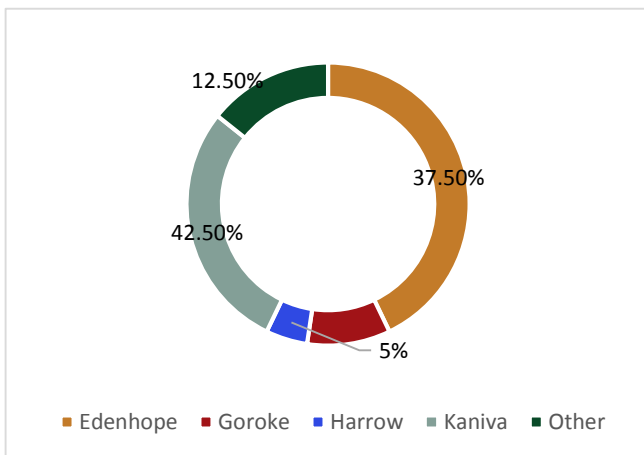


WEST WIMMERA BUSINESS SURVEY 2017

While responses were down this year to the annual business survey (21 responses compared to 40 in 2015), the results were positive. The business and industry development initiatives in the Economic Development Strategy aim to measure business confidence, identify barriers and opportunities for local businesses and develop strategies to address. These results help shape the business support which the council will deliver during the year, in collaboration with key stakeholders.

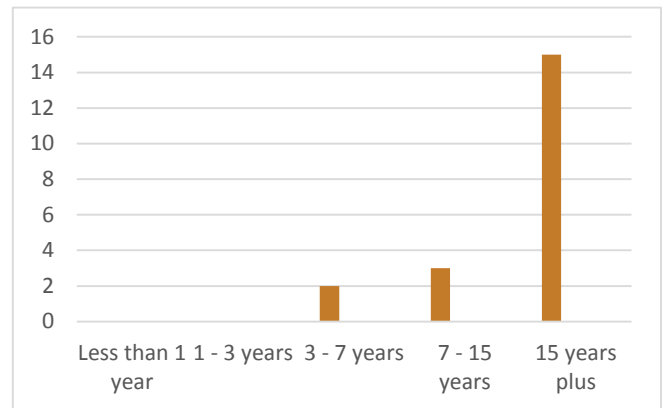
#1

Where is your business located?



#2

How long has your business been in operation at its current location?



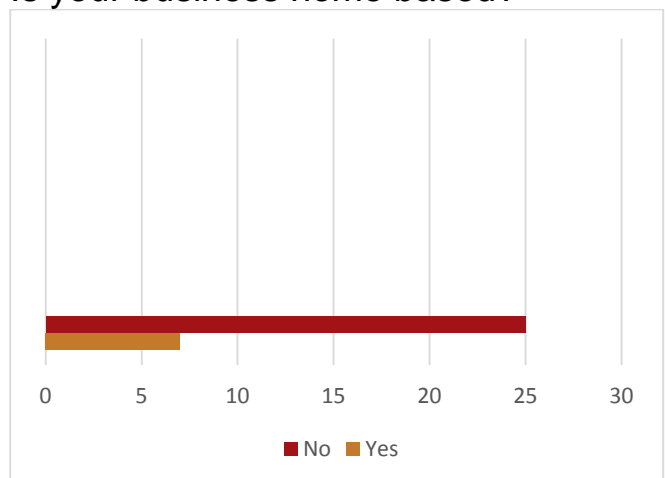
#3

Which industry type best describes your business:

Accommodation and Food Services	9.52%	2
Administration & Support Services	0.00%	0
Agriculture, Forestry & Fishing	14.29%	3
Arts & Recreation Services	4.76%	1
Construction	0.00%	0
Education & Training	4.76%	1
Electricity, Gas, Water & Waste Services	0.00%	0
Financial & Insurance Services	0.00%	0
Health Care & Social Assistance	0.00%	0
Information Media & Telecommunications	0.00%	0
Manufacturing	4.76%	1
Mining	0.00%	0
Professional, Scientific & Technical Services	9.52%	2
Public Administration & Safety	0.00%	0
Retail Trade	28.57%	6
Rental, Hiring & Real Estate Services	0.00%	0
Transport, Postal & Warehousing	9.52%	2
Wholesale Trade	0.00%	0
Other	14.29%	3

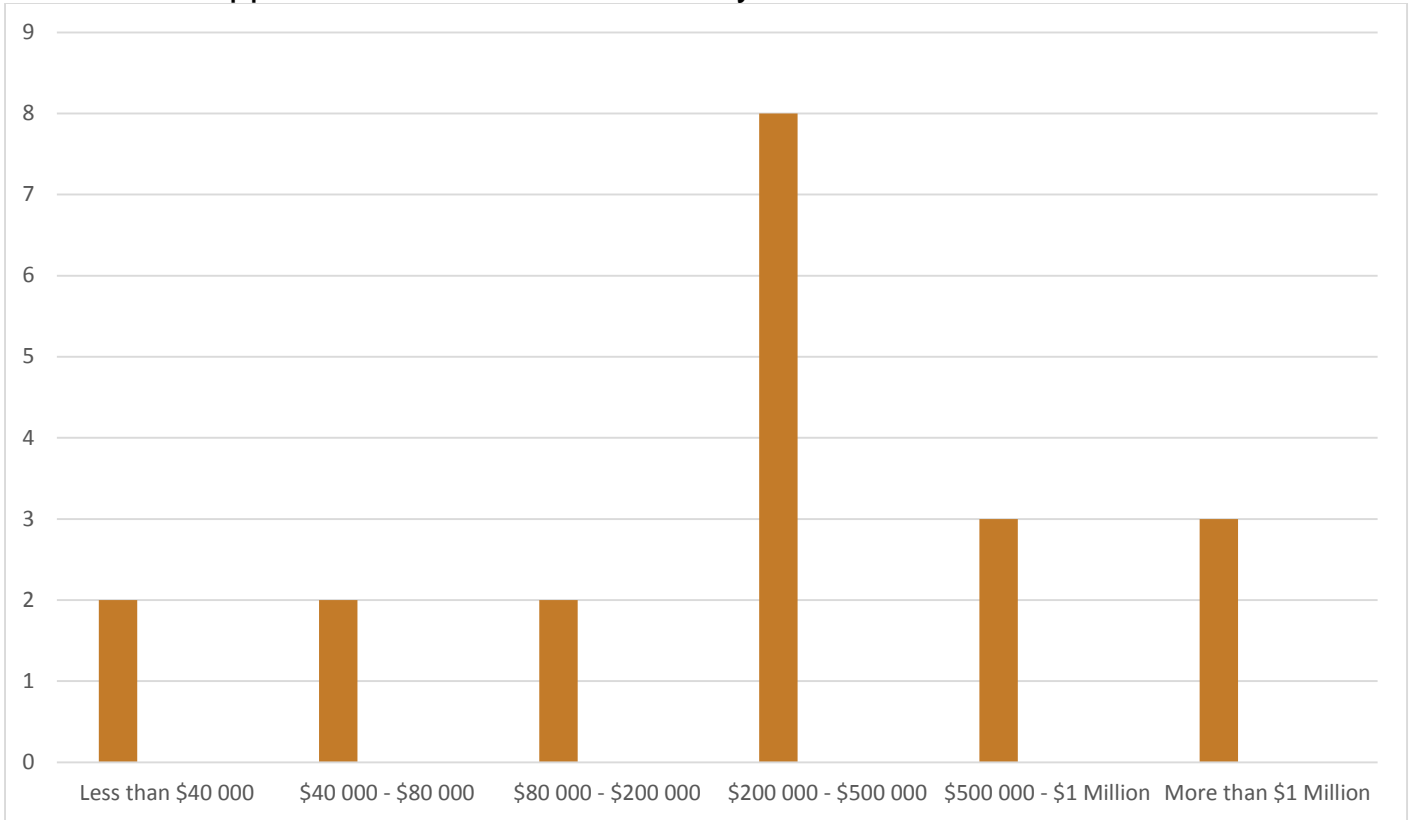
#4

Is your business home based?



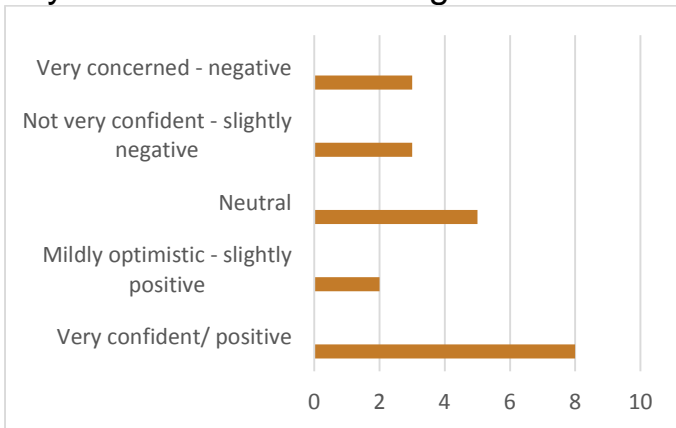
#5

Indicate the approximate annual turnover of your business:



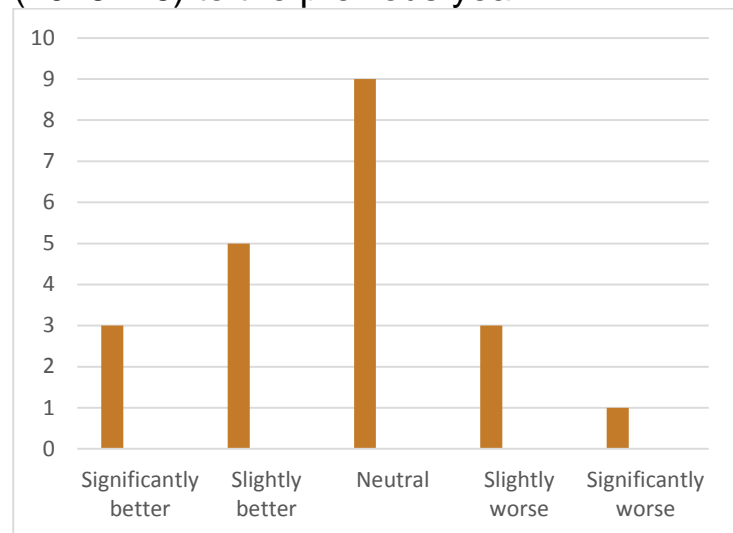
#6

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



#7

How would you compare the success of your business this financial year (2015 -16) to the previous year?



#8

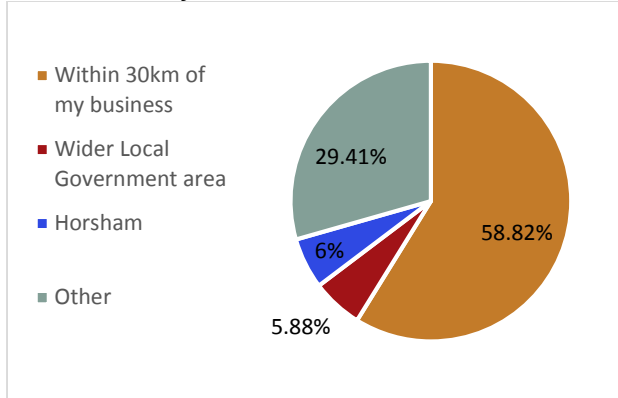
Does your business source goods and services from other local businesses?

Each dollar spent in a local business returns many times that amount to the local economy wages, rates and the purchase of goods and materials. Small businesses make up 96% of WWS businesses and need to be supported for economic stability.

Yes 85.71% No 14.29%

#9

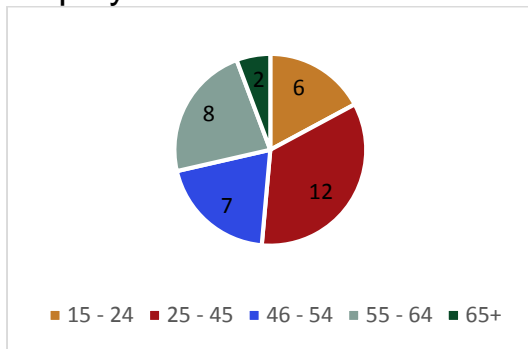
Where do you source new staff from?



The distance and direction travelled by workers in different industry sectors may be influenced by the nature of employment opportunities (higher paid, high value employment may draw people from a wider area); the skill level required (jobs requiring tertiary qualifications will draw more workers from areas with high qualification levels among the residents); the number of jobs available in the industry sector (sectors with more opportunities may have a wider catchment); transport options available and commuting times to the WWS.

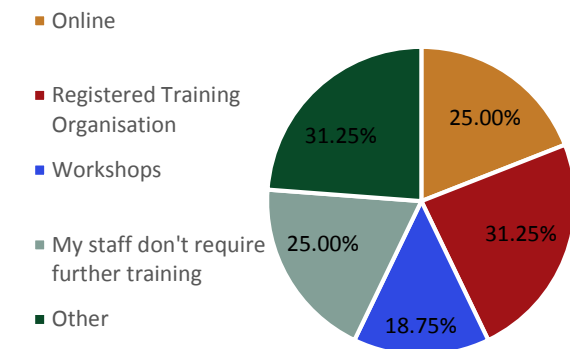
#11

What was the age range of these employees?



#13

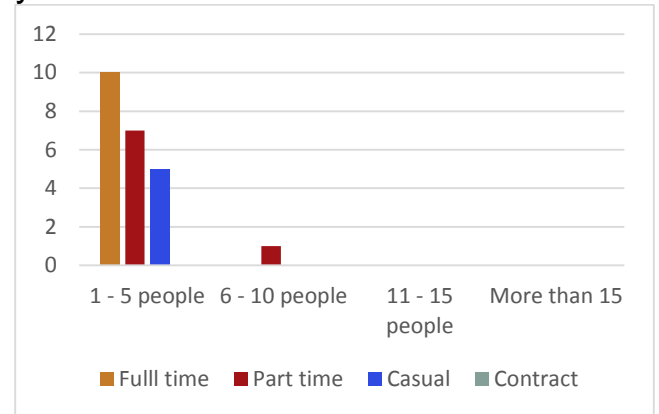
Where do you source most of your staff training and skills development?



Other responses included:
Melbourne
On the job training

#10

How many people were employed by your business in December 2016?



#12

In your business how many of your staff are employed as:

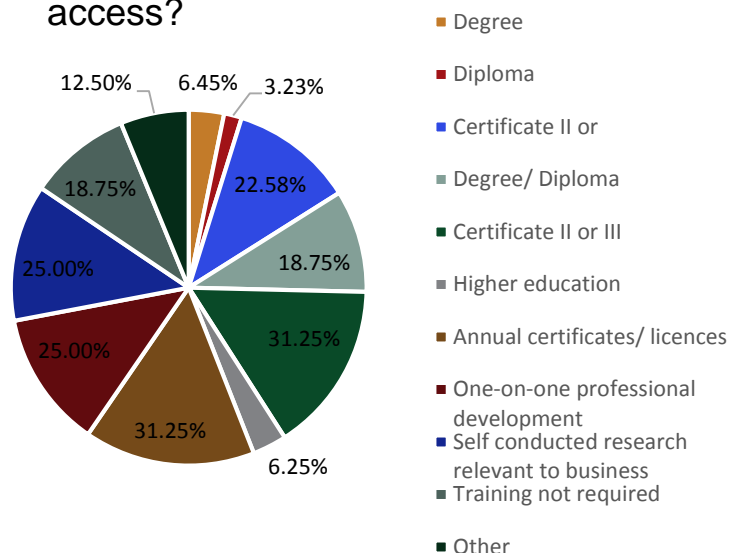
Apprentices (1)

Trainees (1)

Work experience students (2)

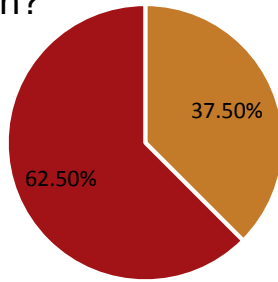
#14

What type of training and skills development do you or your staff access?



#15

Do you or any of your staff travel outside the region to complete courses, certificates or higher education?



■ Yes ■ No

#16

Approximately how much do you spend annually to refresh skills or fulfil industry qualifications?

Course fees \$5,001

Travel: \$1,800

Accommodation: \$4,500

Meals: \$1,300

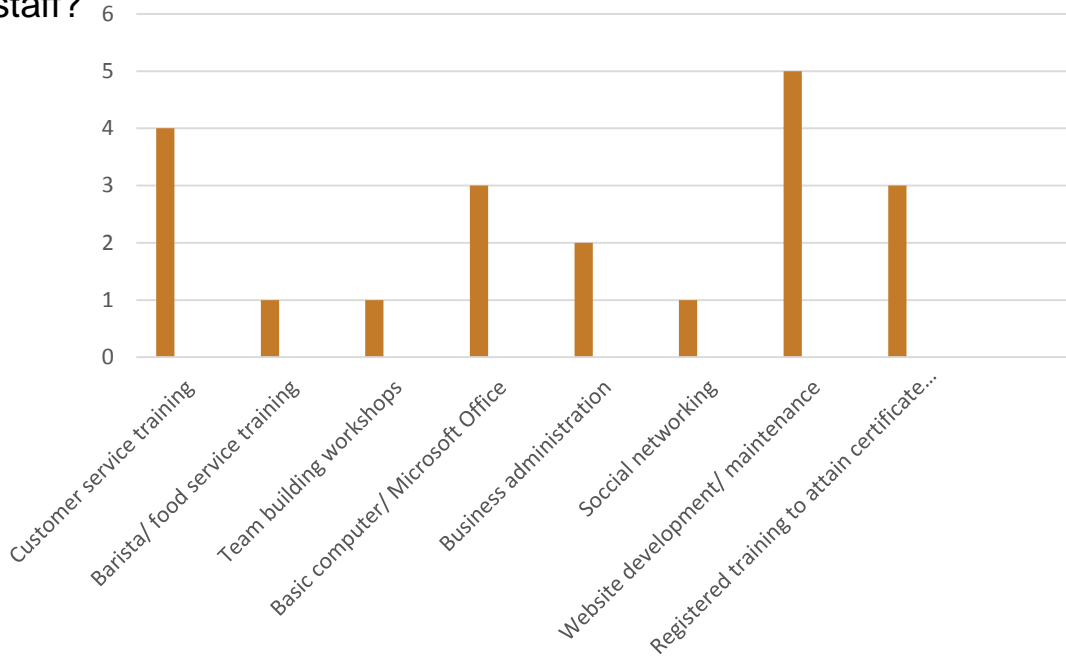
Other costs: \$3,000

Total: \$15,601

From 7 responses, these are the total figures that were calculated.

#17

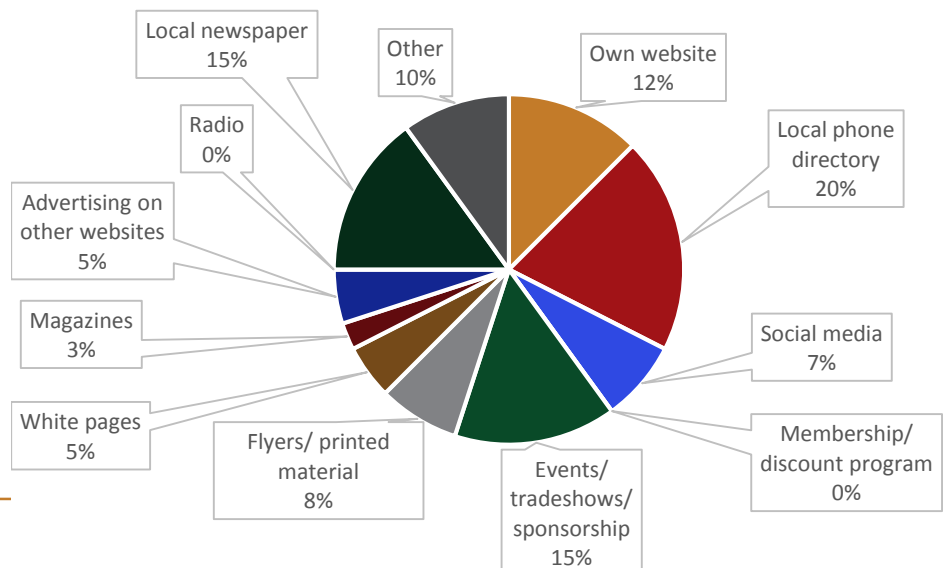
Which of the following training opportunities would be useful to your business and staff?



#18

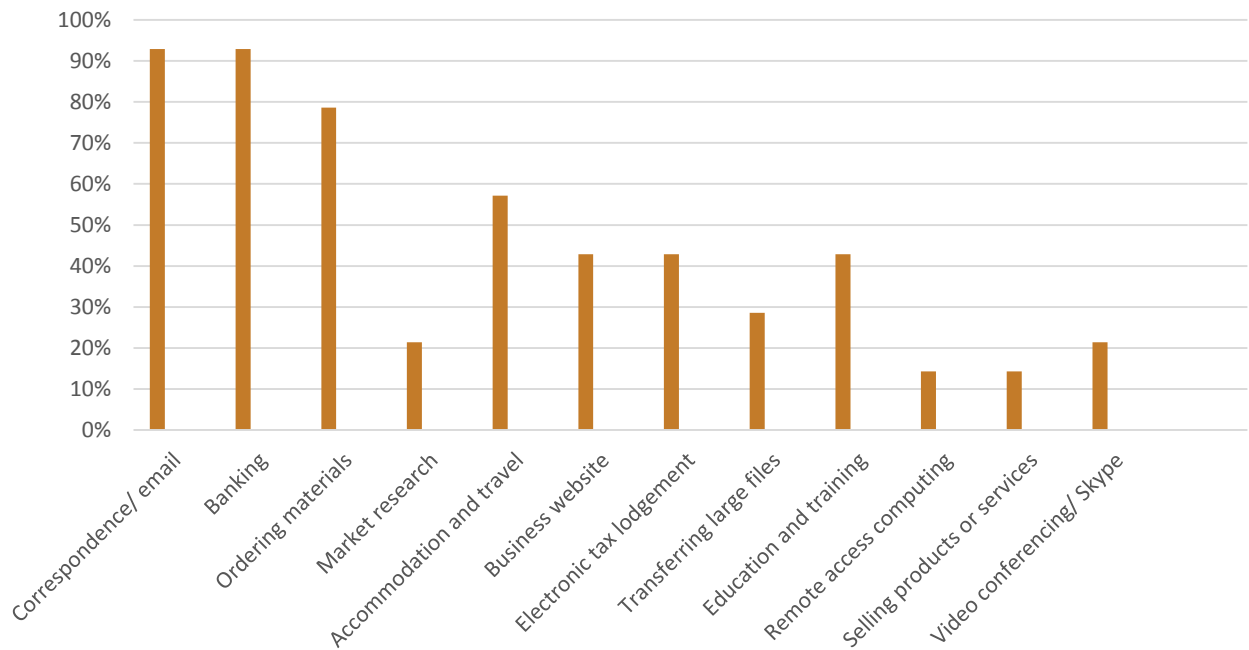
In what ways do you currently promote or market your business?

*Other responses included:
Word of mouth
Direct targeted marketing
Referrals*



#19

How do you use the internet in your business?



#20

What functions are you unable to do within your business using the internet?

Some example responses included:

Video conferencing

Stock ordering

You Tube – for training purposes

Day to day business activities such as emailing

Live streaming

Accessing the Cloud, ie. MYOB Online

#21

Why are you unable to perform these tasks?

Network issues | 80%

Need to learn new skills | 20%

#22

What do you see as the most significant barrier to business growth in West Wimmera Shire?

- #1 Lack of people living in the region
- #2 Lack of infrastructure
- #3 Insufficient internet connection
- #4 Regulatory environment ie permits

#23

Rank how council can best assist your business to grow:

1. More people in the region
2. More development/ building approvals
3. Combine marketing and promotional initiatives with regional businesses (Wimmera Mallee)
4. Better/ increased tourism marketing and promotion
5. Central website for networking and promotion
6. Availability of more local suppliers and contractors
7. More education and training support
8. Small business advice and support
9. Better understanding/ education of government regulations
10. Networking with other businesses
11. Improved access to capital
12. Seminars and workshops on small business topics
13. Workshops for small business start-ups

For more information regarding small business advice and support from the West Wimmera Shire Council, please contact:

Kellie Jordan | Manager of Economic and Business Development | 03 5392 7700 | kelliejordan@westwimmera.vic.gov.au

or visit the business section on council's website www.westwimmera.vic.gov.au.

You can also sign up for council's business e-news (BizWest) to receive regular business updates, grants and information.