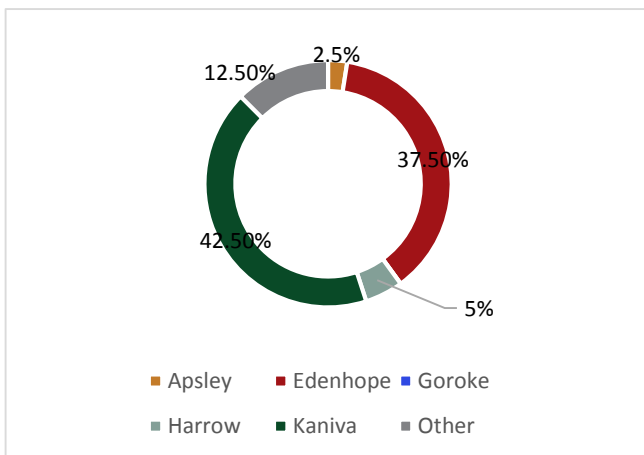


WEST WIMMERA SHIRE BUSINESS SURVEY

More than 40 businesses across West Wimmera Shire responded to the first year of what will be an annual survey. 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.

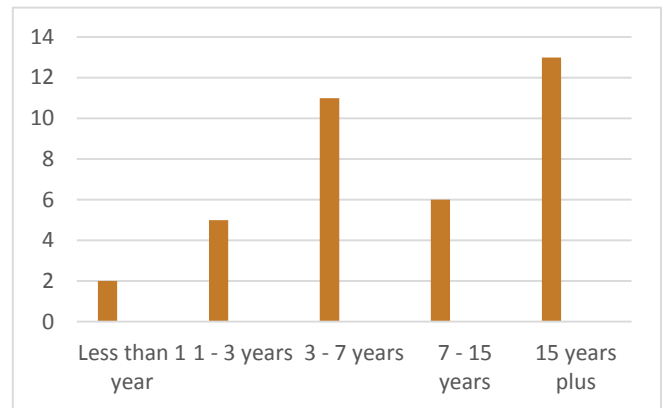
#1

Where is your business located?



#2

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



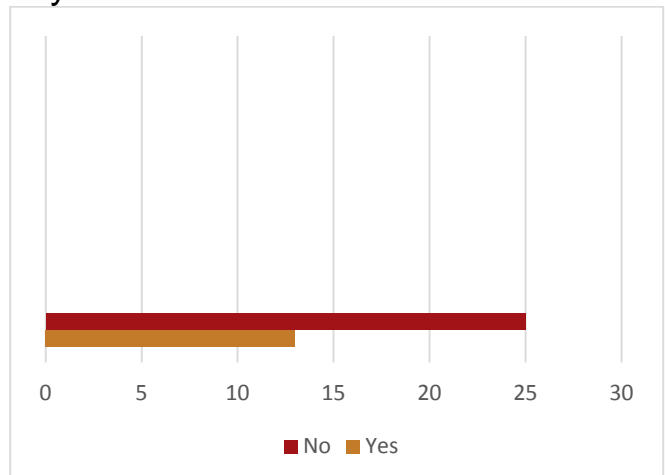
#3

Which industry type best describes your business:

Industry Type	Percentage	Count
Accommodation and Food Services	10.53%	4
Administration & Support Services	0.00%	0
Agriculture, Forestry & Fishing	26.32%	10
Arts & Recreation Services	7.89	3
Construction	0.00%	0
Education & Training	2.63	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	0.00%	0
Mining	0.00%	0
Professional, Scientific & Technical Services	0.00%	0
Public Administration & Safety	0.00	0
Retail Trade	21.05%	0
Rental, Hiring & Real Estate Services	0.00%	0
Transport, Postal & Warehousing	2.63%	0
Wholesale Trade	0.00%	0
Other	28.95%	11

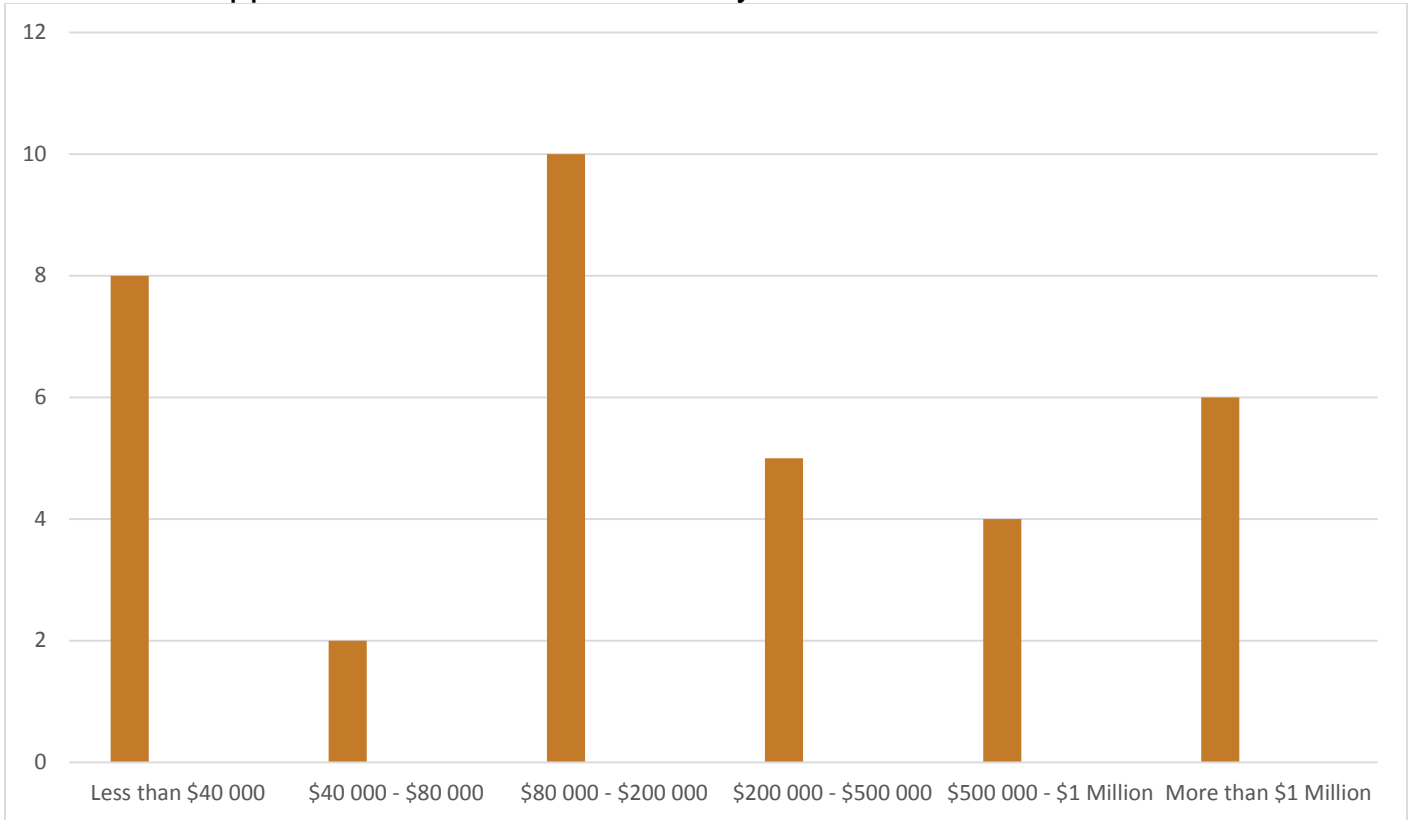
#4

Is your business home based?



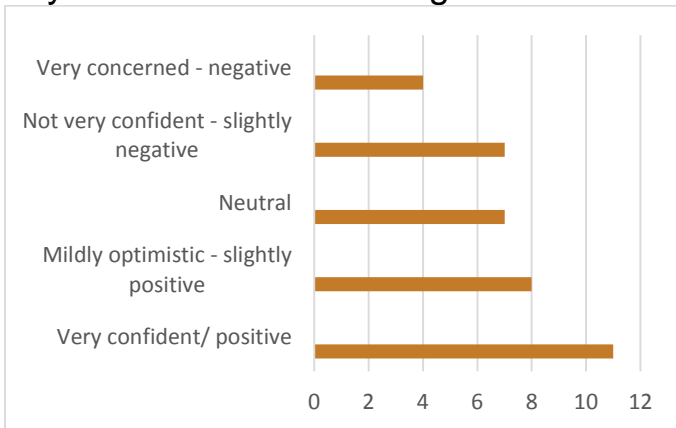
#5

Indicate the approximate annual turnover of your business:



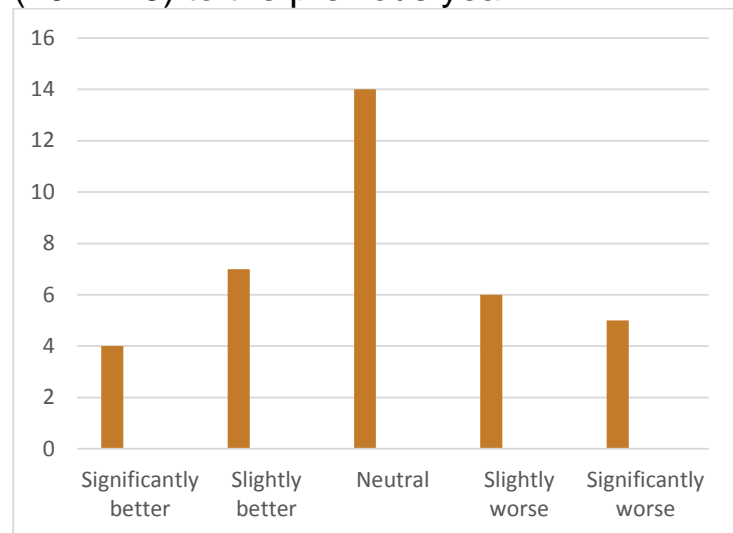
#6

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 (2014-15) to the previous year?



#8

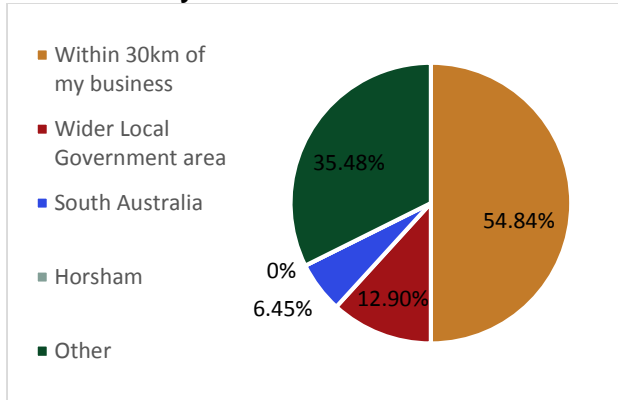
Does your business source goods and services from other local businesses?

Yes 91.67% No 8.33%

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.

#9

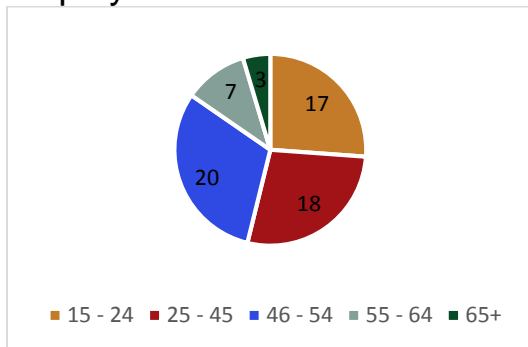
Where do you source new staff from?



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.

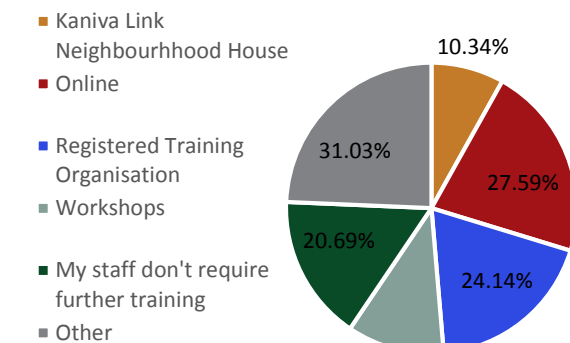
#11

What was the age range of these employees?



#13

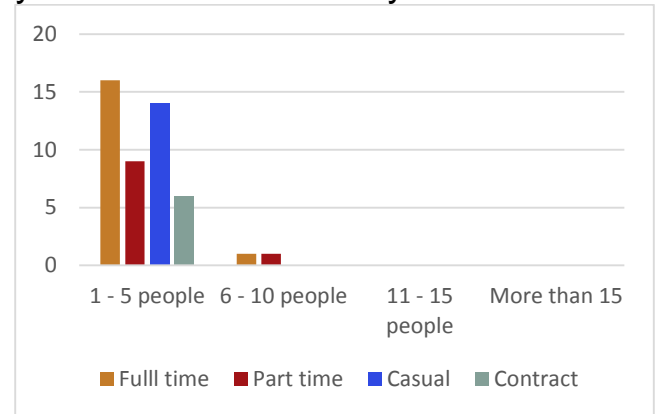
Where do you source most of your staff training and skills development?



Other responses included:
Melbourne
On the job training

#10

How many people were employed by your business on 1 July 2014?



#12

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

Apprentices (0)

School based apprentices (0)

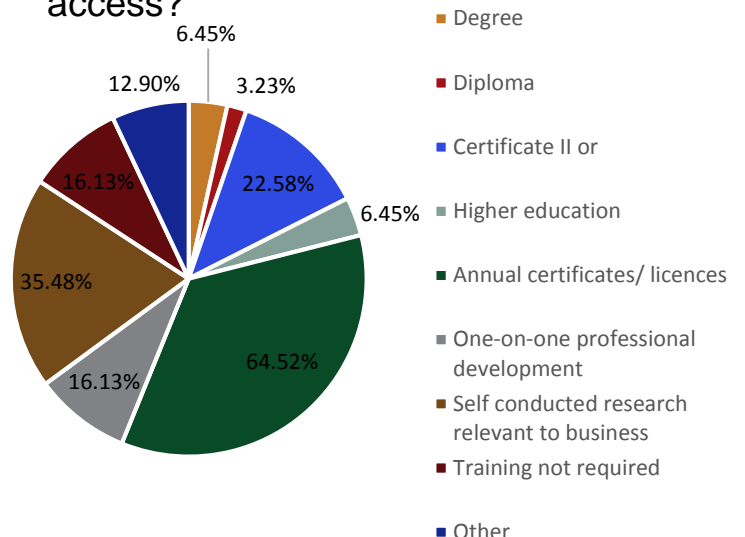
Trainees (1)

Work experience students (2)

Studying a higher education qualification (3)

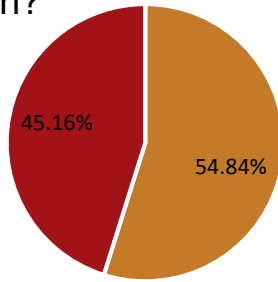
#14

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 \$18,350

Travel: \$6,800

Accommodation: \$6,120

Meals: \$2,280

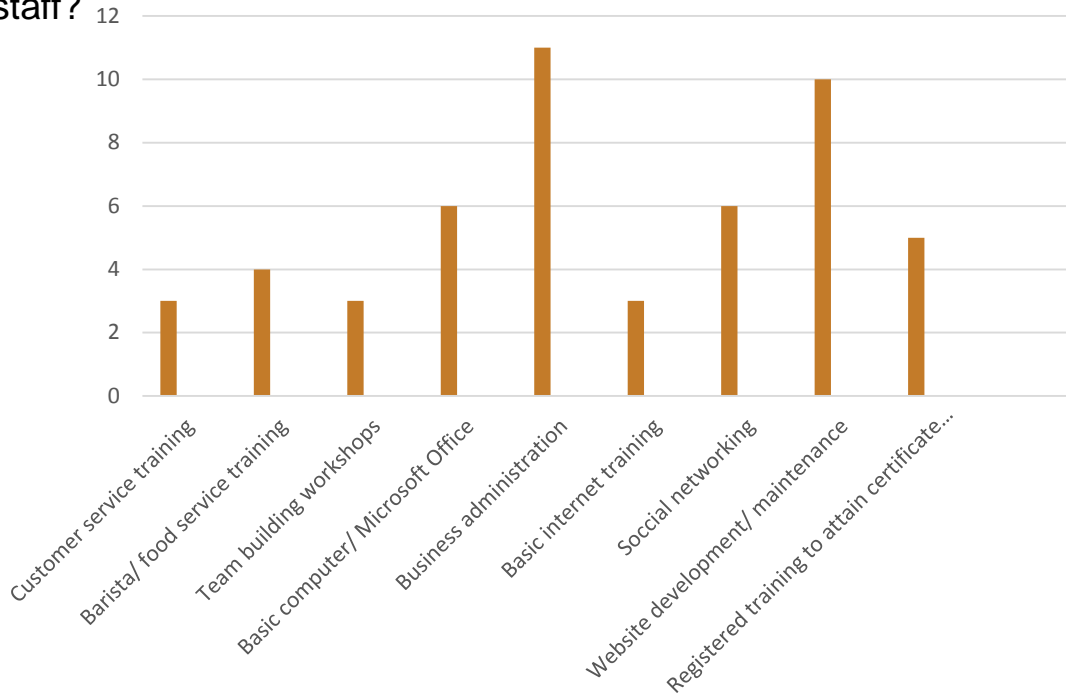
Other costs: \$380

Total: \$33,930

From 15 responses, there are the total figures that were calculated.

#17

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



*Other responses included:
Mechanical trade development
Occupational Health and Safety*

#18

If you are interested in training, workshops or events, what would be the most suitable time to attend?

Weekdays 9am – 1pm (20%)

Weekends 9am – 1pm (8%)

Weekdays 1pm – 5pm (28%)

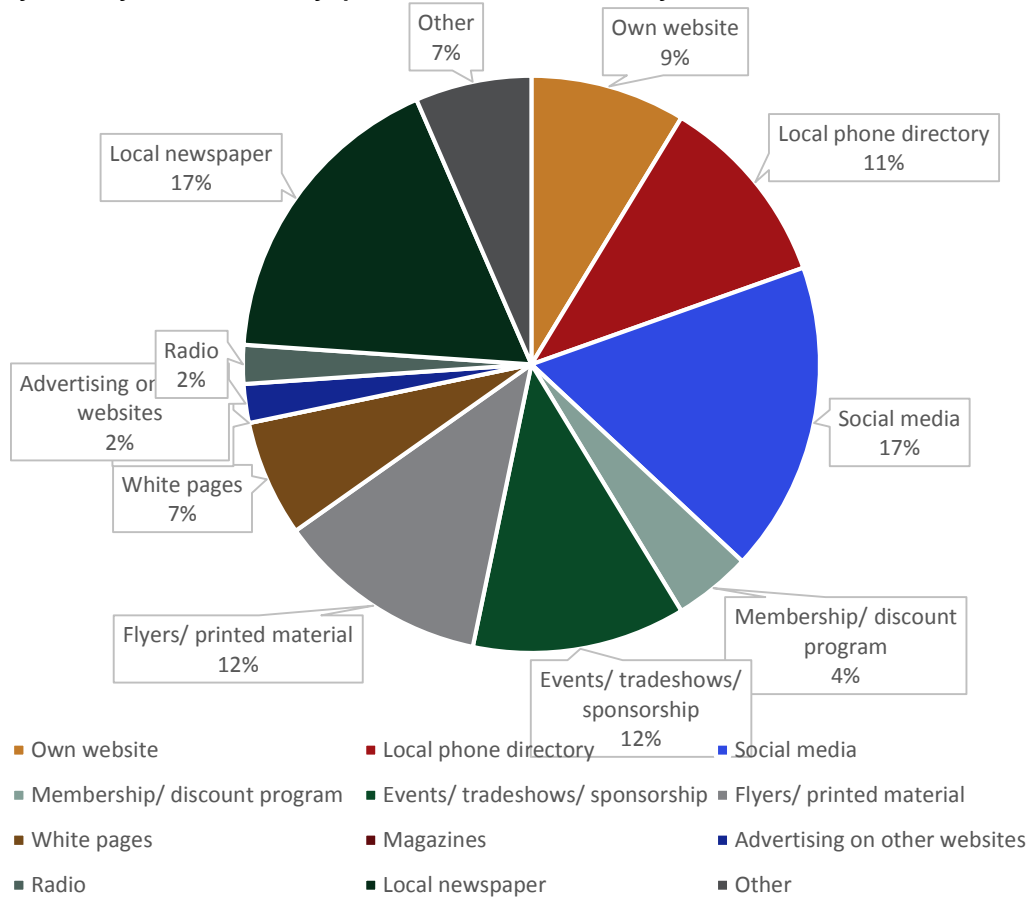
Weekends 1pm – 5pm (8%)

Weekdays 5pm – 9pm (28%)

Weekends 5pm – 9pm (8%)

#19

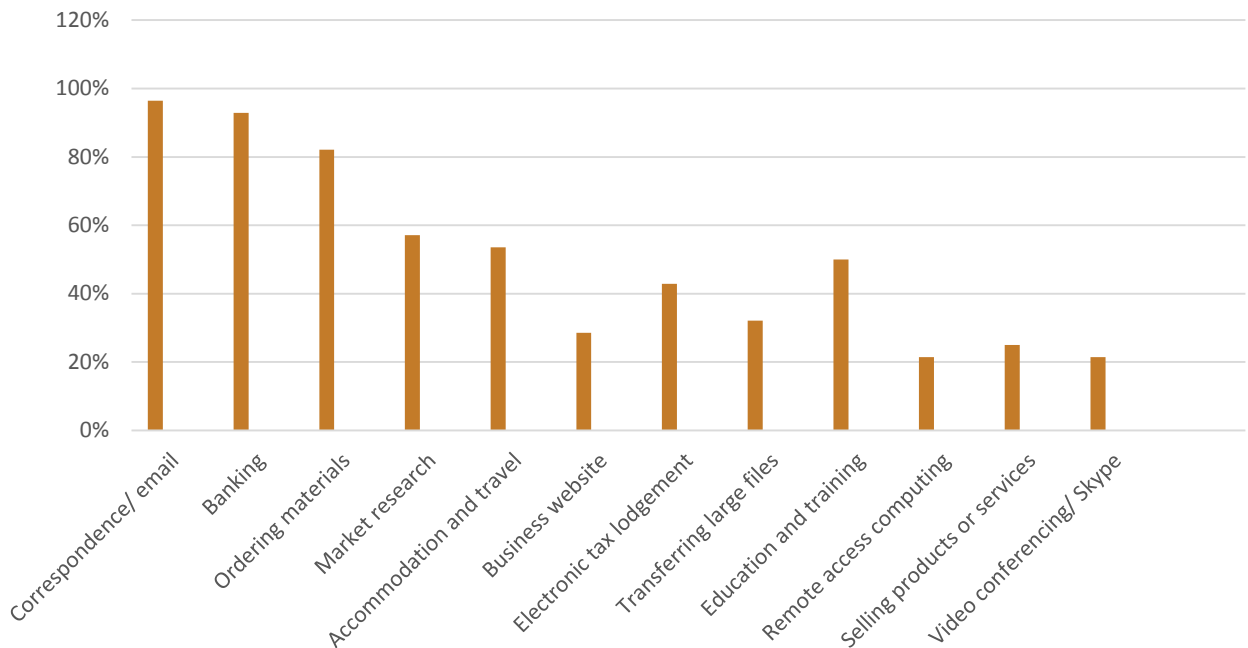
In what ways do you currently promote or market your business?



Other responses included:
 Word of mouth
 Direct sales contacts
 Networking

#20

How do you use the internet in your business?



#21

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

Rising costs	6.67%
Lack of customers/ sales	13.33%
Local government planning processes	3.33%
Lack of people living in the region	13.33%
State economy	3.33%
Regulatory environment	0.00%
Lack of infrastructure	0.00%
Lack of visitor numbers/ spend	6.67%
Lack of development/ building approvals	0.00%
Insufficient internet connection	10.00%
Competition	0.00%
Low prices	0.00%
Other	43.33%

Other responses included:

Competing with big business

Seasonality

Lack of local spend

#22

Rank how council can best assist your business to grow:

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

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.