

# FACT SHEET

## Katherine Economic Profile and Business Survey

### What is the Katherine Economic Profile?

The Katherine Economic profile will be the first ever comprehensive economic report about Katherine. It will be based on sound research, analysis and survey information.

The profile is a joint initiative of the Katherine Economic Development Committee (KEDC), the Department of Regional Development, Primary Industry, Fisheries and Resources (RDPIFR) and the Department of Business and Employment (DBE).

The profile will be written in plain English and be developed in three stages:

- the collection of survey data from Katherine businesses
- the collection of Census data, tax data and other data from the Australian Bureau of Statistics
- the analysis of all the data and the writing of a narrative report.

Businesses who want to know more about the profile or the survey can contact the Katherine Territory Business Centre (TBC) on 08 8973 8180.

### Why do we need a Katherine Economic Profile?

Current data is general and quality disaggregated data for Katherine does not exist. The data gathered in the survey will provide rich and evidence-based data specific to the Katherine region, so that economic discussions can be based on well research and analysed information - not just on anecdotal reports.

### Field Research: The Katherine Business Survey

The Katherine Business Survey is a survey of Katherine businesses to be undertaken by RDPIFR and DBE representatives from 8 to 12 September 2008.

The survey aims to collect data about the Katherine economy for the profile.

The survey is the first of its kind to be undertaken in Katherine.

### When are the survey dates?

Monday 8 September to Friday 12 September 2008.

### Who is conducting the survey?

The survey is an initiative of the KEDC, RDPIFR and DBE.

The data will be collected by representatives who will be wearing uniforms (blue chambray shirts with the Northern Territory Government logo on the front and name badges) that will identify them as members of the survey team.

## How can people get involved in the survey?

Survey teams will visit businesses in the following key industry sectors:

1. Light industry
2. Commercial
3. Tourist commercial
4. General industry
5. Central business district
6. Service commercial

This will ensure a good cross-section of businesses is surveyed.

A systematic approach to data collection will be undertaken in the survey phase with survey teams travelling door-to-door to each business in key industry locations throughout Katherine.

Business who aren't located within these areas, or business who would like to make an appointment to take part in the survey can contact the TBC on telephone 08 8973 8180.

## Is the survey confidential?

All survey data is confidential. No names or business names will be collected on the survey forms, and all surveys will be destroyed once the profile has been completed.

## What is the survey methodology?

Survey teams made up of RDPIFR and DBE representatives will visit businesses to conduct face-to-face interviews.

500 businesses will be approached.

The survey will take approximately 30 minutes to complete.

Large, medium and small businesses will be targeted throughout the key locations listed above.

The survey should be completed by the owner, manager or nominated delegate of the business. If one person owns more than one business, they should only complete one survey form.

The survey questionnaire covers four key areas:

- descriptive - such as industry, business turnover and number of employees;
- business performance, confidence and opportunities;
- business linkages - linkages by suppliers and market conditions by industry; and
- business assistance - what, if anything, is required from the Territory, or all levels, of government to assist businesses.

## What are the benefits for businesses to get involved in the survey?

The data gathered will be used to help create the profile.

The profile will help identify areas for potential future growth for Katherine businesses, as well as identifying areas of strength and areas for improvement.

The profile will also assist businesses and the Northern Territory Government to make informed economic decisions for the future of Katherine.

## How will the raw data be analysed?

Simple statistics will be used to describe the profile of participating businesses in terms of demography, structure, business performance, confidence and opportunities, and business linkages.

One-way and two-way Chi-square analysis of frequencies, for testing categorical type data, will be used to conduct "Goodness of fit" tests, and "Contingency Table" analysis (Crosstabs), as well as repeated measures types tests, such as the McNemar test. The pattern in each of the tables will be subject to Chi-square statistical testing to determine whether any of the differences seen could be confidently interpreted as significant.

Different forms of regression analyses will be used to model the interactions of various business structures and its attributed variables.

## What will the results be used for?

The profile will help identify areas for potential future growth for Katherine businesses, as well as identifying areas of strength and areas for improvement.

The profile will also assist businesses and Northern Territory Government to make informed economic decisions for the future of Katherine.

## When will the results be released?

At this stage it is expected that the Katherine Economic Profile will be released at the end of the last quarter of 2008.

## Contact us

### **For media enquiries regarding the Katherine Economic Profile and Business Survey contact:**

RDPIFR Media Manager  
T: 08 8999 2097      M: 0417 813 594

### **For technical enquiries regarding the Katherine Business Survey contact:**

Megha Raut  
M: 0438 805 981

### **To take part in the survey contact:**

Katherine Territory Business Centre  
T: 08 8973 8180