

Narrabri, Boggabri, Pilliga, Gwabegar, Wee Waa,
Business Retention and Expansion Survey

Please note:

1. Your surveys are totally confidential and will only be processed and seen by Ian Mackey of Cre8ing Growth. All enquiries should be address to Ian on 0414496493.
2. If you have a particular issue filling in any of the questions please feel free to leave the answer blank. Cre8ing Growth asks you to remember though that the report is being done to assist the local business community grow and develop. Complete surveys do assist with the development of a more concise report.

PART A: PROFILE OF YOUR BUSINESS

Q1 (a) Which category does your business fit into?

- Independent business
Franchise
Part of a national network or retail/marketing group
Associated with another business eg. retail outlet for manufacturer

(b) What business structure do you have?

- Sole trader Partnership Company Trust

Q2 (a) In what year did you start or take over this business? _____

(b) Was the business established in this town or was it relocated from elsewhere?

If Relocated please specify from where? _____

Q3 Is your business:

- Retail
Tourism
Home Based Business
Agriculture
Light Industry
Other (please specify) _____

What are the main products or services you provide? Please list up to 4 in order of importance.

1. _____
2. _____
3. _____
4. _____

Office use only

ANZIC code _____

Q4 (a) Where do you sell these products/services?

Locally _____% Elsewhere in NSW _____% Elsewhere in Australia _____% Overseas _____%

(b) Do you expect the demand for your services/products to increase, stay the same, or decrease over the next 2 years?

Increase Stay the same Decrease

(c) Please explain your reasoning.

- Eg: 1. You might say business will increase because you are advertising more
2. You might say business will decrease as our business is declining because...

Q5 Where do you source the raw materials which you use in your business?

Locally _____% Elsewhere in NSW _____% Elsewhere in Australia _____% Overseas _____%

PART B: EMPLOYEES

Note: In this section we need to know the number of “full time equivalent” employees. For example, 1 full-time person plus 1 part-time person working half-time equals 1.5 full-time equivalents.

Owners are counted as employees for this question.

Q6 (a) How many people does the business employ, including owners?

_____ full-time (plus) _____ part-time (=) _____ total full-time equivalents

(b) How many people did the business employ 2 years ago, including owners?

_____ full-time (plus) _____ part-time (=) _____ total full-time equivalents

(c) How many people is the business likely to employ 2 years from now, including owners?

_____ full-time (plus) _____ part-time (=) _____ total full-time equivalents

(d) Please explain how you account for the changes to employment in your business?

Q7 (a) Does your company have problems recruiting employees in any of the following groups?

Unskilled	<input type="checkbox"/>	Clerical	<input type="checkbox"/>
Semi-skilled	<input type="checkbox"/>	Professional/management	<input type="checkbox"/>
Skilled	<input type="checkbox"/>	No problems (<i>go to Q8</i>)	<input type="checkbox"/>

(b) If yes, which of the following best describe your recruiting problems? (Tick any that apply)

Low skill levels	<input type="checkbox"/>
Low literacy levels	<input type="checkbox"/>
Poor work attitude	<input type="checkbox"/>
High competition for skilled employees	<input type="checkbox"/>
High wage rates for skilled employees	<input type="checkbox"/>
High costs of training employees	<input type="checkbox"/>
Skilled employees reluctant to move to this area	<input type="checkbox"/>
Itinerancy	<input type="checkbox"/>
Other (specify) _____	

Q8 What specific skills, training or job qualifications do you need your employees to have?

Q9 Overall, how do you rate your employees?

	Excellent	Good	Fair	Poor	Very Poor
Skill levels	1	2	3	4	5
Attitude towards work	1	2	3	4	5
Productivity	1	2	3	4	5

PART C: EXTERNAL FACTORS

Q10 Which 3 factors are likely to have a major impact on your business' profits during the next 2 years? Rank the factors from 1 to 3 with 1 being most important.

- | | | | |
|------------------------|--------------------------|----------------------------|--------------------------|
| New products | <input type="checkbox"/> | Changing consumer tastes | <input type="checkbox"/> |
| Population changes | <input type="checkbox"/> | Economic climate | <input type="checkbox"/> |
| Foreign competition | <input type="checkbox"/> | Local/domestic competition | <input type="checkbox"/> |
| Energy costs | <input type="checkbox"/> | Transportation costs | <input type="checkbox"/> |
| Wage rates | <input type="checkbox"/> | Raw material costs | <input type="checkbox"/> |
| Raw material shortages | <input type="checkbox"/> | New technology | <input type="checkbox"/> |
| Finance availability | <input type="checkbox"/> | Interest rates | <input type="checkbox"/> |
| Taxes | <input type="checkbox"/> | Government policies | <input type="checkbox"/> |

Other factors (specify) _____

Q11 (a) Are there any major innovations/changes looming in your industry, which might affect your Business?

- Yes Not sure No

(b) What are these innovations or changes?

PART D: INTERNATIONAL TRADE

Q12 (a) Is Your business currently involved in international trade?

- Yes No

(b) If yes, how are you involved?

- by direct sales outside Australia
by work with foreign agents/distributors
by importing products and parts

(c) Which countries do you trade with?

1. _____
2. _____
3. _____
4. _____

Q13 (a) Are you interested in becoming involved in international trade?

- Yes Not sure No

(b) If yes, which countries are you interested in?

1. _____
2. _____
3. _____
4. _____

PART E: LOCAL ENVIRONMENT

Q14 (a) Generally, is being located in this town a help or a hindrance to your business?

Help Hindrance 50/50

(b) From this list of local services, tick any you find inadequate for running your business efficiently.

- | | | | |
|--------------------------------------|--------------------------|------------------------------|--------------------------|
| Airport facilities | <input type="checkbox"/> | Street signage | <input type="checkbox"/> |
| Access to highway/roadway | <input type="checkbox"/> | Street lighting | <input type="checkbox"/> |
| Adequacy of highway/roads | <input type="checkbox"/> | Street cleaning | <input type="checkbox"/> |
| Disposal of processed waste material | <input type="checkbox"/> | Street repair | <input type="checkbox"/> |
| Recycling | <input type="checkbox"/> | Development approval process | <input type="checkbox"/> |
| Fire protection | <input type="checkbox"/> | Telecommunications | <input type="checkbox"/> |
| Inspections (licensing, etc) | <input type="checkbox"/> | Waste water treatment | <input type="checkbox"/> |
| Public parking | <input type="checkbox"/> | Water supply | <input type="checkbox"/> |
| Public transport | <input type="checkbox"/> | Natural gas | <input type="checkbox"/> |
| Electricity | <input type="checkbox"/> | None | <input type="checkbox"/> |

Other _____

(c) Please explain any problems you have experienced with these services.

Q15 If you were asked to recommend this town as a place to live and own a business, how would you score it using the following categories?

	Excellent	Good	Fair	Poor	Very Poor
Schools	1	2	3	4	5
Facilities including Sporting and recreation	1	2	3	4	5
Other education & training providers	1	2	3	4	5
Housing	1	2	3	4	5
Health services	1	2	3	4	5
Transportation costs	1	2	3	4	5
Climate	1	2	3	4	5
Cultural facilities (eg galleries, theatres, cinemas, libraries etc)	1	2	3	4	5
Local rates	1	2	3	4	5
Labour costs	1	2	3	4	5
Freedom from social problems (eg crime, drugs etc)	1	2	3	4	5
Building costs	1	2	3	4	5
Energy costs	1	2	3	4	5
Land costs	1	2	3	4	5

Q16 What is your overall opinion of this town as a place to conduct business?

- Excellent
- Good
- Fair
- Poor
- No opinion

Q17 What main changes would you like to see made to improve this town?

Q18 What opportunities do you see for this town in terms of making the local economy stronger and creating more jobs for your business and for the area?

PART F: BUSINESS PLANS AND DECISIONS

Q19 Which range does the annual turnover of your business fall into? Note: The answer to this question is totally confidential. It is used only to gain an understanding of the range of businesses answering the survey and to develop a profile of the local businesses collectively.

- | | | | |
|---------------------|--------------------------|-------------------------|--------------------------|
| Less than \$50,000 | <input type="checkbox"/> | \$501,000-\$1,000,000 | <input type="checkbox"/> |
| \$51,000-\$100,000 | <input type="checkbox"/> | \$1,000,000-\$5,000,000 | <input type="checkbox"/> |
| \$101,000-\$250,000 | <input type="checkbox"/> | Over \$5,000,000 | <input type="checkbox"/> |
| \$251,000-\$500,000 | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Q20 (a) Is your company considering expanding at all within the next 2 years?

Yes Not sure No (go to Q21)

(b) If yes or not sure, how would your business activities change?

(c) Does your company currently own or lease sufficient property to allow for the expansion you would like to make?

Yes Not sure No

(d) Are there any factors which could prevent your going ahead with expansion plans?

1.

2.

3.

(e) Have you approached anybody in local government or business development organisations to discuss your expansion plans?

Yes No

(f) If yes, which have you approached?

1.

2.

Q21 (a) Do you or could you work in a co-operative way with other businesses? (eg cross-referral of work, co-operative advertising, shared purchasing).

Yes Not sure No (go to Q22)

(b) If yes, how does/could this work?

Q22 (a) Are you currently considering changing the location of your business?

Yes Not sure No (go to Q23)

(b) Please give reasons

(c) Where are you considering relocating to?

- | | | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|
| Another location in this town | <input type="checkbox"/> | Elsewhere in this region | <input type="checkbox"/> |
| Elsewhere in NSW | <input type="checkbox"/> | Elsewhere in Australia | <input type="checkbox"/> |
| Overseas | <input type="checkbox"/> | | |

(d) If relocating out of town/region, what major benefits would the new location offer?

PART G: YOU AND BUSINESS SUPPORT SERVICES

Q23 Thinking about your personal attitudes to your business, how would you rate yourself regarding? (1 being low and 10 high).

	Low									High
1. Interest in innovation and new opportunities	1	2	3	4	5	6	7	8	9	10
2. Willingness to accept risk	1	2	3	4	5	6	7	8	9	10
3. Ability to plan and organise work and business systems	1	2	3	4	5	6	7	8	9	10
4. Willingness to seek professional advice about your business (other than tax work done by your accountant?)	1	2	3	4	5	6	7	8	9	10

Q24 Is there any aspect of your business on which you would like to have more information, training or advice?

- Labour training
- Labour/management relations
- Industry regulations
- Consumer affairs
- Marketing
- Management training
- Finance applications
- Export markets
- Quality assurance/accreditation

Other (specify) _____

PART G SURVEY SUPPLEMENT FOR AGRIBUSINESSES

Q25 Do you conduct any processing or value adding to your products on your farm? Please describe. (Eg. farmstays are considered value-adding onto the agricultural resource).

1. _____
2. _____
3. _____
4. _____

Q26 Are there any specific agricultural alternative or value-adding enterprises for which you would like to have relevant background and profitability information? If so, please list.

Yes No

Q27 List three things you would like to improve about your farm business / agribusiness.

1. _____
2. _____
3. _____

Q28 Do you or could you work in a co-operative way with other primary producers or related businesses? (Eg cooperative marketing, shared purchasing).

Yes Not sure No

If yes, how does/could this work?

