



WHITEHORSE BUSINESS PERFORMANCE SURVEY 2019

KEY FINDINGS

161 survey responses from 15 industry sectors

were represented, including:



of respondents owned or were a major shareholder of the business



More inside 



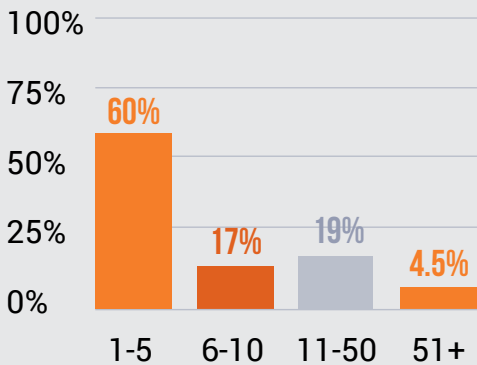
WBIZ.COM.AU



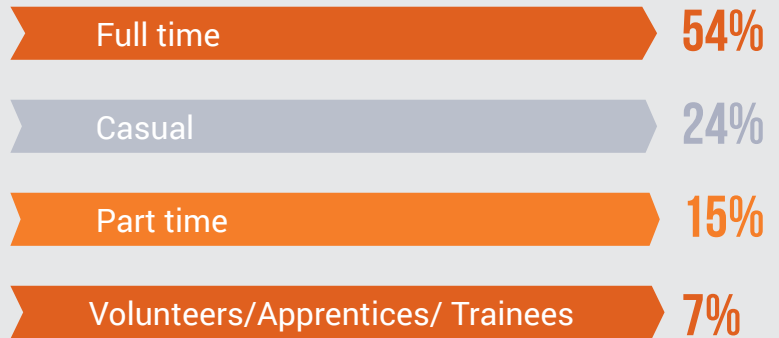
Supported by Dr Nick McClaren, Dr Craig Parker, Dr Scott Salzman, Associate Prof. Bill Dimovski and Prof. Barry Cooper from the Deakin Business School.

EMPLOYEES

Number of Employees



Proportion of businesses with employees in each category



67%

are planning to **increase employees** in the next two years



59%

are planning to **increase by 1-5 employees**



12%

are likely to **reduce employees**

GROWTH



57%

of businesses indicated a (somewhat) positive outlook for the next 12 months about the position of their business.



42%

state there is a moderate or great potential for growth. This growth is more likely in the Manufacturing, Transport and Storage, and Retail Trade Sectors.



76%

of businesses in the Business Professional and Commercial Services sector have no plans to expand.

Future plans to expand in the next three years

PLANNING

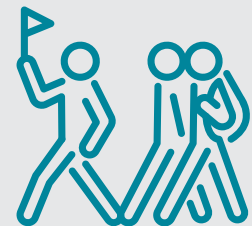
3-10 hrs



48% of respondents spent 3-10 hours per week on business planning.



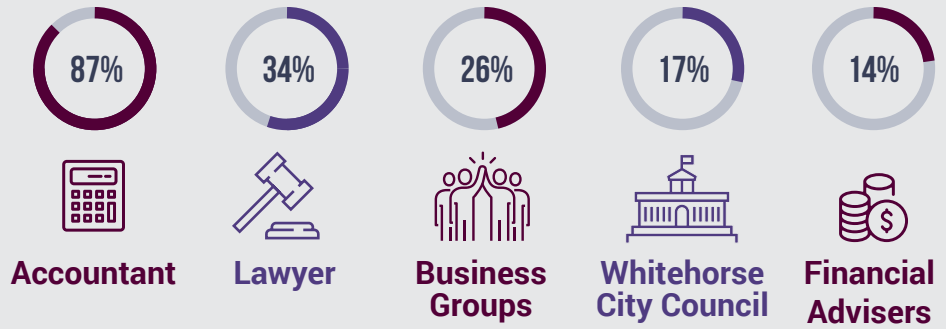
11+ hrs



37% spent 11 hours or more per week.

ADVICE AND ASSISTANCE

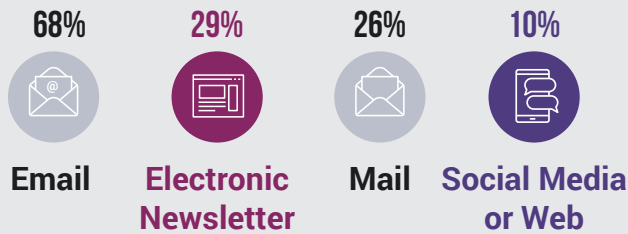
Proportion of respondents getting advice from each source:



63% of businesses stated that they require assistance

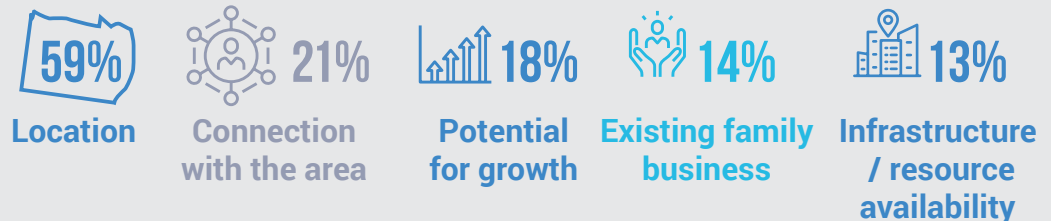
- Of these, the assistance sought includes:
- #1 Advertising, marketing (online), fighting (overseas) competition, increasing sales / clients (47%)
 - #2 Cash flow/finances, reducing costs, accessing government grants/contracts (18%)
 - #3 Recruiting (reliable) staff or interns, attracting staff to Whitehorse, training (14%)
 - #4 Business direction, planning, strategy, Whitehorse trends, growth/export options (9%)
 - #5 Addressing parking issues for customers or caused as a result of rezoning (8%)

How respondents prefer to receive relevant information for their business:



LOCATION

Reasons for choosing City of Whitehorse



37% of businesses are or were **home-based**



21% of respondents would consider moving their business into a shared workspace or co-working space facility

CUSTOMER MARKETS



100% of businesses generate sales via the internet



58% stating that between 1%-20% of their total sales were conducted online and **20%** stating that between 21%-40% of their total sales were conducted online.

% of businesses indicating the following customer markets are Important or Very Important to their business:

- South Eastern Suburbs 79%
- Victoria 66%
- Local (within 10 km) 48%
- Northern Suburbs 45%
- Interstate 38%
- Western Suburbs 32%
- International 26%



TRENDS OVER THREE SURVEY PERIODS

Over the previous three survey periods

2014, 2017 and 2019

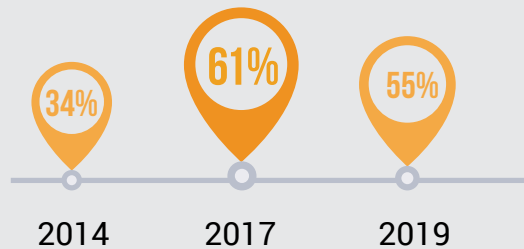
some interesting trends have been observed.



On average across the three survey periods, most businesses employed:

49% Full time
22% Part time

The proportion of businesses employing full-time staff



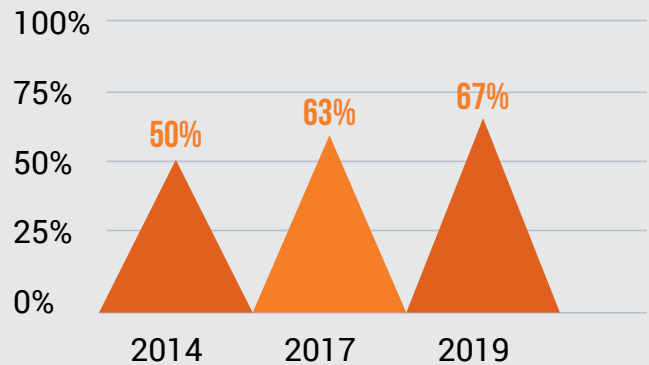
#1 Accountants were the dominant source of advice



in all three surveys, with a significant increase in seeking their advice between **2014 (63%) to 2017 (80%) that has been maintained in 2019 (87%).**



Businesses that indicated they were seeking to hire new employees in the next two years:



Top two reasons for choosing City of Whitehorse have not changed over three survey periods.



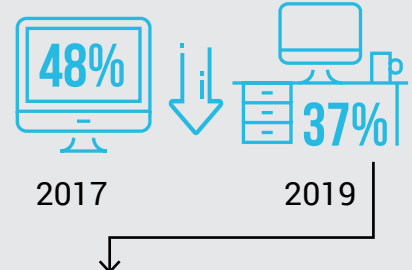
#1 Location



#2 Connection with the area



The proportion of home-based businesses decreased from:



22% of the 37%

indicated that they will continue to be home-based from 2019.



The 2019 Whitehorse Business Performance Survey is a collaboration between the Whitehorse City Council's Investment and Economic Development Unit and the Deakin Business School.

The Investment and Economic Development Unit carried out the survey and collected the data. The results were analysed by the team at the Deakin Business School to produce the key findings represented in this document.

For more information contact the Investment and Economic Development Unit on 03 9262 6333 or business@whitehorse.vic.gov.au