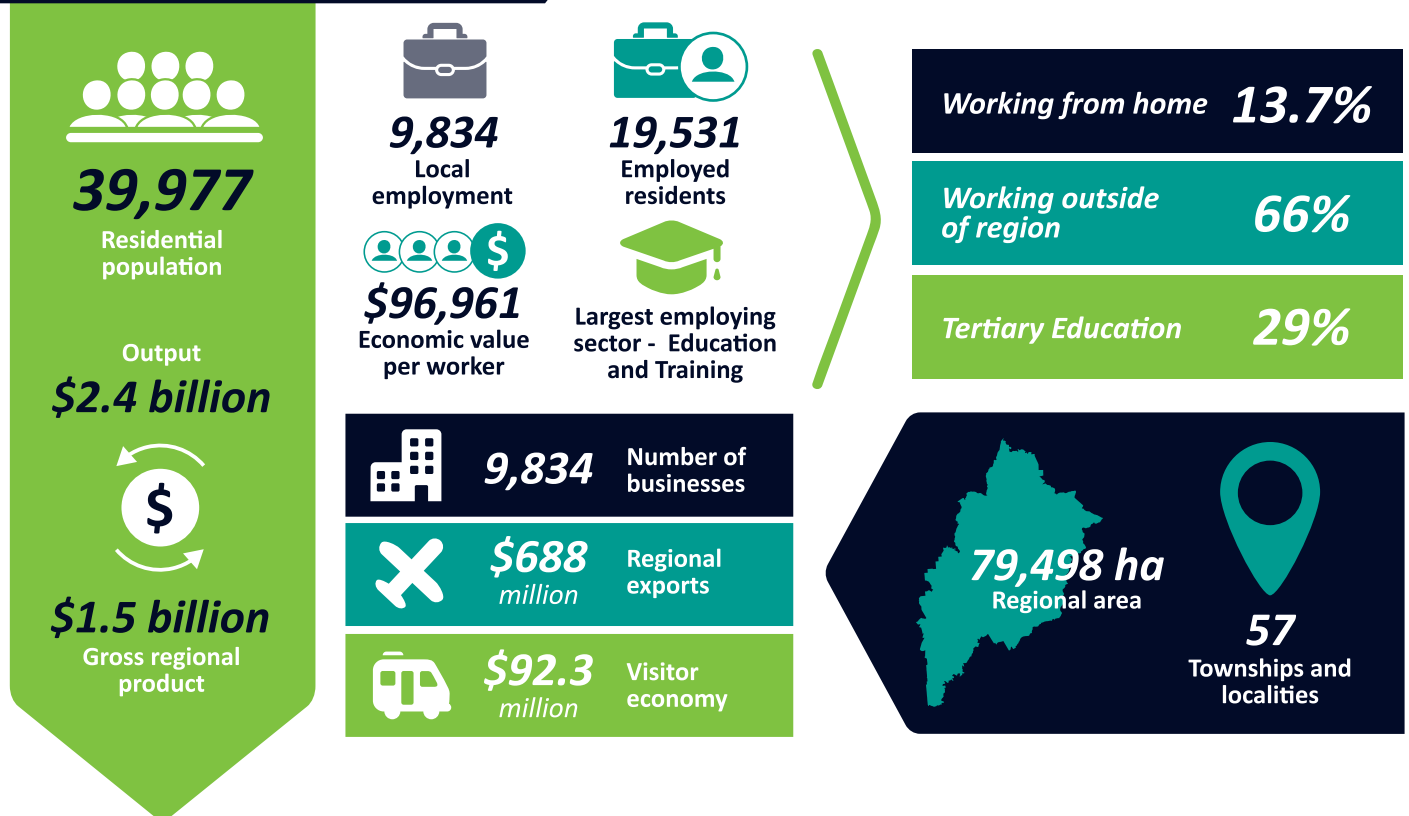


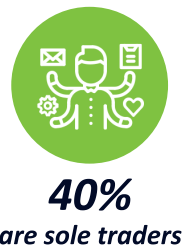
# BUSINESS COMMUNITY SNAPSHOT

Every two years the Council surveys our local business community to better understand the challenges and opportunities they are facing. These insights are used to inform the implementation of the Council's Economic Development Plan 2020 - 2024 and ensure that the Council is providing the right support and opportunities for our local businesses to flourish.

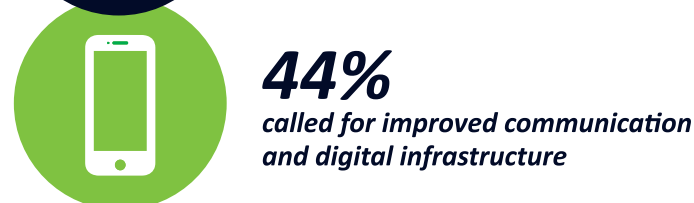
## Local economic profile



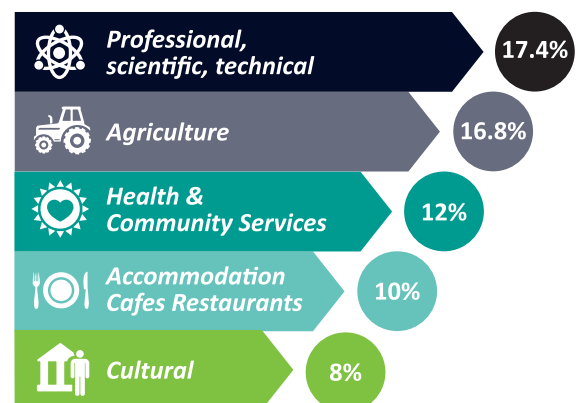
## Respondents



The Adelaide Hills offers a lifestyle location



Top five industry sectors of respondents:



## Employment and workforce skills

### Jobs of the future

20%

are planning to recruit additional staff within the next 12 months

88%

of these businesses require a specific technical skill or qualification, including:

21%  
Agricultural skills

18%  
Trades

9%  
Hospitality

9%  
Health

24%

employ 2–5 fulltime staff

60%

reported no change in employment  
(employment has remained stable since December 2019)

## Business performance

Traditional face to face sales and service accounting for more than 75% of total sales showed a decline consistent with known impacts of the COVID-19 pandemic:

72%  
2017

71%  
2019

58%  
2021

Turnover of more than \$1M

16% 2021

8% 2019

6% 2017



60%

60% reported their business performed consistently or better in the last 18 months when compared to pre-bushfires

## Business confidence

Strong expectations for improved performance in the 2021–2022 financial year:

36% expecting sales growth

32% expecting profitability growth

33% expecting general business conditions growth

## Business support

The top five areas businesses are seeking support with remained consistent with 2019:

22% sought business assistance from Council in the previous 12 months

Accessed independent professional support services:

20%  
in response to 2019 bushfires



40%  
in response to COVID-19 pandemic



Social Media



Marketing



Access to grants



Website development



Business planning and budgeting

Download and read Council's Economic Development Strategy at [ahc.sa.gov.au](http://ahc.sa.gov.au)