



Break O'Day
COUNCIL

Business Survey

August 2020



Pic Credit: St Helens MTB

Version: 1 – [Date](#): December 2020

from the mountains to the sea | www.bodc.tas.gov.au

Introduction

This survey has been designed to capture economic and visitor trends in the Break O'Day region and will be sent to businesses at least two times a year.

The survey is distributed via a link directly emailed to a business database. If you would like to be included on this database, please email Jayne.richardson@bodc.tas.gov.au.

The first survey was sent out to a business database of 132 with 48 Businesses responding. This is a response rate of around 36%, mostly from the St Helens area.

Unfortunately this year's winter trading survey received only 27 responses, this equates to a response rate of around 26.5%.

Survey Details

In order to be able to compare like for like information, the survey has been largely designed to be multiple choice. By doing this it allows us to group data together and compare like information with like information.

The survey has also been broken in to several sections in order to allow us to separate out accommodation businesses and ask them specific questions about occupancy and overnight stays.

The first survey, sent in August 2019, was designed to establish a benchmark so that we could more accurately represent the impact the Mountain Bike Trails will have on our area. Now that we have year on year data we are able to start examining trends and really understand the effect of the MTB network on the Break O'Day business community.

Due to the way the survey has been designed, we are also able to offer businesses individual records of their data so that they can use this information for their own purposes. Please get in touch with Jayne Richardson at Council if you would like an individual report.

Key Findings of this survey (June 2020 – August 2020)

- 50% of respondents experienced business growth over the usually slow winter period
Business growth experienced was higher than last year
- Due to COVID lock down, the majority of visitation was intrastate
- 12.5FTEs were created during the winter period
- Night stays are increasing
- Occupancy rates are increasing

General Information

Q1. - Business Name

This remains confidential

Q2. Position of person completing the survey.

This remains confidential

Q3. Town where your business is located

The majority of respondents were from the St Helens area

- | | | |
|------------------------|----|-----------|
| • St Helens | 18 | (66.67 %) |
| • St Marys/Fingal | 3 | (11.11%) |
| • Beaumaris/Scamander | 3 | (11.11%) |
| • Pyengana/Weldborough | 0 | (0.00) |
| • Other | 3 | (11.11%) |

Of the three 'Other' respondents - One said they were based municipal wide, one was based at Goshen and the remaining were based in Binalong Bay.



Conclusion:

Despite almost half the amount of respondents as previous surveys, the percentages of where businesses are located is comparable to previous surveys with St Helens undoubtedly the main business district of the region.

Where are visitors coming from?

Q4 and Q5. Regarding business growth when compared with the same time last year. Q6. The origin of visitors over last 3 months. Q7. Origin of visitors generally.

If respondents stated they had experienced an increase in business when compared to the same period last year for Q4, they were automatically sent to Q5 and Q6 and were asked where they thought this increase in visitation came from.

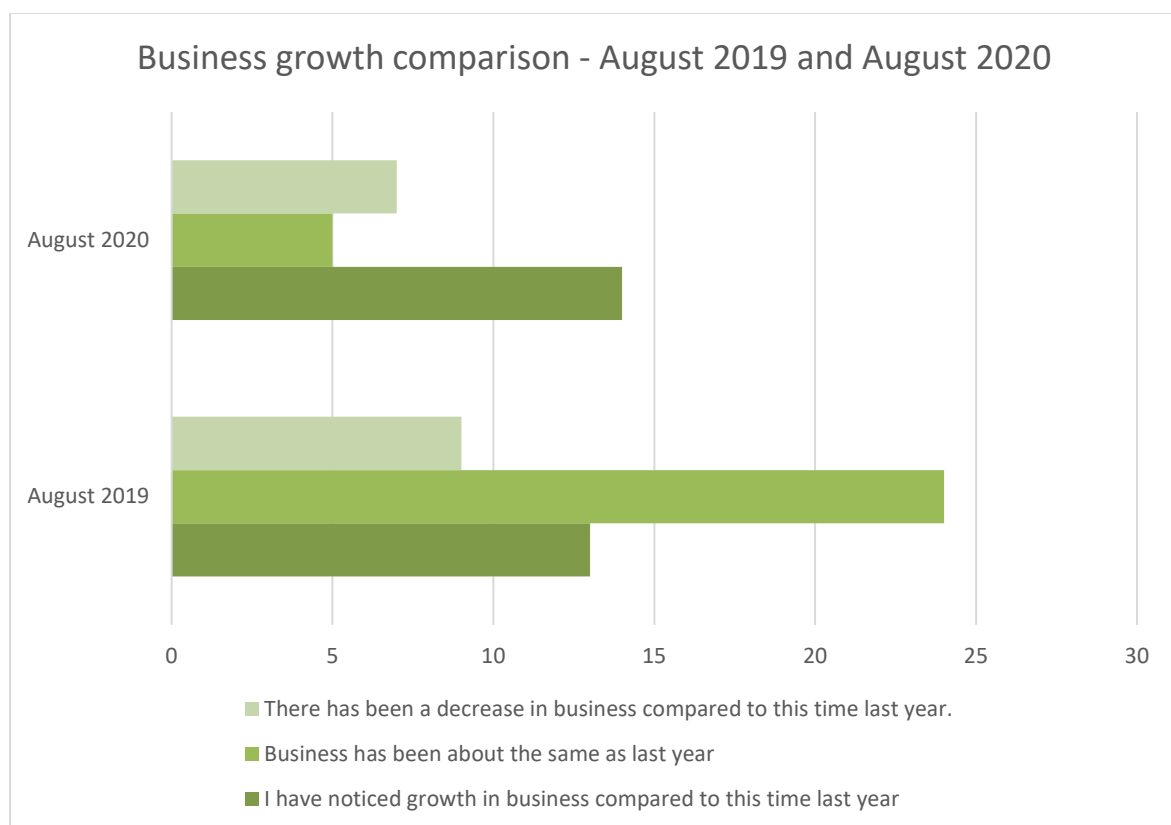
One respondent skipped Q4, 5 and 6 with 14 respondents answering that they had experienced an increase in business when compared to last year. These respondents were then sent to answer Q5 and Q6.

Just over 50% of the 26 respondents reported that business had grown which is a significant figure considering the winter period as well as travel restrictions due to COVID-19.

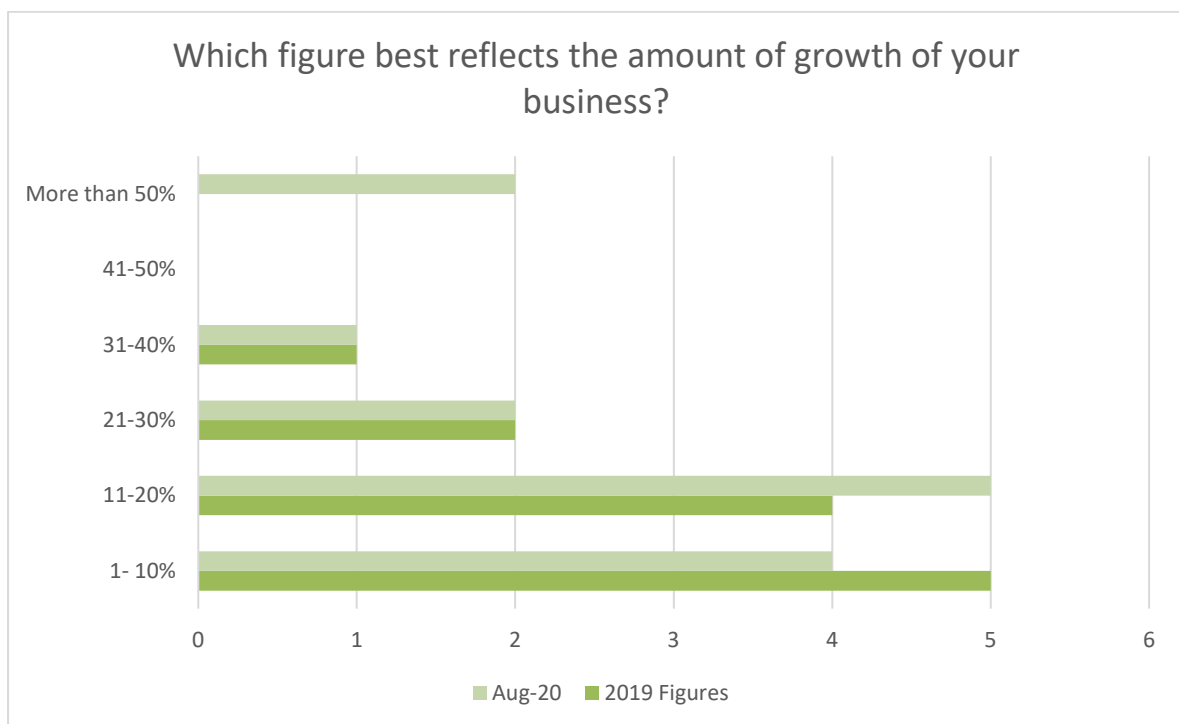
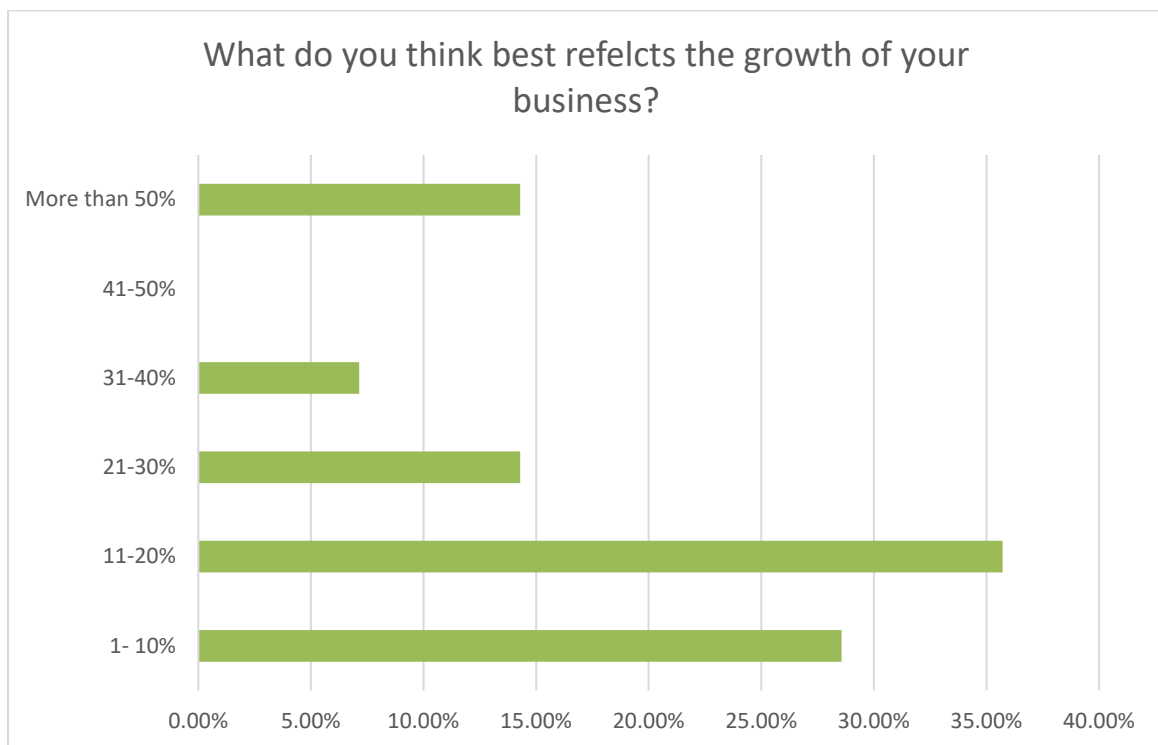
Q4



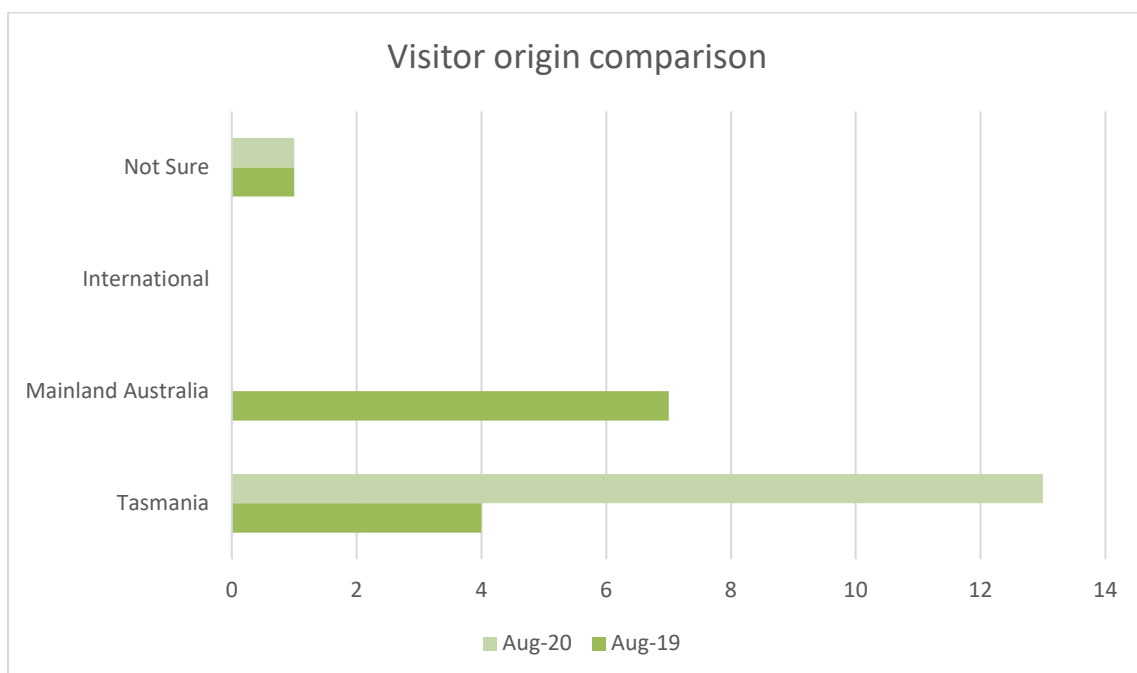
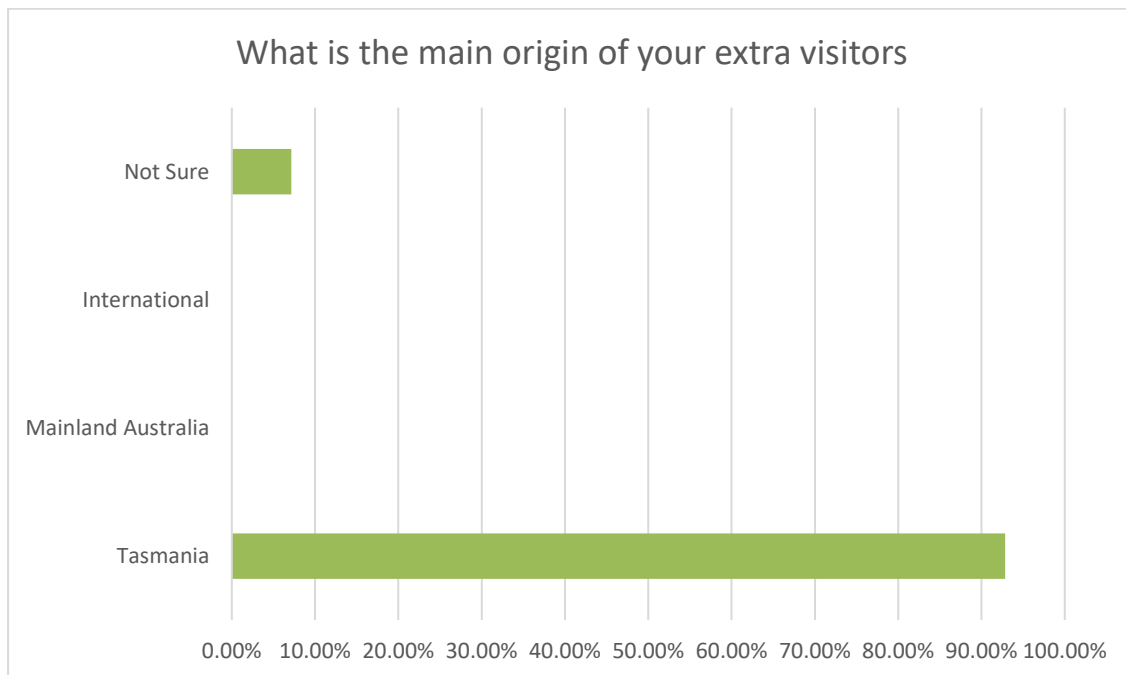
Comparison with August 2019 Survey



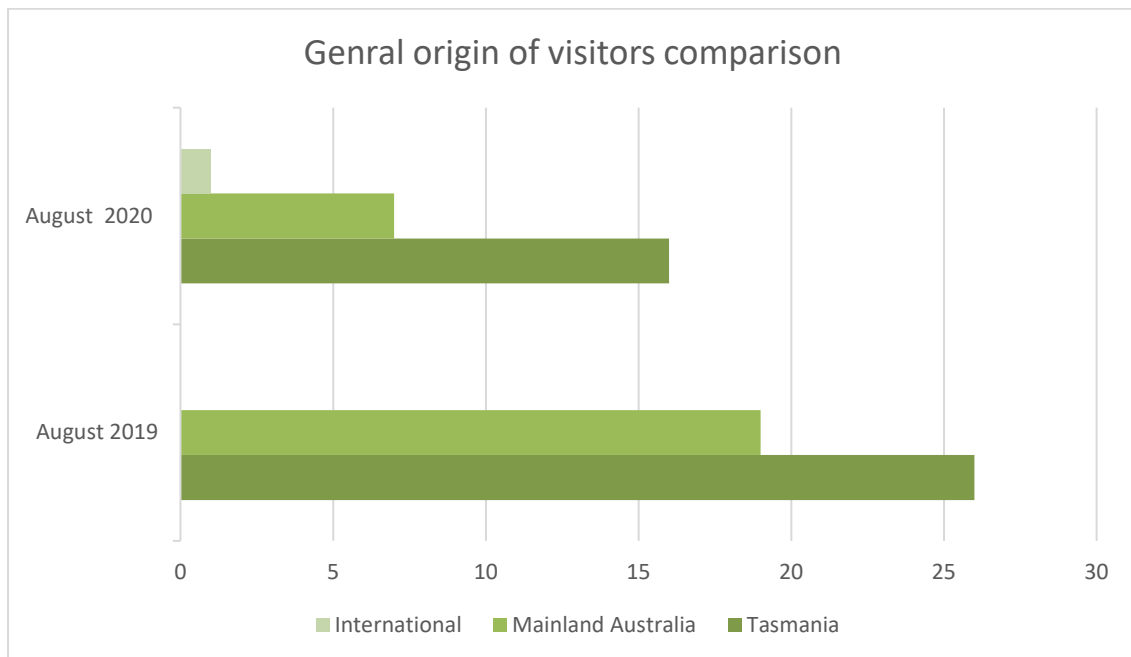
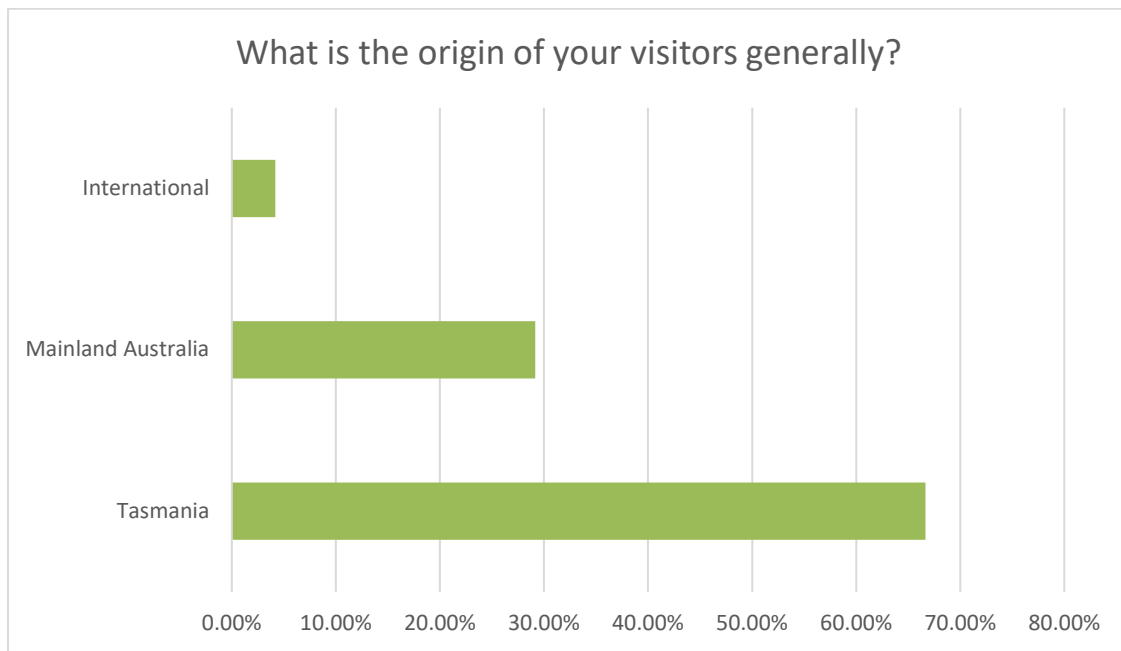
Q5



Q6



Q7



Conclusion

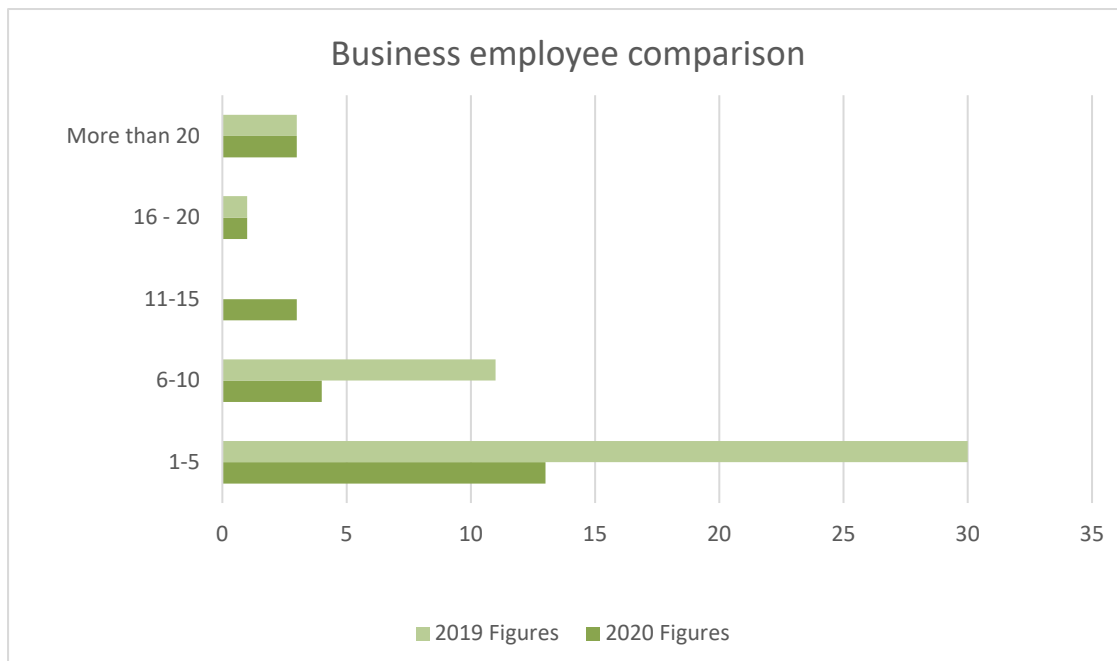
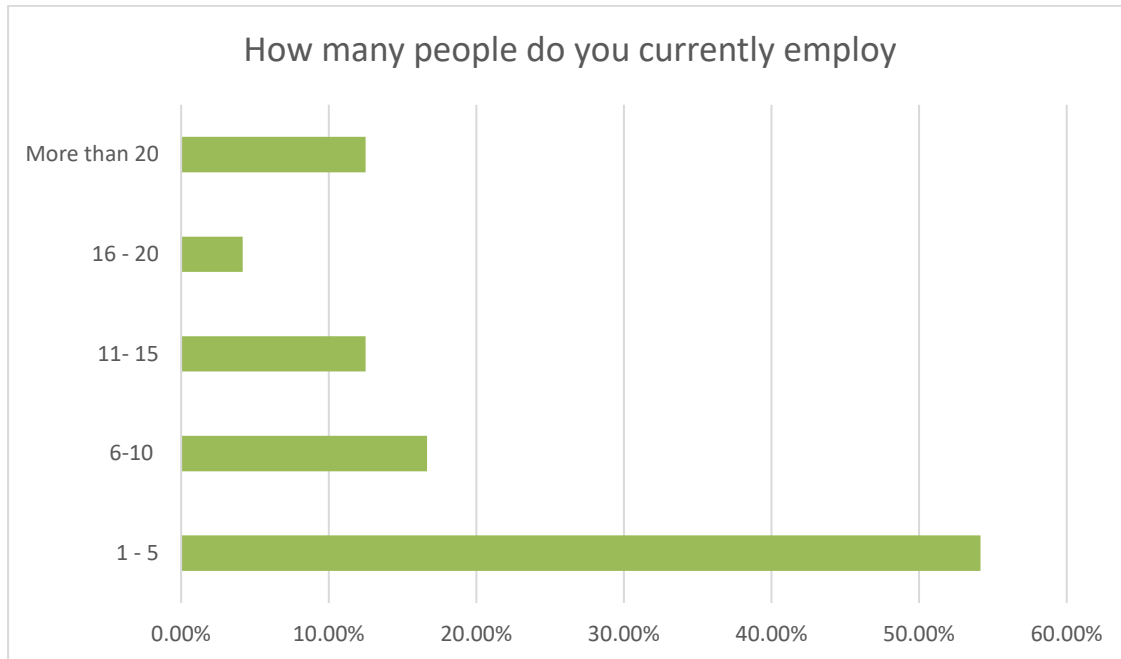
Unsurprisingly the majority of visitors to our area over the summer months were Tasmanian which can be attributed to COVID-19 travel restrictions. What is surprising however, is the increase in visitation to our area despite travel restrictions. This is evidenced by 14 (more than 50%) businesses out of 27 reporting that they saw an increase in business during the winter period.

More than 36% of businesses who reported an increase in business said that the increase was from 11- 20% with two businesses reporting an increase of more than 50% compared to the same time last year.

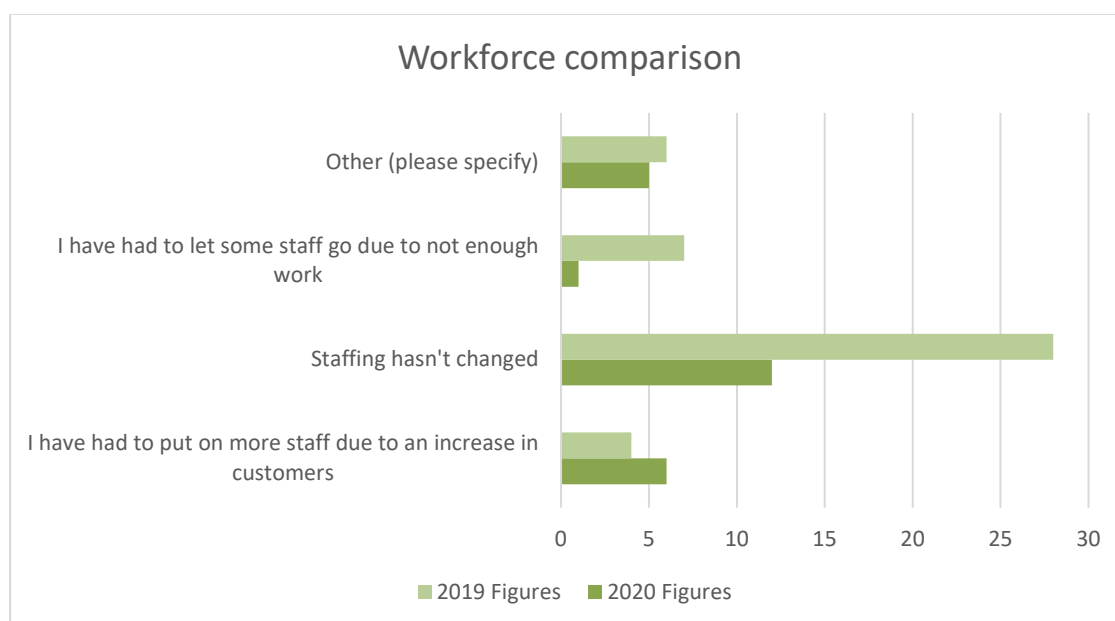
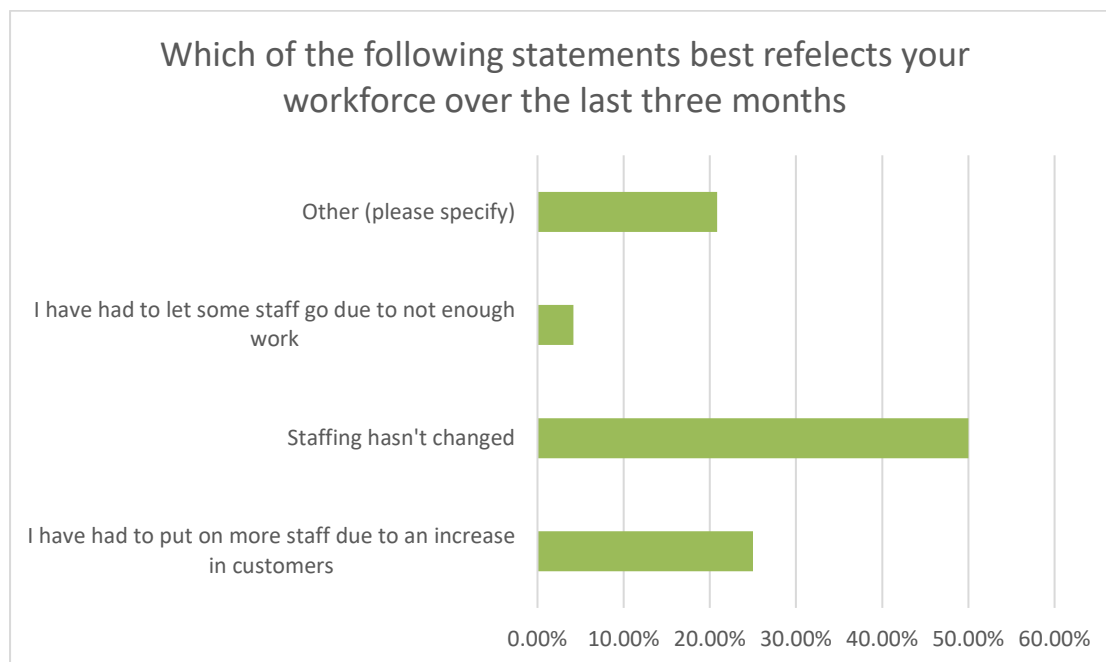
Employment

Q8. How many people do you employ. Q9, 10, 11 Increase, decrease or stable workforce and FTEs.

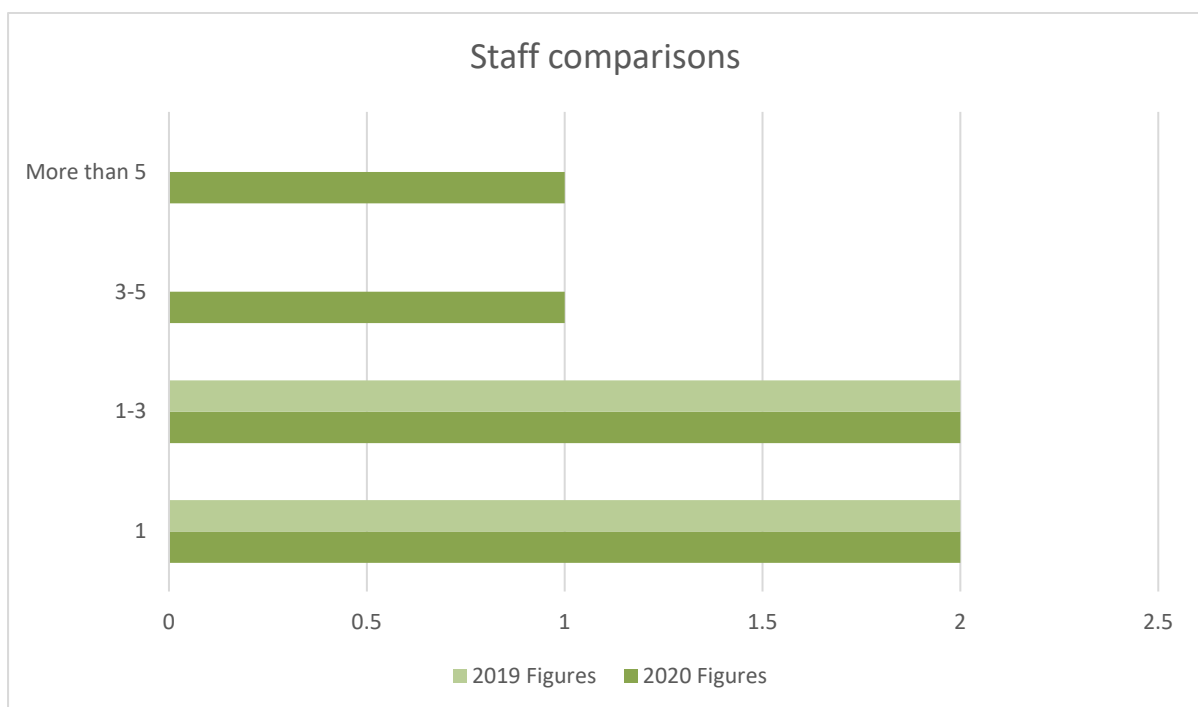
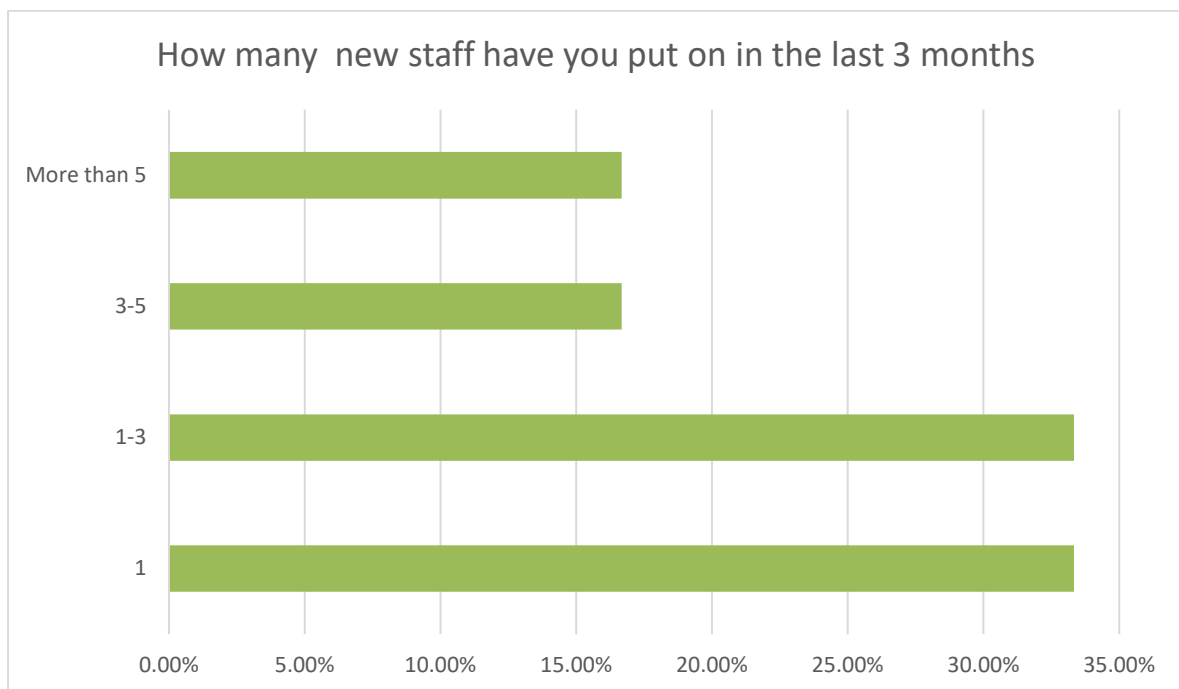
Q8



Q9



Q10



Question 11.

Six respondents answered question 11 which asked for the Full time equivalent of the new positions that had been created. Two of these answers were not valid, the remaining added up to there being 12.5 new full time positions created in the municipality.

Conclusion

Small businesses employing 1- 5 employs make up the majority of businesses in the Break O'Day region.

Despite the survey being conducted at what is traditionally the trough period in terms of visitation, thanks to the increase in intrastate travel, 25% of respondents said they employed more staff.

Five businesses responded to 'Other' to putting on staff, broken down the responses were in relation to seasonal workers and having a partner who was able to help out when it got busy.

In terms of FTE, there were 12.5 new FTE positions created over the June-August period.

Business detail

Q12 Type of business

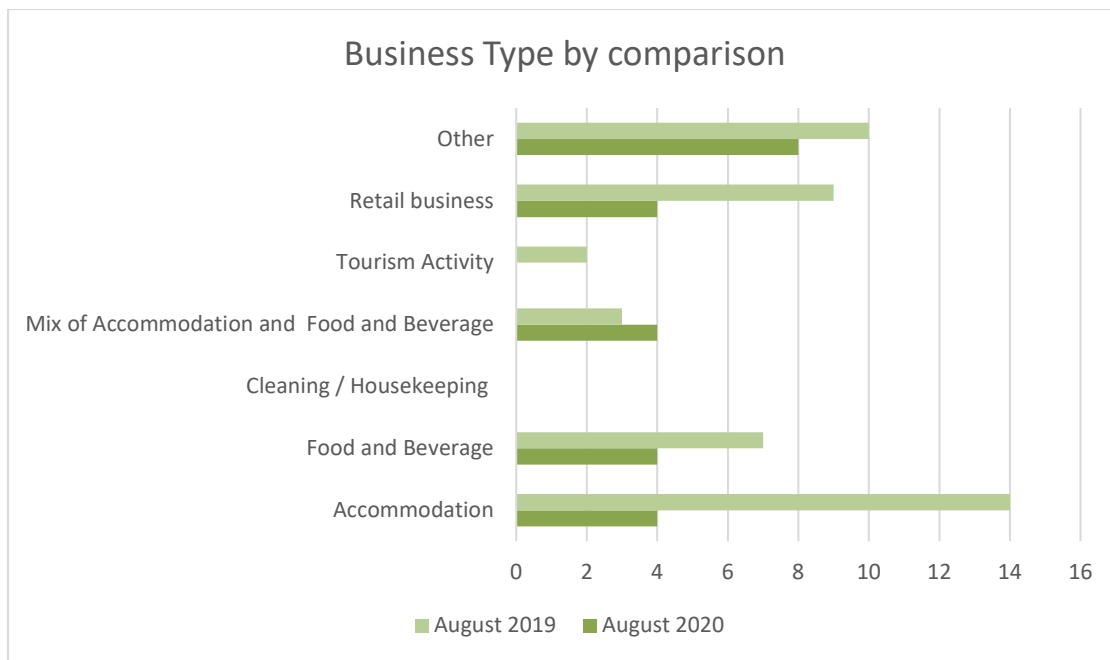
This question was designed to single out accommodation businesses so that we could gather a bit more information about night stays. After feedback from the previous survey we also added the categories Cleaning/Housekeeping and Health and Wellbeing. The results for this question are as follows.

| | |
|--|--------|
| • Accommodation | 16.67% |
| • Food and Beverage | 16.67% |
| • Cleaning / House Keeping | 0.00% |
| • Mix of Accommodation and Food and Beverage | 16.67% |
| • Tourism Activity | 0.00% |
| • Retail Business | 16.67% |
| • Health and Wellbeing | 0.00% |
| • Other | 33.33% |

As the 'Other' Category was high in responses we examined these responses and found that of the eight, two could be categorised as food and beverage, one as accommodation, three were trade based and one referred to banking services.

Q12





Conclusion

Although there were less respondents to the survey this time, business types have remained largely the same when compared to the previous survey with the majority being Food and beverage, accommodation, a mix of both and retail.

Accommodation

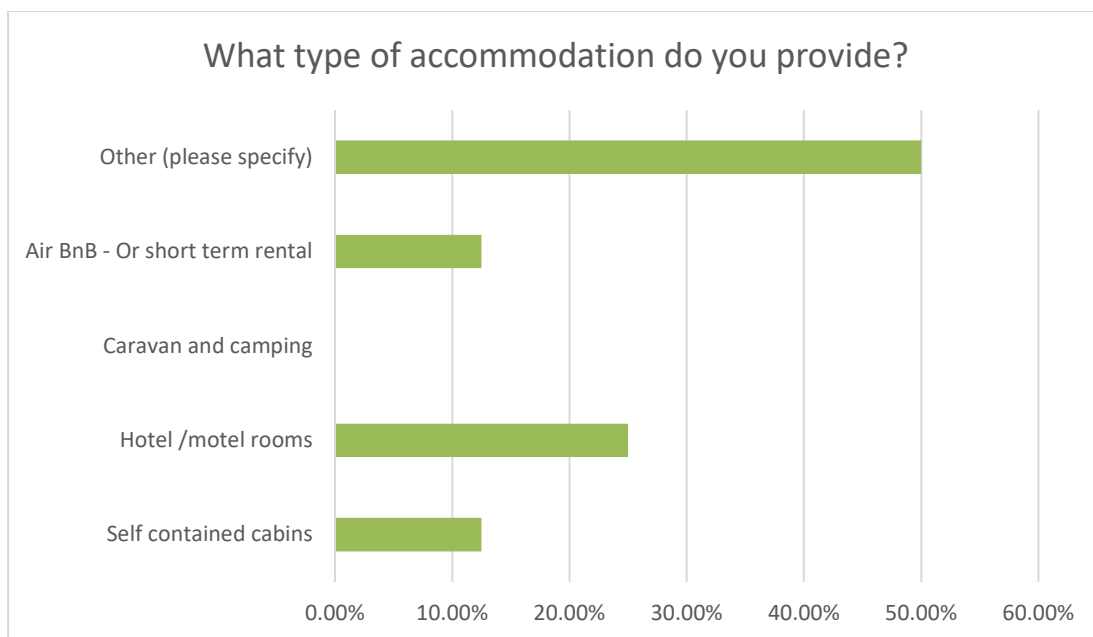
Q13, What type of accommodation do you provide?

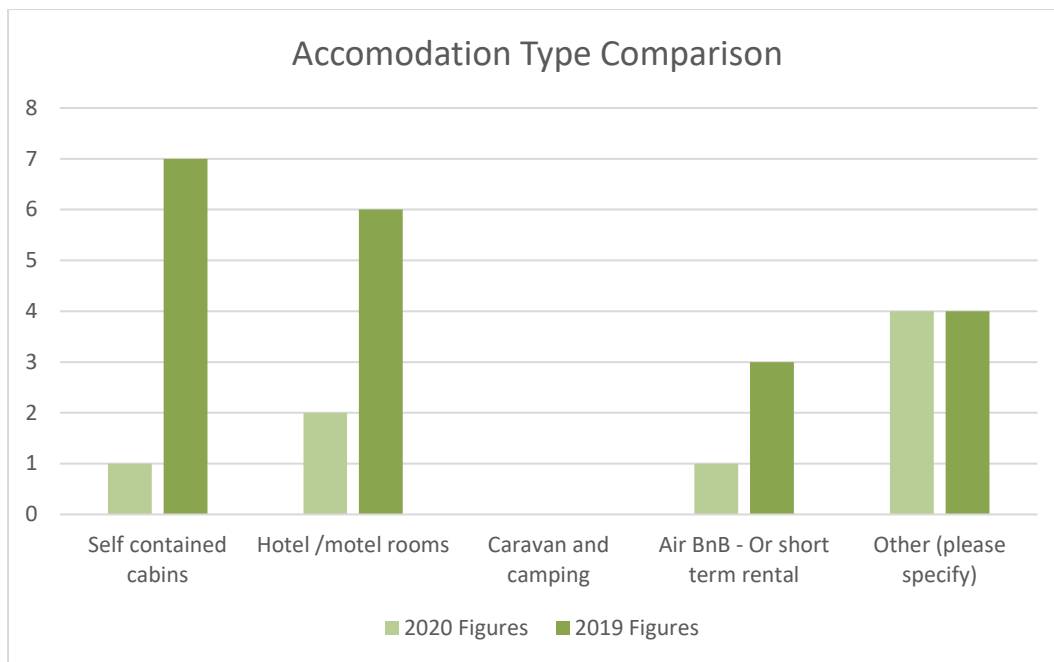
The following data was collected from just the accommodation businesses and was answered by 11 respondents, down on the previous survey which had 20.

Q13 asked the respondent to specify their accommodation business. Based on feedback received from the last survey, a new category was included, caravan and camping.

- 12.50% self-contained cabins
- 25% Hotel / motel rooms
- 0.00 Caravans and Camping
- 12.50% Air BNB
- 50% Other

Q13





Conclusion

There were eight respondents to the accommodation questions with half selecting 'Other' when identifying types of accommodation. Of those that stated other, two were a combination of camping, caravan and self-contained units, one could be counted as self-contained units and the remainder was guest house style accommodation.

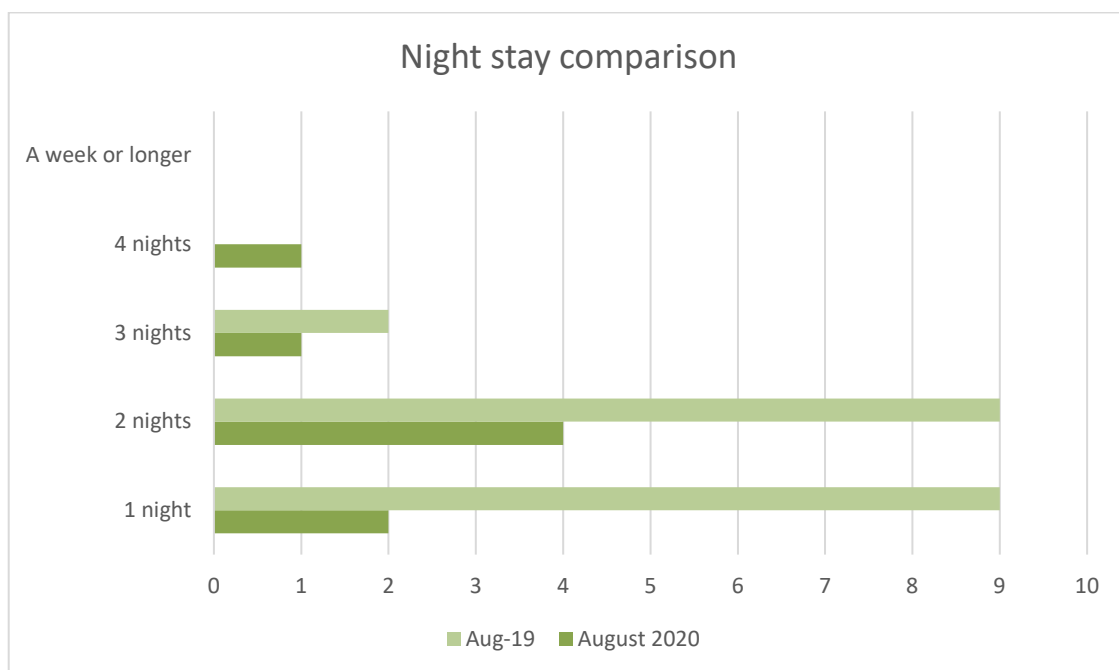
When this data is compared with last year it appears there was a drop in accommodation however this can be attributed to less respondents to the survey.

Night Stays

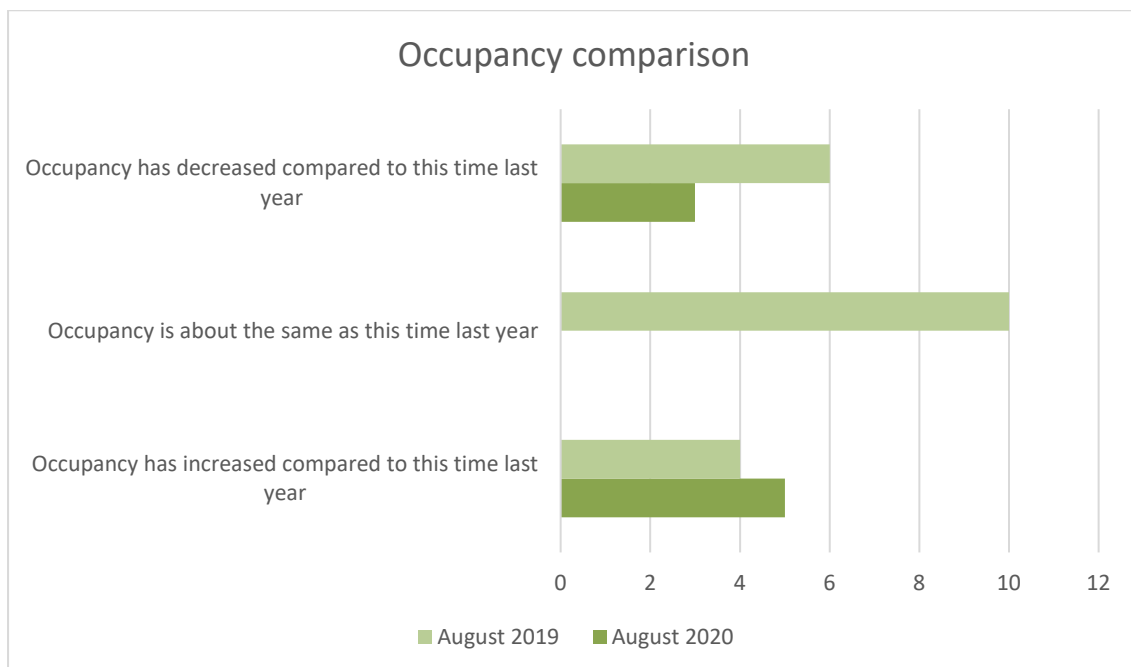
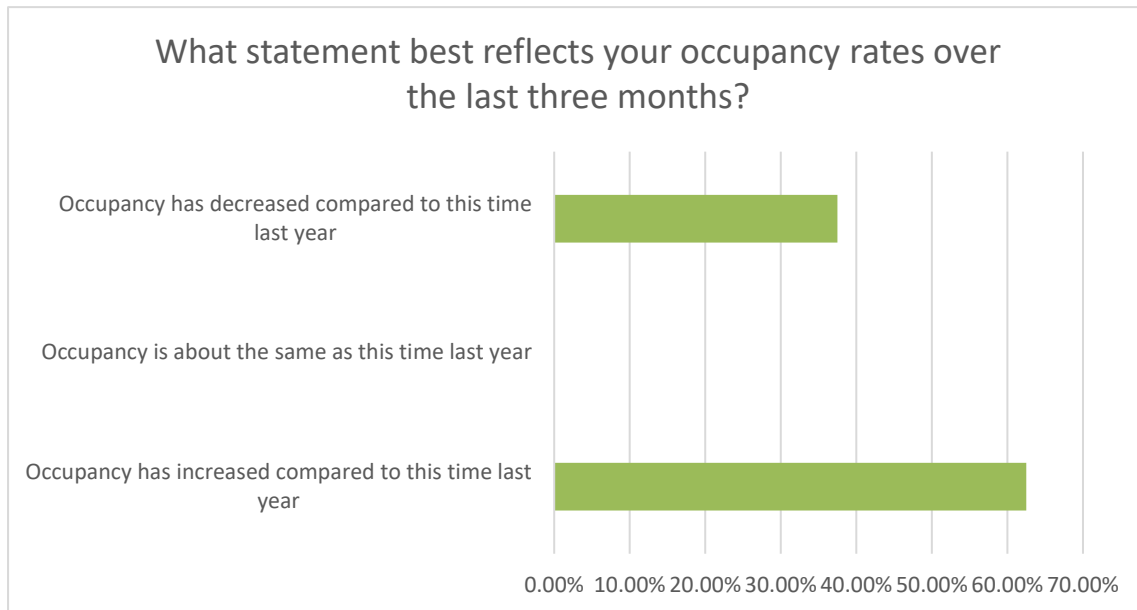
Q14, Q15, Q16 and Q17

The following data was collected from just the accommodation businesses and was answered by 8 respondents.

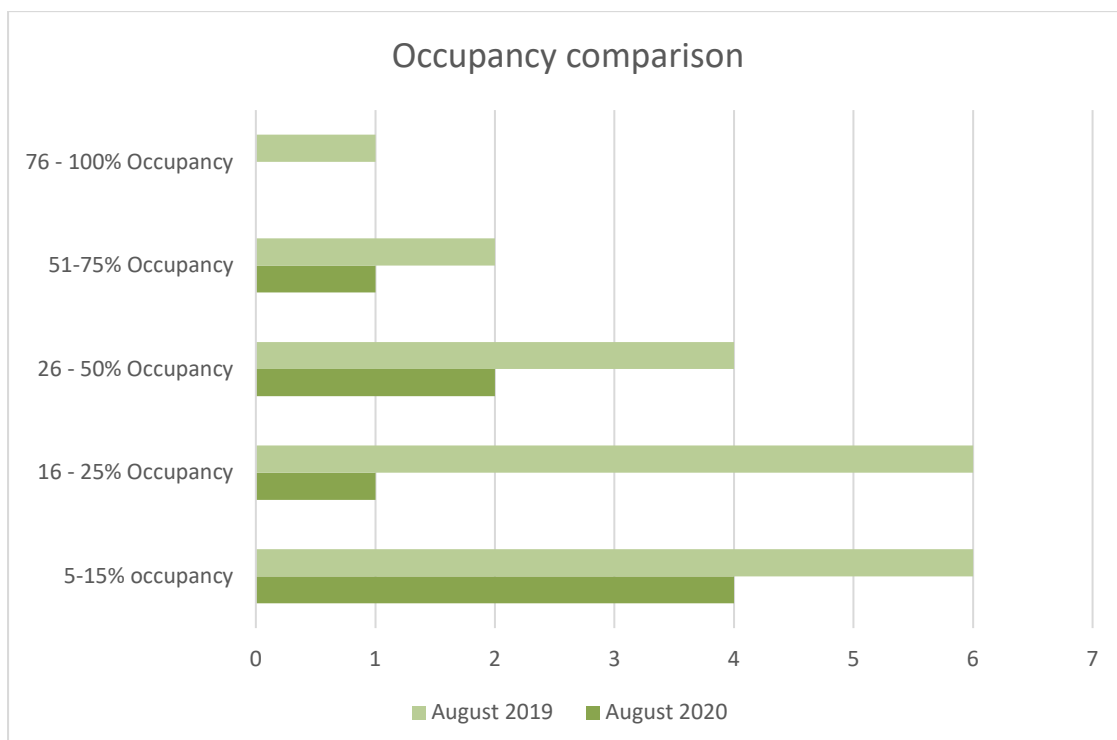
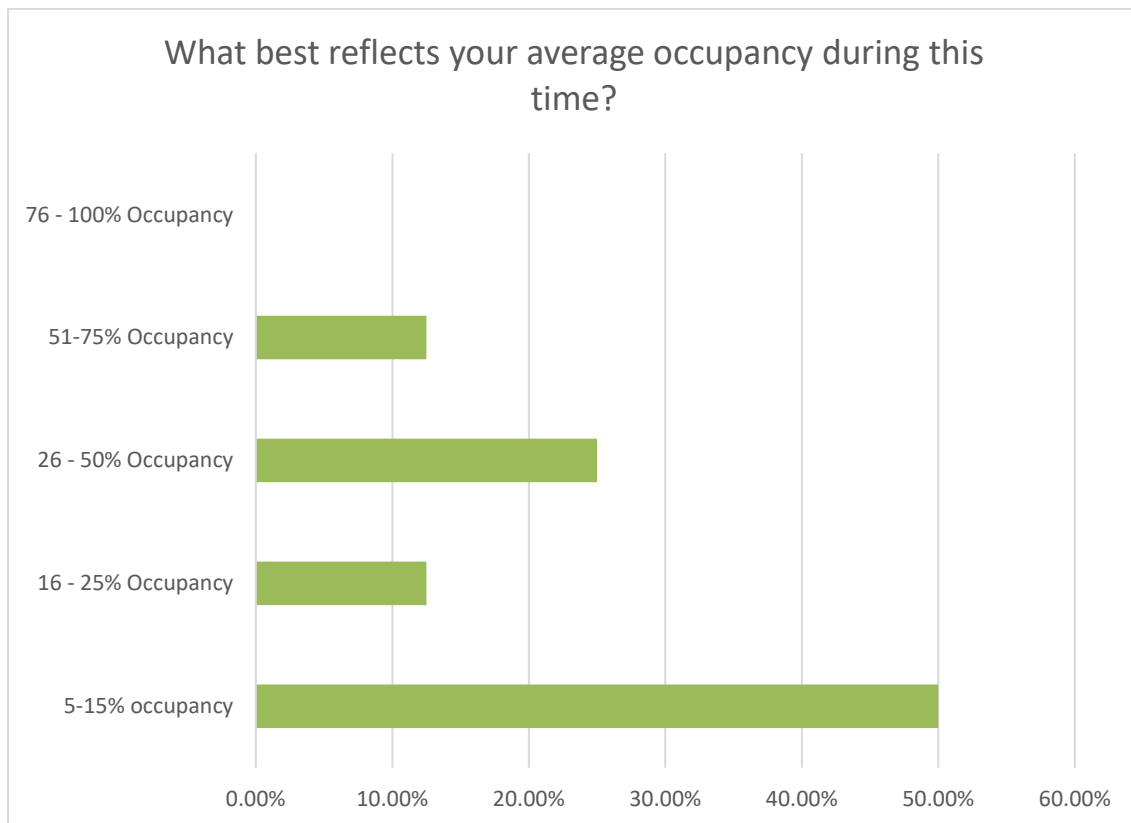
Q14



Q15



Q17



Conclusions

Of the eight accommodation businesses that answered these questions, 62% stated that they had seen an increase in occupancy over the winter period. This again validates the increased visitation businesses reported for the period.

While occupancy rates appear to be down when looking at the comparative data, again this can be attributed to the low response rate to the survey.

According to the data, around half the visitors stayed for minimum two nights.

Anything Further to Report

Q18

As this was an open question there is no graph to depict this data.

We received 5 responses to this question. All were positive comments on the trails and discussed that while the Easter period was slow due to COVID-19 lock down, the winter period saw the return of Tasmanians in droves which bolstered business lost over Easter.

The only negative comment was that visitors had complained to accommodation providers about the lack of eat-in / take away food options that were open and available.