

Key findings Report

Business Impacts, Resilience and Continuity Survey 2020

Summary

To better understand the implications of COVID-19 on businesses and various industry sectors in Byron Shire, Council conducted a fortnightly Business Impacts, Resilience and Continuity Survey.

200 responses from local businesses were received during the survey period, from Monday 4 May to Sunday 26 July 2020.

The survey received responses from a variety of industry sectors including retail, agricultural, forestry and fishing, manufacturing and construction. For both survey periods the accommodation and food sector received the most responses.

The following are key findings from two fortnightly surveys –

- fortnight ending 17 May 2020
- fortnight ending 28 June

These show and compare impacts of COVID-19 on Byron Shire businesses as well as the resilience and continuity of business over two time periods.

The first fortnightly survey ending 17 May 2020 received 96 responses while the survey fortnight ending 28 June received 23 responses, reflecting a decline in responses over the survey period.

Overall, the survey indicated that the resilience of each business depended more on each business' ability to adapt and the significance of negative impacts of COVID-19 on the individual business rather than the industry sector as a whole. The negative impacts of COVID-19 on business include temporary closures as well as impacts on mental health and wellbeing. Some businesses have used this time to refocus on future goals and create more efficient practices within their business, as well as move their business online.

For most business owners, ensuring they and their staff have jobs over the next few months was a key priority. JobKeeper and JobSeeker were identified as the most helpful government initiatives to date, with continuous financial support post COVID-19 expressed by many.

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COVID-19 Impacts on Businesses

In what ways has your business been impacted by COVID-19?

Fortnight ending 17 May 2020

Top 3 impacts:

1. Temporary closure of business
Less clients
2. Restrictions on business operations

Fortnight ending 28 June 2020

1. Downturn in business
2. Temporary closure of business
3. Negative impacts due to significant impacts on tourism, hospitality and events

Summary: Both survey periods indicated that COVID-19 caused the temporary closure of business. Top 3 impacts of COVID-19 for both time periods indicate negative impacts of COVID-19 on businesses.

Are there areas of your business that have been positively impacted?

Fortnight ending 17 May 2020

Top 3 responses:

1. No positive impacts
2. Refocus on future business goals
3. Making business practices more efficient

Fortnight ending 28 June 2020

1. Increase in business
2. No positive impacts
3. Moving business online

Summary: Both time periods show some businesses do not see any positive impacts from COVID-19. Some businesses have seen an increase in business in the later time period.

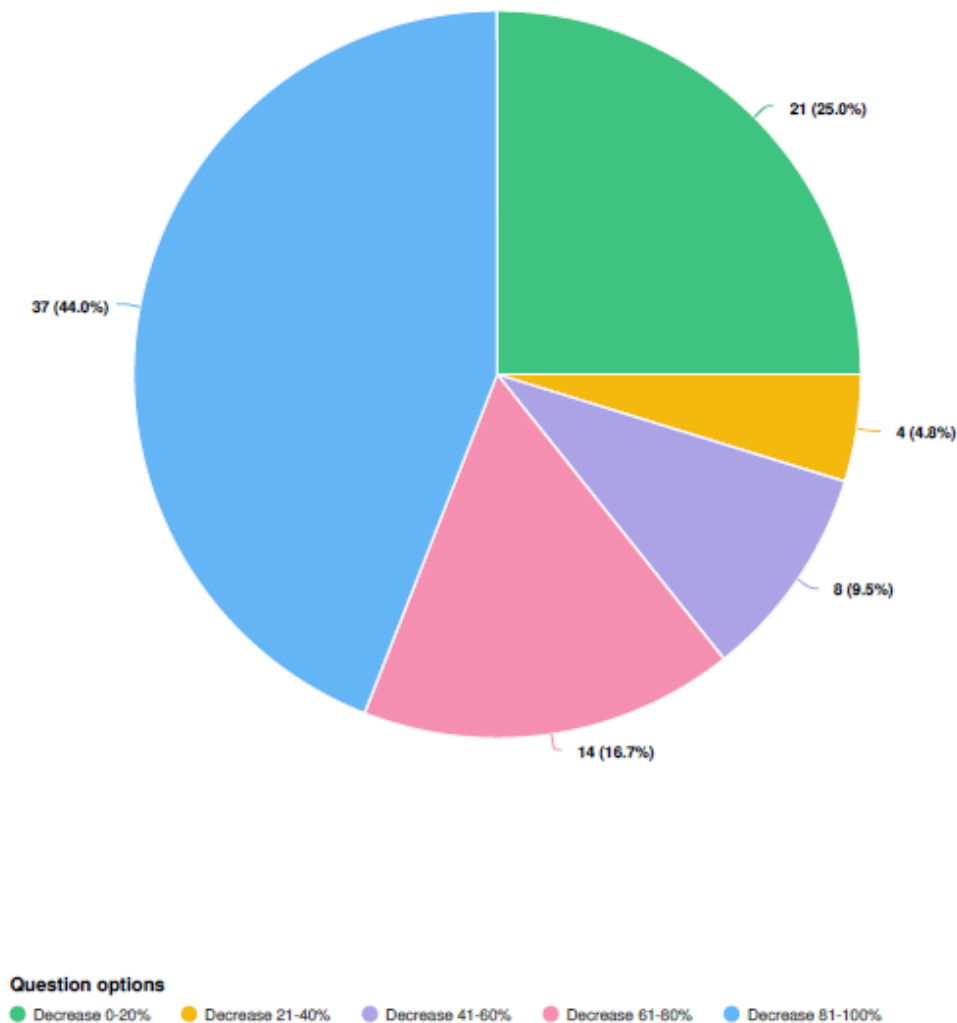
Moving business online, making practices more efficient as well as focussing on future goals were identified as key positive impacts from COVID-19.

If experiencing a downturn in business trade, what percentage of that downturn would you attribute to the decrease in visitor expenditure in Byron Shire since the onset of COVID-19?

Summary: During the fortnight ending 17 May, 44% of businesses experienced an 81-100% downturn in trade due to the decrease in visitor expenditure since the onset of COVID-19. Comparatively, in the fortnight ending 28 June 2020, less (20%) businesses attributed an 81-100% downturn in trade to the decrease in visitor expenditure.

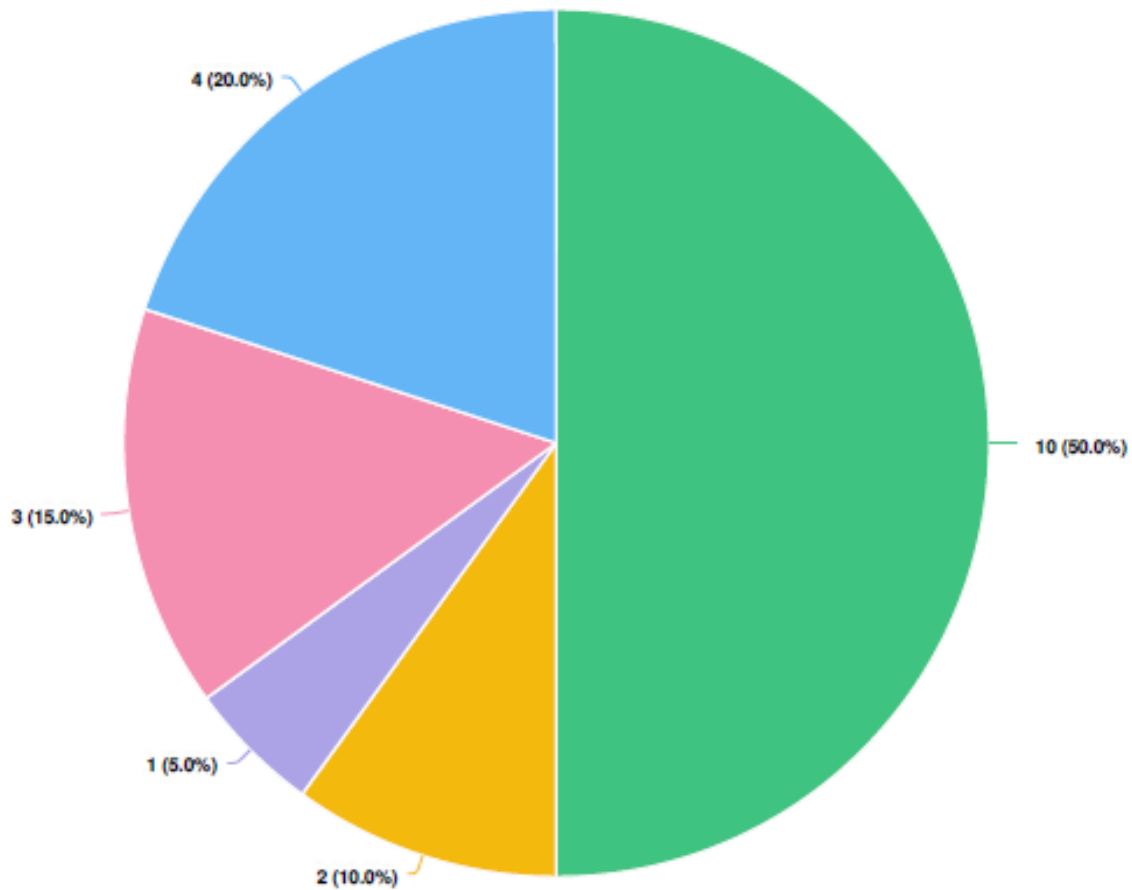
Fortnight ending 17 May 2020

- 25% of respondents indicated a decrease of 0-20%
- 4.8% of respondents indicated a decrease of 21-40%
- 9.5% of respondents indicated a decrease of 41-60%
- 16.7% of respondents indicated a decrease of 61-80%
- 44% of respondents indicated a decrease of 81-100%



Fortnight ending 28 June 2020

- 50% of respondents indicated a decrease of 0-20%
- 10% of respondents indicated a decrease of 21-40%
- 5% of respondents indicated a decrease of 41-60%
- 15% of respondents indicated a decrease of 61-80%
- 20% of respondents indicated a decrease of 81-100%



Question options

● Decrease 0-20% ● Decrease 21-40% ● Decrease 41-60% ● Decrease 61-80% ● Decrease 81-100%

Mental health and wellbeing impacts on business owners and their employees

Summary: Both fortnights showed approximately 35% of business owners indicated that theirs and their employees' mental health and wellbeing had been greatly impacted by COVID-19.

Business Resilience

What ways have you adapted your business?

Fortnight ending 17 May 2020

Top 3 responses:

1. Online sales
2. Increased service standards
3. Increased cleaning & hygiene standards

Fortnight ending 28 June 2020

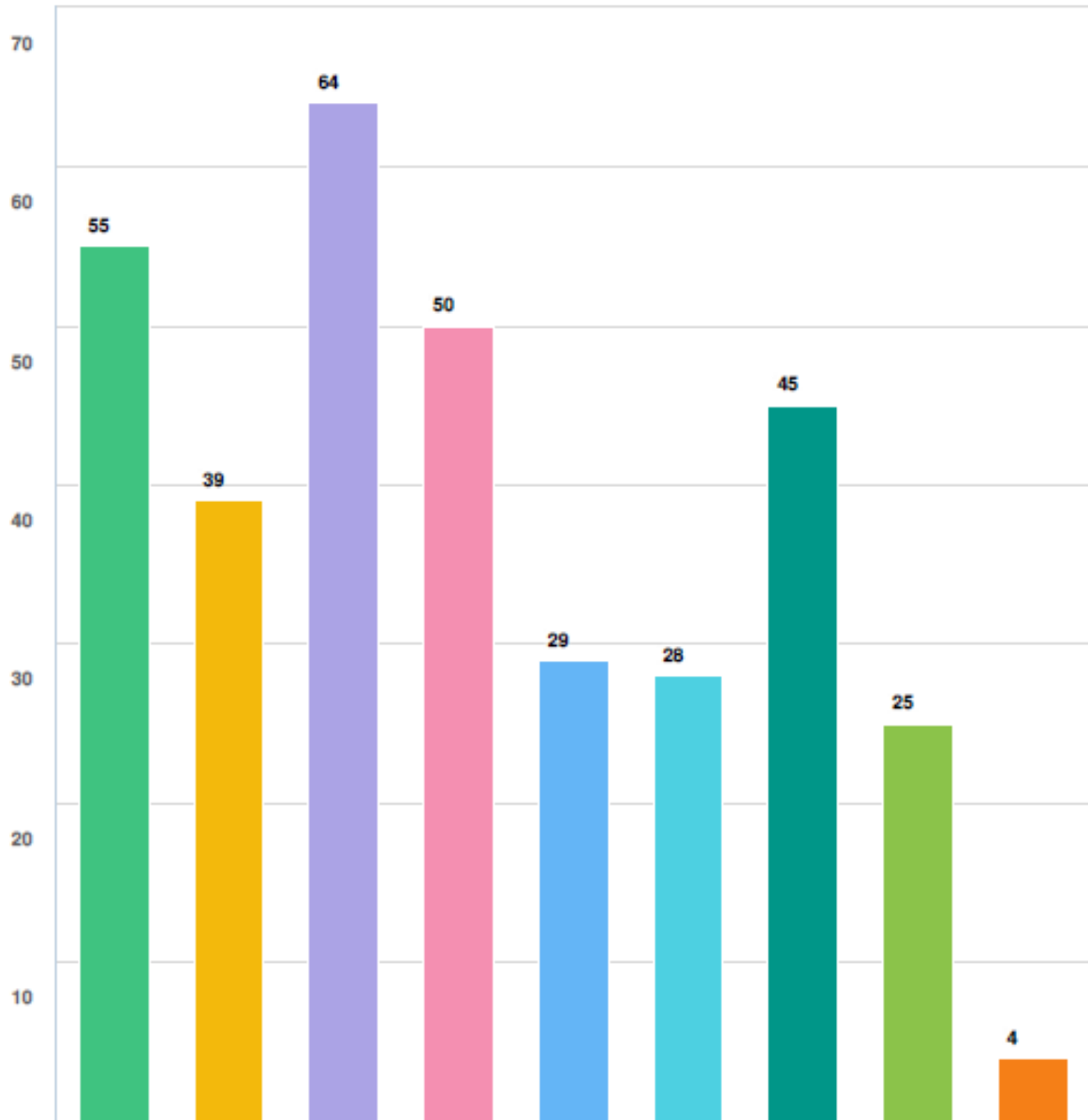
1. Cannot adapt
2. Increased online presence, service & products
3. Reduced outgoings/spending

Summary: Both survey periods indicated businesses adapting toward online sales.

Business Continuity

Immediate operational priorities over the next 3 months

Fortnight ending 17 May 2020



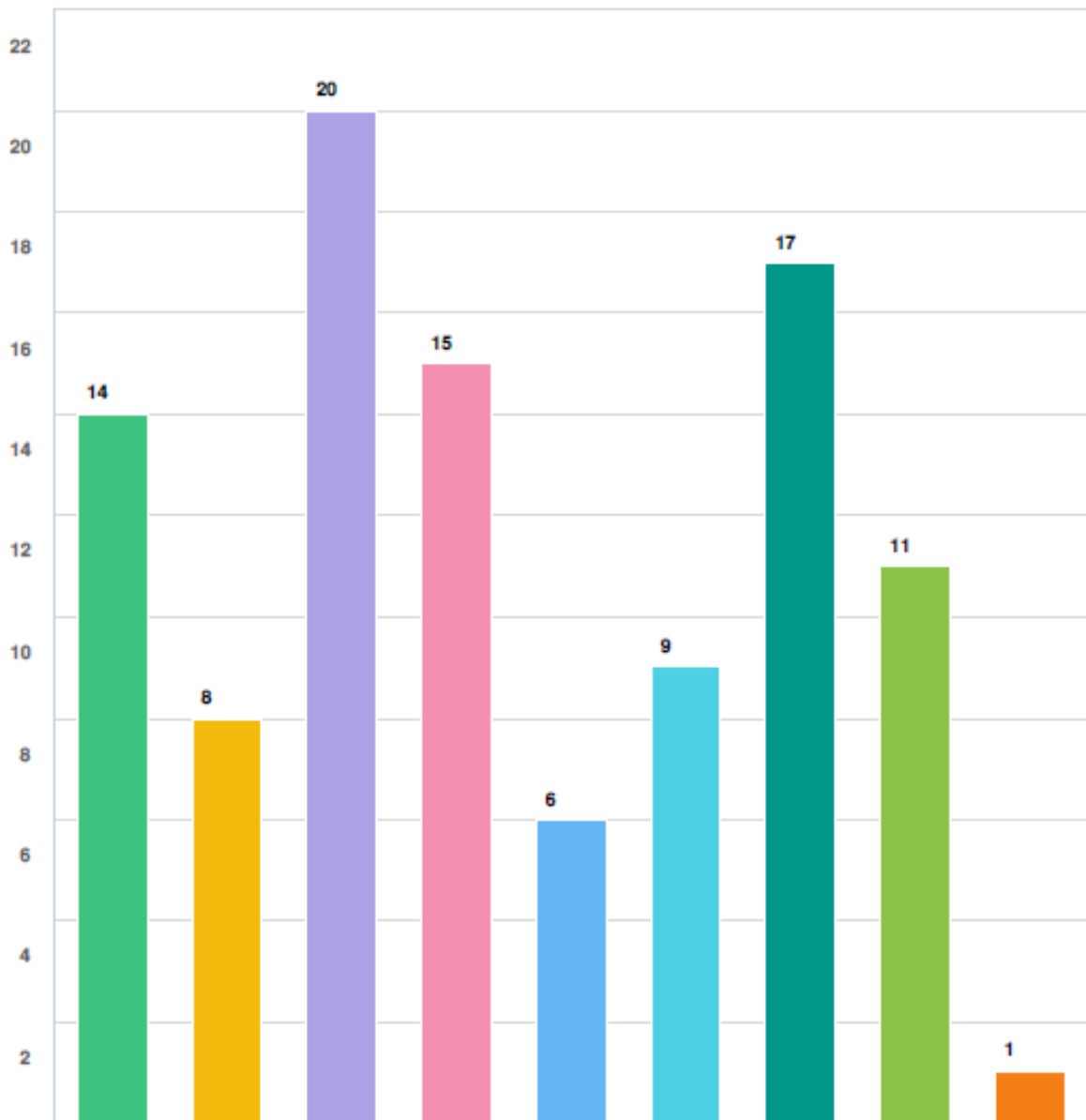
Question options

- Other (please specify)
- Rescheduling bookings/sales
- Strengthening business branding and marketing
- Expanding into new markets
- Ensuring continued supply of the goods and services my business requires to operate
- Adopting new systems and practices to ensure we continue operating
- Ensuring myself and staff will have jobs
- Paying suppliers
- Paying rent/loans

- 55 respondents indicated that paying rents/loans is an immediate operational priority
- 39 respondents indicated that paying suppliers is an immediate operational priority
- 64 respondents indicated that ensuring myself and staff will have jobs is an immediate operational priority
- 50 respondents indicated that adopting new systems and practices to ensure we continue operating is an immediate operational priority
- 29 respondents indicated that ensuring continued supply of goods and services my business requires to operate is an immediate operational priority

- 28 respondents indicated that expanding into new markets is an immediate operational priority
- 45 respondents indicated that strengthening business branding and marketing is an immediate operational priority
- 25 respondents indicated that rescheduling booking/sales is an immediate operational priority
- 4 respondents indicated that other issues are an immediate operational priority

Fortnight ending 28 June 2020



Question options

- Other (please specify)
- Rescheduling bookings/sales
- Strengthening business branding and marketing
- Expanding into new markets
- Ensuring continued supply of the goods and services my business requires to operate
- Adopting new systems and practices to ensure we continue operating
- Ensuring myself and staff will have jobs
- Paying suppliers
- Paying rent/loans

- 14 respondents indicated that paying rents/loans is an immediate operational priority
- 8 respondents indicated that paying suppliers is an immediate operational priority
- 20 respondents indicated that ensuring myself and staff will have jobs is an immediate operational priority
- 15 respondents indicated that adopting new systems and practices to ensure we continue operating is an immediate operational priority

- 6 respondents indicated that ensuring continued supply of goods and services my business requires to operate is an immediate operational priority
- 9 respondents indicated that expanding into new markets is an immediate operational priority
- 17 respondents indicated that strengthening business branding and marketing is an immediate operational priority
- 11 respondents indicated that rescheduling booking/sales is an immediate operational priority
- 1 respondents indicated that other issues are an immediate operational priority

Summary: Both survey periods showed that the top operational priority for the next three months was to ensure that business owners and employees would still have jobs.

What has been the most helpful government initiative for your business or employees to date?

Fortnight ending 17 May 2020

Top 3 responses:

1. JobKeeper
2. JobSeeker
3. \$10k small business grant

Fortnight ending 28 June 2020

1. JobKeeper
2. JobSeeker
3. Tax relief

Summary: Both survey periods rated JobKeeper and JobSeeker as the top two government initiatives for helping their business or employees.

Have you already accessed or require assistance with your business?

Summary: In the fortnight ending 17 May 2020, 77% respondents replied they had already accessed assistance or required assistance for their business, compared to 83% in the fortnight ending 28 June 2020.

What government assistance do you think your business will require when the COVID-19 pandemic has passed?

Fortnight ending 17 May 2020

Top 3 responses:

1. General financial support
2. None
3. Ongoing JobKeeper payments

Fortnight ending 28 June 2020

1. Financial support
2. Tourism industry support
3. Unsure

Summary: The most popular response for both survey periods was a requirement for financial support to assist businesses to continue post COVID-19.