

Casey Cardinia Business Survey 2014 Key Findings

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1. Introduction

The Casey Cardinia Business Survey 2014 was conducted in partnership with The City of Casey, Cardinia Shire Council and the Department of State Development and Business Innovation (DSDBI). It covers businesses in the Casey Cardinia region and provides a benchmark for future trend analysis. See Appendix One for a copy of the survey.

The survey was conducted to increase our understanding of the regional business community and assist us to enhance government services for businesses. A number of actions have already fallen out from the survey and have been actioned or are in the progress of being actioned. See Appendix Two for an outline of these actions. There are also on going advocacy activities that have come out of the survey e.g. advocacy to training organisations.

This Key Findings report was subsequently written with the intent that a broad range of people could read and use it for a variety of purposes; to inform, increase understanding, investigate opportunities, respond to challenges etc. The City of Casey, Cardinia Shire Council and the Department of State Development and Business Innovation hope readers find the report valuable and welcome the opportunity to discuss the findings further.

387 businesses responded to the survey; representing three per cent of businesses in the Casey Cardinia region. The findings are representative of all firms in the Casey Cardinia region to a ninety per cent level of confidence. Refer to Appendix Three for details of the survey's methodology.

Ninety-three per cent of respondents were small businesses, with less than 20 employees. Sixty five per cent were home-based businesses. A broad range of industries responded. See Appendix Four for the list of industries by respondent.

Survey findings paint a picture of a business community that is entrepreneurial, optimistic, growing and see population growth as an opportunity. The main obstacle that businesses identify is competition, despite their expected growth in customers. Overall, **growing** businesses in Casey Cardinia are more likely to be innovators, networkers and heavier users of IT than businesses that are **not growing**.

2. The business climate is viewed slightly favourably

Almost half (46%) of Casey Cardinia businesses view the present business climate as “somewhat positive” to “extremely positive”.

Thirteen per cent of businesses feel the closure of automotive manufacturers will indirectly effect sales. 645 people are employed in automotive and automotive parts manufacturing in Casey-Cardinia. (Changes in the automotive sector were surveyed as this was a special interest area that had recently emerged).

3. Businesses are growing

Three-quarters of firms aim to **grow the business** over the next five years and fourteen per cent of firms aim to **renew the business**. See Table 1. One third of firms that aim to grow or renew their business would be interested in discussing State Government support.

Table 1 Firms aim to grow and renew the business

Single aim	Growth	Stability	Renewal	Sell	Close	Succession
No. of firms	177	14	33	5	10	2
Per cent of firms	73	6	14	2	4	1

More firms that expect the closures of automobile manufactures to have an affect, than those who do not, aim to **stabilise their business** over the next five years.; 46 per cent of these firms compared to 14 per cent of all firms.

Businesses are strategic. More than half of respondents (58%) have a business plan and almost half (48%) also have a marketing plan. Among businesses with a business plan, there is a slight increase in the number of firms growing or renewing the business and a slight decrease in the number of firms aiming for stability. 135 (34.9%) of respondents had both a business plan and marketing plan.

Businesses see population growth as an opportunity and expect to access these opportunities at events and by networking. There were many other varied opportunities. See Attachment Five for the complete range of opportunities identified by business.

The main obstacle that people identify is competition, despite the expected growth in customers. Overall the top five obstacles identified were (in order of response rates) competition, obtaining finance, recruiting and retaining staff, marketing and advertising and maintaining work life balance.

4. Businesses that aim to grow or renew are purchasing assets

Nine out of ten firms that aim to expand or renew their business expect to purchase assets this year. Overall, asset purchases are small; two out of five firms are purchasing less than \$5,000 of assets and another two out of five are purchasing assets valued between \$5,000 and \$25,000. See Table 2.

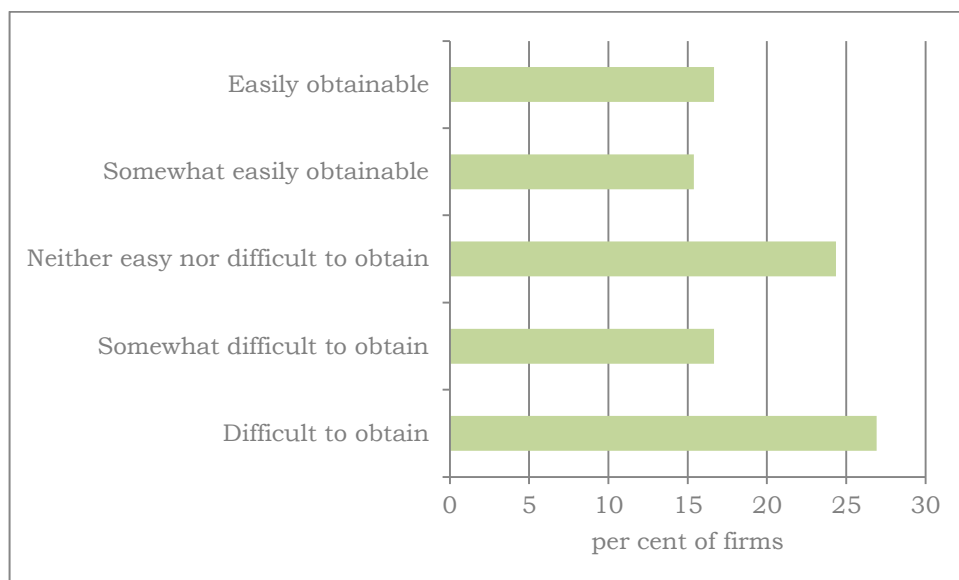
Table 2 Purchases of assets

	Firms	% total
Less than \$5,000	95	39.7
\$5,000 to \$25,000	92	38.5
\$25,000 to \$75,000	23	9.6
\$75,000 to \$150,000	18	7.5
\$150,000 to \$250,000	5	2.1
\$250,000 to \$750,000	3	1.3
\$750,000 to \$2,000,000	1	0.4
\$2,000,000 +	2	0.8
Total	239	

5. Obtaining debt and equity is slightly difficult

Obtaining debt and/or equity is slightly difficult and poses an obstacle to firms achieving their expansion plans. Firms that expect to purchase physical assets this year, find obtaining debt and equity slightly more difficult, on average, than all firms. See Chart 1.

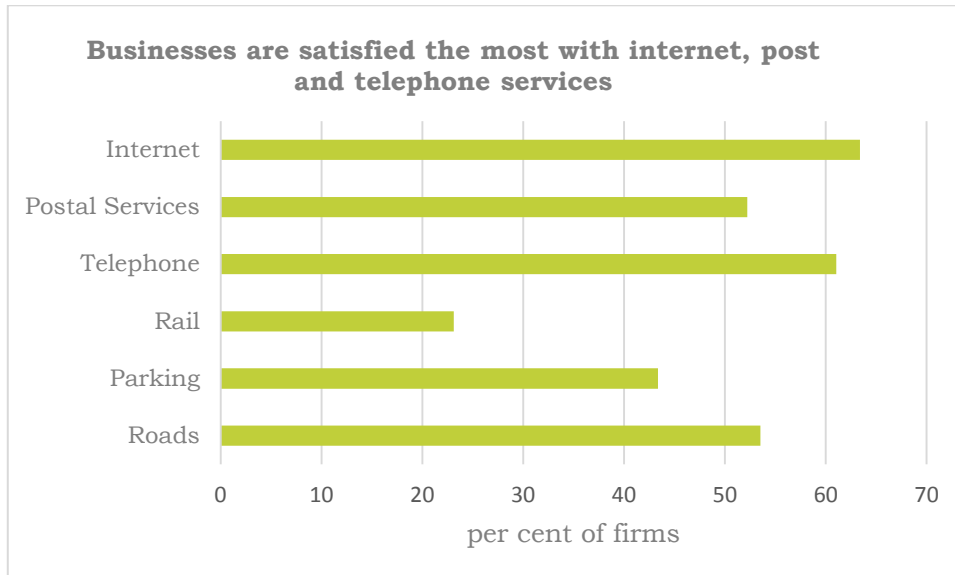
Chart 1.



6. Public infrastructure is moderately satisfactory

Public infrastructure provides businesses with access to customers and suppliers. In the Casey Cardinia region, 63 per cent of firms find internet connections satisfactory while 61 per cent find telephone connections satisfactory. Over half firms are satisfied with postal services. Roads, parking and rail are considered satisfactory for 53 per cent, 43 per cent and 23 per cent of firms respectively. See Chart 2.

Chart 2



7. Business incubators valued by home based businesses

Sixty five per cent of respondents were home-based businesses and at least half of these businesses felt that a business incubator would help with:

- networking and collaboration
- training and mentoring
- and
- support for marketing and administration

8. Firms are actively employing

Firms in Casey-Cardinia employ 64,486 people; with firms in the City of Casey employing 48,222 people, or three-quarters of the total. Firms in Cardinia Shire employ 16,264 people, or one-quarter of the total. (source: Australian Bureau of Statistics).

Staff increased by 5 per cent this year across all respondents which, compared to Australia overall, is a relatively large rise. See Table 3. Employment figures for Australia show an increase in employment of 0.9 per cent over the year to March 2014. Survey responses suggest that these figures include replacement employees.

Forty-four per cent were employed full-time. The remainder of employed are split equally between part-time and casual staff - a high count of casual and part-time employment.

Table 3 Firms are active employing

	Casey	Cardinia	Total
Employed	48,222	16,264	64,486
Respondents			384
Employees for respondents			5,374
New positions past 12 months			278
Positions filled by 15 years to 19 years			58
Positions filled by 50 years and over			60
Ease of filling vacancies 1 is easy, 5 is difficult			2.7
New positions to open over next 2 years			194
No. businesses with new positions expected over 2 years – per cent		44	

Vacancies were filled with “slight ease” over the past year and 48 per cent of firms found employees within the Casey Cardinia region.

When recruiting, employers found difficulties with applicants’ qualifications and skills (28% of difficulties), and experience (15%) and finding people in the area (15%). Eighteen per cent of businesses wanted information about assistance for employee training and recruitment.

The number of employees is expected to increase by 3.4 per cent over the next two years or increase 1.8 per cent each year. This is three times the rate of increase for Australia overall where, for the past four years, employment has increased an average of 0.5 per cent per year.

The comparative slower rate of hiring in Casey Cardinia over the next two years suggests that growth in sales is expected to slow from the past year.

9. Entrepreneurial activity is significant

Many firms are entrepreneurial; one out of five started up over the past year and more than two out of five are innovating. Professional, scientific and technical services (non-computer-related) are the largest group of innovators. Refer to Appendix Six for innovations by respondent.

Significantly, innovation and aims for the business are associated. See Table 4. Seventy businesses that responded are growing and innovating and twenty-one are renewing the business and innovating. The latter is twice the count of businesses that are renewing and not innovating.

Table 4 Innovating and aims for businesses are associated

Innovate	Grow	Stable	Renew	Sell	Close	Succession	Total
Yes	70	35	21	6	0	0	132
No	63	72	12	4	12	2	165
total	133	107	33	10	12	2	297

10. Use of IT is linked with innovation

Businesses that use information and communication technology more intensively are more likely to innovate. In Casey-Cardinia seventy two per cent of firms have a broadband internet connection and seventy seven per cent have a computer. Over half have a website and 42 per cent receive order electronically and 37 per cent place orders electronically.

Innovation is linked with the use of IT for respondents.

11. Increasing customers

For survey respondents, the three main methods of increasing customers are word of mouth, client referrals and networking. Almost half the firms (47%) use marketing as a means of increasing customers and 48 per cent of firms have a marketing plan. See Table 5.

Table 5 Methods used to increase customers

Count	Marketing	Networking	Personal calling	Client referrals	Advertising	Austrade	Networking overseas	Social media	Word of mouth
No. of firms	181	228	82	269	165	3	6	164	291
% of firms	47	59	21	70	43	1	2	43	76

Businesses find their customers, for the most part, in Melbourne's South-East and in the Casey Cardinia area. Fifteen per cent of firms have internet sales, which is low considering the high internet access.

Nine per cent of firms export. This is a low figure compared to Australia as a whole where 18 per cent of firms export. (Source: National Accounts, Australian Bureau of Statistics). Six per cent of firms not exporting are thinking about exporting in the next two years. Half of these want government information about exporting.

Firms that are considering exporting feel they face a number of challenges including the exchange rate, un competitive pricing, low reliability of customers and payment, customs regulations, start-up capital and financing, lack of knowledge of taxation regulations and laws in other countries, finding clients, postage and freight costs and cultural differences.

12. Firms network or want to network

56 per cent of firms network and 19 per cent of firms are members of the Casey Cardinia Business Group. This is positive, as firms that network are more likely to feel that collaboration assists in developing leadership and professional skills.

Innovation and networking are also linked. Firms that network, are more likely to innovate. 59 per cent of firms that network innovate.

Networking and aims for the business are also associated. More firms that aim to grow or renew the business network than are not networking; 107 firms that aim to grow the firm are networking and 70 firms that aim to grow the business are not networking. See Appendix Seven for ways respondents network.

13. Participation in Councils' economic development services

Half of the firms participate in Councils' economic development services, including networking events and business training workshops, with more than half wanting information about these services. The Casey Cardinia Business Breakfast is the most utilised service.

Fifty-three per cent of businesses want information about grants to improve the efficiency of energy and water use and to reduce waste. Twenty to twenty five per cent also want workshops and information sessions, printed materials and energy and waste audits to help their businesses.

Finally, fourteen per cent of businesses want information about Cardinia Shire Council's initiative to improve staff health.

Appendix One – Copy of survey tool

Casey Cardinia business survey 2014

Cardinia Shire Council and the City of Casey wish to understand more about your business to improve the services we provide you. You are invited to take part in this survey which should take about 10 minutes to complete.

1. How long has the firm been open for business?

- 0 - 1 year
- 1 year - 4 years
- 5 years - 9 years
- 10 years or more

2. What products or services does your business offer?

3. Is the business a home-based business?

- Yes
- No

4. In which of the following locations are your customers?

- Cardinia Shire
- City of Casey
- South-east of Melbourne
- Other areas of Melbourne
- Other capital cities
- Rest of Australia
- Other countries
- Internet

5. If you have no customers overseas, are you considering exporting in the next two years?

- Yes
- No
- Unsure

6. If your answer to Q. 5 is Yes, describe any challenges to exporting your goods/services.

7. Would you like information about government assistance for exporting?

- Yes
- No, not at this time

8. How do you increase the number of customers? Tick each that applies.

- Marketing
- Networking
- Personal calling
- Client referrals
- Advertising
- Austrade
- Networking overseas
- Social media
- Word of mouth
- Other (please specify)

9. Do you have a marketing plan for your business?

- Yes
- No

10. Do you think that the following services and infrastructure are satisfactory to the running of your business? Tick each that applies.

- Roads
- Parking
- Rail
- Telephone
- Postal Services
- Internet

11. How many people do you employ?

- Full time
- Part time
- Casual

12. How many new positions, excluding replacement employees, were created in the last twelve months?

13. How many new positions created over the past twelve months were for people 15- 19 years old?

14. How many new positions created over the past twelve months were for people over 50 years old?

15. How would you describe filling vacancies over the past twelve months?

- Easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Difficult

If you answer is difficult or somewhat difficult, please specify:

16. Do you expect to employ more people over the next 2 years?

Yes

No

If your answer is yes, how many?

17. Can you find new employees with the right skills in Cardinia Shire and the City of Casey?

Yes

No

Unsure

If your answer is no, which positions were you unable to fill from people living in the Casey Cardinia region?

18. Would you like to receive information about assistance for employee training and/or recruitment?

Yes

No, not at this time

19. What are the aims for the business for the next five years? Tick the one that most closely matches.

Growing the business

Stability

Renewing the business (e.g. new location, new products, new direction)

Selling the business

Closing the business

Family succession

20. If the aim is to grow or renew the business, what are the main opportunities and obstacles for growing the business?

Opportunities

Obstacles

21. If the aim is to grow or renew the business, what is allocated for capital expenditure for this year?

Less than \$5,000

\$5,000 - \$25,000

\$25001 - \$75,000

\$75001 - \$150,000

\$150,001 - \$250,000

\$250,001 - \$750,000

\$750,001 - \$2,000,000

\$2,000,000 +

22. Do you have a business plan?

Yes

No

23. Would you like a person from government (Council, State and/or Federal government) to discuss potential support to grow or renew your business?

Yes

No, not at this time

24. How do you view the present business climate?

Extremely positive

Somewhat positive

Neither positive nor negative

Somewhat negative

Extremely negative

25. Looking outside your business, what opportunities do you see will complement the development of your industry?

26. Will the recent decision by Ford, Holden and Toyota to stop manufacturing in Australia affect your business?

Yes

No

Unsure

27. If your answer to Q. 26 is Yes, please describe the expected impact and how your business will respond to this impact?

28. What information technology does the business use? Tick each that applies.

Computer

Internet with a dial up connection

Internet with a broadband connection

Website

Receive orders online and/or by email

Place orders online and/or by email

Other (please specify)

29. Innovations can significantly grow a business. By innovation we mean developing a new product or process, a new organisational structure or a new marketing approach. Is your business currently innovating?

Yes

No

30. If your answer to Q. 29 is Yes, in which area is the innovation new?

The firm

The industry Australia

The world

Please describe the innovation.

31. Have you collaborated with another organisation(s) in this innovation?

- Yes
- No

32. How easy is it to obtain loans and/or new equity for your business? By new equity we mean offering a share in the business e. g. a new business partner or venture capital.

- Easily obtainable
- Somewhat easily obtainable
- Neither easy nor difficult to obtain
- Somewhat difficult to obtain
- Difficult to obtain
- Not sought

33. Are you aware of Victorian Government support and grants for small business?

- Yes
- No

34. A business incubator provides office space and support for people to grow their business. If your business is home-based, would you access a business incubator for any of the following? Tick each that applies.

- Office facilities
- Networking / collaborating opportunities
- Business training / mentoring opportunities
- Marketing and administration support
- Research and development support
- The business is not home-based
- Other (please specify)

35. Do you think that collaboration with firms in your industry helps with professional development and leadership?

- Yes
- No
- Unsure

36. Is the business engaged in networking activities?

- Yes
- No

If your answer is Yes, please describe the networking.

37. Are you a member of the Casey-Cardinia Business Group?

- Yes
- No

38. If your answer to Q. 37 is No, do you want to be engaged in networking activities?

- Yes
- No
- Unsure

39. Which, if any of the Economic Development services provided by Cardinia Shire Council or the City of Casey have you utilised over the last 2 years? Tick if value was gained.

- Cardinia's Business Connections Newsletter
- Casey's inBusiness newsletter
- Cardinia Business Awards
- Casey Business Awards
- Casey Cardinia Business Breakfast
- Casey Mentoring Program
- Cardinia or Casey On-line Business Register
- Cardinia Business Partnership Program
- Business Training Workshops
- We did not use any of these services
- Other (please specify)

40. Would you like to receive information about Cardinia's or Casey's Economic Development Unit services that are available to you?

- Yes
- No, not at this time

41. The increasing cost of energy is an important issue. How can the Cardinia Shire Council, the City of Casey and the State Government assist you to cut energy costs, improve energy and water efficiency and reduce waste?

- Grants information
- Information sessions and workshops
- Energy, water and waste audits
- Printed information
- The provision of energy and water efficient products
- Other (please specify)

42. Cardinia Shire Council has a team that helps businesses improve the health of their staff. Would you like information about this initiative?

- Yes
- No, not at this time
- Our business is not located in Cardinia Shire.

43. Select the category from the list below that best fits the activity of the business. The list is in alphabetical order and the main categories are in bold.

Agriculture, forestry and fishing

Agriculture, Forestry and Fishing Support Services
Aquaculture
Fishing, Hunting and Trapping
Forestry and Logging

Accommodation

Construction

Arts and recreation

Creative and Performing Arts Activities
Gambling Activities
Heritage Activities
Sports and Recreation Activities

Construction

Building

Building Cleaning, Pest Control and Other Support Services

Construction Services

Education

Adult, Community and Other
Preschool and School
Tertiary

Energy and water supply and waste

Electricity
Gas
Sewerage and Drainage Services
Waste Collection, Treatment and Disposal Services
Water

Finance and insurance

Auxiliary Finance and Insurance Services
Finance Services
Insurance and Superannuation Funds

Food Services

Health care and social assistance

Hospital services
Medical and Other Health Care Services
Residential Care Services
Social Assistance Services

Information media and telecommunications

Broadcasting (except Internet)
Internet Publishing and Broadcasting
Internet Service Providers, Web Search Portals and Data Processing Services
Library and Other Information Services
Motion Picture and Sound Recording Activities
Publishing (except Internet and Music Publishing)
Telecommunications Services

Manufacturing

Basic Chemical and Chemical Product
Beverage and Tobacco Product
Fabricated Metal Product Manufacturing
Transport Equipment
Food Products
Furniture and Other
Petroleum and Coal Product

Polymer Product and Rubber Product
Primary Metal and Metal Product
Printing (including the Reproduction of Recorded Media)
Pulp, Paper and Converted Paper Product
Machinery and Equipment
Non-Metallic Mineral Product
Textile, Leather, Clothing and Footwear
Wood Product

Mining and extraction

Coal
Oil and Gas
Non-Metallic Mineral Mining and Quarrying Exploration and Other Mining Support Services
Metal Ore

Professional, Scientific and Technical Services

Computer System Design and Related Services
Other Professional, Scientific and Technical Services

Public Administration and Safety

Public Administration
Public Order, Safety and Regulatory Services

Rental, Hiring and Real Estate Services

Property Operators and Real Estate Services
Rental and Hiring Services (except Real Estate)

Retailing

Food
Fuel
Motor Vehicle and Motor Vehicle Parts
Non-Store and Commission-Based Buying and/or Selling
Other Store-Based

Transport

Air and Space Other
Postal and Courier Pick-up and Delivery
Services Road
Rail
Transport Support Services
Water

Warehousing and Storage Services

Wholesaling

Basic Material
Commission-Based
Grocery, Liquor and Tobacco Product
Machinery and Equipment
Motor Vehicle and Motor Vehicle Parts
Other Goods

44. Thank you for completing our business survey. In order to go into the draw to win an I-Pad Mini please submit your contact details here.

Name
Company Name
Phone
Email
Postal Address
Post Code
Website

Please type Yes here if you want us to keep in contact with you - especially if you requested information in an earlier question(s).

Privacy Statement

Personal information collected via this survey will be held securely, treated as confidential and used for the purpose intended or stated on the form in accordance with the Information Privacy Act 2000. It may be released if required by law/legislation.

Requests for access to and/or correction of your personal information should be made to the Cardinia Shire Council's Privacy Officer on 1300 787 624.

Appendix Two

Actions addressing issues highlighted in the survey.

Issue	Action	Timing
Casey Cardinia Business Breakfast series viewed as most used service.	Build on Casey Cardinia Business Breakfast series. Ensure series remains vibrant and relevant especially by investing in quality speakers.	On-going
Cardinia Shire Council's Business newsletter has lowest engagement by survey respondents.	A quarterly newsletter appears not to be timely for business. Discuss strategy with Cardinia Shire Council's Communication's unit.	In progress
Obtaining debt and/or equity is slightly difficult and poses an obstacle to firms achieving their expansion plans.	Deliver workshop for businesses to learn how they can obtain finance better. Particularly invite those respondents who responded that it was difficult to obtain finance.	2014-2015
Seventy five per cent of respondents network but are not members of the Casey Cardinia Business Group (CCBG).	Share the survey results with the CCBG.	Completed
Half of firms want information about government services for business.	Contact these respondents with information.	Completed
Eighteen per cent of respondents requested assistance with employee training and recruitment.	Provide business training.	2014-2015
Over half of respondents, considering exporting, want government information about exporting.		

Appendix Three

Survey Methodology

Firms in the Casey Cardinia region were asked in a survey about the characteristics of the business, the aim for the next five years, employees, expected expansion through capital expenditure and new employees, innovations, networking and working with other firms, and participation in the council economic development services.

The questionnaire was sent via email. The responses are from a random sample and were collated electronically in the software *Survey Monkey*.

387 businesses responded. This represents 3 per cent of businesses in the Casey Cardinia region and they employ 8 per cent of employees. Completed responses are 2.1 per cent of businesses in the Casey Cardinia region.

The distribution of the size of firms that responded is close to identical to the distribution of the size of businesses in Casey Cardinia.

The findings represent all firms in the Casey Cardinia region to a 90 per cent level of confidence. The findings represent all firms to more than an accepted level of accuracy.

Appendix Four

Industries of respondents

<i>Agriculture, forestry and fishing and hunting</i>	
Agriculture	14
Agriculture, Forestry and Fishing Support Services	11
Fishing, Hunting and Trapping	1
Forestry and Logging	3
<i>Accommodation</i>	3
<i>Construction</i>	3
<i>Arts and recreation</i>	8
Creative and Performing Arts Activities	9
Sports and Recreation Activities	10
<i>Construction</i>	
Building	24
Building Cleaning, Pest Control and Other Support Services	12
Construction Services	16
<i>Education</i>	
Adult, Community and Other	10
Preschool and School	10
Tertiary	2
<i>Energy and water supply and waste</i>	
Electricity	2
Gas	3
Sewerage and Drainage Services	3
Waste Collection, Treatment and Disposal Services	2
Water	2
<i>Finance and insurance</i>	
Auxiliary Finance and Insurance Services	4
Finance Services	17
Insurance and Superannuation Funds	7
<i>Food Services</i>	6
<i>Health care and social assistance</i>	
Medical and Other Health Care Services	20
Residential Care Services	2
Social Assistance Services	1
<i>Information media and telecommunications</i>	
Internet Publishing and Broadcasting	4
Internet Service Providers, Web Search Portals and Data Processing Services	2
Motion Picture and Sound Recording Activities	2
Publishing (except Internet and Music Publishing)	2
Telecommunications Services	6
<i>Manufacturing</i>	
Beverage and Tobacco Product	1
Fabricated Metal Product Manufacturing Transport Equipment	3
Food Products	3
Primary Metal and Metal Product	4
Printing (including the Reproduction of Recorded Media)	6
Machinery and Equipment	5

Textile, Leather, Clothing and Footwear	3
Oil and Gas	1
<i>Professional, Scientific and Technical Services</i>	
Computer System Design and Related Services	8
Other Professional, Scientific and Technical Services	30
<i>Public Administration and safety</i>	
Public Administration	2
Public Order, Safety and Regulatory Services	3
<i>Rental, Hiring and Real Estate Services</i>	
Property Operators and Real Estate Services	5
Rental and Hiring Services (except Real Estate)	3
<i>Retailing</i>	
Food	11
Motor Vehicle and Motor Vehicle Parts	2
Non-Store and Commission-Based Buying and/or Selling	6
Other Store-Based	16
<i>Transport</i>	
Other	3
Postal and Courier Pick-up and Delivery Services	1
Road	3
Transport Support Services	2
Water	1
<i>Warehousing and Storage Services</i>	
<i>Wholesaling</i>	
Commission-Based	2
Grocery, Liquor and Tobacco Product	1
Machinery and Equipment	3
Motor Vehicle and Motor Vehicle Parts	1
Other Goods	9

Appendix Five

Opportunities identified by respondents

Expanding residential and commercial areas
Enlarge client base
Excavation is quieter in winter (wet)
Promote niche product
Urban growth and population, overseas market
Market demand
Online sales
Flexibility of working via internet
New address
Declining numbers of skilled technicians
Location
Developing new services relating to improved health outcomes
New racetrack
Housing Growth
More customers
New Schools, products that meet the needs of teachers/students. Better system for managing delivery and postal services.
Growth corridor within Casey Cardinia
Many small to medium businesses in Casey/Cardinia
Growing number of customers opening new centres ie. aged care, kinder schools etc
Repairs to be stronger
A strong demand
Growing population
People moving to online purchasing
Export market and local
Growing reputation
Offer additional services
Growth area
New businesses in the shire
Work flow / incoming work
Going full time
Huge number of events we can be at in Cardinia
Growth of shire
Expanding customer base
People are curious about the holistic trade
New housing estate development
Proximity to locations suitable to retirees
Expand further from residential into commercial painting opportunities
Health conscious
Plenty of work available
Great location
Higher profits
There is a good market for my product
More businesses in the area

Population growth, increased focus on personal health and fitness, more affordable options
Growth area attracting great people
Attending more community based events and networking better
Low interest rates
Strict OHS legislation
Housing strength
Big need for services
Increases in population
To expand turnover with more workers market more etc
Foot traffic
Many people are interested in Karate
Growing awareness of safety
Wider variety of customers
Finding new production contracts with manufacturers
Demographic differences of target market, our firm is younger appealing to the younger clients
Renewing display home and marketing
Possible distribution overseas/trade fairs
Internet
Specialised area, competitors generally older and retiring
Everyone needs some type of financial planning
Helping local businesses grow
Finding new locations
Large Chinese community and business community with interests in China
Looking at new markets
Professional reputation
Have more capital without going into debt
Interstate growth (Gladstone), CBD growth, Government business/tenders
Increasing product range or shop size even another shop
Flexibility, more personal than a clinic, local sporting venues and maternal health for business referrals
Growing population in our area
Internet, personal development
More schools opening in the Casey/Cardinia area
New technologies
Better internet search results
Internet
Local events & functions
Growing population
Marketing
Increase opportunity for more income
Increase awareness of how great kinesiology is
Modernise and re structure workplace.
Increasing our customer base
Growing area - greater requirement for services
Growth in the area
Large number of small businesses in the region
More secure client base
Offering quality services
New products & services
Finding more work providers
Clients

New products, services and business model
Another Location
New customers
Networking
Experience, growing of population in City of Casey
New products
Become visible to potential clients
New clients to be found
Expertise
Indigenous seed selling and trading
Demographics
Large target market
Growth in the surrounding area
Urban growth
New online program and new products
Increase in the number of construction projects
Cost competitive service offering
Increased population, introduction of NBN
More grocery stores in the suburb; selling directly to customers
New customers from increasing population
New products
Growing population, new home construction
Offer more training programs
New local residents
Profit
New product stream
Expand to more vehicles and employees
Growing market
A partnership with a social media consultant and website development company
Larger market share
The population in Casey/Cardinia is growing; more people are now doing business online
Providing dance classes to youth and health services
The uniqueness of the business presents great opportunity
Specialisation for niche market
New houses built in the area
Reach out to more customers
Population growth
More housing developments
Increasing cow numbers
Opening a Shop front
Growing industry
Plenty of infrastructure in the area
Growing population
Great reputation over the years
New Buildings
New swim programs
New building ie restaurant
Breeding plan
I'm a new entrant in a small market, there is a lot of interest in food trucks
Growing tourism

Networking, word of mouth, marketing, mobility
Increased Casey-Cardinia collaboration, IIB assistance
Increased population
Raise community profile
To maintain the high level of growth that we have achieved over the past few years. To be number 1 retailer in Australia against bricks and mortar stores.
Products have recently become popular with Chinese
Most people have a garden
To have more products
New product ranges
Community side to our business
There are many people in the community that are not aware of our services.
Increased clientele base
Increasing my catchment areas into Emerald & Gembrook
Widen the market
Technology
New home construction
Increased telemetry and data logging
Speaking
Networking
Online
Patented invention
Personal service based sales growth
Putting on new distributors. Branching into new product areas
Local networking
Tremendous growth around the shires
Increase online advertising effort to generate greater sales.
New sales channels

Appendix Six

Innovations in Casey Cardinia

Computer systems

Establishing supportive relationships with the community through the medium of photography

New product lines.

After sales service

Advanced user preference tracking algorithms.

A new beverage class

Introduction of Prints/new studio/new signage for vehicle/signage with street view in prime location

New organisational structure

Offering schools the opportunity to pass on the cost of maths technology to parents by setting up an easy on-line system where parents can place and order and pay on-line and we will deliver product to the schools in bulk for students.

Mobile app.

Tailoring our services to our client rather than a one size fits all approach

creating new designs and options

DNA tests for Marbling, Tenderness and Feed Efficiency in cattle. This means quality beef for the 'high end of town'

Implementing new services/programs and targeting new estates to advertise

Teaming up with a photographer to create event packages

Planning to introduce internet cafe/lessons.

Business Nurturing

Online software & Marketing

New menu

Educating USA to the joys of Australian style camping

Communication, IT support, compliance deliverables.

Electronic presentation

Customer feedback on what they want from our product

Online auditing, paperless office

Electronic Word of Mouth

We are working on promoting more off grid solar power.

Pulling apart laminated glass without breaking the glass and recycling the pvb and glass sheets.

New marketing approach - advertising with a larger real estate agency, using SEO services company to boost our internet search engine results

Receiving payments via internet

Cardboard environmentally friendly coffins

A new method of termite treatment on new houses

Website SEO

New information and web based products

We develop new techniques that we present at international conferences

Developing a new product offer and new approach to marketing

Combining many beauty and photography services into one business, offering different prices and packages from different businesses similar to a directory

Pushing for more business globally

Stronger connections with community e.g. kindergarten presentations, Facebook marketing

Combining online shopping with a interactive rodeo team experience

Advertising, Home Budget Solutions (broadening appeal)

New wines

We believe our members needs to be challenged and constantly change classes and services to meet demands

Giving customers the ability to order their window furnishings online without having to use the standard industry "get the professionals out to measure & quote". We have created a website that gives customers the tools to DIY at their convenience whilst saving up to 50% off retail prices.

New process and organisation structure

Utilising industry specific CRM

We are always developing new processes to keep relevant in the community.

A unique approach to dog-training focusing on motivation.

Low cost automated test systems, high powered electric winches, ad hoc sensor networks

Program delivery, that will allow more people to step into the program at the one time

New positioning for consultant

Providing small compactor with alarm system for waste collected below the chutes in high-rising buildings

Designing new products

Social Media Requirements

Better ways to sell products online and offline

Appendix Seven

Businesses network in the following ways:

- Social media and interest groups, Facebook
- Cluster managers and multiple licensees
- Casey-Cardinia Regional Network
- Australian Retail Association
- Business Network International
- Buying groups
- Council
- Schools, education departments and associations
- Conferences
- Shop Local Shop Pakenham
- Industry training
- Koo Wee Rup Business Association
- Other potters
- Networking breakfasts
- Women Making It Work
- Women's business networking group
- Informal meetings
- Conventions about solar power
- Small business network worldwide
- Narre Warren Regional Business Group
- Casey Cardinia Business Group
- Cardinia business breakfasts, retirement villages, community groups