

ECONOMIC, BUSINESS & INDUSTRY RESEARCH

RESEARCH PRODUCTS

ECONOMIC PROFILE REPORT

Urban Enterprise's economic profile and trends report analyses the performance of the local economy utilising data from existing secondary sources and our own modelling techniques.

This combination of up-to-date and reliable data provides a comprehensive and practical source of information for all sectors of a local economy.

LOCAL AREA BUSINESS SURVEYS

Urban Enterprise can assist clients in understanding their local business base through a survey of local businesses.

Business surveys can be used to identify the size and scale of business sectors, performance of businesses and future expectations of business sectors. Business surveys can be prepared to review the impact of events on local businesses such as drought or bushfires.

INDUSTRY SURVEYS

Mail-out or internet based surveys can be undertaken for businesses which belong to industry groups. These surveys can be tailored to the needs of industry to understand more about their business base.

WHY CONSIDER URBAN ENTERPRISE ECONOMIC & BUSINESS RESEARCH PRODUCTS?

INTRODUCTION

In response to the lack of comprehensive and customized economic and local business data, Urban Enterprise has developed a suite of economic, business and industry research products which can assist Local Government, industry groups and private enterprise in monitoring their local and regional economy and business base.

The economic and business research products developed by Urban Enterprise can include trend data from multiple resources and critical information on business sectors. A wide range of research methods are available to suit client's needs.

ABOUT URBAN ENTERPRISE

Urban Enterprise has provided specialist research and advice to the economic development sector for more than 20 years.

Urban Enterprise has worked extensively throughout metropolitan and regional areas and it is with this experience we have developed a range of economic and business research products which can assist clients in monitoring and development of local economies and industries.

WHY MONITOR YOUR LOCAL ECONOMY AND INDUSTRY?

- To understand changing population and demographic trends in your local area
- To have vital data to underpin economic policy and strategies
- To identify areas of strengths and weaknesses in the local economy
- To plan for potential areas of specialization and attract business investment
- To gain information specific to key industry sectors to assist with their development and innovation
- To identify trends in business sectors
- To predict and plan for economic changes and their effect on your area, or industry.

NEED MORE INFORMATION?

If you would like to discuss your economic and business research options with our experienced team at Urban Enterprise, contact Mike Ruzzene or Paul Shipp by phone on 03 9482 3888 or via email mike@urbanenterprise.com.au.

RESEARCH PRODUCT DETAILS AND COSTS

ECONOMIC PROFILE

Basic - from \$3,500 + GST

This is based on a report providing data, graphics and analysis for your Local Government Area, including employment profile, economic profile and trend analysis. Datasets include *employment by industry division, employment characteristics and business register data*.

Custom - from \$10,000 + GST

This report includes the same information as the **Basic** datasets, as well as detailed investigation into any of the following chosen areas: *Journey to Work patterns, economic sector analysis (agriculture), seasonal population fluctuations, or other specific client requests*. Data can be collated and analysed down to the SLA level / or township level.

LOCAL AREA BUSINESS SURVEYS, FROM \$10,000 + GST

This is based on the distribution and collation of a mail-out or internet based business survey, and a report providing data, graphics and analysis for your local business base.

Costs for Local Government wide business surveys vary depending on the size of the business base of the Local Government Area and the availability of a quality business database from the client.

INDUSTRY SURVEYS, FROM \$10,000 + GST

This is based on the distribution and collation of mail-out or internet based industry survey and indicators report, including graphs and analysis for a targeted industry sector. Industry surveys can be State-wide or region specific.