

icehouse<sup>o</sup>

# PULSE SURVEY

HOW IS OUR NETWORK FEELING?

## DATA SET



177 Companies



9,500 FTEs



\$2.3B Total Revenue

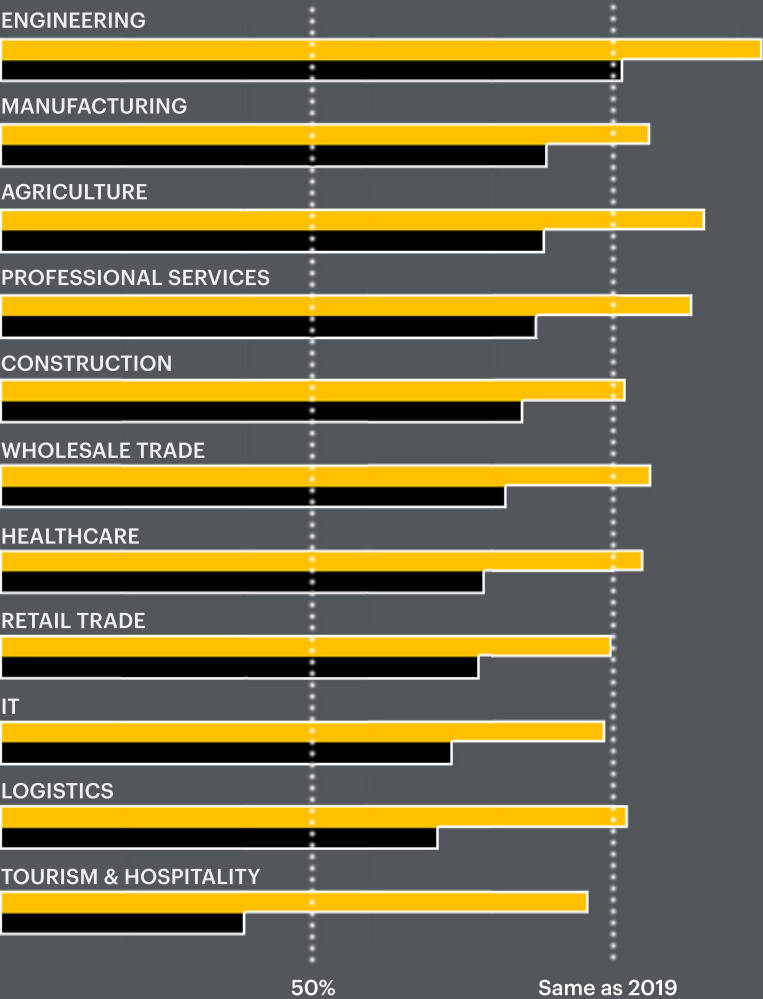


\$1.1B Export Revenue

## 2019 vs. 2020

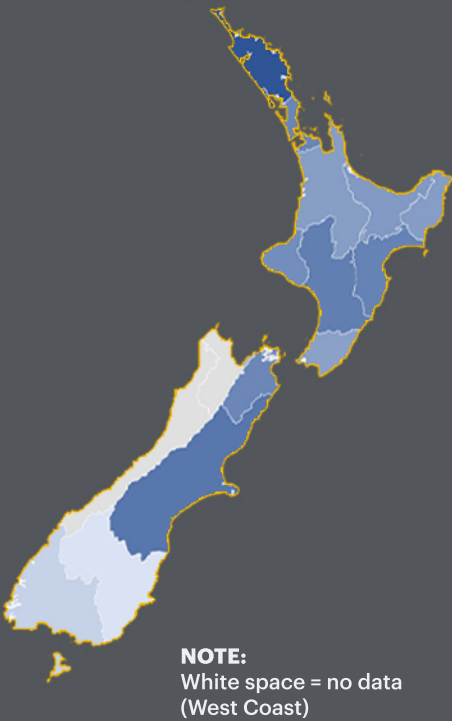
### Industry

- How has 2020 been to date vs last year
- Outlook for the next 6-months vs last year



### Region

- Outlook for the next 6-months
- Pessimistic Optimistic



## WHAT SMEs NEED

### Financial advice & guidance

Advice on cost cutting, cash flow & tax.

### Reliable information

Including accurate information on Covid-19 and how to manage staff health and hygiene.

### Government support packages

Accessing accurate and up to date information, including wage and tax breaks.

### Employment rights & obligations

Remuneration for self-isolation & support for sick-leave.

### Communication with staff & customers

How to better manage communication. Advice on video conferencing & other technologies, infographics of simple action plans.

### Bank support

How the bank can support businesses quickly.

### Supply chains

How to effectively manage disruptions.

### Keeping a positive culture

How to keep positivity in the business and manage stress.