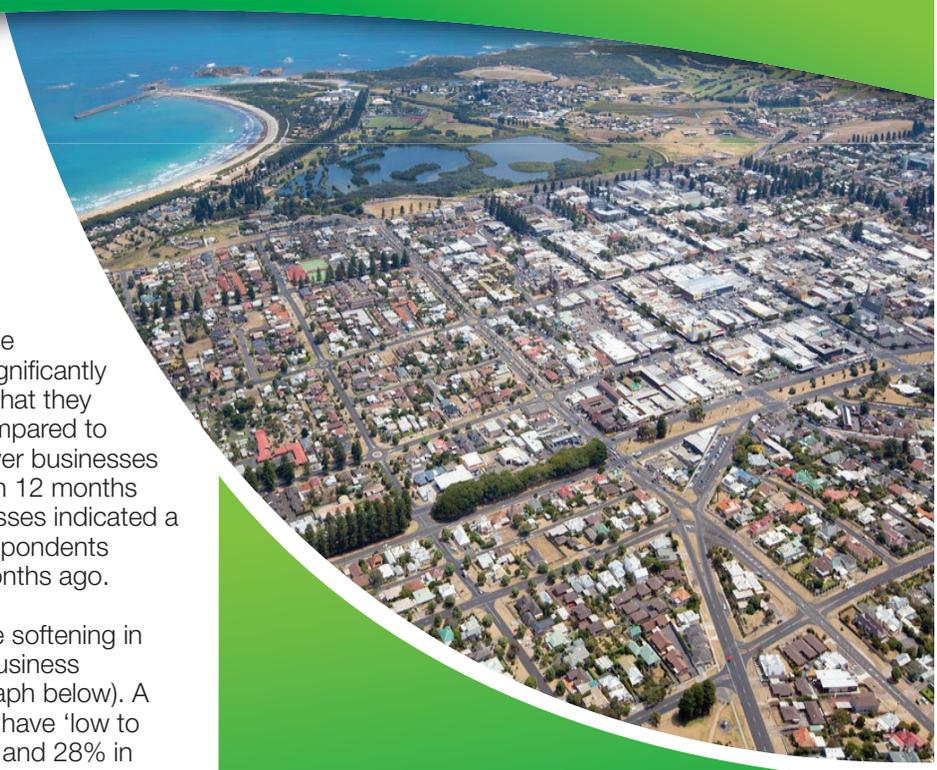


BUSINESS SURVEY 2013 KEY FINDINGS

It's a wonderful...

Warrnambool



Business Survey 2013 was prepared in partnership with Deakin University (Warrnambool campus), Warrnambool City Council and South West Credit Union and was the third consecutive year the Business Survey was undertaken. 354 responses were received, a 24% increase on the 2012 Survey.

Ongoing economic uncertainty continues to cause concern for many Warrnambool businesses. A significantly higher proportion (36%) of businesses indicated that they feel worse off financially than 12 months ago (compared to 19% in 2011 and 31% in 2012). Significantly fewer businesses (40%) indicated they feel the same financially than 12 months ago (compared to 49% in 2011). Overall, businesses indicated a worsening financial position, with only 23% of respondents believing they are better off financially than 12 months ago.

Business Survey 2013 also reported a discernible softening in perceptions of confidence in the City's broader business environment over the next 12 months (refer to graph below). A significantly higher proportion of businesses now have 'low to very low' confidence (11% in 2011, 18% in 2012 and 28% in 2013) while a significantly lower proportion of businesses have 'high to very high' confidence in Warrnambool's business environment over the next 12 months (43% in 2011, 32% in 2012 and 22% in 2013). This trend would suggest confidence in Warrnambool's business community has significantly decreased. Some 46% of respondents indicated a 'medium' level of confidence in Warrnambool's business environment over the next 12 months.

The lowest levels ('low to very low') of business confidence about the future were reported by the Retail sector and the Accommodation, Hospitality and Food/Beverage sector. The highest levels ('high to very high') of business confidence over the next 12 months were reported by Other services, Manufacturing, Transport and Storage, and Business and Commercial Services.

In 2013, 45% of respondents indicated they do generate some level of sales on the internet whilst 55% of respondents do not. The proportion of sales generated on the internet has not significantly altered over the past three years.

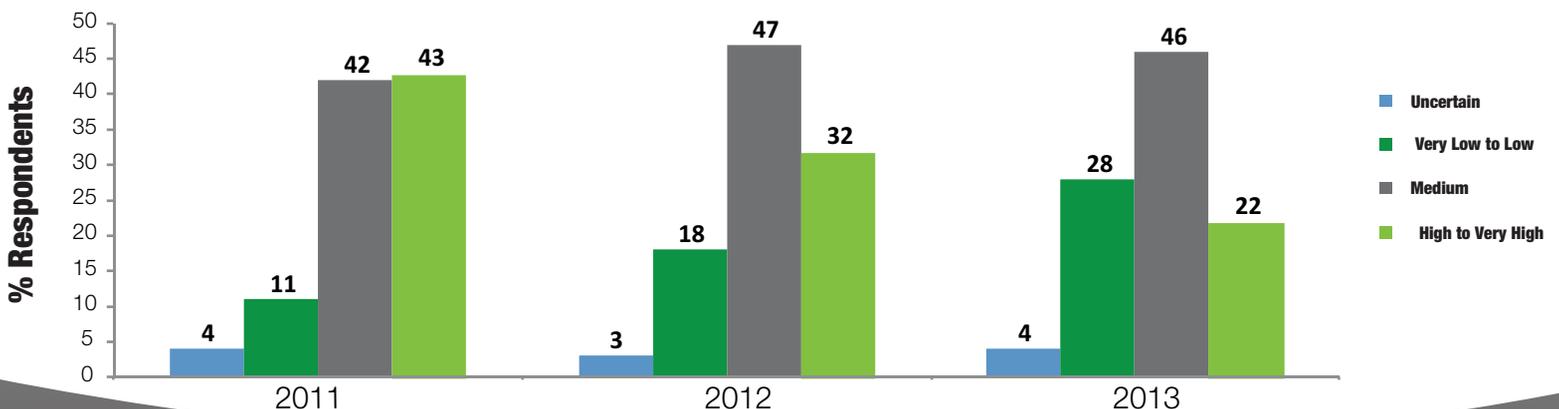
Further findings and the full report of Business Survey 2013 can be accessed on Warrnambool City Council's website.

www.warrnambool.vic.gov.au

Note: where percentages do not aggregate to 100%, the residual represents a response of 'uncertain' or 'don't know'.

Warrnambool Business Survey (May 2013)

Level of confidence in Warrnambool's business environment over the next 12 months



We're here to help!

Contact the Warrnambool City Council Business Support Team



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