

# Business Confidence Index

## Opportunity

You are invited to participate in an innovative new business to business collaboration project in the Tamworth region.

By completing our simple 5-question survey each quarter you'll be contributing to the production of a new and powerful metric to enhance the quality of information available to all local business owners.

Our survey is completely anonymous and will take less than 5 minutes to complete. Best of all, the information and commentary published quarterly will be provided completely FREE.

## Purpose

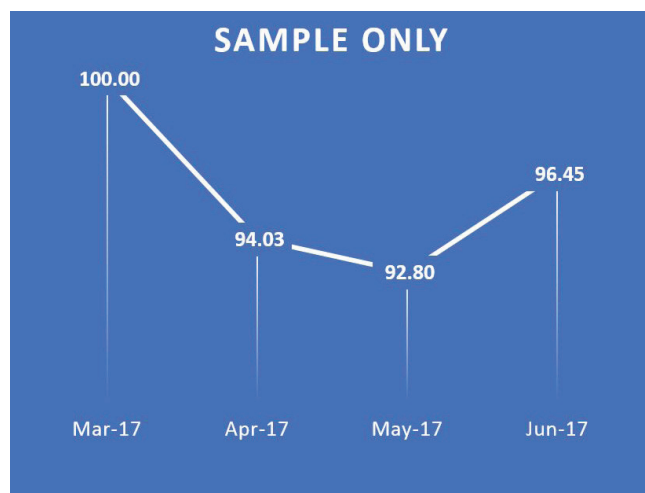
Our aim is to develop a single data point that expresses business confidence in the Tamworth region.

This metric is produced by local businesses, for local businesses and will guide expectations and support local strategic decision making.

## Survey Questions

Five questions are used as a base for the Index:

1. How has your business performed in the last six months relative to the previous six months?
2. How do you expect your business to perform over the next six months relative to the previous six months?
3. Over the next 6 months do you expect an increase, decrease or no change in:
  - Working Capital
  - Staffing
  - Capital Investment
4. Overall what is your personal outlook about being in business?
5. Overall what is your current outlook for the Tamworth regional economy?



## Statistical Approach

For each question five responses are possible. Each response is given a numerical weighting from 1 through 5.

For each question, we calculate a weighted average response.

The average in the base quarter is weighted to 100. The averages for each successive quarter are then rebased to compare whether confidence has become higher or lower.

## Privacy

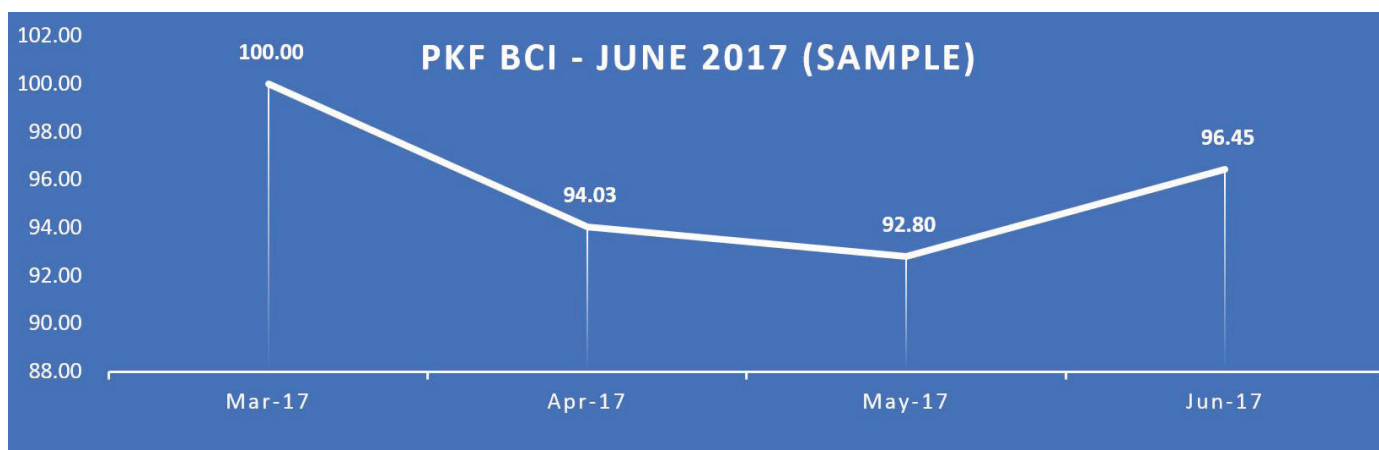
The privacy of our participants is of the upmost importance to PKF. Using 3rd party provider SurveyMonkey your responses will be completely anonymous.

PKF will not retain your personal information for any other purpose than to contact you each month in relation to the survey.

PKF is committed to the highest level of confidentiality and professional standards.

## Register Your Interest NOW!

Simply email your business name and email address to [tamworth@pkf.com.au](mailto:tamworth@pkf.com.au).



## The Index

June 2017 saw a strong recovery in business confidence across the region; the first rise in confidence since records have been kept.

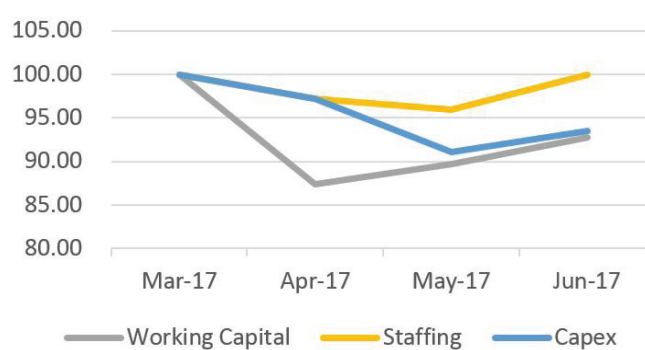
Anecdotally, we've heard strong sales associated with the end of the financial year could be responsible for the improved outlook.

## Expectations

This is reflected in the data and can be observed when comparing past results with expectations.

Business owners have been, and remain, optimistic about future performance. However, June saw a strong convergence of actual results with previous expectations.

## Strategy & Resource Allocation



marked increase in staffing intentions.

## Business In Focus – XYZ Plumbing

This month we had a chat to John Smith from XYZ Plumbing, who's goal is to bring craftsmanship back to domestic plumbing.

John's seen many changes in the industry in his 15 years, but the challenges he faces today are still very similar to those he faced early on:

- Availability of skilled labour;
- Investment in the latest technology; and
- Maintaining sufficient working capital.

John is a strong believer in buying-local and receives referrals from his Rotary and cycling connections.

## Performance - Actual vs Expected

