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Election 2013: Where to now for small business?

Posted on:08/09/2013

By Martin Kovacs

Prior to last weekend's election, www.connectedaustralia.com spoke to business performance strategist David Solomon, of Quiddity Higher Purpose Business, regarding the potential impact the election result will have on small business. Solomon, who teaches the benefits of tapping into and building a business around a higher purpose, "higher purpose business", told www.connectedaustralia.com a survey he has undertaken indicates the belief there will be little difference for small business, regardless of who is in power. Indeed, in assessing the influence the federal government wields,



Solomon indicated small business "doesn't really have the ear of Commonwealth", citing political uncertainty and a procession of ministers in the portfolio itself. "Just look at the number of small business ministers that we've had, the changes we've had," he stated.

Solomon told www.connectedaustralia.com he wanted to find out for himself what people were thinking, "because you hear so much stuff, you read so much stuff, there's so much bias about".

"I wanted to get a sense of how optimistic they were, I wanted to get a sense of whether they actually thought there was any difference," he commented.

"A good bulk of people spoken to couldn't see any difference – someone said: 'the difference will really just be that they've got different politics'."

Indeed, perhaps indicating a degree of apathy in a jaded electorate, Solomon told www.connectedaustralia.com there was little uniformity of opinion as to what the important issues actually are.

"When I asked the question of people, 'what's the biggest policy issue?', it was actually quite curious that really there was no consensus there – it ranged from the economy to childcare to broadband, the tax system, mental health, age care," he stated.

Retailers want political stability above all

Talking to retailers around the country, www.connectedaustralia.com found the common theme was a desire to have the election done and dusted and a clear majority delivered, regardless of the result.

Peter Bolte, Taree, NSW, Leading Appliances store owner said he doesn't think "things will change immediately".

Bolte stated, regardless of the outcome, he believes stability is of overriding importance, "one party with a clear win", and whoever is in power to "not be swayed by minor political parties, deal brokering, that type of thing".

"I think it will take a little while, but I certainly think consumers will feel a little more certainty about what their future holds," Bolte commented.

"We saw a little bit of confidence return to the people who were walking through our door, actually, immediately the election was announced.

"We saw an increase in traffic, people probably ready to spend a little bit more."

Bolte stated he believes the electorate wants to see the government cut back spending, stating Australia needs fiscal conservatism.

Bolte additionally noted he does believe "things will be better" following the election.

Tony Zannino, digiDIRECT Australia sales manager, said he believes reducing taxes should be top of the agenda for the government.

"A slowing economy and drop in government revenue has led to an increased budget deficit, prompting new taxes," Zannino commented.

"I think a minority of customers believe that the Australian economy appears to be improving, putting some strain on a fragile retail economy."

Penny Valentine, Valentine's Camera House co-owner, Fremantle, Western Australia also said she believes the electorate has been craving an end to the politicking and will now be able to move on.

"I think people are sick and tired of the campaigning that's been going on since January," Valentine commented.

Valentine said she believes it's a case of "let's wait and see".

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"I think people are going to be very relieved one way or another," she commented.
 "Let's put it behind us."

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Breaking News

Samsung initiates exclusive scheme for UK indies



Posted on:04/07/2014

UK: Samsung has launched the Home Innovation Partners (HIPs) scheme to support UK independents and improve their access to and supply of Samsung home appliance products.

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Olympus' Tizzone moves onto IDEA board



Posted on:04/07/2014

IDEA Australia (the Imaging & Digital Entertainment Association) has elected Olympus Imaging Australia, General Manager Joe Tizzone as a new Director effective immediately. Tizzone will also assume the position of Vice President, Consumer.

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Colourful US appliance character passes



Posted on:04/07/2014

US: Oliver L. "Ollie" Fretter, the colorful founder and president of the old Fretter appliance and electronics store chain whose zany commercials endeared him to a generation of US television viewers, died Sunday at his home in Bloomfield Hills. He was 91.

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Department stores hit hard by spending collapse



Posted on:04/07/2014

A collapse in consumer sentiment following the budget has led to a sharp decline in discretionary spending according to the Australian Bureau of Statistics (ABS). Its figures indicated that retail sales fell by a seasonally adjusted 0.5% in May compared to April, the biggest decline in 13 months, while April's figure was also revised down to a decline of 0.1% , the first fall in 11 months.

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Extraordinary growth for wearable devices despite recall



Posted on:03/07/2014

Research firm IHS expects annual shipments of all types of wearable electronic devices to reach 56 million units by 2018. In fact, it expects the global market for just the batteries that go into wearable electronics to grow tenfold in four years.

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Class action against Electrolux dryer-fire settles



Posted on:03/07/2014

US: Electrolux Home Products has agreed to settle a class action lawsuit regarding fires alleged to have started in some models of its clothes dryers. Electrolux denied that the dryers were defective and agreed to the settlement to avoid further litigation.

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Australia one of the world's most connected countries



Posted on:02/07/2014

A new report from global research consultancy TNS has found Australia is one of the most connected countries in the world, with Australians on average owning 4.8 devices and spending 3.3 hours a day online on personal interests, such as browsing, shopping, and entertainment, compared to 2.2 hours watching TV.

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Samsung unveils compact Galaxy S5 mini



Posted on:02/07/2014

Samsung has taken the wraps off its Galaxy S5 mini, a compact version of its flagship Galaxy S5 smartphone.

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July Aussie launch for Nokia Lumia 930 and 635



Posted on:01/07/2014

Microsoft Devices is launching its new flagship Nokia Lumia 930 in Australia this month along with its Nokia Lumia 635, both running on the Windows Phone 8.1 operating system.

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