



Noosa LGA Key Statistics



GRP
\$3.09 billion
NIER 2019

Population
55,873
ABS ERP 2019

Local jobs
26,274
NIER 2019

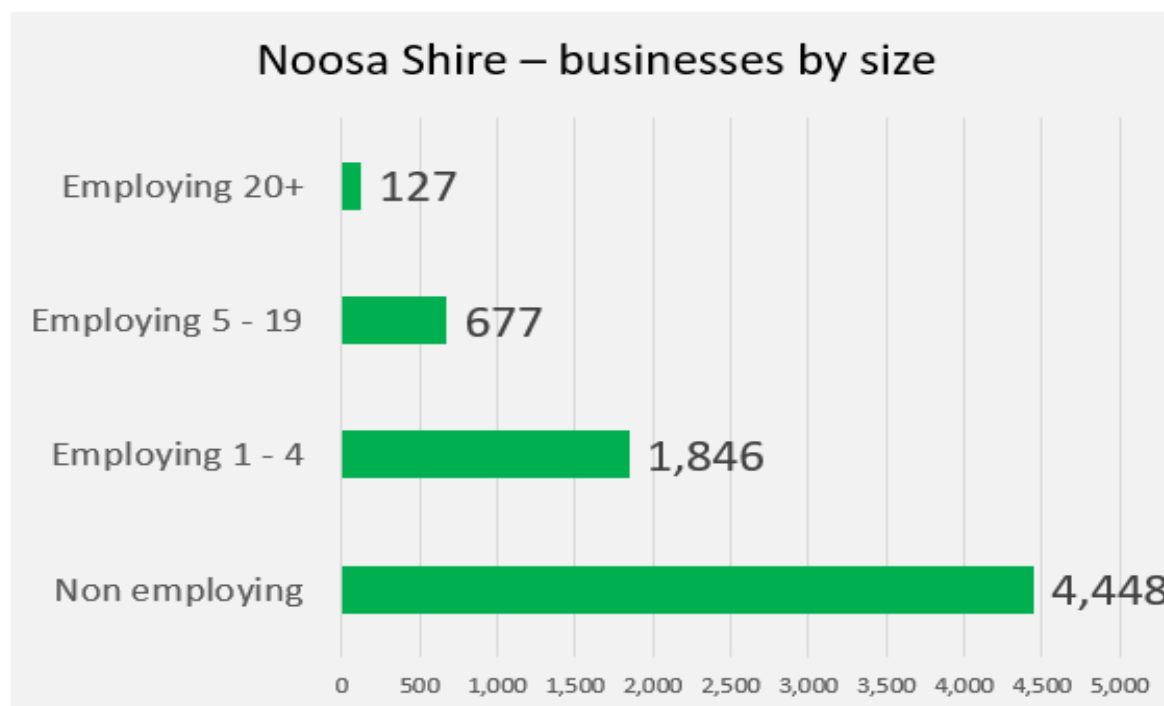
Median total income
Noosa: \$38,441
Australia: \$48,360
ABS 2018

Largest industry (by employment)
Accommodation & Food Services
NIER 2019

Local businesses
7,089
ABS 2019

Employed Residents
26,254
NIER 2019

Unemployment rate
5.1%
March Quarter 2020



Most Recent Quarter Forecast of Economic Impact



GRP

-3.3%

.ID 2019

LOCAL JOB CHANGE

-7.0%

.ID 2019

COVID-19 Impacts by Region, Sept 2019 to Sept 2020

Noosa Shire Council area **Regional QLD** **Queensland** **Australia**



Source: National Institute of Economic and Industry Research (NIEIR) Version 2.1 (Sept 2020). ©2020 Compiled and presented in economy.id by .id the population experts.

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population
experts

Business Resilience Survey – June 2020



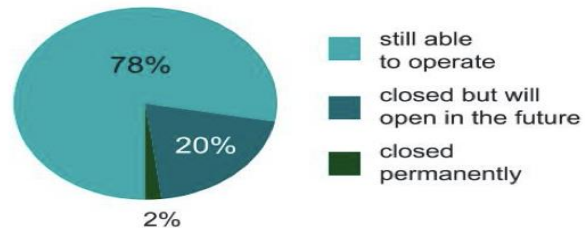
BUSINESS RESILIENCE SURVEY

Impact of COVID-19 on Noosa's Businesses

29 May – 22 June 2020 Total completed surveys: 689

IMPACT ON TURNOVER

83% experienced a decrease
50% of those saw a decline of over 60%



IMPACT ON EMPLOYMENT NUMBERS

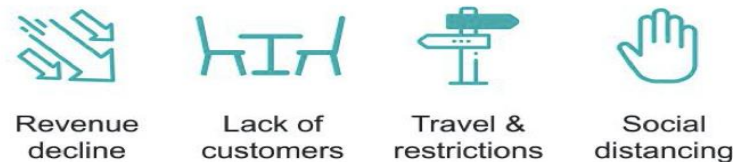
64% reduction in employment numbers



KEY RESPONDENTS BY SECTOR



BIGGEST CHALLENGE



WHAT ASSISTANCE DOES BUSINESS NEED?



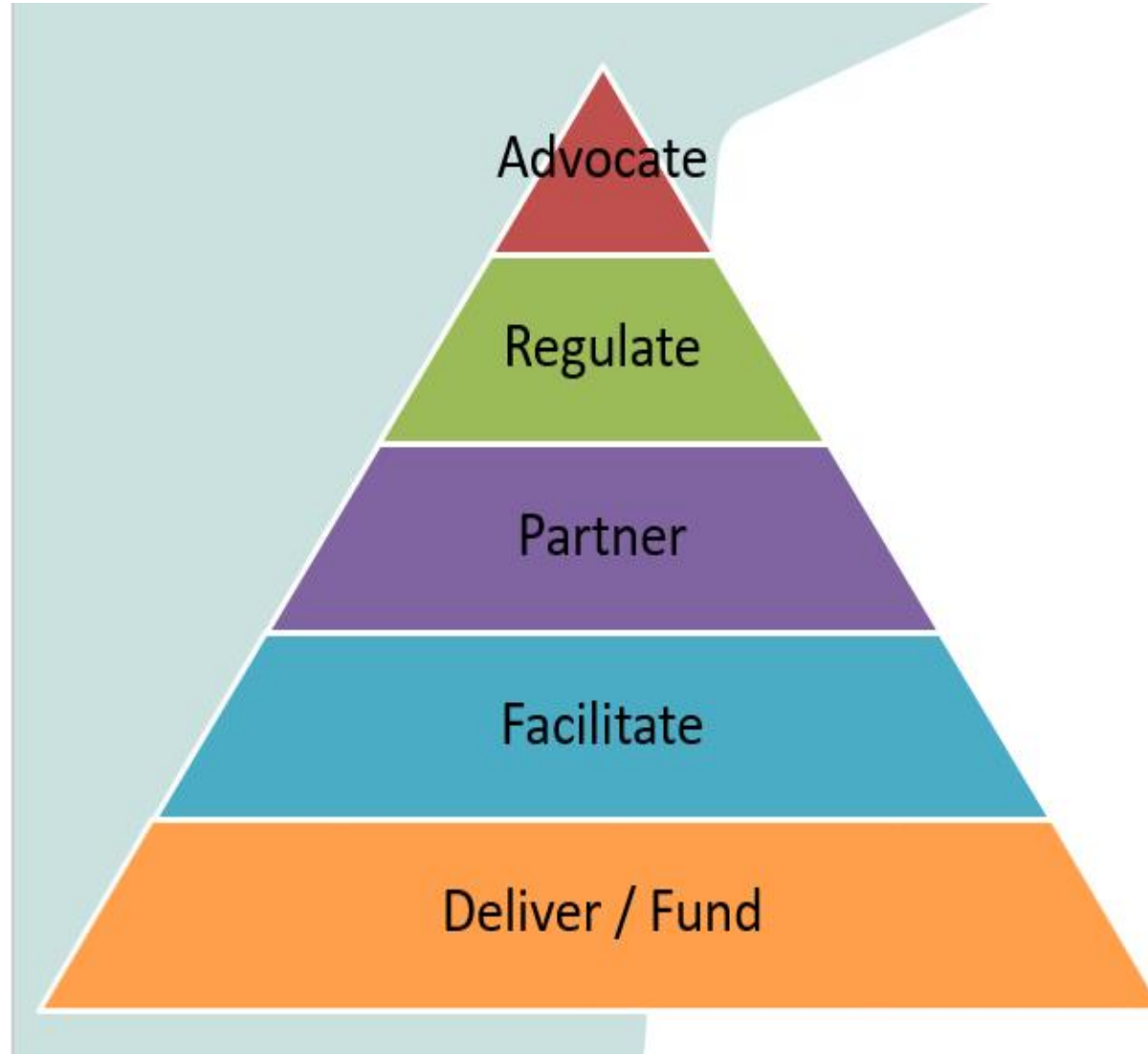
Noosa Business Resilience Survey – 2nd Survey

Closed 1 Nov 2020



- Sector responses: Other Services; Accom and FS; Professional Scientific and Tech Services; Retail
 - 63% negatively impacted by Covid-19
 - 93% still able to operate
 - 19% employee hours impacted
- Biggest challenges: revenue decline, lack of customers; JobKeeper Reduction; Managing COVID Safe operations
- Assistance needed: reopening borders, easing of restrictions
- Generally businesses won't be taking advantage of JobMaker credits

Economic Development Role of Council



‘This Plan looks beyond tourism-driven economic growth and employment, towards a more resilient and diversified economy.’

Thank you

