

FRASER COAST REGIONAL COUNCIL

COVID-19 Business Impact Survey Report—May 2020

Background

- The survey was sent out to the Fraser Coast business community via Survey Monkey during late April and early May
- 432 businesses responded

Summary of findings

- The survey showed that the economic impacts of COVID-19 are being felt across the business community – 73% of businesses reported some reduction in turnover/cash flow
- 7.28% have reported no impact, and 7.04% have reported an increased demand for services and products as a result of COVID-19
- 40% of businesses remained open with their regular hours of operations
- Government restrictions only impacted 9.1% of the total number of businesses in the region with a turnover of over \$75,000
- Businesses responded in a variety of ways
 - 15.14% have introduced new products or services
 - 27.40% have changed the method of delivery
- 35.63% of responses indicated that businesses were seeking help to understand the range of assistance measures available from Federal and State Governments

The good news

- The Fraser Coast is less reliant on exports, or international tourists and students than other regions, which sets us in a good position as we look to recover from the economic impacts of COVID-19.
- Only 1.17% of businesses indicated that they plan to close their business permanently.
- We are yet to see what the impact will be on tourism to the local economy which accounts for around 2.7% of direct regional output. However health care, social assistance and manufacturing combined account for nearly 20% of the Fraser Coast economy and have the potential to offset some of the impacts to other industries.
- Respondents scored their confidence in the ability of the Fraser Coast economy to recover from the impacts of COVID-19 as 6.3/10 – this shows that while businesses may be wary of the times ahead, they are confident.

The data

- Read on for a breakdown of questions and responses.



Fraser Coast
REGIONAL COUNCIL

**BUSINESS
AND INVESTMENT**

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QUESTION 1

What industry sector is your business a part of?

ANSWER CHOICES	RESPONSES	
Agricultural, Forestry and Fishing	3.21%	14
Mining	0.23%	1
Manufacturing	5.28%	23
Electricity, Gas, Water and Waste Services	1.61%	7
Construction	6.88%	30
Wholesale Trade	1.38%	6
Retail Trade	11.70%	51
Accommodation and Food Services	11.24%	49
Transport, Postal and Warehousing	2.52%	11
Information Media and Telecommunications	1.15%	5
Financial and Insurance Services	3.44%	15
Rental, Hiring and Real Estate Services	3.21%	14
Professional, Scientific and Technical Services	6.42%	28
Administrative and Support Services	0.23%	1
Administrative and Support Services	0.23%	1
Education and Training	4.13%	18
Health Care and Social Assistance	9.63%	42
Arts and Recreation Services	6.19%	27
Other Services	21.33%	93
TOTAL		436

QUESTION 2

Please provide details of your business.

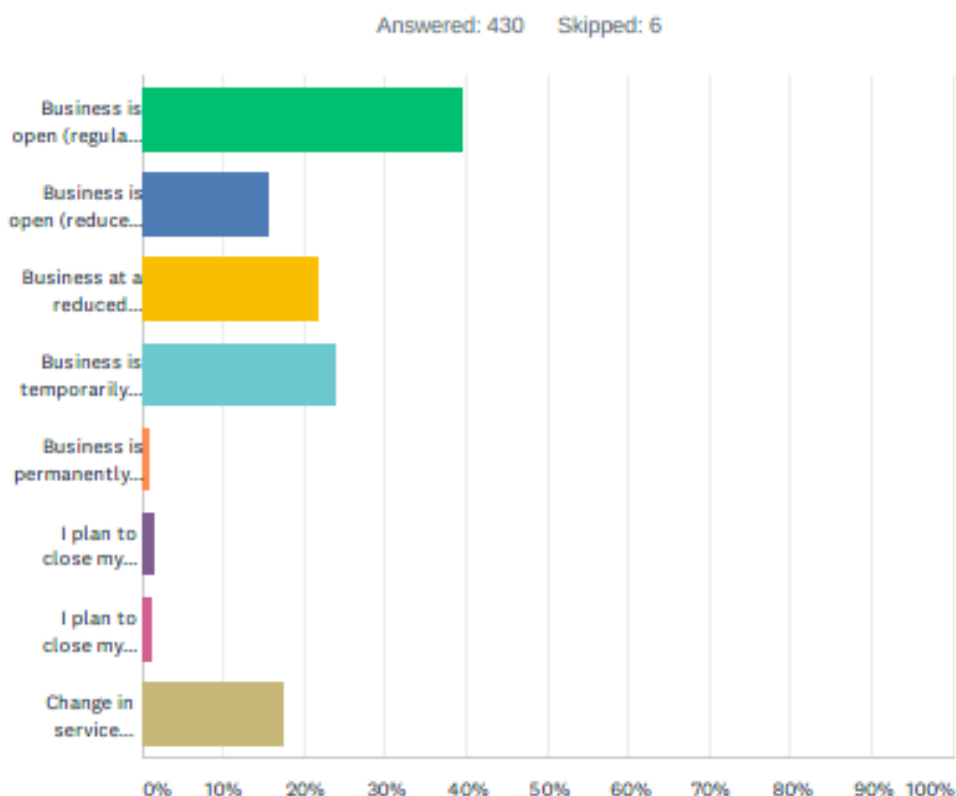
ANSWER CHOICES	RESPONSES	
Main place of business (suburb)	99.54%	434
Number of employees (FTE)	95.41%	416

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QUESTION 3

What is the current state of your business?



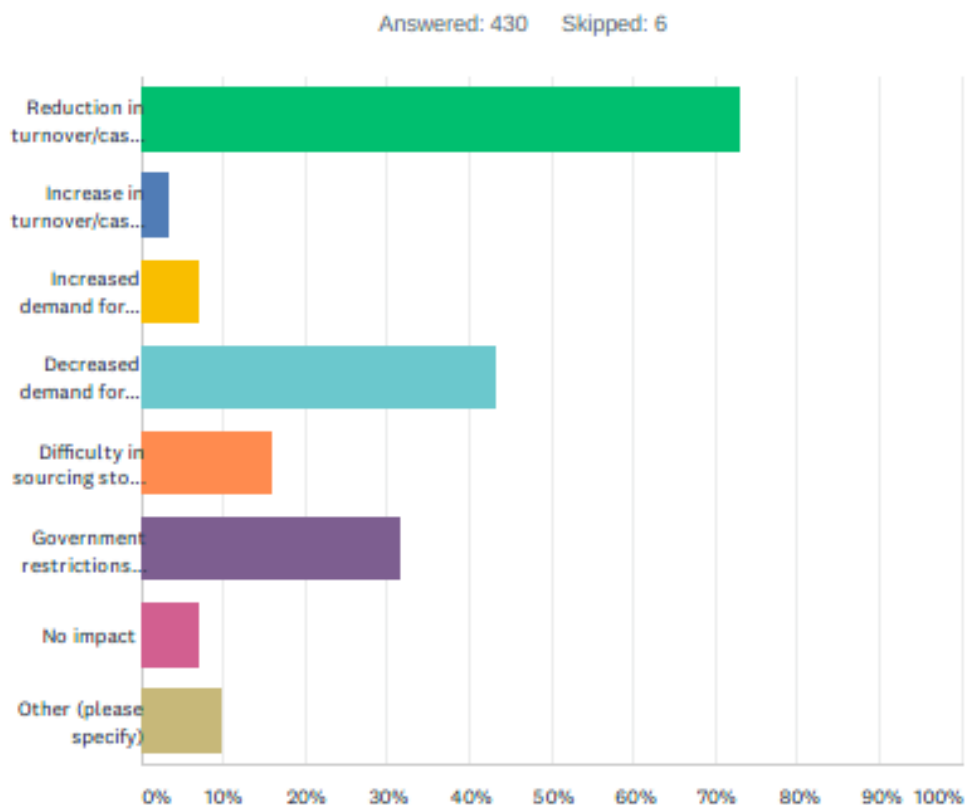
ANSWER CHOICES	RESPONSES	
Business is open (regular hours of operations)	39.53%	170
Business is open (reduced hours of operation)	15.58%	67
Business at a reduced capacity	21.86%	94
Business is temporarily closed	23.95%	103
Business is permanently closed	0.93%	4
I plan to close my business temporarily	1.40%	6
I plan to close my business permanently	1.16%	5
Change in service provision due to social distancing	17.44%	75
Total Respondents: 430		

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QUESTION 4

What impact has your business sustained as a result of COVID-19 (including any positive impact)?



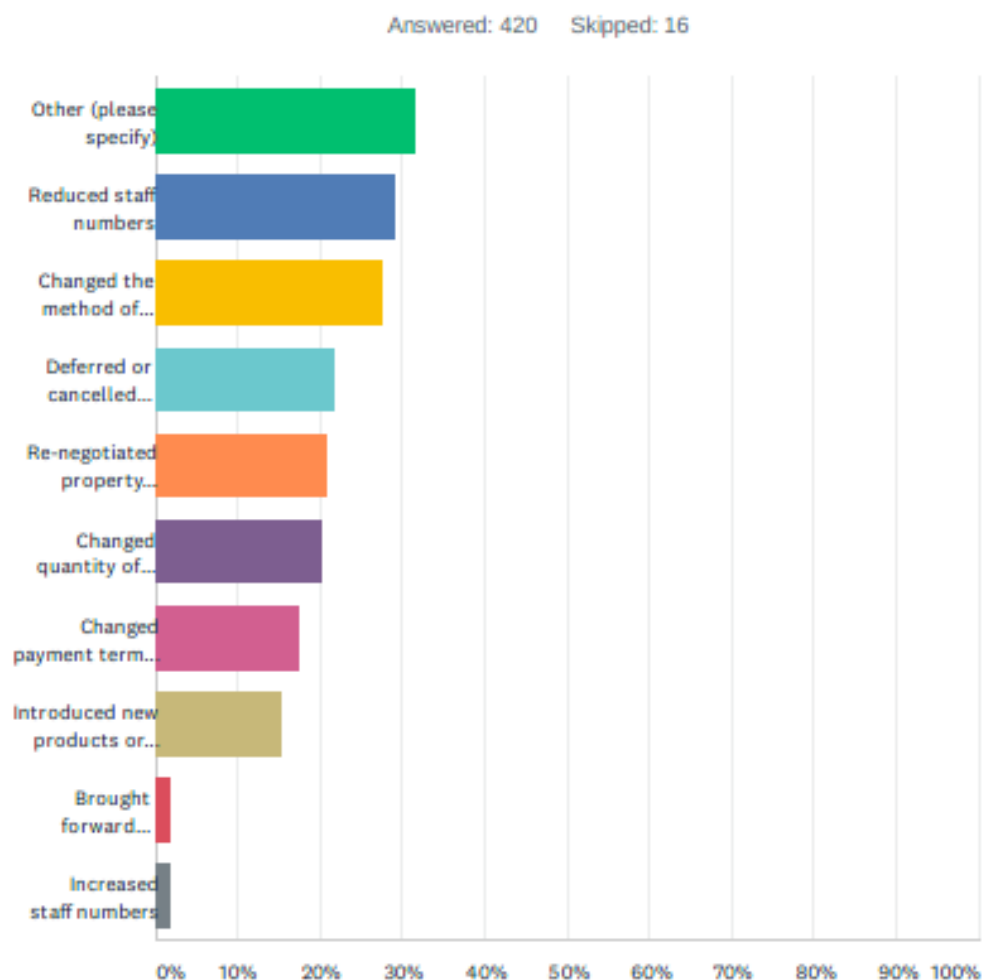
ANSWER CHOICES	RESPONSES	
Reduction in turnover/cash flow	73.02%	314
Increase in turnover/cash flow	3.26%	14
Increased demand for services and products	7.21%	31
Decreased demand for services and products	43.02%	185
Difficulty in sourcing stock or raw materials	15.81%	68
Government restrictions on operations	31.63%	136
No impact	7.21%	31
Other (please specify)	9.77%	42
Total Respondents: 430		

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QUESTION 5

How has your business responded to COVID-19?



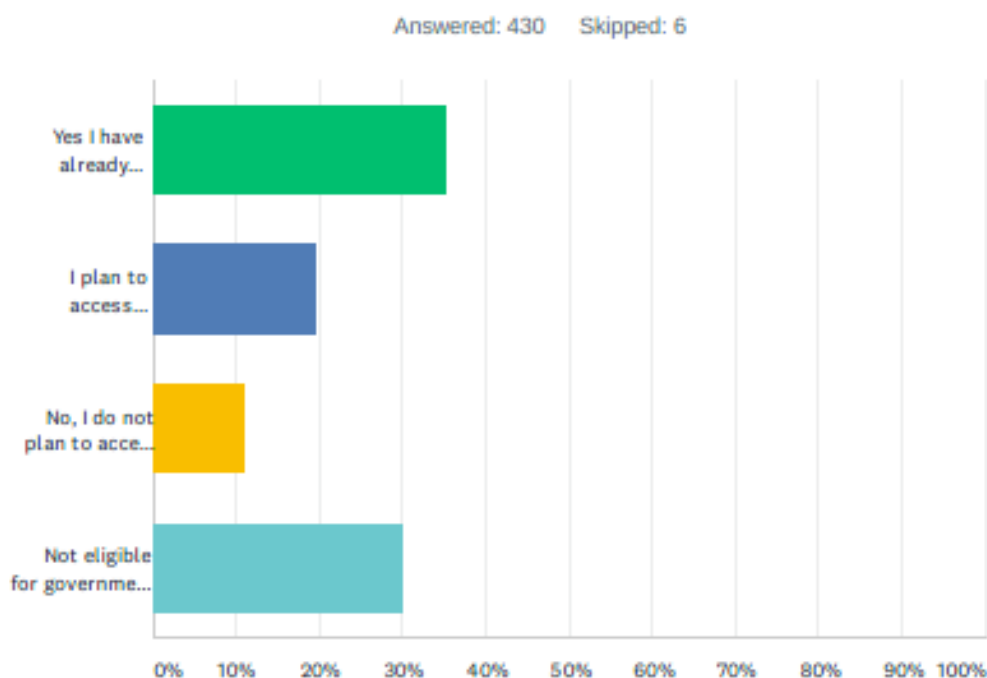
ANSWER CHOICES	RESPONSES	
Other (please specify)	31.43%	132
Reduced staff numbers	29.05%	122
Changed the method of delivery (including shift to online)	27.62%	116
Deferred or cancelled investment plans	21.67%	91
Re-negotiated property rent/lease arrangements	20.71%	87
Changed quantity of order of inputs, stocks or raw materials	20.24%	85
Changed payment terms with customers or suppliers	17.62%	74
Introduced new products or services	15.24%	64
Brought forward investment plans	1.67%	7
Increased staff numbers	1.67%	7
Total Respondents: 420		

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QUESTION 6

Has your business already accessed government support in response to COVID-19? Please share the reason below.



ANSWER CHOICES	RESPONSES	
Yes I have already accessed government support	35.12%	151
I plan to access government support	19.53%	84
No, I do not plan to access government support	11.16%	48
Not eligible for government support	30.00%	129
TOTAL		430

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QUESTION 7

What actions or opportunities should be considered to support regional recovery and resilience? You can select more than one.

Answered: 425 Skipped: 11

ANSWER CHOICES	RESPONSES	
Help to apply for government assistance available from Federal and State Governments	39.76%	169
Help to understand the range of assistance measures available from Federal and State Governments	36.00%	153
Business strategy support during recovery period	34.35%	146
Regional Tourism marketing	33.65%	143
Tourism Infrastructure Investment	29.65%	126
Digital infrastructure and internet speed	28.00%	119
Brand promotion	25.18%	107
Entrepreneurial & innovation hub	20.24%	86
Support with modifying business model	19.76%	84
Sharing of Industry analysis and information	19.06%	81
Digital Up-skilling	18.82%	80
Improved access to PPE gear	12.71%	54
Changes to local by-laws (please detail)	6.35%	27
Total Respondents: 425		

