

Greater Shepparton Business Survey

The Greater Shepparton City Council is currently conducting a Business Survey to ascertain the individual and collective needs of business, so that Council services can be best tailored to meet these needs.

The aims of the survey are to:

- Formulate an up-to-date profile of the local economy
- Identify strengths and potential growth areas for local businesses
- Assist local business with solving problems and exploring new opportunities
- Create employment opportunities in the region.

Your assistance in completing this survey will ensure that the information we receive reflects the business community as a whole.

Please note that your individual answers to this survey are strictly confidential and will not be released.

If you have any questions relating to the survey or if you would prefer to have a member of staff assist you with completion please phone Council's Investment Attraction team on (03) 5832 9700.

The survey closes at 5pm on Thursday 31 March 2016.

Business Details

Contact Person

Business Name

Address

Town

State

Postcode

Phone

Fax

Email

Website

Use of Survey

- I agree to my business contact details being displayed on the Greater Shepparton City Council's free web-based business directory to enable potential clients to contact me.
- I agree to receiving e-mails from the Greater Shepparton City Council relating to the provision of business services and growth opportunities.

- I would like to be added to the mailing list of the Goulburn Valley Business Rural and Industry Network to be kept up to date on the latest news and upcoming events.

Part A: Profile of Your Business

Q1 - Which category does your business fit into?

- Locally owned
- Franchise
- Part of a national network
- Part of a retail / marketing group
- Associated with another business, e.g. retail outlet for a manufacturer
- Other:
- No answer

Q2 - What business structure do you have?

- Sole Trader
- Partnership
- Company
- Trust
- Other:
- No answer

Q3 - What industry sector does your business fit into?

- Administration and support
- Agriculture, forestry and fishing
- Accommodation and food
- Arts and recreation
- Construction
- Education and training
- Electricity, gas, water and waste
- Finance and insurance

- Health care and social assistance
- Information media and telecommunications
- Manufacturing
- Mining
- Professional, scientific and technical
- Public administration and safety
- Rental, hiring and real estate
- Retail trade
- Transport, postal and warehousing
- Wholesale trade
- Other:
- No answer

Q4 - In what year did you start or take over this business?

Q5 - Was the business:

- Established in Greater Shepparton
- Relocated from elsewhere
- No answer

If relocated, where from?

Q6 (a) - In the next 2 years do you see your business:

- Increasing
- Staying the same
- Decreasing
- No answer

Q6 (b) - This can be attributed to:

- Growth in export market

- Growth in local market
- Drought
- Economic climate
- Higher productivity
- Need for your services
- Labour shortages
- Foreign competition
- Other:

Part B: Employees

Q7 - Number of employees:

How many people are employed by your business?

How many of these are full time?

How many of these are part time?

Q8 - How many people did you employ in the last 12 months?

Q9 - How many people do you expect to employ in the next 12 months?

Q10 (a) - Do you have difficulty filling roles in your organisation?

- Yes
- No (go to Q11)
- No answer

Q10 (b) - In what areas do you have problems recruiting employees?

- Unskilled
- Semi-skilled
- Skilled
- Clerical
- Professional / Management
- Other:

Q11 - Do you have long standing vacancies that you are unable to fill?

- Yes
- No (go to Q12)
- No answer

If yes, please specify:

Q12 (a) - Do your employees require any formal skills, training or job qualifications?

- Yes
- No (go to Q13)
- No answer

Q12 (b) - What formal skills, training or job qualification do they require?

- Undergraduate degree
- Post-graduate degree
- Traineeship / apprenticeship
- Diploma / technical qualification
- Other:

Q13 - Do your employees require any general vocational skills?

- Yes
- No
- No answer

If yes, please specify:

Q14 - How does your business recruit or source new employees?

- Advertise a job vacancy
- Traineeship / apprenticeship
- Universities / TAFE
- Overseas employment agency
- Recruitment agency
- Word of mouth
- Schools
- Internet
- Other:

Part C: External Factors

Q15 - Which 3 factors are likely to have a major impact on your business' profit during the next 2 years? Rank the factors from 1 to 3 with 1 being most important.

Your choices:

Your ranking:

1:

2:

- New products
- Changing consumer tastes
- Population changes
- Victorian economy
- Australian economy
- International economy
- Foreign competition
- Local / domestic competition
- Energy costs
- Drought
- Wage rates
- Raw material costs
- Raw material shortages
- New technology
- Government policies
- Labour shortage
- Finance availability
- Interest rates
- Taxes
- Murray Darling Basin Plan
- Water security
- Access to public transport

3:

Other:

Q16 (a) - Are there any major innovations or changes looming in your industry, which might affect you business?

- Yes
- Not sure
- No (go to Q17)
- No answer

Q16 (b) - What are these innovations or changes?

Part D: International Trade

Q17 (a) - Is your business currently involved in international trade?

- Yes
- No (go to Q18)
- No answer

Q17 (b) - How are you involved?

- Direct sales outside Australia
- Work with foreign agents / distributors
- Importing products and parts
- Other:

Q17 (c) - Which countries do you trade with?

1.
2.
3.
4.
5.

Q18 (a) - Are you interested in becoming involved in / further developing your international trade?

- Yes
- Not sure
- No (go to Q20)
- No answer

Q18 (b) - Which countries are you interested in?

1.

2.

3.

4.

5.

Q19 - Would you like to be contacted regarding developing your international trade?

- Yes
- No
- No answer

Part E: Local Environment

Q20 - From this list of local services, which ones do you find hinder your ability to run your business efficiently?

- Airport facilities
- Access to highway / roadway
- Adequacy of highway / roads
- Processed waste material
- Recycling
- Fire protection
- Inspections (licensing, etc.)
- Public parking
- Public transport

- Electricity
- Street signage
- Street lighting
- Street cleaning
- Street repair
- Development approval process
- Telecommunications
- Waste water treatment
- Water supply
- Natural gas
- Other:

Q21 - If you were asked to recommend Greater Shepparton as a place to live and own a business, how would you rate it in the following categories?

	Excellent	Good	Fair	Poor	Very Poor	No answer
Schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other education and training providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Sporting and recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Health services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Cultural facilities (e.g. galleries, theatres, cinemas, libraries, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Labour costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Transportation costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Energy costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Local rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Land costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Building costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Rent / leasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Urban architecture / design and liveability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Parking availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Parking affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Q22 - Are there any inputs that you cannot source locally that could present an opportunity for a local business to manufacture/provide a service?

Q23 - Is your business involved in the local community, whether it be through sponsorship, support of local sporting groups, etc.?

- Yes
- No
- No answer

If yes, please specify:

Q24 - Is your business actively involved in any business or community networks, such as the Chamber of Commerce, GVBRaIN, Tourism Greater Shepparton, or Shepparton Show Me?

- Yes
- No
- No answer

If yes, please specify:

Part F: Business Plans and Decisions

Q25 (a) - Is your company considering expanding or downsizing at all within the next two years?

- Expanding
- Downsizing (go to Q26)
- No change planned (go to Q26)
- Not sure
- No answer

Q25 (b) - How would your business activities change?

Q25 (c) - Does your company currently own or lease sufficient property to allow for the expansion you would like to undertake?

- Yes
- Not sure
- No
- No answer

Q25 (d) - Are there any factors which could prevent you going ahead with expansion plans?

Q25 (e) - Have you approached anybody in local government or business development organisations to discuss your expansion plans?

- Yes
- No
- No answer

Q25 (f) - Would you like to be contacted about your possible expansion?

- Yes
- No
- No answer

Part G: You and Your Business Support Services

Q26 - 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
- Management training
- Export markets
- Technology and internet
- E-commerce
- Australian Workplace Agreement
- Business planning
- Marketing
- Finance applications
- Quality assurance / accreditation
- Skilled migration
- Development approval process
- Other:

Q27 - Would you like this information forwarded to you?

- Yes
- No
- No answer

Q28 - Thank you for taking the time to complete this survey. Council's objective is to attract new investment as well as assist existing businesses to grow and develop. Please let us know if there are any ways we can assist you further:

