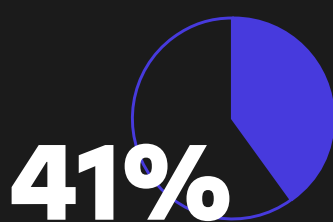


COVID-19 Business Impact Survey

With the support of the City of Sydney, we surveyed more than 500 business professionals to find out what challenges COVID-19 caused their business in the first half of 2020. **Here's what we found.**



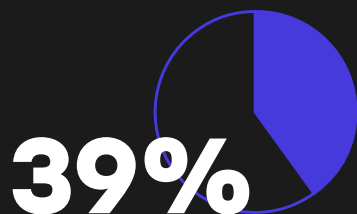
Australian companies experienced a decline in business.



of retail and professional service managers were worried about strategic direction.



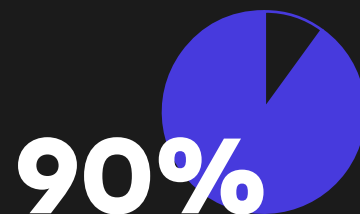
leaders said their company adapted 'poorly' or 'extremely poorly' in response to COVID-19.



of education and training professionals were concerned about staff efficiency.



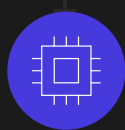
leaders in the professional services industry said overworked employees and team efficiency had been their biggest business challenges in 2020.



of executives said COVID-19 would fundamentally change how they do business over the next 5 years.

How did industries react to the downturn?

The first six months of 2020 were filled with much uncertainty. Here's how different industries responded to the difficulties they were faced with.



Technology

- 28% increased marketing spend
- 24% created new products/services



Professional Services

- 21% created new products/services
- 17% invested in digital presence



Government & Healthcare

- 37.5% invested in digital presence
- 26% increased marketing spend



Retail & FMCG

- 18% decreased marketing spend
- 53% created new products/services

As a result of this research, Messy Collective created the **Adaptive Business Initiative**, producing a series of valuable resources to help businesses get back on track and overcome the biggest challenges facing them.

[Access now](#)

messy.com.au
info@messy.com.au

messy