

Survey for Flood Impacted Businesses: Key Findings

April to May 2022



BYRON
SHIRE
COUNCIL

Summary

To better understand the implications of recent flood events on businesses and various industry sectors in Byron Shire, Council conducted a survey from Thursday 7 April to Weds 4 May 2022.

62 responses from local businesses were received during the survey period, from a variety of industry sectors including accommodation and food services, manufacturing, arts and recreation services and retail.

This survey follows a walk-around to over 100 flood impacted businesses by Council's Business Support team. The Business Support team provided business support information and grant assistance that was available at the time.

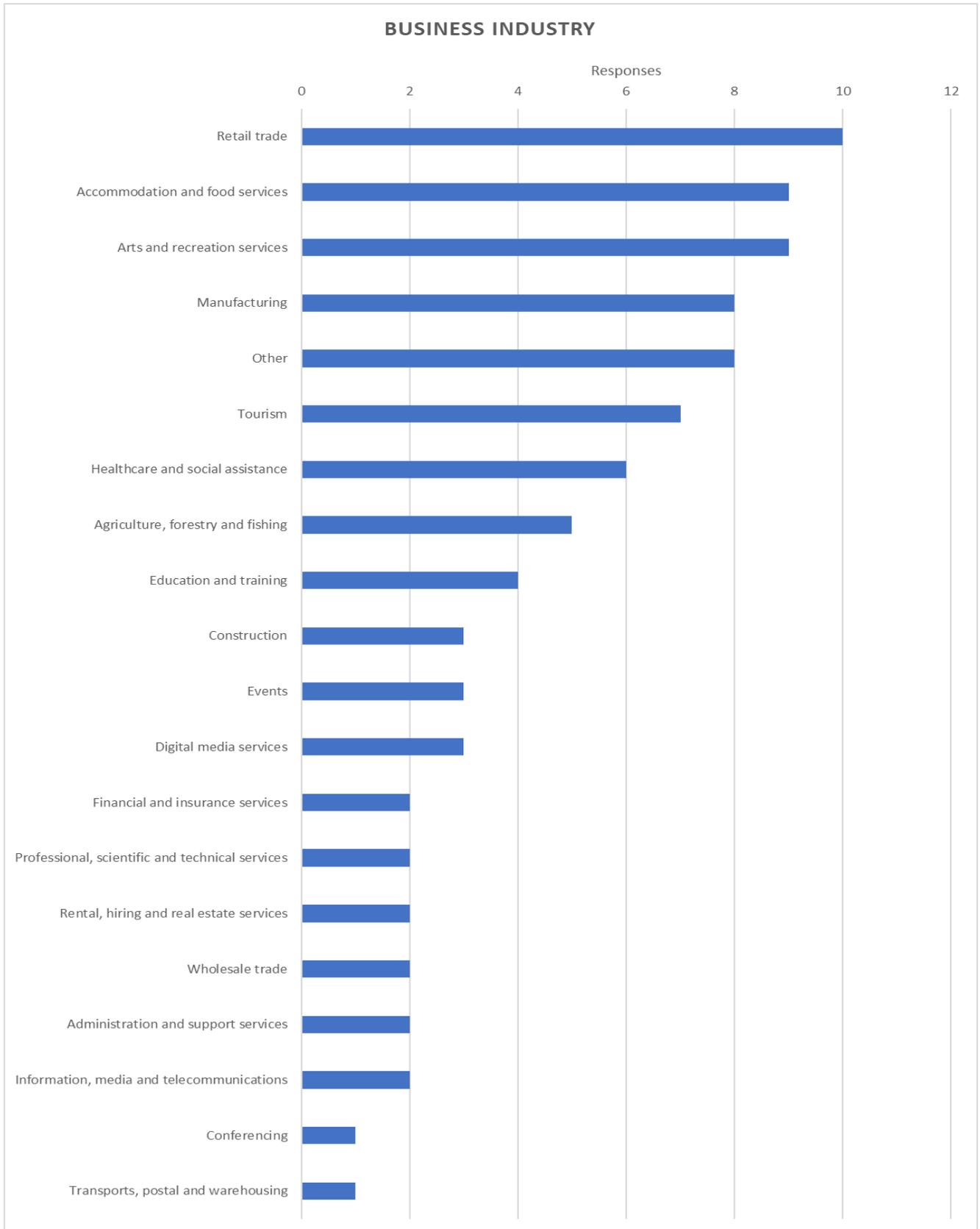
Overall, the survey indicated businesses were directly and/or indirectly impacted by recent weather events. Some businesses were considering permanently closing or relocating and some were considering pivoting their business to remain sustainable.

For many, it is cost prohibitive to take out flood insurance for future operations. New or renovated premises are required right now by some, access to government assistance and grants most useful, and attracting new clients is a key medium to long term business need.

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Business Industry



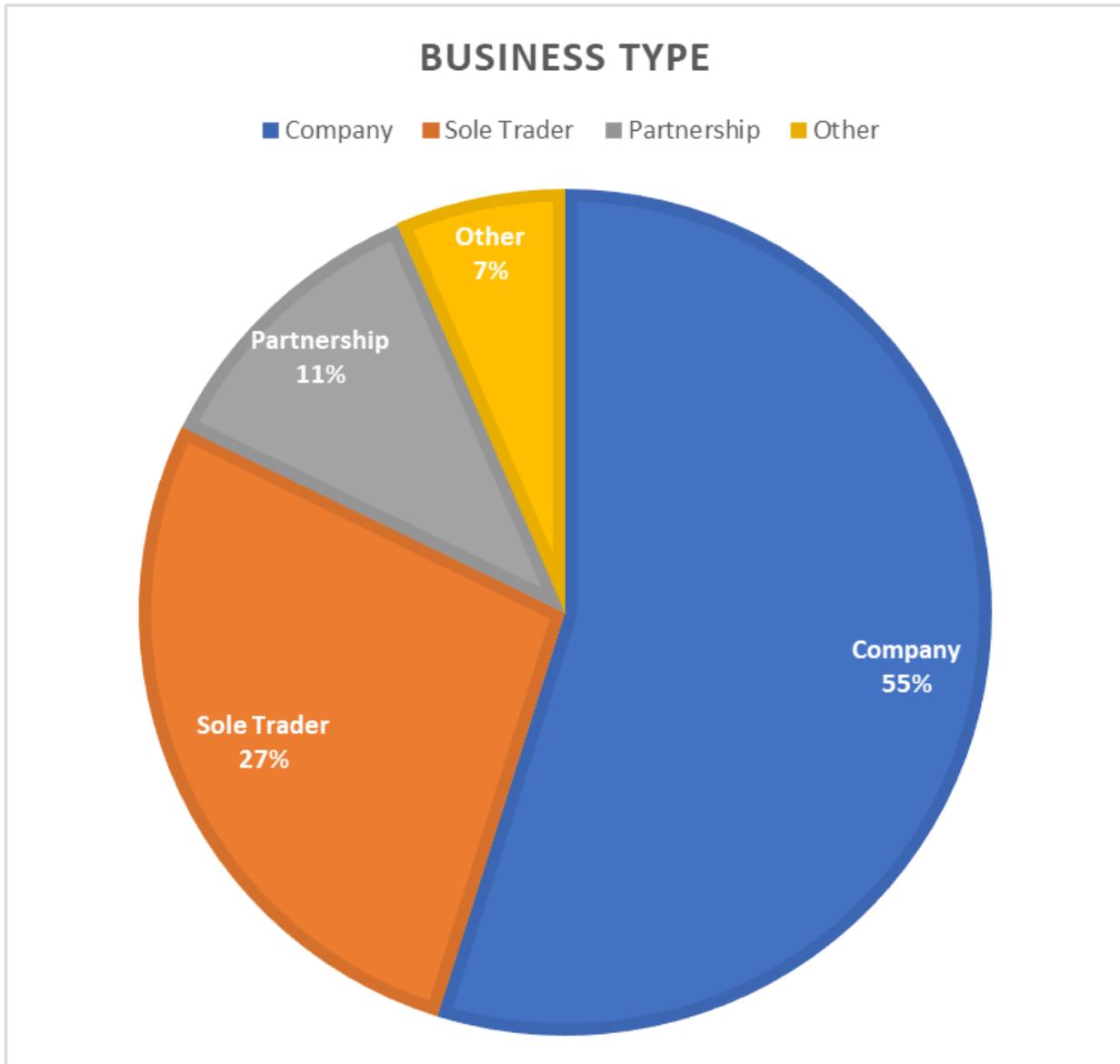
Responses

- Retail trade- 10
- Accommodation and food services- 9
- Arts and recreation services- 9
- Manufacturing- 8
- Other- 8
- Tourism- 7
- Healthcare and social assistance- 6
- Agriculture, forestry, and fishing- 5
- Education and training- 4
- Construction- 3
- Events- 3
- Digital media services- 3
- Financial and insurance services- 2
- Professional, scientific, and technical services- 2
- Rental, hiring and real estate services- 2
- Wholesale trade- 2
- Administration and support services- 2
- Information, media and telecommunications- 2
- Conferencing- 1
- Transports, postal and warehousing- 1

Summary

Respondents could select more than one industry sector for their business. A variety of industry sectors responded to the survey. The top 3 industry sectors that responded to the survey are retail trade, arts and recreation services and accommodation services.

Business Type



Responses

- Company- 34
- Sole Trader- 17
- Partnership- 7
- Other- 4

Summary

34 of the 62 respondents run a company, 17 are sole traders and 7 are in a partnership. 4 specified that their businesses are classed as 'other' and 4 of the 62 respondents stated that their businesses are also home-based.

How many employees pre and post flood event?

	Full time employees	Part time employees	Casual employees
Pre-Flood Event	123	88	225
Post Flood Event	116	90	168
Reduction/ Increase	Reduction of 7	Increase of 2	Reduction of 57

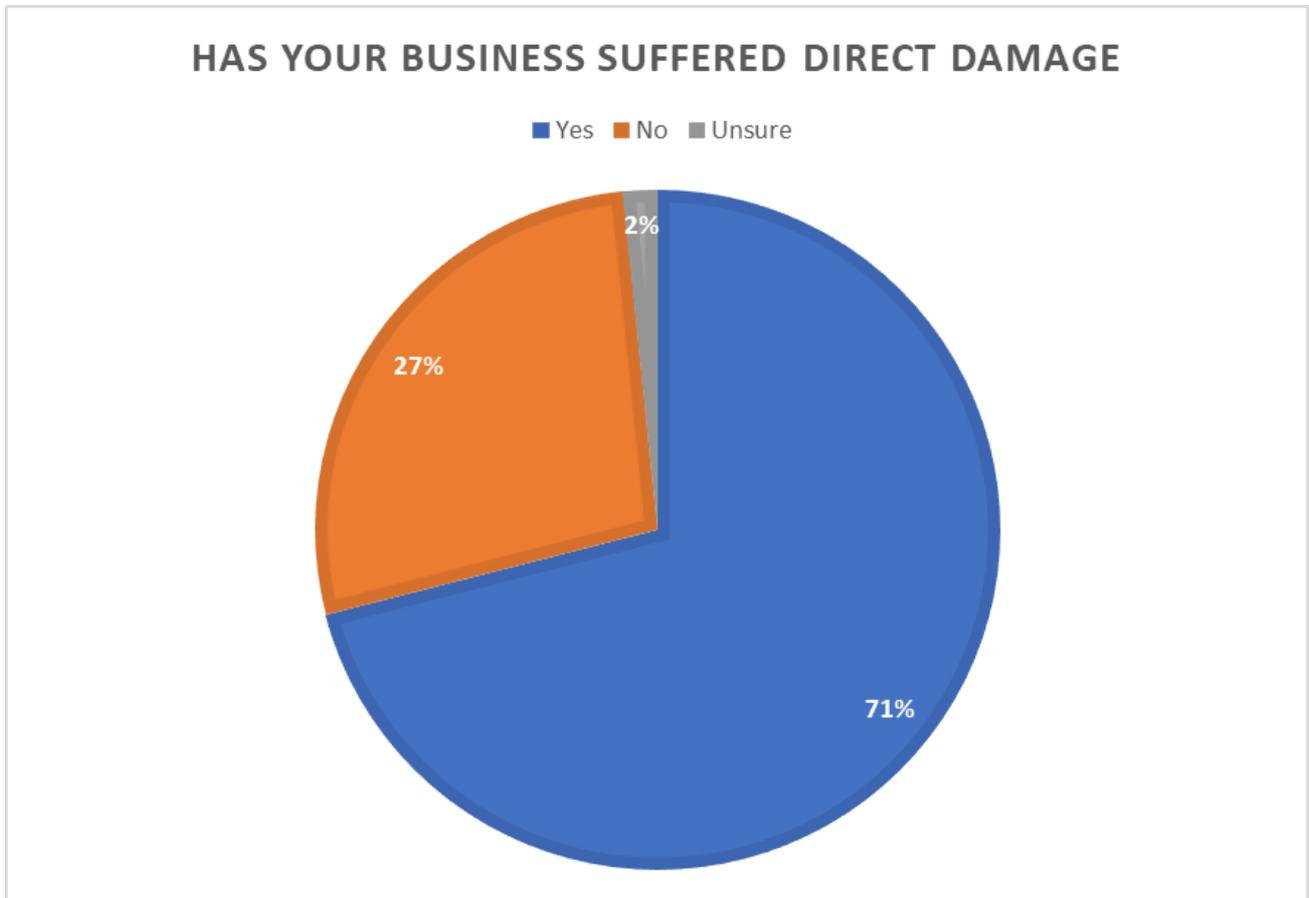
Summary

41 of the 62 businesses said their employee count remained the same.

There was a reduction of 7 full time, and 57 casual employees post flood event, and an increase in 2 part time positions.

The most significant reduction in employee numbers were in the tourism, accommodation and food services and arts and recreation services industries.

Has your business suffered direct damage from recent flood events?



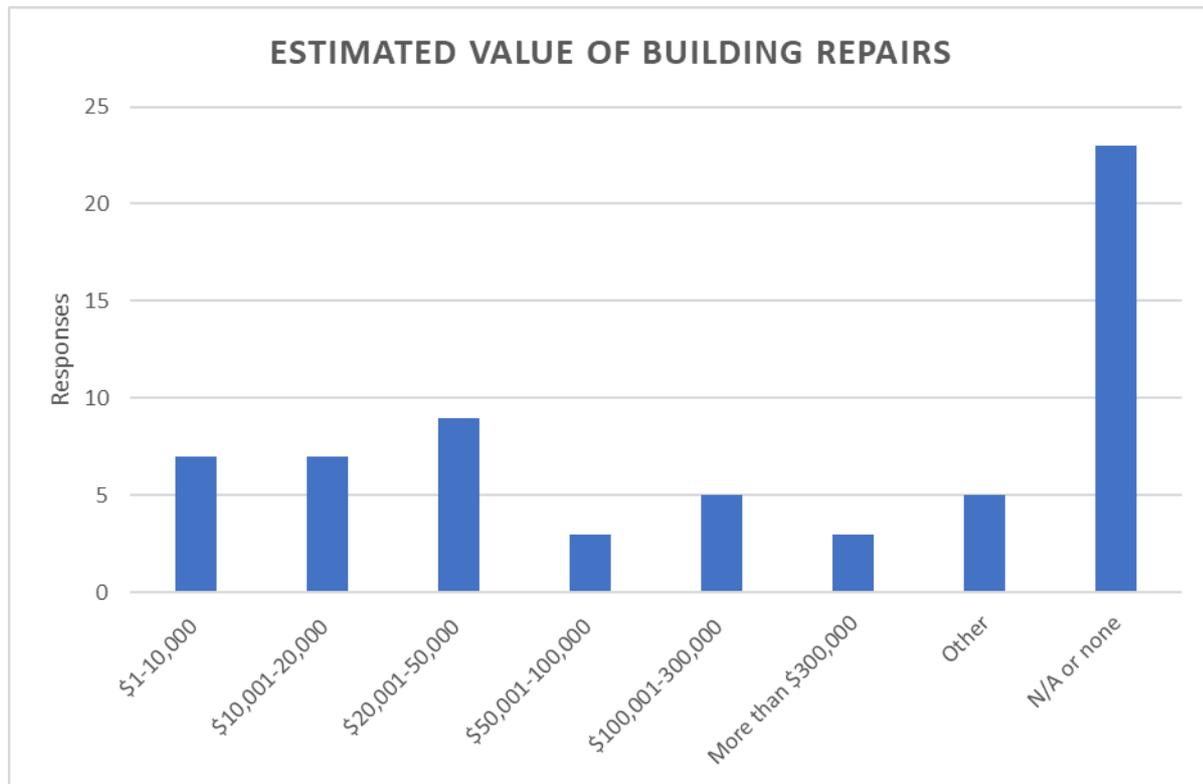
Responses

- Yes- 44
- No- 17
- Unsure- 1

Summary

44 of the 62 respondents said their business suffered direct damage from recent flood events, 17 said they were not indirectly impacted, and one business was unsure of any indirect impacts.

Estimated value of building repairs



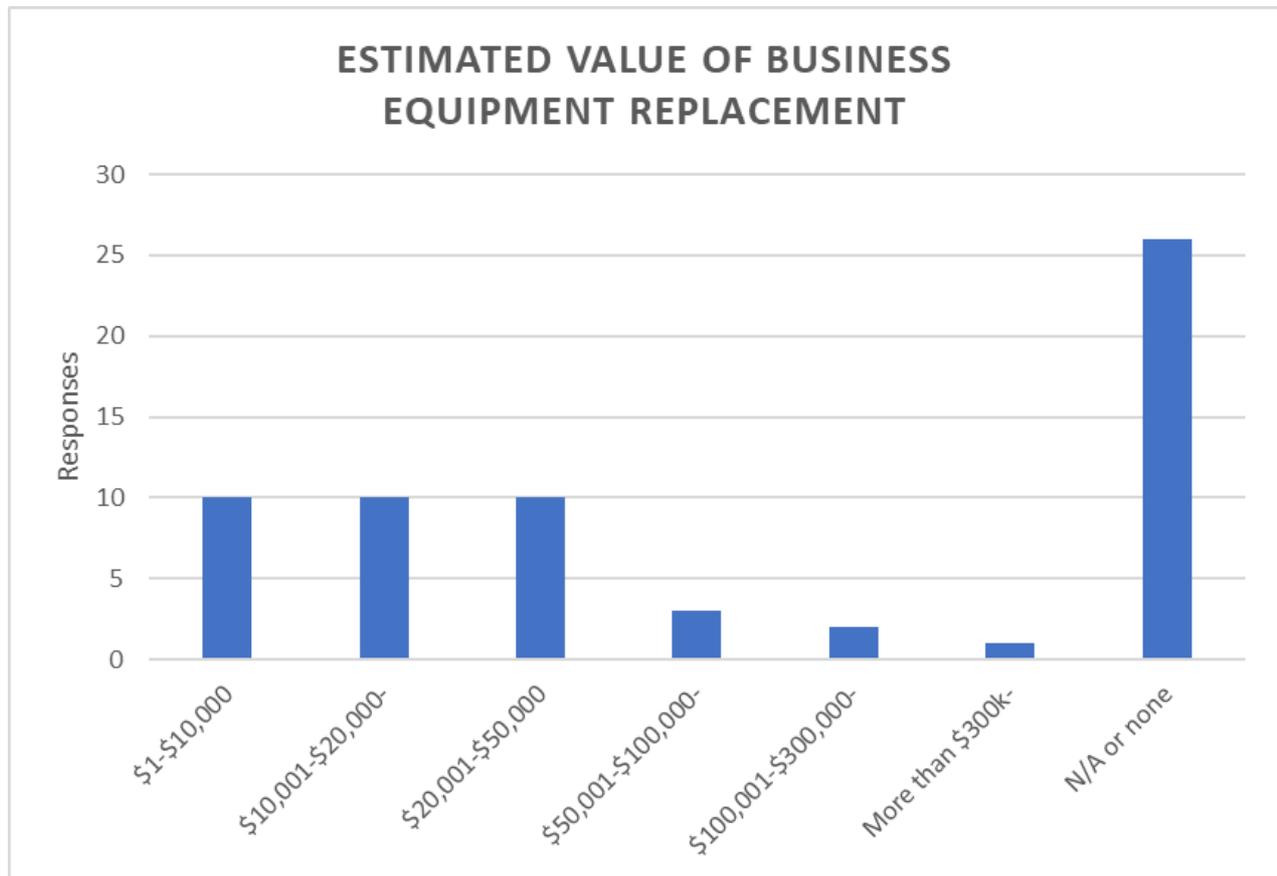
Responses

- \$1-\$10,000- 7
- \$10,001-\$20,000- 7
- \$20,001-\$50,000- 9
- \$50,001-\$100,000- 3
- \$100,001-\$300,000- 5
- More than \$300,000- 3
- Other- 5
- N/A or none- 23

Summary

The estimated value of building repairs varied from \$0 to \$750,000, with 9 respondents identifying they had \$20,001-\$50,000 value in building repairs.

Estimated value of business equipment replacement



Responses

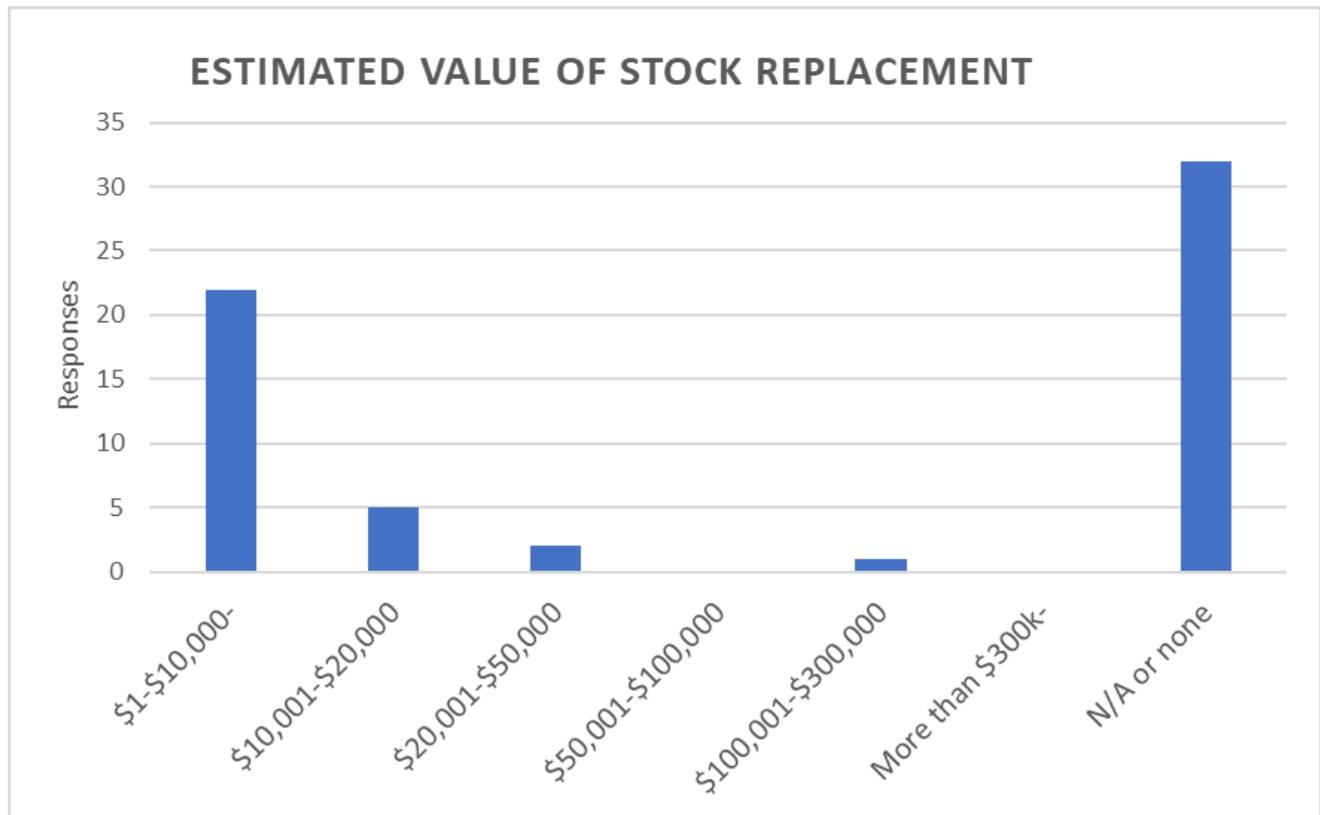
- \$1-\$10,000- 10
- \$10,001-\$20,000- 10
- \$20,001-\$50,000- 10
- \$50,001-\$100,000- 3
- \$100,001-\$300,000- 2
- More than \$300k- 1
- N/A or none- 26

Summary

The estimated value of business equipment replacement varied from \$0 to \$350,000.

10 respondents said they estimate up to \$10,000 in business equipment replacement, 10 said up to \$20,000 estimated value and another 10 respondents estimated up to \$50,000 in business equipment replacement.

Estimated value of stock replacement



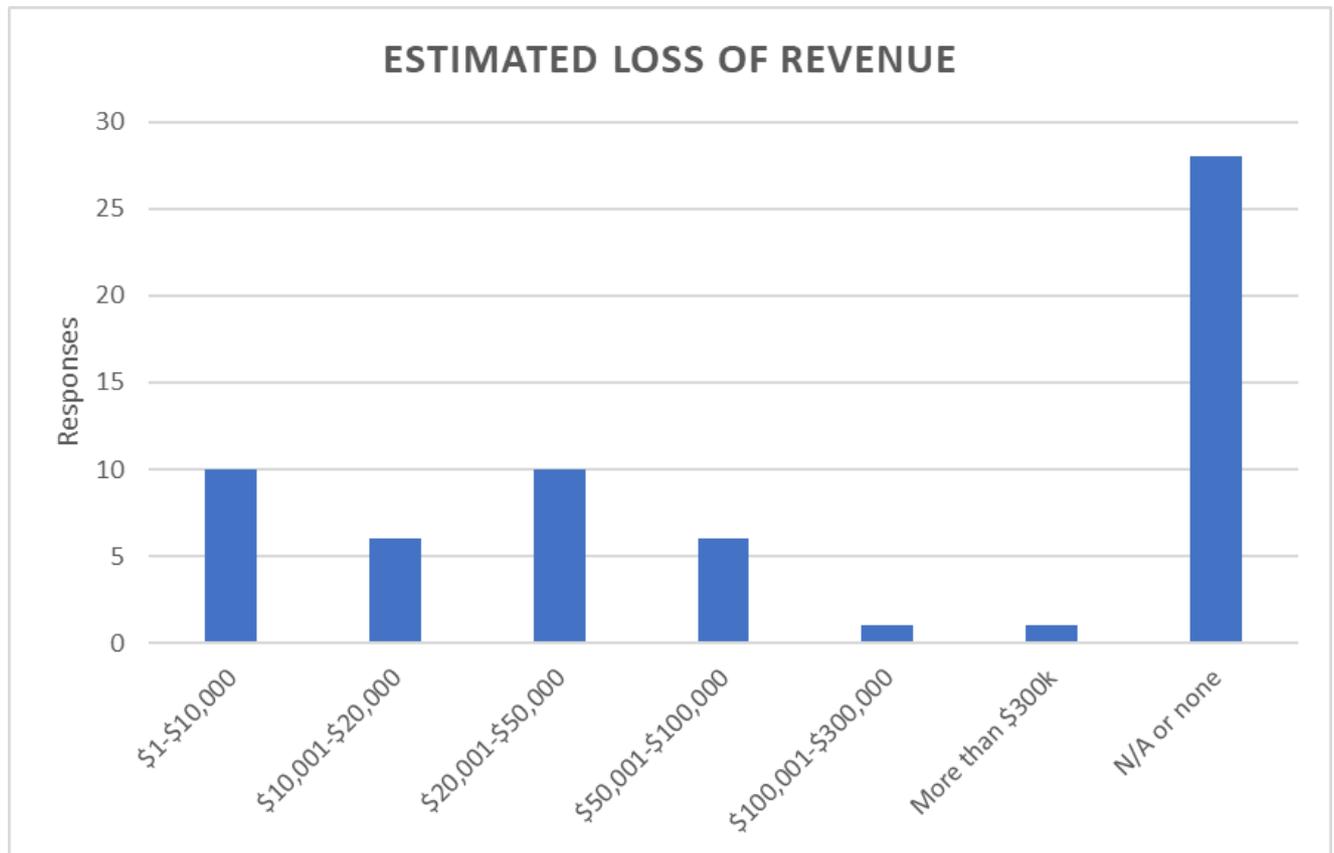
Responses

- \$1-\$10,000- 22
- \$10,001-\$20,000- 5
- \$20,001-\$50,000- 2
- \$50,001-\$100,000- 0
- \$100,001-\$300,000- 1
- More than \$300k- 0
- N/A or none- 32

Summary

22 of the 62 respondents said their estimated value for replacing stock was \$10,000 or less. 1 respondent estimated value of stock replacement at \$100,000 to \$300,000 whereas 32 respondents did not respond or indicated no stock replacement required.

Estimated loss of revenue



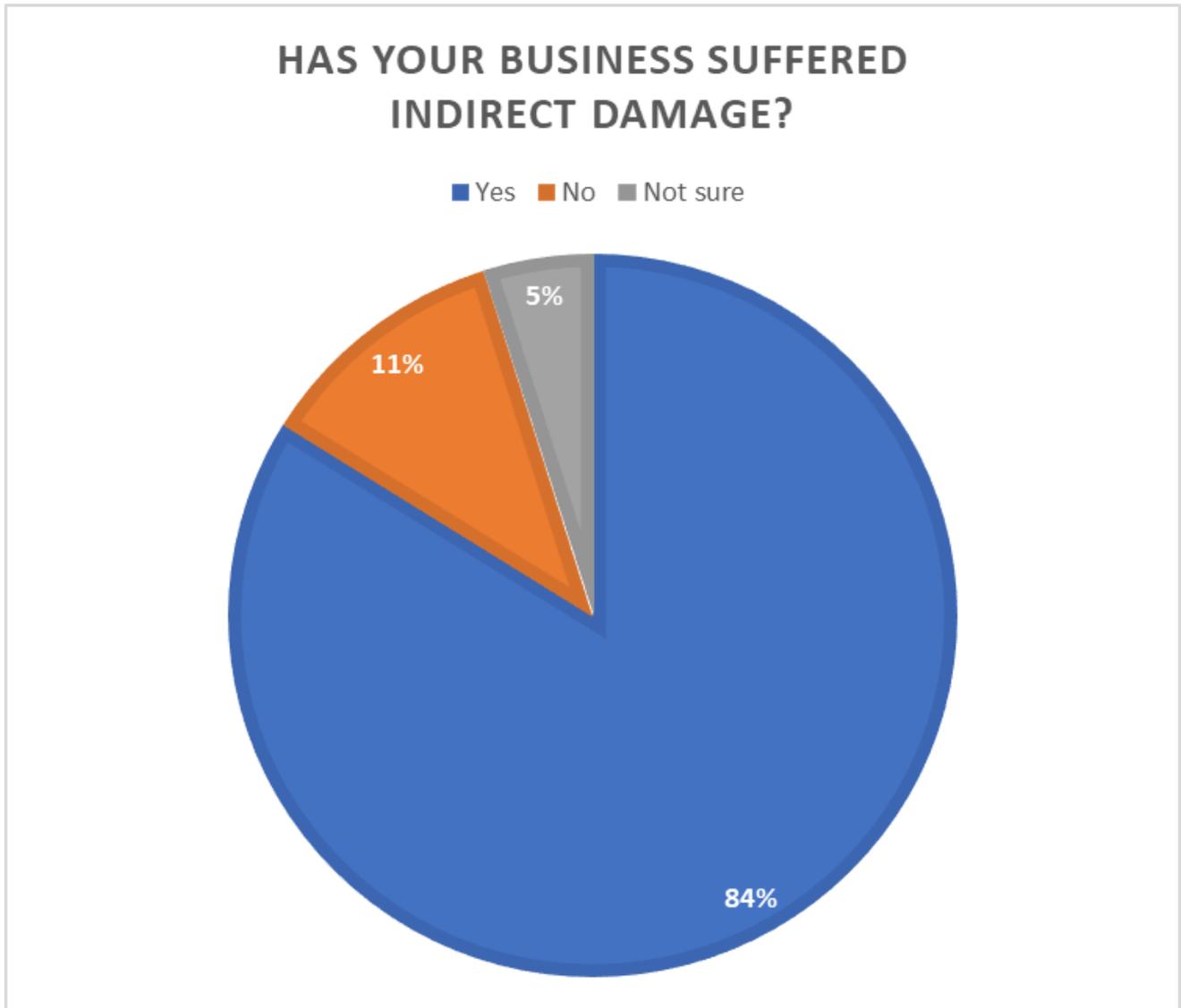
Responses

- \$1-\$10,000- 10
- \$10,001-\$20,000- 6
- \$20,001-\$50,000- 10
- \$50,001-\$100,000- 6
- \$100,001-\$300,000- 1
- More than \$300k- 1
- N/A or none- 28

Summary

10 of the 62 respondents estimated loss of revenue as \$10,000 or less, 10 respondents estimated loss of revenue at \$20,001-\$50,000 and 28 respondents did not indicate an estimate or there was no loss of revenue.

Has your business suffered indirect damage?



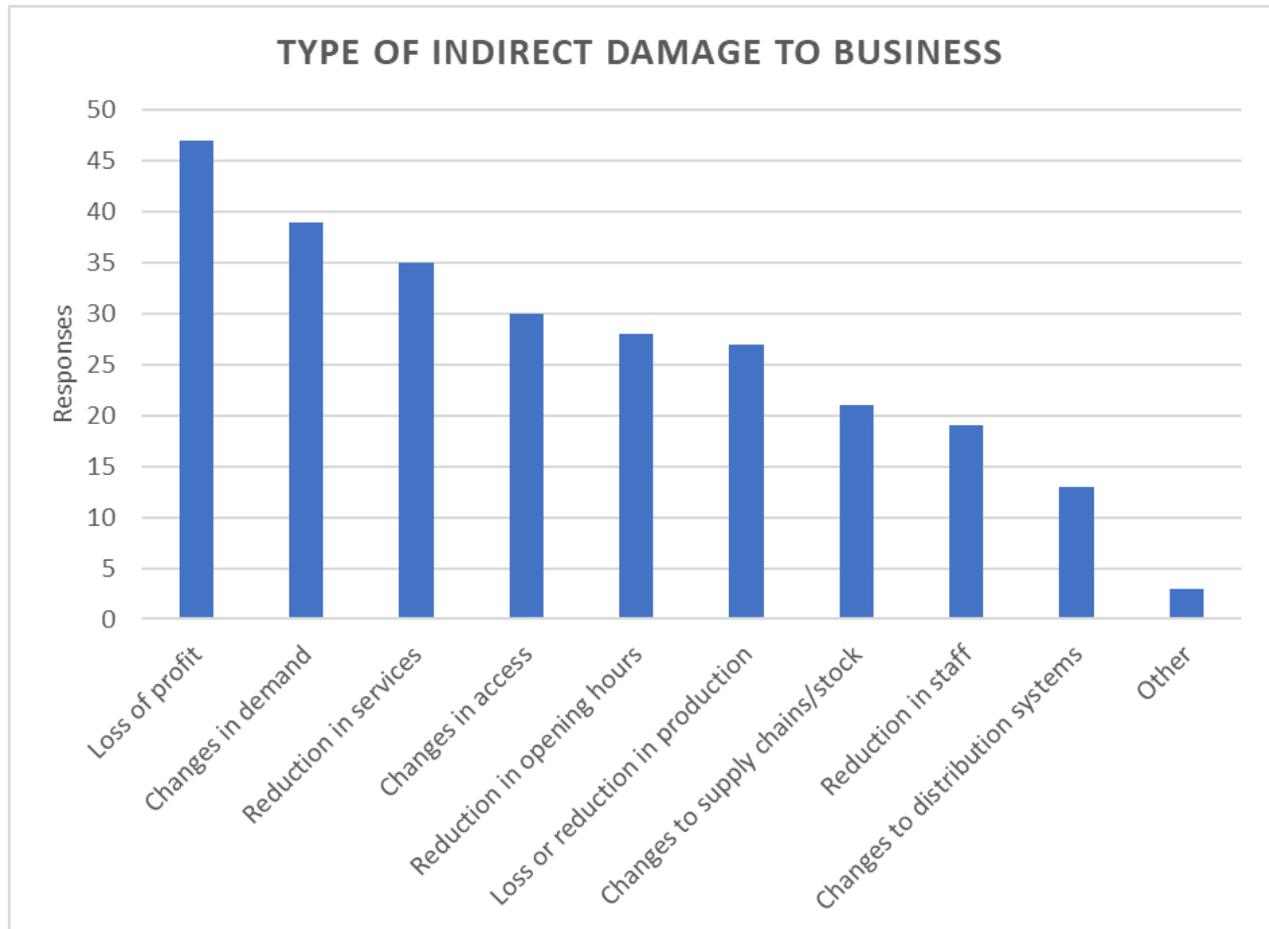
Responses

- Yes- 52
- No- 7
- Not sure- 3

Summary

The majority of respondents reported their business suffered indirect damage from recent flood events.

Please specify the indirect damage to your business that you have experienced.



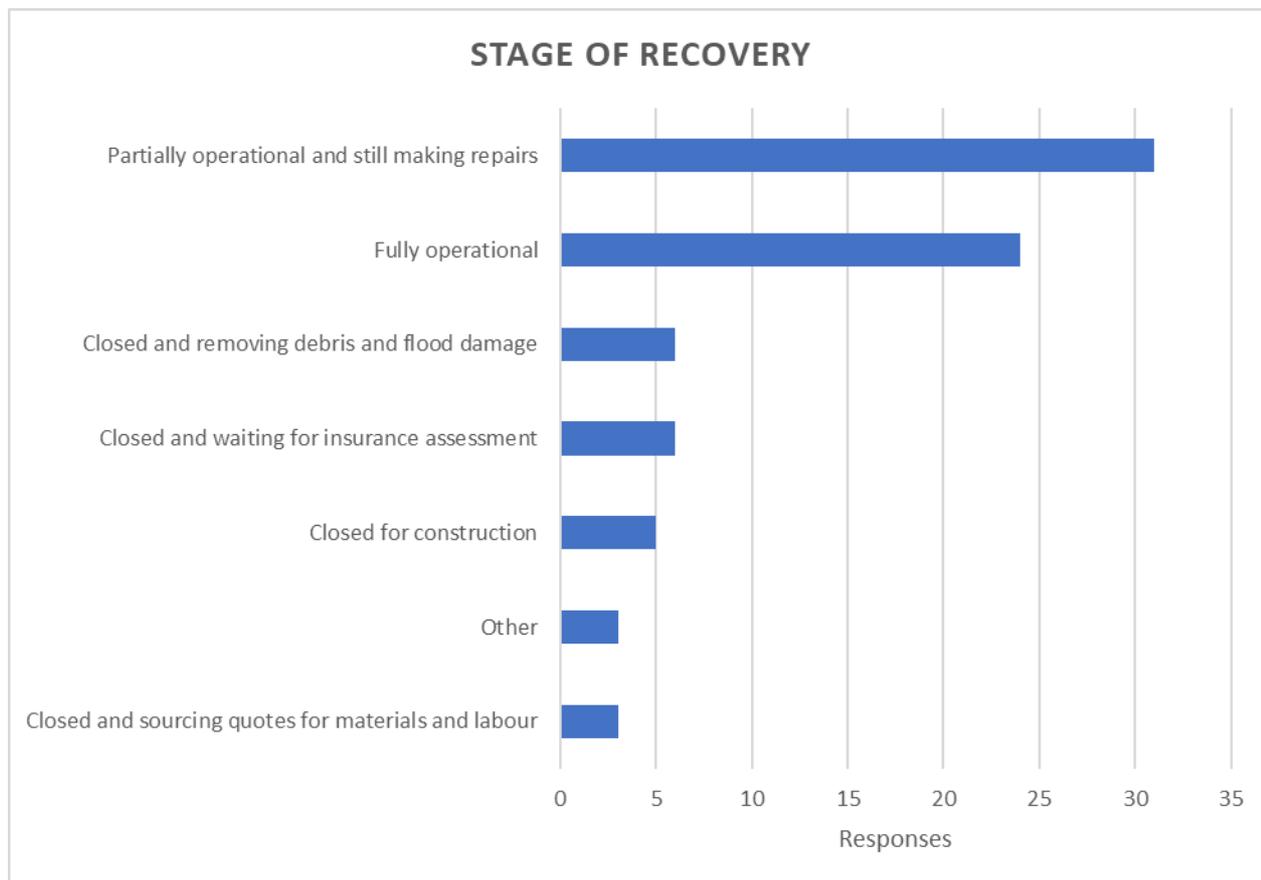
Responses

- Loss of profit- 47
- Changes in demand- 39
- Reduction in services- 35
- Changes in access-30
- Reduction in opening hours- 28
- Loss or reduction in production- 27
- Changes to supply chains/stock- 21
- Reduction in staff- 19
- Changes to distribution systems- 13
- Other- 3

Summary

Respondents could specify more than one type of indirect damage to their business. The top 3 responses were loss of profit, changes in demands and reduction in services.

What stage of recovery are you at?



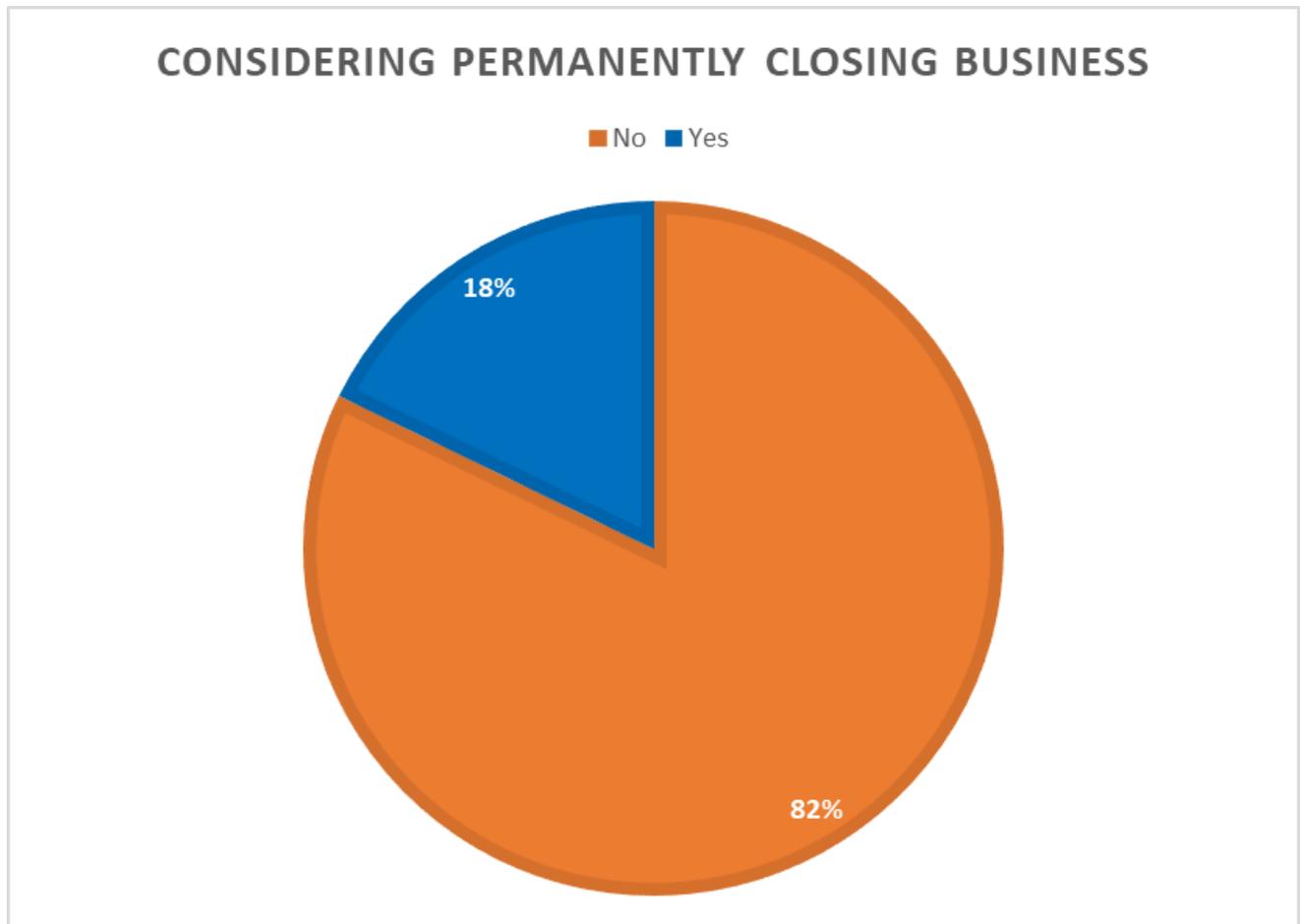
Responses

- Partially operational and still making repairs- 31
- Fully operational- 24
- Closed and waiting for insurance assessment- 6
- Closed and removing debris and flood damage- 6
- Closed for construction- 5
- Closed and sourcing quotes for materials and labour- 3
- Other- 3

Summary

Respondents could choose more than one response. 31 businesses said they are partially operational and still making repairs and 24 businesses are fully operational.

Are you considering permanently closing your business?



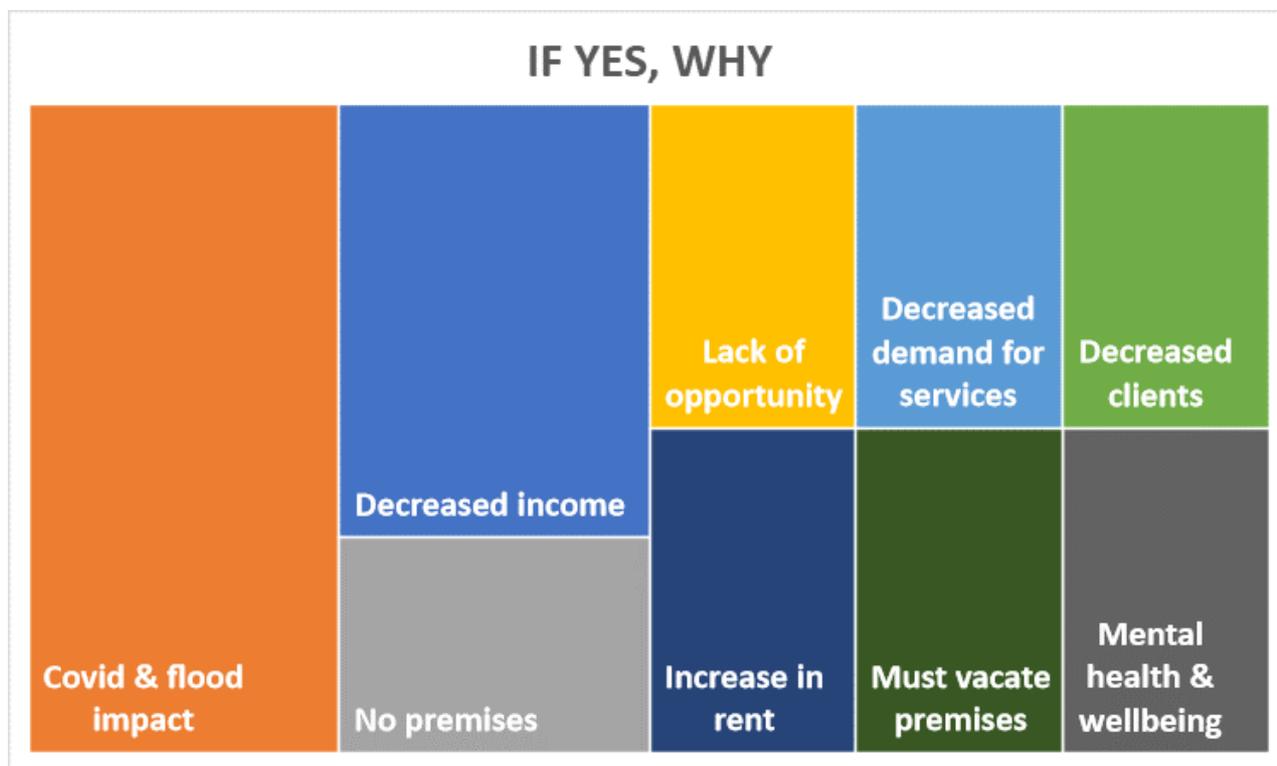
Responses

- No- 51
- Yes- 11

Summary

11 of the 62 respondents are considering permanently closing their business.

If yes, please tell us why in particular



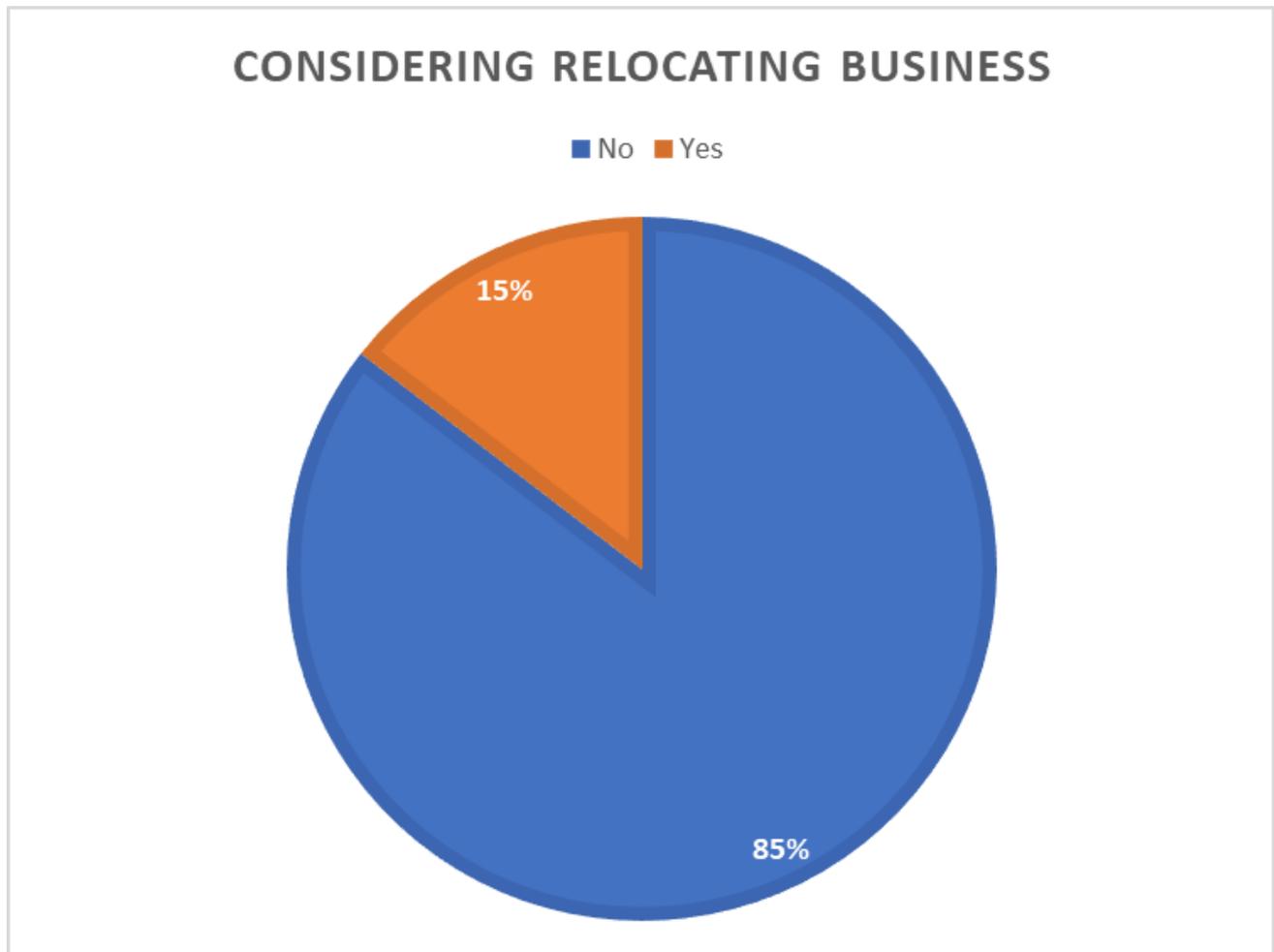
Responses

- Covid & flood impact- 3
- Decreased income- 2
- No premises- 1
- Lack of opportunity- 1
- Decreased demand for services- 1
- Decreased clients- 1
- Increase in rent- 1
- Must vacate premises- 1
- Mental health & wellbeing- 1

Summary

COVID-19 and flood events have impacted local businesses. Loss of income, decrease in clients and demand for services, lack of premises, lack of opportunity, increase in rent and mental health and wellbeing were indicated as reasons for considering closing business.

Are you considering relocating your business?



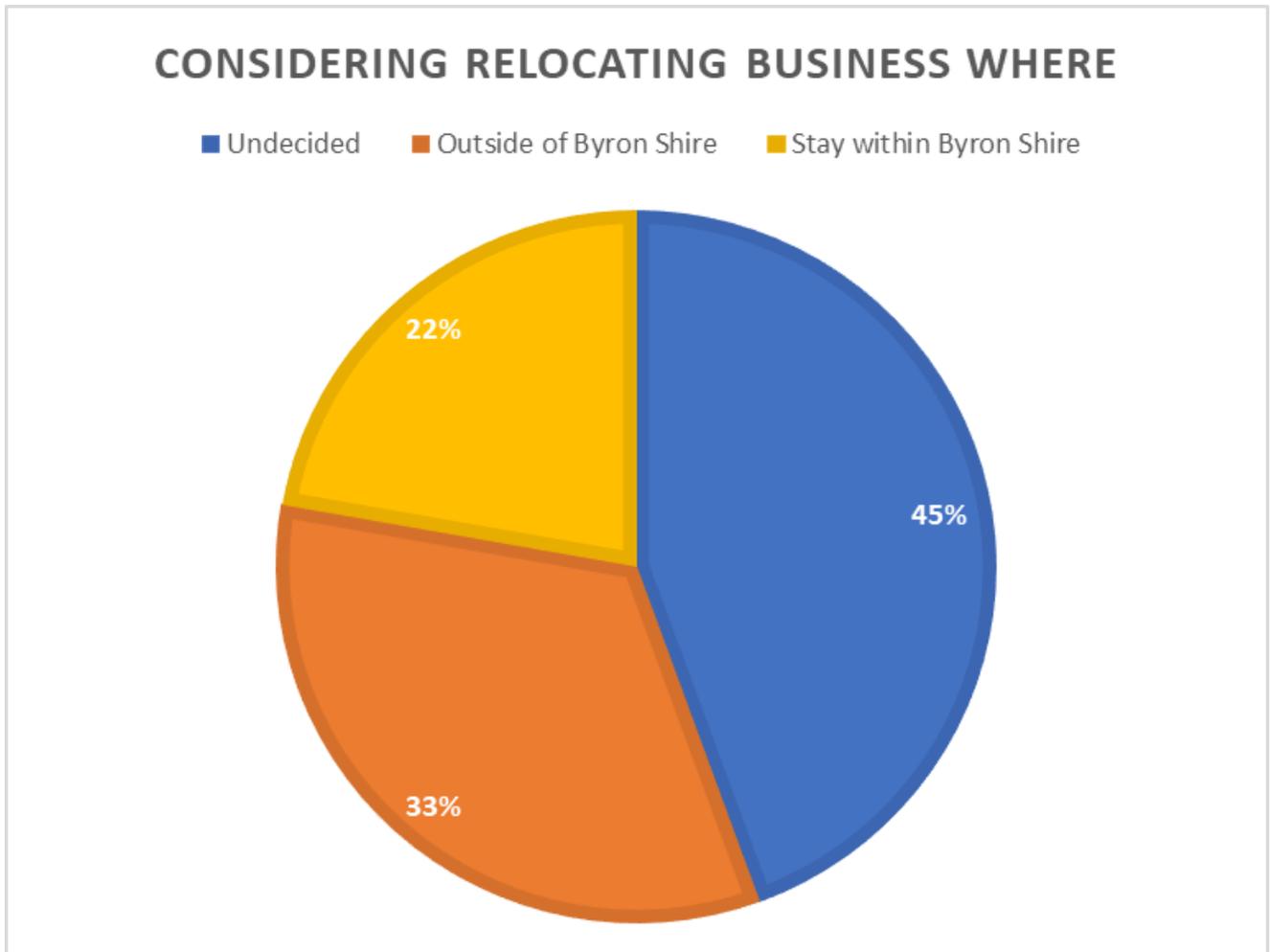
Responses

- No- 53
- Yes- 9

Summary

9 of the 62 respondents are considering relocating their business.

Please indicate where you are considering relocating your business.



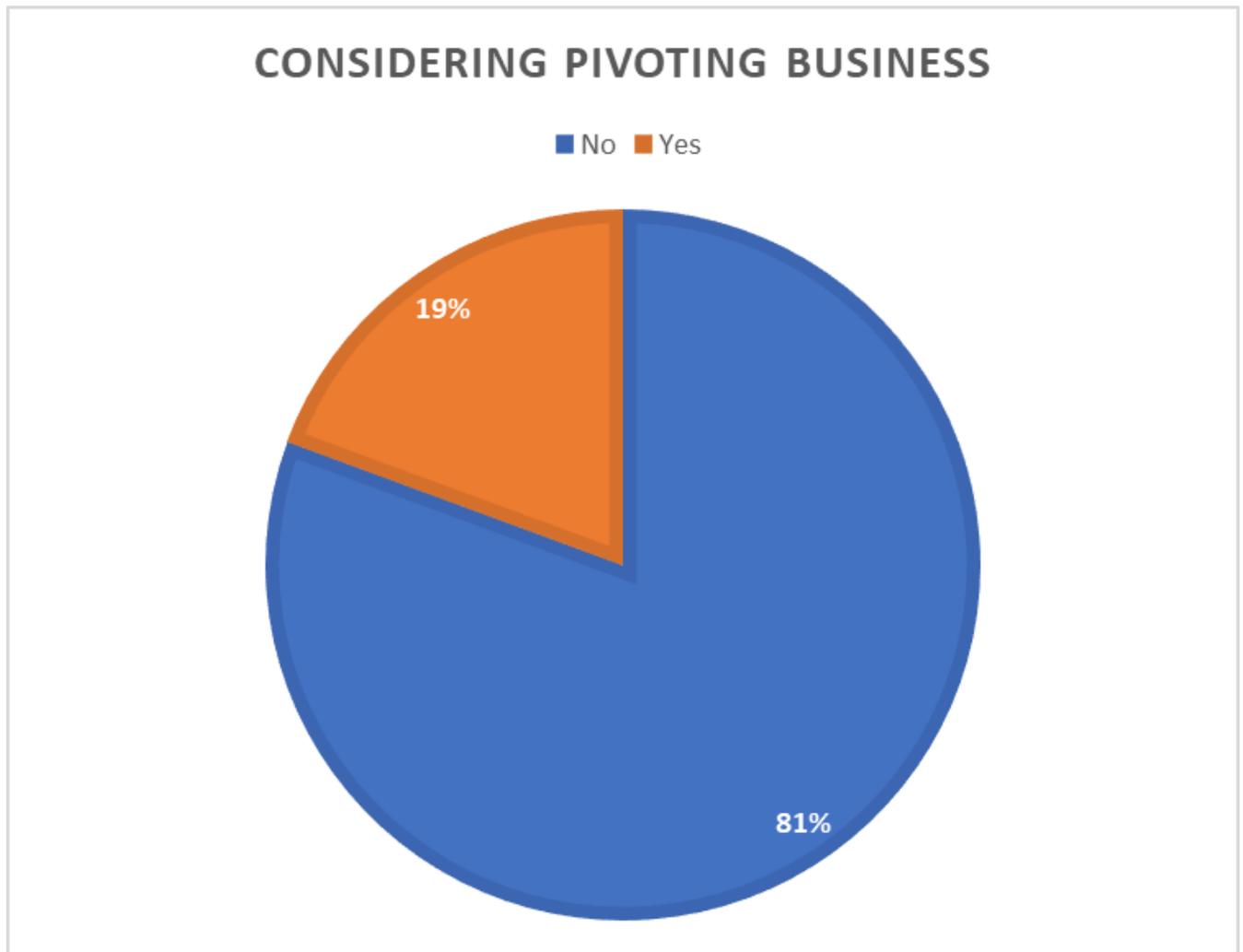
Responses

- Undecided- 4
- Outside of Byron Shire- 3
- Stay within Byron Shire- 2

Summary

3 of the 9 respondents considering relocating their business to outside of Byron Shire, 2 are considering staying within the Shire and 4 are undecided.

Are you considering pivoting your business?



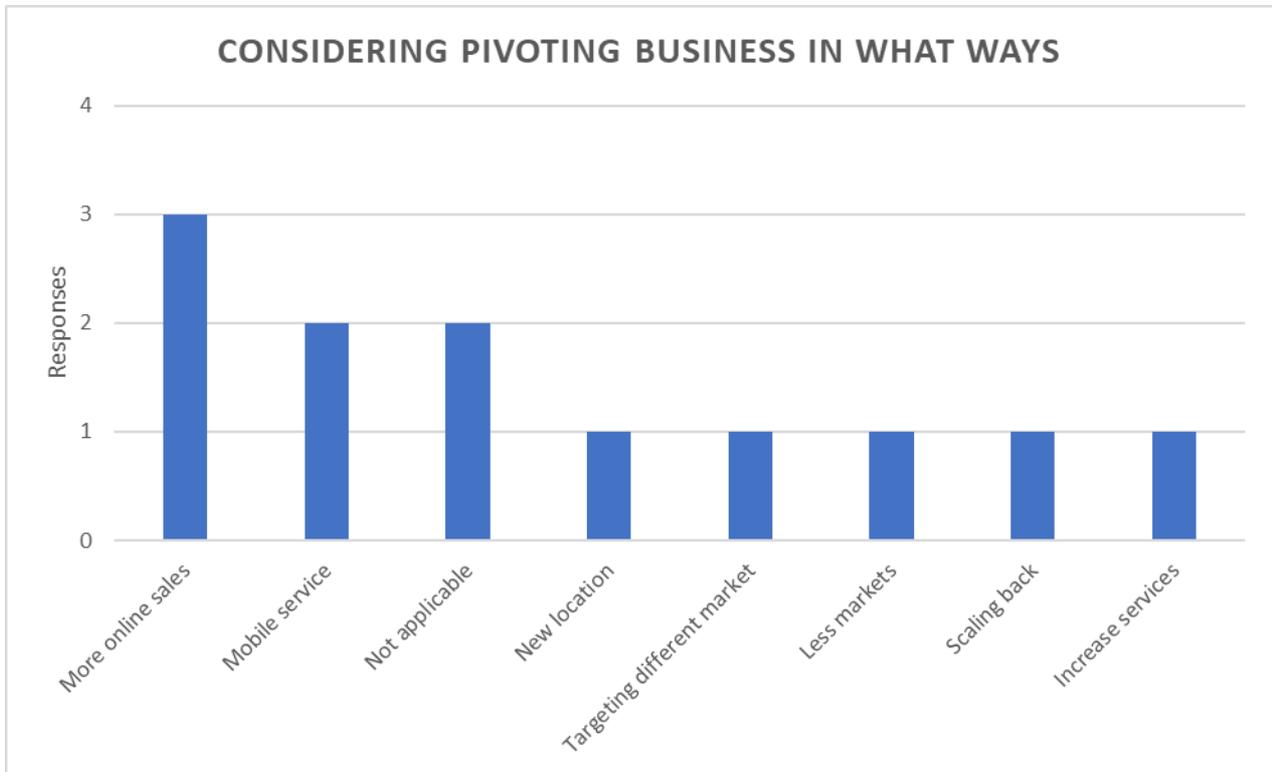
Responses

- No- 50
- Yes- 12

Summary

12 of the 62 respondents are considering pivoting their business.

In what ways are you considering pivoting your business?



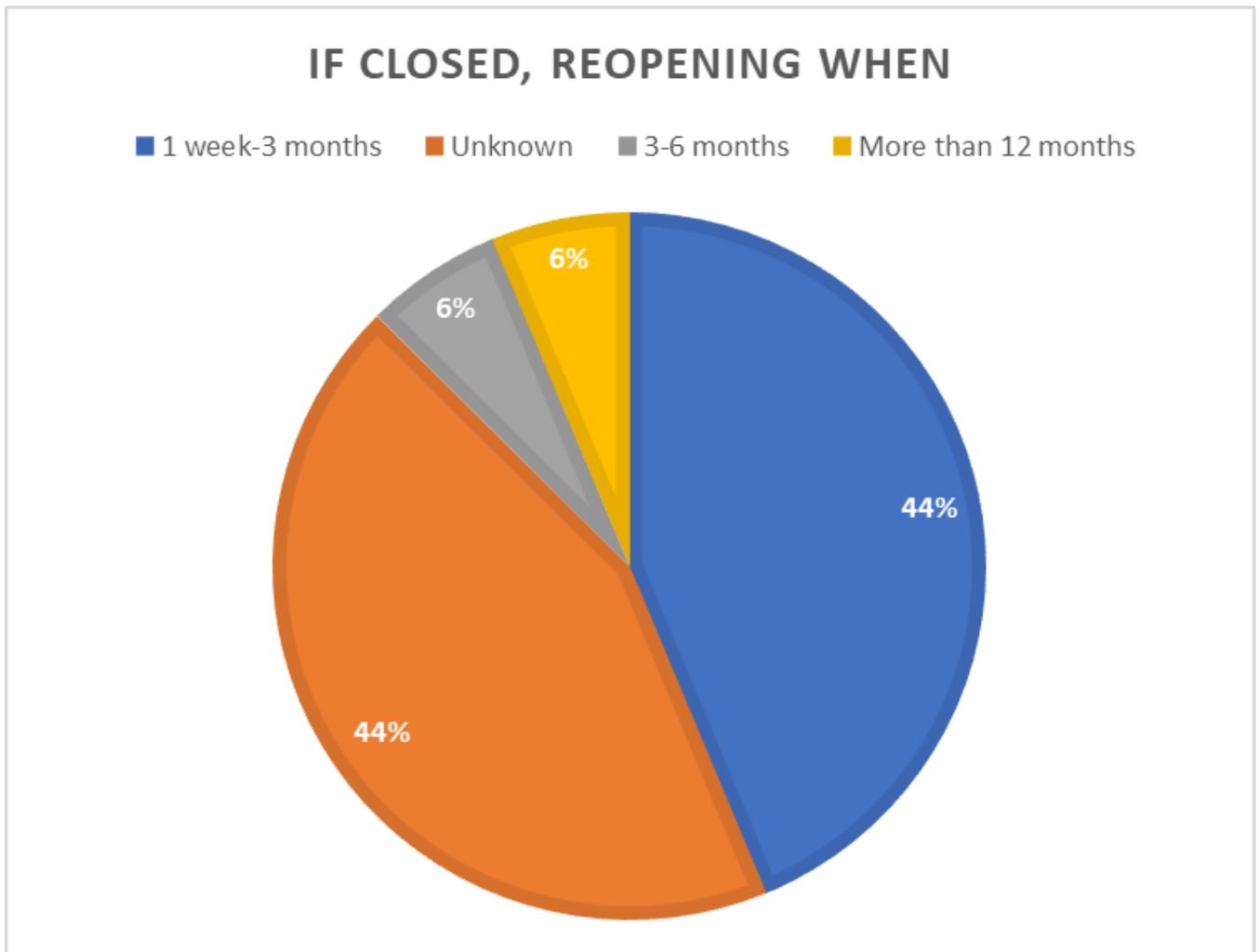
Responses

- More online sales- 3
- Mobile service- 2
- Not applicable- 2
- New location- 1
- Targeting different market- 1
- Less markets - 1
- Scaling back- 1
- Increase services- 1

Summary

3 businesses are considering increasing online sales and 2 are considering pivoting to provide a mobile service.

If you are closed, when do you estimate reopening?



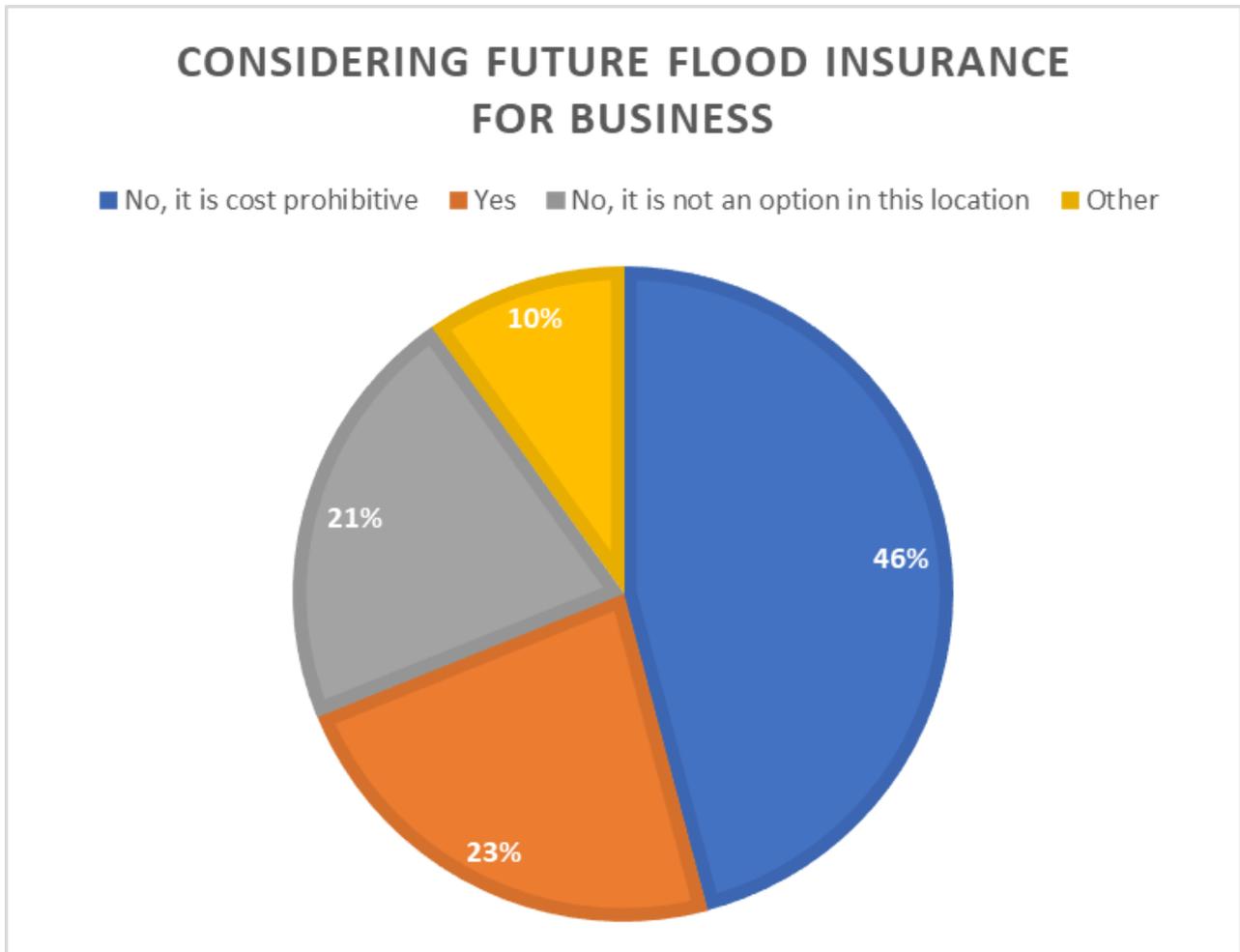
16 responses

- 1 week-3 months- 7
- Unknown- 7
- 3-6 months- 1
- More than 12 months – 1

Summary

Of the 16 responses, 7 businesses do not know when they will reopen and another 7 estimate reopening in 1 week to 3 months.

Will your business be taking out flood insurance for future operations?



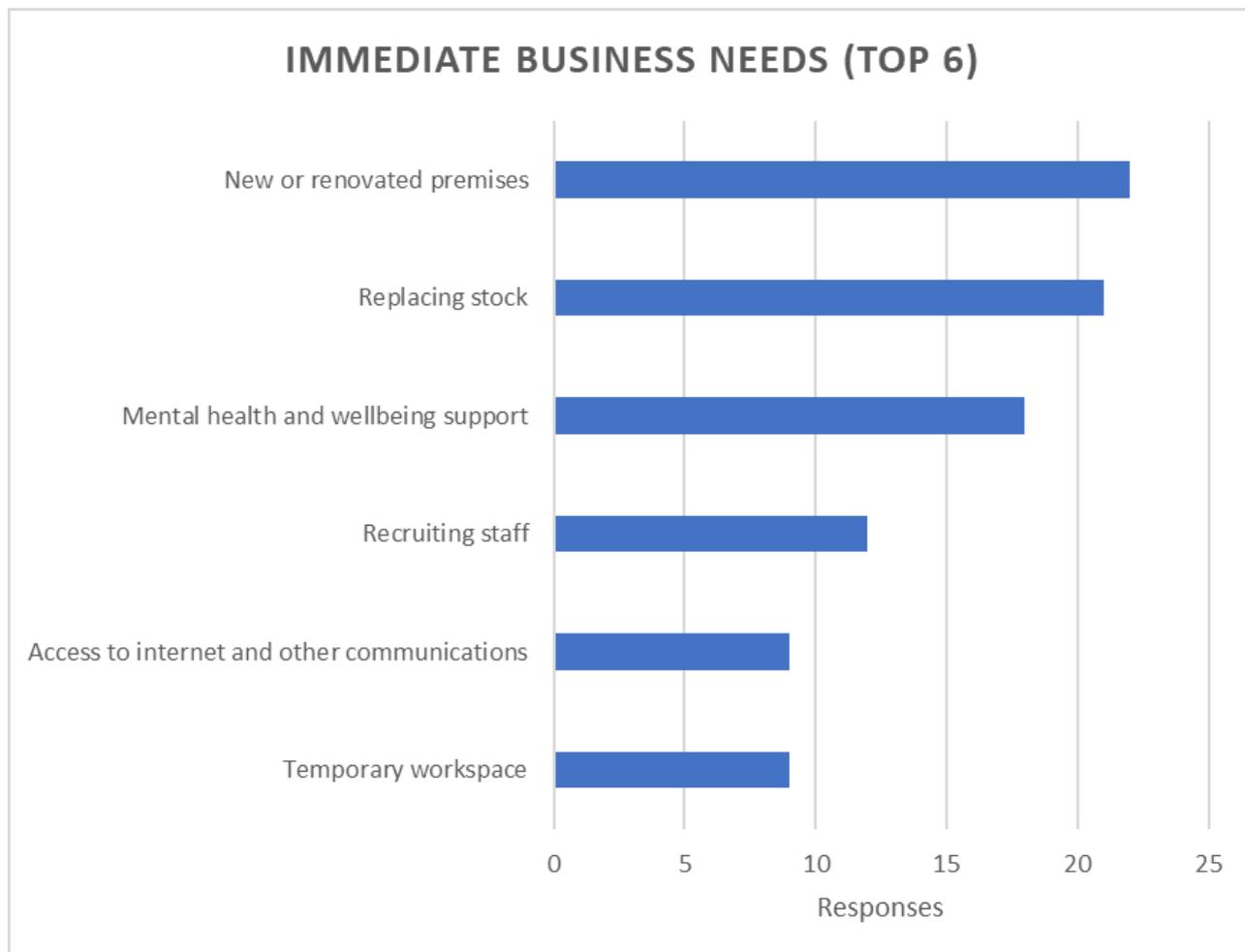
Responses

- No, it is cost prohibitive- 28
- No, it is not an option in this location- 13
- Yes- 14
- Other- 6

Summary

28 of the 62 respondents said they will not be taking out flood insurance for future operations as it is cost prohibitive, 14 will be taking out flood insurance and 13 stated that flood insurance is not an option at their location.

What are your immediate business needs?



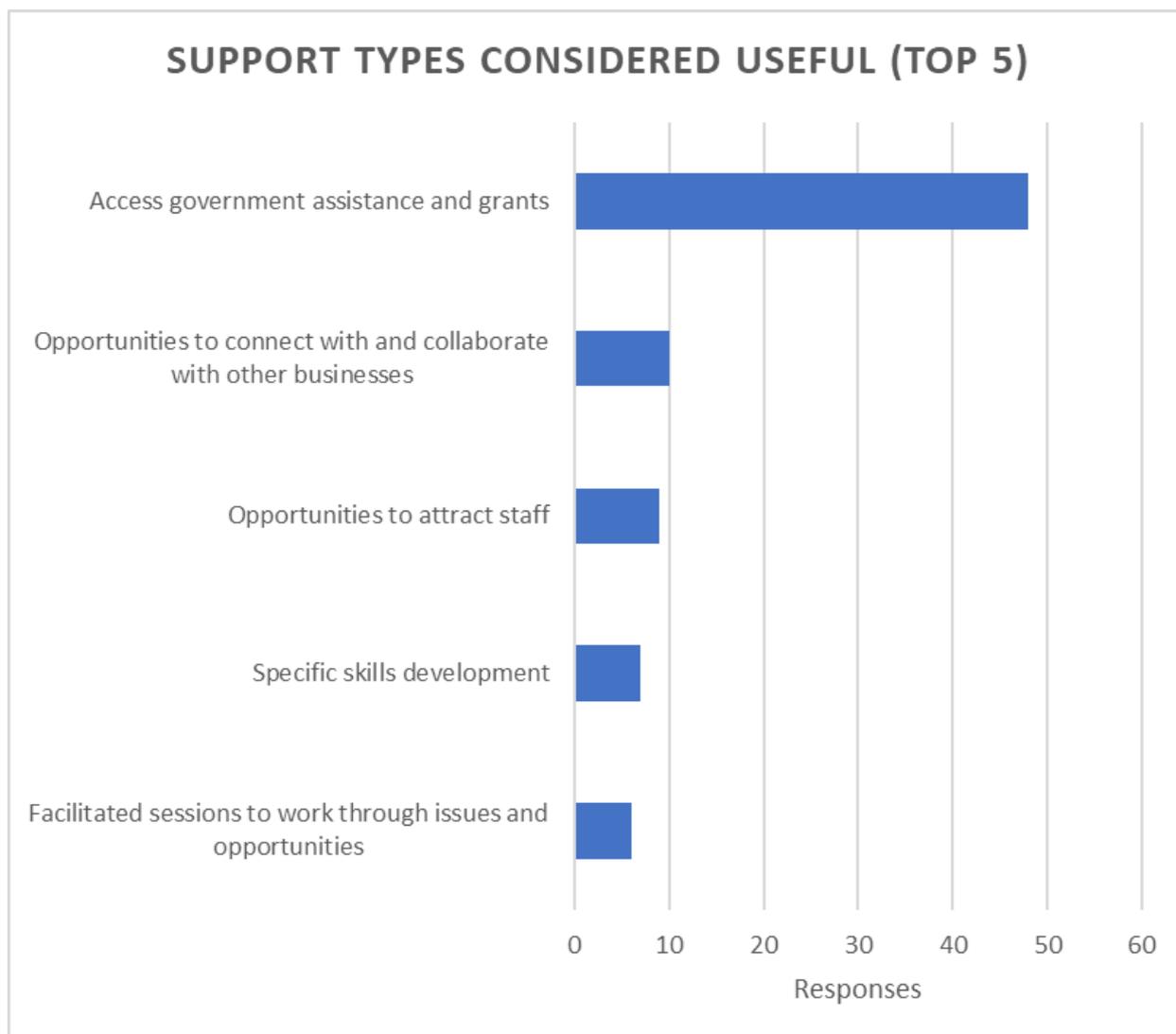
Top 6 responses

- New or renovated premises- 22
- Replacing stock- 21
- Mental health and wellbeing support- 18
- Recruiting staff- 12
- Temporary workspace- 9
- Access to internet and other communications- 9

Summary

Respondents could select more than one response for this question. New or renovated premises, replacing stock and mental health and wellbeing support are some of the top responses for businesses' immediate needs.

Which of the following types of support would you find useful?



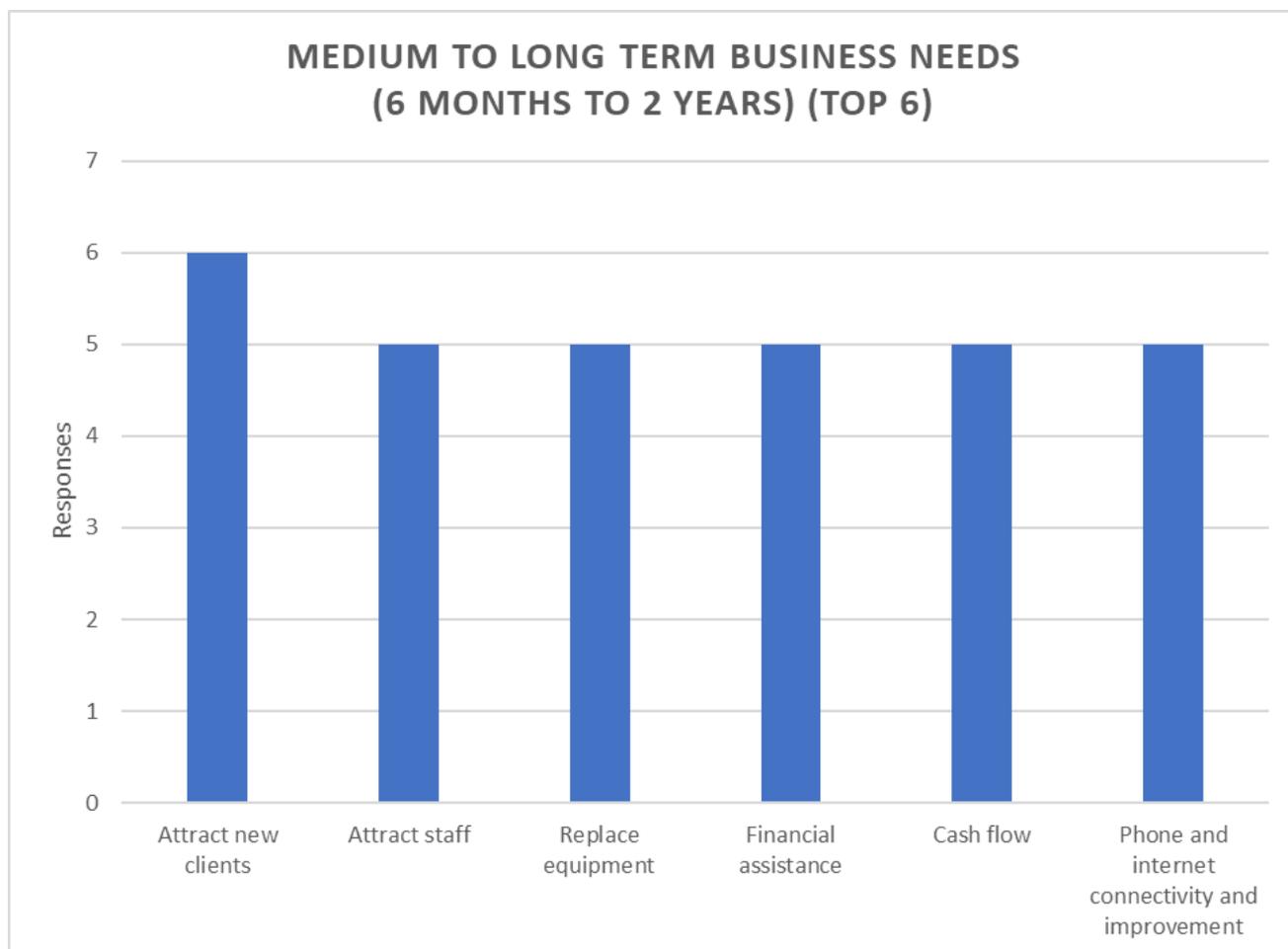
Top 5 responses

- Access government assistance and grants- 48
- Opportunities to connect with and collaborate with other businesses- 10
- Opportunities to attract staff- 9
- Specific skills development- 7
- Facilitated sessions to work through issues and opportunities- 6

Summary

Respondents could select more than one response for this question. Of the 80 responses, 48 businesses found accessing government assistance and grants useful for supporting their business at this time.

What are your medium to long term business needs? (6 months to 2 years)



Top 6 responses

- Attract new clients- 6
- Attract staff- 5
- Replace equipment- 5
- Financial assistance- 5
- Cash flow- 5
- Phone and Internet connectivity and improvement- 5

Summary

Businesses' medium to long term needs include attracting new clients, attracting staff, replacing equipment, financial assistance, cash flow and phone and internet connectivity and improvement.



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