KEY FINDINGS REPORT
SEPTEMBER 2017
510 responses were received across 18 sectors including:

- Retail
- Professional/technical/scientific
- Construction/Manufacturing
- Health care/social assistance
- Hospitality
- Financial

Economic outlook for the Albury Wodonga economy is at a 7-year high

70% of businesses are positive about the outlook of their operations over the next 12 months

60% feel positive or very positive about the year ahead

- Home based businesses have grown by 8% since 2016
- 55% of businesses have been in operation for more than 10 years

5% increase in the total number of people employed in the last 12 months

28% of businesses expect to increase employee numbers in the coming year

TOP 3 most difficult positions to fill

- Professionals
- Admin
- Trades/Technicians
62% will undertake capital improvements in the next 12 months.

91% provide sponsorship, dollar donations or in-kind contributions to the local community.

44% had an increase in profitability, 15% had strong growth above 31%.

59% said increased costs negatively or very negatively impacted on their business operations.

36% said government policy had a negative impact on their business operations.

71% reported no impact from global economic conditions.

27% noted negative impacts from the NBN.

42% had cross border issues.

International trade will be undertaken by 13% of businesses.

More than half 53% of businesses generate sales online with the Top 3 digital tools:

- website
- facebook
- email marketing
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