

-FOR IMMEDIATE RELEASE-

29 September 2020:

Survey to determine effects of COVID-19 on local business

Cootamundra-Gundagai Regional Council (CGRC) and NDP Economic Development is conducting a Vibe Survey to see what the impacts of COVID-19 are on our local businesses.

Covid-19 is a once-in-a-generation global pandemic that has disrupted business models and changed the way we now live. Increasing numbers of businesses are failing and many people are looking for work opportunities.

During a time, such as this local councils are providing leadership and information for their communities. To do this job properly Council requires information on their economy and business community. This will allow Council to both address short-term needs, and plan for longer term economic prosperity.

The Vibe Survey is an independent audit to determine the CGRC Local Government Area's (LGA) economic performance and highlight areas of concern and potential growth. The survey will clearly explain the severity of Covid-19 on our economy, the nature of local business sentiment and guidance on economic development programs and planning.

The independent audit will involve the following three components:

1. A statistical analysis of the economic base.
2. A sentiment survey businesses in CGRC LGA.
3. A strategic review of the economic development plan.

Conducting the Vibe Survey will provide the following benefits to Council:

1. Quantify the impacts of Covid-19 on industry and employment.
2. Understand the needs of local businesses within the community.
3. Provide an evidence base towards preparing feedback on the Economic Development Plan.

A report will be prepared at the conclusion of the survey and will be presented to Councillors highlighting the critical issues facing the CGRC LGA.

Local business owners are urged to complete the survey by following the link <https://www.surveymonkey.com/r/GVLYRQQ>

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