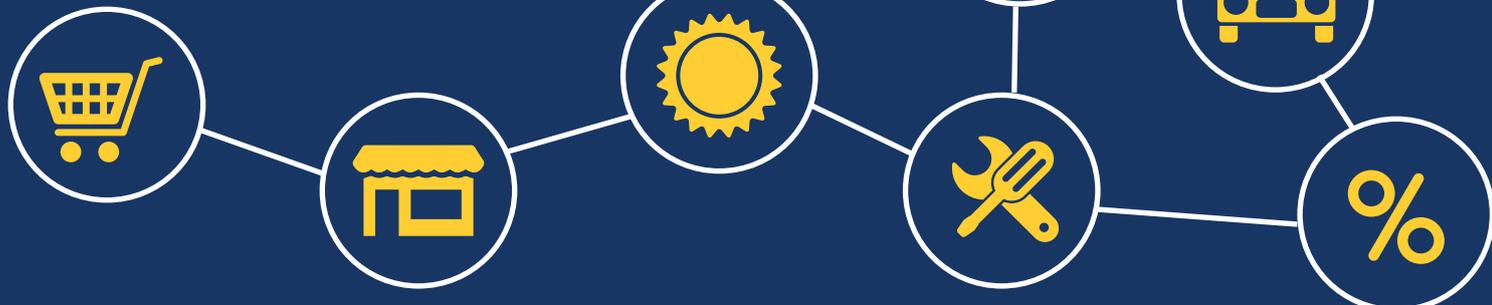


2016 VICTOR HARBOR BUSINESS SURVEY

Key Findings Report



BACKGROUND

The report contains the key findings from the 2016 Victor Harbor Business Survey. The inaugural survey was a collaboration between the City of Victor Harbor and the Victor Harbor Business Association seeking to be better informed of the challenges and opportunities facing Victor Harbor businesses. More than 170 businesses participated in the survey, while a breakdown of responses to individual questions can be referred to within the report.

It is intended that the business survey will be conducted annually ensuring stakeholder access to current and rich local data, that supports informed decision making. The feedback will assist the Council and the Victor Harbor Business Association in guiding its strategic directions for economic development and support conversations with State & Federal Government and industry representative bodies.

Survey Objectives :

The Victor Harbor Business Survey has been specifically designed to improve Economic Development stakeholder understanding of :

- The nature, extent and performance of businesses;
- Constraints for sustaining and growing business activity;
- The extent of business confidence and likelihood of local business investment;
- Training opportunities that align with business needs.

Business Survey responses came from a diverse range of business and industry types.

SURVEY METHODOLOGY

The Victor Harbor Business Survey was undertaken from Thursday 1st December closing off on Wednesday 14th December 2016.

The survey was delivered via the online survey portal - Survey Monkey, for the convenience of businesses. The number of questions and extent of information required in the survey were critical elements within the survey design.

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

- Notices distributed through the Council's extensive business database and email system
- Notices distributed through the Victor Harbor Business Association's membership via email
- Preparation and circulation of a flyer to local businesses
- Media Release and related news story published in the Victor Harbor Times – 1 December 2016
- Web banner on the Council's corporate website with links to a page outlining details of the project.

Survey findings have been collated, analysed and presented by City of Victor Harbor staff in consultation with representatives of the Victor Harbor Business Association.

A full copy of the 2016 survey questions can be found in Appendix A of this report.

BUSINESS SURVEY SNAPSHOT

INDUSTRY TYPE



RETAILING



CONSTRUCTION / TRADE



PROFESSIONAL / CONSULTING

PREMISES



SHOP FRONT



HOME BASED

GROWTH CONSTRAINTS

Multiple option question



RISING OVERHEADS & UTILITY COSTS



TAXES & GOVERNMENT CHARGES



PRICE PRESSURE FROM CUSTOMERS

RECENT PERFORMANCE

Last six months

4.6%

MUCH STRONGER

28.3%

SOMEWHAT STRONGER

38.2%

ABOUT THE SAME

18.4%

SOMEWHAT WEAKER

10.5%

MUCH WEAKER

PROJECTED PERFORMANCE

Next six months

13%

MUCH STRONGER

36.3%

SOMEWHAT STRONGER

39%

ABOUT THE SAME

9.7%

SOMEWHAT WEAKER

1.9%

MUCH WEAKER

ATTRACTION FOR BUSINESS

Multiple option question



LIFESTYLE & AMENITY



PROXIMITY TO ADELAIDE



GROWING POPULATION

INTENTION TO EMPLOY



74%

NO

26%

YES

LOCALITY CONSTRAINTS

Multiple option question



SEASONALITY

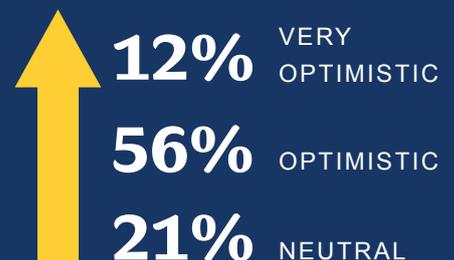


LOW CONSUMPTION BASE



INCREASING COMPETITION

FUTURE OPTIMISM



SUPPORT SERVICES

Marketing and market development opportunities were highlighted as training that would be useful for businesses. 41% of business respondents indicated 'Marketing my business' and 'Finding new markets for my product or service' as either a first preference or second preference.

INDUSTRY TYPE

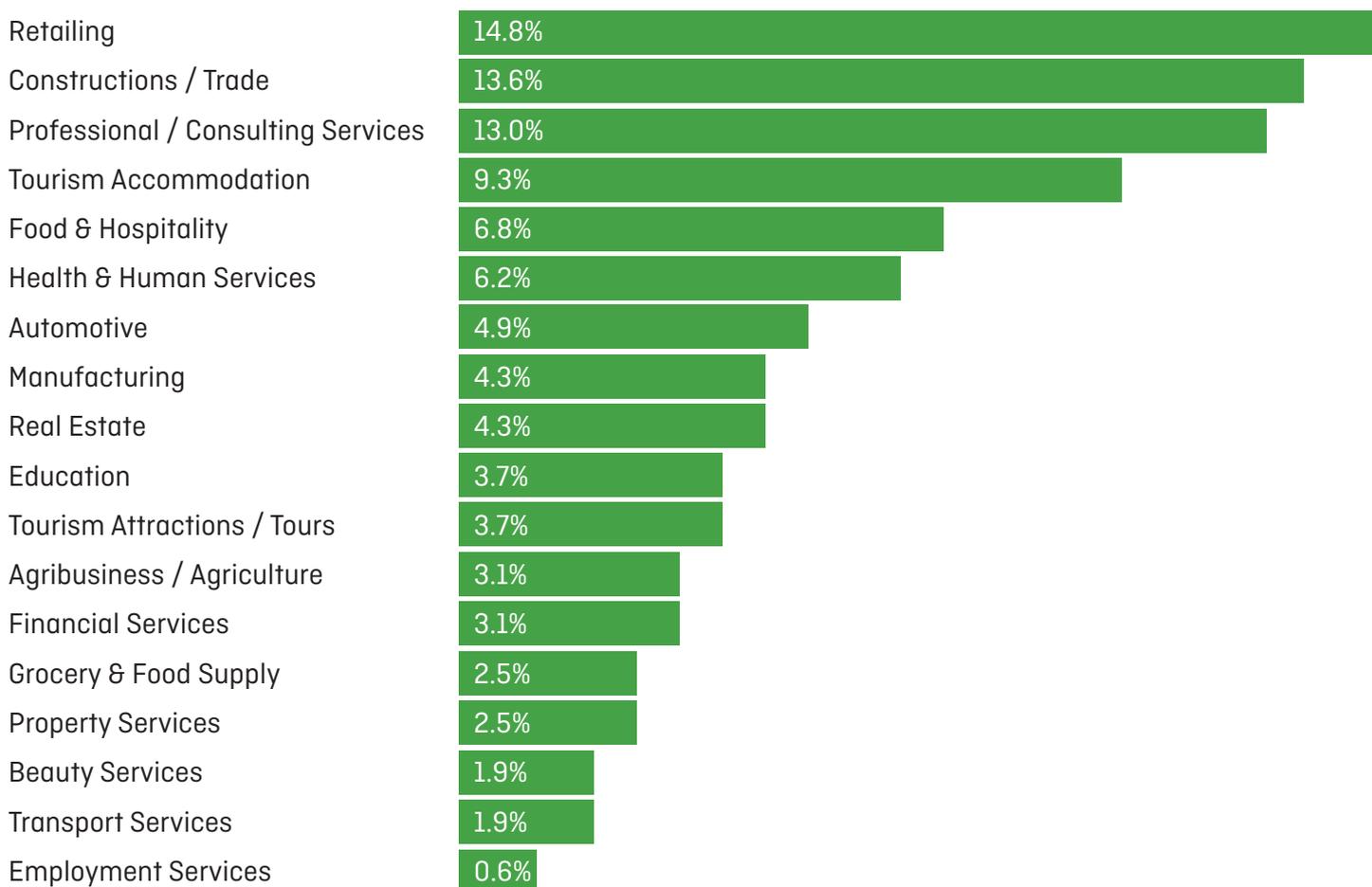
Businesses were asked to select the industry type that best reflected their business operations.

162 responses were received.



15%

OF RESPONDENTS WERE FROM RETAIL BUSINESSES.



COMMENTARY: the Victor Harbor business landscape is dominated by service industry businesses.

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.

158 responses were received.

Shop Front	50%	Industrial	12%
Home Based	35.4%	Online	14.6%

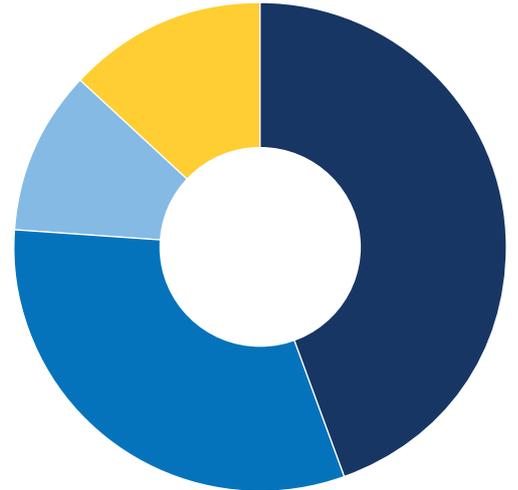
COMMENTARY: 'Shop Front' continues to be the most significant method of delivery, however 'Home-based' and 'Online' are to increase in the future given a transforming digital economy.

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.

173 responses were received.

Mainstreet	20.8%	Victoria St	6.9%
Maude St	4.6%	Other	56.9%
Lincoln Park	5.8%		

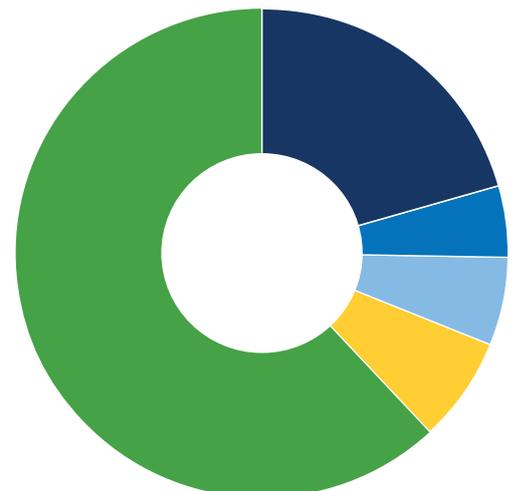
COMMENTARY: 21% of survey responses were received from the Mainstreet while 17% came from businesses located in various sites around the town including rural areas.

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



57%

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

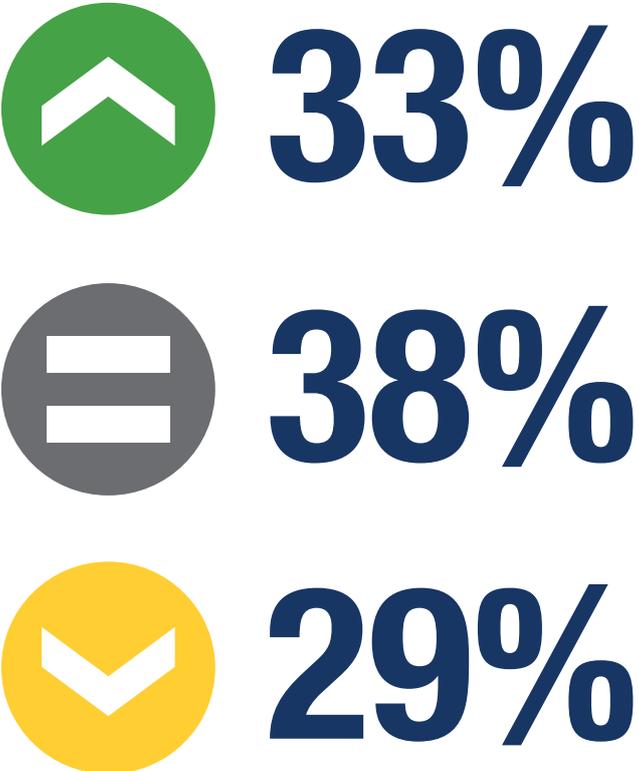


BUSINESS PERFORMANCE

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

152 responses were received.

RECENT



COMMENTARY: The most common response was 'About the Same' with 38%, while 28% indicated 'Somewhat Stronger'. This would indicate that business performance in Victor Harbor is steady to slightly growing.

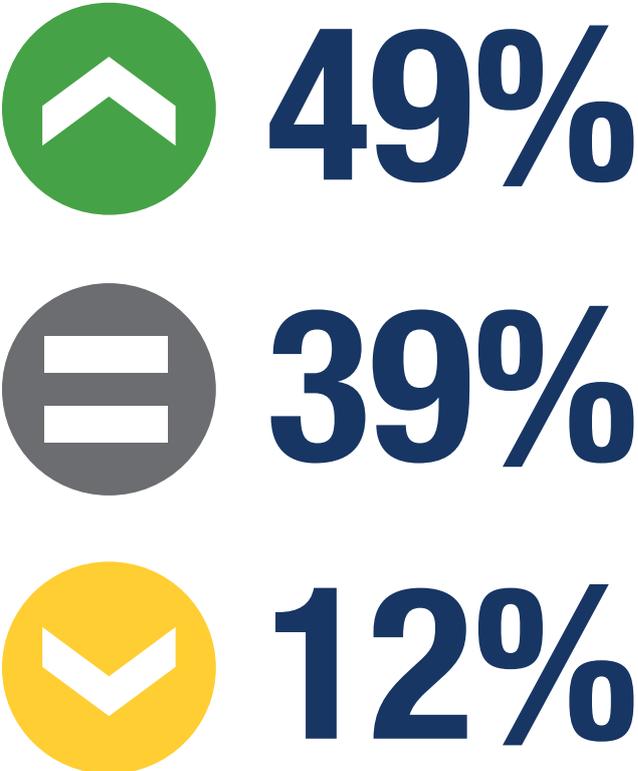
LEGEND

	Much Stronger & Somewhat Stronger
	About the Same
	Much Weaker & Somewhat Weaker

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

154 responses were received.

PROJECTED



COMMENTARY: When comparing responses with the previous question it would suggest that businesses are more optimistic about their business performance over the next 6 months. 'About the Same' received the most responses with 38%, 'Somewhat Stronger' at 36% and 'Much Stronger' at 12%. Only 1% indicated 'Much Weaker'. This result maybe a reflection of the upcoming Christmas and Easter holiday seasons, particularly for retailing and tourism businesses.

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

GROWTH CONSTRAINTS

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

149 responses were received.



44%

OF RESPONDENTS INDICATED RISING OVERHEADS AND UTILITY COSTS WERE THE MAJOR GROWTH CONSTRAINTS



COMMENTARY: Given recent media attention relating to energy prices unsurprisingly 'Rising Overheads and Utility Costs' were the biggest constraint identified by business at 43%. 'Taxes and Government Charges' rated highly with 38%. Interestingly 'Price Pressure from Customers' rated the third most common constraint from business. This may be a reflection of the low and fixed incomes of a significant number of residents within Victor Harbor.

NOTE: The question allowed businesses to select multiple options.

INTENTION TO EMPLOY

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

158 responses were received.

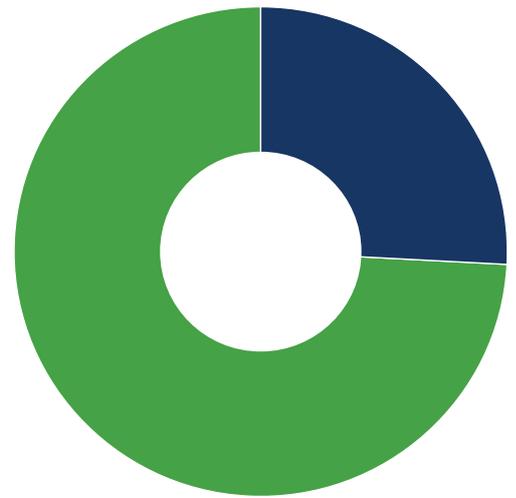
■ Yes	25.9%
■ No	74.1%

COMMENTARY: Nearly one-third of surveyed businesses indicated that they were considering employing new staff over the next 6 months. This is a pleasing result, however needs to be balanced against the time of year where employers are looking for casual employees to fill seasonally busy periods.



26%

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.

131 responses were received.

COMMENTARY: On reviewing responses common themes included:

- The weather over the winter and spring period
- A new business that is still establishing itself
- Internal business changes and re focusing efforts to yield greater profitability
- Impact of trade due to Mainstreet upgrade
- Fewer visitor numbers and visitor attractions to lure additional visitors
- Current South Australian economic conditions

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



FUTURE VISION

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

157 responses were received.

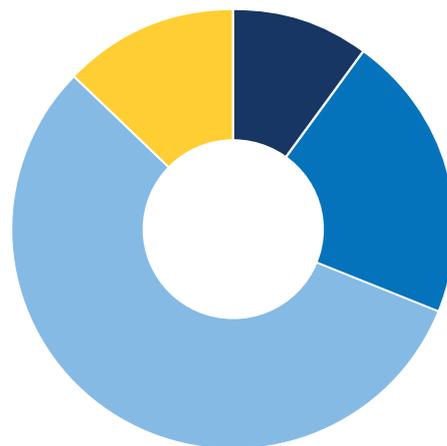
■ Less than optimistic	10.2%
■ Optimistic	56.1%
■ Neutral	21.0%
■ Very Optimistic	12.7%

COMMENTARY: Over half of businesses felt 'Optimistic' about the future of their business in the region while 21% were neutral. 10% indicated 'Less than Optimistic'. On balance the general theme amongst businesses is one of optimism. 20 businesses said that they were 'Very Optimistic'.



56%

OF RESPONDENTS INDICATED THEY ARE OPTIMISTIC



BUSINESS ATTRACTION

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

151 responses were received.

Lifestyle & Amenity	68.2%
Proximity to Adelaide	47.0%
Growing Population	40.4%
Climate	38.4%
High Speed Broadband	15.9%

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: Nearly 70% of businesses felt that 'Lifestyle & Amenity' was an attractive factor for operating a business in Victor Harbor. 'Proximity to Adelaide', 'Growing Population' and 'Climate' were selected by two-thirds of businesses as an attractive reason for operating a business in Victor Harbor. Interestingly only 15% of businesses felt that 'High Speed Broadband' made Victor Harbor an attractive destination for operating a business.

LOCALITY CONSTRAINTS

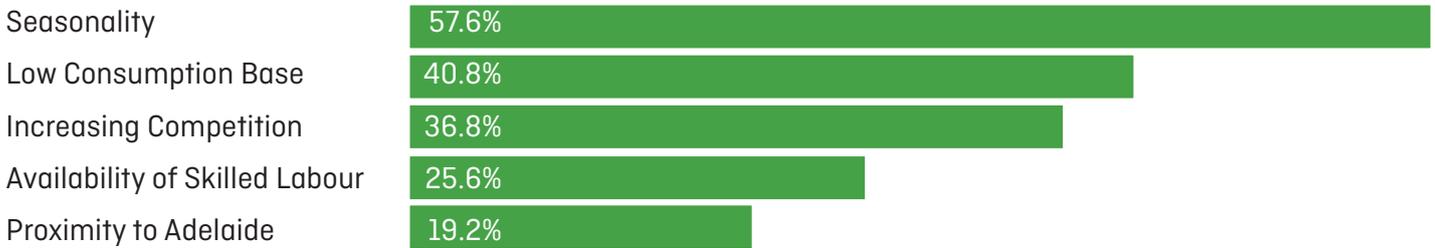
Businesses were asked what factors make it difficult to operate a business in Victor Harbor.

125 responses were received.



58%

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



COMMENTARY: Businesses felt that seasonal population movements made it difficult to operate a business in Victor Harbor. 40% of businesses felt that the 'Low Consumption Base' was critical factor while increasing competition accounted for over one-third of respondents. This would indicate that businesses are seeking increased customers to drive earning potential.

NOTE: The question allowed businesses to select multiple options. 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.

140 responses were received.

TOP 2

RESPONSES RELATED TO
MARKETING & MARKET
DEVELOPMENT SUPPORT



COMMENTARY: Businesses indicated 'Finding new markets for my product' and 'Marketing my business' as the top two training opportunities sought. 'Managing cashflow and achieving profitability' was the third most common response. This aligns 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

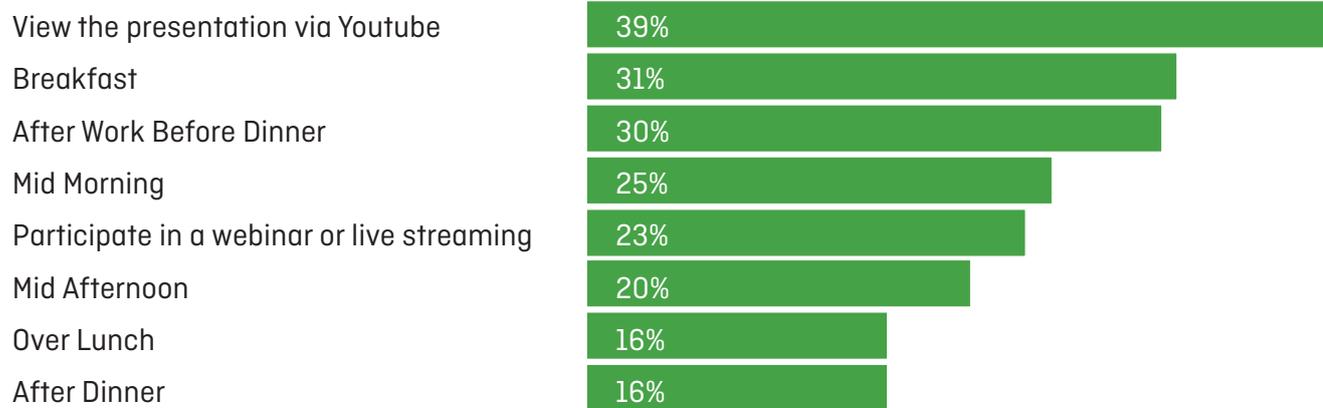
Businesses were asked the most convenient time for holding training, workshops and or business events.

138 responses were received.



39%

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



COMMENTARY: Nearly 40% of businesses identified that they would 'View the presentation via Youtube following the event'. Views of recently filmed business events suggests that there will be some interest in accessing this technology. In terms of actual physical attendance Breakfast and or After Work Before Dinner session times were the top two responses by business leaders.

NOTE: The question allowed businesses to select multiple options.

PROGRAM IDEAS



Businesses were asked for program ideas for the 2017 Victor Harbor Business Week.

52 responses were received.

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

COMMENTARY: On reviewing responses common subject ideas included:

- Marketing and effective advertising solutions and strategies
- Feature session on Online Marketing and Social Media Management
- Business Planning and Business Development Skills

2016 Victor Harbor Business Survey

BUSINESS SURVEY INTRODUCTION :

Why are we doing this ?

The City of Victor Harbor in collaboration with the Victor Harbor Business Association (VHBA) 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.

The data gathered from the surveys will be used to inform the strategic priorities of the Council and the VHBA.

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 should I complete this survey ?

1. Go into the draw to *WIN a new Ipad Mini !*

On completion of the survey you will be invited to enter your name and phone number.

2. It will take *less than 5 minutes !*

3. Your responses will help shape how the Council and the VHBA provide support to help your business reach its full potential while helping to grow a prosperous community.

2016 Victor Harbor Business Survey

BUSINESS DETAILS :

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 ? If so please nominate.

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

2016 Victor Harbor Business Survey

BUSINESS PERFORMANCE :

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. In your opinion, what are the major constraints on the growth of your business ?

- Rising overheads and 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

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 ?

2016 Victor Harbor Business Survey

LOCAL BUSINESS ENVIRONMENT :

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 Broadband

Other (please specify)

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

- Proximity to Adelaide
- Low Consumption Base
- Seasonality
- Increasing Competition
- Availability of Skilled Labour

Other (please specify)

2016 Victor Harbor Business Survey

LOCAL BUSINESS SERVICES :

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

<input type="text"/>	Managing cashflow and achieving profitability
<input type="text"/>	Finding new markets for my product or service
<input type="text"/>	Managing business administration
<input type="text"/>	Developing a business plan
<input type="text"/>	Understanding what my customers want
<input type="text"/>	Marketing my business
<input type="text"/>	Industrial relations & managing staff
<input type="text"/>	Grant funding opportunities
<input type="text"/>	Finding solutions for high energy costs

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

- 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

14. The Council and the Victor Harbor Business Association are currently considering program and format options for the 2016 Victor Harbor Business Week. Do you have any suggestions of topics or delivery methods for the workshops and events offered during the week ?

2016 Victor Harbor Business Survey

Enter & WIN !

15. Simply provide your first name and preferred phone number to go into the draw to win an Ipad Mini, courtesy of the Victor Harbor Business Association :

First Name

Preferred Phone Number

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

(Open-Ended Response)

• Abolishing payroll tax and stamp duty on residential land purchases. • work smarter - Better car-parking facilities. • Growth and Awareness - Nothing external • If the growing monopoly of Thomas Foods in local cattle markets and abattoirs was addressed. Constant increased costs due to State Government regulation • An increase in new housing demand • Merger/acquisition of VH professional services business • My marketing funding and strategy • Direct freight, from pickup to depot or freight lines. • Difficult to say! • more visitors • Free advertising on local council site as they do in areas such as Roxby Downs. • Continual growth in the population and business sector • More Customers • affordable advertising • when customers recognise that service with a smile from trained helpful staff are a better option than a cheaper cost discount outlets that offer no service or advise. • Stronger economic development in the district • Lower input costs and cash turn around • Increased carparking • Staff actually willing to put in!! • Lower penalty rates as we have to pay double time for Sunday. Less Government interference via licence fees, returns, etc • low running costs • More time. Not being an elected member on council. • Lower overheads, higher customer numbers • Easing of development restrictions within the City whilst slowing the " Spread " of fringe development - allow the Council planning staff greater flexibility. • A reduction in the Council Rates for my Landlord, which would be passed on as a Rent decrease. • Better rates for work • Attitude shift to take the tourism objective out of all arts projects. More support and marketing of broader benefits of the arts. More funding for artists in the vh council area. An arts and cultural leadership group to drive the arts and fund more opportunities for arts and cultural projects. • An increase in manufacturing activity in Australia - That's simple. Less red tape. Documentation in all areas of my business uses up so much of my available time • Less government fees and regulations that put NOTHING back • weather & economic down turns. • nothing • No Competitors.... Just Joking • More activities and tourist attractions for holiday visitors to Victor Harbor. Something unique to Victor to bring in more holiday makers. • Broader access to local employment talent pool. Reduction in state government payroll tax • More competition in the furniture market would keep more local buyers in the area • quicker turnover more main street activities to attract clientele • Acknowledgement that time and knowledge are not for free. • Enough carparking for our customers • Skilled staff • Culling slow paying and time consuming smaller clients. • Nothing - all good at the moment • A subsidy from the local or state govt for the absurd increase in power costs we are going to see early in 2017. • Increased population growth and expansion of new businesses in the area • Finding skilled staff • Marketing • Changes to the tax system, council to use my service where possible instead of sourcing from Adelaide. • Greater education of local business on the need to embrace digital, more promotion, loyalty from local business to use local business • My business is international and so the factors impacting profitability are things like aid budgets and whether my area (statistics) is a priority for governments of developing countries. • greater access to NBN in local areas - the black spot in Middleton is disappointing • VH needs new attractions to encourage visitors. The continuing delays to the likes of Oceanic Victor development does nothing to promote the town. we have not heard of any other proposals for Granite Island and the bistro on GI closed a long time ago. • largely my ability to manage the exclusion of low margin business vs the inclusion of much better margin business • Child care benefits so I could have time to invest into my business • Greater tourist numbers throughout the year, not just summer. • Increased sales with Strong margins • More people visiting victor harbor • Cost management • Lowering fixed overheads • Local business supporting other local business • Stimulus via the arts to the street scape. Council rezoning for street activities at Southern end main St. More up to date vegetation • Reasonable council • Exposure • A downturn in consumer spending • Support from state government/ local council with respect to rates, taxes ,utilities • My business does not only rely on local clients from the Fleurieu but reaches clients Australia-wide, which helps. Gaining more high-earning business clients from around Australia will grow my business to the next level as I'm finding that Fleurieu clients tend to have a lower budget for my services. • Definitely putting employing someone but it's hard to gauge how my industry is going to go during winter, it always slows down too much • Happy to be a one owner operator • Less taxes • A growth in the population base along the South Coast. Better boat launching facilities. Local Government support re Fishing provisions. • More advertising • A better local market. VHC MARKET do a good job but it just hasn't hit the that fun funky vibe a market should have. • Now I have more reliable Internet i will hopefully be able to update my website more often and get better traffic through my site. • Less people in my trade in local area. • Efficiency and staff productivity. • More visitors and locals utilizing the main st precinct would be good. More weekend attractions in ocean st to entice people into the precinct • Honestly the problem is vh is not big enough to have a shopping complex like victor central as the impact is dramatic on the other businesses not in the complex. It would have made better sense to have woolworths stand alone on a rd front with other businesses. Say like port lincoln for example. This then encourages street traffic not complex shopping. So not sure going forward what would fix the problem • More family attractions in the area to bring more tourists into the town. • New shopping developments planned on Adelaide Road could take more people away from Main street. • More clients? • More tourist attractions • Our own marketing resulting in improved patient numbers • good weather • We need a real tourism drive to encourage tourists to Victor Harbor and more attractions as ones here closing such as Granite Island eatery, Greenhills etc. Landlords and Council to decrease the rates and rent to their tenants to help through these difficult times • having addition business opening up. to allow growth in employment • Free carparking, more consideration when there are events on warland reserve with regards to parking. Visitors do not want to pay to park their car to get a coffee, we get continuous complaints. • stricter licensing requirements e.g being undercut by businesses that are not licensed. • approval of Coles Bunnings development • Lowering utility costs and putting tariffs on certain imports. * Reaching more people • Less red tape on all levels of government • More Tourism, more people in Victor, 2 lane highway from Adelaide, get Victor moving. We die in winter • Walking trails , Main Street enhancement, marina ,restaurant Precinct • Better premises, better kitchen and centre facilities • The success of other small businesses; steady growth in the local market. • In my case this question is not applicable. If I could knock 10 years off my age, that would help! • More fun things to do in Victor • A Council who are proactive in the area of development for the region. More families equals more jobs • Strengthening Adelaide / SA economy to create more knowledge workers and create special funds • Better marketing • offering a wider range of skills • Confidence • Having recycled water available from Hindmarsh Valley ponds piped to the Waitpinga area • Growing our younger population • Proper Internet!!!!!!!!!!!!!!!!!!!!!! • Less regulation • Employment Flexibility • more help from the council and less hindrance in trying to grow our business cut the red tape and allow businesses to get on with what they do, this has all been said before but nothing will change • Making Victor Harbor a viable place to live for all age groups and having facilities as well as activities in the district to entice families to settle, which will then create employment. • Obviously more foot traffic and if the crappy weather would go away • More visitors • The quality and training of staff. A strong marketing push for the region. Infrastructure upgrades in the

town • Increased turnover and reduction in costs • Ability to utilise workshop facilities at home would be most beneficial at this early stage. I am renting residential accommodation and shed space on a local farm. It would be helpful to be able to service customer devices there on occasion and to conduct R&D activities in the workshop. I have been informed by Alexandria Council Planning Officers approval will not be granted. Consequently, I am seriously examining alternative locations to conduct business. Faced with the prospect of relocation, I consider I might move 1000kms as easily as 10kms! I have been working up product designs and scalable business plans with a view to becoming a Franchisor. The fact this survey is taking place suggests Council recognises economic development is vital to the future of this region. I believe efforts to foster innovative and differentiated businesses through their early development would ultimately benefit the entire community. • GOVERNMENT MAKING IT EASIER FOR LOCAL BUSINESSES TO SUCCEED AND PROTECTING OUR INTERESTS INSTEAD OF GLOBAL CORPS • People shopping Local! • Better public transport between VH Council area and Alexandria Council area. Dropping the Backpacker tax to get the BP's on to our farms and then have them spend that money in our area • Increased turnover or sales • Relief by / from landlord re: rent and particularly outgoings payable within our lease • Improved business confidence and activity would flow through to my business. • Public transport • More local support, local Government regulations • Cut in Rising Govmt Charges, Taxes, Pay Roll Tax to help business cover cost of employment. Rising overhead costs and technology costs also a huge problem. • MORE TRAFFIC • Business to understand more about how a community works • Understand the world doesn't revolve around their business • Getting people into Ocean Street • Better visibility/exposure • more customers shopping in town • broader mix of customers • More people!! • QUALIFIED , EXPERIENCED STAFF • Broader customer base. • Less competition from town trades in general.

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

• Public perception • Availability of TAFE College • Most of our business is interstate or overseas. • Beachside town for holiday makers • Loyal community and all of the above • Lots of old age people who need medication. • Good driver resource for part time drivers due to a good number of early retirees wanting some extra income. They don't have to be offered full time work. • I've operated here for a long time and have established a good reputation and good clientele • a beautiful tourism region offering a variety for local, interstate and O/S travellers. • A lot of holiday homes that owners don't have time to maintain also aging population. • We live here • Originally due to offering tourist an opportunity but two years without exposure has probably done us. • Tourism • We live here • I want to live and work in my town. I think Victor Harbor has great potential which needs to be as a collective need to harness. • Natural attractions • Family all close and no long drives to work • Please encourage visitors, tourism is not tapped, SHARE Victor Harbor what a beautiful place to visit and live, open up purchasing locally choices from • Govt institutions • Availability of local accountants i.e. other small business to support • More local businesses supporting smaller home-based local businesses and having our products in their shops instead of cheap highly processed foods. • my business is home-based and conducted online via my website • Fresh Air, Views, Peace, Relaxation • we make it attractive, just good hosts, and im not meaning the town of Victor Harbor • Population demographics. • I would like to have ticked high speed BB, but I have not seen any major improvement as yet! • Cost of Living, Family

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

• Terrible public transport services to Adelaide, high cost of freight many local businesses are "lifestyle" businesses with limited intention to improve customer service, and engage in staff training. • Finding and attracting (and keeping) professional staff. VH area is competing with Adelaide for same prof staff • Rent is ridiculously high • Not enough businesses open for holiday makers (both summer and winter) Lack of indoor public swimming pool. Lack of community bus for tourists. Lack of a suitable public swimming area in the ocean near the jetty. • It's a unique business so it's difficulties don't really reflect the same as other VH businesses. • cost of advertising • Discount pharmacies in Adelaide (southern areas) • freight charges • Not the population to support the number of bus companies here, and therefore we survive with about 60%+ of our work coming out of Adelaide and other areas. • NA • High rents/overheads, restrictions of landlords and authorities/council • We should be providing an aggressive Tafe based learning centre with a focus on providing new skilled apprentices for the building industry. Currently too many large Adelaide based builders have to bring in their key trade from outside the COVH. • Outdated Attitudes towards the Arts in council. The same people keep getting the work. • Hard for new players to find a place. • need to create more attractions they seem to be dropping off maybe due to funding. • its not difficult • Increasing demands of technology and customers demand for instant gratification. • None, because this business can operate from almost anywhere via the Internet. Locating it in Victor Harbor was a lifestyle choice. • General culture of the area and lack of community identity / loyalty • Parking can be an issue with a trailer in and around main centre of town. • I would prefer to operate from Inman Valley but have to work from Victor because of the limited Internet connection at Inman Valley • I mainly sell online but would love to sell my products through local shops. Just need the time and knowledge and confidence on how to approach shops. • Council • Trades from adelaide come down a lot atm so we definitely miss a out • Nothing really • Tourist attractions are limited. Granite Island is disgraceful It is not difficult to operate a business in Victor Harbor if you do your due diligence. • More Tourism needed. Granite Island is a shambles. Should be 2 boat ramps. encourage growth and visitors. get bums on seats • There are always challenges whatever the business, but ultimately it is up to each individual business to be the best they can. There are no real constraints in running a business in VH. • The "fun" stuff disappearing or not being updated • Councils backward thinking for developments in the area • Adelaide / SA has weaker economy in general • Some food businesses are not willing to pay more for a better quality product and are only concerned about the profit margin instead of origin of products etc • n/a • When we were involved with the tourism side of business all the tourism bodies wanted us to build more BBB accommodation. The trouble was the council and every other government department wanted to stop us from building by insisting on more regulation and costs. \$15 to \$20 thousand dollar to put in a development plan before we even submitted plans to the council. You people need to get out there and put some of your own money into development before you start hitting the very people who want to do something to get this place going. All the government departments are only interested in covering their arse rather than promoting development. Most of the regulations that you insist on are not to protect the public but to prevent anyone wanting to prosecute the council. • The archaic land parcels of 80 acres are unviable for large scale free range beef farming, and land too expensive to purchase any more. Parcels should be able to be sold off in about 4 x 20 acres each and with the climate and recycled water would make

excellent farmlets for vegetables, meat hens, ducks, berries, aquaculture etc. imagine the employment, tourism, increased rates. Think beyond the old land sizes. If we had the land in the town centre we could have sold it off in many a house block, but the SA Govt is denying the farmer the same opportunity and the lack of vision on the employment eat with the diversity. • Internet • The council is the biggest stumbling block, to difficult to work with in getting things done. • Surrounding attractions (or lack of) bringing travellers to town. • Refer to Q8 response. • People's willingness to drive to Adelaide, thinking they will get a better deal • Poor connectivity and no schedule yet for NBN • Elderly Population • I need to work in Adelaide as well as on the coast to make my business profitable. I find its just a bit too far away for a daily commute and need to stay with relatives in the city a couple of times a week. • Lack of council foresight, relying on Victor's old name as the place to go, not updating • I think these factors are State wide, not just in VH; Overhead Costs to run a business, Rates, all Taxes, Employment costs. • Perception that there is nothing at Victor Harbor • demographic of older people, less spending power, less visitors, more online shopping • There is a real lack of true work options in Victor Harbor. Unless you are in service retail, aged care, health, tourism, hospitality there are limited opportunities in other areas. We need light manufacturing, value adding and more Government business [a Services SA branch] All these will go along way to supporting other existing and proposed businesses.

The Council and the Victor Harbor Business Association are currently considering program and format options for the 2016 Victor Harbor Business Week. Do you have any suggestions of topics or delivery methods for the workshops and events offered during the week? (Open-Ended Response)

• not at this time • No. • Your Brand - More important than you may think ! Importance of Displaying a Consistent Brand How to exhibit successfully at Shows and Expos • Restrict format to 4 days Include, with school assistance, a half day of programmes for Year 11 and 12 students, highlighting local employment opportunities. • Experienced presenters. with practical knowledge • One-on-one coaching Mentoring Group discussion relevant to specific industry • General group sessions and follow up with individual business advice - in person, not via net. • Developing Tourism successfully not Monday to Friday. • 2017????? Advertising Running a small business • Developing a business plan. Identifying a competitive advantage. Benefit selling • no • I am able to deliver a workshop if you would like me to: Developing a mentally healthy business • Plan a new [safe] South Rd - Victor Harbor highway. Set a realistic time frame and start lobbying. • Collaboration... work hubs. • Using speakers and service providers who are based near or in VH - not from Elizabeth • How to be heard by council? How does council work with local businesses? • Please Note: responses to Q12 and Q13 should be ignored because none of the criteria was applicable and responding was mandatory to continue the survey. Q14: Having operated in Victor Harbor for over 22 years it has been our observation that many small sole-trader or partnerships start-ups need assistance with Business Plans, identifying their Market, Grant Funding, Cash Flow Management and Market Targeting. • My answers in question 12 are not accurate, as I only agreed with no 1, but was forced to complete the rest. • Staggered sessions over a longer period than a week - say a month. There were just too many sessions of value in such a short period of time. Perhaps a quieter time of the year would help too. • Innovative uses of technology... tools and resources for small, home based businesses... community connections • Lets have some good news stories and confirmation of ventures that will happen. • Many years ago, I took part in a Victor Harbor Business Expo. It was very successful and has never been repeated. • Topic, How can Council support micro business's • No • I'm sorry I missed the events you had earlier in the year, I just couldn't fit them in with work. They are a great idea tho. Hopefully next year • Marketing tips • Online marketing How to make more profit in winter • No • Business and staff management strategies. Local marketing • How do we make Victor Harbor one of the most liveable places in Australia! • No. • probably sounds funny but a POSITIVE SEMINAR, not a happy dance but the MEDIA DOOM AND GLOOMS, we have a lot to offer and look forward to • Not much time left in the year , best next year. • Main Street development Marketing together Collaboration • How to monitor social media to see real change in marketing my business and impacting key markets. Using social media to target older audiences and being able to quantify results Designing a web presence Photographing and styling my business products for the web Designing effective promotional materials and marketing campaigns • Being in the media, many small businesses have no idea on "how to sell yourself". By that I mean, they may advertise but they don't help themselves by making the advert work for them. They have little idea how to promote their business or use the media to help them - at no cost... "How to better spend your promotional dollar". • My line of business is somewhat unique and does not really fit into the context of the local services covered by this survey. • I am not local to the area so these things will not help me • Marketing Opportunities • More spaces available to attend as I missed all of them due to seats going quickly online. • something pertinent to businesses without a storefront in VH • No • Get the Govt involved to change the rules of splitting farming parcels on Fleurieu to give more diversity & more employment. Get SA Water involved to collect street runoff as well as use the recycled water for agriculture • Workshops rather than meetings and group participation events • Cut the overall number back too many in the week Be more specific to the business sector • Not really only the main street of Victor Harbor needs far more places to eat, and browsing shops if we want the main street to survive. People go to Hahndorf and Glenelg for example, in the winter so the seasonal excuses need to be put to bed, because they seem to survive. Lets give the people a pleasant environment and they will come!! • ? • Remember that the region extends well beyond the town • no • Collective marketing as a community • I did not attend this year. None of the events and/or times they were offered suited or interest me. • Business + Community = Profit Business plan Development Marketing "Dont be the best kept secret!" • more about online marketing and how to succeed.