

Business Your Say Survey

Full Report

Report written April 2024

The City of Hobart is developing a Climate Strategy. To help inform the Strategy, the City needed to learn about the Hobart business community's attitudes and behaviours towards climate change. We sought business feedback through an online [Your Say survey](#).

The survey was open from the beginning of November 2023 until the end of March 2024.

The business survey was open for longer than the Community and Young People surveys the City was also running for this project. This is because the Business survey initially had low response rates. We received feedback that businesses are particularly time poor, and that offering an incentive might help. Therefore, we offered all respondents the chance to win 2 weeks of free advertising on the digital screens placed throughout Hobart car parks. Within a week, responses had quadrupled, and we saw responses from a much more diverse range of businesses.

This survey had four sections:

1. About you (demographic information)
2. What do you think and feel about climate change?
3. What are you doing to reduce emissions?
4. What are you doing to adapt to a changing climate?

Insights drawn from the Business Survey have been compiled and helped to inform priorities and actions of the Climate Strategy.

Below is everything we heard through the Business Your Say Survey.

A summary of the Business Your Say Survey and more information on the collaboration approach taken to write the Climate Strategy can be found <[insert link to full report](#)>.



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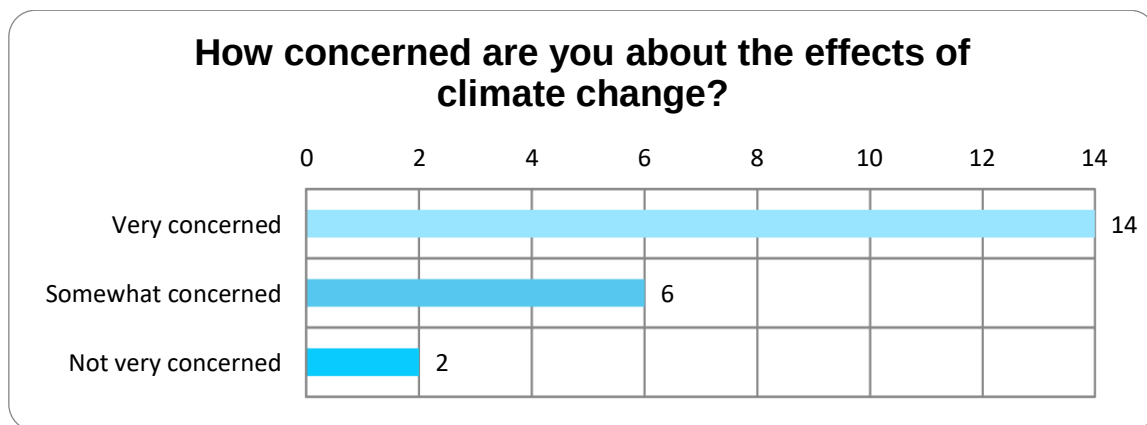
What we heard

22 businesses completed our survey.

Section 1: Attitudes Towards Climate Change

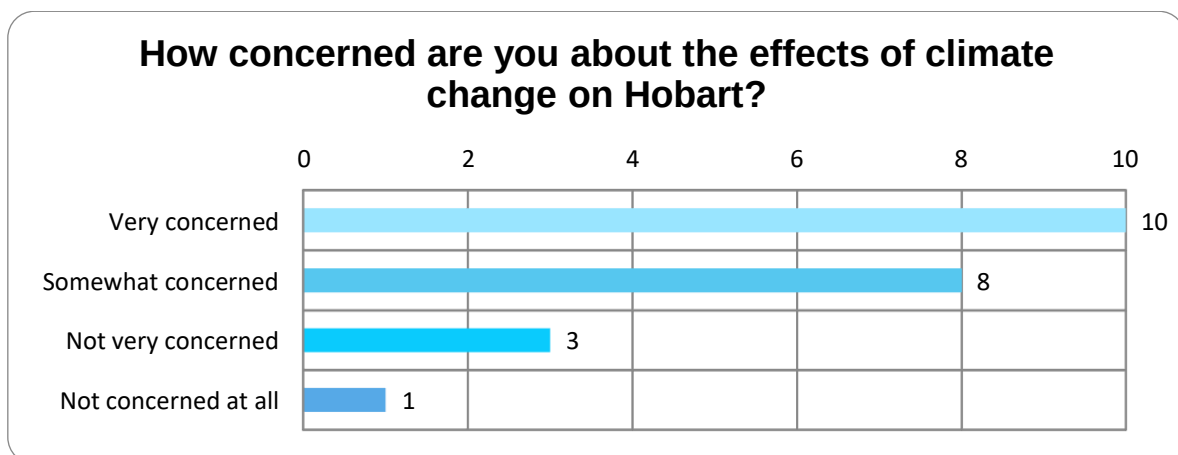
Q9. How concerned are you about the effects of climate change?

- Very concerned – 14
- Somewhat concerned – 6
- Not very concerned – 2
- Not concerned at all - 0



Q10. How concerned are you about the effects of climate change on Hobart?

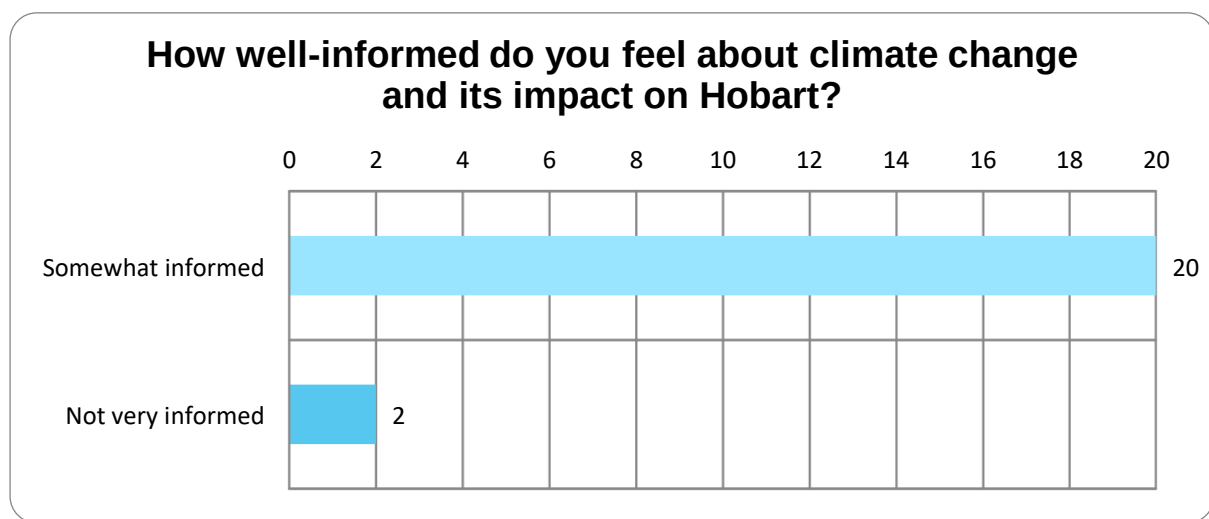
- Very concerned – 10
- Somewhat concerned – 8
- Not very concerned – 3
- Not concerned at all – 1



Q11. How well-informed do you feel about climate change and its impact on Hobart?

- Very well-informed - 0
- Somewhat informed – 20
- Not very informed – 2
- Not at all informed – 0

(Note: nobody selected “very well-informed” or “not at all informed”)



Q12. To what level do you believe that organisations have a responsibility to:

(Chart with all responses together below)

Reduce emissions to address climate change:

- Strongly agree - 11
- Agree - 9
- Neither agree nor disagree - 1
- Disagree - 0
- Strongly disagree – 0

Be prepared for more extreme weather:

- Strongly agree - 9
- Agree - 8
- Neither agree nor disagree - 5



- Disagree - 0
- Strongly disagree – 0

Restore and protect nature:

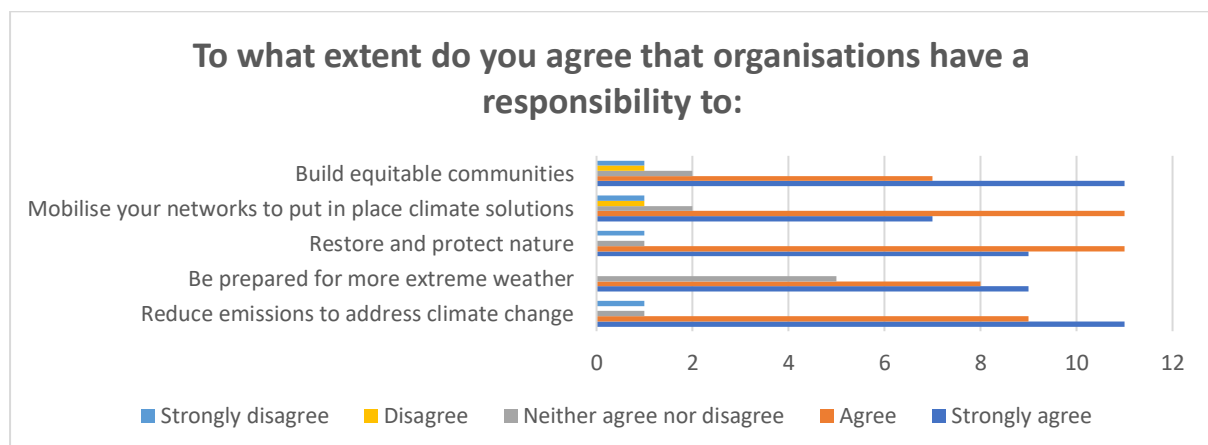
- Strongly agree - 9
- Agree - 11
- Neither agree nor disagree - 1
- Disagree - 0
- Strongly disagree - 1

Mobilise your networks to put in place climate solutions:

- Strongly agree - 7
- Agree - 11
- Neither agree nor disagree - 2
- Disagree - 1
- Strongly disagree – 1

Build equitable communities:

- Strongly agree - 11
- Agree - 7
- Neither agree nor disagree - 2
- Disagree - 1
- Strongly disagree - 1



Q13. To what level do you believe that local government has a responsibility to:
(Chart with all responses together below)

Reduce emissions to address climate change:

- Strongly agree - 13
- Agree - 6
- Neither agree nor disagree - 1
- Disagree - 1
- Strongly disagree – 1

Be prepared for more extreme weather:

- Strongly agree - 14
- Agree - 6
- Neither agree nor disagree - 2
- Disagree - 0
- Strongly disagree – 0

Restore and protect nature:

- Strongly agree - 13
- Agree - 7
- Neither agree nor disagree - 1
- Disagree - 0
- Strongly disagree – 1

Mobilise networks to put in place climate solutions:

- Strongly agree - 12
- Agree - 7
- Neither agree nor disagree - 2
- Disagree - 0
- Strongly disagree - 1

Build equitable communities:

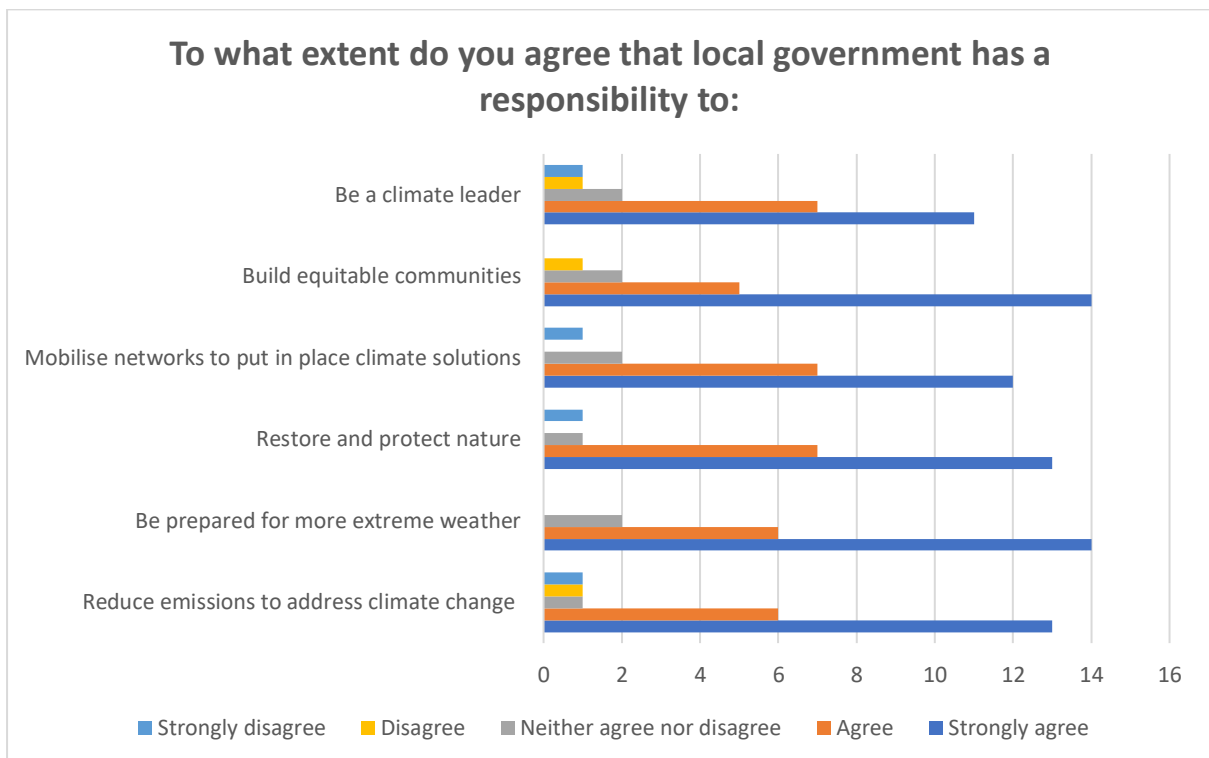
- Strongly agree - 14
- Agree - 5
- Neither agree nor disagree - 2



- Disagree - 1
- Strongly disagree - 0

Be a climate leader:

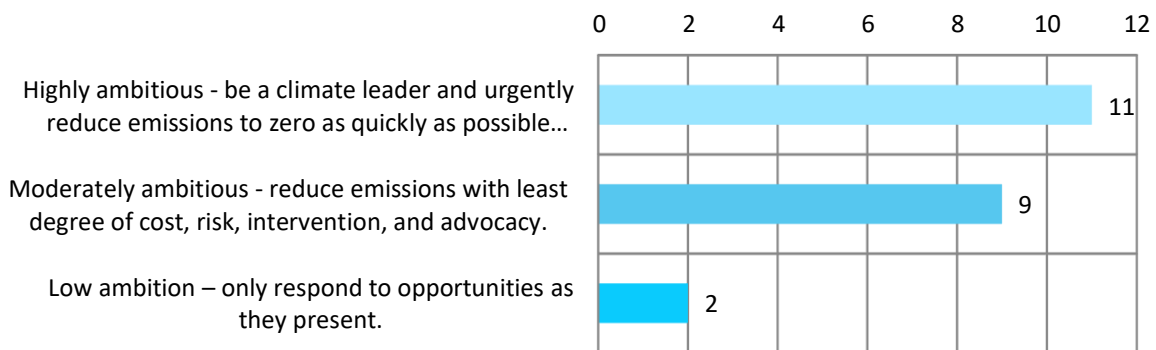
- Strongly agree - 11
- Agree - 7
- Neither agree nor disagree - 2
- Disagree - 1
- Strongly disagree - 1



Q14. How ambitious should the City of Hobart be in reducing emissions to address climate change?

- Highly ambitious – be a climate leader and urgently reduce emissions to zero as quickly as possible and make sure all people in Hobart have access to solutions – 11
- Moderately ambitious – reduce emissions with least degree of cost, risk, intervention, and advocacy – 9
- Low ambition – only respond to opportunities as they present – 2

How ambitious should the City of Hobart be in reducing emissions to address climate change?



Q15. Is there anything else you want to share with us about how you feel about the effects of climate change on Hobart?

We received 12 responses to this question. Responses fall into the below categories:

- Better climate education – 1 response
- City of Hobart to be a climate leader – 1 response
- Ensure an equitable transition – 1 response
- Fear of bushfires – 1 response
- Climate change is not a local government issue – 1 response
- Manage stormwater effectively – 1 response
- Be wary of the heat island effect – 1 response
- Live up to Hobart's "green reputation" – 1 response
- Incentivise electric vehicles – 1 response
- Take action now – 1 response
- Climate skepticism expressed – 1 response



“I fear the consequences of climate change on Hobart in the immediate moment due to the high bush fire risk. Our business operates in very close proximity to a highly bush fire prone area. We are very concerned about the likelihood that we and our community will be impacted by bushfires at some point over the next few years.”

“What we do today will benefit our future generations.”

16. What priorities or actions would you most like to see included in the Climate Strategy?

We received 16 responses to this question. Responses fall into the below categories:

- More bike lanes and active transport – 2 responses
- Better public transport – 1 response
- Reduce traffic – 1 response
- Regenerate and conserve wild spaces – 1 response
- Support and educate children and young people – 1 response
- Support local businesses to adapt – 3 responses
- Provide financial incentives – 1 response
- Build financial incentives for businesses – 1 response
- Buy local – 1 response
- Better education on climate change and solutions – 2 responses
- Deal with unbiased facts – 1 response
- Better Council infrastructure – 1 response
- Encourage circular economy – 1 response
- Avoid costs to small businesses – 1 response

“Nothing else that adds cost to small businesses. It’s hard enough already.”

“Far more commitment to safer bike lanes like one about to commence along Campbell and Argyle. HCC should be congratulated for this.”

“Artist and arts community engagement, including filmmakers. Not as a propaganda arm of local government but to start conversations and provide opportunity to learn, think and reflect on these issues.”



Section 2: Behaviours to Reduce Emissions

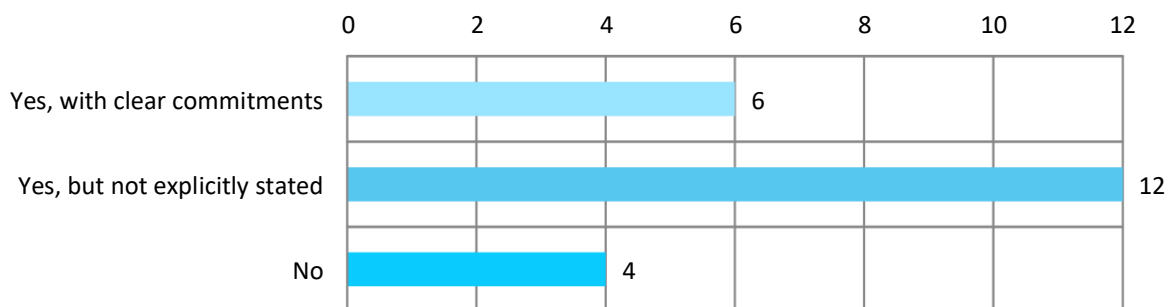
Q17. Has your organisation made a commitment to addressing climate change in its mission, vision or policies?

- Yes, with clear commitments – 6
- Yes, but not explicitly stated – 12
- No – 4

We asked, if not, why not. Below are the responses given:

- “We don’t have written mission, values or policies.”
- “Currently grappling with making changes to the business to address cost of living pressures.”
- “It’s a very small arts organization with limited capacity”
- “We’re making no difference to climate change already as a business so have no reason to.”

Has your organisation made a commitment to addressing climate change in its mission, values or policies?



Q18. What actions has your organisation put in place to plan for and respond to climate change?

(Chart with all responses together below)

Developed a Climate Action Plan or Climate Strategy:

- Complete – 3
- In progress – 2
- Within 12 months – 4
- Not a priority – 11
- Not applicable – 2

Monitor and report emissions including scope 1 and 2 emissions:

- Complete – 1
- In progress – 2
- Within 12 months – 4
- Not a priority – 8
- Not applicable – 7

Monitor and report emissions including scope 1, 2 and 3 emissions:

- Complete – 1
- In progress – 1
- Within 12 months – 4
- Not a priority – 8
- Not applicable - 8

Establish clear roles and responsibilities for climate change including for Board and Directors:

- Complete – 2
- In progress – 1
- Within 12 months –
- Not a priority – 8
- Not applicable – 11

Have appointed a Climate Change or Sustainability Officer:



- Complete – 1
- In progress – 1
- Within 12 months – 1
- Not a priority – 6
- Not applicable - 13

Aligned to International Sustainability Standards Board or Taskforce for Climate-Related Financial Disclosure:

- Complete – 1
- In progress – 2
- Within 12 months – 3
- Not a priority – 6
- Not applicable – 10

Climate accredited such as via B-Corp, Climate Active or CDP:

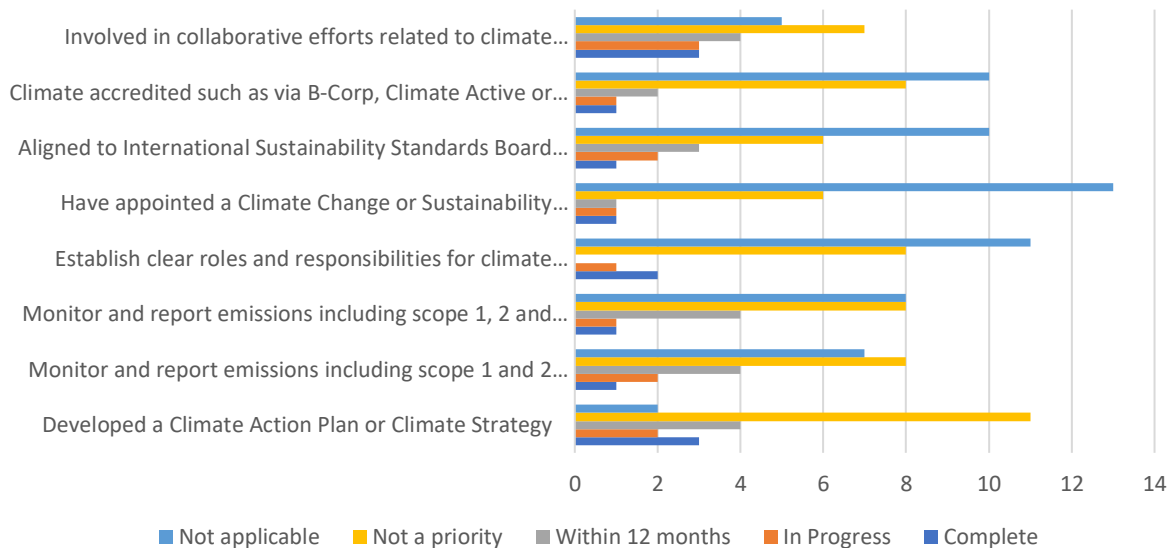
- Complete – 1
- In progress – 1
- Within 12 months – 2
- Not a priority – 8
- Not applicable – 10

Involved in collaborative efforts related to climate change with other organisations or community initiatives:

- Complete – 3
- In progress – 3
- Within 12 months – 4
- Not a priority – 7
- Not applicable – 5



What actions has your organisation put in place to plan for and respond to climate change?

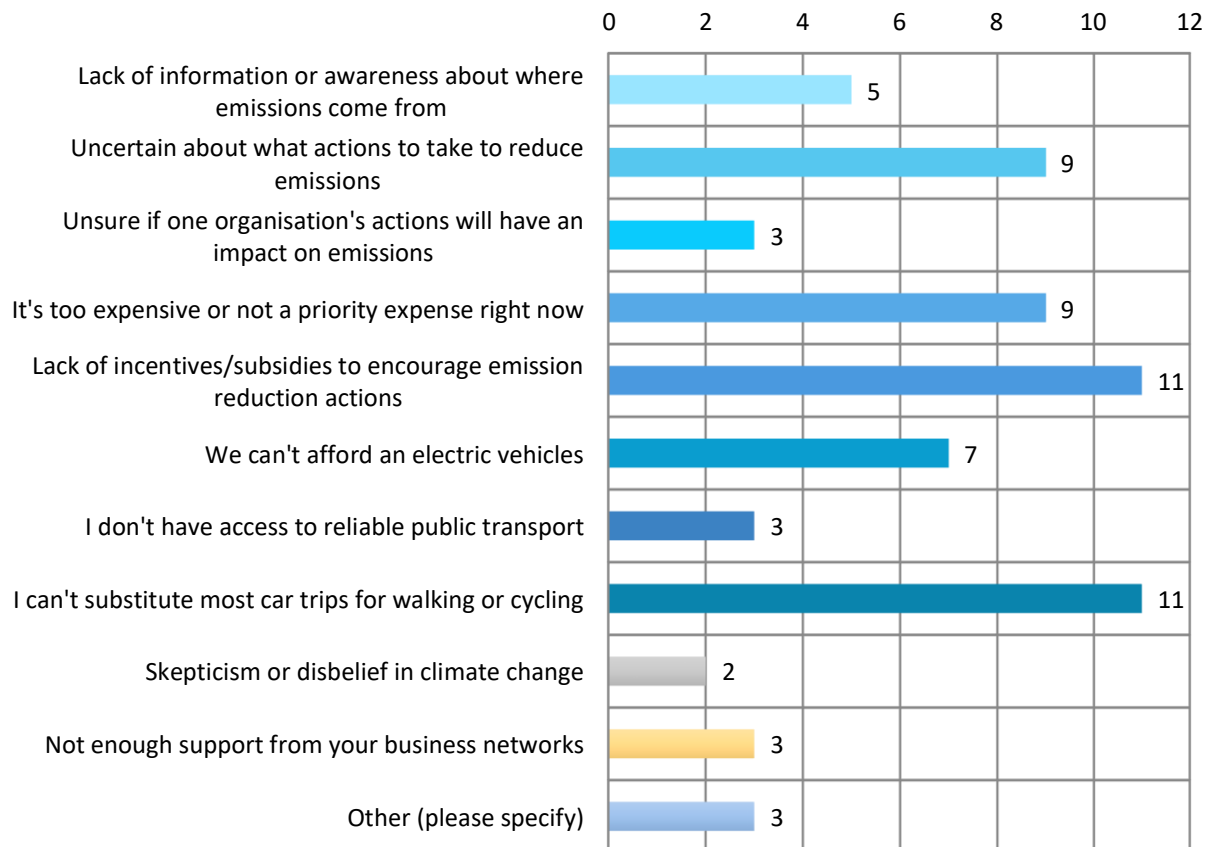


Q19. Which of the following barriers prevent you from taking action to reduce emissions?
(Please select all that apply)

- Lack of information or awareness about where emissions come from – 5 responses
- Uncertain about what actions to take to reduce emissions – 9 responses
- Unsure if one organisation's actions will have an impact on emissions – 3 responses
- It's too expensive or not a priority expense right now – 9 responses
- Lack of incentives/subsidies to encourage emissions reduction actions – 11 responses
- We can't afford an electric vehicle – 7 responses
- I don't have access to reliable public transport – 3 responses
- I can't substitute most car trips for walking or cycling – 11 responses
- Skepticism or disbelief in climate change – 2 responses
- Not enough support from your business networks – 3 responses
- Other (please specify) – 2 responses



Which of the following barriers prevent you from taking action to reduce emissions? (Please select all that apply)



Q20. Are there other actions your organization is taking to plan for and respond to climate change? Please list them below.

- "Purchasing from highly sustainable manufacturing companies"
- "Completing Climate Active certification now, taking action to change the design of theatre touring shows to reduce freight, reducing international activity, will change to EV fleet when there are appropriate vans etc"
- "We invest in modern equipment that uses less energy and chemicals."
- "Always reusing packaging materials where possible"
- "Using our brand to raising funds and awareness for public organisations who are working hard in this space."



Q21. What actions has your organisation put in place to reduce emissions?

(Chart with all responses together below)

Transition fleet to electric vehicles:

- Complete – 3
- In progress – 2
- Within 12 months – 1
- Not a priority – 6
- Not applicable – 10

Promote low emissions travel to work such as walking, cycling, carpooling and public transport:

- Complete – 4
- In progress – 4
- Within 12 months – 2
- Not a priority – 7
- Not applicable – 5

Upgrade lighting and equipment to energy-efficient options:

- Complete – 7
- In progress – 7
- Within 12 months – 2
- Not a priority – 2
- Not applicable – 4

Install renewable energy generation such as solar panels:

- Complete – 3
- In progress – 0
- Within 12 months – 5
- Not a priority – 4
- Not applicable – 10



Install renewable energy storage such as batteries:

- Complete – 2
- In progress – 0
- Within 12 months – 4
- Not a priority – 6
- Not applicable – 10

Conduct energy audits to identify and implement energy efficiency measures:

- Complete – 1
- In progress – 1
- Within 12 months – 3
- Not a priority – 10
- Not applicable – 7

Implement waste reduction and recycling programs:

- Complete – 7
- In progress – 12
- Within 12 months – 1
- Not a priority – 1
- Not applicable – 1

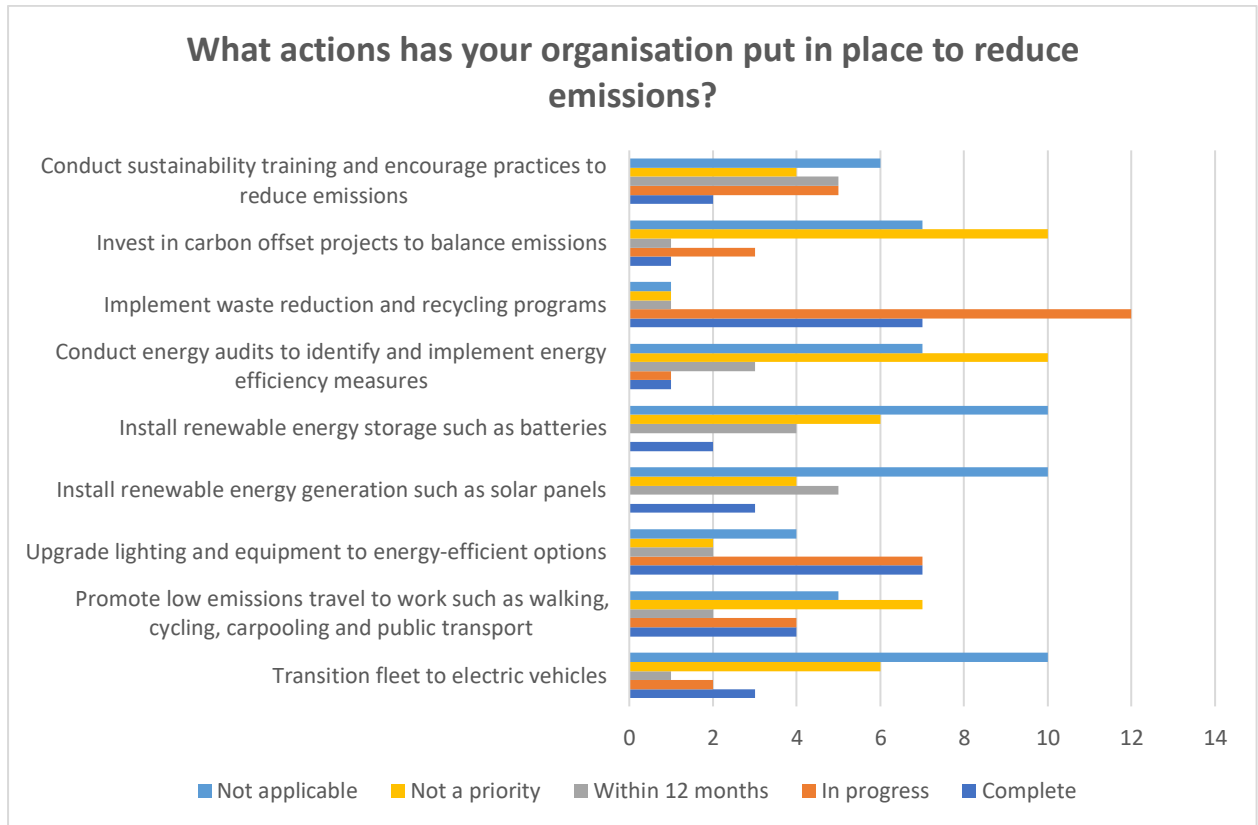
Invest in carbon offset projects to balance emissions:

- Complete – 1
- In progress – 3
- Within 12 months – 1
- Not a priority – 10
- Not applicable – 7

Conduct sustainability training and encourage practices to reduce emissions:

- Complete – 2
- In progress – 5
- Within 12 months – 5
- Not a priority – 4
- Not applicable – 6





Q22. Are there other actions your organisation is taking to reduce emissions? Please list them below.

We received 22 responses to this question. Responses fall into the below categories:

- Making changes to be more energy efficient – 2 responses
- Sustainable supply chains – 5 responses
- Climate Active certification – 1 response
- Company focused on environmental sustainability and addressing climate change – 2 responses
- Reusing packaging materials – 1 response
- Leveraging brand to raise funds and awareness – 1 response
- Plastic reduction policies and practices – 2 responses
- Reduce, reuse, recycle – 2 responses



“We're a small business with limited power, however we do recycle as best we can”

“Use of salvaged materials in construction, consideration of end of life in design, choosing sustainable suppliers where available.”

“Supporting communities and working with community organisations on renewable energy electrical projects.”

“Workshops, tours and other educational activities, processing of materials to divert them from landfill including electrical testing, sorting and separating e-waste and metals, computer repair, timber reclamation and processing.”

Q23. Is there anything else you want to share with us about reducing emissions in Hobart?

We received 7 responses to this question. Responses fall into the below categories:

- Support local businesses to reduce emissions – 1 response
- Collaborate with other local government areas – 1 response
- Not a local government issue – 1 response
- Improve waste management – 1 response
- Change street lighting to LED lights – 1 response
- Better public transport – 1 response
- Climate skepticism – 1 response

“Working on emission reducing strategies just for the City of Hobart will not work, it needs to be part of a wider local government, state and federal government lead push as Hobart's environment is not segregated from Glenorchy or Clarence or Kingborough Councils environments.”



Section 3: Behaviours to adapt to a changing climate

Q24. What practices or initiatives has your organisation implemented to adapt to a changing climate?

(Chart with all responses together below)

Conducted a climate risk and materiality assessment:

- Complete – 0
- In progress – 3
- Within 12 months –
- Not a priority – 8
- Not applicable – 9

Undertaken a scenario planning to prepare for various climate-related shocks:

- Complete – 1
- In progress – 3
- Within 12 months – 1
- Not a priority – 11
- Not applicable – 6

Developed or updated an emergency response plan:

- Complete –
- In progress – 7
- Within 12 months – 2
- Not a priority – 7
- Not applicable – 6

Created a business continuity plan:

- Complete – 2
- In progress – 4
- Within 12 months – 3
- Not a priority – 8
- Not applicable – 5

Invested in resilient infrastructure:

- Complete – 2
- In progress – 5



- Within 12 months – 1
- Not a priority – 9
- Not applicable – 5

Ensured data backup and recovery:

- Complete – 7
- In progress – 10
- Within 12 months – 0
- Not a priority – 1
- Not applicable – 4

Enhanced supply chain resilience:

- Complete – 1
- In progress – 5
- Within 12 months – 3
- Not a priority – 8
- Not applicable – 5

Trained employees for safety procedures:

- Complete – 3
- In progress – 5
- Within 12 months – 1
- Not a priority – 4
- Not applicable – 9

Implemented weather monitoring and alerts:

- Complete – 1
- In progress – 3
- Within 12 months – 3
- Not a priority – 8
- Not applicable – 7

Collaborated with local partners or support community groups:

- Complete – 1
- In progress – 5
- Within 12 months – 1
- Not a priority – 9



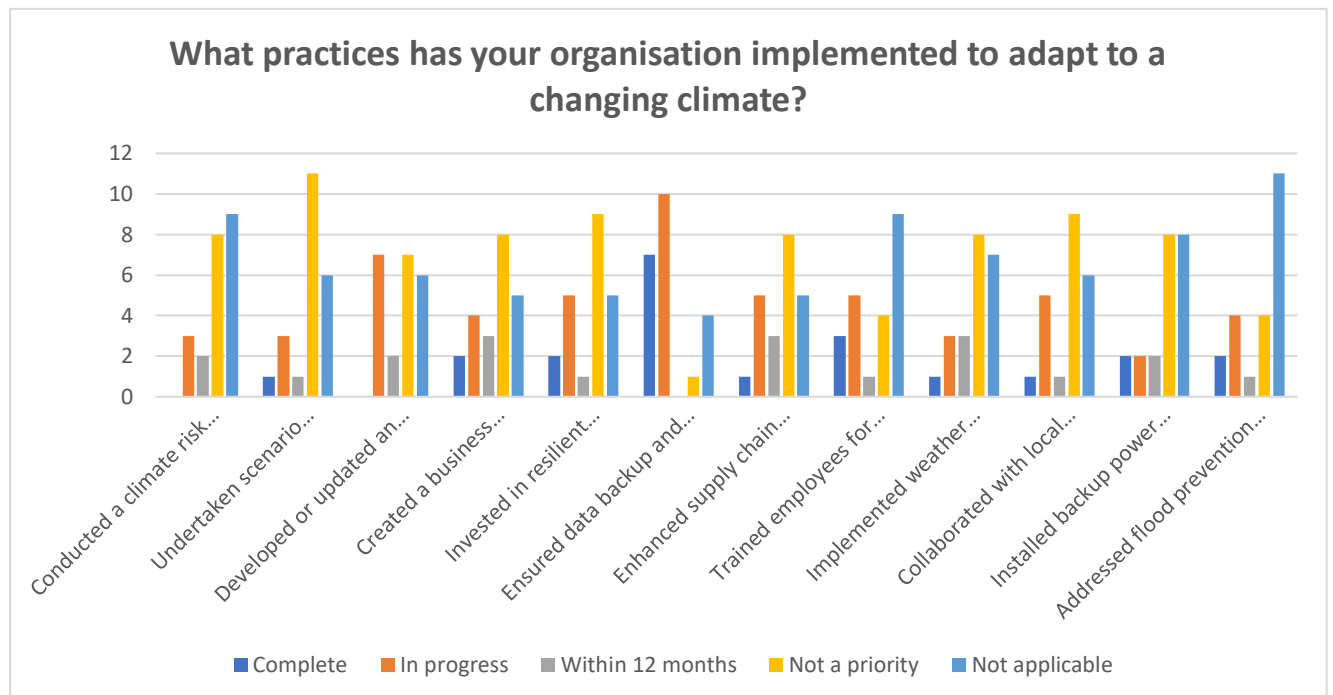
- Not applicable – 6

Installed backup power systems:

- Complete – 2
- In progress – 2
- Within 12 months – 2
- Not a priority – 8
- Not applicable – 8

Addressed flood prevention and drainage:

- Complete – 2
- In progress – 4
- Within 12 months – 1
- Not a priority – 4
- Not applicable – 11



Q25. Are there other practices your organisation is doing to adapt to a changing climate?
Please list them below.

5 respondents replied answers for this section. Responses fell into the below categories:

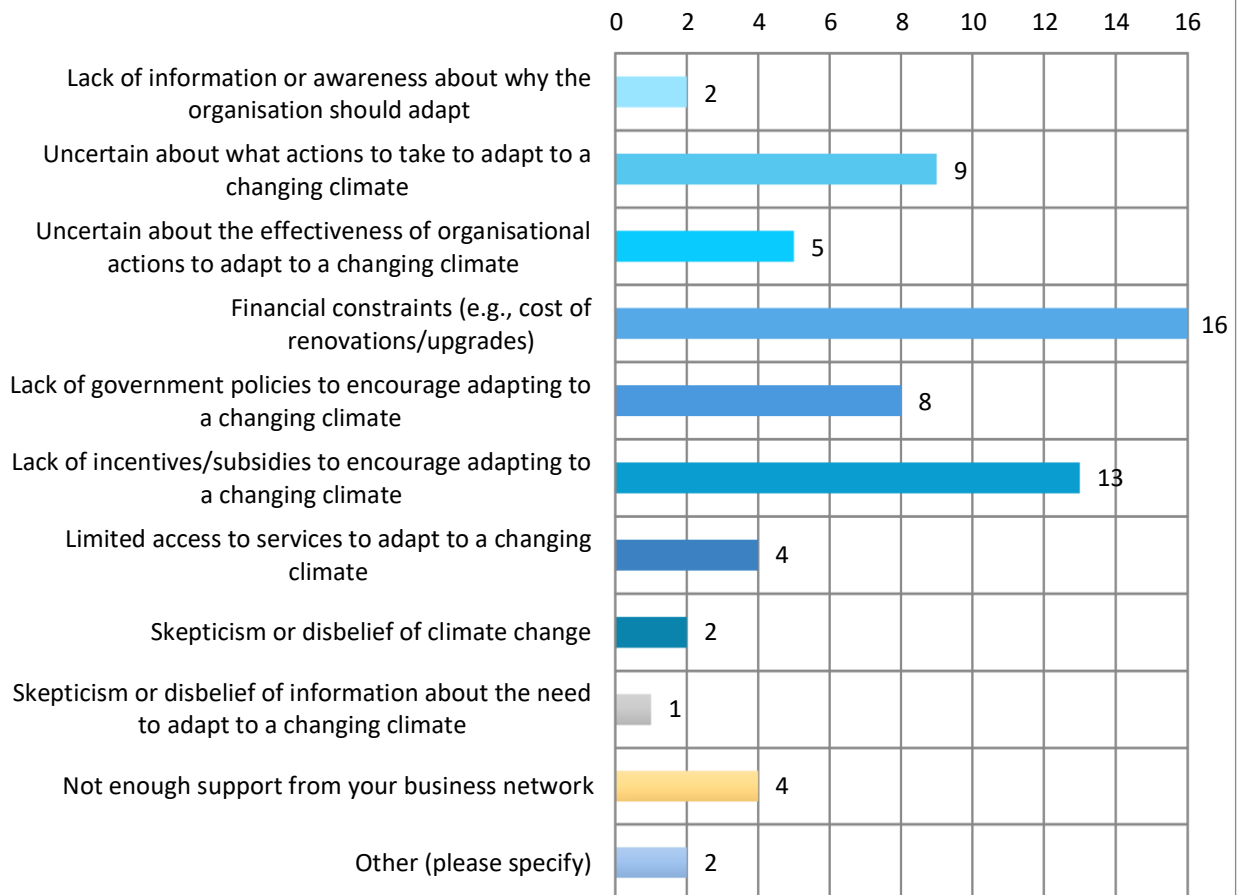
- Developing a carbon budget
- Improve power efficiency
- Improve outdoor seating

Q26. Which of the following barriers prevent you from taking action to adapt to a changing climate?

- Lack of information or awareness about why the organisation should adapt - 2
- Uncertain about what actions to take to adapt to a changing climate – 9
- Uncertain about the effectiveness of organizational actions to adapt to a changing climate – 5
- Financial constraints (e.g., cost of renovations/upgrades) – 16
- Lack of government policies to encourage adapting to a changing climate – 8
- Lack of incentives/subsidies to encourage adapting to a changing climate – 13
- Limited access to services to adapt to a changing climate – 4
- Skepticism or disbelief of climate change – 2
- Skepticism or disbelief about the need to adapt to a changing climate – 1
- Not enough support from your business network – 4
- Other (please specify) – 2



Which of the following barriers prevent you taking action to adapt to a changing climate?



Q27. Is there anything else you would like to share with us about adapting to a changing climate in Hobart?

We received 4 responses to this question. Responses fall into the below categories:

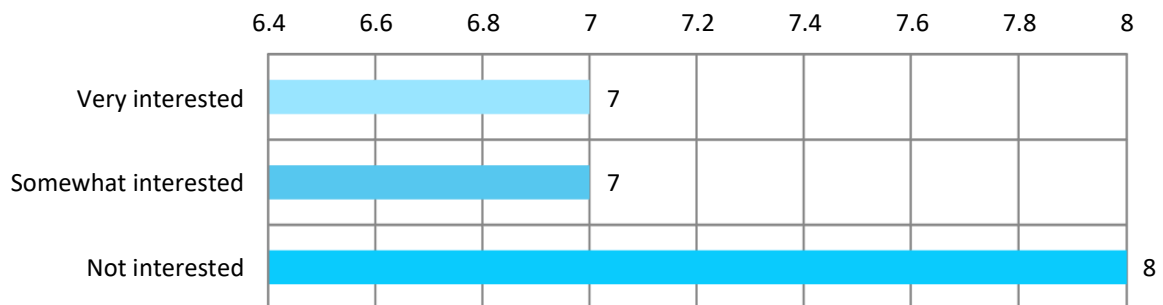
- Contributing to the tree canopy
- Offsetting locally
- Anger expressed about greed and lack of climate action
- An arts or film event around climate change
- Comment on climate refugees



Q28. Would your organisation be open to collaborating with the City of Hobart or other organisations on climate change related projects or initiatives?

- Very interested – 7
- Somewhat interested – 7
- Not interested – 8

Would your organisation be open to collaborating with the City of Hobart or other organisations on climate change related projects or initiatives?



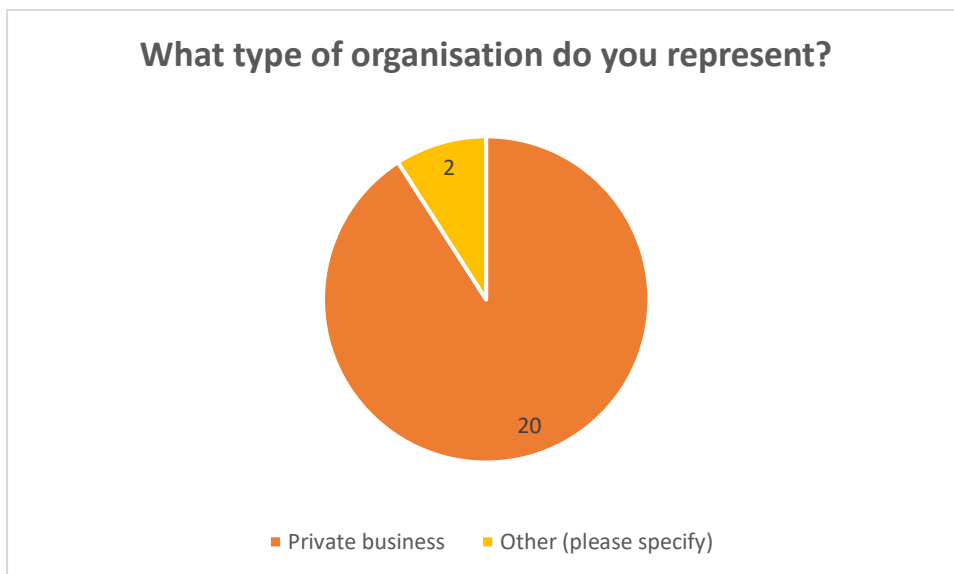
Who we heard from

22 businesses completed our survey.

Q1. What type of organisation do you represent?

- Private business – 20
- Public sector – 0
- Government-Business entity – 0
- Non-governmental organisation – 0
- Community group – 0
- School – 0
- University – 0
- Other (please specify) – 2

The two 'other' respondents were not for profits.

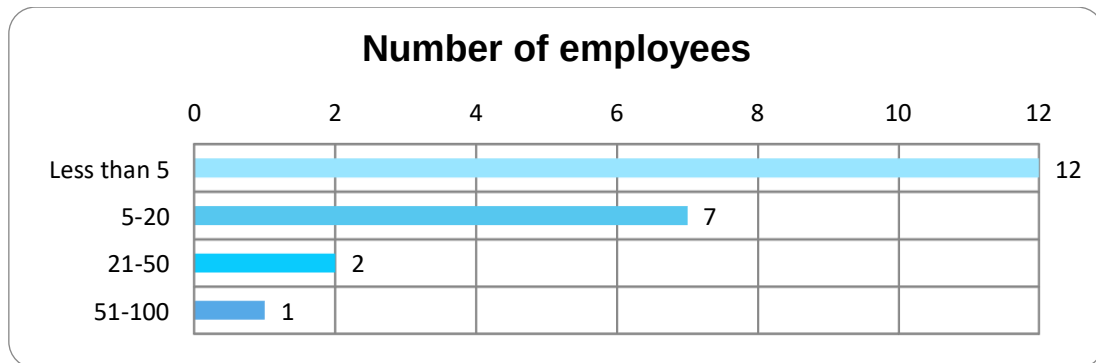


Q2. Organisation name
(Responses omitted)



Q3. How many employees do you have?

- Less than 5 – 12
- 5-20 – 7
- 21-50 – 2
- 51-100 – 1
- 101-500 – 0
- 501+ – 0



Q5. How many years has the organisation operated in Hobart?

- Less than 1 year – 2
- 2-5 years – 5
- 6-10 years – 1
- 11-20 years – 6
- More than 20 years – 8

