

Cardinia Shire Council

Business Landscape Survey Review

November 2023

Cardinia *Business* Landscape Survey



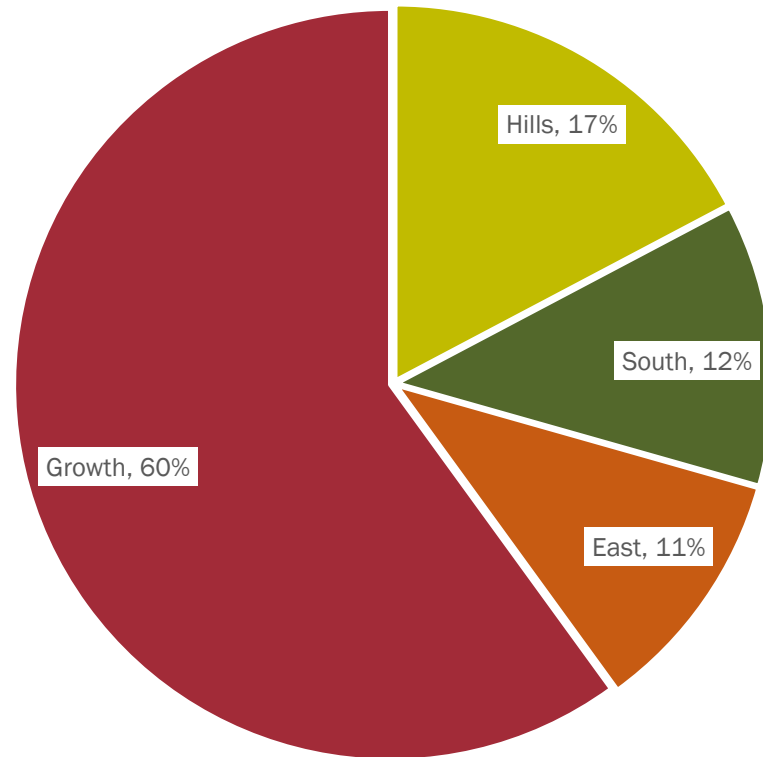
Overview

- Cardinia Business Landscape study conducted in August and September 2023 assessed the impact of COVID-19 on local businesses, focusing on post-pandemic recovery needs.
- Out of 20,000 businesses surveyed, 333 respondents highlighted challenges such as:
 - Financial constraints
 - Regulatory issues
 - Infrastructure deficiencies
- The survey underscored the pressing need for specific council support to facilitate recovery, growth, and community contribution. This support encompasses:
 - Infrastructure improvements
 - Simplified regulations
 - Financial assistance
 - Transparent communication
 - Collaboration opportunities
 - Educational workshops

Representation of survey responses

Regions represented

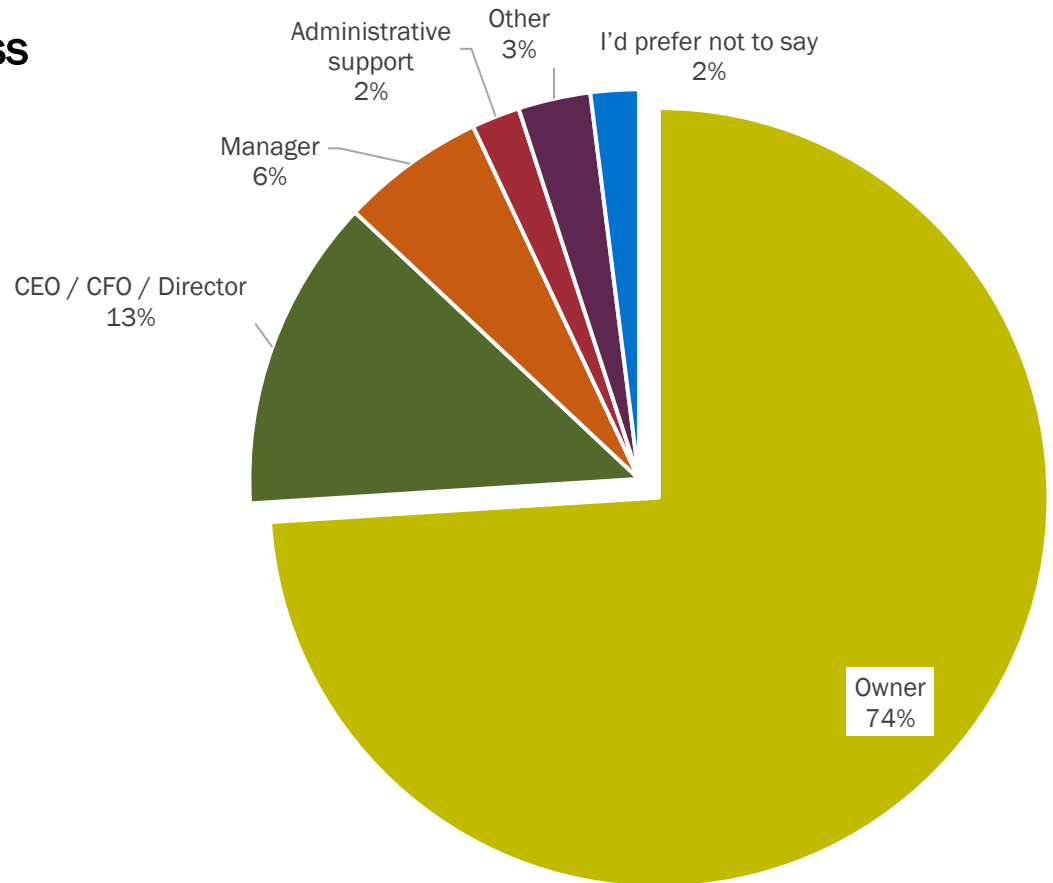
60% from the Growth corridor
17% from the Hills region
12% from the Southern region
11% from the Eastern region



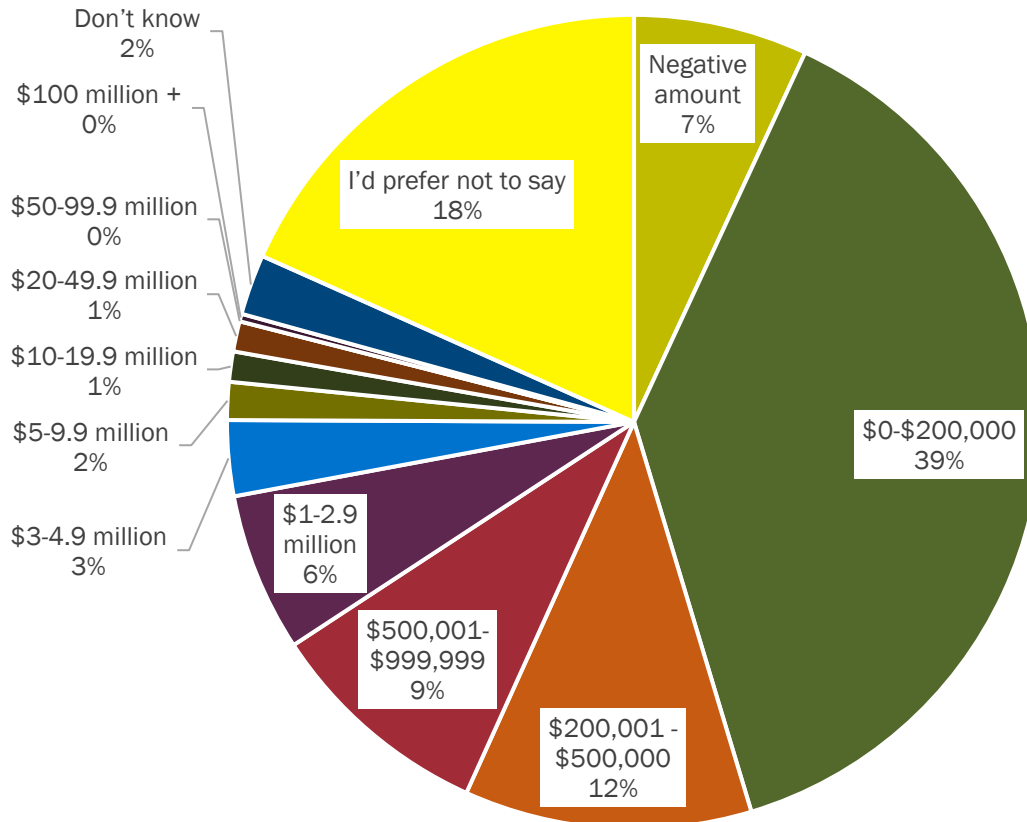
Representation of survey responses

Respondents' role in the business

74% Owner
13% CEO / CFO / Director
6% Manager
5% Administrative support or
another role
2% Prefer not to disclose



Representation of survey responses



Annual Turnover

7% businesses reported a net loss

38% of businesses reported turnover less than \$200K

20% of businesses reported turnover between \$200K and \$1million

14% of businesses reported turnover greater than \$1million

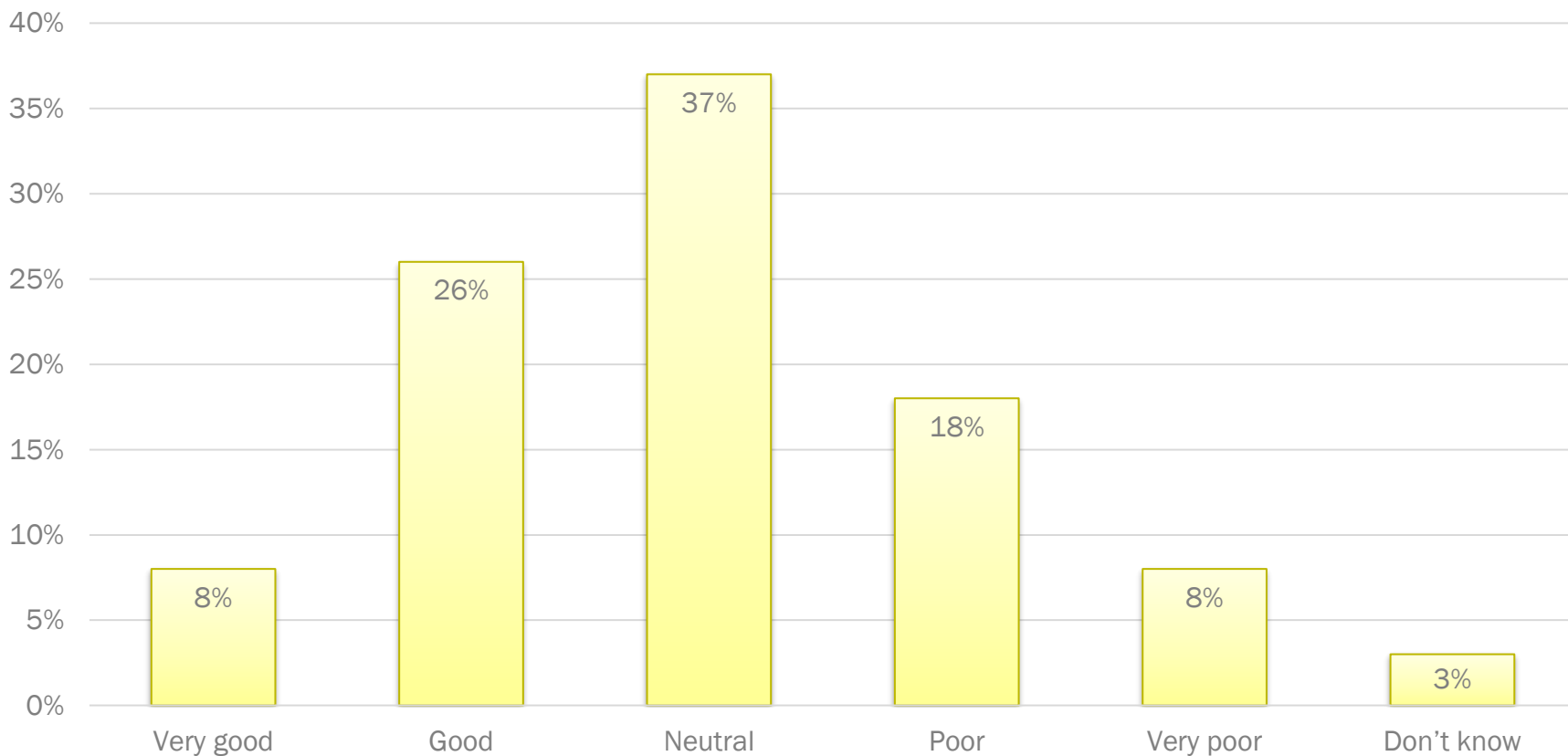
18% of businesses preferred not to disclose

Ranked responses summary

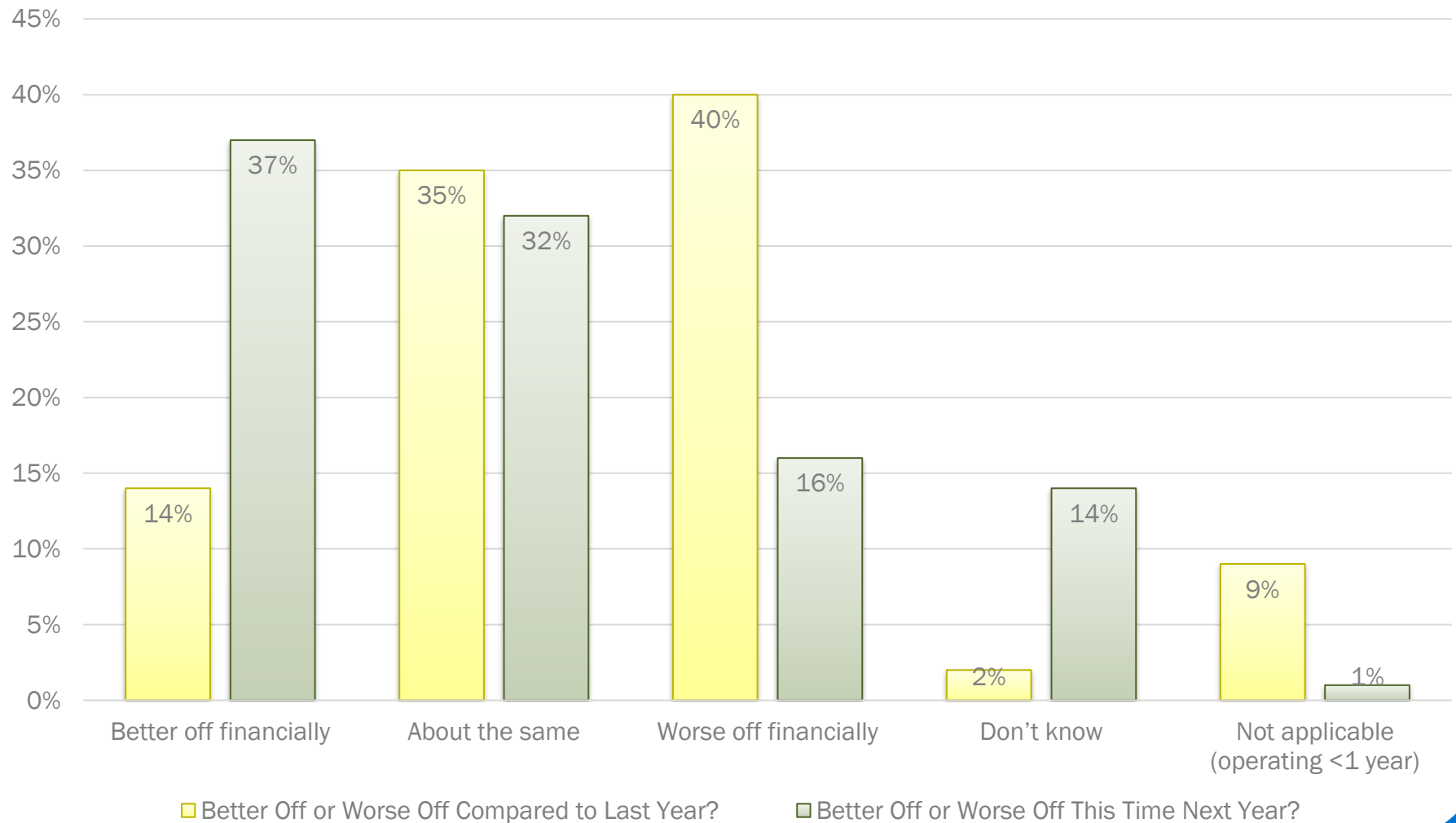
The following graphs depict responses to questions with multiple answer options.



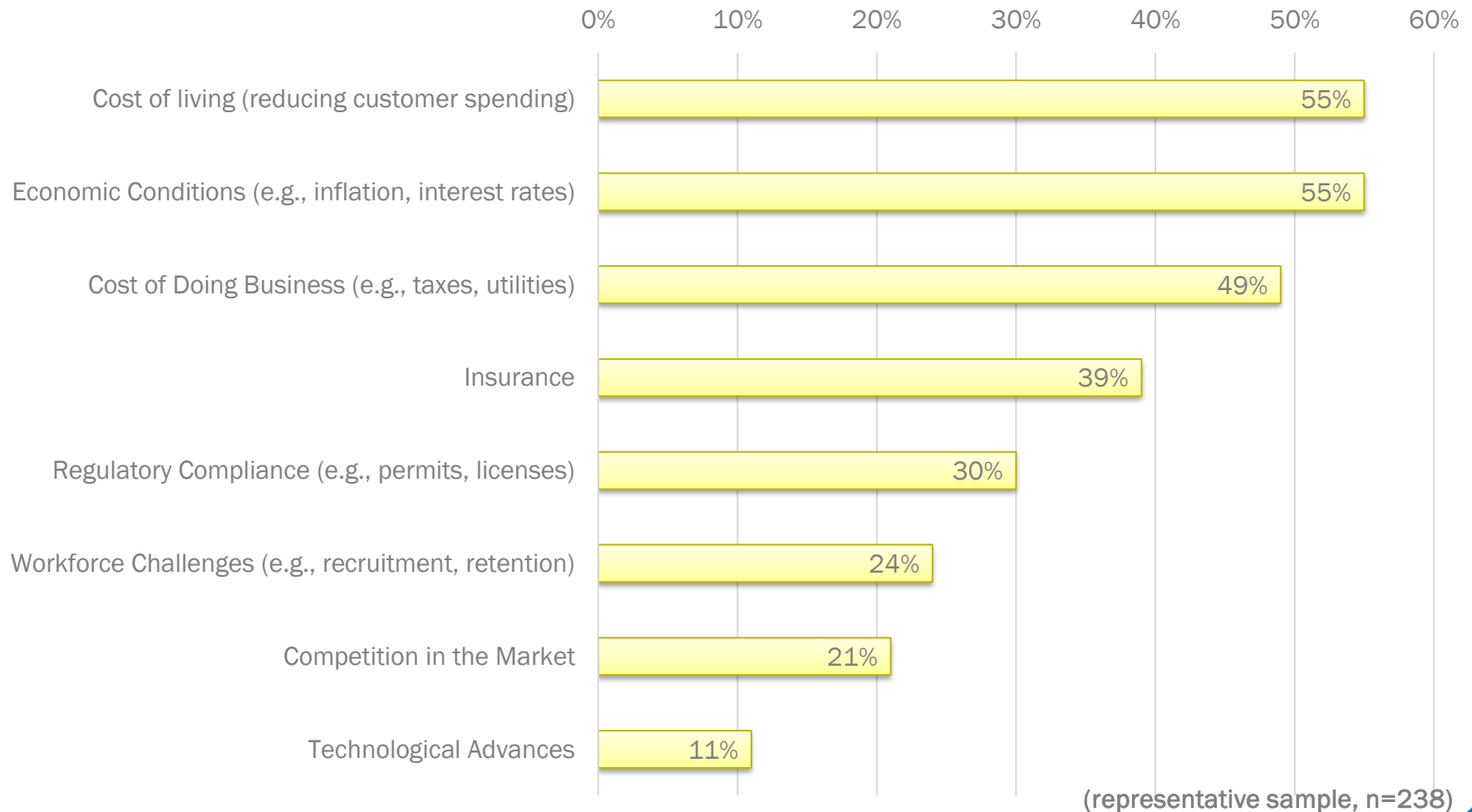
Rating the current local business environment



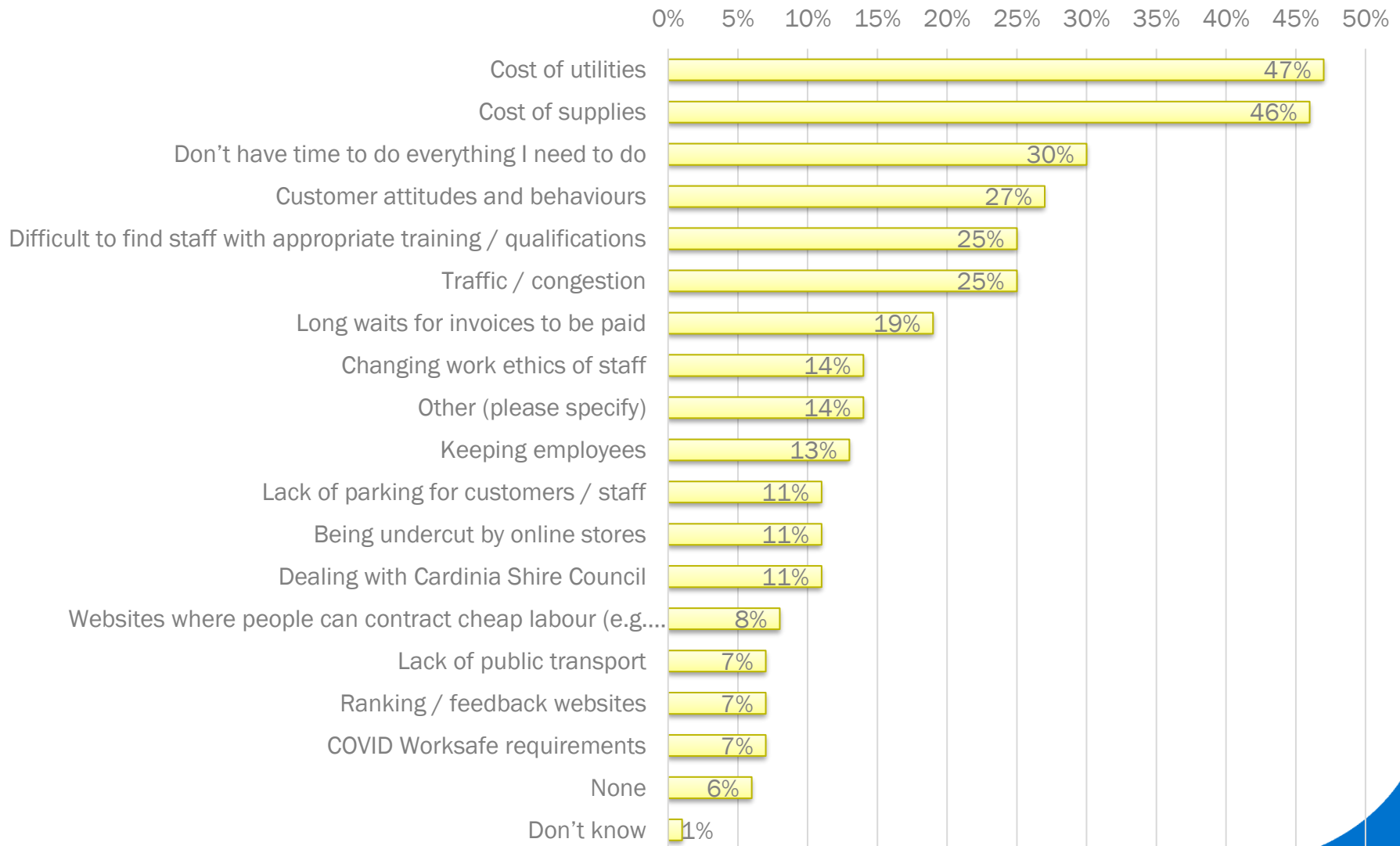
Financial Year comparisons



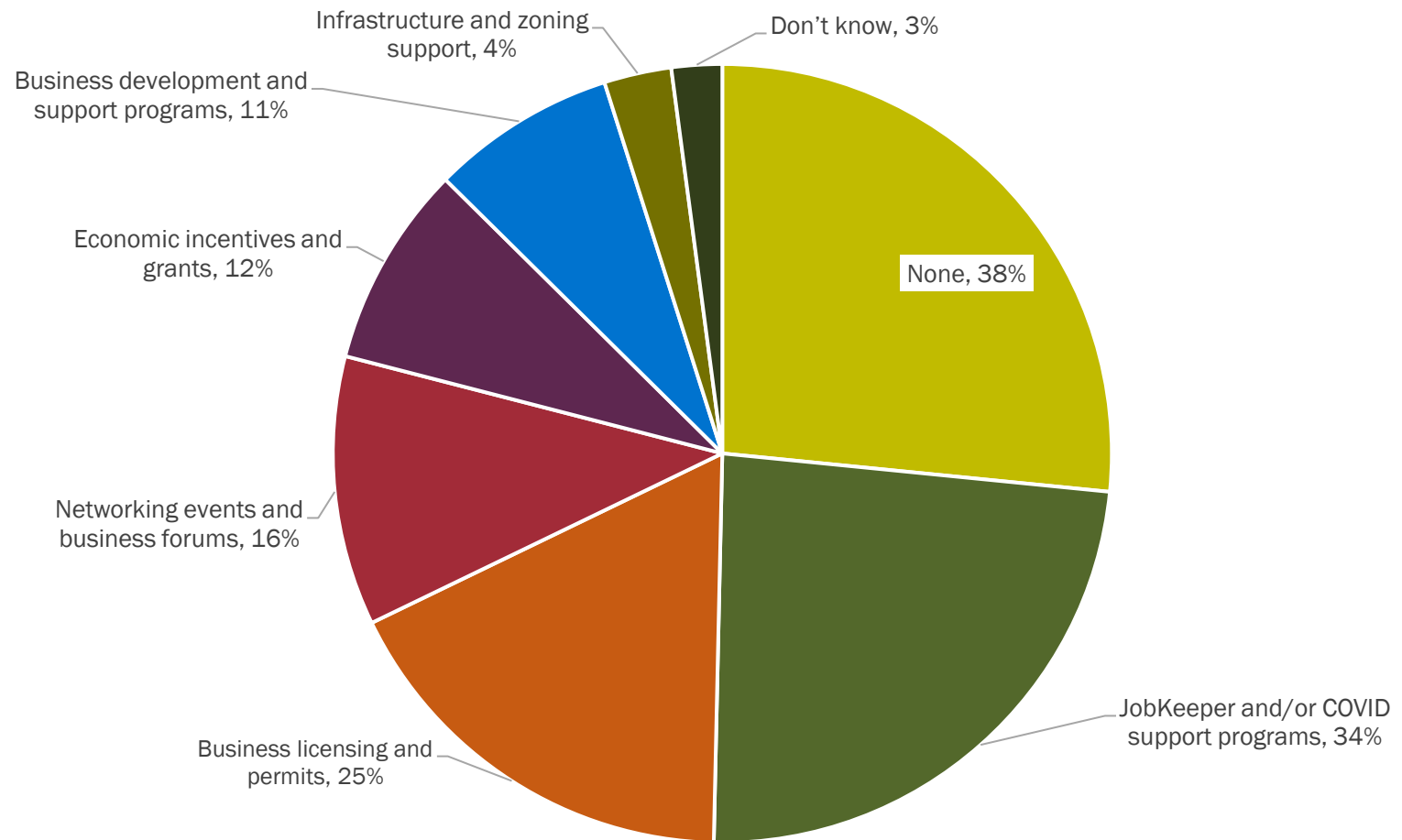
Factors placing significant pressure on businesses



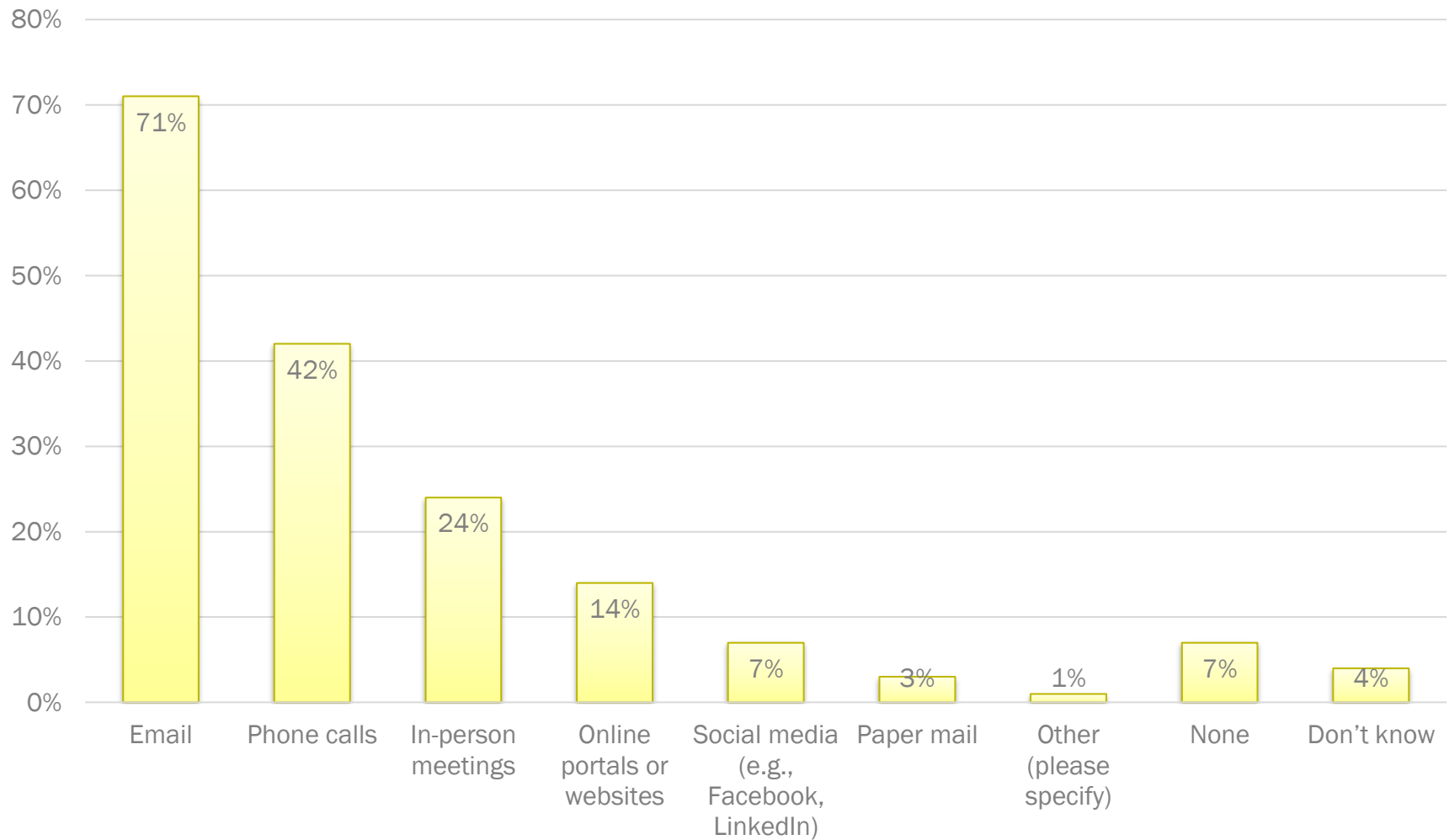
Key challenges for businesses



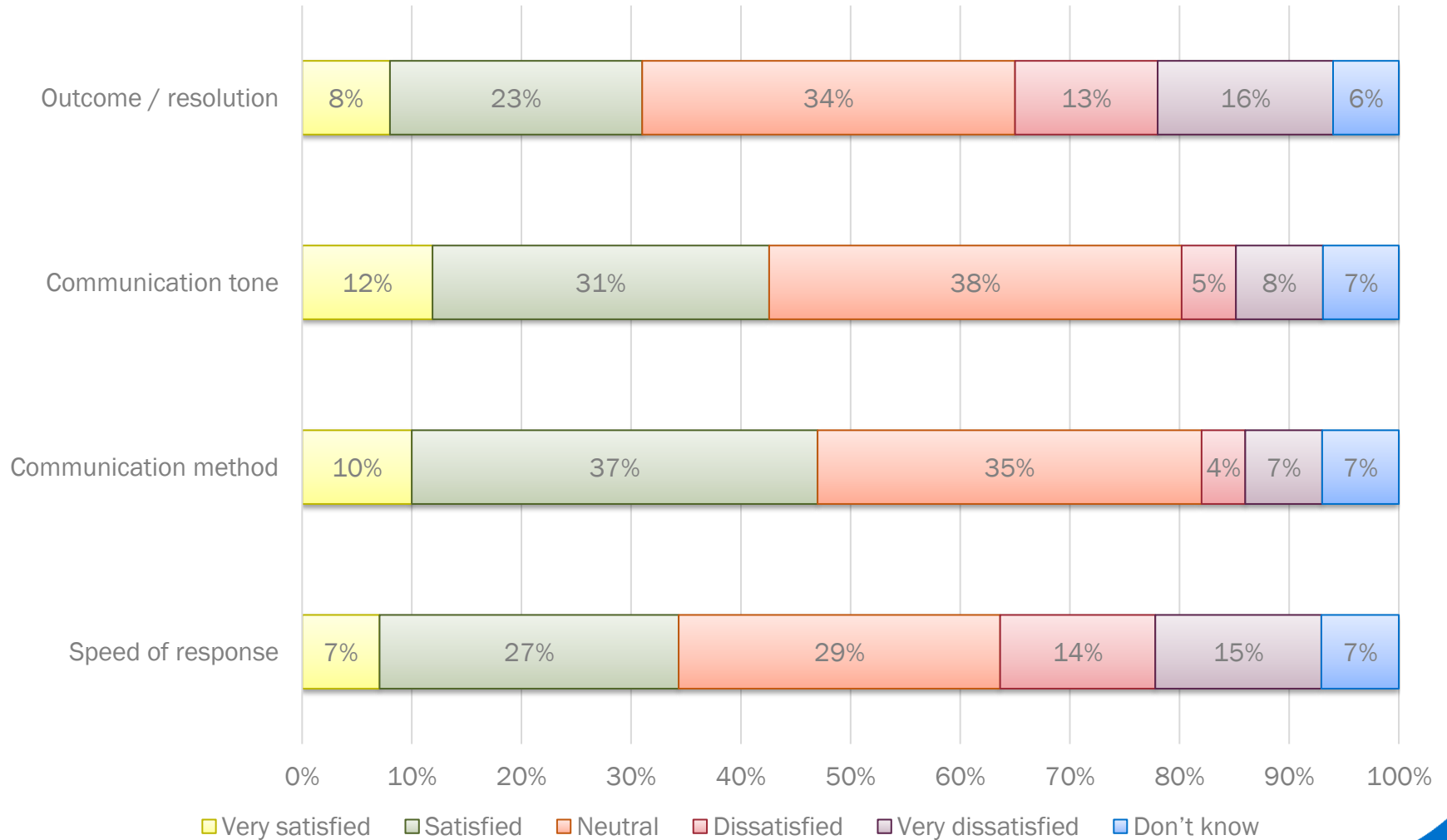
Government services or programs accessed in the last 3 years



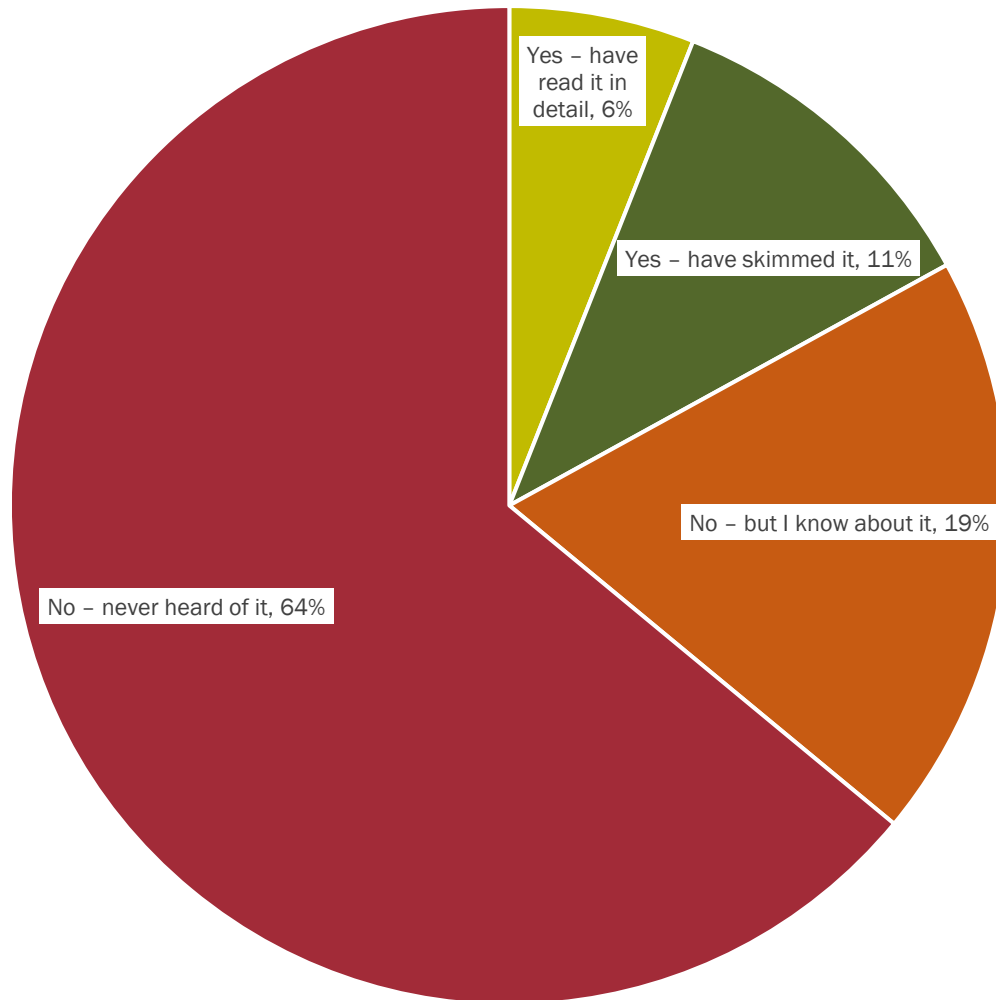
Preferred communication channels



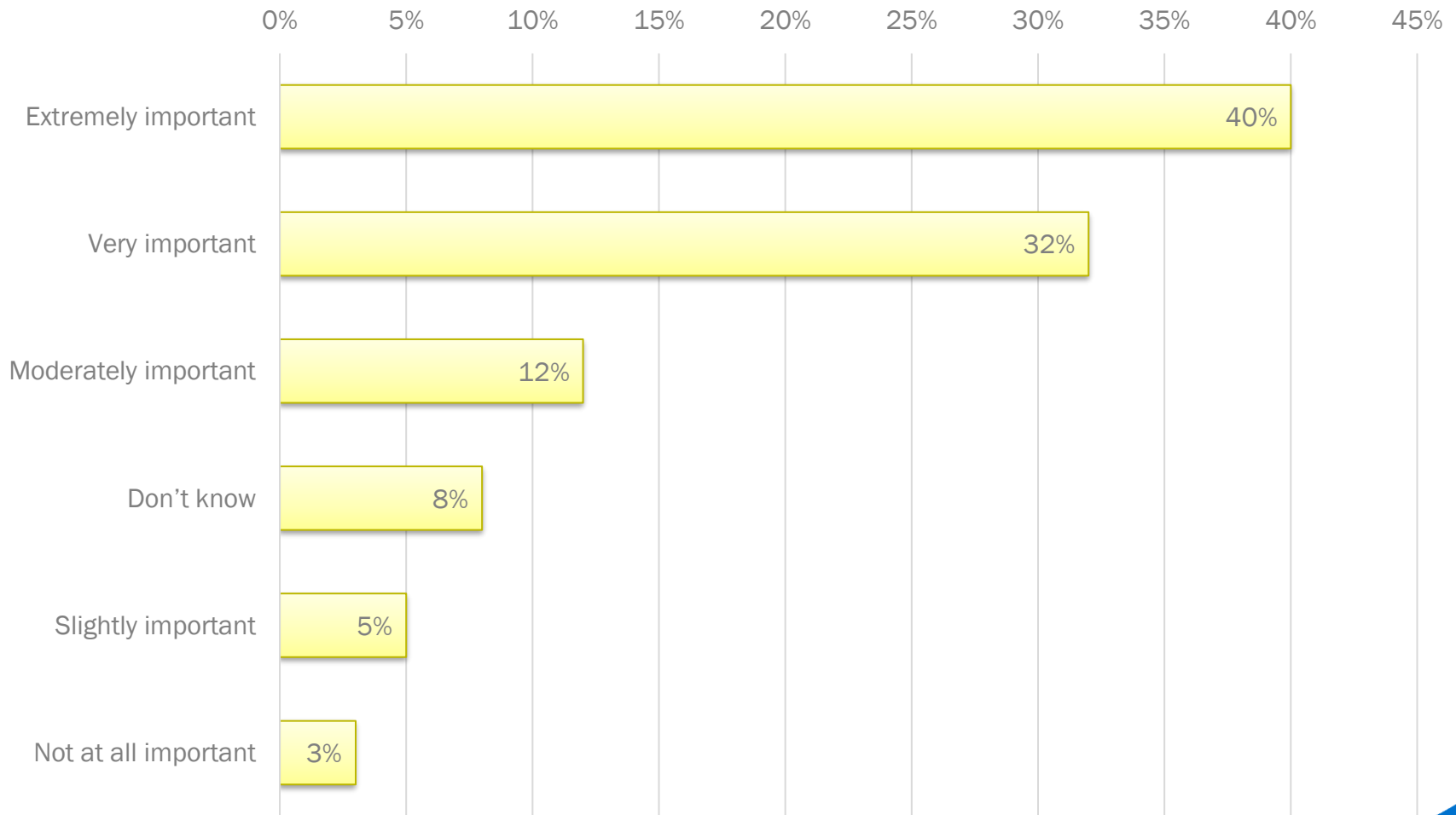
Satisfaction with Cardinia Shire Council's Business Communications



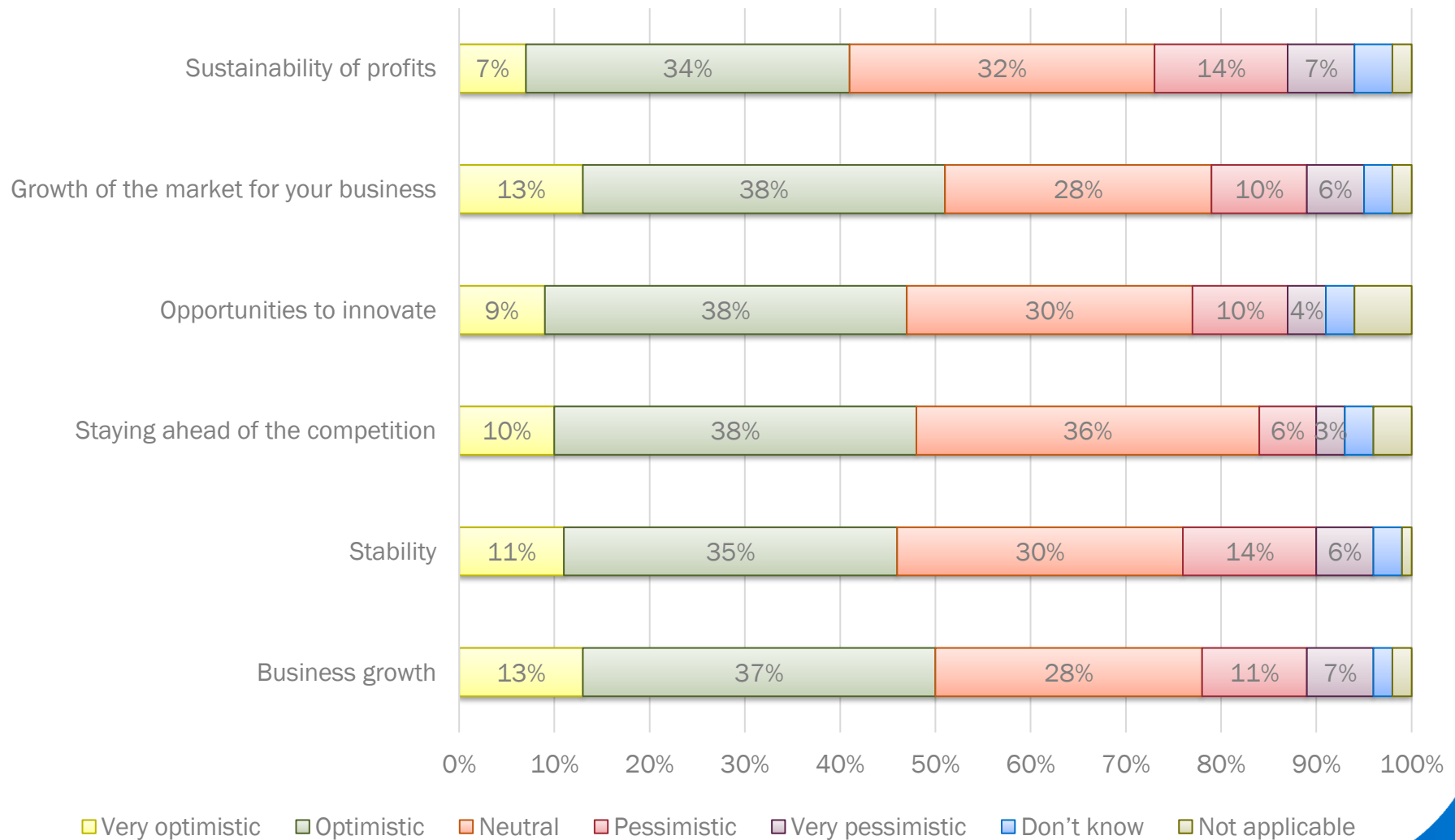
Cardinia Shire Economic Development Strategy 2023-27



Importance of local economic development initiatives



Business future outlook

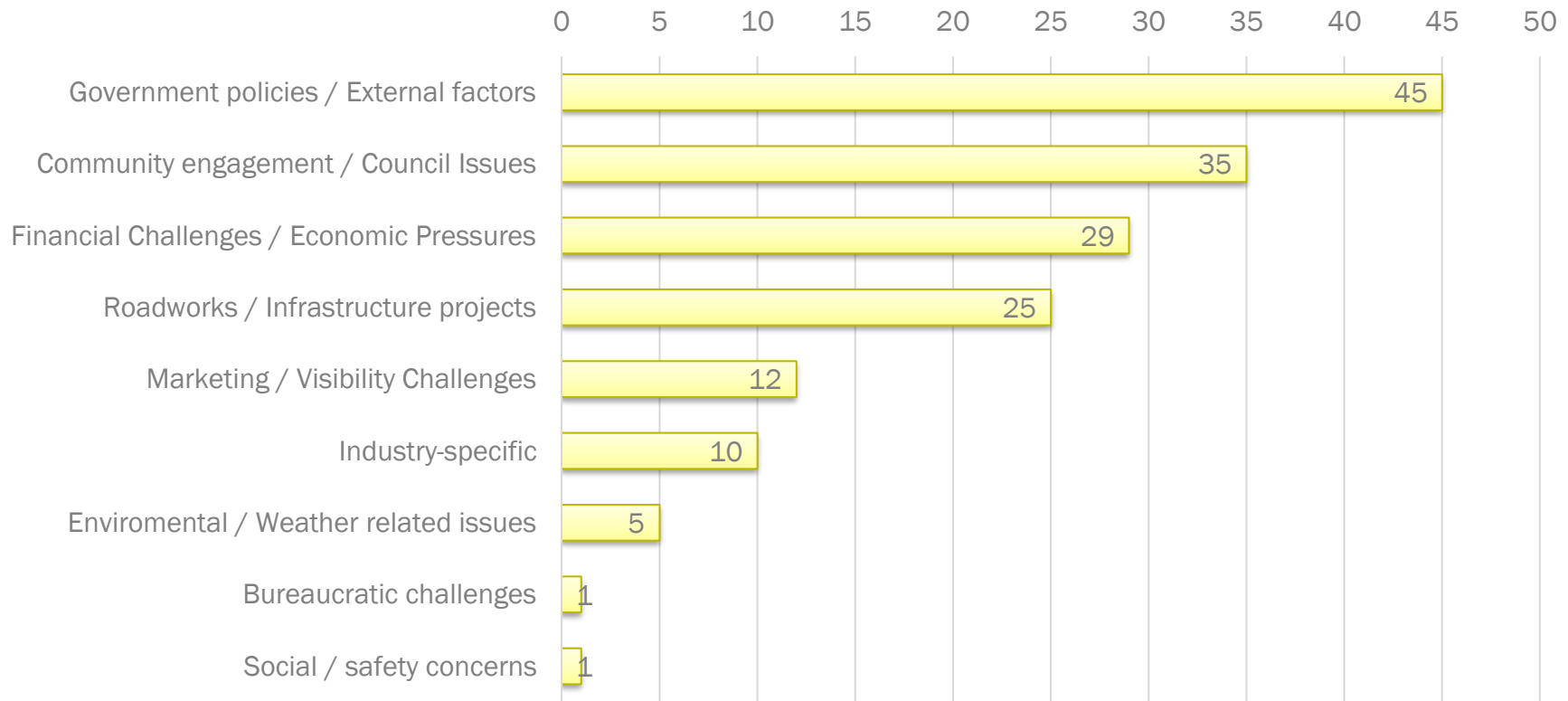


Survey comments summary

The following graphs depict themes to questions which requested comments to specific questions.



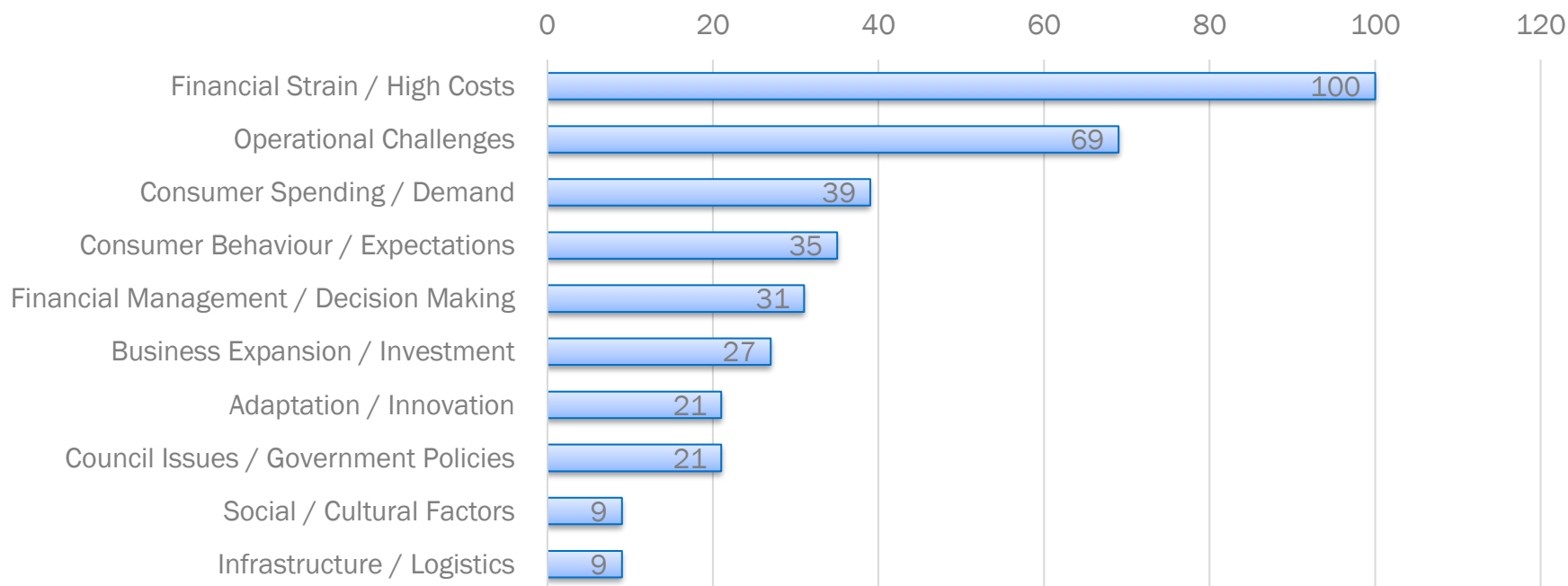
Factors putting pressure on business



“Parking along the front of our business. There are no lines marked and the parking sign of one hour is not abided by.”

“Work cover, insurances, outgoing wages going up but incoming wages going down”

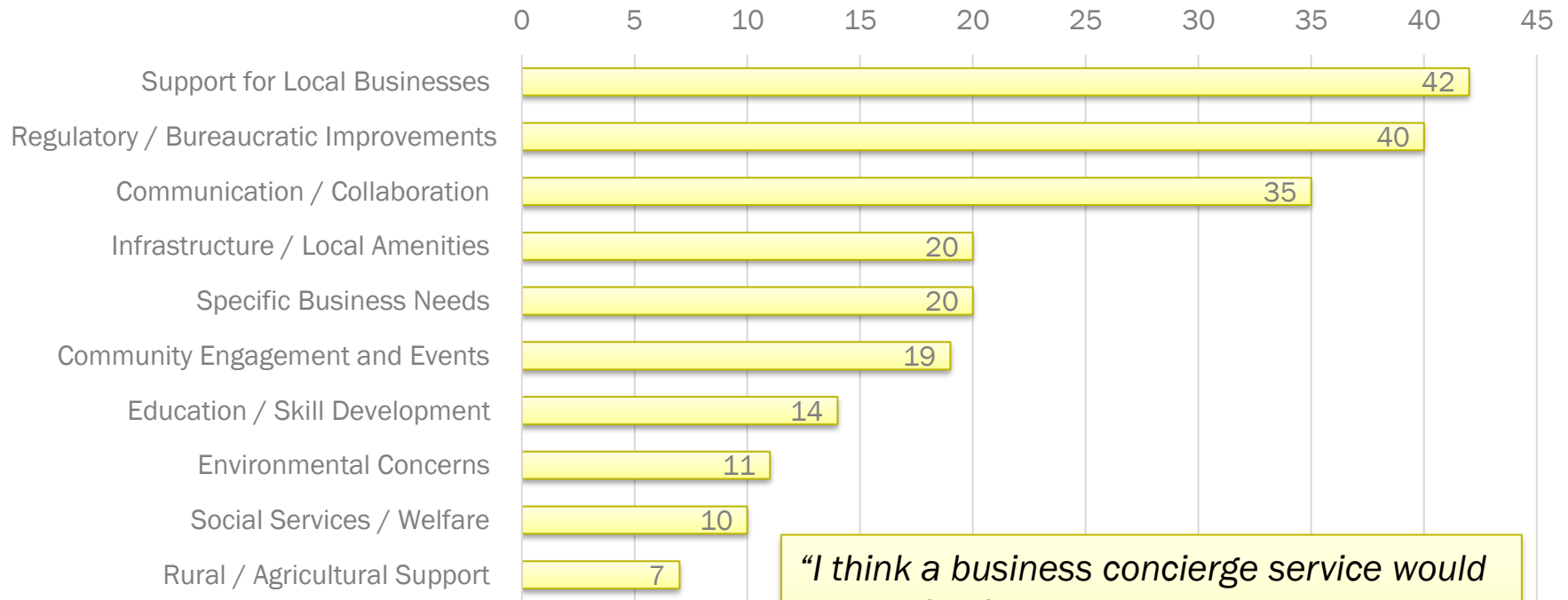
Economic climate impact on operations and decisions



“Running costs have increased and wages have increased, all while the same has happened to our business customers which has meant they have scaled back their spending on our services.”

“Downturn in the Building industry will affect business for the next 6 months approx.”

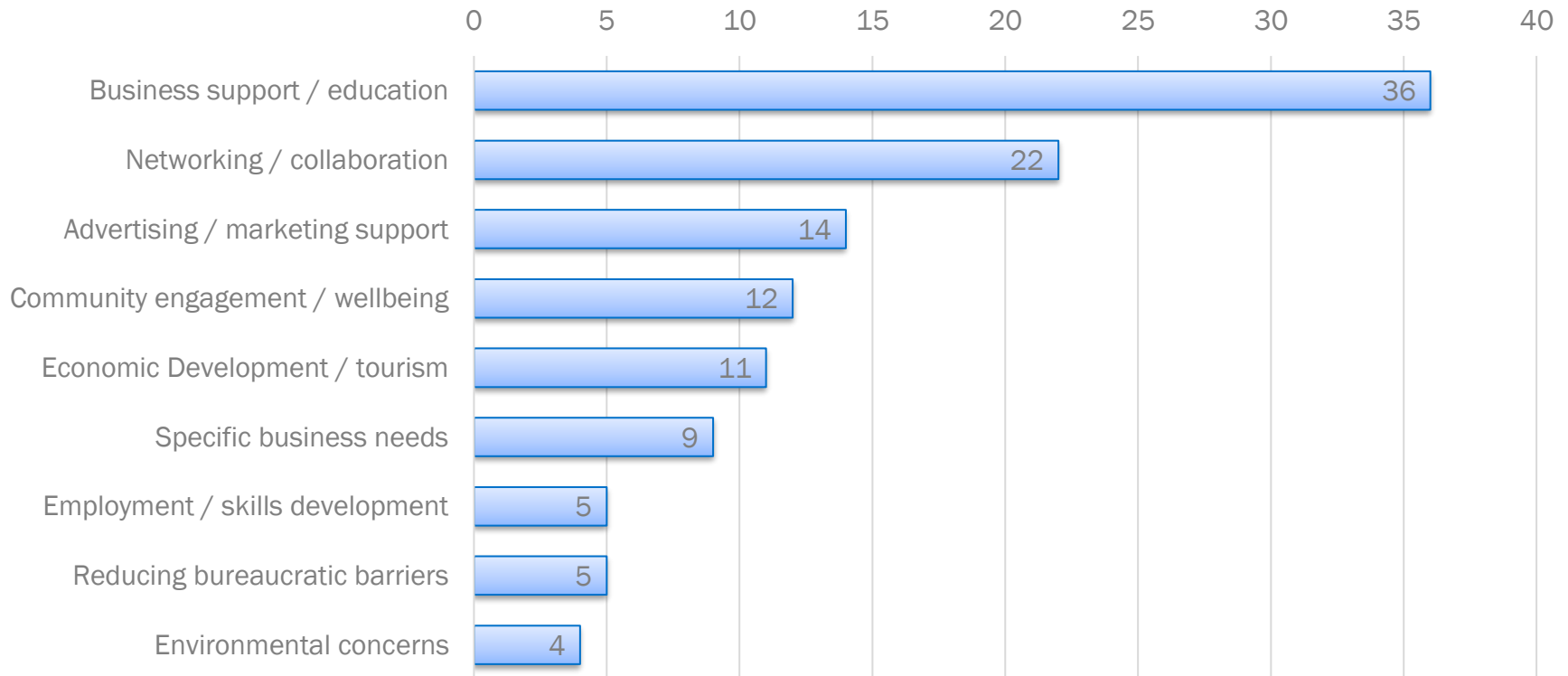
Suggestions for Council initiatives to enhance business support services



“More exposure for our local businesses, more social media, networks, or advertising campaigns”

“I think a business concierge service would be helpful if we could be directed to once contact who could coordinate all of our enquiries to all other departments, with the goal that one phone call from us could get in contact with several departments and collate all of their responses....”

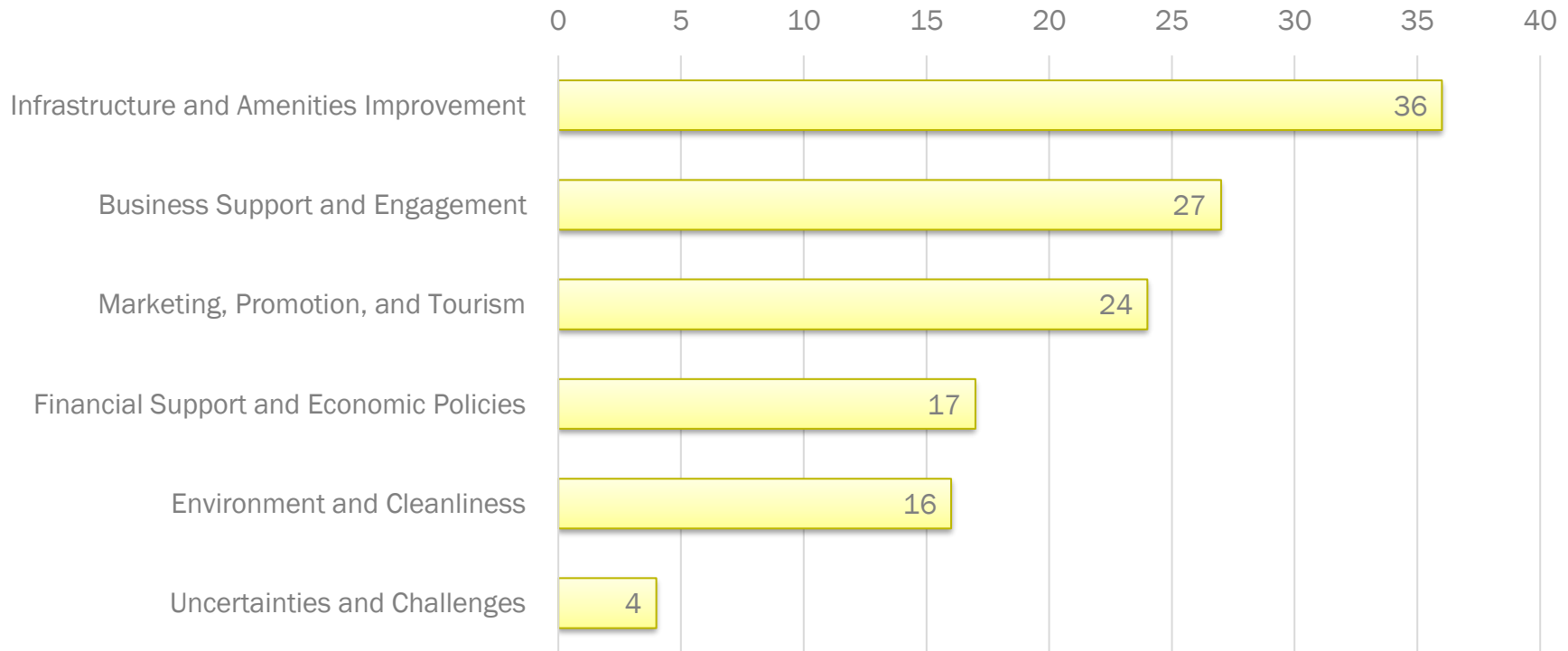
Suggestions for Council programs to enhance business support services



*“New small business owner workshops.
Free classes to teach new business owners
how to manage things like Xero, taxes, work
from home issues.”*

*“Mentoring in businesses, and information
on the growth expected in the area”*

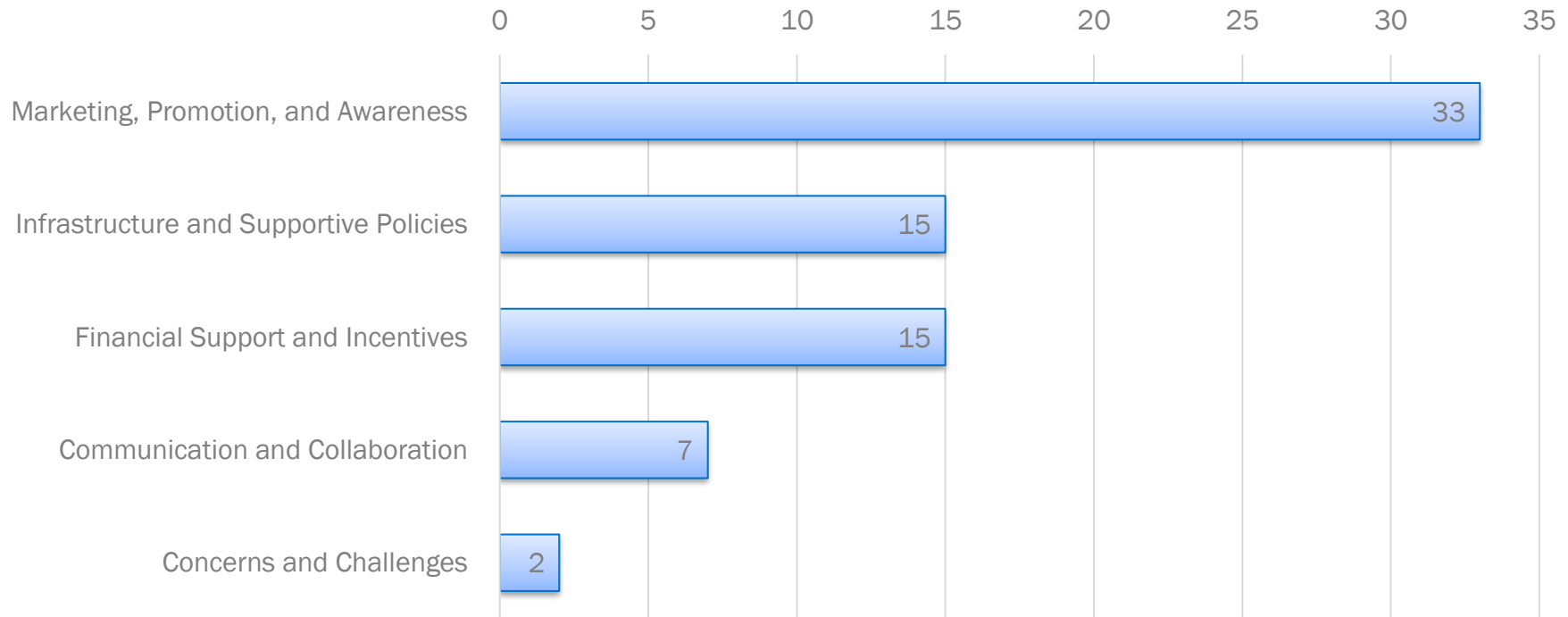
Suggestions for Council initiatives and support to increase economic growth



"The Cardinia Shire Business Awards should be reinstated"

"Rail trail connection. Support horse riding through the area. Lang Lang showgrounds committee can offer accommodation at cheap rates. This initiative will support a number of businesses in town. The pub, Country Grind etc."

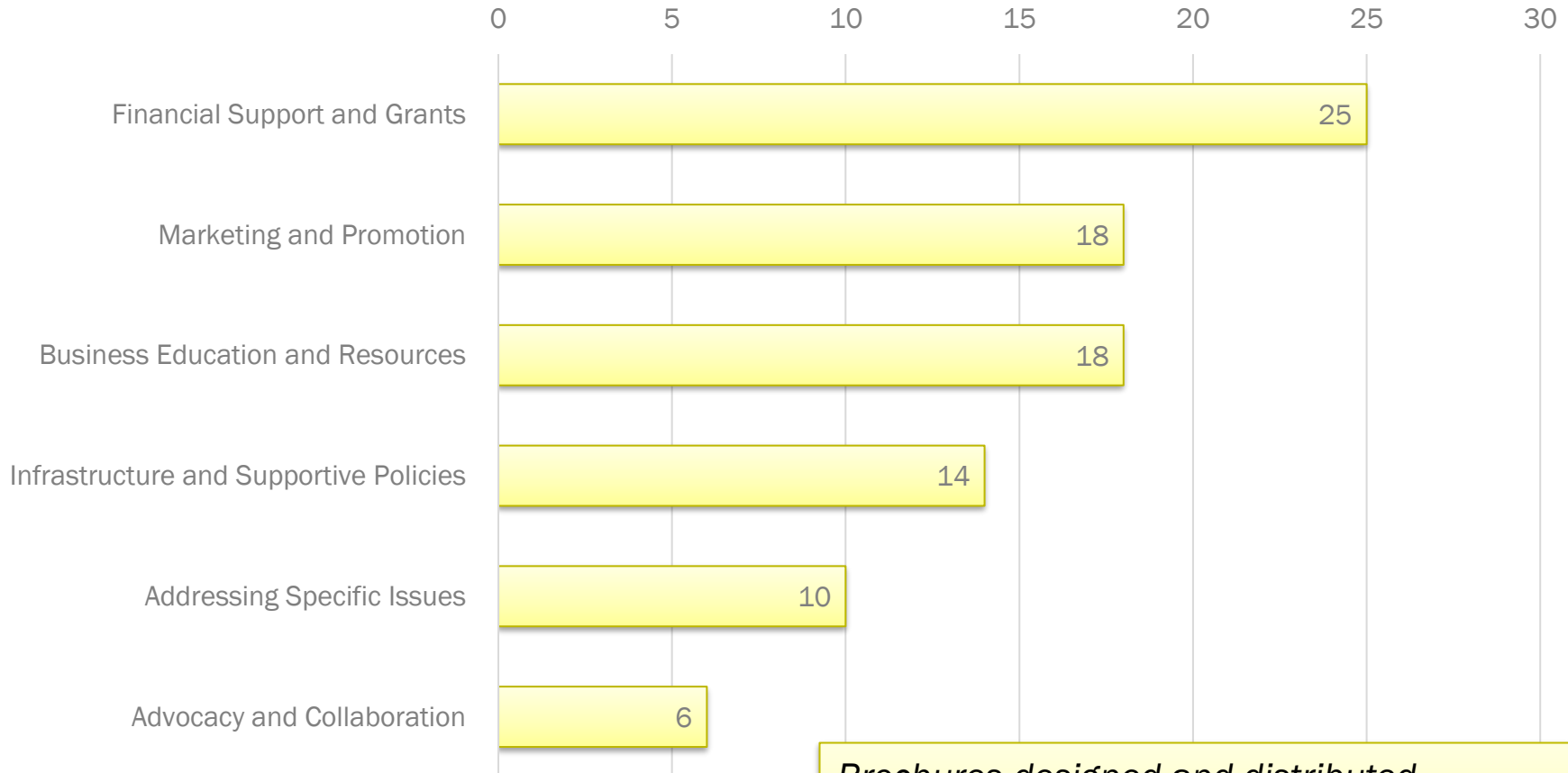
Suggested business support programs and initiatives in local areas



“Township development strategies are important for future business growth but must be done in consultation with the businesses within that township.”

“Support programs / seminars to assist local businesses navigate any government incentives / ways to navigate the current climate”

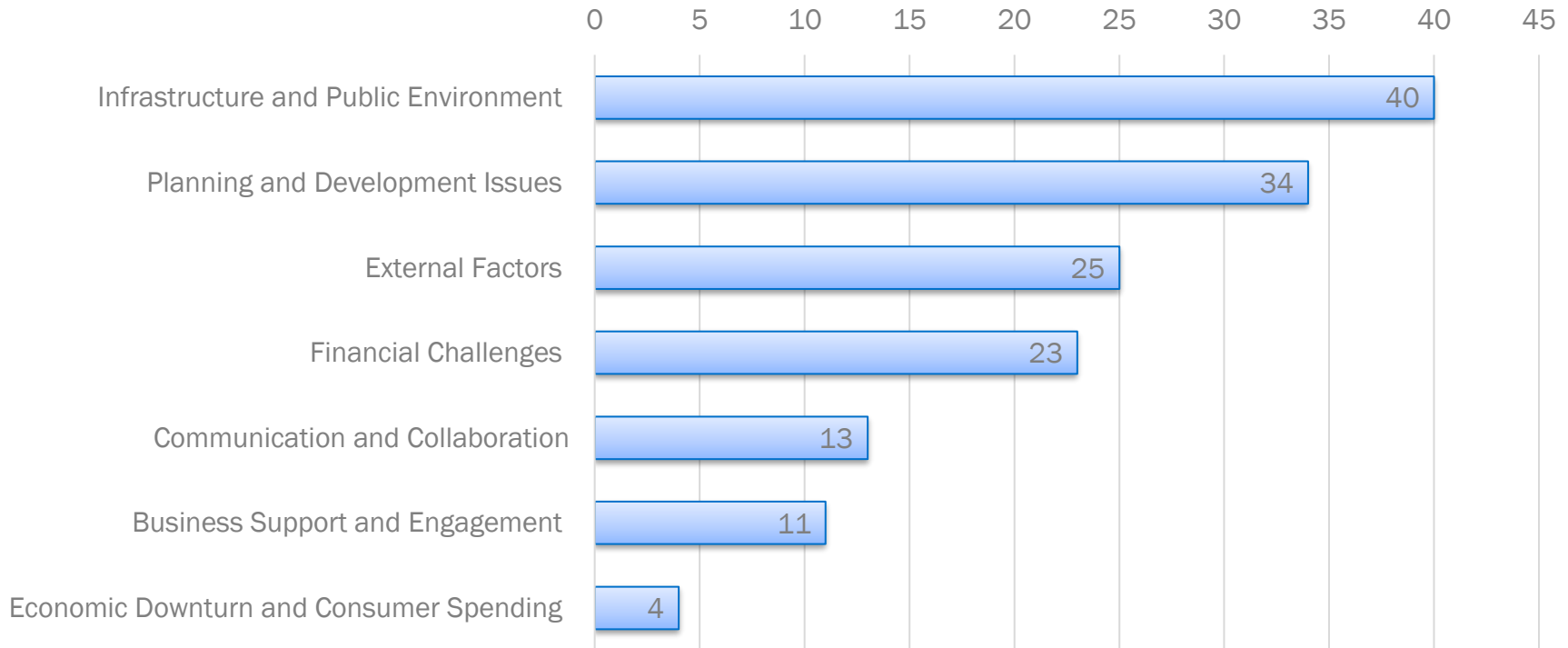
Suggestions for business support and resources for navigating the current economic landscape



Grants, assistance with lowering costs such as negotiating better rates for utilities etc

Brochures designed and distributed highlighting different shopping "trails" eg food & wine, op shop/second hand shops, plant nurseries, gift shops.

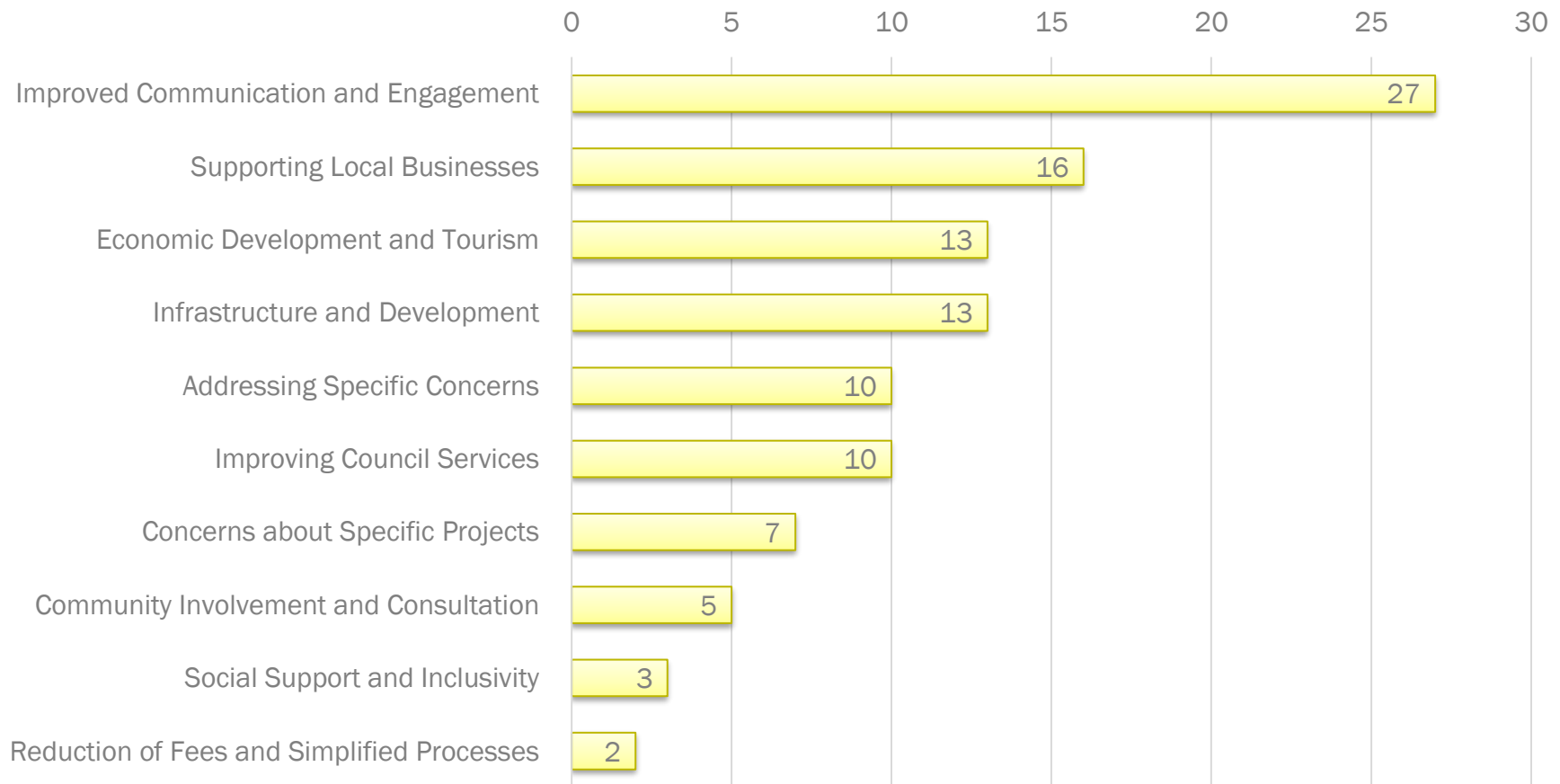
Insights for Council: Challenges and concerns faced by local businesses



“Slow approval of permits resulting in our issues with our workflow, creating to excessive delays for our customers”

“Make town centres more appealing by improving the streetscape and better parking”

Council-Business Collaboration: Feedback and Recommendations



“Having ongoing direct consultation regarding all matters that affect local business, traffic etc”

“As a commercial centre we would encourage any of the councillors and or senior members of the Shire to visit personally and interact on a more personal level.”

Summary

The Cardinia Business Landscape Survey provided valuable insights into the challenges faced by local businesses in the post-pandemic environment.



Summary

The survey revealed challenges post-pandemic, including financial constraints, regulatory hurdles, and infrastructure deficiencies, exacerbated by economic shifts and changing consumer behaviour. Despite challenges, businesses demonstrate resilience through innovations and cost-cutting measures.

		
<p>Urgent need for targeted council support:</p> <ul style="list-style-type: none">• infrastructure improvements,• Simplified regulations,• Financial assistance	<p>Businesses seek:</p> <ul style="list-style-type: none">• Transparent communication,• Collaboration opportunities,• Educational workshops,• Direct engagement• A supportive public environment.	<p>To enable businesses to recover, thrive, and contribute to the local economy. The survey underscores the importance of:</p> <ul style="list-style-type: none">• Improved council services,• Transparent decision-making• Social inclusivity• Co-operation between the council and local business community.

**For more information, please contact
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