



# Business Survey 2024 Snapshot



## Business Landscape

**Top sectors operate in:** Professional/Scientific/Technical Services, Retail Trade, Healthcare & Social Assistance.

**Ownership:** 49% privately owned companies, 33% sole traders, 18% other.

**Employment:** Businesses now employ an average of 16.3 employees (up from 15.2 in 2022).

- More flexible staffing models: Growth in casual (18%) and contractor roles (21%).

## Sales and Growth



**Optimistic Growth:** 87% of businesses feel confident about the next 12 months, with a projected turnover of almost 10% above the 2024/25 financial year.

**Sales:** On average, 49% of turnover is generated within the Shire and 40% of businesses generated at least some turnover online (up from 33% in 2020).

- 44% see digital growth as a key opportunity, leveraging social media and websites to reach broader audiences.

**Upskilling Plans:** 27% of business owners plan to pursue further education, boosting workforce capabilities.

## Key Challenges



**Economic Shifts:** Rising costs (52%), customer retention (38%), economic fluctuations (42%).



**Talent Gaps:** Skill shortages (38%), difficulty finding qualified staff (26%).

## Opportunities

**Economic support, workforce development, digital expansion and business activation.**



Base: N = 249 surveys conducted online.  
A sample size of 249 provides a maximum sampling error of +/- 6.2% at 95% confidence.