

Adelaide Hills 2023 Business Survey

Thank you for taking the time to complete this 10 minute survey about your business. Your feedback will help to increase Council's understanding of current challenges and issues and inform an update of Council's Economic Development Strategy.

Your contact Information

To keep you in the loop with the outcomes of this consultation and to get further information and future opportunities to you we need to know who you are. Your contact details will not be matched with your responses in this survey nor published in any resulting report of feedback.

Your Name:

Business Name:

Email:

(Required)

Business Profile

This information will help us to know what types of businesses are in the Adelaide Hills and assist us in better understanding needs and support required.

What type of business do you operate? (if more than one, list predominant one)

(Choose any one option)

- ☐ Agriculture, forestry & fishing
- ☐ Mining
- ☐ Manufacturing
- ☐ Electricity, Gas, water & waste services
- ☐ Construction Wholesale Trade Retail Trade
- ☐ Accommodation, Cafes and Restaurants
- ☒ Transport, postal and storage
- ☐ Communication Services
- ☐ Finance and Insurance
- ☐ Rental, hiring and real estate services
- ☐ Education and Training
- ☐ Health and Community Services
- ☐ Professional, scientific & technical services
- ☐ Cultural and recreational services
- ☐ Other (please specify)

What is the structure of your business?

(Choose any one option)

- ☐ Sole Trader
- ☐ Partnership Trust
- ☐ Publicly Listed Company
- ☐ Subsidiary of an overseas company
- ☐ Privately Listed Company
- ☐ Incorporated Association
- ☐ Other (please specify)

How long have you been operating?

(Choose any one option)

- ☐ <1 year
- ☐ 1-2 years
- ☐ 3-5 years
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ 21+ years

What type of premises/space does your business occupy? (if more than one, list predominant one)

(Choose any 1 options)

- ☐ **Commercial (including Agricultural land)**
- ☐ Co-working
- ☐ Home Industrial Market/ Pop-up Mobile
- ☐ Retail eg shop front
- ☐ Other (please specify)

If you have more than one premises (in addition to your main place of work) for example work from home, please specify

About You

Information on the characteristics of who is running our businesses will help us to ensure support can be based on the business owners needs as well as the businesses needs.

Please provide your age group (optional)?

(Choose any one option)

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

What is the highest level of qualification you have completed?

(Choose any one option)

- ☐ Primary School
- ☐ High school/secondary
- ☐ TAFE University
- ☐ Other (please specify)

On average, how many hours per week do you work in your business?

(Choose any one option)

- ☐ 0-10 hours
- ☐ 11-20 hours
- ☐ 21-30 hours
- ☐ 31-40 hours
- ☐ 41-50 hours
- ☐ 51-60 hours
- ☐ 60+ hours

What are the main reasons for running your own business?

(Choose all that apply)

- ☐ Identified a business opportunity
- ☐ Be my own boss
- ☐ Balance work/life responsibilities
- ☐ Redundancy from previous job Financial security
- ☐ Escape 9-5
- ☐ Following my dreams/passion
- ☐ My occupation is usually employed as a self employed subcontractor
- ☐ Other (please specify)

Do you live in the Adelaide Hills Council area?

(Choose any 1 options)

- ☐ Yes
- ☐ No
- ☐ Not sure

What are the main reasons for locating your business in the Adelaide Hills? (You may select as many options as relevant below)

(Choose all that apply)

- ☐ Close to home Already established
- ☐ Lack of competition Opportunities
- ☐ Local community
- ☐ Lifestyle
- ☐ Like the region
- ☐ Local services
- ☐ Target market/client base
- ☐ Work from home
- ☐ Other (please specify)

Business Operations

Let us know what's working well and what's not, so we know what business support is needed.

How many FULL TIME employees (including yourself) are currently employed in your business? (Please type an actual number i.e.

1,2,5,12...)

How many PART TIME employees (including yourself) are currently employed in your business? (Please type an actual number i.e.

1,2,5,12...)

How many TRAINEES/APPRENTICES are currently employed in your business? (Please type an actual number i.e. 1,2,5,12...)

How many CASUAL employees are currently employed in your business? This is the total number of people not positions. (Please type an actual number i.e. 1,2,5,12...)

How many CONTRACTORS/CONSULTANTS are currently engaged by your business? (Please type an actual number i.e. 1,2,5,12...)

How many VOLUNTEERS are currently engaged in your business? (Please type an actual number i.e. 1,2,5,12...)

How many people with a disability do you employ?

Have you changed the number of staff since December 2021?

(Choose any one option)

- ☐ Increased
- ☐ Stayed the same
- ☐ Decreased
- ☐ Business started after December 2019
- ☐ Other (please specify)

Are you considering employing additional staff in the next 6 months?

(Choose any 1 options)

- ☐ Yes
- ☐ No
- ☐ Not sure
- ☐ Other (please specify)

Answer this question only if you have chosen Yes for the above.

If yes, do you anticipate any problems recruiting suitable staff?

(Choose any 1 options)

- ☐ Yes
- ☐ No
- ☐ Not sure

Can you please specify what problems you anticipate?

Have you experienced skill shortages in your business or business dealings? (not enough qualified engineers, building trades, mechanics, health professionals, chiefs, etc)

(Choose any 1 options)

- ☐ Yes
- ☐ No
- ☐ Not sure

Answer this question only if you have chosen Yes for Have you experienced skill shortages in your business or business dealings? (not enough qualified engineers, building trades, mechanics, health professionals, chiefs, etc)

Can you please specify which skill shortages you have experienced?

How would you rate the infrastructure available for your business? (Consider accessibility, cost and reliability).

	Extremely Poor	Poor	Adequate	Good	Excellent	Not sure
Transport (including public transport, accessibility, parking, etc)						
Electricity (including power outages, three phase, etc)						
Communications (including mobile, nbn, black spot, data downloads, etc)						
Water (stormwater runoff, mains access, etc)						

What is the estimated annual turnover for your business in 2022/23 financial year?

(Choose any 1 options)

- ☐ \$0 to \$75,000
- ☐ \$75,001 to \$150,000
- ☐ \$150,001 to \$300,000
- ☐ \$300,001 to \$500,000
- ☐ \$500,001 to \$1M
- ☐ \$1.01M to \$5M
- ☐ \$5.01M+ Unsure/unknown
- ☐ Prefer not to answer

What percentage of your turnover is derived from the following markets?

	0%	1-25%	26-50%	51-75%	76-99%	100%
Adelaide						
Hills						
Rest of South Australia						
The Rest of Australia						
Overseas						

What approximate percentage of your turnover is derived from the following sale/ service charge type?

	0%	1-25%	26-50%	51-75%	76-99%	100%
Traditional (face to face) sales						
Online Sales						

How does your business perform today compared to before March 2020, in the following areas...

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Not sure
General business conditions						
Total sales/revenue						
Profitability						
Employment levels						
Capital expenditure						

How do you see your business performing in the next 12 months compared to the last 12 months, in the following areas...

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Not sure
General business conditions						
Total sales/revenue						
Profitability						
Employment levels						
Capital expenditure						

In your opinion, what are the major constraints on the growth of your business? (Please select as many options as are relevant below).

(Choose all that apply)

☐	Rising overheads including interest rates
☐	Utility Costs (Power) Wages
☐	Government taxes and charges
☐	NBN and IT access
☐	Licensing and regulations
☐	Transport infrastructure
☐	Availability of skilled workers
☐	Rising transport costs
☐	Local or state government planning
☐	Australian dollar fluctuations Climate change
☐	Other (please specify)

Did your business seek professional support during the last two years and if so who did you use?

	Yes	No	Not Sure
Department for Innovation and Skills			
Business SA			
Rural Business Support			
Department for Trade and Investment			
Accountant			
Lawyer			
Other			

If your business accessed support in the last two years did you access any of these Government programs?

	Yes	No	Not Sure
Digital Solutions			
Strengthening Business			
Rural Business Support			
Women in Business			
Financial Counselling			
Mental Health Support for you			
Mental Health for your staff			

If you accessed support from a government program in the last two years, do you agree that it helped your business?

	Definitely Agree	Somewhat Agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	Not sure	Not applicable
Strengthening Business							
Digital Solutions							
Women in Business							
Financial Counselling							
Mental Health support for you							
Mental Health support for your staff							
Other							

Business Development

Through understanding your development and direction of growth, we can better plan for what services and supports need to be made available.

What areas of business development and enhancement are you seeking for your business? (Please select as many options as are relevant below).

(Choose all that apply)

- ☐ Understanding business
- ☐ finances/accounts
- ☐ Risk management and control
- ☐ Using the NBN
- ☐ Using cloud based business systems
- ☐ Marketing products and services
- ☐ Social media for business
- ☐ Exporting strategy
- ☐ Access to grants
- ☐ Creating a website or improving search engine optimising
- ☐ Succession planning or sale of business
- ☐ Safe work systems
- ☐ Quality control processes and systems
- ☐ Cyber security
- ☐ Business planning and budgeting
- ☐ Process automation
- ☐ Processes to improve the mental health for yourself or your staff
- ☐ Product and service costing
- ☐ Product design and prototyping capability
- ☐ Increase workspace
- ☐ Employing and human resource management
- ☐ Other (please specify)

Where would you go to obtain business advice or information? (Please select as many options as are relevant below).

(Choose all that apply)

- ☐ Council
- ☐ Regional Development Australia
- ☐ Accountant/lawyer
- ☐ Adelaide Hills Business Centre
- ☐ Stirling Business Association
- ☐ Woodside Commerce Association
- ☐ Mount Barker Business Group
- ☐ Home Based Business Network
- ☐ Service provider outside of the Adelaide Hills region
- ☐ Colleagues/peers/other business owner
- ☐ Business SA
- ☐ Industry specific Associations eg Adelaide Hills Tourism
- ☐ Small Business Commissioner
- ☐ Other (please specify)

Is your business a member of any of the following networks/associations? (Please select as many options as are relevant below).

[Access our website for more details](#)

(Choose all that apply)

- ☐ Stirling Business Association
- ☐ Woodside Commerce Association
- ☐ Mount Barker Business Group
- ☐ Adelaide Hills Business Centre
- ☐ Rotary, Probus or Lions
- ☐ Adelaide Hills Home Based Business Network
- ☐ Fruit Producers SA
- ☐ Adelaide Hills Wine Region
- ☐ Adelaide Hills Tourism
- ☐ Not a member of any networks/associations
- ☐ Other (please specify)

Answer this question only if you have chosen Not a member of any networks/associations for Is your business a member of any of the following networks/associations? (Please select as many options as are relevant below).

[Access our website for more details](#)

If you are not a business member of any networks/associations, please specify why not...

Are you interested in joining the [Home Based Business Network](#)?

(Choose all that apply)

- ☐ Yes
- ☐ No
- ☐ I am already part of it.

Council working with Business

We would like to know what is working well and what needs to be improved in how we support business.

Please share any further comments or suggestions you may have on how Council can best support local business...

Have you requested assistance from Council in the past 12 months?

(Choose any 1 options)

- ☐ Yes
- ☐ No
- ☐ Don't know

Answer this question only if you have chosen Yes for Have you requested assistance from Council in the past 12 months?

How easy was it to get the assistance you required from Council?

(Choose any 1
options)

- ☐ Very easy
- ☐ Easy
- ☐ Neither easy nor difficult
- ☐ Difficult
- ☐ Very difficult
- ☐ Cannot recall

Answer this question only if you have chosen Yes for Have you requested assistance from Council in the past 12 months?

If it was not easy getting assistance from Council can you please explain why?

What is your vision for the future of business in the Adelaide Hills?