# City of Sydney Covid-19 business recovery survey 2021

In May 2020, we surveyed our communities to understand the impacts of the Covid-19 pandemic. Now, we'd like to understand how your business is recovering from these impacts, one year on.

This survey, should take about 15 minutes. Your answers will help us plan for the city's recovery both now and into the future.

Your individual responses will remain anonymous, and only be reported in aggregate. Please refer to our [privacy management plan.](https://www.cityofsydney.nsw.gov.au/privacy)

## 1. Did you complete the City of Sydney Covid-19 recovery planning survey in May 2020? *Select one*

* Yes
* No
* Don’t know

## 2. What postcode does your business/organisation operate from? *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

## 3. My business/organisation is: *Select one*

## Incorporated for-profit

## Incorporated not-for-profit (charity, social enterprise)

## Mutual or co-operative

## Sole Trader

## Individual

## Unincorporated Group

## Other­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## What is the main activity of your business (for example cafe, architect, software design, clothing retailing)?

## *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

## Are you an Aboriginal and Torres Strait Islander owned, managed and controlled business or enterprise?

## Yes

## No

**6. How many employees did you have before the Covid-19 pandemic (March 2020)?**

## Number of full-time staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of part-time staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of casual staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of contract staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 7. As of May 2021, how many employees do you have?

## Number of full-time staff\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of part-time staff\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of casual staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Number of contract staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. As of May 2021, has your business already started recovering from the most challenging period since March 2020?**

## Yes

## No

## Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**9. This time next year, do you expect your business to be better off financially or worse off than it is now?**

## Better off

## No change

## Worse off

**10. This time next year, do you expect Australia’s economy to be better off financially or worse off than it is now?**

## Better off

## No change

## Worse off

## 11. Which, if any, of the following impacted your business/organisation when Covid-19 began? *Select the relevant boxes*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **High negative impact** | **Some negative impact** | **No impact** | **Some positive impact** | **High positive impact** |
| Change in turnover/cashflow |  |  |  |  |  |
| Change in demand for some or all products/services |  |  |  |  |  |
| Government restrictions on operations |  |  |  |  |  |
| Difficulty in sourcing stock or raw material |  |  |  |  |  |

## 12. Which, if any, of the following are impacting you now? *Select the relevant boxes*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **High negative impact** | **Some negative impact** | **No impact** | **Some positive impact** | **High positive impact** |
| Change in turnover/cashflow |  |  |  |  |  |
| Change in demand for some or all products/services |  |  |  |  |  |
| Government restrictions on operations |  |  |  |  |  |
| Difficulty in sourcing stock or raw material |  |  |  |  |  |

## 13. Is your business/organisation still operating? *Select one*

* Yes – full capacity (skip to Question 17)
* Yes – in a limited or changed way (skip to Question 17)
* No – permanent closure

## 14. What were the key reasons for your closure? *Select all that apply*

* Government restrictions
* Forced closure
* Loss of revenue
* Trouble negotiating rent relief
* Trouble negotiating debt repayment relief from bank/financier
* Trouble negotiating government relief packages
* Inability to meet other fixed costs
* Lack of demand for product/service
* Lack of digital/e-commerce capabilities
* Supply chain/supplier uncertainty
* Health and safety risks
* International border closure
* Don't know
* End of JobKeeper support
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 15. What could have helped you remain open?

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**16. When did you close your business?** *(month/year)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (skip to Question 26)

## 17. Has your business/organisation made any changes to the way it operates over the past year? *Select the relevant boxes*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Yes** | **No** | **Not sure** | **Not applicable** |
| E-commerce |  |  |  |  |
| Change in product/service |  |  |  |  |
| Change in delivery method |  |  |  |  |

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 18. If Yes, what changes have you made to your business/organisation in the way it operates over the past year as a result of Covid-19?

## *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**19. Comparing your business model today to before March 2020, what positive outcomes have come from having to reconsider your business model?** *Select the relevant boxes*

* Nothing – my business has remained the same
* I streamlined my operations to make necessary cost savings, which have been beneficial
* I offered more online services and can now reach a greater customer base
* I have created a more flexible work environment for my staff and their engagement has increased
* I have worked with other businesses/organisations in my area on a specific initiative relating to Covid-19. If so, can you please describe the initiative? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**20. Please specify any other positive outcomes, if applicable**

## *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

## 21. How well, if at all, do you understand the range of financial and non-financial support that is available to businesses such as yours from federal, state and local governments? *Select the relevant boxes*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not at all** | **Somewhat understand** | **Mostly understand** | **Completely understand** | **Not applicable** |
| Federal government support |  |  |  |  |  |
| State government support |  |  |  |  |  |
| Local government support |  |  |  |  |  |

## 22. What type of support, if any, has your business/organisation received within the past 12 months? *Select the relevant boxes*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Applied – successful** | Applied – unsuccessful | Applied – awaiting outcome | Not applied – not eligible | Not applied – not aware | Preparing an application | None |
| Rent relief from landlord |  |  |  |  |  |  |  |
| Debt relief from finance company |  |  |  |  |  |  |  |
| Payroll tax relief |  |  |  |  |  |  |  |
| JobKeeper benefit from federal government |  |  |  |  |  |  |  |
| State government small business grant |  |  |  |  |  |  |  |
| City of Sydney grant support |  |  |  |  |  |  |  |
| Unsecured business loan |  |  |  |  |  |  |  |
| City of Sydney outdoor dining program (fee free) |  |  |  |  |  |  |  |

## 23. If available, what type of support is your business/organisation likely to need over the next 6 to 12 months? *Please select the top 3 types of support you're likely to need*

* Not seeking support
* Financial support
* Free skills development and training workshops
* Marketing and promotion
* Clear and ongoing communication of support available for businesses
* Advocacy for business support across other levels of government and industry
* Events and activation of local precincts
* Education on government procurement processes
* Waiving outdoor dining fees
* Less red tape and regulation
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 24. Which of the following areas, if any, are you looking to strengthen in your business/organisation over the next 12 to 18 months? *Select all that apply*

* Strategy and planning
* Marketing and communication skills
* Customer acquisition and retention
* Accounting
* Financial management
* E-commerce
* People management and HR
* Data analysis/business intelligence
* Design and branding
* Public relations
* Logistics management
* Product development
* Project management
* None
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 25. What positive changes, if any, do you want to see in your sector moving forward?

## *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

## 26. Which of these phrases would you use to describe what concerns you most about the future for Sydney? *You can choose as many or as few as you like*

* Loss of local businesses and services
* Lack of affordable commercial space
* Lack of affordable housing
* Loss of places for entertainment, going out and cultural expression
* Financial hardship and unemployment
* Too much red tape/regulation that restricts business activities
* Loss of local character and heritage
* Increased risks to security and public safety
* Lack of adequate digital infrastructure (such as 5G network, fibre access, wifi)
* Impacts of climate change including heatwaves and storms
* Traffic congestion and inadequate public transport
* Too much population growth and development
* Social disconnection and the loss of community
* Surveillance and loss of privacy
* Increasing intolerance and social exclusion
* Lack of transparency in government
* Lack of parks, trees, green and recreation spaces
* Not being prepared for a major emergency event in Sydney (such as a storm or city-wide transport failure)
* Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**27. What do you see the role of business as we recover and shape the future of Sydney?** *Select the relevant boxes*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not important** | Neutral | Important | Very important |
| Contributing to environmental sustainability |  |  |  |  |
| Contributing to a diverse economy (sectors, jobs, models, operating hours) |  |  |  |  |
| Driving technological innovation |  |  |  |  |
| Contributing to social justice |  |  |  |  |
| Building community wealth |  |  |  |  |
| Building vibrant local communities and high streets |  |  |  |  |
| Contributing to a creative and diverse global city experience |  |  |  |  |
| A place where everyone can prosper |  |  |  |  |

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**28. What will make Sydney an exciting and attractive place to do business in the future?** *(select those that are most important to you)*

* Being a 24-hour city
* Being pedestrian/people friendly
* Culturally diverse, welcoming and safe
* A city of opportunities for creativity and innovation
* Sensible regulation (not over-regulation)
* Green, pleasant public spaces
* A sense of pride in our city (people and place)
* Environmentally Sustainable (net zero)
* Flexible workspaces/places/streets
* Access to affordable space
* Good infrastructure – public transport and connectivity
* Access to talent, skills, networks and expertise
* Access to capital and/or global markets
* Well-connected, interesting and unique neighbourhoods
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 29. Would you like to subscribe to hear from the City of Sydney about other free business events, news and support programs? View our [privacy management plan.](https://www.cityofsydney.nsw.gov.au/about-us/privacy)

* Yes
* No
* I'm already a subscriber

## If yes, please enter your email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## *Thank you for completing our survey! Your responses will help shape our business support initiatives and ensure our recovery plan continues to align with your needs and priorities.*

## [*Email Us*](mailto:sydneyyoursay@cityofsydney.nsw.gov.au?subject=Business%20recovery%202021)*if you would like to provide further insights or share research. You may also like to forward this survey to your members or networks.*

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