

BUSINESS COMMUNITY SNAPSHOT



Adelaide Hills
COUNCIL

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.

Business Characteristics



106

participants completed the Business Survey



96.2%
(n=102)

of respondents are business owners who live in the Adelaide Hills Council area



36% (n=38)
are sole traders

The Adelaide Hills offers a lifestyle location



48.1% (n=51)
of Respondents worked from home as their primary business location

Top five industry sectors of respondents:



Professional, scientific, technical



Agriculture



Health & Community Services



Accommodation Cafes Restaurants



Retail

Employment and workforce skills

25%

Employment has increased slightly since March 2020 with 25% reporting they have employed more staff. This figure was 18% in the previous survey

25%

of Respondents are planning to recruit staff in the next 12 months.

76%

of Respondents employed staff

66%

of Respondents employed between 1-5 fulltime staff



16%
Trades



14%
Agricultural skills



12%
Administration



9%
Hospitality



9%
Health

Infrastructure



35% (n=37)
of Respondents wished for improved NBN and digital infrastructure



34% (n=36)
of Respondents wished for improved Road Transport infrastructure

Download and read Council's Economic Development Strategy at ahc.sa.gov.au

Business Conditions / Confidence



There was an increase in the number of businesses reporting turnover of more than \$500,000 in 2023 (6%) compared to 2021 (4%)



There was an increase in the number of businesses reporting turnover of more than \$75,000- \$300,000 (30%) compared to 2021 (24%)

33%
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of the businesses received over 50% of their turnover from the Adelaide Hills market

26%
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of the businesses received over 50% of their turnover from the South Australian market

21%
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of businesses received some turnover from overseas export



Traditional face to face sales and service provision remained the dominate sale/service charge type with 64% of responses indicating this made up over 75% of their sales. This was an increase in this sales type from the 58% recorded in the 2021 survey.



Overall business performance across all indicators was steady with an average of 59% reporting that their business had performed better or the same compared to before the bushfires. However there were significant numbers that reported a decline in performance particularly in Profitability 34%.



The survey identified strong expectations from businesses for improved performance in the year ahead across with 37%, expecting Sales growth 33% Profitability growth and 33% General business conditions growth.

Business support

The top five areas business were seeking assistance with were consistent between 2021 and 2023 being:

Of the businesses that responded to the survey

21% accessed professional support from a business support agency since the start of the Covid-19 pandemic

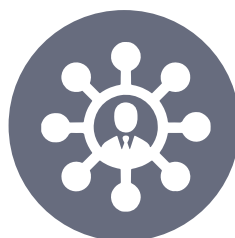
66% of businesses sought support from their Accountant or Lawyer

 <p>Social Media</p>	 <p>Marketing Website development</p>	 <p>Access to grants</p>
 <p>Cyber Security</p>	 <p>Succession planning or sale of business</p>	

Engagement with Council



Of the respondents 18% had sought assistance from Council in the previous 12 months.



Businesses were seeking from Council more Networking Opportunities and Services being available in the Region, Localised Promotion and Advocacy on reducing business costs.



The themes identified as key to businesses vision for the Adelaide Hills included Environmental Sustainability, Business Collaboration, Small Business Growth.