indicate concerns around the lack of training opportunities locally for youth. Responses highlight the under-utilisation of the local TAFE campus leading to students having to travel outside of the region for training.

NOTE: The question allowed businesses to select multiple options.



2019 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 data gathered from the surveys will be used to inform the strategic economic development priorities of the Council and Business Victor Harbor.**
- 3. The business survey is completely anonymous and there is no mandatory requirement to identify your business.**

Survey Objectives:

- 1. Undertake a local business situation analysis (including a measure of business confidence levels).**
- 2. Understand impediments to sustaining and growing the local business community.**
- 3. Inform the design of business services that supports business growth.**

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 a prosperous community.**
- 2. On completion of this survey you will be asked to enter the draw to WIN an iPad ! Simply enter your name and phone number.**

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
- 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
- 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
- Other (please specify)

7. Are you considering employing new staff in the next 6 months ?

- Yes
- No

8. What would make a difference to the profitability or viability of your business ?

9. Has your business been directly or indirectly impacted by the current drought?

Yes

No

10. Over the last 12 months, to what extent has your business experienced a reduction in gross income as a result of the current drought?

100% - 76%

75% - 51%

50% - 26%

25% - 11%

10% - 1%

No income reduction

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

Less than optimistic

Neutral

Optimistic

Very optimistic

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

Climate

Proximity to Adelaide

Growing population

Lifestyle & amenity

High speed broadband

Other (please specify)

13. 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)

14. Which of the following training opportunities would be useful to 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

15. 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

16. The Council and Business Victor Harbor are considering the program and format options for business events in 2020. Do you have any suggestions of topics or delivery methods for workshops and events?

17. Have you found it difficult to find suitably skilled employees?

- Yes
- No

18. If yes to the above question, what industry are you involved in?

19. Do you have any comments relating to training and skills issues faced in the region?

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

First Name

Preferred Phone Number

APPENDIX B

To which industry type does your business belong?

OTHER (please specify) - Disability Support • Arts • Disability • Arts and Crafts • Non for profit • Photography • Shearing Contractor • Entertainment • Graphic design • Web marketing services • visual arts • Housing • Florist • The Arts • Communication / Strategic Planning / Speaking • None of the above... Mine is Arts and Culture. This should be an option and I am surprised it is not. • Wooden Toys • Golf Club • Disability support and services • Campsite • Website and graphic designer • Dermal therapies • Art Gallery • Environment/sustainability • Art • Cleaning • hire retail • Television Broadcasting location sound recording • Air conditioner sales and service

Where is your business delivered from?

OTHER (please specify) - campsite/office • Farm • Farm gate • Galleries • Golf Course • Markets • Mobile • Mobile Provider delivering supports to people in their homes and the community • Mobile vehicle and equipment • Private office • Shop front in Industrial district • Various community sites • We are mobile and work from our van/trailer • Within the Fleurieu Peninsula

Does your business operate from within a precinct?

OTHER (please specify) - Across the Fleurieu • Community land • Coral Street • crosier road • Encounter Bay • entire southern fleurieu • Fleurieu Peninsula • Fleurieu Peninsula • George Main • George Main Rd • Golf Course • hindmarsh road • Hindmarsh Valley • Home based • Home based in Sydney and Victor Harbor • Jervois rd • Kings Beach • Middleton • Mill Rd • near mainstreet • Port Elliot • railway terrace • Regional • Rural • Seaview Road • Southern Fleurieu, Alexandrina and Kangaroo Island • Stuart street • Torrens Street • Victor Central • Victor Harbor beachside market for sales + other business shop fronts • Victor Harbor General area • victor harbor- wagon rd • Victor, PtElliot, Middleton, & Goolwa • Victoria/South Australia/Kangaroo Island • Whalers Rd

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

What factors have influenced this result?

2nd stage of street upgrade, winter • 3 months similar and 3 months slightly up from last year. Victor Harbor residents demand service and I think we are delivering • A new start up business- still evaluating our expectations and cycles • Additional contract work • ageing population with no growth and no disposable income now for retirees • Asking higher fees. Seems to have resulted in better paying clients from medium sized businesses. Word of mouth in local community, Social media advertising. • Better price paid for my product. • Brand awareness and building a strong reputation in the community • Bunnings, Pool, Coles, Aldi, Reject Shop to come. All of these things are making people stay here in our community and shop, instead of driving to Seaford or Noarlunga • Change in opening hours • change in operational structure, CEO employed, policies and procedures • Coles moving, mainstreet upgrade • Consumer confidence • Creativity, planning & much hard work • customer spending • Definitely the weather! We are usually quite slow throughout winter. • Downward turn in spare cash for sport • Due to increase in contracting revenue • Extreme temperatures in January this year damaged crop • Farmers have engaged a contractor [us] as they have cannot find seasonal employees and we do all the paperwork PAYG/SUPER including the new "Single touch Payroll" MYOB which they haven't got time to do because the wives are generally working off farm. • Fedral election • Financial issues have been a negative but increased activity a plus • Generally feel more caution with clientele • Getting my name out there. • High promotional budget, supportive community, good editorial in major magazines • Higher number of guests • I feel their is good optimism with the community which will lead to increased spending. • I have had the opportunity to tap into mentoring services and to also seek out new markets and contacts outside the local area. I have also employed someone to help create more opportunities. • I have tried to attract specific projects that interest me and for which I can charge a higher hourly rate. • Increase on marketing and advertising spend • Interstate work and contacts • Interruptions and changes in Ocean Street. Bunnings precinct affects • lack of commercial building construction after completion of bunnings coles surf clubs etc • Lack of rainfall • Lamb prices • Less quotes being accepted • Mainstreet up-grade and cooler months of the year and people don't seem to have the money to spend on buying food out. • Mainstreet upgrade. Since completion trade has increased • Major Mainstreet precinct upgrades. Reduced local shopping. • Many new clients unsatisfied with the service they receive from other similar businesses in the locality • Marketing • more enquiries • more exposure • More of an arts and culture focus from the City of Victor. • More promotion and people learning about what we are and what we do, in regard to the environment, recycling, volunteer support to many local groups etc • More time available. • My ability to be innovative and flexible, by reputation and referrals • My own personal skill development • need to focus on social media • new farm start up - still developing our customer base • No enquires • no greenhills, no horse tram on occasions • Not really applicable as new business. • Not that sure, maybe I'm making more desirable things or people are happy to spend more. • Online competition. Oversupply of accommodation. • People moving into the area • People wanting to use local businesses. Word of mouth for our great service. • Pin Pointing best options for advertising and display. • Quite winter, but have pick up now, due to maybe election, lack of confidence • Seasonal factors plus the variance in films we can offer • stage 2 upgrade road closures badly affected foot traffic parking june to mid september came back to normal october but very quiet november the retail recession is now in full swing. i felt it start in february 2019 • State and federal funding cuts affecting long term clients. • Still feeling the drop off in sales due to the opening of Coles away from Central Victor and the increased competition in Retail • Strong support from CVH of the arts and a growing contemporary arts culture within VH is seeing more opportunities arise that we as artists can tap into. • The Causeway Bridge

being closed • The cooler months of the year • The opening of the new coral street arts space • There is more competition from other accounting firms that have moved into the area. I operate from a home office and as such do not have passing traffic to draw from. • unknown • Upgrade of main street. Lack of people coming to the main street. • Upgrades, weather, lack of events at whale tale end • We moved from Post office end of Ocean street to other side of Coral Street • Weather and tourism • winter is always a quiet time for business and the road works made it harder with road closures. • winter lack of passers by • consumers lack of disposable income • Word of mouth • Word of mouth • Word of mouth and referrals. • word of mouth and road closure making people who didn't know we were there walk through the arcade. • word of mouth increasing bookings • Yellow pages and increase Marketing, word of mouth.

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?

As per above, with plans to reach out further in 2020 and to employ more resources. • because I cant take on much more work, doing it from a home business, I need to expand into an office where I can employ someone to assist • Better films, peak season • Can not see any predictable change in public perception • Coming into peak season, good weather • Coming into the better weather and tourist season • continued economic conditions • Continued high lamb & wool prices • contracts now for work within next six months is up • Growing customer base, local and national government opportunities • Have booked in 3 months worth of work • Higher input costs/drier conditions • holiday destination • Hot weather causes burning • I am not continuing with my self employed businesses as there is too much stress. I now have a full time job I prefer. • I hope and expect that the continued focus on growing the arts and culture sector in the Victor region continues. Also there seems to be a growing interest in Indigenous culture which I am closely connected to and interested in. • I will continue to attract specific projects that interest me and for which I can charge a higher hourly rate. • If land tax continues to be expensive; more people with holiday homes along the south coast will sell their secondary homes. There has been a rise in the sale of holiday homes during 2019 as owners have conveyed to me that the land tax is just too much. • Increase in com, Erica client consumer sentiment • Increased visitors over summer and advertising in SA life and Fleurieu Living Magazine. • Initiative to pivot and diverse income streams. • It's the silly season and we know what happens in VH during holidays. Hopefully we continue to help people with their homes, holiday houses, air bnb's and people keep coming to this area. • lack of construction • Maintaining financial viability is the major challenge • Market uncertainty • Marketing and word of mouth • Networking • Not sure • obviously xmas onwards holiday tourist season is my best period thru to easter then it goes seasonally quiet with winter. I expect a weaker result this tourist season compared to last but your question is last 6 months to next • Our good service, tourism seems to be more important to the Council now :) • Outside tourism is what drives particularly the next 2 months of trade. • People moving into the area • People needing low cost goods • Perhaps stronger with more detailed scrutiny throughout the business • Poor winter season • reputation will build / word of mouth and repeat sales. • sales through website (not previously done) and instagram. More productivity, more proactive in marketing, etc • Same as above • School holiday periods are always busier due to influx of tourists • Similar • Similar level of contract work • summer holidays increased numbers of tourists and locals • Summer months. • The amount of new businesses coming into the Fleurieu Peninsula. • The increase in interest of the arts in the area due to the new coral street art space • The recent unexplained growth and the impetus it gives me to produce more along the lines of what sells. • The seasonal influx however compared to last year we are expecting to be quieter. • The Sydney based business has moved from contract work to freelance which should result in a marginal increase in jobs and revenue • The weather! Also, we re-branded last year and although we've seen some improvements, it seems to be getting better and better. • This would be the performance out come I would like to see, due to the building that is going to happen in this area. • time and word of mouth building new business. • time to grow on the above, more staff onboard • Tourist season and growing reputation • Tourists and regular VH visitors here for holidays • Unsure what to expect this season • US \$ to Aus\$ is pushing our prices up a lot • Warmer weather, Health funds roll over • Weather • Weather, more work on books • Word of mouth • Word of mouth and different modalities becoming recognized • Word of mouth from more events completed. Increase in the marketing process and both children will be at school full time. • Word of mouth, picking up work where other providers have failed to support participants effectively • Working full time and new employee's • xmas & summer holidays will always be busier

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

OTHER (please specify) - A need to upgrade power which will be a prohibitive cost being in a homebased office • Competing with larger volume builders and lack of available private flat building allotments for private use not by 'Hickonbottom' or Oakford • declining foot traffic in mainstreet we need to brighten the street up not just rely on a major infrastructure upgrade and a few nice palm trees. the internet is a problem all retailers including myself have to compete with. very difficult a lot of people compare price or buy online which is impossible for a small trader to compete with • Doubts over continued funding to provide for premises and part time staff costs • effects of drought conditions on supply & pricing • harder for clients to get loans for construction • I don't sell much in Victor Harbor as their is not much of a market for good handcrafted jewellery increased competition in the food retail sector with the growth of Coles and imminent Foodland opening • Lack of volunteers • Level of contract work available and my personal commitments • lots ticked • Need to automate more of my business practices to free up more time to win new clients. • Need to bring more people into the main street, too many shops are empty and need to have some variety • Not applicable. I'm working at a self controlled capacity. • Paid parking • Rent prices • Small population • street needs development eg drainage, beautification • Time • Time and focused effort on Daring Humans vs other projects. • Too many of the same types of business • We get absolutely no internet and I am just out or encounter bay

What would make a difference to the profitability or viability of your business?

Open-Ended Response

#1. A focused marketing/sales process. #2. Networks and first engagements. #3. Online courses and products on offer. #4. An increase in Television programme production in Australia - A more constant better price paid for my product for several years rather than a fluctuating product price year on year. - Allowing trailer Advertising - as long as the economy is stable business should continue as normal - Automation of services. - Availability of contract work and personal inclination to continue as I get older - Being able to expand in the current premises - Better rates for our work - Cheaper accessible studio space for more and or larger production - clients who were confident with the economy so would be happy to outlay more money for construction instead of cutting back and being very cautious. - Continued growth around and in Victor Harbor. - Decreasing cost of overheads - Drought ending - Economic development within Victor Harbor which I know is happening. Basically build it and they will come. Great to see the road upgrade. fair trading; we are competing with backyard egg sellers selling to cafes and restaurants who are not registered or approved to sell to the public with the auditing and registration process. - Finding more quality volunteers - Focus on council directing capital works expenditure to local businesses to keep money within the community - Greater awareness of the role a graphic designer plays in business, the opportunity to form consistent working relationships with local stakeholders and state / federal government departments - Greater tourism - Growth in client numbers - Having a ton of great businesses I can with Having the average household income in the area rise and public understanding the regulations of a license tradesman that they have. - Higher visitation - I love it the ANCHORAGE has been approved and keep encouraging tourism and events :) - If funding is cut or ceases, we will be unable to afford the shop front premises which has been critical in promoting what we do - If I were continuing, I would need to take on another team member, not just work alone. I couldn't afford to do that, however sharing the workload would have made the business grow faster. - If sales of items as a secondary income could increase. Due to online being cheap, this is unlikely. - If there was more commercial land to chose from in Encounter Bay - improved marketing - increase in demand for construction equipment - Increase of tourism in the winter months. consistent hours of business in the main street business. - Increased client base - Increased customers - having a central retail/shopping hub/precinct. Not the current sprawl of shopping complexes spread over 10km - not good planning and will ultimately result in the demise of many small retailers within Victor Harbor - Increased exposure. But that is cost prohibitive. - Increased support from councils and local businesses - Increased trade. - Infrastructure on site - Less government charges - Less govt costs, levies and licencing fees - Lower utility costs - Less red tape and lower insurance costs - less retail outlets with in the Victor Harbor township area - less tax - Less time spent quoting (in some cases doing pointless/duplicate extra paperwork), less time spent doing super returns, less time spent doing tax returns, less time spent doing workcover returns, less time spent reporting wages and super EVERY time it is paid. Basically if less people could earn their own living instead of leaching it from trades and business, we would all be more profitable and able to employ more. - Lower bank charges - Lower input costs - power etc - Lower rent. - Lowering land tax so more people can purchase properties for rent or lease. - Lowering the over heads associated with small business and getting more walking traffic down the street, with something to get them interested and spending hard earned money - make main street and connected areas more people friendly eg a mall for periods of peak demand, a market on Saturdays [farmer's market plus craft and art locally made. many small towns are catering much more for local and tourist foot traffic. [talk to other local governments] - Marketing - Marketing. - Markets undercover - More clients - More customers - More customers - less free camping - More customers who are larger business operators. - More customers. More shops to bring visitors to the main street. Less council regulation requirements and costs for new business. - More demand from customers. Greater availability of quality and reliable staff - More energy on my part AND perhaps a modern art space in Victor Harbor which would take work on consignment. - More events & shows in the centre of town - more events that include the medical centre end of mainstreet. - More interest in winter camps- a reason for them to book in winter time. not much to do for large groups when the weather is bad - More members and more visitors who want to play golf at the Club - More opportunities for public art - More outlets - More streamlined licencing and compliance requirements. - More support from locals buying from locals. Regional grants for sole traders and start up social enterprises. - More tertiary education opportunities locally - more tourists - More visible street presence and on line. - No - Number of customers visiting the Main Street - Overhead reductions - Paying tax increases costs of cleaning. People don't want to pay costs which need to be included with cleaning quotes - People valuing the quality of service we provide - Positive networking within the Councils and other providers in our region - Possibly location. We aren't as obvious in Maude St. We miss some of the passing tourist traffic compared to our last site on Main road from VH to Pt E. But rent is cheaper. - Public attitude towards a brighter future with more Govt. support - Reduced rent, increased customer numbers - Reduced water bill and the physical ability of both of us to be able to do the heavy physical work in our late 60s. We could not afford to employ anyone. - Regulation of Online tourist agents. They are a monopoly and with at least 15% commission plus customer discounts plus website & CC fees the total costs can be nearly 50% per booking. - Shops that entice people to visit the main street - The continued rise of the cost of production without the continued rise in the cost of meat on supermarket shelves. - The council needs to do more to make more people come here and stay here. There is seriously nothing to do here for families. Suggestions: ten pin bowling, game zone, water park, harbour (like south port in Brisbane), fun, activities, play café, these are the type of things that the council should be supporting/encouraging and things like Hungry Jacks, KMart - give people absolutely no reason to go elsewhere. Food Truck Carnivale couple of times a year. This was a huge success at Seaford recently. - the new anchorage hotel and carpark will boost foot traffic if and when it happens in the meantime i would suggest council put some greenery colour sculptures in stage 2 and 3, please have a look at what the prospect city council have done in there main street precinct. FANTASTIC VIBE COLOUR ATMOSPHERE NO VACANT SHOPS OR PREMISES LOTS OF ACTIVITY DAY AND NIGHT WE COULD ACHIEVE THE SAME WITH A BIT OF EXTRA EXPENDITURE - The shops available are mostly all old and have no disability access. Cost of rent is not achievable for small business. I would take a long term lease if prices were not so prohibitive. All the empty shop fronts say it all. - To have large building estates for private builders to also be allowed to build in. Having Building companies owning their own estates doesn't help local building businesses who are then left to develop the leftover steep allotments or battle out for the additions and renovations. - Wage increases - We have plenty of work but we are unable to find anyone that wants to work in the agriculture sector because they can get money for doing nothing from the Government Centrelink. Why would you want to work these days. There needs to be a big turnaround in the thinking of the government as they have caused this problem. Bring in a National service scheme for skills. It will always be that "Sheep" need their wool taken off every year.

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

OTHER (please specify) - Access to fishing spots especially once boat ramp is completed - As a rural area my business is niche and there are no others locally - Being an advocate for the whole south coast region for environmental and sustainable practices, Victor Harbor is a great central base to operate from - I am able to do most of my work using technology from home. I go to the NT for face to face work - If more residential land does not come available in the next 2 years we will not be a viable business - increasing tourism and events encouraging weekend visitors and school holidays etc - Loads of holiday homes that constantly need photographed. Large turnover of houses for sale. - Location doesn't impact my business. The only good factor is that being a small community, people tend to want the services of locals more and word of mouth advertising is excellent. In the city, I'd have to pay a lot for that. - loyal local customer base - Niche market for myself with really no competition - Our nature, beaches, locals, surfing (and our ice cream :)) - Relatively low cost of living & location in relation to other regional areas of the state. - Tourism - We can attract employees here because they want to come here. The temperature is tolerable, its a lovely place. A lot of employees don't want to work out in the hot temperatures in "bush" these days. - We have had several disruptions of the NBN daily over the last week. This is frustrating - WE NEED TO FOCUS ON TOURISM DOMESTIC INTERSTATE OVERSEAS AND DAYTRIPPERS WHO PATRONIZE PT ELLIOT A LOT MORE THAN VICTOR BECAUSE IT HAS SO MUCH ATMOSPHERE VIBE BEAUTY LOVELY SHOPS BUILDINGS VARIETY AND HORESHOE BAY CLOSEBY - Whales, the Ocean, swimming, festivals and music. Maintain culture and arts

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

OTHER (please specify) - Ability to expand/high cost of rural land - Access to high speed reliable internet - As a home based business the lack of available places to sell my work locally has been a disappointment. I'm not in a position to open my own outlet. - Business reliant on referral and location is not an obstacle. - Demographics, older population less IT savvy or unable to physically join in many activities. Visitors during holiday periods less interested in recycling, keeping beaches clean etc - Getting our business and what we offer out to the market as a whole. - high unemployment, low household income - It is a smaller business/event City compared to major centers. Often slow internet at home. - Lack of broadband access - Lack of cost effective transport for goods and supplies, often having to wait over a week for materials delivery from lonsdale or southern parts of adelaide. After building at kingscote we have realised how poorly the south coast is serviced, finding goods from Adelaide could be delivered within 48hrs to most parts of Kl. - Local Council - Low population to draw clients from - Many members are on fixed incomes and fee increases cause them to rethink their membership. They often choose a membership type which is less costly. - No appropriate or available options at SCDH for mental health options and no supports for under 18yr with disabilities. - No internet - Nomads leaving in droves in winter to caravan in warmer states. - Not a factor for me - Parking limits - Retail shopping sprawl - The availability of studio space for artists - This does not affect our business as we sell flowers to Sydney. - Transport costs, lack of support from Philanthropic / grants available or Council support, expensive office / business rentals in the region, lack of accommodation options for people with disabilities Victor mainstreet precinct particularly needs to reinvent itself landlords need to upgrade and spruce up buildings

The Council and Business Victor Harbor are considering the program and format options for business events in 2020. Do you have any suggestions of topics or delivery methods for workshops and events?

Open-Ended Response

A step by step system for achieving a successful small business in the area and all key local resources to support this in a one stop shop. - advertising, how, when, cost efficiency, Breakfasts work well for the Agricultural sector as it leaves the rest of the day free for work. - Collaboration - Competing with larger business, Marketing - Cross pollination with other councils to capitalize on other tried and true working formats - Customer Service - Digital Marketing - Reducing Operating Costs. What can we do in our business to encourage people to come to VH and stay? - Ensuring the events are disability accessible and how to incorporate disability needs into business. Creating partnerships and collaborations as a topic. - Event planning + good relationships between businesses - How to make offices and events for sustainable and zero waste producing. - I have a 2 year old son and work from home, and so the ability to participate in a webinar or live stream a workshop would be extremely helpful as attending events is not always convenient. - I would love to offer sessions in the following areas: - Effective Communication - Collaboration, Trust, Innovation - Building Teams that Work - Meetings that don't waste time - Engaging presentations - Getting confident on video - I would love to attend sessions on: - Business structure and operations - Telling your story to those who care - Delivering online education products - Practicing what you preach - Running your own business - Live streaming would be great - Need to involve the wider community, although we are based in Port Elliot, we have a significant customer base in Victor and suppliers for computing, office supplies and printing are based in Victor. There needs to be greater collaboration between businesses in the area. A major topic would be how to manage seasonal variations ie maintaining profitability during the winter season. The current business areas lack vibrance and present as uncoordinated, even consistency in signage and presentation of shop fronts especially in Ocean street need to be addressed - No suggestions - Not at the moment - Not really excited promoting Victor Harbor and increasing tourism - Not sure if it's relevant in this dialogue box but empty shops and high cost of rent in the town would be good to address. - on line information on whats on for visitors and inviting participants [suppliers] promotion of victors attractions eg arts, events people, shops - perhaps more outdoor and indoor music events concerts baby boomers are crying out for entertainment in Victor - Promoting your business. Social media marketing strategy - Window displays - Markets in main street on weekends - Hold an annual street party - Small workshops where presenter has opportunity to discuss with each participant their own business needs. Topic - Marketing - how to better capture local clients. We are a service type business which clients call in to our premises, therefore TV,

etc are not viable forms of advertising due to wider audience. • social media and website construction/ operation ('for dummies') • Something that promotes thinking outside the square. • Tax and accounting for business • The Women in Business Regional Network has a range of members who could assist with providing practical workshops. There is a lot available in the training/learning space that involves lecture style, including being able to access training online, but what is proving popular for the network is practical and simple solutions that they can apply hands on during the sessions. • Use of specific apps to help with saving time. Refresher training on various topics such as social media, financial management, forecasting etc. • Utilize other councils techniques • Vendor panel and local government opportunities • Weekends and nights. Hard to do day time due to work. • What has been done to date has been interesting. The partnering with Business SA has been beneficial and great for support of small business here.

Have you found it difficult to find suitably skilled employees?, If yes to the above question, what industry are you involved in?

OTHER (please specify) - Accounting and Finance • Art and Culture • Arts based event coordination • Consulting • conveyancing • Flooring Installers - it is a country wide problem, no one is coming up through the ranks (especially down here). • Good bus drivers • Hairdressing • Marketing experience has been the gap for my business in terms of finding suitable staff. • Non fur profit op shop • Tourism Attraction • Website and graphic design, business branding, marketing

Do you have any comments relating to training and skills issues faced in the region?

Open-Ended Response

Affordable training is the key. • As a youth worker, I'd like more relevant opportunities for training to be made for our young people locally through TAFE, traineeships etc. Our young people have limited opportunities otherwise and are forced to travel to Noarlunga/ Mount Barker or further afield to gain qualifications and with limited local transport options this is difficult for them. • Had an employee booked to do a training course at VH TAFE, however, was told on arrival to commence training that the course had been cancelled. Heard of similar issues with local TAFE. • I have concerns of unskilled staff, disability support staff groups behaving inappropriately and bullying vulnerable people with disability and psychosocial challenges being taken advantage of under their NDIS funding. I have come across multiple issues in these areas where greed is the driving source not duty of care for vulnerable people. • I would like to see more opportunities related to event management training available. • It is great to have courses available locally. Well done. • Keen to use skilled tradespeople down here, however we lack tradespeople and the ones who are here are not competitive with Adelaide tradespeople who are keen to work for less and are pleased for the work. Some local tradespeople have become complacent. • Keep up the good work • Limited tertiary options for youth. Programs where youth are encouraged/integrated/rewarded to participate may be of value. • N/A, only 1 employee but use volunteers to assist with programmes and running the business • Need business to be supported to mentor and train young people through incentive programs • Not applicable for me as I am a sole trader • Not really • Offer flooring installation as a course through tafe. Offer incentives. Get a university. • People have a lot of skills they under estimate and should share or promote themselves more. They just need help to see it. • Skills and training we can provide funding motivated staff is hard Specific SME's must be developed if not here. Eg: At the local gymnastics club we have had to develop the coaching staff. • TAFE needs more courses and marketing • TAFE should regularly offer courses like RSA, barista, etc so locals can upskill to gain Part time employment during the tourist season. • Take is underutilized and retaining staff as awards are going up all the time and it's better for people with training to go out on their own as mobile businesses. • The grant incentives for Rural employers to employ apprentices are a great thing for Employers in Victor Harbor. Council could promote the region as a great base to be located to travel to Southern areas of Adelaide. • Training & skills are lacking in the Agricultural sector, but if you have a good reputation you can get the workers. • Training and incentives generally have declined over the last 5-7 years • Training for working people is too expensive. • Very little government insensitive • We are finding it hard to find well skilled employees, or the employee that are skilled don't want to work. The wage of what a well skilled person is asking is a problem in this area due to do the household income. • We rely on volunteers as we are a charity . It is very hard to find volunteers who are willing to commit on a regular basis . We are also able to utilise Newstart and work for the dole participants .. • With so many very small businesses in the region there is scope for a coordinated effort to bring businesses together to share trainees and share staff in models that could see stability for the staff involved as well as flexibility for the businesses. • Yes! The levels of skills in all manner of trades seems to be falling and I won't go into details of personal experience. Perhaps we can get some of our old folk out of retirement to help show young people how to do things... ie repair a tractor fire, make orthotics that don't fall apart after an hour's use. A plumber who knows how to find a leak (or possibly adjust the pressure on one's water pump).... just for starters.