

IMPACT OF 2010-2011 FLOODS ON AFFECTED COMMUNITIES BUSINESS

A REPORT FOR VICTORIAN FLOODS REVIEW

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Strahan Research Pty Ltd

Level 13, 10-16 Queen St
Melbourne Vic 3000
Tel (03) 9604 9199
Fax (03) 9604 9191

www.strahan-research.com

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BACKGROUND

As part of the Review of the 2010-11 Flood Warning and Response, communities affected are being consulted for their views, experiences and thoughts on the management of floods in Victoria

Part of this consultation includes this survey of businesses located in areas affected by the floods.

PROJECT OBJECTIVES

The objective of this research is to elicit the actual experience of households of the flood events and to understand their attitudes, values and expectations of emergency management information, processes and response services related to the floods.

Specifically the research will address:

- Risk perception of floods and bushfire including plans and risk management
- Early warning in advance of the flood
- Emergency alert warning messages
- Official information sources and their usefulness
- Direct and indirect flood impacts including on business activities
- Business experiences, decisions and actions
- Access to emergency grants and support
- Personal reflections
- Demographics including size of workforce, main activity and geographic location

METHODOLOGY

A random telephone survey of 500 businesses in targeted areas impacted by floods within Victoria was conducted in July 2011.

This sample allows the Victorian Flood Review to be 95% confident that business sample results are within 3.7% of aggregate business population values.

QUESTIONNAIRE

The Principal Researcher of the Office of Emergency Services who is assisting the Review developed a draft household questionnaire. It was further refined in consultation with Strahan Research. The average duration of the business questionnaire was 15 and a half minutes.

SAMPLING

Strahan Research drew a random sample of businesses from the following townships:

- Allendale
- Boort
- Bright
- Charlton
- Chiltern
- Creswick

- Kerang
- Murchison
- Myrtleford
- Pyramid Hill
- Robinvale
- Rochester
- Rupanyup
- Warracknabeal
- Yea

MANAGEMENT OF DATA COLLECTION

Our surveying of businesses involved:

- one interview per business was obtained;
- sample businesses were telephoned up to four times in order to make contact to complete an interview;
- only individuals within the sample were interviewed;
- interviewers highly experienced in dealing sensitively with respondents following emergency events were used

PRE-TEST

10 businesses were pre-tested to fine tune the questionnaire, ensure it was of an appropriate duration and ensure that it was able to achieve our collection objectives of meaningful, high quality data.

AUDIT

In order to continuously monitor quality, all our telephone interviewing was completed by Strahan Research interviewers under strict supervision. Surveys were audited consistent with AMSRS practice.

SECTION I: BUSINESS SURVEY DATA

EMERGENCY RISK RATING BEFORE 2010-2011 FLOODS

Respondents were asked:

Prior to the September 2010 and February 2011 floods in Victoria and the summer bushfire season, how would you have rated the risk that a flood, bushfire or storm would severely impact on your business?

Emergency Risk Rating before 2010-2011 Floods	Respondents n=500			
	No Risk	Low Risk	Some Risk	High Risk
Flood	22.5	47.2	14.9	15.5
Bushfire	28.4	40.8	13.9	16.9
Storm	11.9	38.9	36.3	12.9

Over three in ten (30.4%) respondents rated the level of risk of a flood severely impacting on their business (prior to the 2010/11 Victorian floods) as high or some risk.

Similarly over three in ten (30.8%) respondents rated the level of risk of a bushfire severely impacting on their business (prior to the bushfire season) as high or some risk.

Almost one half of respondents (49.2%) rated the level of risk of a storm severely impacting on their business as high or some risk.

Demographic Analysis

Sole traders (48.6%) more than others believe that there is some or a high risk that a storm would severely impact on their business.

RECEIVED EARLY WARNING OF FLOODING

Respondents were asked:

During the floods in September and February, were you provided with an early warning that your business could be affected by floodwaters?

Received Early Warning of Flooding	Respondents n=500
Yes	45.1
No	52.5
Don't know	2.4

Over four in ten (45.1%) respondents had received an early warning of the potential of flooding in the area where their business is located.

SOURCE OF WARNING INFORMATION RECEIVED

Respondents who had received an early warning of potential flooding were asked in an open-ended question:

Who issued you with this warning information?

Source of Warning Information Received	Responses %
Emergency Alert	27.8
SES	14.2
Radio	13.9
Local Council	7.5
TV	7.1
Public meeting	6.0
Word of mouth	6.0
Friends/neighbour business/customer	3.9
CFA	3.6
Head office	2.5
Internet	2.1
CMA/Water authority	0.7
Other	3.6
Don't know	1.1

*Multiple responses

The three main sources of early warning about potential flooding cited in 55.9% of responses are:

- Emergency Alert (27.8%)
- SES (14.2%)
- Radio - including ABC local radio (13.9%)

TIME BETWEEN WARNING AND FLOODING

Respondents who had received an early warning of potential flooding were asked:

How much time did you have after receiving the warning before the flood arrived?

Hours before Floodwaters Arrived	Respondents n=209
1-5 hours	15.8
6-12 hours	22.5
13-24 hours	25.4
25-48 hours	20.1
>48 hours	16.3

*Some respondents who received an early warning of potential flooding did not subsequently experience flooding and are therefore excluded from these data.

Almost one in six of these respondents (15.8%) said that the flood arrived within 1 to 5 hours of receiving the warning.

Over one in five (22.5%) had the flood arrive 6 to 12 hours after receiving a warning.

More than six in ten respondents (61.8%) had in excess of 12 hours warning of potential flooding with a quarter (25.4%) having between 13 and 24 hours, one in five (20.1%) having 24 to 48 hours and almost one in six (16.3%) having more than 48 hours warning.

ACTIONS AFTER WARNING RECEIVED

Respondents who had received an early warning of potential flooding were asked in an open-ended question:

What did you do immediately after you received the warning?

Actions After Warning Received	Responses %
<i>Sandbagged/built levee/trench</i>	15.1
<i>Nothing/no action</i>	14.5
<i>Moved/lifted equipment</i>	13.6
<i>Prepared for flood/lift/food</i>	11.7
<i>Moved stock/inventory</i>	10.5
<i>Monitored/got information</i>	6.2
<i>Helped others/prepared town</i>	6.2
<i>Left/evacuated/relocate business</i>	5.9
<i>Closed/went home</i>	4.3
<i>Looked at river/water rise/drains</i>	3.7
<i>Spoke/helped friend/neighbour/family</i>	1.2
<i>Spoke to staff/organised meeting</i>	1.2
<i>Went to community meeting</i>	0.6
<i>Assessed situation/made stay or go decision</i>	0.6
<i>Moved records</i>	0.6
<i>Other</i>	2.8

*Multiple responses

In more than half of responses (51.5%) the respondents who had received an early warning said that they immediately started to prepare for the flood by:

- Sandbagging their premises, building a levee or a trench (15.1%)
- Moving and/or lifting equipment (13.6%)
- Organising food and water (11.7%)
- Moving stock and/or inventory (10.5%)
- Moving records (0.6%)

Over one in seven responses (14.5%) indicated that of these respondents did not take any immediate action following receipt of the warning of potential flooding.

EMERGENCY PLAN BEFORE FLOODS

Respondents were asked:

Prior to the floods, did you have an emergency plan for your business to respond to flood, fire or storm?

Had Emergency Plan before Floods	Respondents n=500
Yes	33.1
No	66.1
Don't know	0.8

Almost one third of respondents (33.1%) had an emergency plan for their business prior to the floods.

Demographic Analysis

Businesses employing 20 people or over (64.6%) more than others had an emergency plan prior to the floods.

IMPORTANCE OF EMERGENCY PLAN CONTENT

Respondents who had an emergency plan prior to the floods were asked:

How important is it to have the following in your plan?

Importance of Emergency Plan Content	Respondents n=					
	Not Important at All	Slightly Important	Important	Very Important	Don't know	N/A
<i>Seasonal clean-ups around your business</i>	20.9	5.7	22.2	50.6	0.6	1.4
<i>Discussing emergency plans with neighbouring businesses</i>	30.4	10.8	32.9	24.7	1.3	0.8
<i>Decisions to buy equipment to respond to an emergency</i>	26.2	12.8	34.2	25.5	1.3	2.8
<i>Discussing the emergency plan with your staff</i>	1.9	2.5	30.4	64.6	0.6	0.8
<i>Identifying sources of information about the emergency</i>	0.6	1.2	44.2	53.3	0.6	0.0
<i>Insurance review for your business</i>	3.2	3.2	40.8	49.0	3.8	1.4
<i>When, where and how to move equipment</i>	16.7	5.6	25.3	50.0	2.5	0.6
<i>When, where and how to move stock/inventory</i>	19.9	3.2	25.0	50.0	1.9	1.6

*The four levels of importance and 'Don't know' add-up to 100%, with the exclusion of the 'N/A' – not applicable cases – which have been separated for greater clarity of data.

Two factors were identified by well over nine in ten respondents as being important in relation to their emergency plan:

- Identifying sources of information about the emergency (97.5%)
- Discussing the emergency plan with their staff (95%)

Almost nine in ten respondents (89.8%) with an emergency plan say that it is important to have an insurance review for their business in it.

Over three quarters of respondents believe that it is important to specify in their emergency plan when where and how to move equipment (75.9%) and stock/inventory (75%).

Almost three quarters of respondents (72.8%) say that it is important to include in their emergency plans seasonal clean-ups around their business.

WHAT PROMPTED HAVING EMERGENCY PLAN

Respondents who had an emergency plan prior to the floods were asked in an open-ended question:

What prompted you to have an emergency plan?

What Prompted Having Emergency Plan	Responses %
<i>Regulatory requirement/policy/OHS</i>	40.2
<i>Experience/knowledge of emergencies</i>	18.4
<i>Live in risk area/know are at risk</i>	14.4
<i>For safety of staff/customers</i>	5.7
<i>Always had one</i>	5.7
<i>Common sense</i>	4.0
<i>To be prepared</i>	3.4
<i>Long experience in the bush</i>	2.3
<i>Member of ES</i>	2.3
<i>Insurance requirement</i>	1.7
<i>Other</i>	1.7

*Multiple responses

In more than four in ten (40.2%) responses respondents with an emergency plan said that regulatory or occupational health and safety requirements or company policy prompted them to have a plan.

The further two most often cited factors (in almost one third or 32.8% of responses) that prompted respondents to have an emergency plan are:

- Experience with or knowledge of prior emergencies such as earlier floods or major bushfires (18.4%) and
- Recognition that their business is located in a high-risk area (14.4%)

Demographic Analysis

Businesses employing 20 people or over (60.6%) more than others said that regulatory requirements prompted them to have an emergency plan prior to the floods.

EMERGENCY KIT

Respondents were asked:

Do you have an emergency kit that contains things like a battery powered radio, torch, first aid kit mobile phone and food?

Have Emergency Kit	Respondents n=500
Yes	48.4
No	50.8
Don't know	0.8

Close to one half of the respondents (48.4%) say they have an emergency kit.

Demographic Analysis

Businesses employing 20 people or over (62.5%) more than others have an emergency kit.

WHY DON'T HAVE EMERGENCY KIT

Respondents who did not have an emergency kit were asked:

Why don't you have an emergency kit?

Why Don't Have Emergency Kit	Responses %
<i>Low risk/no threat</i>	44.9
<i>Don't see the need</i>	20.9
<i>Have elements/not as a kit</i>	12.9
<i>Have first aid kit</i>	6.5
<i>Never thought about it</i>	4.9
<i>Intend to get one</i>	2.3
<i>Will leave if emergency</i>	1.9
<i>Can't be bothered/not a priority</i>	1.1
<i>Other</i>	3.1
<i>Don't know</i>	1.5

*Multiple responses

In almost two thirds of responses (65.8%) respondents who do not have an emergency kit say this is because they:

- Believe that their business premises are at low or no risk of an emergency (44.9%)
- Don't see the need for one (20.9%)

A further 12.9% of responses indicate that they have the elements of a kit but not in one place or in kit form.

Only 2.3% of these responses suggest that respondents intend to get an emergency kit.

IMPACT OF FLOODS VS EXPECTATIONS

Respondents were asked:

Based on the warnings and information that you had, did the floods have a greater or lesser direct impact on your business than you expected or was the impact on your business as you expected?

Impact of Floods Vs Expectations	Respondents n=500
Greater impact than expected	57.3
As expected	26.6
Lesser impact than expected	14.9
Don't know	1.2

Almost six in ten (57.3%) respondents said that the floods had a greater direct impact on their business than they had expected based on warnings and information.

Over a quarter of respondents (26.6%) said that the impact was as they expected and over one in seven (14.9%) said the impact was less than expected.

Demographic Analysis

Businesses employing 5-19 people (63.6%) more than others said that the floods had a greater than expected direct impact on their business.

SCALE OF DIRECT IMPACT OF FLOODWATERS: GENERAL

Respondents were asked:

How large a direct impact did the floodwaters have on your business?

Scale of Direct Impact of Floodwaters	Respondents n=500
Large	47.8
Medium	17.1
Small	16.7
No direct impact	18.5

Almost two thirds (64.9%) of respondents said that the floodwaters had a large (47.8%) or medium (17.1%) direct impact on their business.

Over one in six (16.7%) said floodwaters had a small direct impact on their business.

Almost one in five (18.5%) said floodwaters had no direct impact on their business.

Demographic Analysis

Businesses employing 5-19 people (71.6%) more than others said that the floods had a large or medium direct impact on their business.

Businesses employing 2-4 people (41.8%) more than others said that the floods had no impact or a small direct impact on their business.

SCALE OF DIRECT IMPACT OF FLOODWATERS: DETAIL

Respondents who had said that the floodwaters had medium or large direct impact on their business were asked:

How large a direct impact did the floodwaters have on?

Scale of Direct Impact of Flood Waters	Respondents n=323				
	No Impact at All	Small Impact	Medium Impact	Large Impact	N/A
Buildings	60.2	7.8	11.6	20.4	0.4
Yard	54.4	7.3	12.3	25.9	1.4
Equipment	63.9	5.6	9.3	21.2	0.4
Carpets and floor coverings	69.0	3.8	3.8	23.4	1.4
Fixtures and fittings	69.0	5.0	6.0	20.1	0.6
Stock/inventory	67.6	5.4	6.7	20.3	1.6
Storage areas	63.8	5.9	10.3	20.0	0.4
Cars, trucks or other vehicles	79.7	5.1	4.8	10.5	1.4
Your emotional and physical wellbeing	13.9	19.7	25.2	41.1	0.4
Extent business could operate	6.9	5.9	15.9	71.3	0.4
Sales turnover	9.4	7.4	13.5	69.7	2.2
Staff absences	35.0	8.4	14.1	42.4	5.2
Ability to re-stock/re-equip	46.5	9.5	10.9	33.1	6.0

*The four levels of impact add-up to 100%, with the exclusion of the 'N/A' – not applicable cases – which have been separated for greater clarity of data.

Almost nine in ten (87.2%) respondents who said floodwaters had a large or medium impact on their business felt that they had a large (71.3%) or medium (15.9%) impact on the extent their business could operate.

Over eight in ten (83.2%) of these respondents said that the floodwaters had a large (69.7%) or medium (13.5%) impact on their sales turnover.

Approximately two thirds (66.3%) said floodwaters had a large (41.1%) or medium (25.2%) impact on their emotional and physical wellbeing.

More than one half (56.5%) of these respondents said floodwaters had a large (42.4%) or medium (14.1%) impact on the absence of their staff.

Over four in ten (44%) of these respondents said that floodwaters had a large (33.1%) or medium (10.9%) impact on their ability to re-stock/re-equip their business.

Almost four in ten (38.2%) said that floodwaters had a large (25.9%) or medium (12.3%) impact on their business's yard.

Over three in ten said that floodwaters had a large or medium impact on their business's buildings (32%), equipment (30.5%) and storage areas (30.3%).

Demographic Analysis

Businesses employing 20 people or over (74.2%) more than others said that the floods had a large or medium direct impact on staff absences and on their ability to restock (74.2%).

EFFECTS OF IMPACT OF FLOOD

Respondents who had said that the floodwaters had medium or large direct impact on their business were asked in an open-ended question:

What effects did the impact of the flood have on your business?

Effects of Impact of Flood	Responses %
<i>Loss of trade</i>	19.3
<i>Closed business</i>	18.2
<i>Loss of income/financial impact</i>	12.1
<i>Isolation/customers can't get to us</i>	11.9
<i>Damage to house/property/contents/car</i>	8.2
<i>Loss of inventory/can't re-stock</i>	6.0
<i>Staff can't get to work/can't work</i>	4.4
<i>Loss/damage to machinery</i>	4.4
<i>Physical demands of clean-up</i>	2.8
<i>Increased costs/can't pay bills</i>	2.8
<i>More business dure to floods</i>	2.1
<i>Stress/anxiety/depression</i>	1.4
<i>Loss of utilities/power/telephone</i>	1.1
<i>Evacuated/forced from premises</i>	0.7
<i>Helped community</i>	0.7
<i>Inconvenience/difficult to operate</i>	0.5
<i>Other</i>	3.3

*Multiple responses

The four main effects of the impact of the flood, identified by more than six in ten (61.5%) respondents who experienced a large or medium impact of floodwaters on their business, are:

- Loss of trade (19.3%)
- Closure of business (18.2%)
- Financial impact, including loss of income (12.1%)
- Physical isolation preventing customers' access (11.9%)

WORKING DAYS AFFECTED BY FLOODING

Respondents who had said that the floodwaters had medium or large direct impact on their business were asked:

How many working days did the flooding affect your business?

Working Days Affected by Flooding	Respondents n=323
Less than 1 day	1.6
1-2 days	5.6
3-5 days	12.1
6-10 days	15.5
11-20 days	12.1
More than 20 working days	22.0
Still experiencing impacts from the floods on your business	31.1

Almost two thirds (65.2%) of respondents who said that the floodwaters had medium or large direct impact on their business said that their business was affected by floodwaters for more than 10 working days.

Almost one in eight (12.1%) said that their business was affected by the flooding for 11 to 20 days.

In excess of one in five (22.2%) of them said that the flooding had affected their business for more than 20 working days.

Over three in ten (31.1%) of these respondents said that they were still experiencing impacts from the floods on their business.

Demographic Analysis

Sole traders (42.2%) more than others say that they are still experiencing impacts of the flood on their business.

Businesses employing 2-4 people more than others say that the flood affected their business for 11 to 20 days (17.2%) and over than 20 days (29.3%).

Businesses employing 5-19 people more than others say that the flood affected their business for 6 to 10 days (23.0%).

IMPACTS CONTINUING TO EXPERIENCE

Respondents who were still experiencing impacts from the floods on their business were asked:

What are the impacts that you are continuing to experience?

Impacts Continuing to Experience	Responses %
<i>Lack of business/sales</i>	25.1
<i>Cleaning-up/debris/repairing</i>	18.1
<i>Customers lost/moved/no money/not buying</i>	15.2
<i>Loss of income</i>	7.0
<i>Repair/re-stocking costs</i>	5.3
<i>Buildings/machinery damaged</i>	5.3
<i>Premises damaged/produce affected</i>	4.7
<i>Stress/depression/uncertainty/insecurity</i>	4.1
<i>Can't access customers/bridges/roads</i>	2.9
<i>Staff not available/have own problems</i>	2.9
<i>Problems with insurance claims</i>	1.8
<i>Still closed</i>	1.8
<i>Water still/under water/water-logged</i>	1.2
<i>Other</i>	4.7

*Multiple responses

Almost two thirds (65.4%) of responses given by respondents who were experiencing on-going direct impacts from the floods cited four major impacts:

- Lack of business/sales (25.1%)
- Cleaning-up, removal of debris and/or repairs (18.1%)
- Loss of customers who either moved out of the area or have stopped buying due to lack of disposable income (15.2%)
- Loss of income (7%)

Demographic Analysis

Businesses employing 5-19 people (21.2%) more than others say that a continuing impact of the floods is that customers have been lost because they do not have money to spend or have moved.

MEANING OF EFFECTS OF IMPACT OF FLOOD ON BUSINESS FOR SELF AND FAMILY

Respondents who had said that the floodwaters had medium or large direct impact on their business were asked:

What did the effects of the impact of the flood on your business mean for you and your family?

Meaning of Effects of Impact of Flood on Business for Self and Family	Responses %
<i>Stress/anxiety/psychological</i>	25.2
<i>Loss of income</i>	20.1
<i>Financial hardship</i>	18.1
<i>No/small effect</i>	9.8
<i>Very high workload</i>	7.1
<i>Couldn't get to work/no work</i>	3.8
<i>Illness/health issues</i>	2.7
<i>Cut off from family</i>	2.7
<i>Extra cost/clean-up/pay staff for not working</i>	2.5
<i>Close down/reassess business direction</i>	2.2
<i>Large negative effect</i>	1.3
<i>Years to recover</i>	0.4
<i>Improved business</i>	0.4
<i>Other</i>	2.0
<i>Don't know</i>	0.2

*Multiple responses

For almost nine in ten (89.8%) responses from respondents who had experienced medium or large direct impact of floodwaters on their business, the effects of that impact had been negative for them and their families. The four main negative effects cited in more than seven in ten responses (70.5%) are:

- Stress, anxiety and other psychological issues (25.2%)
- Loss of income (20.1%)
- Financial hardship (18.1%)
- Very high workload (7.1%)

Almost one in ten (9.8%) responses indicated that the effects for respondents and their families were either small or non-existent. Only 0.4% responses cited a positive - improved business.

Demographic Analysis

Sole traders (30.2%) and businesses employing 2 to 4 people (25.5%) more than others say that the loss of income is the main effect that the impact of the flood had on them and their family.

NEED TO TAKE ACTIONS TO LESSEN IMPACT

Respondents were asked:

Once you became aware of potential flooding did you need to take actions to lessen the flood's impact on your business or did you need to take very limited or no action?

Need to Take Actions to Lessen Impact	Respondents n=500
<i>Needed to take actions to lessen impact</i>	43.2
<i>Needed to take very limited or no action</i>	56.8

More than four in ten (43.2%) respondents said that they needed to take actions to lessen the flood's impact on their business.

Demographic Analysis

Businesses employing 5-19 people (57.4%) more than others said that they needed to take actions to lessen the impact of the floods on the business.

Sole traders (75.4%) more than others said that they did not need to take actions to lessen the impact of the floods on the business.

ACTIONS TAKEN TO LESSEN IMPACT

Respondents who needed to take actions to lessen the flood's impact on their business were asked:

Which of the following actions did you take to lessen the impact of the flood on your business?

Actions Taken to Lessen Impact	Respondents n=217			
	Yes	No	Don't know	N/A
Sandbagged premises	71.1	27.8	0.5	0.4
Moved or lifted furniture, fixtures or fittings	73.0	27.0	0.0	0.0
Moved or lifted computers and equipment	71.6	27.9	0.5	0.0
Moved or lifted stock/inventory	72.3	27.2	0.5	0.2
Moved or lifted business records	69.8	29.8	0.5	0.0
Secured items that could float	46.4	53.6	0.0	0.6
Turned off utilities such as power or gas	51.6	46.0	2.3	0.4
Moved vehicles	57.3	42.2	0.5	1.4
Telephoned SES	30.5	68.1	1.4	0.8
Listened to the radio	84.0	16.0	0.0	0.4
Other important actions	39.8	60.2	0.0	1.0

**Yes', 'No' and 'Don't know' add-up to 100%, with the exclusion of the 'N/A' – not applicable cases – which have been separated for greater clarity of data.

The eight actions taken by a majority of respondents who needed to take actions to lessen the impact of the flood on their business are:

- Listened to the radio (84%)
- Moved or lifted furniture, fixtures or fittings (73%)
- Moved or lifted stock/inventory (72.3%)
- Moved or lifted computers and equipment (71.6%)
- Sandbagged premises (71.1%)
- Moved or lifted business records (69.8%)
- Moved vehicles (57.3%)
- Turned off utilities such as power or gas (51.6%)

Over four in ten respondents (46.4%) who needed to take action secured items that could float.

Demographic Analysis

Businesses employing 2-4 people (80.8%) more than others sandbagged their premises to lessen the impact of the flood.

OTHER ACTIONS TAKEN TO LESSEN IMPACT

Other Actions Taken to Lessen Impact	Responses %
<i>Check TV/radio</i>	21.7
<i>Built levee/channel</i>	14.1
<i>Got information on water levels</i>	10.9
<i>Helped others/neighbours</i>	10.9
<i>Discussed with family/friends/at meeting</i>	8.7
<i>Evacuated staff/moved to safe place</i>	8.7
<i>Pumped water</i>	6.5
<i>Contacted ES/Council</i>	6.5
<i>Stocked-up on food/water</i>	1.1
<i>Other</i>	10.9

*Multiple responses

The main “other” actions that were taken by almost four in ten (39.8%) respondents who needed to take action are:

- Checking radio and/or television for relevant information (21.7%)
- Building a levee or a channel to protect their premises (14.1%)
- Getting information about water levels in rivers, creeks and drains (10.9%)
- Helping neighbouring businesses and others in their community (10.9%)
- Discussing the flood at a meeting or with family and/or friends (8.7%)
- Evacuating staff or moving to a safe place (8.7%)

ITEMS SAVED FROM FLOODING

Respondents who needed to take actions to lessen the flood's impact on their business were asked:

Which of the following were you able to save from the flooding as a direct result of any actions that you took?

Items Saved from Flooding	Respondents n=217			
	Yes	No	Don't know	N/A
<i>Furniture, fixtures or fittings</i>	75.0	24.5	0.5	6.0
<i>Computers and equipment</i>	82.3	17.2	0.5	5.8
<i>Business records</i>	82.9	16.6	0.5	5.6
<i>Stock/inventory</i>	70.7	28.3	1.1	6.0
<i>Vehicles</i>	84.1	15.9	0.0	8.2

**Yes', 'No' and 'Don't know' add-up to 100%, with the exclusion of the 'N/A' – not applicable cases – which have been separated for greater clarity of data.

By taking actions respondents, in over three quarters of cases saved their:

- Vehicles (84.1%)
- Business records (82.9%)
- Computers and equipment (82.3%)
- Furniture, fixtures and fittings (75%)

Stock and inventory were saved by the lowest proportion of respondents (70.7%).

RECEIVED GRANTS OR OTHER PAYMENTS AS RESULT OF FLOODS

Respondents were asked:

Following the floods have you received any Department of Human Services grants, business support from Regional Development Victoria or payments from other organisations including insurance companies?

Received Grants or Other Payments as Result of Floods	Respondents n=500
Yes	31.1
No	65.1
Don't know	3.8

Over three in ten (31.1%) respondents received Department of Human Services grants, business support from Regional Development Victoria or payments from other organisations.

Demographic Analysis

Businesses employing 20 people or over (45.8%) more than others received grants, business support or payments.

SOURCES OF GRANTS, SUPPORT OR PAYMENTS

Respondents who had received grants, support or payments were asked:

Where did you receive grants, support or payments from?

Sources of Grants, Support or Payments	Respondents n=157
Department of Human Services	33.8
Regional Development Victoria	7.0
Insurance company	24.8
Other source	57.3

Over a third (33.8%) of respondents who received grants or other support or payments benefited from the Department of Human Services grants.

Almost a quarter (24.8%) of these respondents received funds from insurance companies and almost one in fourteen (7%) received Regional Development Victoria support.

Demographic Analysis

Businesses employing 2-4 people (44.4%) more than others received payments or support from DHS.

OTHER SOURCES OF GRANTS, SUPPORT OR PAYMENTS

Other Sources of Grants, Support or Payments	Respondents %
Rural Finance Corporation	47.9
Centrelink/wage assistance	18.8
Charities/Salvation Army/Red Cross	12.5
State Government Departments	9.4
Industry association/Chamber of Commerce	2.1
Local Council	2.1
Bank	1.0
Head Office	1.0
Other	5.2

*Multiple responses

The main “other” sources of financial support cited by 57.3% respondents who had received grants, support or payments are:

- Rural Finance Corporation (47.9%)
- Centrelink/wage assistance (18.8%)
- Charities, including Salvation Army and Red Cross (12.5%)
- State Government Departments (9.4%)

Demographic Analysis

Businesses employing 2-4 people (57.5%) more than others received “other” payments or support from the Rural Finance Commission.

SUPPORT OR PAYMENT SUFFICIENT

Respondents who had received grants, support or payments were asked:

Was the support or payment sufficient for your immediate needs?

Support or Payment Sufficient	Respondents n=157
Yes	50.7
No	36.8
Don't know	12.5

Just over one half of respondents (50.7%) felt that the grant money or support they received was sufficient for their immediate needs.

HOW FUNDS HELPED

Respondents who had received grants, support or payments were asked in an open-ended question:

How did these funds help?

How Funds Helped	Responses %
<i>Repair/buy machinery</i>	21.3
<i>Repair buildings</i>	18.0
<i>Pay bills/everyday expenses</i>	11.8
<i>Replace stock</i>	10.7
<i>Cash-flow/cover loss/keep business going</i>	9.6
<i>Buy food/groceries/restock fridge</i>	9.0
<i>Limited help/did not go far</i>	7.3
<i>Cover wages/overtime</i>	6.7
<i>Buy clothes</i>	2.2
<i>Other</i>	2.2
<i>Don't know</i>	1.2

*Multiple responses

More than one in five (21.3%) responses by respondents who had received grants or other financial support indicated that the funds helped toward the cost of repairing or buying machinery they had lost as a result of the floods.

Almost one in five (18%) responses said the funds contributed to the cost of repairing buildings damaged by the floodwaters.

Over one in nine (11.8%) responses said the funds helped to pay the bills and meet their business's everyday expenses.

Over one in ten (10.7%) responses said that the funds were put toward the cost of replacing lost or damaged stock.

Almost one in ten (9.6%) responses said the grants helped to cover losses, improved the cash-flow and kept the business going.

Almost one in eleven (9%) responses said that the funds helped to buy food and groceries they had lost as a result of the floods and due to the loss of power.

INDIRECT IMPACT OF FLOOD

Respondents were asked:

During the flood were you affected by any of the following?

What Affected by During Flood	Respondents n=500		
	Yes	No	Don't know
<i>Loss of power</i>	29.6	66.0	4.4
<i>Loss of water supply</i>	21.3	74.9	3.8
<i>Gas supply disruption</i>	3.7	89.4	6.9
<i>Telephone service disruption</i>	24.2	72.1	3.6
<i>Isolation due to road closures</i>	82.8	16.6	0.6
<i>Further inundation due to road traffic movements</i>	33.5	64.1	2.3

More than eight in ten respondents (82.8%) were isolated by road closures.

Over one third of respondents (33.5%) experienced further inundation due to road traffic movements.

Almost three in ten respondents (29.6%) experienced loss of power, almost a quarter of them (24.2%) had telephone service disruptions and over one in five (21.3%) experienced loss of water supply.

HOW LONG WITHOUT POWER

Respondents who had experienced loss of power were asked:

How long were you without power?

How Long Without Power	Respondents n=147
1-3 hours	16.7
4-8 hours	11.1
9-12 hours	5.6
13-24 hours	9.7
25-48 hours	23.6
49-72 hours	8.3
>72 hours	25.0

A quarter of respondents (25%) who experienced loss of power were without power for more than three days.

A further one in twelve of these respondents (8.3%) were without power for more than two but less than three days.

Almost one quarter (23.6%) were without power for more than one but less than two days.

Almost one in ten respondents (9.7%) were without power for up to 24 hours and a further 5.6% had no power for 9 to 12 hours.

One in nine respondents (11.1%) experienced loss of power for 4 to 8 hours and a further one in six (16.7%) were without power for up to 3 hours.

IMPACT OF LOSS OF POWER

Respondents who had experienced loss of power were asked in an open-ended question:

What was the impact of not having power on your business?

Impact of Loss of Power	Responses %
<i>Unable to do business/operate</i>	28.9
<i>No impact/short time</i>	15.1
<i>Loss of perishables/fridge, freezer</i>	15.1
<i>Flood out/loss of power/no difference</i>	7.8
<i>Couldn't run computers</i>	7.2
<i>Equipment wouldn't work/tills/EFPOS/tools</i>	5.4
<i>Couldn't clean-up</i>	4.2
<i>Need to use generator</i>	3.6
<i>No telephone/mobile battery flat</i>	3.0
<i>Inconvenience/disruption</i>	3.0
<i>Relocate business</i>	2.4
<i>No cooking</i>	2.4
<i>Loss of pumped water</i>	1.2
<i>Other</i>	0.6

*Multiple responses

The main impact on their business of a loss of power, identified by almost three in ten (28.9%) responses is the inability to operate as a business.

Over one in seven (15.1%) responses said that loss perishables, including frozen and refrigerated food was an important impact of loss of power.

More than one in seven (15.1%) responses by respondents who lost power stated that it had very little or no impact on their business.

Demographic Analysis

Businesses employing 2-4 people (37.5%) more than others say that the impact of not having power was that they were unable to operate.

Businesses employing 5-19 people (26.9%) more than others say that the impact of not having power was that they lost perishables in their refrigerators and freezers.

HOW LONG WITHOUT WATER SUPPLY

Respondents who had experienced loss of water supply were asked:

How long were you without water?

How Long Without Water	Respondents n=105
1-3 hours	1.9
4-8 hours	4.9
9-12 hours	0.0
13-24 hours	9.7
25-48 hours	14.6
49-72 hours	7.8
>72 hours	61.2

Of those respondents who experienced a loss of water over six in ten (61.2%) were without it for longer than three days.

Over one in thirteen (7.8%) were without water for more than two but less than three days and more than one in seven (14.6%) were without it for more than one but less than two days.

Almost one in ten (9.7%) were without water for 13 to 24 hours, 4.9% were without it for 4 to 8 hours and a further 1.9% for up to 3 hours.

SOURCES OF INFORMATION DURING AND AFTER FLOODS

Respondents were asked:

During and after the floods, from what sources did you access information to assist in your business recovery?

Sources of Information During and After Floods	Respondents n=500		
	Yes	No	Don't know
SES	30.8	67.2	2.0
Emergency services - CFA, Police	23.0	74.8	2.2
Local Council	30.0	68.0	2.0
Vic Roads	23.0	74.6	2.4
Bureau of Meteorology	25.0	72.8	2.2
Insurer	21.4	75.6	3.0
Water company	5.6	92.4	2.0
Energy company	4.6	93.2	2.2
DSE	5.8	91.6	2.6
Regional Development Victoria	4.2	93.4	2.4
Rural Finance Corporation	16.2	81.8	2.0
Other	23.4	74.6	2.0

The main information sources used by the respondents during and after the floods to assist in their recovery are:

- SES (30.8%)
- Local Council (30%)
- Bureau of Meteorology (25%)
- Emergency services including CFA and the Police (23%)
- Vic Roads (23%)
- Their insurer (21.4%)
- Rural Finance Corporation (16.2%)

Demographic Analysis

Businesses employing 20 people or over more than others accessed information to assist in their business recovery from:

- SES (41.7%)
- Emergency services other than SES (35.4%)
- Local Council (41.7%)
- Bureau of Meteorology (35.4%)
- Insurance company (33.3%)

OTHER SOURCES OF INFORMATION DURING AND AFTER FLOODS

Other Sources of Information During and After Floods	Responses %
Radio	25.9
TV	13.6
State/Federal Government Departments	9.9
Family/friends/local business/word of mouth	9.3
Internet/websites	6.2
Community organisations/charities	4.9
Centrelink	4.9
Public meeting	4.3
Head office	3.1
Emergency Services	3.1
Relief Recovery Centre	3.1
Industry association/Chamber of Commerce/VECCI	2.5
Newspaper	1.9
Professional advisor/accountant/bank	1.9
Other	5.5

*Multiple responses

Almost a quarter of respondents (23.4%) identified other sources of information during and after the floods.

The two dominant other sources of information about the flood threat prior to the floods are radio (25.9%) and television (13.6%).

Other important sources of information cited include state and federal government departments (9.9%) and word of mouth (9.3%).

METHODS OF ACCESSING INFORMATION

Respondents who had accessed information to assist in their business recovery from floods were asked:

Did you access this information mainly by:

Methods of Accessing Information	Respondents n=314
Telephone	31.2
Websites	23.9
Email	3.5
Face to face contact	34.4
Other	7.0

Over one third of respondents (34.4%) said that during and after floods they accessed information to assist in their business recovery mainly by face-to-face contact.

More than three in ten respondents (31.2%) said that they accessed this information mainly by telephone.

In excess of one in five respondents (23.9%) used mainly websites to access information to assist in recovery from floods.

The 7% of respondents who identified other means of accessing information mainly said that they used mass media including radio and television.

HELPLEFULNESS OF WEBSITES DURING AND AFTER FLOODS

Respondents were asked:

How helpful were the following websites during and after the floods in assisting in your business recovery?

Helpfulness of Websites During and After Floods	Respondents n=253				
	Not helpful at all	Slightly helpful	Helpful	Very helpful	Did not use
Bureau of Meteorology	3.1	9.9	51.9	35.2	19.2
VICSES	19.3	12.5	38.6	29.5	32.8
CFA	11.4	9.1	40.9	38.5	41.4
Local Council	19.4	14.9	50.7	14.9	37.0
Regional Development Victoria	33.3	11.1	22.2	33.3	48.6
Rural Finance Corporation	12.5	16.7	45.8	25.0	45.8
Catchment Management Authority	42.1	0.0	42.1	15.8	46.4
Vic Roads	12.9	12.9	45.6	28.6	21.0
Power Company	50.0	37.5	12.5	0.0	48.6
Department of Human Services	23.1	15.4	26.9	34.6	45.2
Department of Primary Industry	30.0	20.0	30.0	20.0	48.2
Department of Sustainability and Environment	36.4	45.5	9.1	9.1	48.0
Other websites	18.2	3.0	51.5	27.3	42.8

*The four levels of helpfulness add-up to 100%, with the exclusion of the 'Did not use' cases – which have been separated for greater clarity of data.

The websites most used as a source of information during and after the floods to assist in business recovery are:

- Bureau of Meteorology (80.8%)
- Vic Roads (79%)
- VICSES (67.2%)
- Local Council (63%)
- CFA (58.6%)

Of those websites that were used, two thirds or more respondents saw the following as helpful or very helpful:

- Bureau of Meteorology (87.1%)
- CFA (79.4%)
- Vic Roads (74.2%)
- Rural Finance Corporation (70.8%)
- VICSES (68.1%)

HELPFUL INFORMATION ON MANAGING EMERGENCIES FOR BUSINESS

Respondents were asked in an open-ended question:

What kinds of information about managing emergencies would be helpful for your business?

Helpful Information on Managing Emergencies for Business	Responses %
<i>None needed</i>	18.4
<i>Accurate/up-to-date information</i>	9.9
<i>Early warning</i>	9.0
<i>Level of threat</i>	8.1
<i>Listen to locals/use local information</i>	7.0
<i>Improved/clearer communication</i>	6.0
<i>SMS/telephone warning</i>	5.1
<i>Information on how to prepare/ what to do/evacuation</i>	4.2
<i>Local/more specific information</i>	4.0
<i>Coordinate emergency services/less red tape</i>	4.0
<i>Single point of contact/someone in charge</i>	3.7
<i>Better warning system/radio/ phone tree/email</i>	3.4
<i>Traffic/road closures</i>	3.3
<i>Location/proximity of threat</i>	2.8
<i>Where to get information</i>	1.6
<i>Provide information on government assistance</i>	0.9
<i>Secure power supply</i>	0.5
<i>Fix mobile coverage</i>	0.3
<i>Other</i>	3.3
<i>Don't know</i>	4.5

*Multiple responses

Almost one in five responses (18.4%) said that no information about managing emergencies was needed for their businesses.

Respondents identified three elements that contribute to the helpfulness of information during an emergency – its content, timeliness and the way it is organised and delivered.

Almost one in five responses (18.9%) said that information would be helpful if it was accurate and up-to-date (9.9%) and if early warning was received (9%) so it can be effectively used to make decisions

More than one third of responses (36.3%) said that information would be helpful if it:

- Indicated the level of threat (8.1%)
- Was based on local knowledge (7%)
- Was better and more clearly communicated (6%)
- Included information on how to prepare, what to do and when/where/how to evacuate (4.2%)
- Was locally focused and more specific (4%)
- Included traffic conditions and road closures (3.3%)
- Specified location and the proximity of the threat (2.8%)

Over one in twenty responses (5.1%) suggest that participants believe it would be helpful for the information to be delivered through SMS or landline.

One in twenty five responses (4%) indicated that less red tape and better coordination of emergency services were desirable whilst one in twenty seven (3.7%) wanted to have someone in charge and to provide a single point of contact.

INFORMATION, SUPPORT OR SERVICES TO HELP RURAL BUSINESSES MANAGE EMERGENCIES

Respondents were asked:

What information, support or services would help rural businesses to better manage during or after an emergency such as a flood, fire or storm?

Information, Support or Services to Help Rural Businesses Manage Emergencies	Responses %
Nothing	19.9
Better warning/early/accurate/update	16.4
Central organisation/coordination	9.2
Use local knowledge	8.5
Grants for loss of trade (not recognised)	5.6
Single point to access information on/ application for business assistance	5.4
Physical support/sandbag/clean-up	4.9
Advice on road closures	3.3
Insurance improvements	3.1
Marketing/information that not flood affected anymore/tourists to come	3.1
Financial support for residents	2.8
Information on what to do in flood emergency/prepare/plan	2.4
Fix infrastructure/roads	2.3
Counselling/moral support	1.6
Cost break/tax/bank charges	0.7
Business advice/how to survive	0.7
Other	4.2
Don't know	5.9

*Multiple responses

Almost one in five responses (19.9%) said that no other/additional information, support or services were required for the rural businesses to better manage during or after an emergency.

Almost one in six responses (16.4%) said that a better warning system would be helpful, including a system that provides earlier, more accurate and more frequently updated warnings.

Almost one in six responses (15.9%) wanted improvements to different aspects of financial and physical assistance to businesses, including:

- Grants for loss of trade to be recognised (5.6%)
- Single point to access information on or apply for business assistance (5.4%)
- Physical support, including sandbagging and cleaning-up (4.9%)

Over one in eleven responses (9.2%) said that in an emergency centralised coordination of the response would be helpful.

Almost one in eleven responses (8.5%) mentioned the use of local knowledge as helpful.

SECTION II: DEMOGRAPHICS OF SAMPLE

	Respondents %
Position within the Business	
Owner	63.8
Executive	3.8
Manager	22.9
Supervisor	3.0
Clerical	5.6
Other	0.8
Main Activity of the Business	
Agriculture	4.3
Manufacturing	5.9
Electricity and gas	0.2
Construction	8.6
Wholesale trade	2.0
Retail trade	26.1
Accommodation and food	11.4
Transport, post and warehousing	3.7
Information media and telecommunications	1.4
Financial and insurance services	1.4
Rental, hiring and real estate services	2.4
Professional, scientific and technical services	5.3
Administrative and support services	1.0
Education and training	8.4
Health care and social assistance	4.5
Arts and recreation services	2.9
Other services	10.4
Geographic area	
Allendale	0.2
Boort	4.0
Bright	11.0
Charlton	6.0
Chiltern	1.6
Creswick	8.4
Kerang	24.6
Murchison	1.8
Myrtleford	9.8
Pyramid Hill	1.4
Robinvale	7.0
Rochester	13.2
Rupanyup	1.4
Warracknabeal	6.4
Yea	3.2
Gender	
Male	51.8
Female	48.2
How Many Employees at the Location	
One	13.9
2-4	40.5
5-19	35.5
20-100	8.7
More than 100	1.0
Refused/Don't know	0.4

SECTION III: QUESTIONNAIRE

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S. Hello I am [NAME OF INTERVIEWER] calling from Strahan Research on behalf of the Victorian Floods Review being led by Mr Neil Comrie.

S. The Victorian Government is reviewing the response to and impacts of the floods between September 2010 and February 2011. It wants to understand more about how the floods affected you and your business. The information will be used to improve how Victoria manages and responds to flood emergencies. We are conducting an interview that will take about 10 minutes. Anything you say will be confidential. We'd like you to answer all the questions but you don't have to.

1. Prior to the September 2010 and February 2011 floods in Victoria and the summer bushfire season, how would you have rated the risk that a flood, bushfire or storm would SEVERELY impact on your

	Flood	Bushfire	Storm
Business	<input type="radio"/> No risk	<input type="radio"/> No risk	<input type="radio"/> No risk
	<input type="radio"/> Low risk	<input type="radio"/> Low risk	<input type="radio"/> Low risk
	<input type="radio"/> Some risk	<input type="radio"/> Some risk	<input type="radio"/> Some risk
	<input type="radio"/> High risk	<input type="radio"/> High risk	<input type="radio"/> High risk

2. During the floods in September and February, were you provided with an early warning that your business could be effected by flood waters?

- Yes
- No
- Dont Know

2a. Who issued you with this warning information?

2b. How much time did you have after receiving the warning before the flood arrived?

Hours before flood waters arrived _____

2c. What did you do immediately after you received the warning?

4. Prior to the floods, did you have a emergency plan for your business to respond to flood ,fire or storm?

- Yes
- No

Don't Know

5. How important is it to have the following in your plan?

- | | |
|---|--|
| Seasonal clean-ups at your business | <input type="radio"/> Not important at all |
| Discussing emergency plans with neighbouring businesses | <input type="radio"/> Slightly important |
| Decisions to buy equipment to respond to an emergency | <input type="radio"/> Important |
| Discussing the emergency plan with your staff | <input type="radio"/> Very important |
| Identifying sources of information about the emergency | <input type="radio"/> Don't Know |
| Insurance review for your business | <input type="radio"/> NA |
| When, where and how to move equipment | |
| When, where and how to move stock/inventory | |

6. What prompted you to have an emergency plan?

Prompted you _____

7. Do you have an emergency kit that contains things like a battery powered radio, torch, first aid kit mobile phone and food ?

- Yes
- No
- Don't Know

7b. Why dont you have an emergency kit?

Why not _____

8. Based on the warnings and information that you had, did the floods have a greater or lesser direct impact on your business than you expected or was the impact on your business as you expected?

- Greater impact than expected
- As expected
- Lesser impact than expected
- Dont Know

8a. How large a direct impact did the flood waters have on your business. Was the direct impact:

- Large
- Medium
- Small
- No direct impact

9. How large a direct impact did the flood waters have on

- | | |
|---------------------------------------|--|
| | Impact |
| Buildings | <input type="radio"/> No impact at all |
| Yard | <input type="radio"/> Small impact |
| Equipment | <input type="radio"/> Medium impact |
| Carpets and floor coverings | <input type="radio"/> Large impact |
| Fixtures and fittings | <input type="radio"/> NA |
| Stock/inventory | |
| Storage areas | |
| Cars, trucks or other vehicles | |
| Your emotional and physical wellbeing | |
| Extent business could operate | |
| Sales turnover | |
| Staff absences | |
| Ability to restock/re-equip | |

10. What effects did the impact of the flood have on your business?

11. How many working days did the flooding affect your business?

- Less than 1 day
- 1-2 days
- 3-5 days
- 6 -10 days
- 11-20 days
- More than 20 working days
- Still experiencing impacts from the floods on your business

11a. What are the impacts that you are continuing to experience?

12. What effects did the impact of the flood on your business mean for you and your family?

13. Once you became aware of potential flooding did you need to take actions to lessen the flood's impact on your business or did you need to take very limited or no action?

- Needed to take actions to lessen impact
- Needed to take very limited or no action

13a. Which of the following actions did you take to lessen the impact of the flood on your business?

Actions taken

- | | |
|---|---------------------------------|
| Sandbagged premises | <input type="radio"/> Yes |
| Moved or lifted furniture, fixtures or fittings | <input type="radio"/> No |
| Moved or lifted computers and equipment | <input type="radio"/> Dont Know |
| Moved or lifted stock/inventory | <input type="radio"/> NA |
| Moved or lifted business records | |
| Secured items that could float | |
| Turned off utilities such as power or gas | |
| Moved vehicles | |
| Telephoned SES | |
| Listened to the radio | |
| Other important actions | |

13b. What other action did you take?

Other action _____

14. Which of the following were you able to save from the flooding as a direct result of any actions that you took?

Items saved

- | | |
|---------------------------------|---------------------------------|
| Furniture, fixtures or fittings | <input type="radio"/> Yes |
| Computers and equipment | <input type="radio"/> No |
| Business records | <input type="radio"/> Dont Know |
| Stock/inventory | <input type="radio"/> NA |
| Vehicles | |

17. Following the floods have you received any Department of Human Services grants, business support from Regional Development Victoria or payments from other organisations including insurance companies?

- Yes
 No
 Dont Know

17a. Where did you receive grants, support or payments from?

[MULTIPLE possible]

- Department of Human Services
 Regional Development Victoria
 Insurance company
 Other source (specify) _____

17b. Was the support or payments sufficient for your immediate needs?

- Yes
 No
 Dont Know

17c. How did these funds help?

18. During the flood were you affected by any of the following

- Loss of power Yes
- Loss of water supply No
- Gas supply disruption Dont Know
- Telephone service disruption
- Isolation due to road closures
- Further inundation due to road traffic movements

S. IF YES TO LOSS OF POWER IN Q18 ASK:

18a. You said that you experienced a loss of power . How long were you without power?

Hours without power _____

18b. What was the impact of not having power on your business?

S. IF YES TO LOSS OF WATER IN Q18 ASK:

18c. You said that you lost water supply. How long were you without water?

Hours without water _____

20. During and after the floods, from what sources did you access information to assist in your business recovery?

- SES Yes
- Emergency services - CFA, Police No
- Local Council Dont Know
- VicRoads
- Bureau of Meterology
- Insurer
- Water company
- Energy company
- DSE
- Regional Development Victoria
- Rural Finance Corporation
- Other

S. IF YES TO OTHER IN Q20 ASK:

20a. From what other sources did you access information from?

Other sources _____

20b. Did you access this information mainly by:

- Telephone
- Websites
- Email
- Face to face contact
- Other (specify) _____

22a. How helpful were the following websites during and after the floods in assisting in your business recovery?

- Bureau of Meteorology
- VICSES
- CFA
- Local Council
- Regional Development Victoria
- Rural Finance Corporation
- Catchment Management Authority
- Vic Roads
- Power Company
- Department of Human Services
- Department of Primary Industry
- Department of Sustainability and Environment
- Other websites

Helpfulness

- Did not use
- Not helpful at all
- Slightly
- Helpful
- Very helpful

30. What kinds of information about managing emergencies would be helpful for your business?

31. What information, support or services would help rural businesses to better manage during or after an emergency such as a flood, fire or storm?

S. And now for the last few questions...

32. What is your position within the business ?[READ LIST]

- Owner
- Executive
- Manager
- Supervisor
- Clerical
- Other [SPECIFY] _____

33. What is the main activity of your business? [USE INFO AT BOTTOM OF SCREEN TO INFORM]

Main activity _____

34. Approximately how many people are employed in your business at this location [READ LIST]

- One
- 2 - 4
- 5 -19
- 20 -100
- More than 100
- Refused/Don't Know

38. What is the postcode of the area of your business premises?

Postcode _____

39. Sometimes our interviews are checked to make sure we have done them correctly. Could I have your first name only please?

Name _____

40. RECORD GENDER

- Male
- Female

S. That is the end of the interview. Thank you for your time. Just to remind you that I am [NAME OF INTERVIEWER] from Strahan Research and if you have any questions, concerns or feedback please contact our office on 03 9604 9199. **[If respondent would like more information on emergency issues refer to the VFR website www.floodsreview.vic.gov.au]**

41. RECORD TELEPHONE NUMBER

Telephone _____

42. RECORD NAME OF INTERVIEWER

Interviewer _____