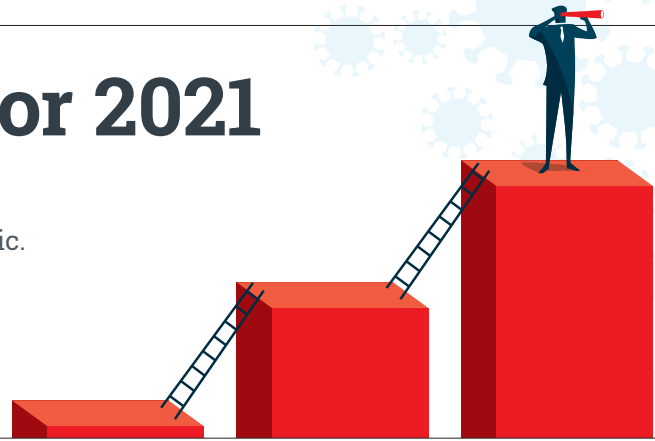


# Business outlook for 2021

In the first half of 2020, Australia suffered our first recession in over 30 years due to the COVID-19 pandemic.

Recovery commenced in Q3, but the economic fallout from this event for Australian business will continue well into 2021 and beyond.



## Business impacts from COVID-19

REDUCED CUSTOMER DEMAND



SUPPLY DISRUPTIONS



REDUCED PRODUCTIVITY



## What COVID-19 measures will businesses keep doing in 2021?



Marketing and communications



More digital technology and less travel



COVID-safe plans



Maintain or increase cleaning, social distancing, working from home

**80%**

of businesses will keep at least some of their COVID-19 measures in 2021

**20%**

of businesses will wait and see, or will not keep their COVID-19 measures in 2021

## How is business responding

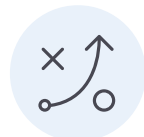
to COVID-19 at the end of 2020?



Increasing their use of technology, digital teleconferencing



Reducing employment costs and increasing staff working from home



Revising their business strategies and COVID-safe plans

## Policy priorities



Taxation and investment



Trade & migration



Climate, energy and circular economy



Education & training



Workplace health & safety



Workplace relations



Defence industries



Innovation & technology