

# COVID-19 RECOVERY ACTION TASKFORCE

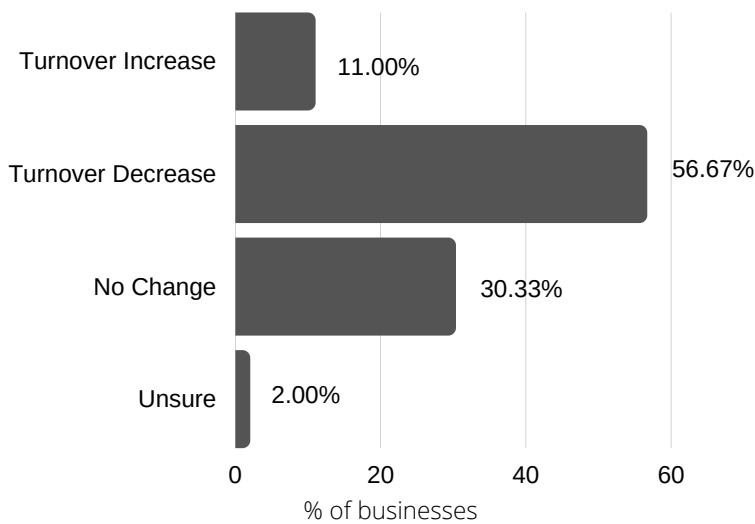
## Business Impact Survey Summary

### BACKGROUND

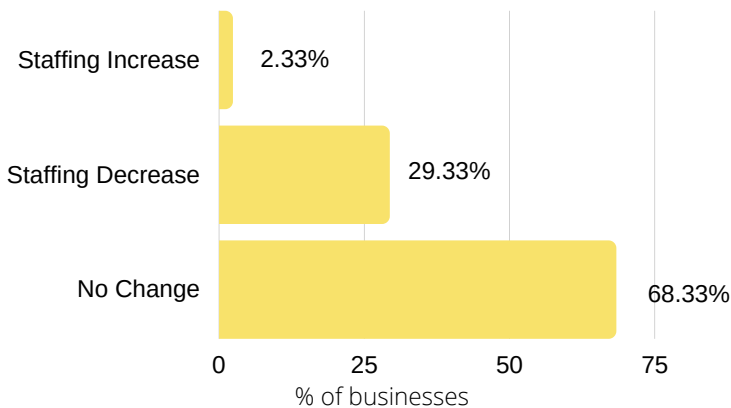
The COVID-19 Recovery Action Taskforce conducted a survey to assess the impact of the Coronavirus (COVID19) on the business of the Maranoa region.

### ECONOMIC IMPACT

**Q: Has COVID-19 affected your turnover?**



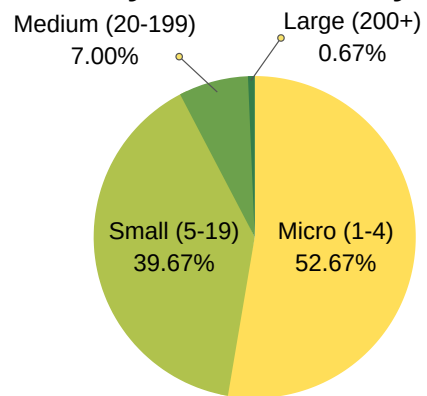
**Q: Has COVID-19 changed your staffing numbers:**



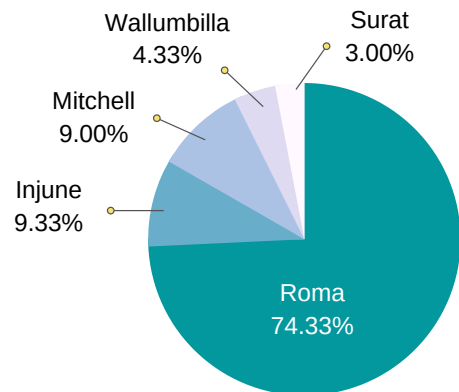
### SURVEY FACTS

**300 businesses** were surveyed via a phone interview. The breakdown of locality is guided by an analysis of the 2016 ABS population statistics. The data provides a 95% confidence level. See **Note 1**.

**Survey Results by Business Size by Employees**



**Survey Results by Locality**



420 local jobs have been lost with a further 391 people accessing Jobkeeper payments. The accommodation & food industries have suffering the greatest loss with 248 jobs either lost or on Jobkeeper. (economy.id.com.au)

80% of businesses did not close for an extended period of time.

**Note 1:** The Economic Profile indicates, that in 2019 the Maranoa Region has 2,534 businesses. A survey sample size of 300 will give a 95% degree of certainty with a +/- 5.31% confidence interval

## CHALLENGES

### Q: What have been the challenges facing your business?

- Access to regular supplies;
- Managing government restrictions including travel & social distancing;
- Financial Impacts of managing restrictions (e.g. cleaning);
- Lack of existing and new customers, both local & visitors;
- HR Issues: Managing leave & staff;
- Decrease in customer confidence;
- Transitioning business to an online platform;
- Managing a separate workforce e.g. work from home model;
- Slow freight;
- No income;
- Reduced business model (e.g. takeaway only);

## OPPORTUNITIES

### Q: Have any opportunities arisen for your business?

- Change of sales platform to online model;
- Improved efficiency;
- Website development;
- Improvement to technology & systems to enable remote working;
- Businesses & individuals have had time to up skill & train;
- There was time for financial planning;
- Able to do maintenance on businesses;
- Greater opportunities for local businesses & workforce with the limitations of accessing interstate trade & workers;

## ASSISTANCE AND CONSIDERATIONS

- 79% of business actively sought information.
- 51% applied for or are seeking assistance to manage the impacts.
- 33.67% were eligible; 32% were not; 34% were unsure if they were eligible for assistance.

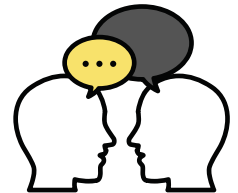
### Q: What training would assist your business?

Social Media  
Marketing  
Business contingency planning  
Website design and management



### Q: Thoughts for the taskforce to consider in relation to COVID-19 Recovery Action Plans:

- Help & promote small business;
- Increase local investment;
- Promote tourism & the region;
- Shop Local Campaign;
- Better internet;
- Revive local events;
- Mental health impacts;
- Promote local jobs;



**69% of businesses would like to be kept up-to-date with information from the taskforce.**

## SEGMENT HIGHLIGHTS

- Industries with the largest percentage of decreased turnover include: Arts Recreation & Entertainment (100%); Accommodation and Food Services (90%) and Healthcare, Fitness & Social Assistance (85%)
- 68% of Agriculture, Forestry & Fishing have had no change to turnover & 96% have not had any staff changes.
- Retail has had 26% of businesses with no change to turnover & 32% experience an increase in turnover. 67% of businesses did not experience any staff changes
- Industries with a largest percentage of staff decrease include: Accommodation and food Service (53%); Healthcare, Fitness & Social Assistance (50%) and Mining & Resources (50%)
- Businesses in all towns across the Maranoa experienced a decrease in turnover; Roma (58%); Mitchell (48%); Injune (53%); Surat (66%); Wallumbilla/Yuleba (46%)