

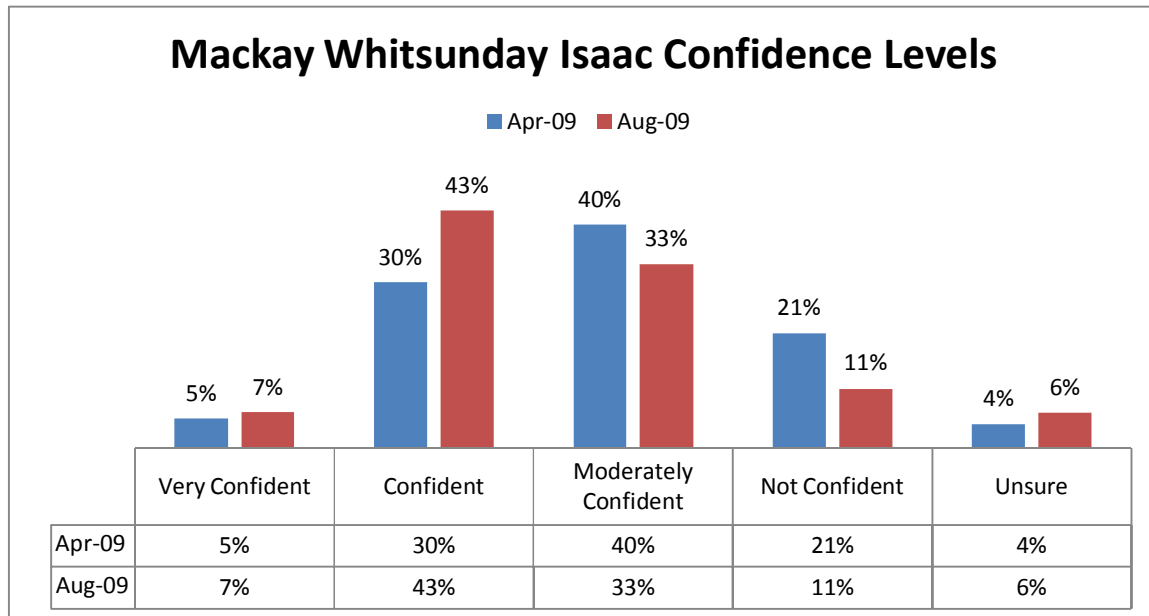
Business Confidence Survey Regional Breakdown

The following analysis represents surveys collected between 20th July and 14th August 2009. Total responses at survey analysis were 93, broken down as follows:

	July/August	April
• Mackay	69 (74.2%)	125 (68.3%)
• Whitsunday	7 (7.5%)	40 (21.8%)
• Isaac	17 (18.3%)	18 (9.8%)

Confidence Levels

Describe your feelings about projected business performance for 2009:

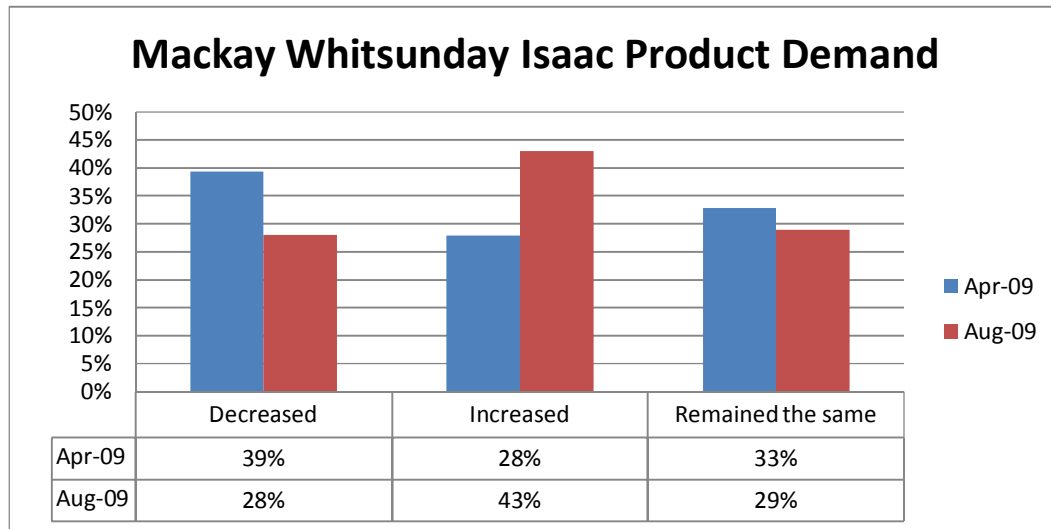


- Overall confidence levels remain strong.
- 7% of respondents were very confident which is an increase from 5% in April 2009.
- 43% of respondents were confident displaying a large increase from 30% in April 2009.
- Respondents who did not feel confident dropped from 21% in April to 11% in August 2009.



Product Demand

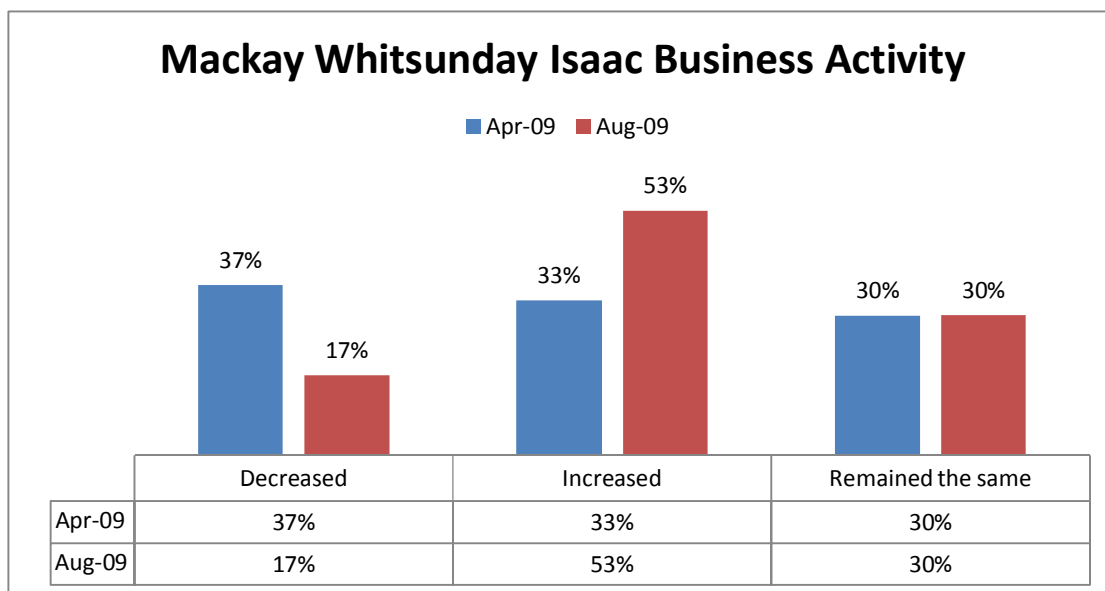
How has the demand of your services/products changed from this time last year?



- The results show that product demand in the Mackay Whitsunday Isaac region has increased from 28% in April to 43% in August 2009.
- The number of respondents reporting that product demand had decreased dropped from 39% to 28%.

Business Activity

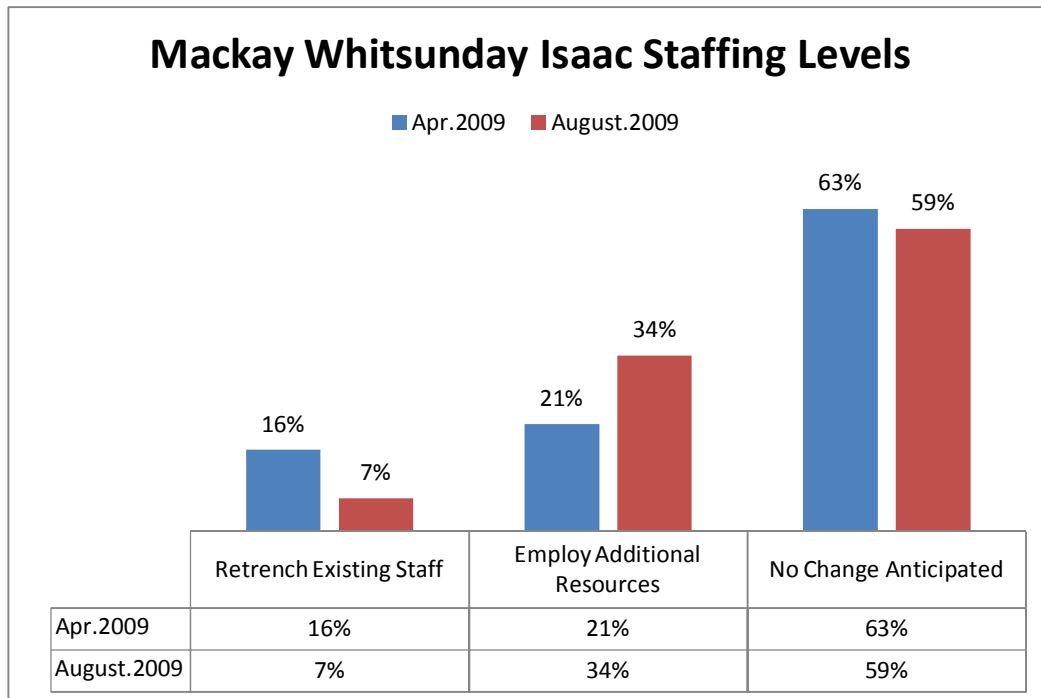
In 2009, do you think your business activity will increase, decrease or remain the same?



- Business activity within the region has increased with 53% of respondents reporting an increase and only 17% reporting a decrease compared to 33% and 37% respectively in April.

Staffing Levels

In terms of staffing levels, are you looking to increase, decrease or remain the same?

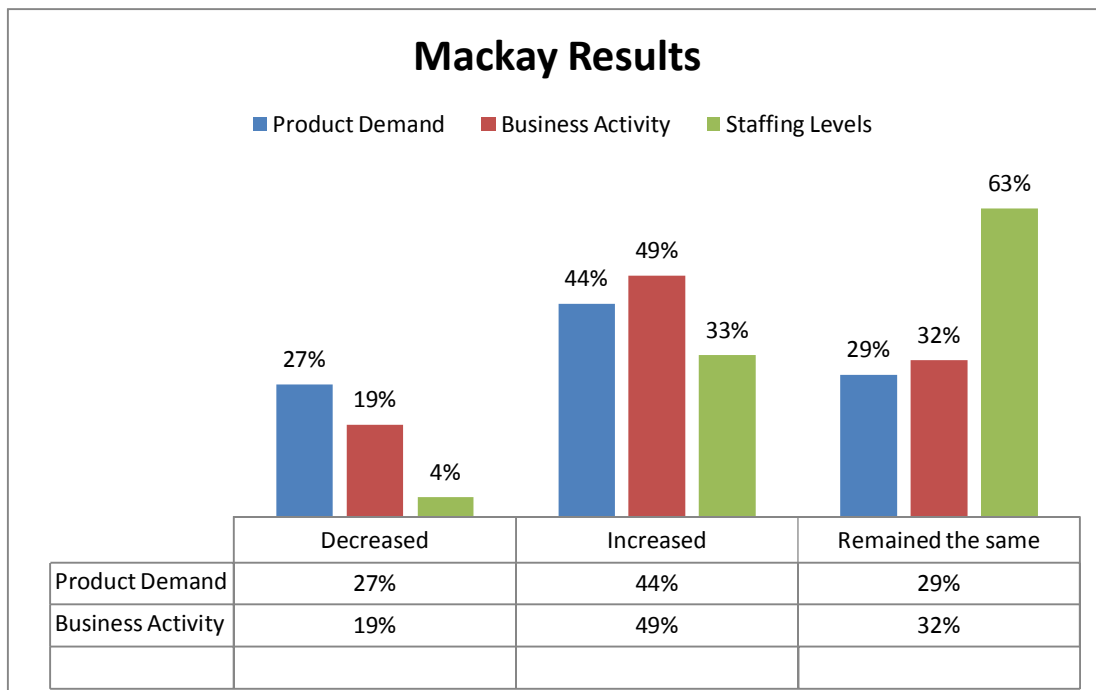


- The number of respondents indicating their intention to retrench staff decreased to 7% with an increase in the number of people intending to hire more staff (34% compared to 21% for the April quarter).

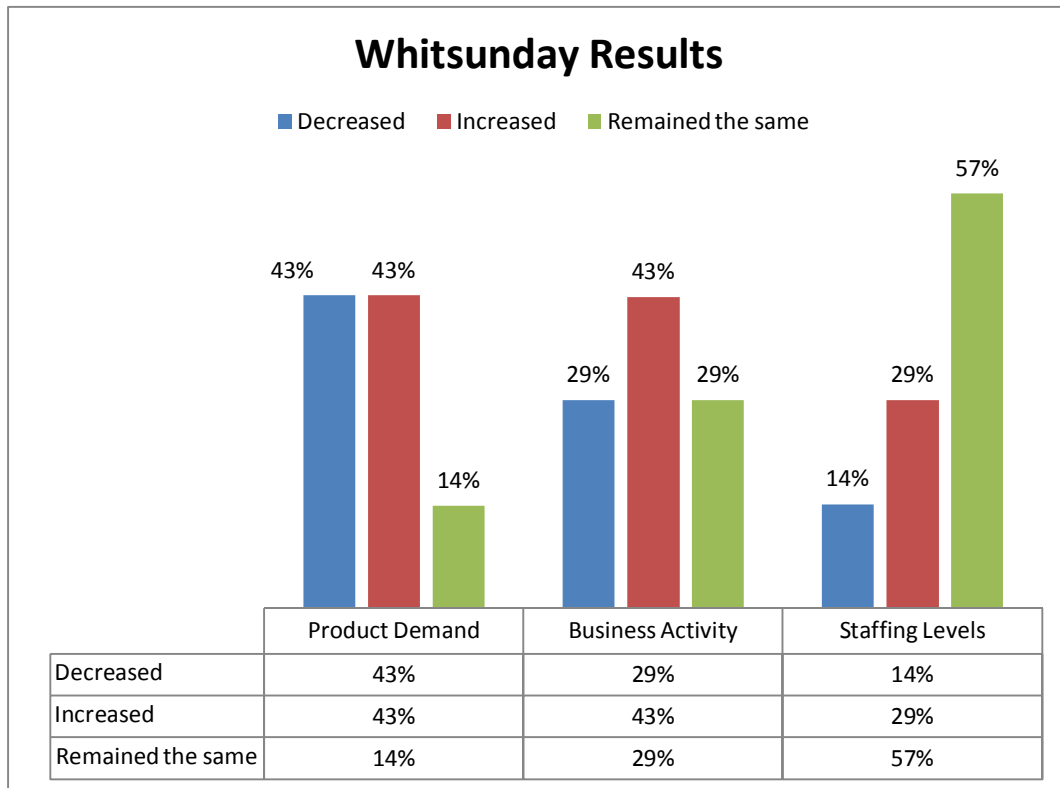
Results show the sentiment across the three sub-regions graphically below.

Sub-region Graphs of Results

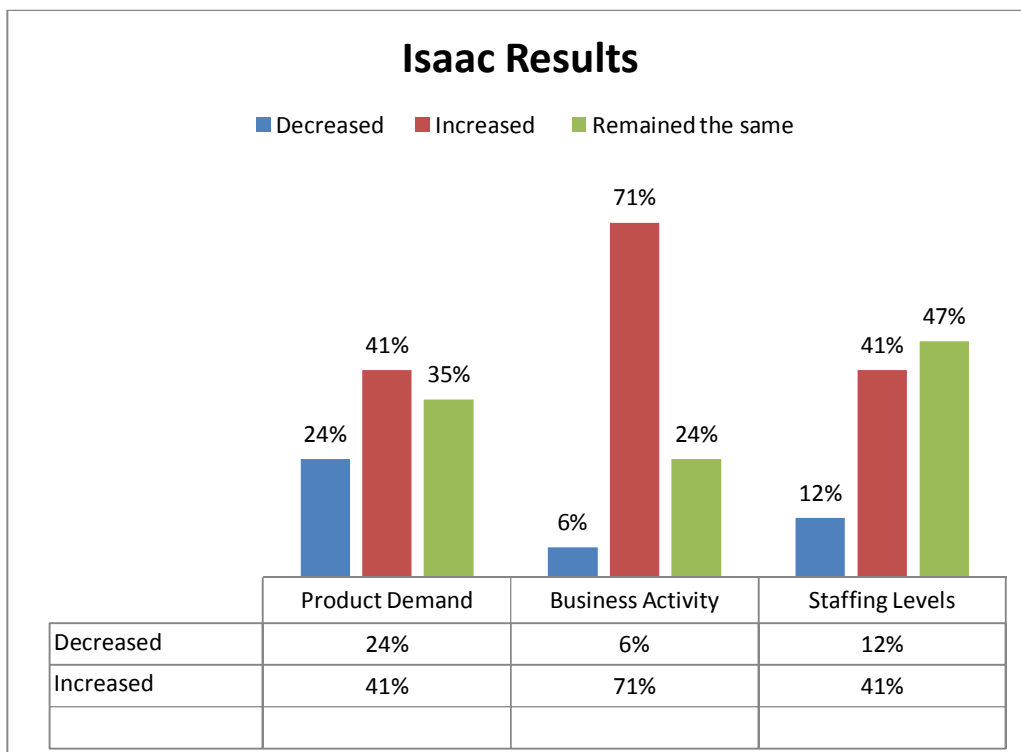
Mackay



Whitsunday



Isaac





regional economic development corporation

MACKAY & WHITSUNDAY

Industry Breakdown

