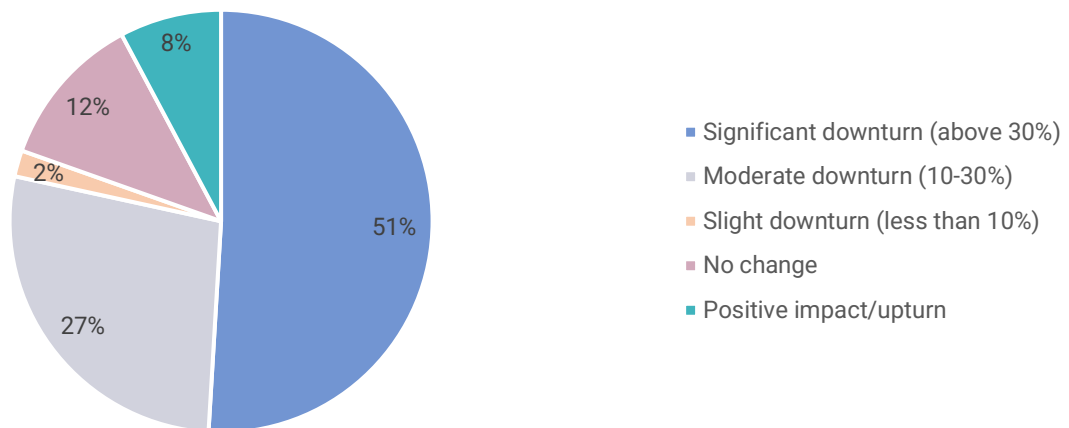


# NORTH Link and the Local Jobs Program

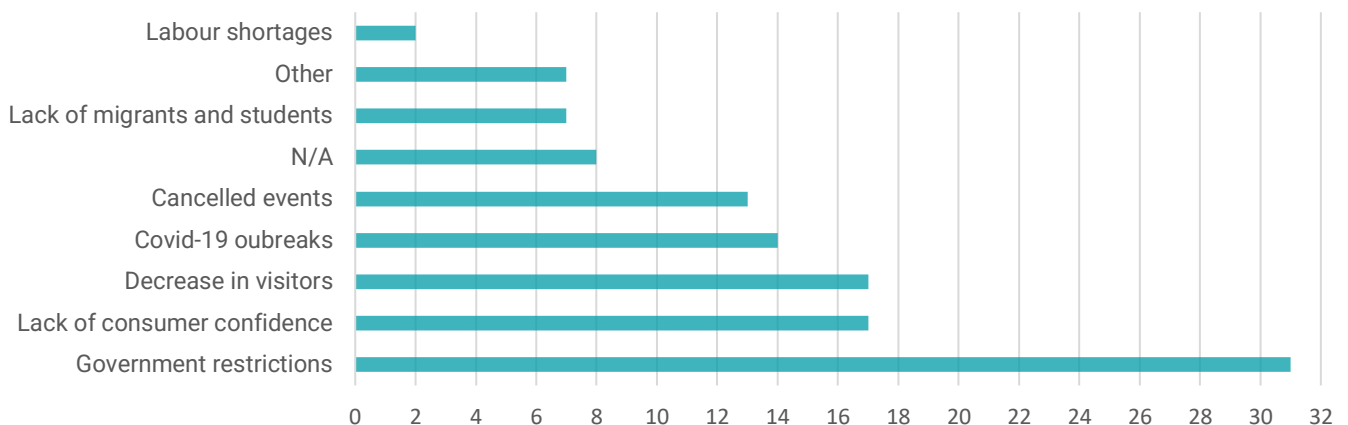
## Covid-19 Economic Impact Survey Results – 7 June 2022

### Impact of Covid-19

#### 1. What impact did Covid-19 have on your business?



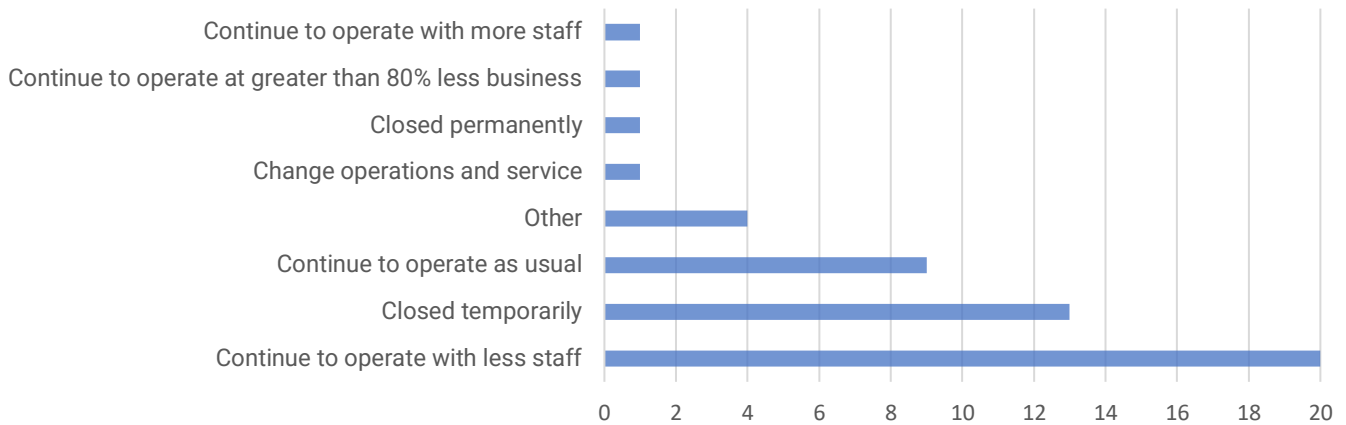
#### 2. If you experienced a downturn, what are the THREE\* top reasons?



\*Some respondents selected more than three.

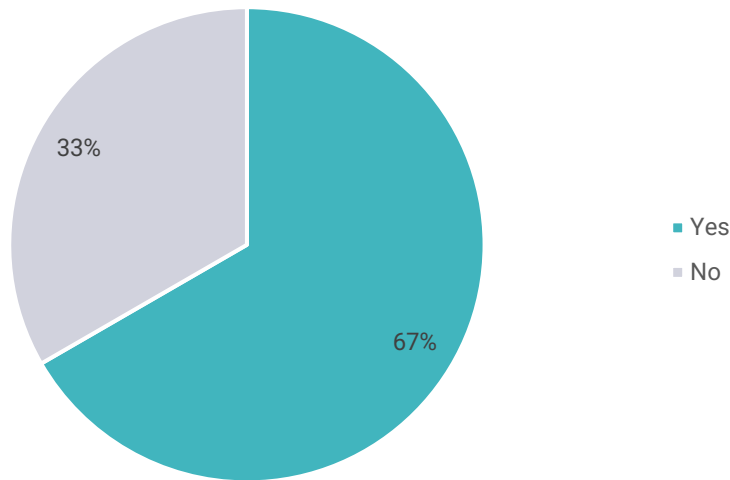
## Staff

### 3. How did Covid-19 impact your business operations?

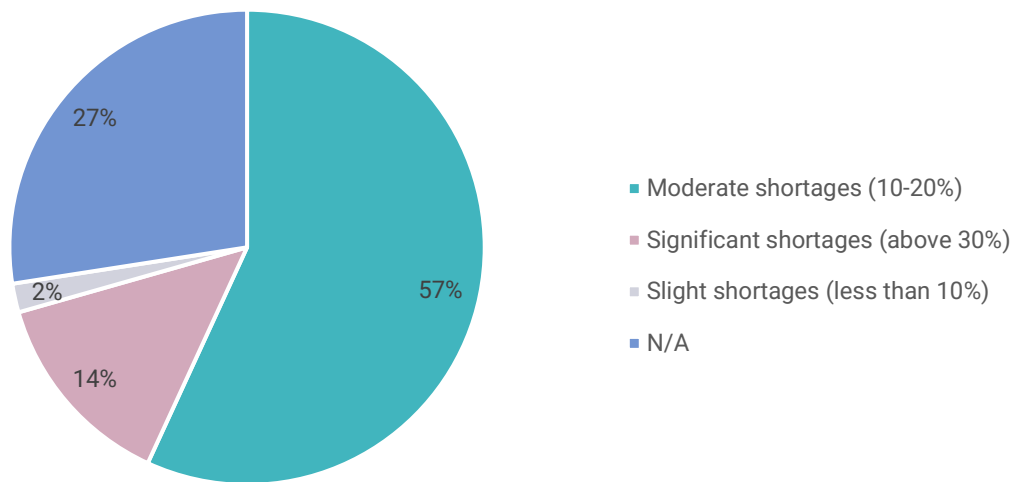


Qualitative Responses
“Has increased demand for our product, but labour shortages are the problem”.
“Operated with less staff at times noted by government and when staff were at home needing to isolate”.
“I’m a sole trader. My photography business was unable to run for so long that I was forced to find a regular job and now only do photography as a sideline. I also was ineligible for any government support, so it was a very tough time”.
“More businesses turned to a cost effective, easy to manage website solution”.

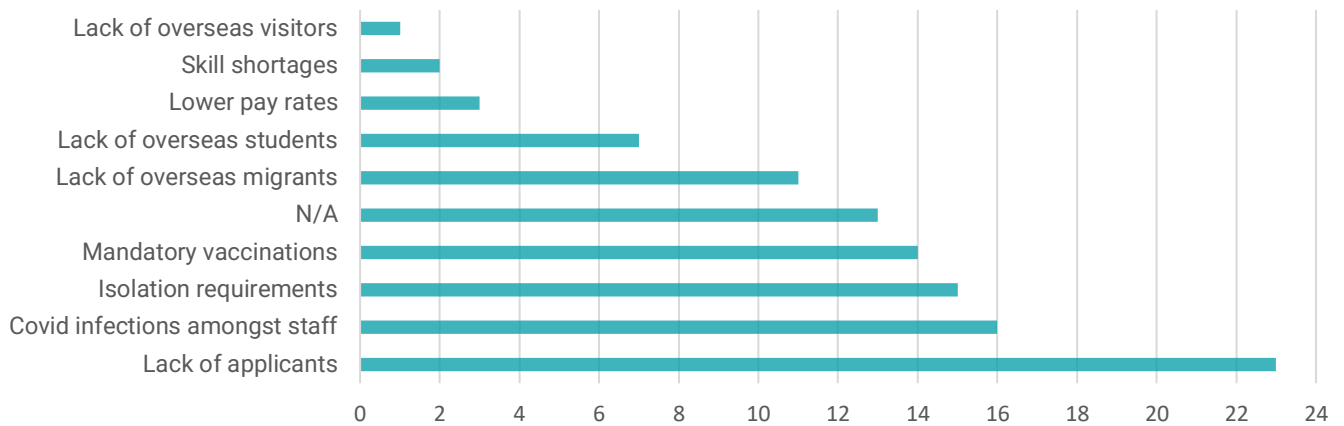
**4. Have you experienced staff shortages in your business?**



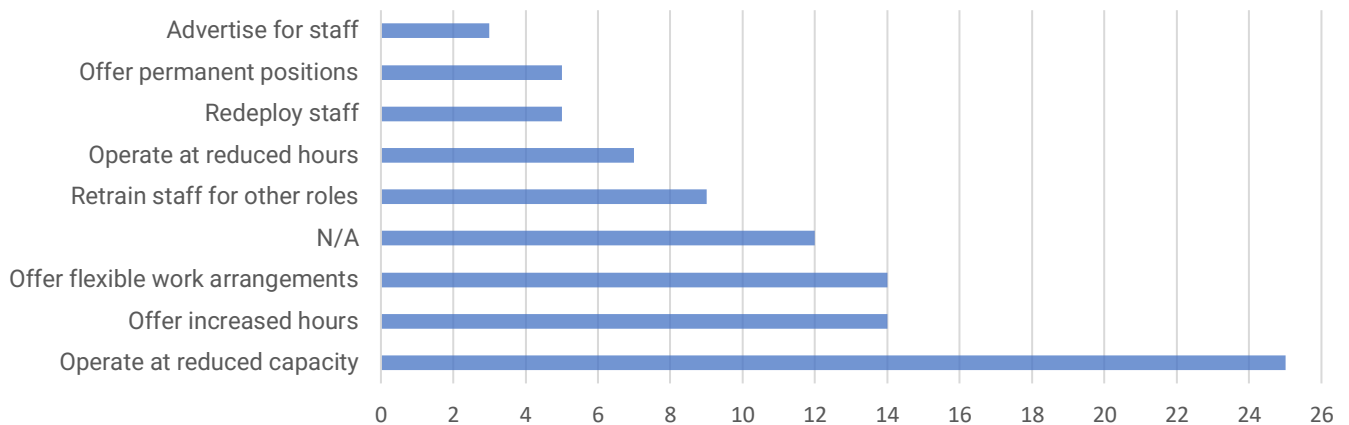
**5. Overall, what % of staff shortages did you experience?**



## 6. What factors are causing your staff vacancies?



## 7. What have you done to address your staff shortages?



### Qualitative Responses

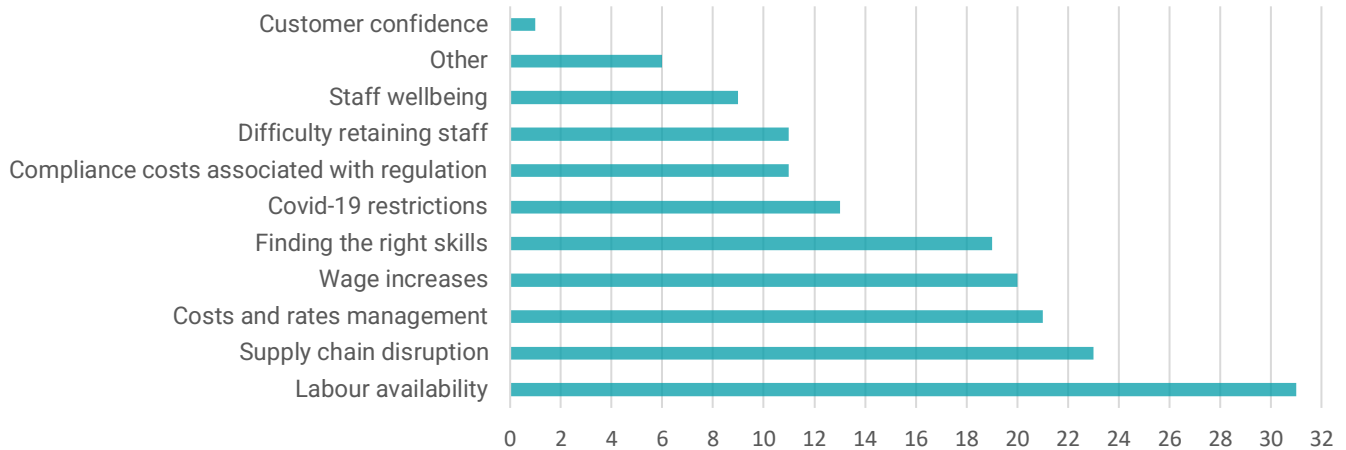
“Tried cross functional teams”.

“For me 'staffing' is not the issue, it is a slow rebuild of confidence to travel”.

“Contacted agencies without success”.

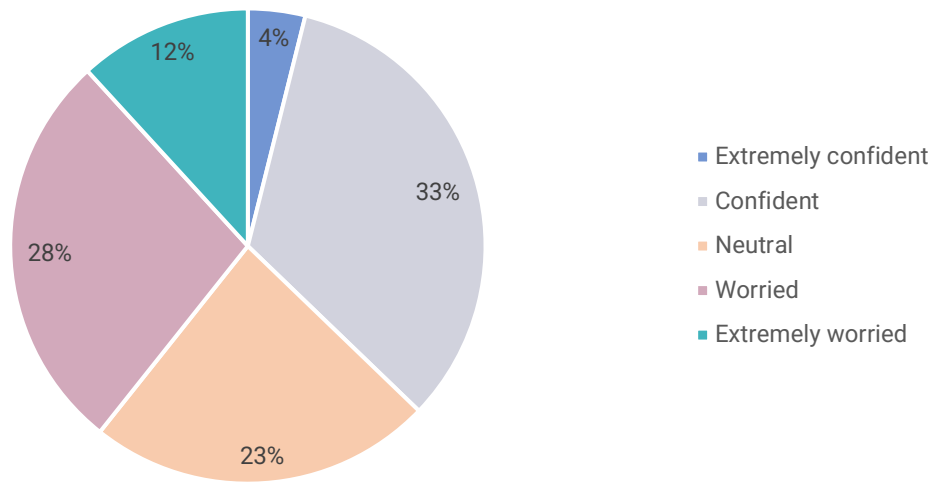
## Future Planning

### 8. What are the THREE biggest issues your business will face over the next 12 months?



Qualitative Responses
“Getting overseas visitors to return to Australia, particularly ex US/North America and EU.”
“Getting clients to spend money with me ”.
“Knock on effect of events sector being affected”.
“Rebuilding our customer base”.

### 9. How do you feel about your business over the next 12 months?



#### Dataset

**Targeted location:** Melbourne’s North

**# of participants:** 51

**Business size:**

