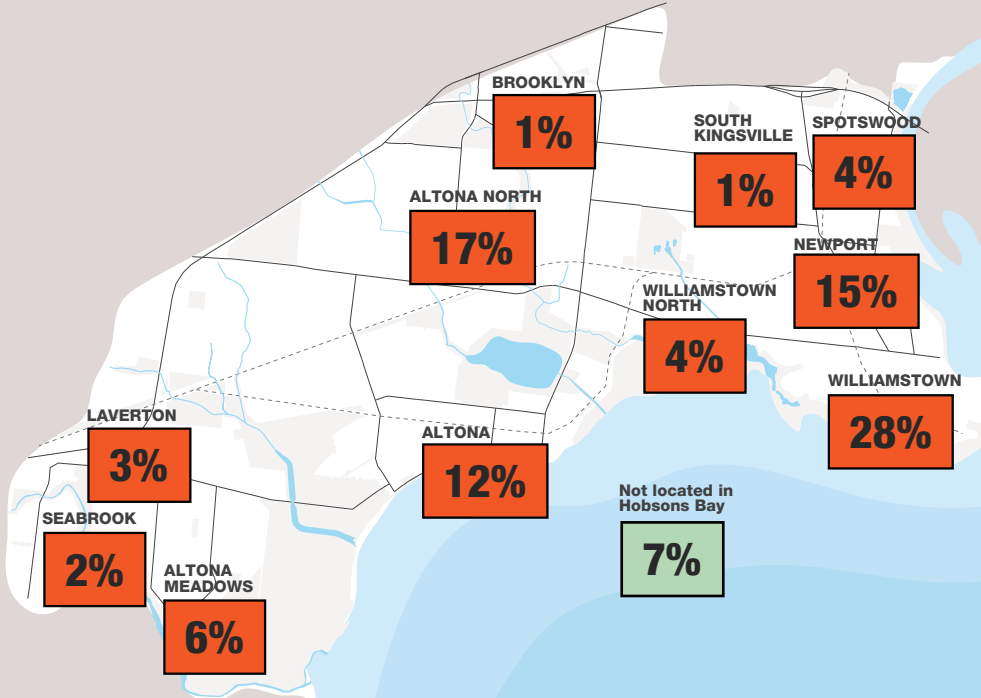


Hobsons Bay Business Trends Survey 2018

Key Findings

Overview of survey respondents

156 survey responses	
83% of respondents are business owners	58% of businesses are less than 10 years old
78% of businesses employ less than 10 people	92% employ less than 50 people



Businesses by industry category (percentages)

10% Accommodation and Food Services	12% Professional, Scientific and Technical Services	12% Other Services	42% Retail
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Climate change

46% of businesses indicate they have some climate change knowledge, but don't know how to react to it	22% don't think climate change will impact them	5% don't understand how climate change affect them	26% stated they are already adapting to climate change
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47% said they would NOT like to receive information about specific resources, efficiency practices, and programs designed to improve their businesses

Doing business in Hobsons Bay

Top reasons for locating in Hobsons Bay

1
Being close to suppliers

2
Local lifestyle

57%

had a high level of confidence about the business environment in Hobsons Bay for 2018–19

18%

had a low level of confidence

Top 4 advantages

82%
Transport and accessibility

73%
Reputation of area

72%
Available customer base/market

67%
Natural environment

Top 4 disadvantages

76%
Availability of skilled employees

74%
Access to training facilities

71%
State Government attitude and practices

63%
Staff stability and retention

Not considering moving

72%

of businesses are not considering moving in the next 10 years

Council workshops

Hobsons Bay business workshop attendance by respondents

17%
Networking workshop

11%
Marketing workshop

17%

of respondents provided ideas or suggestions for making Hobsons Bay a better place to operate a business

Improve council transparency

Improve council communication

Improve parking

52%

did not attend workshops because:

27%
didn't meet any need

25%
unaware of them

20%
of the time of day they ran

Sourcing and sales outside the region

Where businesses source goods and services?

28%
locally

38%
Melbourne

11%
the rest of Victoria

14%
the rest of Australia

9%
from overseas

Where businesses generate their sales?

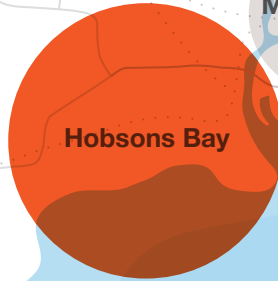
48%
Hobsons Bay

33%
Melbourne

9%
the rest of Victoria

6%
the rest of Australia

4%
from overseas



Source outside the region

72%

of businesses purchase goods/ services from outside Hobsons Bay

50%
of these indicate the goods/ services are not available locally

19%
state a need to source direct from a manufacturer

26%

say some products/services are difficult to obtain locally:

bus parts	wholesale pet supplies	vehicles	fresh fish
coding/software development		digital services	apiarists
professional indemnity insurance		good internet services	

Business performance and expectations

Business plans

67%
have a plan

27%
unsure if they
have one

Business issues

56%
are currently
facing some
sort of issue

19%
council red tape

19%
operating costs

13%
parking

Growth barriers

61% identified barriers
to their business
growth, including

34%
operating costs

20%
council issues such
as lack of support and
regulatory governance

13%
rent related costs

Sales and profit performance

46%
of businesses
stated sales
increased



40%
stated profit
increased

28%
of businesses
stated sales
decreased



26%
stated profit
decreased

2017-18 compared to 2016-17

Sales and profit expectations

59%
expect sales
to increase



55%
expect profit
to increase

18%
expect sales
to decrease



20%
expect profit
to decrease

2018-19 compared to 2017-18

Online sales and assistance preferences

67%
generate
sales via
the internet

27%
of these
businesses
stated
more than
50%
of total sales
were online

58%
state they
would like
help to
develop
their online
presence

31%
mentoring
from a similar
business

25%
group training/
workshop

22%
one-on-one
training

Business and employees

30%

expect employee numbers to increase next year

13%

of businesses expect employee numbers to decrease next year

45%

say "no change"

Employment plans

48%

state they plan to employ 1 to 9 new staff in the next 2 years

Staff training

83%

provided some form of staff training (for companies saying staff training was applicable to them)

Employee changes in the last 12 months

26%

of businesses increased staff

56%

had no change

18%

decreased staff

Top three barriers to taking on new employees

36%

Cost of wages

27%

Employment overhead costs

21%

Cashflow barriers

Occupational skills needed

23%

Customer service



27%

clerical administration

are the highest-ranked skills needed by businesses within the next 12 months

Occupational skills difficulty

18%

said occupational skills are hard to find locally



61%

of these businesses stating that limited qualifications and experience were inhibitors

The City of Hobsons Bay Business Trends Survey aims to track local business confidence and expectation. It has been developed in consultation with the Deakin Business School. It is planned that the survey will be conducted every two years, and that the insights gained will be provided to the local business community. Data was analysed by the Deakin Business School to produce the key summary results found in this document. While the summary information presented is considered to provide valuable insight, proportions represented in self-selecting surveys can be misrepresentative. For more information please contact the economic development unit at Hobsons Bay City Council on 9932 1000.