



Dear Member/Business Owner,

**Re: Committee for Portland Survey**

The Committee for Portland is embarking on its second annual survey. The feedback we receive from this survey is vital to grow and develop the committee in line with the needs of our members. This year the Committee has extended the scope of the survey to include local business owners.

The purpose of this extension is to track the confidence and behaviour of Portland Business. This information is also collected by Warrnambool City Council and with the help of Deakin University we can collate and compare how the two cities are fairing in this tough economic climate.

So please take the time to assist us so we can better understand the issues facing Portland Business and our Members.

We will report back our findings and together we can create a more vibrant and economically sustainable community.

Kind Regards,

Anita Rank

Executive Officer

# Committee for Portland

Membership Survey

2013



# Committee for Portland

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## *Membership Survey*

The Committee for Portland is conducting this survey to track the confidence and behaviour of Portland Business:

To obtain vital information necessary for future growth and development of the Committee for Portland, we would appreciate if you could some time to complete the following survey questions:

The primary objectives of the Portland Business Survey is to:

- Track business activity in the Portland area over the past twelve months;
- Track future expectations of businesses in regard to potential business growth over the next 12months;
- Provide an indication to Committee for Portland of the types of services that will best assist business development and marketing of businesses in Portland.

The following survey should be filled out by the owner or manager of the business.

**1. How would you best describe the Committee for Portland?**

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**2. What do you know about the Committee for Portland?**

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**3. Does the Committee for Portland offer value for money?**

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**4. What have been some of the highlights over the past year? Can you suggest any opportunities for improvement, service to members, what would you like to see more of?**

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**5. Which of the following major industry classifications best describes your business? (Select one category only)**

- a. Agriculture, forestry and fishing
- b. Mining
- c. Manufacturing
- d. Electricity, Gas, Water and Waste Services
- e. Construction
- f. Wholesale Trade
- g. Retail Trade
- h. Accommodation, Hospitality and Food/Beverage Service
- i. Transport, Postal and Warehousing
- j. Information Media and Telecommunications
- k. Banking and Insurance Services
- l. Rental, Hiring and Real Estate Services
- m. Administration and Support Services
- n. Public Administration and Safety
- o. Education and Training
- p. Health Care and Social Assistance
- q. Arts and Recreation Services
- r. Other Services (inc. Automotive/machinery/clothing/footwear repair maintenance, hairdressing, diet, funeral, laundry, dry cleaning, religious services and professional associations)

**6. What is the size of your business in Portland?**

- a. Generally employs less than 10 people
- b. Employs between 10-19 people
- c. Employs between 20-49 people
- d. Employs between 50-99 people
- e. Employs between 100-199 people
- f. Employs more than 199 people

**7. How do you believe your business is currently faring in relation to similar businesses in other regional cities in Victoria?**

- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor
- f. Don't know

**8. Do you believe your business is better off financially that it was 12 months ago?**

- a. Better Off
- b. The same
- c. Worse off
- d. Uncertain

**9. Looking ahead to the forthcoming year, in 12 months do you expect your business will be in a better financial position than it is currently?**

- a. Better Offer
- b. Same
- c. Worse off
- d. Uncertain

**10. Over the next 12 months do you expect to increase, or decrease the number of individuals employed at your business in Portland?**

- a. Increase
- b. Same
- c. Decrease
- d. Uncertain

**11. What do you believe are the prospects for future investment (e.g. premises, plant and equipment) in your business at Portland over the next 12 months?**

- a. Very high
- b. High
- c. Medium
- d. Low
- e. Very low
- f. Uncertain

12. Does your business export (this means you sell goods or services outside Portland you are an accommodation, hospitality and food/beverage services business)?

- a. Yes
- b. No (Go to question ??/Skip next 2 questions)

13. Looking back to the previous year, have your business's total exports (exports are any goods or services sold outside Portland) Increased or Decreased?

- a. Increased
- b. Same
- c. Decreased
- d. Uncertain

14. Looking forward to the forthcoming year, do you expect your business's total exports (exports are any good or service sold outside Portland) to Increase or Decrease?

- a. Increased
- b. Same
- c. Decreased
- d. Uncertain

15. Approximately what percentage of your supplies are purchased from? (please indicate approximate percentage in each category)

- a. Portland
- b. Warrnambool
- c. South West Victoria (other than Portland)
- d. Rest of Victoria
- e. Rest of Australia
- f. Overseas

16. If supplies are purchased from other than Portland and South West Victoria, what are the main reason/s for sourcing your supplies from elsewhere? (Tick more than one box if required)

- a. Supplies are not available in Portland
- b. The nature of my business requires me to purchase direct from manufacturing/importer/wholesaler/broker
- c. My business imports directly from overseas
- d. Price-supplies are too expensive in Portland
- e. My business is part of a larger business or business group with its own purchasing program
- f. Other (Please state reason).....

17. Approximately what percentage of your sales are generated in? (please indicate approximate percentage in each category)

- a. Portland
- b. Warrnambool
- c. South West Victoria (other than Portland)
- d. Rest of Victoria
- e. Rest of Australia
- f. Overseas

18. Does your business generate sales through the Internet?

- a. Yes
- b. No (If No go to question ??/Skip the next 2 questions)

19. If yes, what percentage of your business sales is generated through the Internet?

- a. Less than 10%
- b. Between 10% and less than 25%
- c. Between 25% and less than 50%
- d. More than 50%

20. If yes, what are the most important and/or pressing issues for your business regarding the Internet? Very Important      Important      Satisfied with existing service level      Not important

- a. Better and faster broadband
- b. Reducing the cost of the internet access
- c. Better understanding of capabilities of the internet
- d. Other (please detail).....

21. What are the key barriers in regard to taking on new employees at your business? (Select top three only)

- a. Lack of work/sales
- b. Lack of funds/money
- c. Lack of skilled staff/finding staff
- d. Profitability
- e. Employment condition
- f. Cash flow constraints
- g. Cost of training
- h. Business closing  (cont.)

- i. Superannuation costs
- j. Changes/Regulations
- k. Lack of confidence in future
- l. Increased productivity due to technological advancement
- m. Other (please detail).....

**22. What is your confidence in Portland's business environment (i.e. growth and business prospects and economic development) over the next twelve months?**

- a. Very high
- b. High
- c. Medium
- d. Low
- e. Very low
- f. Uncertain

**23. What services do you believe would best assist the growth and development of small and medium businesses in Portland? (Select top three only)**

- a. Better marketing and promotion of Portland
- b. Business Festival, workshops & seminars (marketing, social media, key regional projects & works)
- c. Opportunities for networking with similar types of businesses in Portland & region
- d. Regular special tourist events
- e. Lobbying State & Federal Governments about infrastructure upgrades, better transport links, broadband access & other issues that affect local businesses.
- f. Seeking funding to support 'small business' park at the airport
- g. Ensure residential land is available for population growth, new housing and new residents
- h. Special local retails promotions
- i. City centre up-grade
- j. Other (please suggest) .....



**Thanks you for your assistance.**

This information is being collected for statistical purposes and will be treated confidentially.

**How to return your survey to Committee for Portland**

- By Post: Please use attached Reply Paid envelope addresses to Committee for Portland, Po Box 107, Portland VIC 3305
- By Email: Please scan you Survey and e-mail [admin@committeeforportland.com.au](mailto:admin@committeeforportland.com.au)
- In Person: Please return you Survey to the 'Committee for Portland', 35 Gawler Street, Portland.
- Via Internet: Please go to [www.committeeforportland.com.au](http://www.committeeforportland.com.au) to fill in the survey electronically

**Please return the Survey by 11<sup>th</sup> June 2013.**