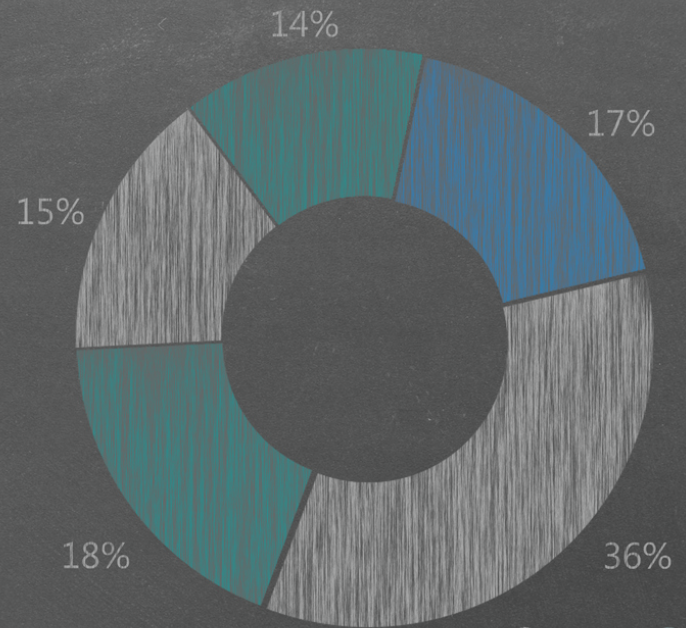




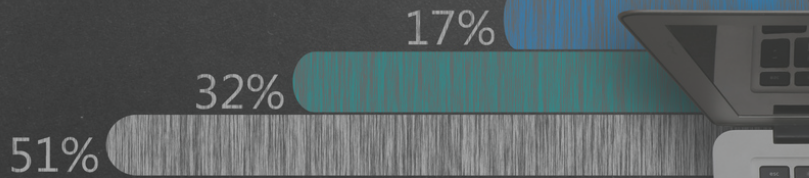
**KALAMUNDA
CHAMBER OF COMMERCE**



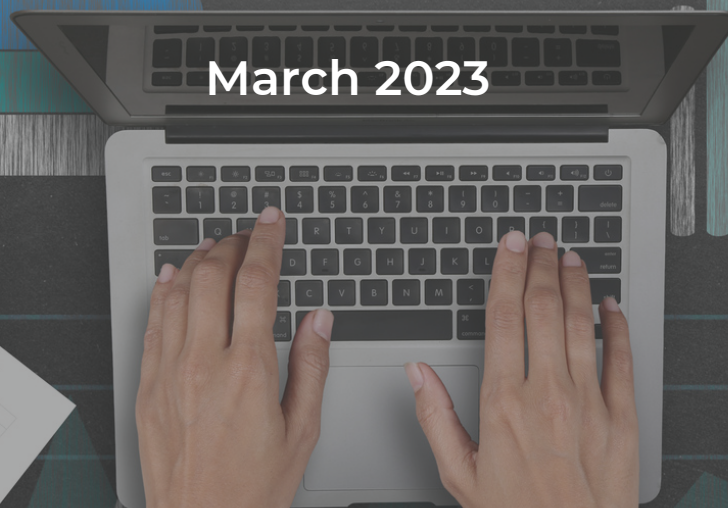
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BUSINESS CONDITIONS SURVEY



March 2023



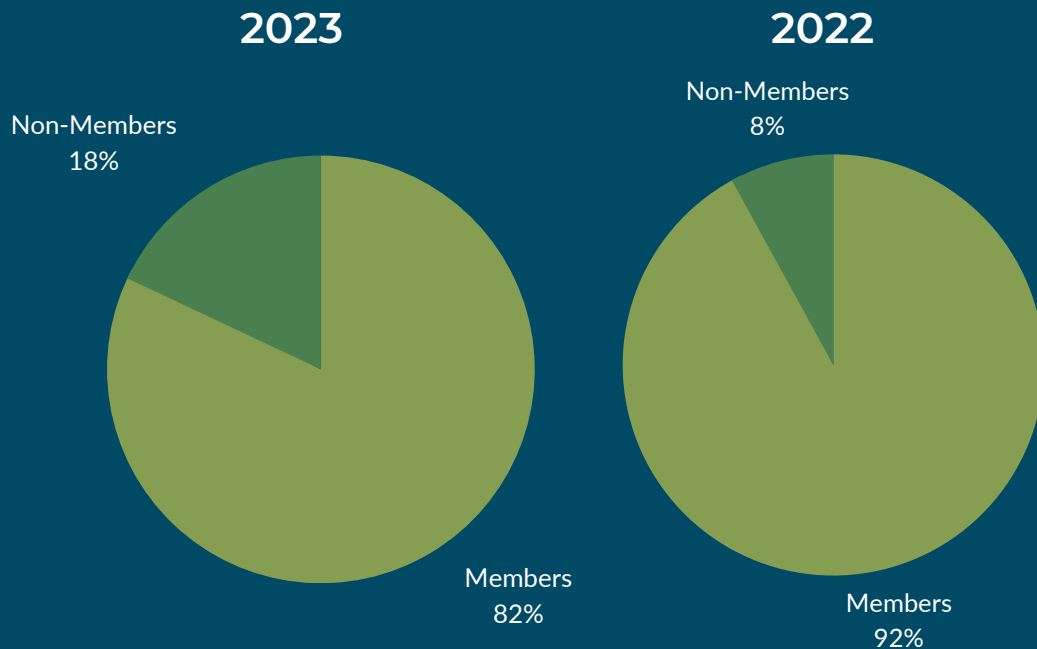


KALAMUNDA CHAMBER OF COMMERCE

BUSINESS CONDITIONS SURVEY

Respondents

There was a 190% increase in the number of businesses completing the survey

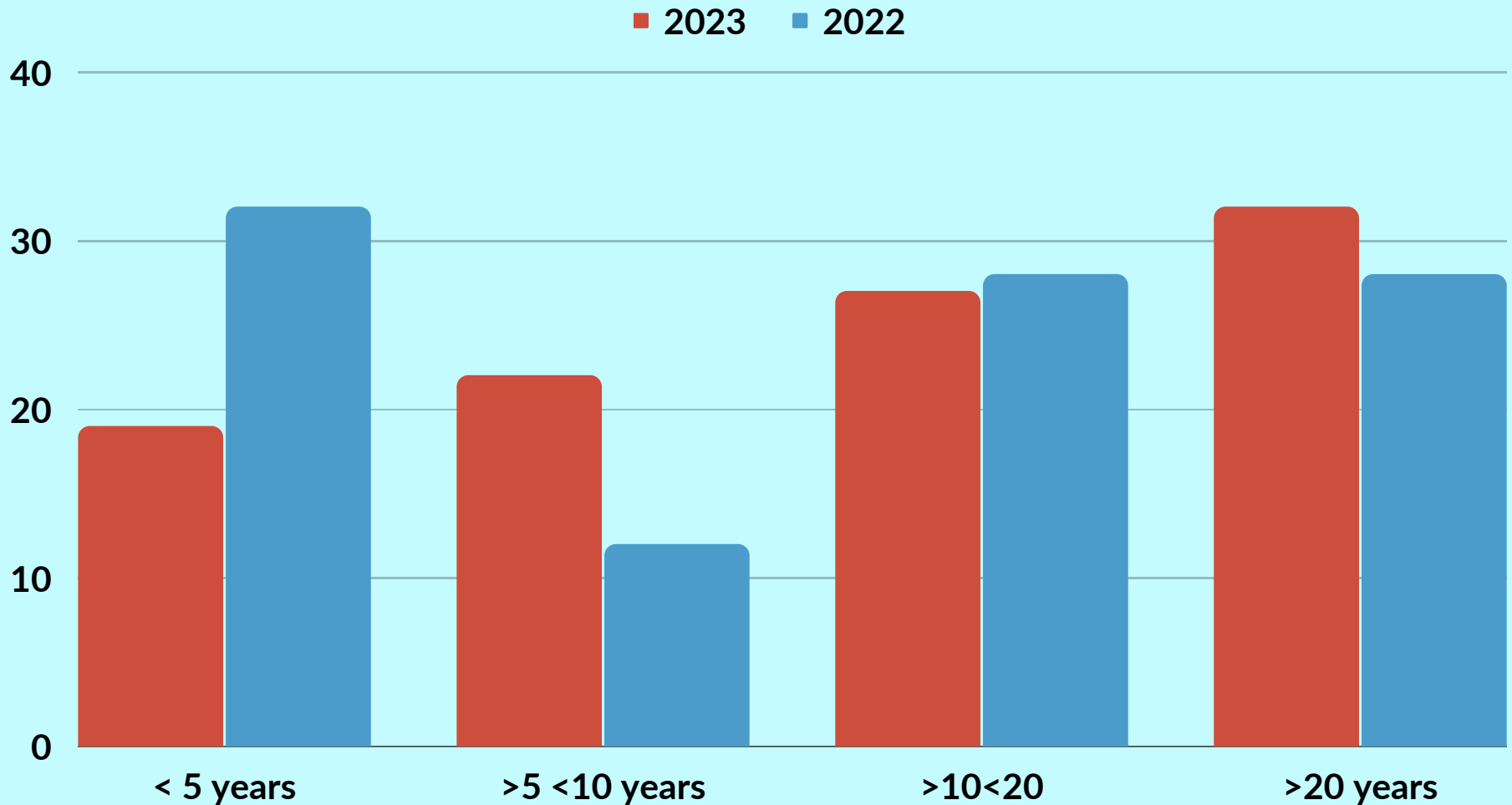


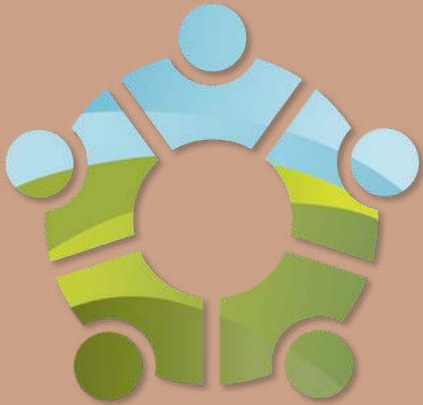
In March 2023 for the second year in a row, we invited businesses in the City of Kalamunda to complete a survey about current and anticipated business conditions. The purpose of our annual survey is to gauge trends within the local business community and to guide the Chamber in the provision of services relevant to members.

RESPONDENTS

NUMBER OF YEARS IN BUSINESS

The survey was promoted on social media and distributed via our mailing list - reaching 1000's of businesses



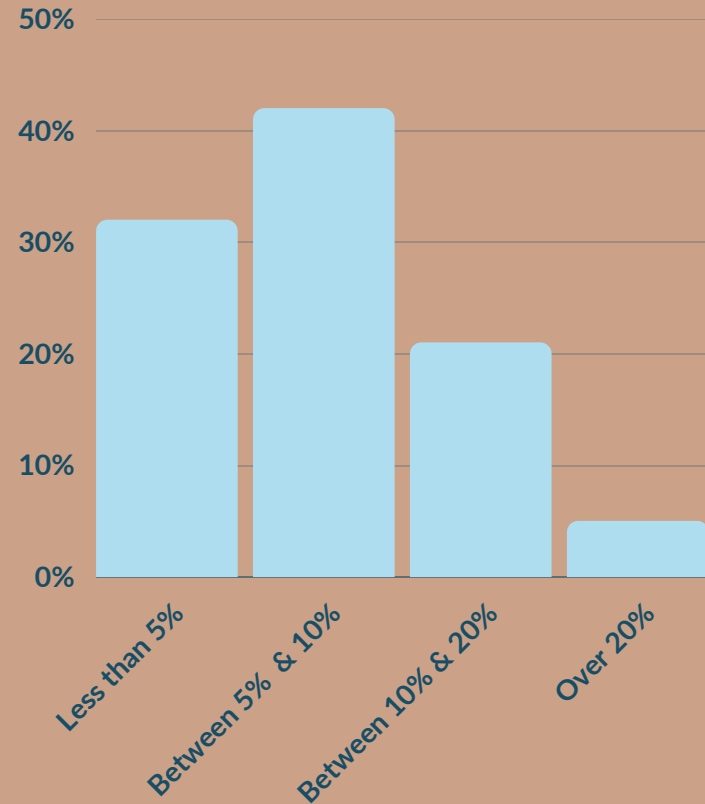
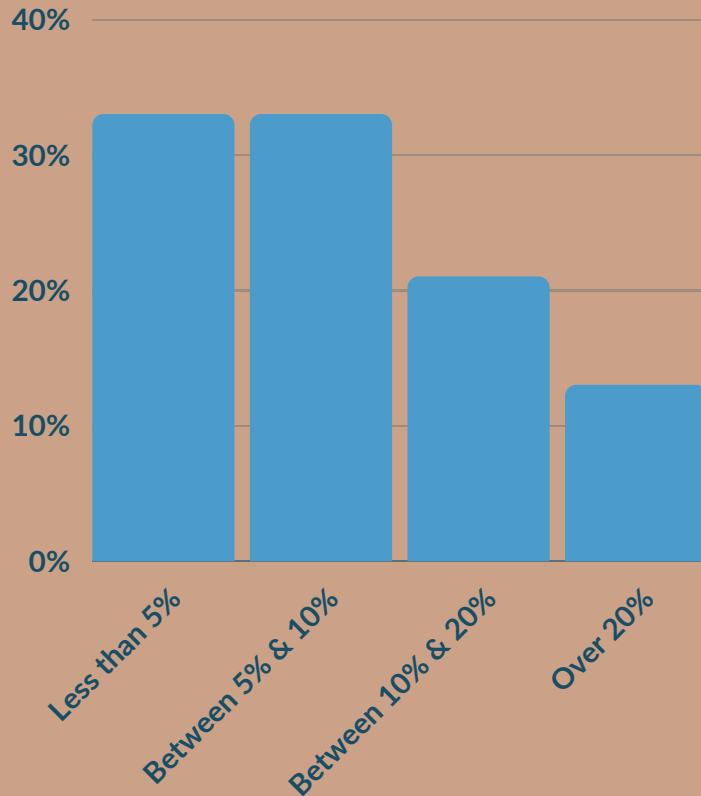


FORECAST SALES GROWTH

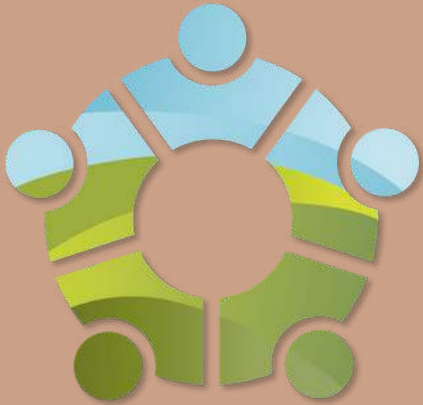
For the next 12 months

2023

2022



In 2022 only 5% of businesses were forecasting growth in sales of over 20%, in 2023 this rose to 13%

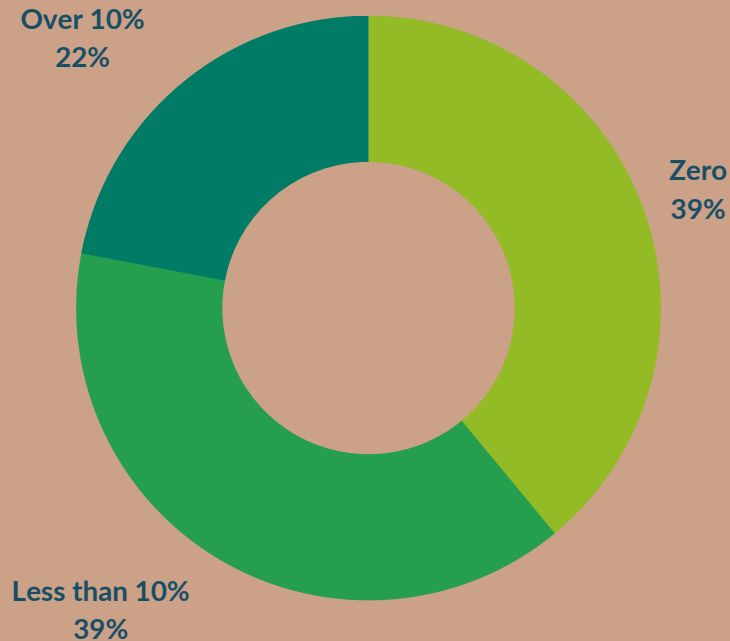


FORECAST PROFIT GROWTH

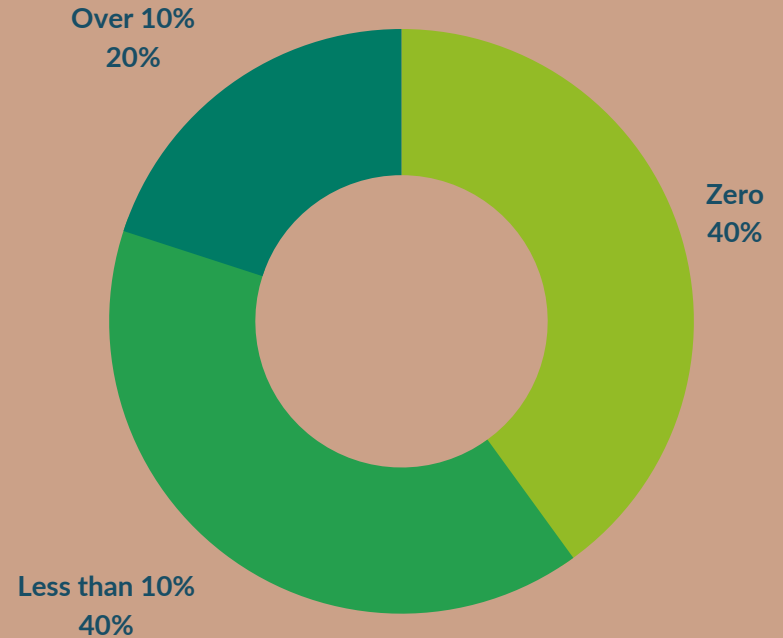
For the next 12 months

There was hardly any change in the percentage of businesses expecting zero growth in profit

2023



2022

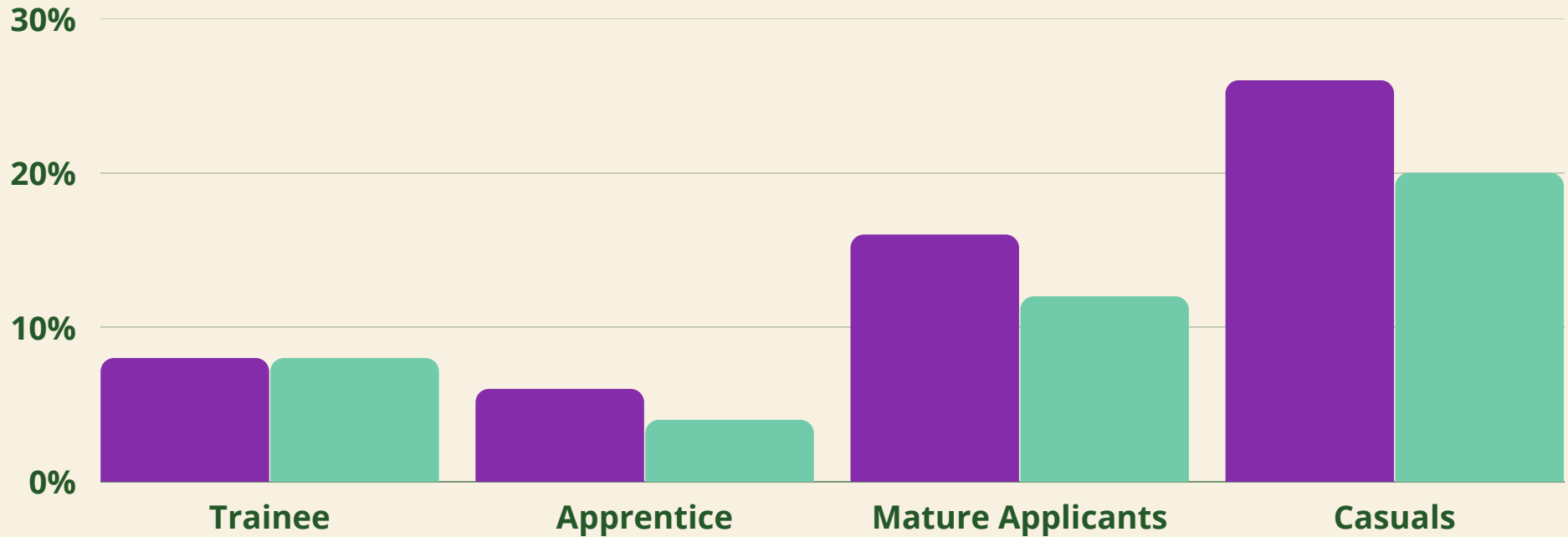


Although sales predictions were more bullish in 2023, this sentiment has not flowed through to profit

EMPLOYMENT INTENTIONS

Percentage of respondents and employment types

■ 2023 ■ 2022

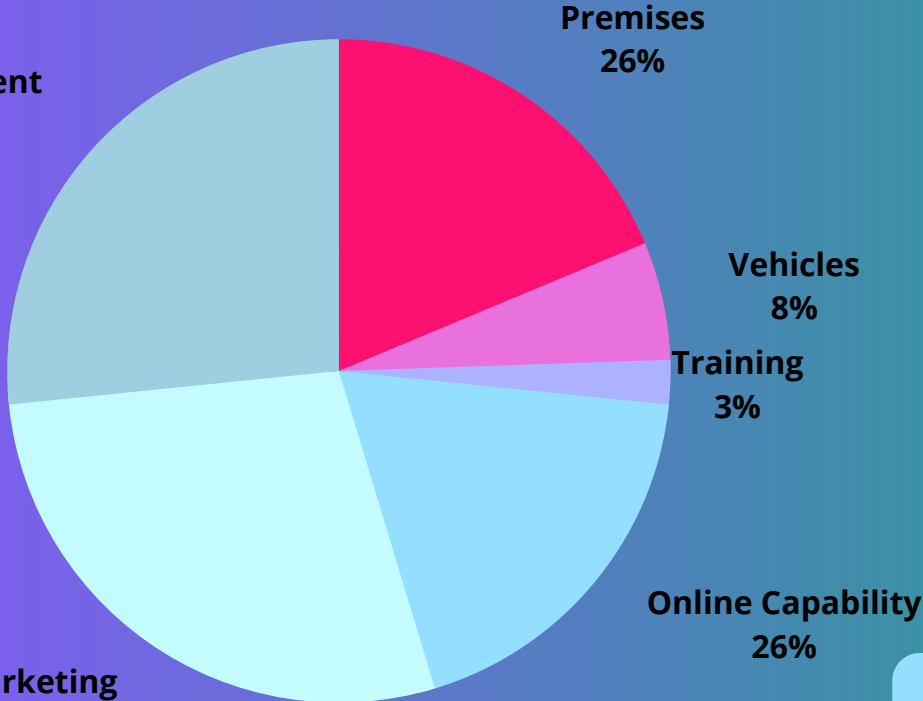


In both years there was roughly an even split between part-time and full-time employees with full-time employees slightly more favoured in 2023

40% of respondents looking to employ people will consider employing subcontractors (2022 - 20%)

33% will consider outsourcing in lieu of employment (2022 - 16%)

Investment Intentions



24% of respondents have no future investment plans

PREMISES
26% plan to improve their premises (2022 - 32%)

VEHICLES
8% will replace vehicles (2022 - 16%)

PLANT & EQUIPMENT
37% will spend on plant (2022 - 32%)

ONLINE CAPABILITY
26% plan to improve their online presence (2022 - 16%)

MARKETING
By far the most important spend for many businesses - although down on last year's 44%

Areas of Current Concern

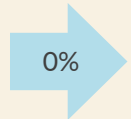
% age of respondents:



2023



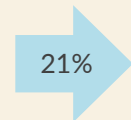
Rising Costs



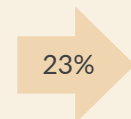
Covid Restrictions



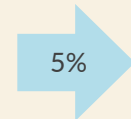
Cash Flow



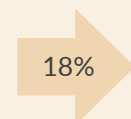
Margins



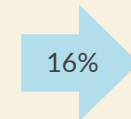
Marketing



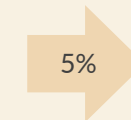
Distribution & Logistics



Premises

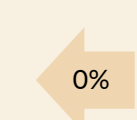
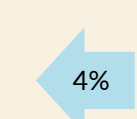
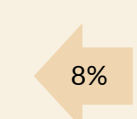
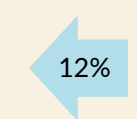
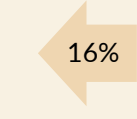
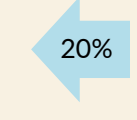
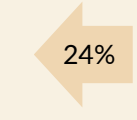
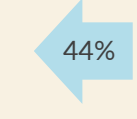


Hiring and Retaining Competent Staff



Parking

2022



In 2022, Covid Restrictions were still affecting businesses but Covid no longer seems to be a concern.

Rising Costs continue to be of concern and it's interesting to see how staffing issues have become more of a problem



Burn Out

Rising costs, more regulation, hard to find staff - more trouble than it's worth at the moment



Red Tape

"Planning constraints and the rising costs of consultants has but a brake on growth"



Increased Costs

"Financial stress amongst customers is starting to affect sales"

Other Areas OF CONCERN



Premises

Rising rental costs are impacting margins along with the inability to find suitable premises



Marketing Online

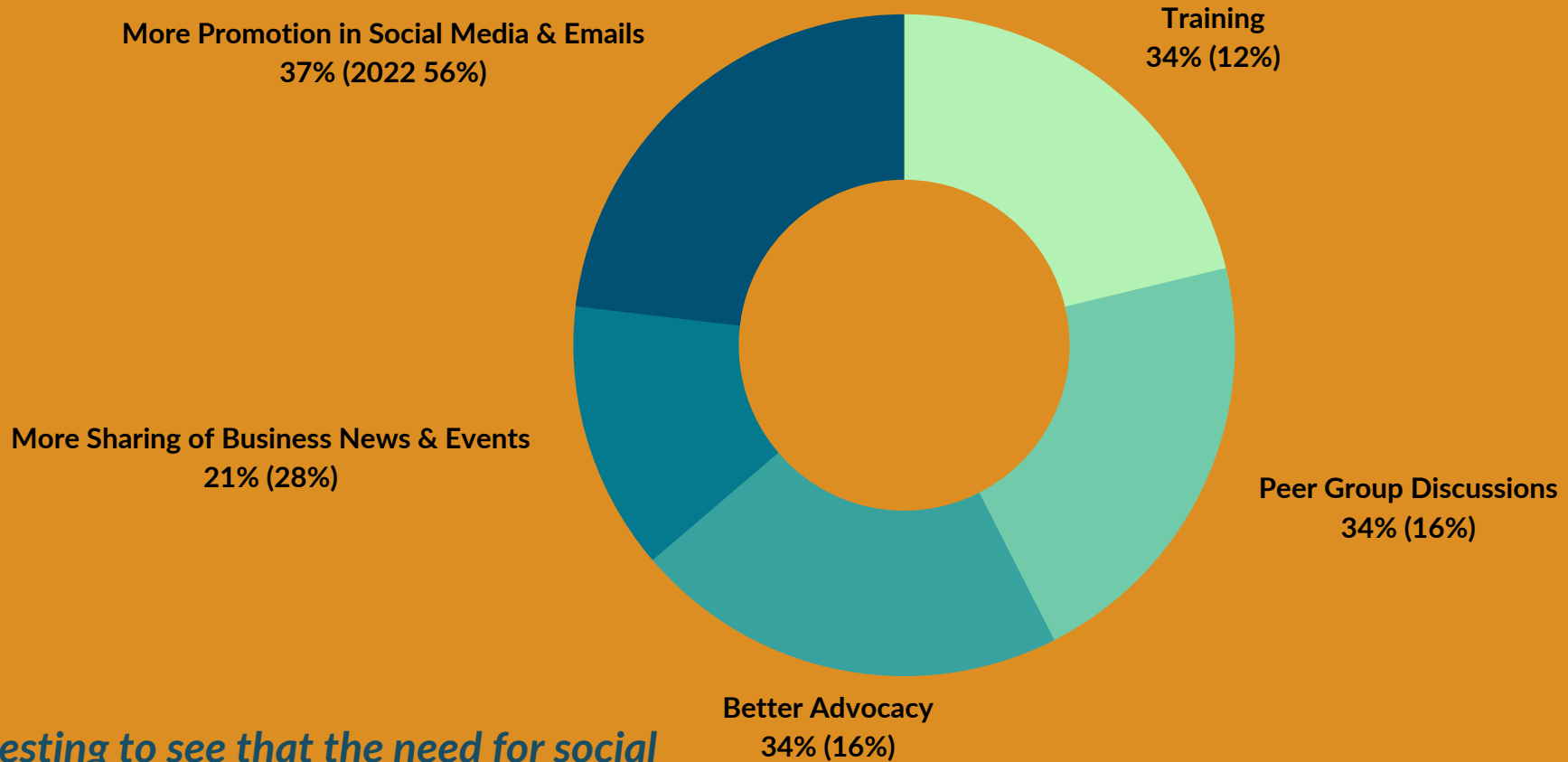
"Online marketing is very hit and miss - would welcome a local print magazine"



The Economy

"Rising interest rates are reducing people's spending"

How Can KCC Help?



Interesting to see that the need for social media promotion and sharing is being fulfilled more effectively

Other Suggestions:

Get a grant to facilitate a small six monthly publication where local businesses can advertise at a reasonable price which can be distributed to customers

Meeting with like minded individuals who can share experiences or being stuck in a rut or struggling

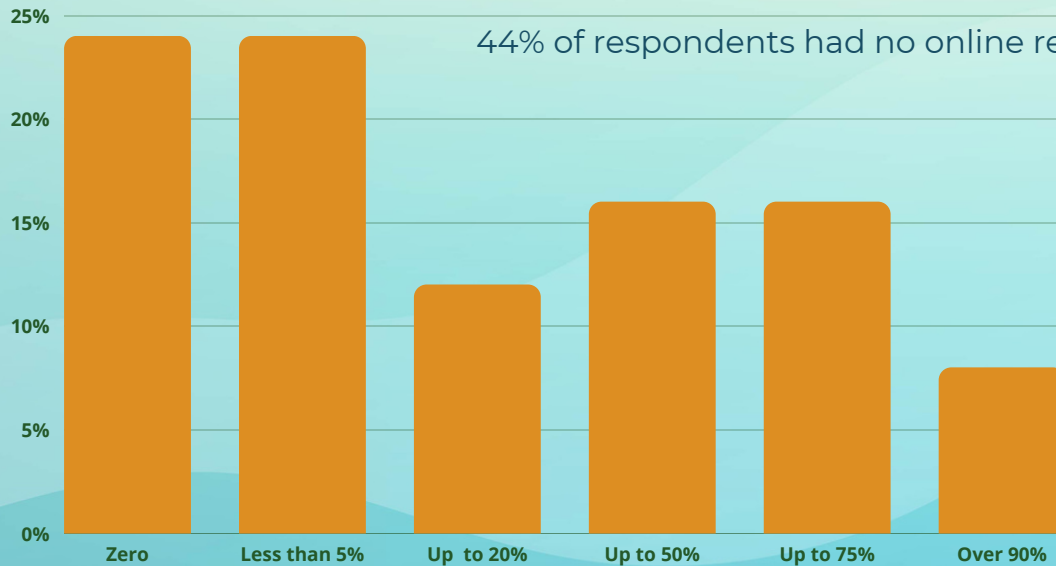
A more forceful approach is needed to gain an improvement in town centre environment, i.e signage, Haynes street/ Barber street upgrades etc. Trying to persuade absentee landlords to do something about their abandoned properties

"Better use of the networking events to dig a little deeper into what businesses are around us"



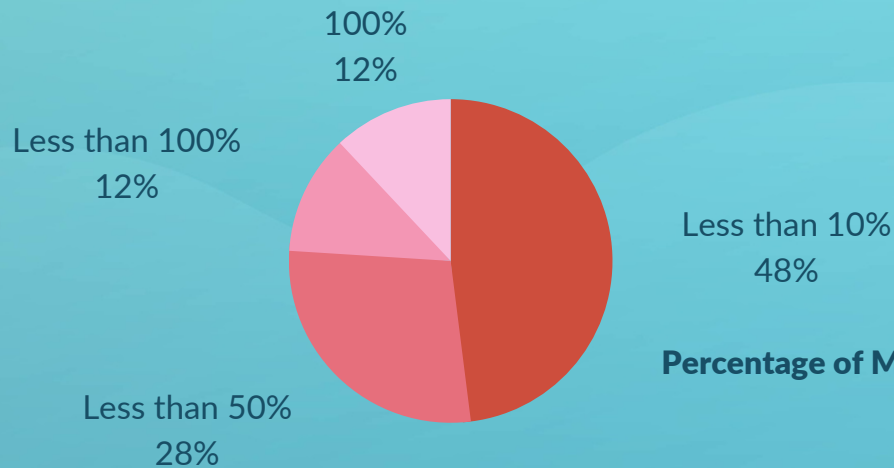
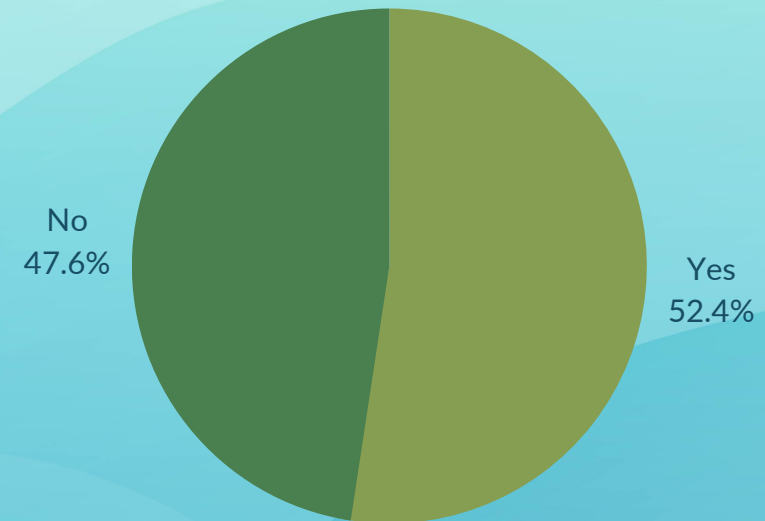
KALAMUNDA CHAMBER OF COMMERCE Doing Business Online

Percentage of respondents and the percentage of revenue generated online



44% of respondents had no online revenue. In 2022 only 25% reported zero online sales

Has online revenue increased in the past 12 months?

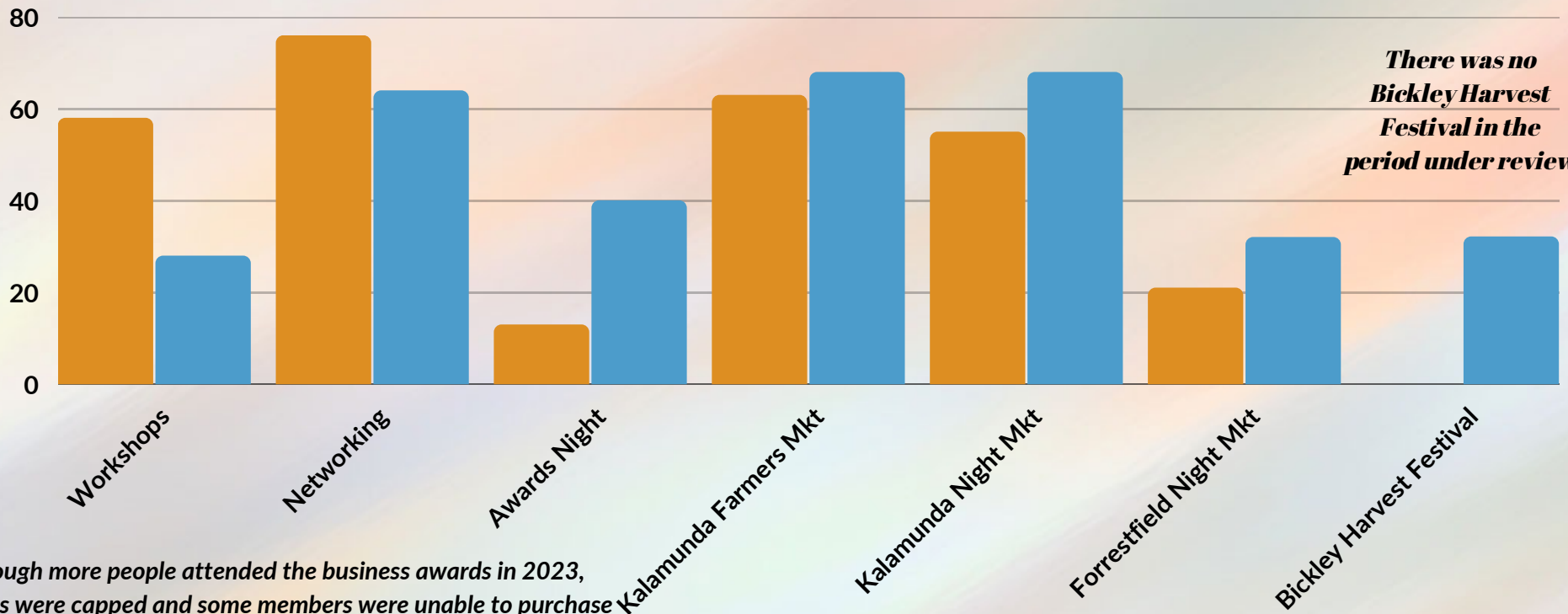


Percentage of Marketing Budget Spent Online



Respondents attending events

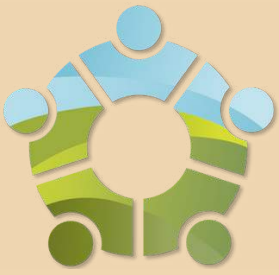
2023 2022



There was no Bickley Harvest Festival in the period under review

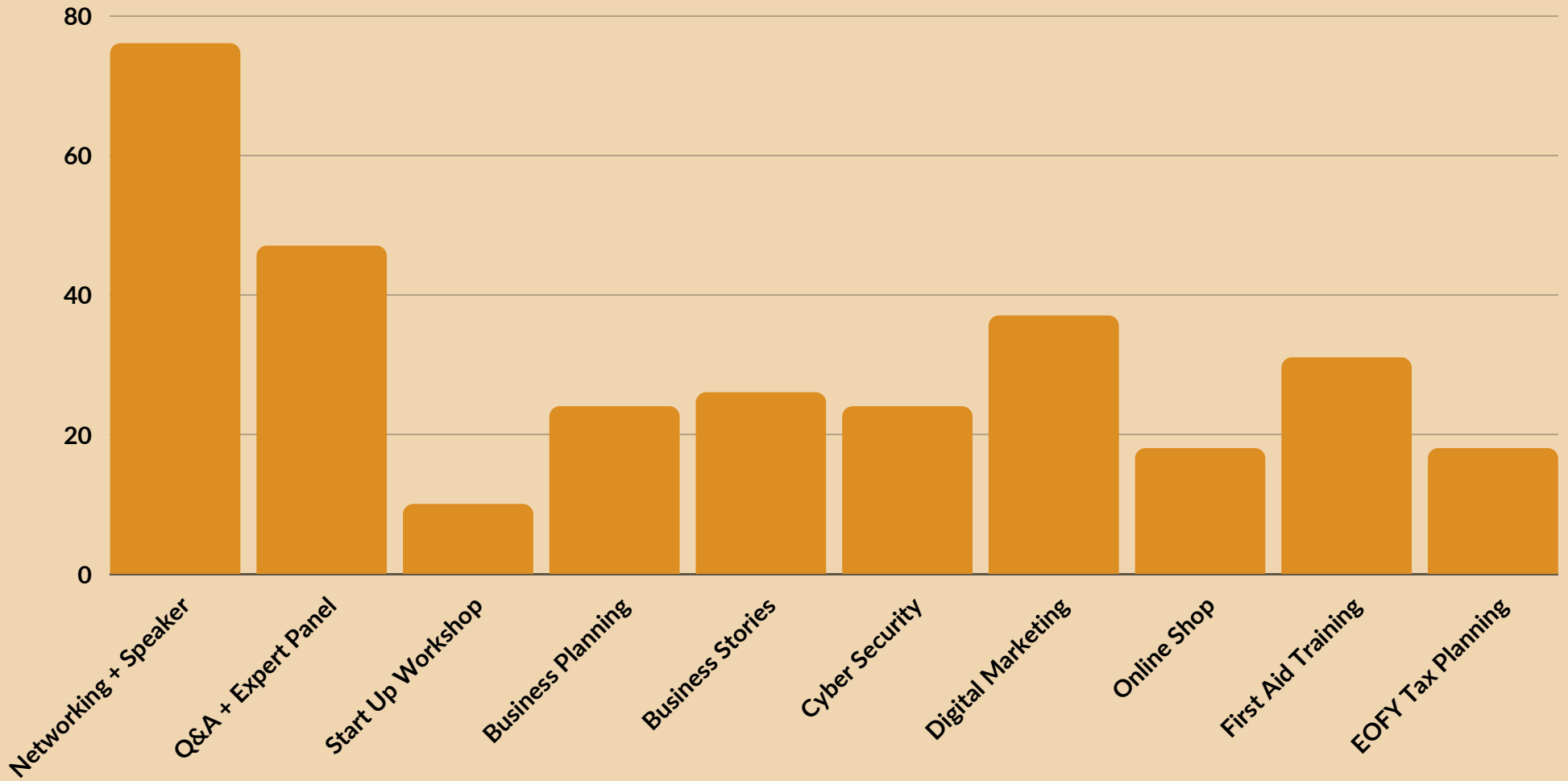
Although more people attended the business awards in 2023, numbers were capped and some members were unable to purchase tickets





We asked you about your interest in a number of suggested future events, and this is what you told us:

Interest in Proposed Events



83% prefer workshops to start at 9am



Respondents commenting on events

The markets are local and the produce and food is always of good quality, plus the people and atmosphere is friendly.

Events are always great, looking forward to the Harvest Festival this year!

"I love the interaction with other business owners at your sundowners. I would like to attend more of the workshops but unfortunately time does not always permit due to business hours and staff levels."

**"Love the vibe they bring to the local community.
Keep up the great work!"**

"Previous business breakfasts were a good idea"

"Events are well organised and have a great atmosphere. I would like to attend a lot more in the future to support local small businesses."

I like attending breakfast events with a speaker

Events are dependent on my time so they need to fit around family & clients.

Community. It feels good to be part of something and to chat to people with different expertise and outlooks.

The events are usually great! I enjoy the opportunity to network with other business owners. I have also received a great benefit from the workshops I have attended.

We asked members in what other ways can KCC improve your membership experience?

None at the moment, I have approached KCC regarding some advice and they have been very very helpful

maybe a little more individual promotion like media presentation of the hills business of the week.

Better support for small business - ie business showcase per week (I believe there are enough members to do this as a social media/newsletter benefit to members)

recommendations for connections - perhaps finding someone with a similar business who can offer some mentoring or act as a sounding board.

Networking and cross promotion with other chambers.

I think the KCC does an amazing job and they go above and beyond! I would love to see more posts among a variety of Facebook/Instagram pages that promotes my business.

possible women's group option during day time hrs

Topics around self care & mental health for business owners (particularly with the latest dire situation), making the most of other business connections.