



2017 HILLS SHIRE BUSINESS PERFORMANCE SENTIMENT INDEX

Delivering the pulse of local Hills Shire businesses



GROWING POPULATION IN 2017



Up 1.5% since 2016

ACTIVELY TRADING BUSINESSES IN 2017



Up 2% since 2016

ACTIVELY TRADING BUSINESSES IN 2017



Population:
167,993

ACTIVELY TRADING BUSINESSES IN 2017



Population:
167,993
Businesses:
20,385

ACTIVELY TRADING BUSINESSES IN 2017



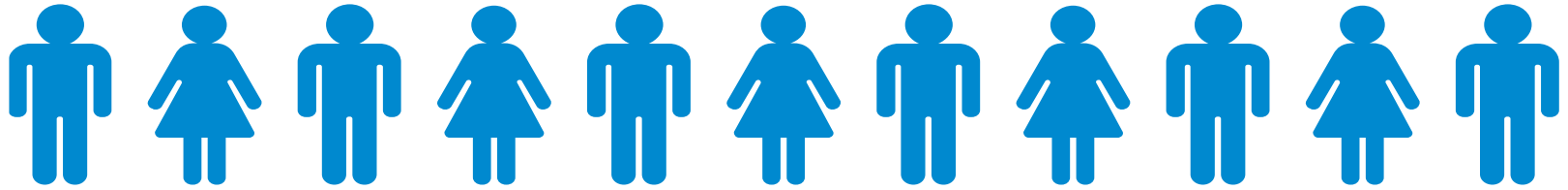
Population:
0.7%
Businesses:
1.0%

ACTIVELY TRADING BUSINESSES IN 2017



FOR EVERY

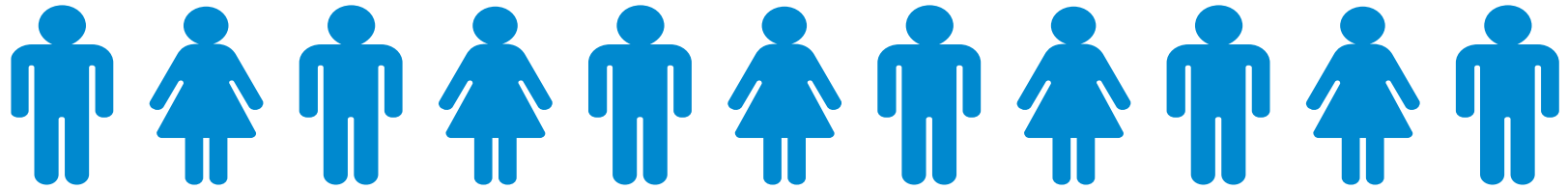
11



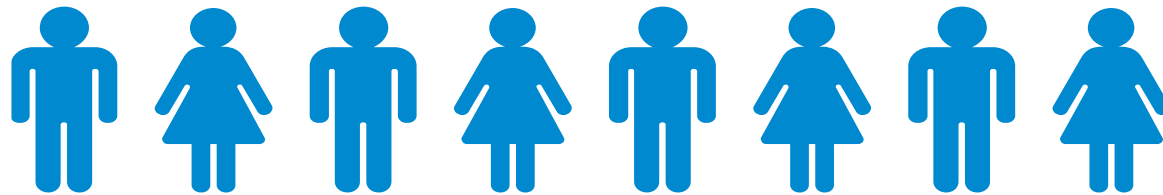
ACTIVELY TRADING BUSINESSES IN 2017



FOR EVERY **11**



FOR EVERY **8**



NUMBER OF BUSINESSES IN PAST YEAR

↑ 2%



NUMBER OF BUSINESSES IN PAST YEAR

↑ 2%



↑ 3%



NUMBER OF BUSINESSES IN PAST YEAR

↑ 2%



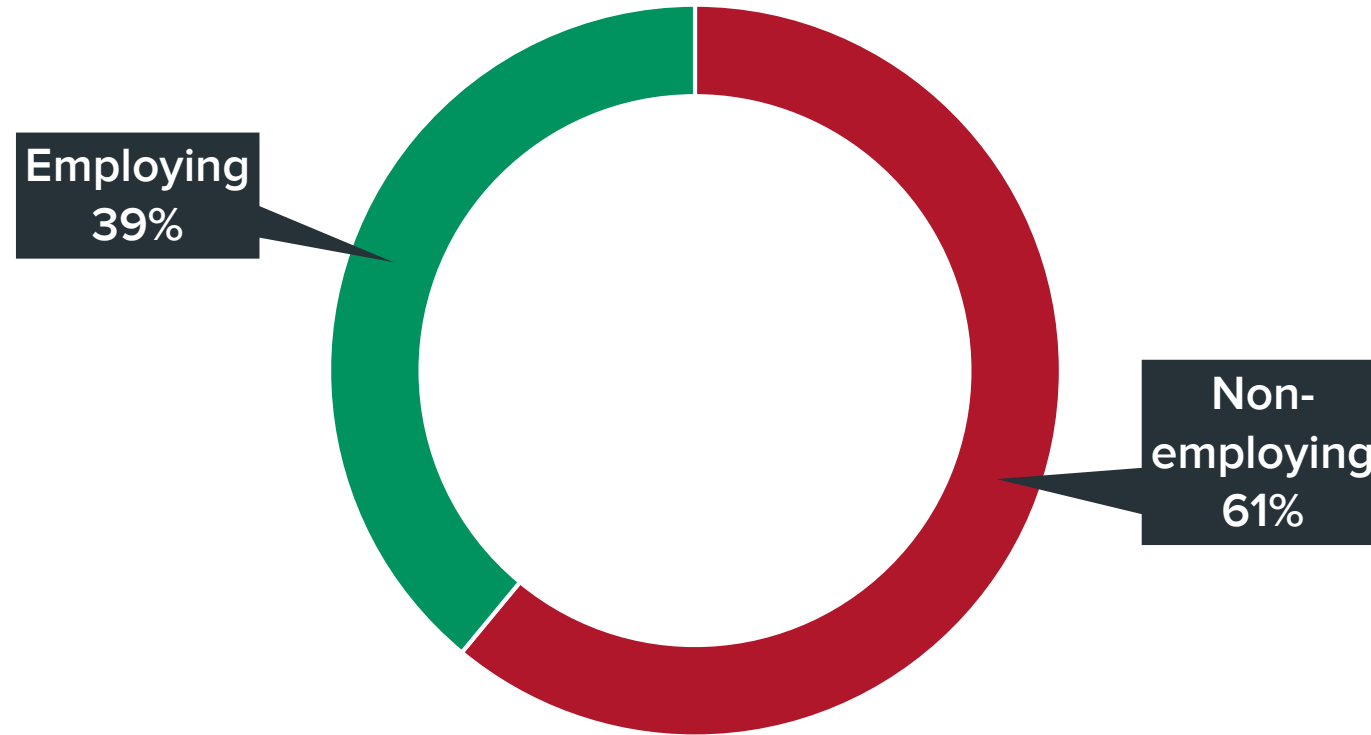
↑ 3%



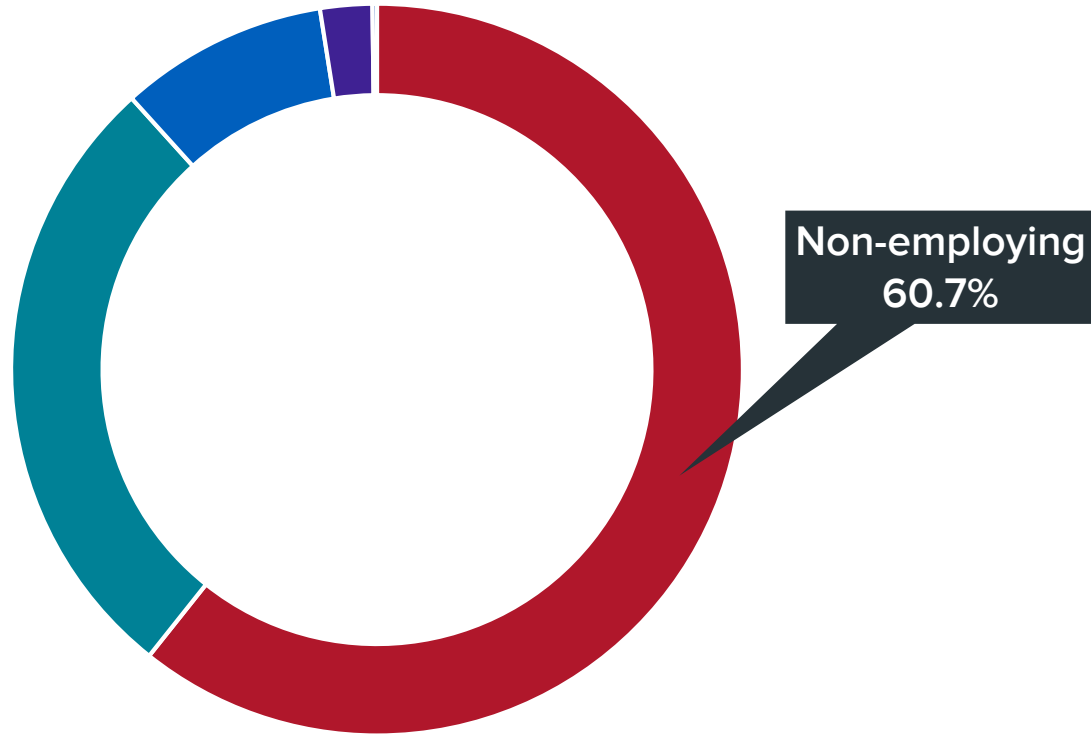
↑ 4.5%



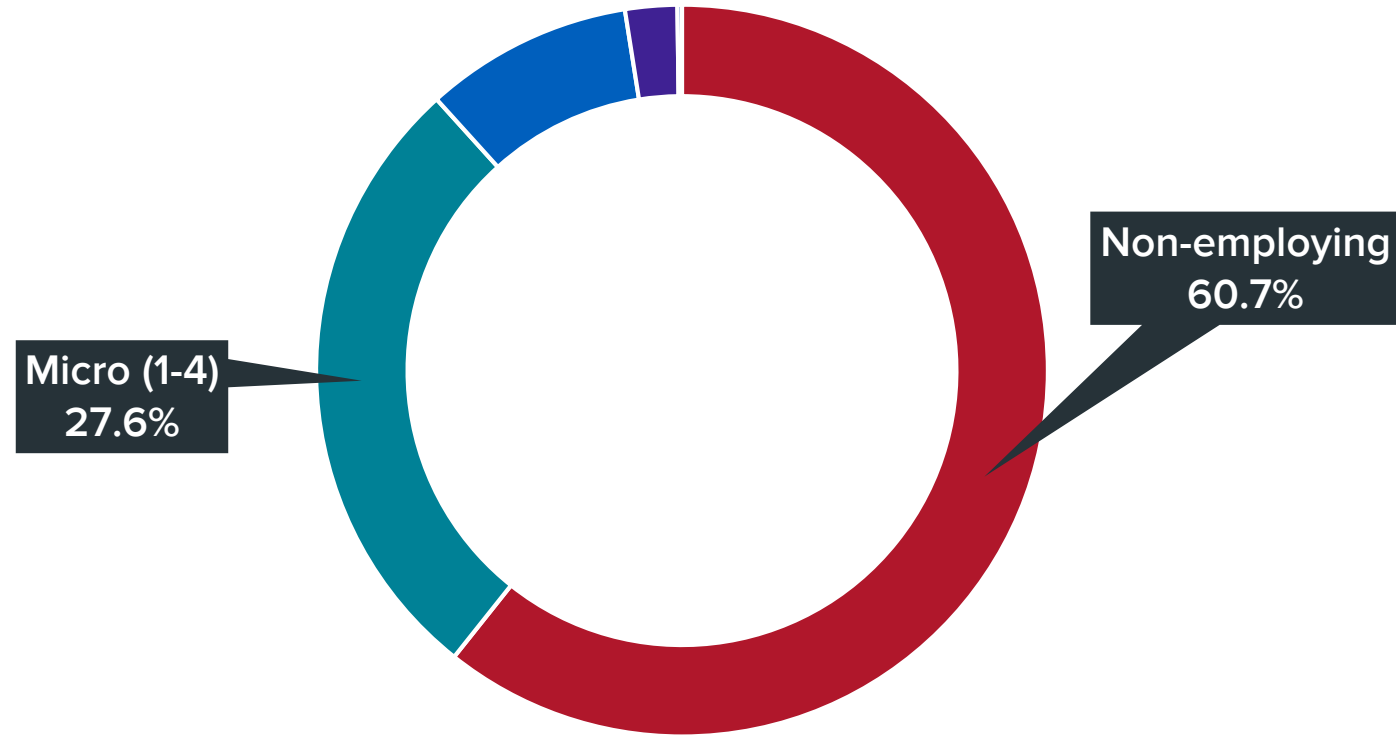
SMALL BUSINESS NATION



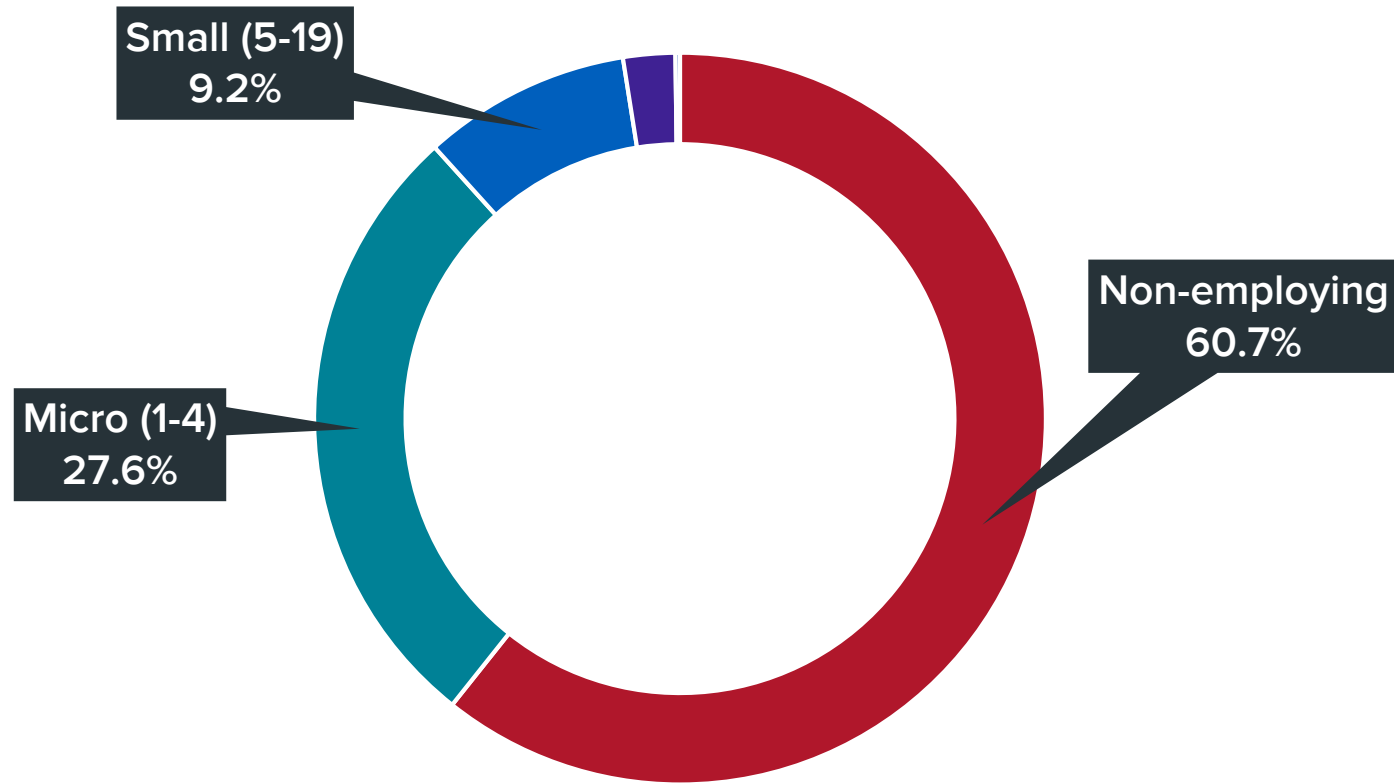
SMALL BUSINESS NATION



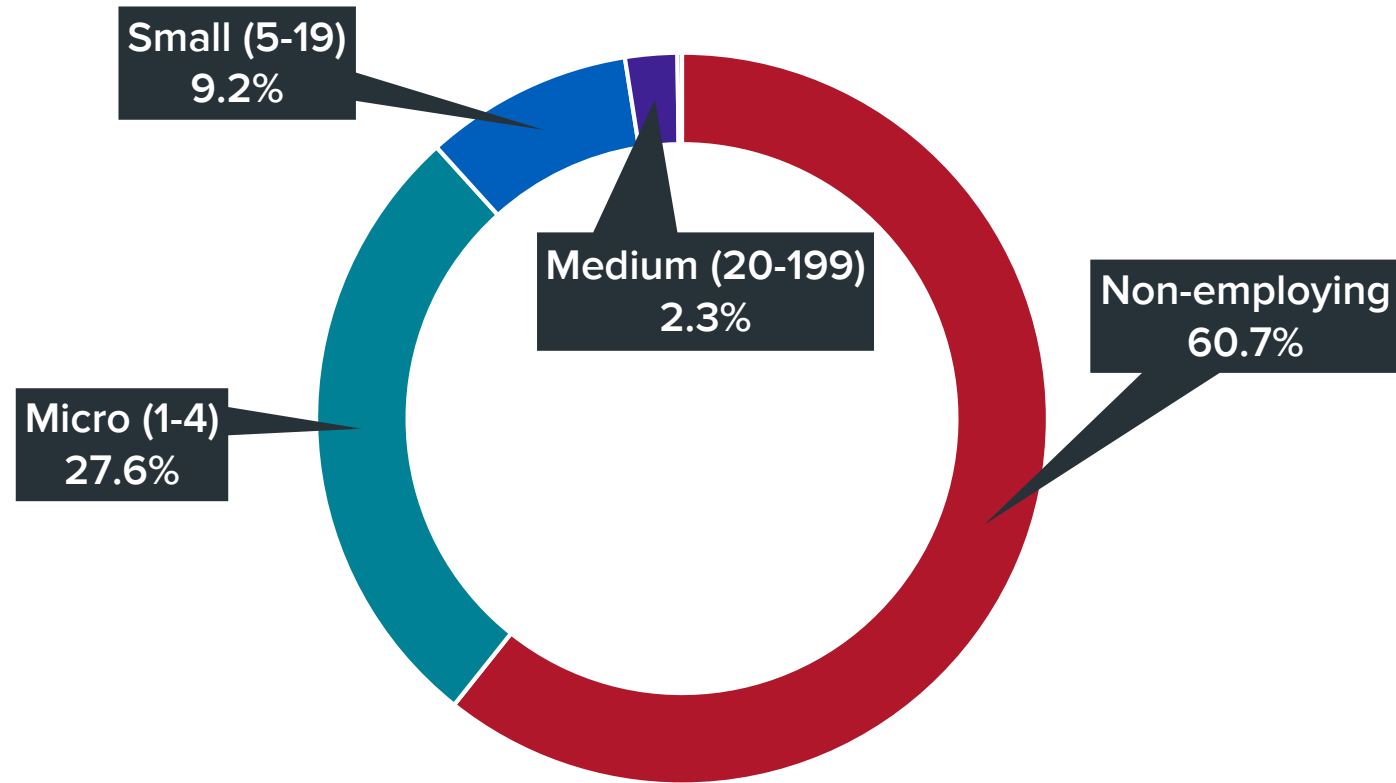
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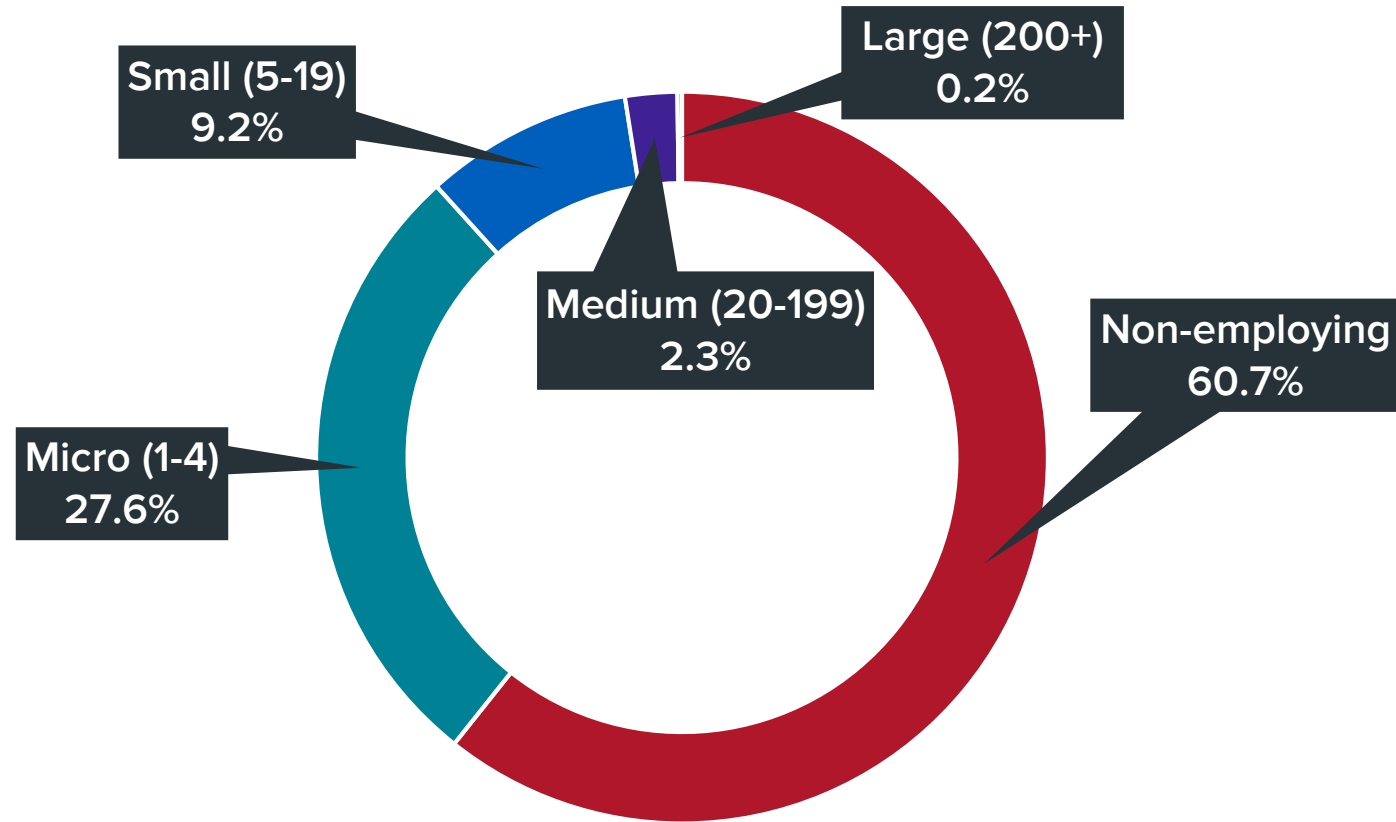
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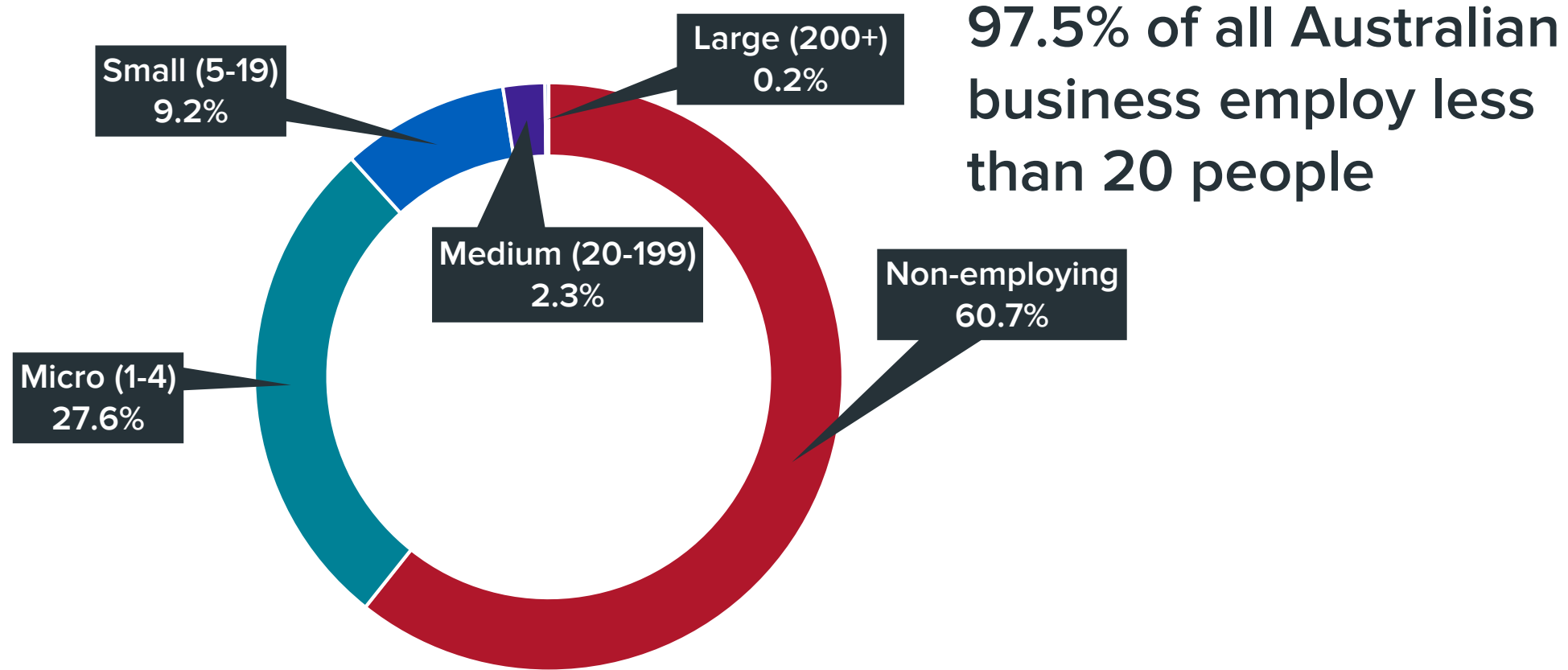
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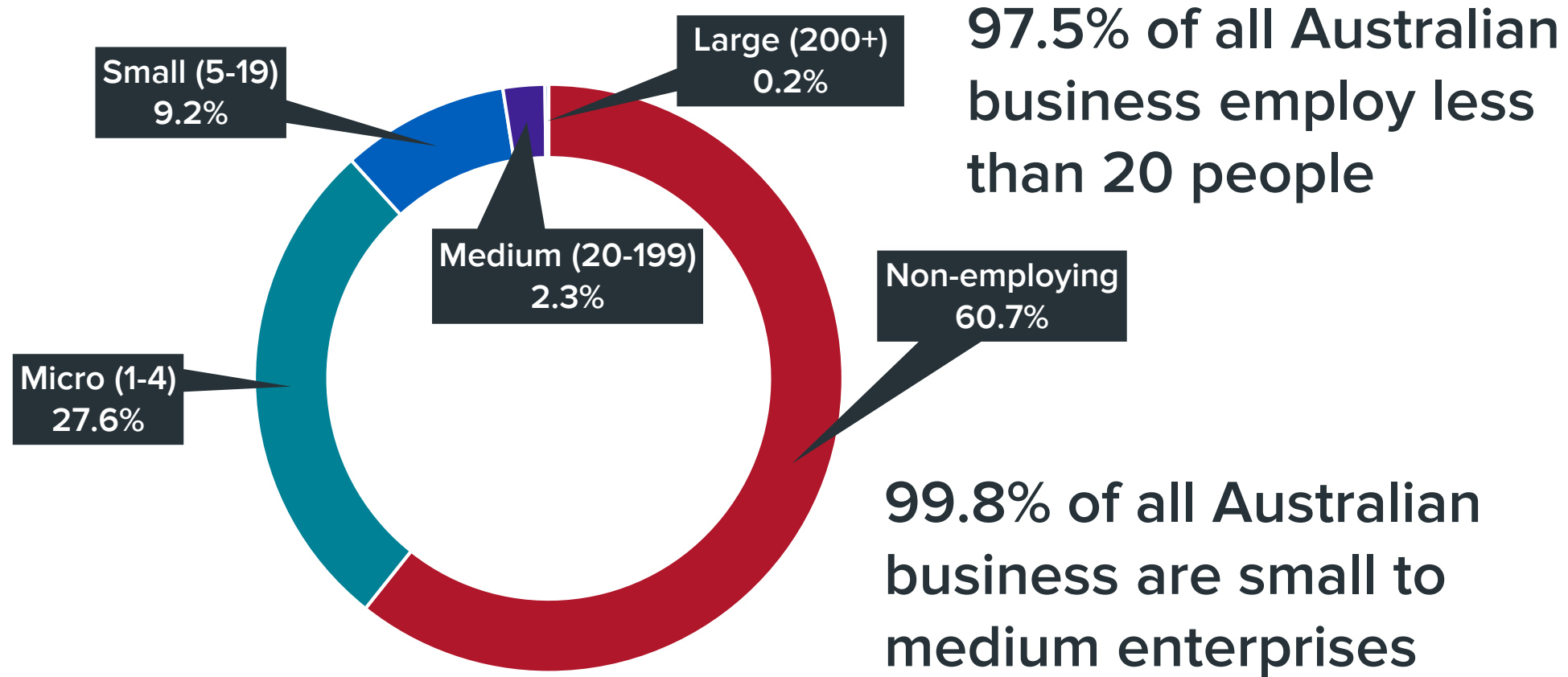
SMALL BUSINESS NATION



SMALL BUSINESS NATION



SMALL BUSINESS NATION



BUSINESSES STARTS AND EXITS (NSW)

BUSINESSES STARTS AND EXITS (NSW)

423 New start-ups every
business day

BUSINESSES STARTS AND EXITS (NSW)

423

New start-ups every
business day

3



BUSINESSES STARTS AND EXITS (NSW)

423

New start-ups every
business day

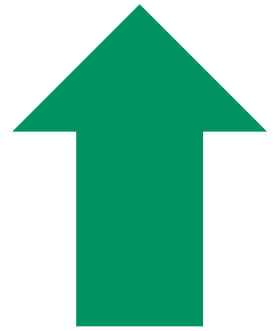
340

New closures every
business day

BUSINESSES STARTS AND EXITS (NSW)

423

New start-ups every
business day



12%

340

New closures every
business day

0.4%

SURVIVAL RATES (NSW)

SURVIVAL RATES (NSW)

4 year survival rate – all businesses



SURVIVAL RATES (NSW)

4 year survival rate – all businesses



4 year survival rate – new businesses



SURVIVAL RATES (NSW)

4 year survival rate – all businesses



4 year survival rate – new businesses



CONDITIONS

PERFORMANCE

SENTIMENT

CONDITIONS

Economic conditions

Local economy

National economy

Regulatory settings

Compliance

Policy settings

Infrastructure & locale

Local infrastructure

Business growth

Local outlook

PERFORMANCE

Earnings

Revenue

Profit

Cash flow

Expenses

Operational expenses

Capital expenses

Employment

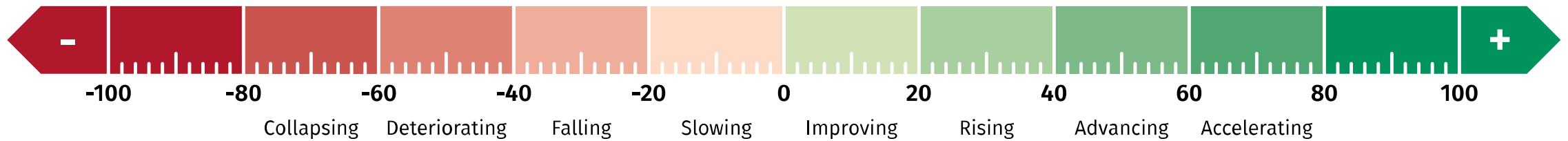
Staffing levels

Staff wages

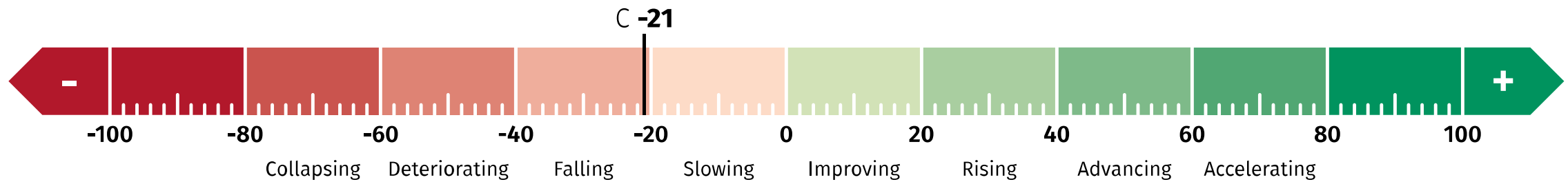
SENTIMENT

Economic outlook	National Revenue
Cost forecast	Expenses Staffing levels
Growth forecast	Profit Cash flow Expansion

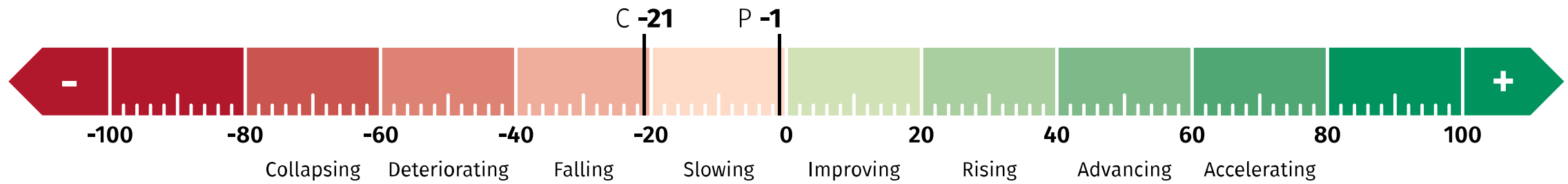
BUSINESS PSI



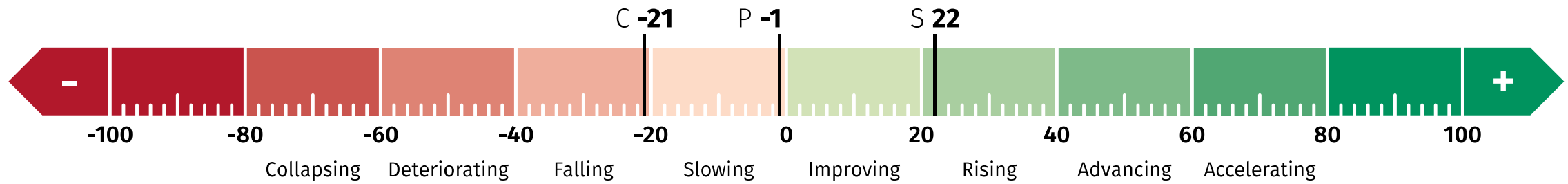
BUSINESS PSI



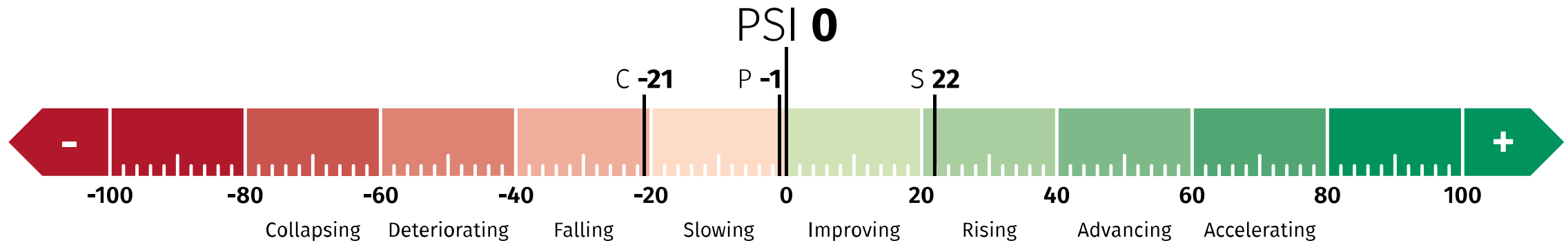
BUSINESS PSI



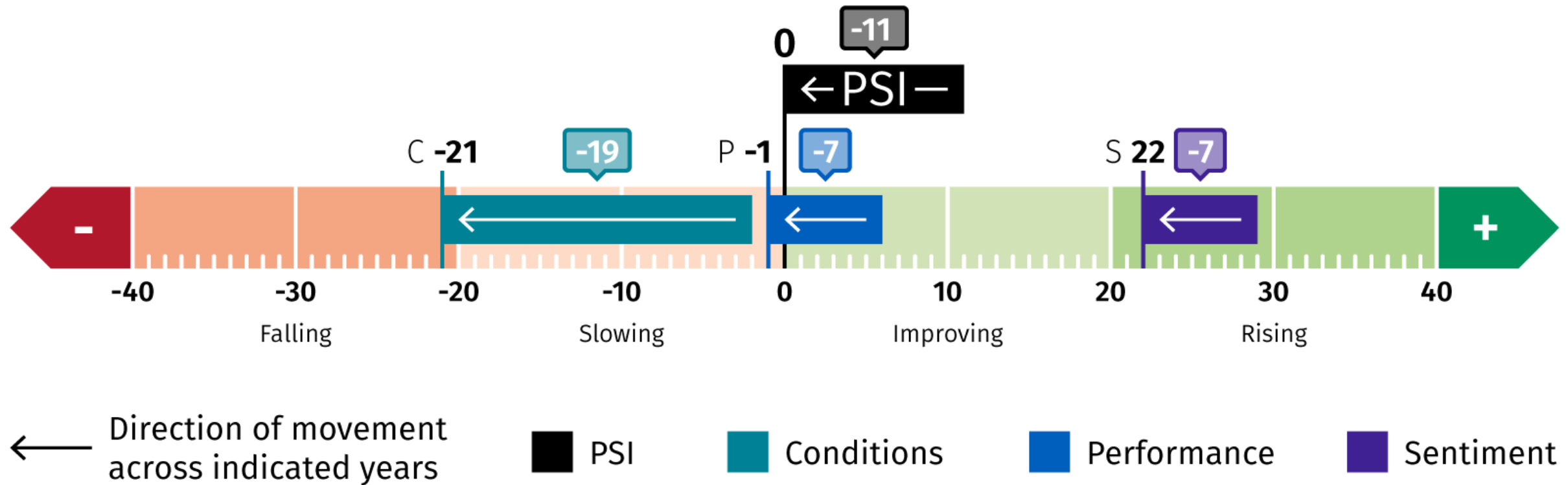
BUSINESS PSI



BUSINESS PSI



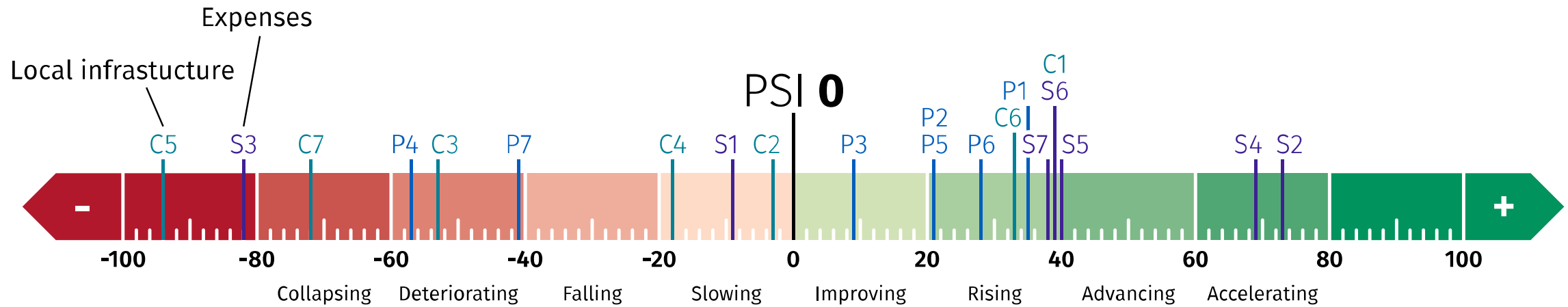
BUSINESS PSI – CHANGE FROM 2016



BUSINESS PSI



BUSINESS PSI



BUSINESS PSI



CHALLENGES FACING HILLS BUSINESSES

Travel

Difficulty in getting to and from work and to meet clients on our premises with the lack of available parking and horrendous travel situation in the Bella Vista Business precinct.



Staffing

Securing and affording quality staff and contract service providers



Costs

Wanting to expand but current commercial real estate prevents us from doing that. High pricing per square metre in the hills!

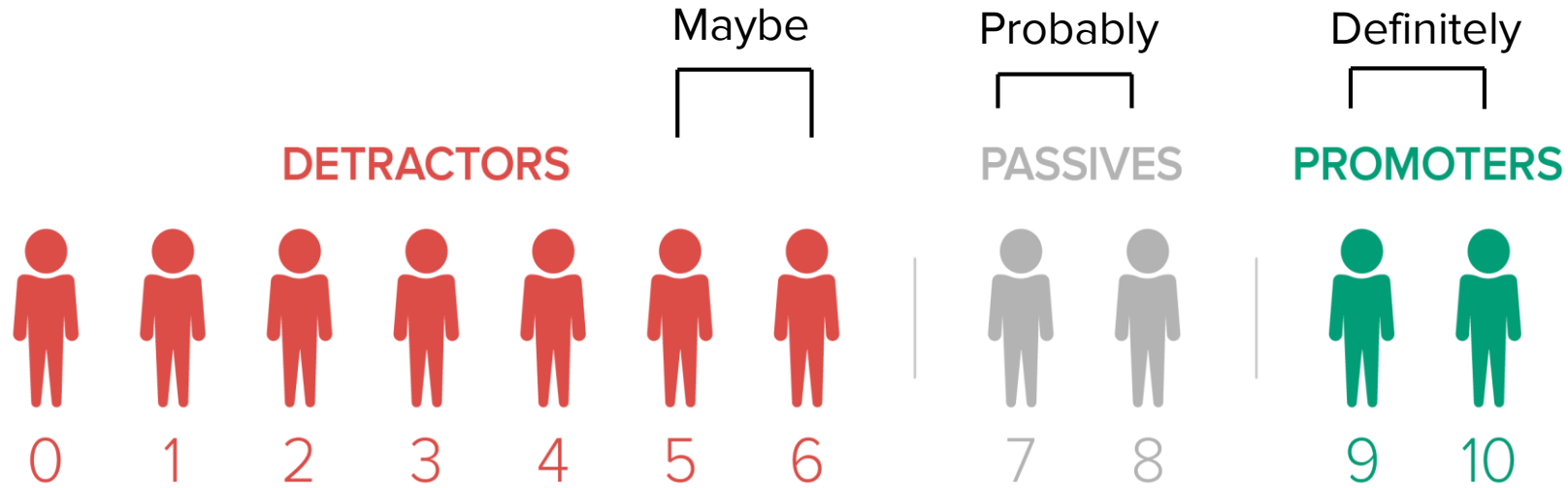


NET PROMOTER SCORE



$$\text{NET PROMOTER SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

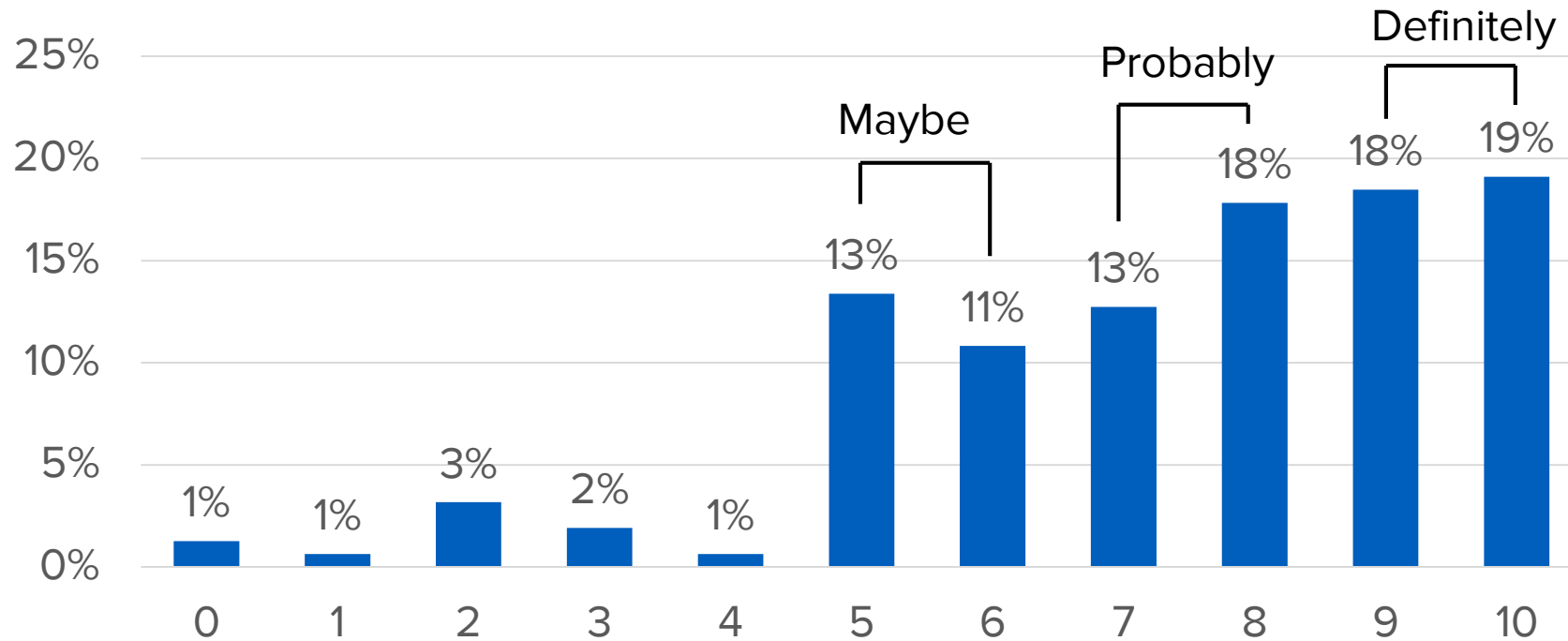
NET PROMOTER SCORE



$$\text{NET PROMOTER SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

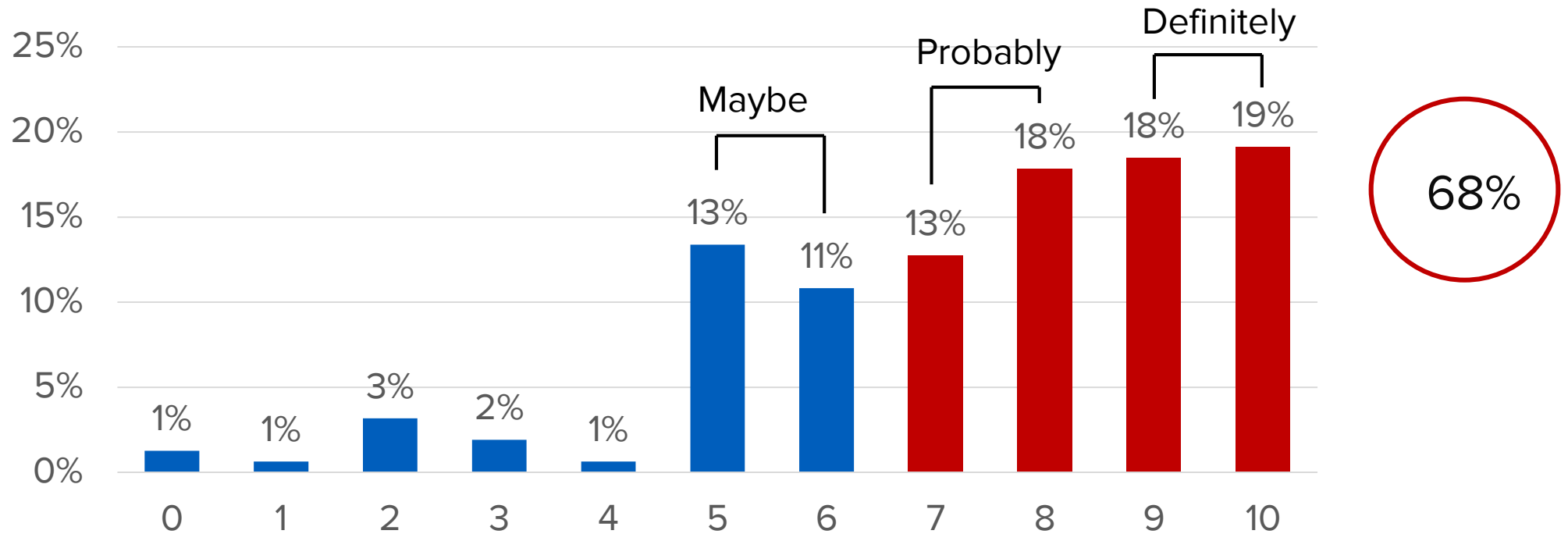
NET PROMOTER SCORE

On a scale of 0-10, how likely are you to recommend doing business in The Hills Shire to a friend or colleague?



NET PROMOTER SCORE

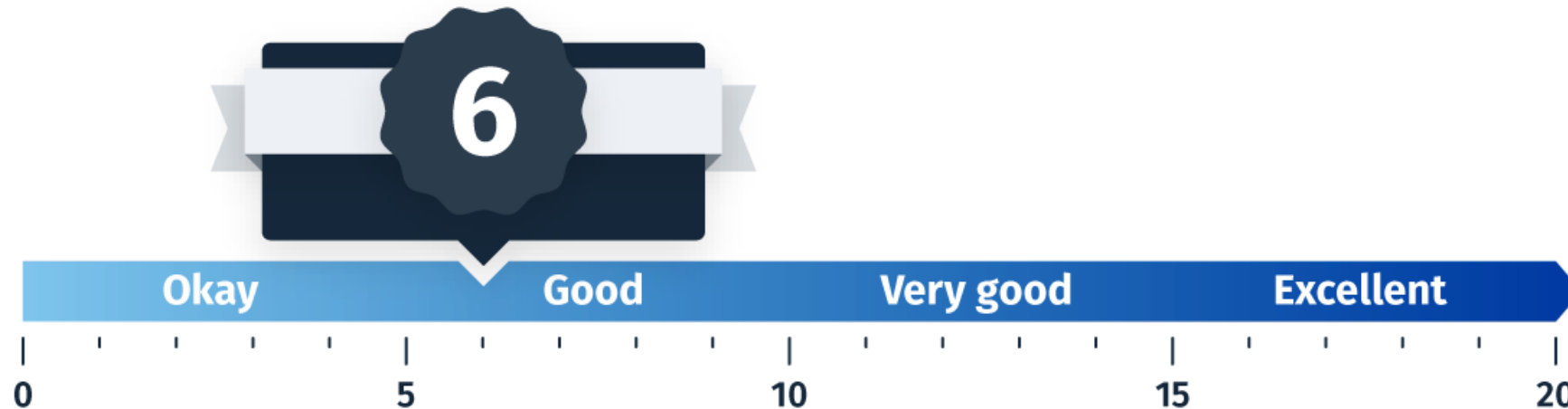
On a scale of 0-10, how likely are you to recommend doing business in The Hills Shire to a friend or colleague?



The Net Promoter Score for doing business in The Hills Shire in 2016 is **6**.

NET PROMOTER SCORE

The Net Promoter Score for doing business in The Hills Shire in 2016 is



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