

The Way Forward

In determining a way forward, CCIQ sought feedback on the support for a one-year trial of daylight saving in Queensland and a referendum on the issue. There was high support for a trial from those businesses in SEQ, however two in three businesses in regional Queensland were strongly against a trial. There was significantly less support for a referendum on daylight saving.

Support for a one-year trial period of daylight saving in Queensland			
	State-wide	SEQ	Regional QLD
Yes	56.8%	73.9%	34.0%
No	43.2%	26.1%	66.0%
Support for a referendum on daylight saving in Queensland			
Yes	41.3%	51.4%	27.8%
No	58.7%	48.6%	72.2%

The survey results paint a fairly compelling case for either all in or all out. Two time zones in Queensland is likely to only cost shift and exacerbate the current impacts from businesses in SEQ to those in regional Queensland which is likely to have an overall detriment effect on the Queensland economy.

Although there is strong support for a state-wide trial of daylight saving, business believe that there are far more important and pressing priorities that require the focus of the State Government at this point in time.

Final quotes from Queensland businesses:

"Our government should be concentrating on creating jobs, infrastructure projects, and putting us back into surplus, not wasting time and money on ideas that have been thrown out each year for the past 5 years or more."

"An unnecessary distraction - we have all learned to live with it and in an era of mobile phones and email communications, it is not a significant issue. Living and working in the "global village" most of us already deal in multiple time zones and to say the one hour difference with Sydney and Melbourne is crucial to what we do is silly."

"A waste of time and money going over the issue again and again. We all enjoy our lifestyle and business fits in just fine in the time zone we have."

"It is not workable to have your state capital on a different time zone from it's regional centres. It will highlight the "them & us" perception."

"Daylight savings is not important. Changing times is a waste of tax payer money. If business or people alike wish to start work earlier they can. It is their choice. If Qld opts to change, then the whole state should change. The time differences between states cause problems for every day running of business due to time constraints. Having a split Qld time difference will cause havoc."

Survey Demographics

2,250 businesses participated in the survey

- Survey respondents employed more than 100,000 employees
- 57% of respondents were in SEQ, 43% were in regional Queensland
- Business size and ANZSIC industry categories aligned with the demographics of the Queensland business community
- The survey was undertaken between the 19th and 23rd of April 2010

Daylight Saving

A Queensland Business Community Perspective

The Queensland Government has committed itself to state-wide consultation on the issue of daylight saving. It is crucially important that the business community's perspective is considered within this debate.

As the largest business organisation in Queensland, the Chamber of Commerce and Industry Queensland (CCIQ) undertook a survey of more than 2,300 Queensland businesses, making it the largest survey of the Queensland business community on daylight saving in the State's history. Survey respondents provided employment to more than 100,000 Queenslanders across all sectors.

For once and for all Queensland must understand whether this debate is a lifestyle one or has economic implications as well. The CCIQ survey establishes how important daylight saving is for the Queensland business community and the arguments for and against its introduction in our state. It is crucial that the State Government listens to the voice of businesses which are clearly outlined in this report.

Queensland business community support for introducing daylight saving state-wide

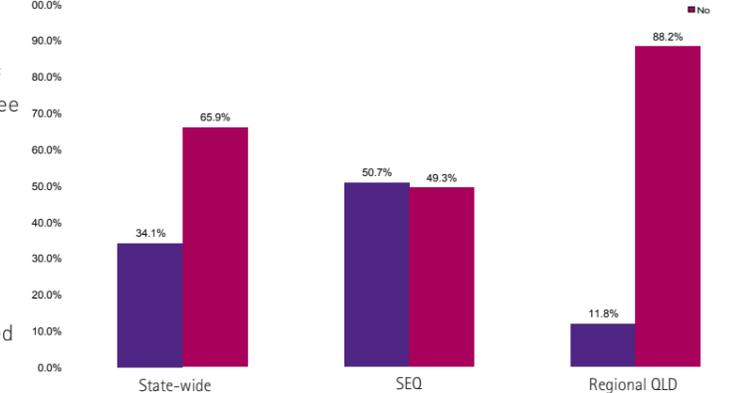
Does your business support the introduction of daylight savings for Queensland?



State-wide support from businesses for the adoption of daylight saving in Queensland stands at 59.3%. Unsurprisingly support for daylight saving in Queensland differs substantially depending on where businesses are located. Businesses located in South East Queensland (SEQ) express a significantly higher level of support for daylight saving in Queensland (77.7%) compared to those located in regional Queensland (34.8%).

Queensland business community support for introducing two time zones in Queensland

Does your business support the introduction of two time zones in Queensland?



One proposal is to implement daylight saving in SEQ only. While three in five businesses state-wide support the implementation of daylight saving in Queensland, this support falls to only one in three if daylight saving were to be implemented in SEQ only.

Businesses have significant reservations over whether daylight saving could be implemented in SEQ without seriously inconveniencing businesses across both time zones. As a result, businesses in SEQ are equally divided on whether they should be in a separate time zone to the rest of the state, however the vast majority of businesses in regional Queensland (88.2%) are opposed to the idea.

Financial impacts of the daylight saving debate

Many Queensland businesses indicate that the absence of daylight saving in Queensland has had an impact on their business. Whether this impact is significant enough to introduce daylight saving in the whole state or just SEQ is the key question.

The majority of businesses in Queensland (72.5%) indicate that they do not experience any financial disadvantage as a result of not having daylight saving in this state. Only 27.5% of businesses report experiencing a financial disadvantage from not having daylight saving in Queensland. However, this percentage of businesses would increase to 39.8% if two time zones were introduced.

There will be fewer businesses than at present in SEQ experiencing financial impacts as a result of daylight saving if two time zones are introduced in Queensland. However there will be an opposite effect on businesses located in regional Queensland. These results indicate that the current financial disadvantage on businesses in SEQ will not only be transferred but magnified for those businesses in regional Queensland if two time zones are implemented in this state.

	Businesses experiencing financial disadvantages associated with NOT having daylight saving in QLD			Businesses that would experience financial disadvantage if TWO TIME ZONES were introduced in QLD		
	State-wide	SEQ	Reg. QLD	State-wide	SEQ	Reg. QLD
Yes	27.5%	39.9%	10.7%	39.8%	28.0%	55.8%
No	72.5%	60.1%	89.3%	60.2%	72.0%	44.2%

Financial impacts have primarily been identified as general inconvenience, with other impacts including increased hours of operation, increased costs, reduced sales and lower employee productivity. The survey results indicate that the level of general inconvenience and increased hours of operation is likely to be heightened if two time zones are introduced in Queensland.

	Financial disadvantage experienced as a result of NOT having daylight saving			Likely financial disadvantage experienced from introducing TWO TIME ZONES		
	State-wide	SEQ	Reg. QLD	State-wide	SEQ	Reg. QLD
Lower employee productivity	19.3%	21.0%	13.2%	17.6%	17.8%	17.4%
General inconvenience	74.5%	76.5%	66.6%	85.7%	85.1%	86.0%
Increased costs*	42.3%	45.2%	30.7%	45.9%	44.6%	46.7%
Increased hours of operation	52.7%	55.7%	40.4%	63.8%	70.6%	59.2%
Reduced sales	21.6%	22.8%	15.8%	16.1%	17.1%	15.5%

* identified as additional wages, utility costs, additional accommodation expenses, airport parking and so on.

The average cost to those businesses in Queensland who have been financially impacted upon by not having daylight saving in this state is \$36,614, with a median cost of \$15,600. Some businesses indicated financial losses of more than \$100,000 with the highest financial cost recorded as \$250,000 based on lost sales. Businesses in regional Queensland are likely to have similar cost impacts if a split time zone is introduced.

Arguments for and against daylight saving in Queensland

Queensland businesses express a wide range of support and opposition to daylight saving in Queensland. In looking for a way forward, it is first essential to consider the potential impacts of implementing each option.

There are a number of impacts that businesses have identified that have resulted from Queensland currently not embracing daylight saving. These include:

- Increased communication difficulties with southern states due to inconsistencies in hours of operation;
- Increased costs associated with interstate business dealings, such as the inability to catch flights that arrive at a southern destination prior to an early meeting resulting in essential travel the day before and additional costs incurred including accommodation, meals, airport parking and so on;
- Loss of hours to sell goods and services to interstate counterparts;
- Increased hours of operation to maintain a high level of service to interstate customers, resulting in increased business costs;
- Issues relating to staff originating from both time zones;
- Social impacts including reduced time with family and friends due to increased work hours, not being able to enjoy more daylight etc;
- Changes to flight and transport schedules affecting deliveries and deadlines;
- Reduced daylight hours at the end of the day impacting on the tourism experience and associated spending patterns.

Quotes relating to the impact of not having daylight saving in Queensland:

"As we deal extensively with clients in Melbourne and Sydney we have commenced each day earlier, however we need to be available for local clients also so [the cost of] additional hours per day has impacted greatly."

"By flying interstate a day earlier as meetings start at 8 or 9am [daylight saving time] therefore extra costs for accommodation, meals and staff out of the office longer."

"Communication interstate - we lose 2 hours, and this is especially a nuisance in online banking. Also we do work across the border and have to move shifts and start times."

"Competitors getting in before us when urgent goods are required."

Businesses have identified a number of key outcomes that would result from introducing daylight saving in Queensland including consistency in operating hours amongst states, improved work-life balance for employees and the elimination of the majority of issues identified on previous page.

However, the introduction of two time zones within Queensland would create significant difficulties for businesses state-wide. The same difficulties cited in doing commerce with the southern States as a result of time zone differences would be created for those businesses inside SEQ doing business with those in regional Queensland and vice versa. Businesses identified many impacts that would result from two time zones including:

- Increased costs for businesses that operate state-wide including increased wage costs, travel time, staff productivity and so on;
- Separating regional businesses from SEQ leading to negative impacts on the economy;
- More confusion for tourists, customers and suppliers;
- Employees living in separate time zones.

It is clear that SEQ can not adopt daylight saving without creating unacceptable communication and other financial difficulties with the rest of Queensland. There are also concerns around how a borderline for the second time zone would be determined. It is essential that the State Government questions whether the benefits of implementing two time zones in Queensland significantly outweigh the potential impacts. From a business perspective, they do not.

Quotes relating to the impact of introducing two time zones in Queensland:

"We are one state and need to be governed as such."

"It is bad enough working with other eastern states with daylight savings, it would be much worse if SEQ were to separate from the rest of the state. There would be a higher level of dysfunction, inefficiency and lost productivity."

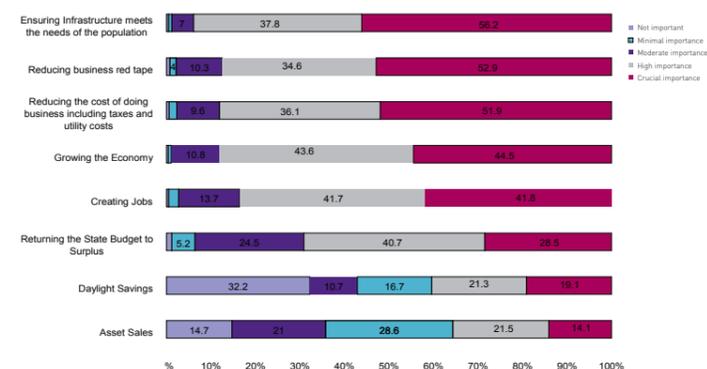
"We have offices in Brisbane, Townsville and Cairns which would make it extremely difficult to operate on different time zones within Queensland. The inconvenience would be multiplied if different time zones applied in Queensland."

"A lot of our suppliers come out of south east Queensland, again this would cause our business more inconvenience, it would be worse than not having daylight savings at all."

"We operate Queensland wide, the whole of Queensland needs to be on the same time line otherwise we will have the same problem as we are now dealing with states that have daylight savings. We want daylight savings to return, but it needs to be state-wide."

Importance of daylight saving to Queensland businesses

In terms of priority for the State Government, how important do you think each of the following are:



Although CCIQ encourages constructive debate over the costs and benefits of Queensland adopting daylight saving, the business community has clearly indicated that there are substantially more important issues confronting Queensland than discussion about introducing daylight saving.

In order of a priority for the State Government, Queensland businesses ranked daylight saving as unimportant. The first priority for Government should be infrastructure followed by reducing red tape, lowering taxes and utility costs, growing the economy and creating jobs.