

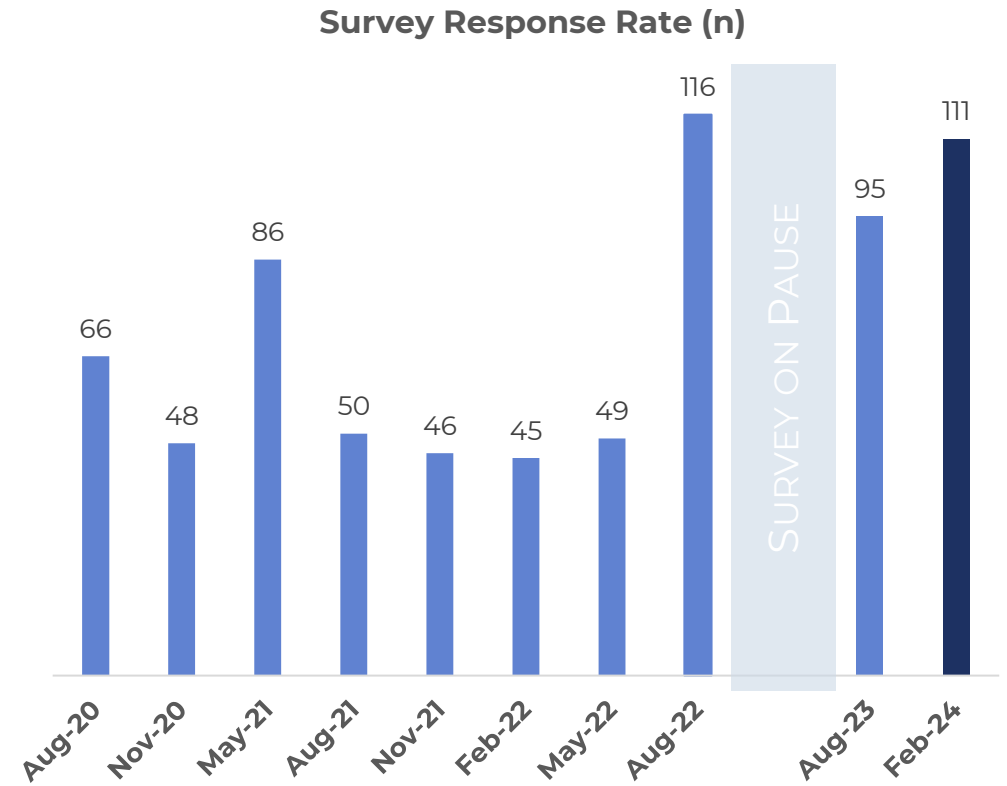
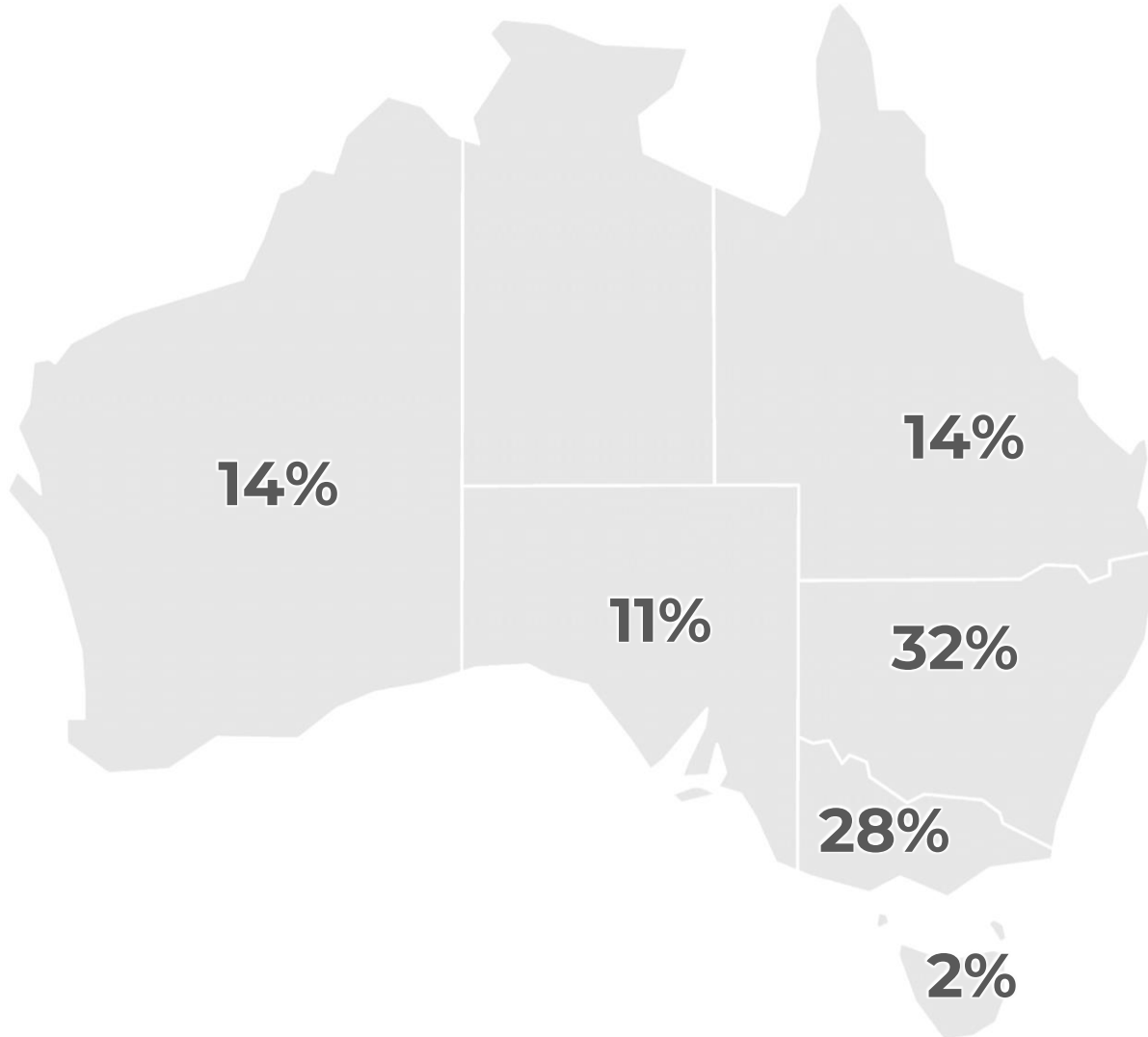


Dealer Business Sentiment Survey

**February
2024**

Response Sample (by State)

A solid state-based sample from the Dealer responses



Key Findings

A solid state-based sample from the 111 Dealer responses

Overall, the consensus is the satisfaction on current turnover level are down.

This is on the back of reported higher inventory levels for new and used machinery across the board.

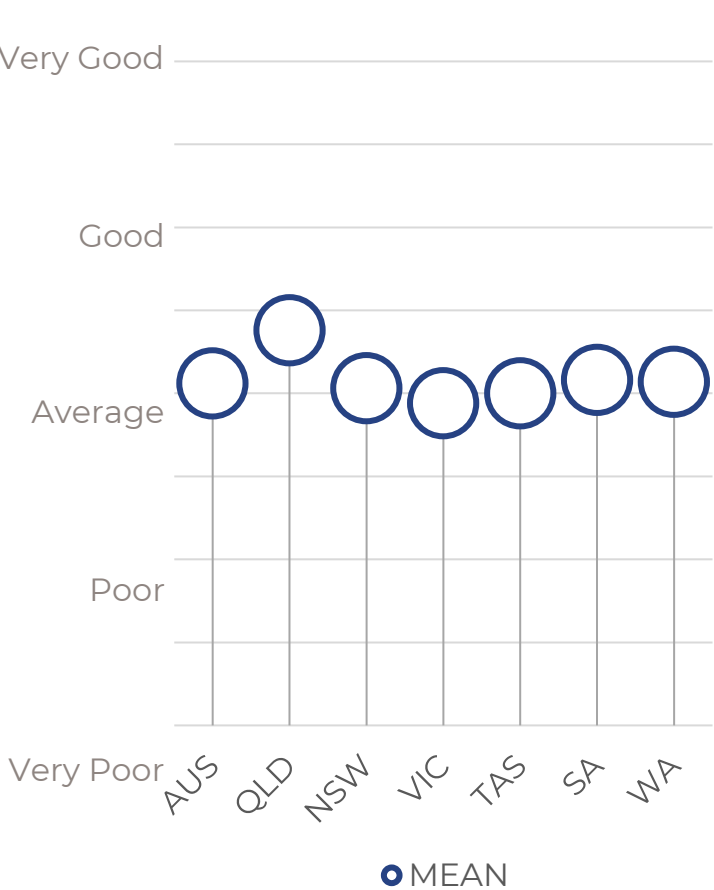
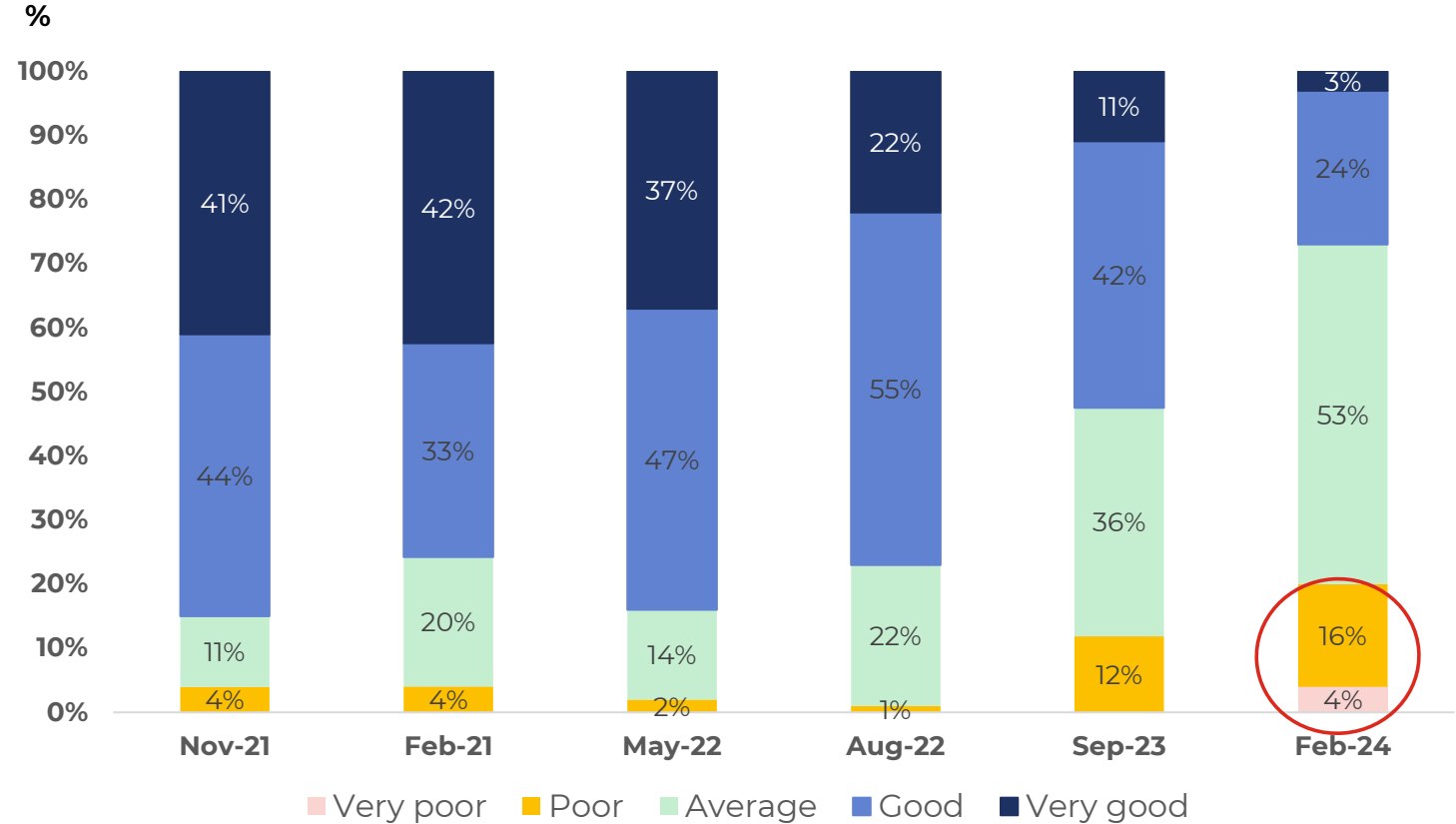
The expectation for increased sales is a stronger positive than August 23, however only Baler, SP Sprayer and Implements have a stronger positive outlook than that of August 22.

The largest decline in turnover satisfaction since the last survey has come from TAS, SA and WA, with other states still seeing a satisfaction decline, just not at the same rate.

While workforce expansion remains likely, the percent of businesses looking to increase has come away, and we are now seeing a growing (but still small number) who are looking to decrease.

Current overall turnover is...

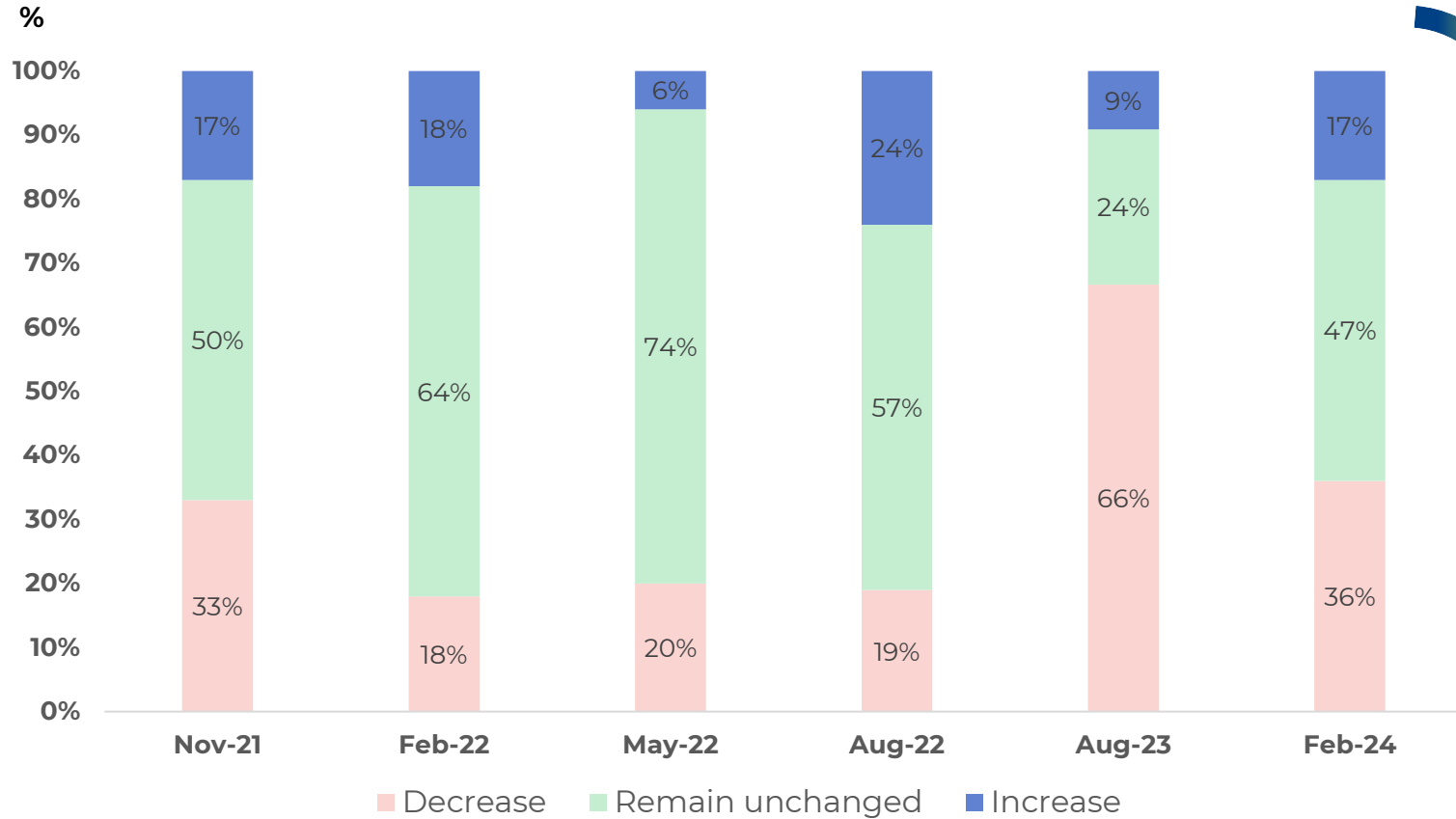
Satisfaction with turnover is reduced



Q1: We consider our current overall turnover to be; N=111

Overall turnover in the next 6 months will...

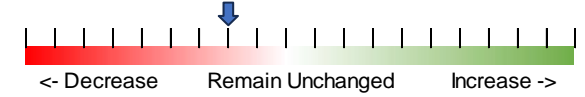
A slight expectation for an increase in turnover



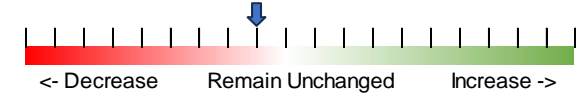
National



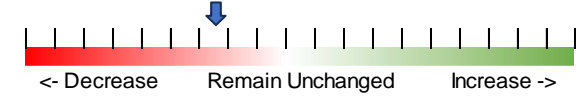
NSW



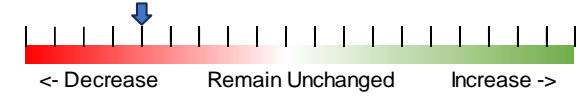
VIC



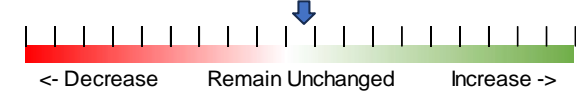
QLD



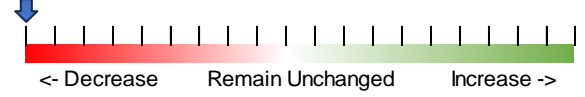
SA



WA



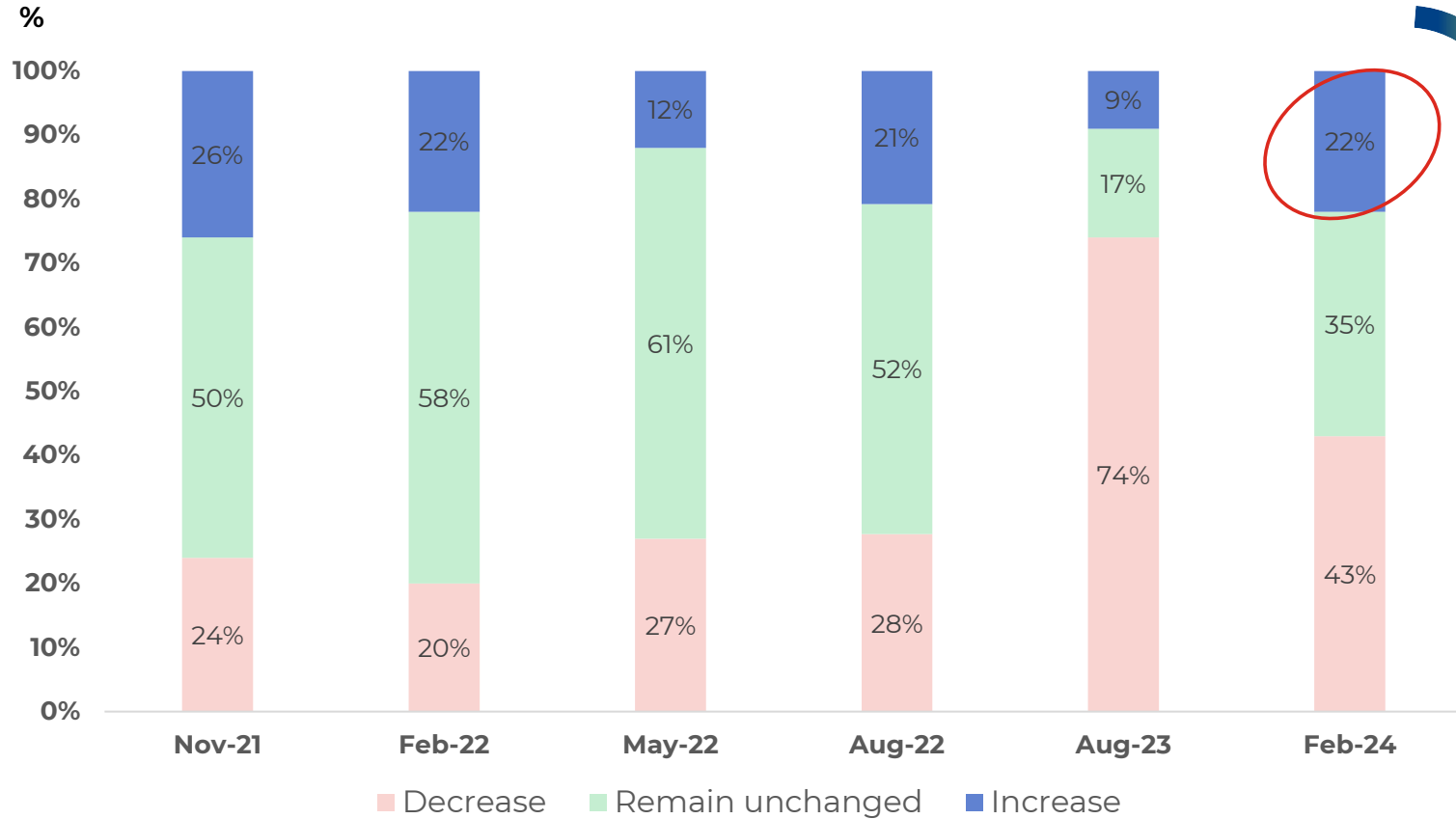
TAS



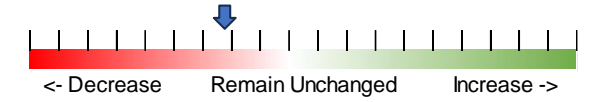
Q2: We expect overall turnover in the next 6 months to...; N=111

New tractor sales in the next 6 months will..

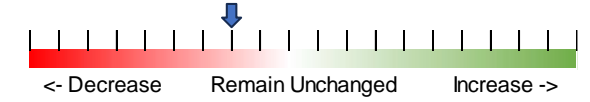
Increasing expectation for an increase in new tractor sales



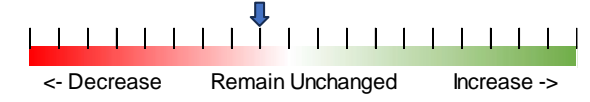
National



NSW



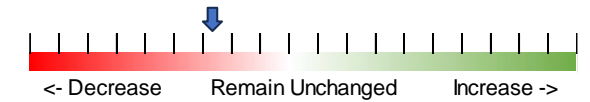
VIC



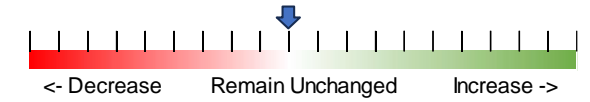
QLD



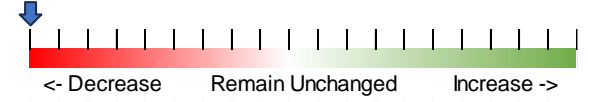
SA



WA



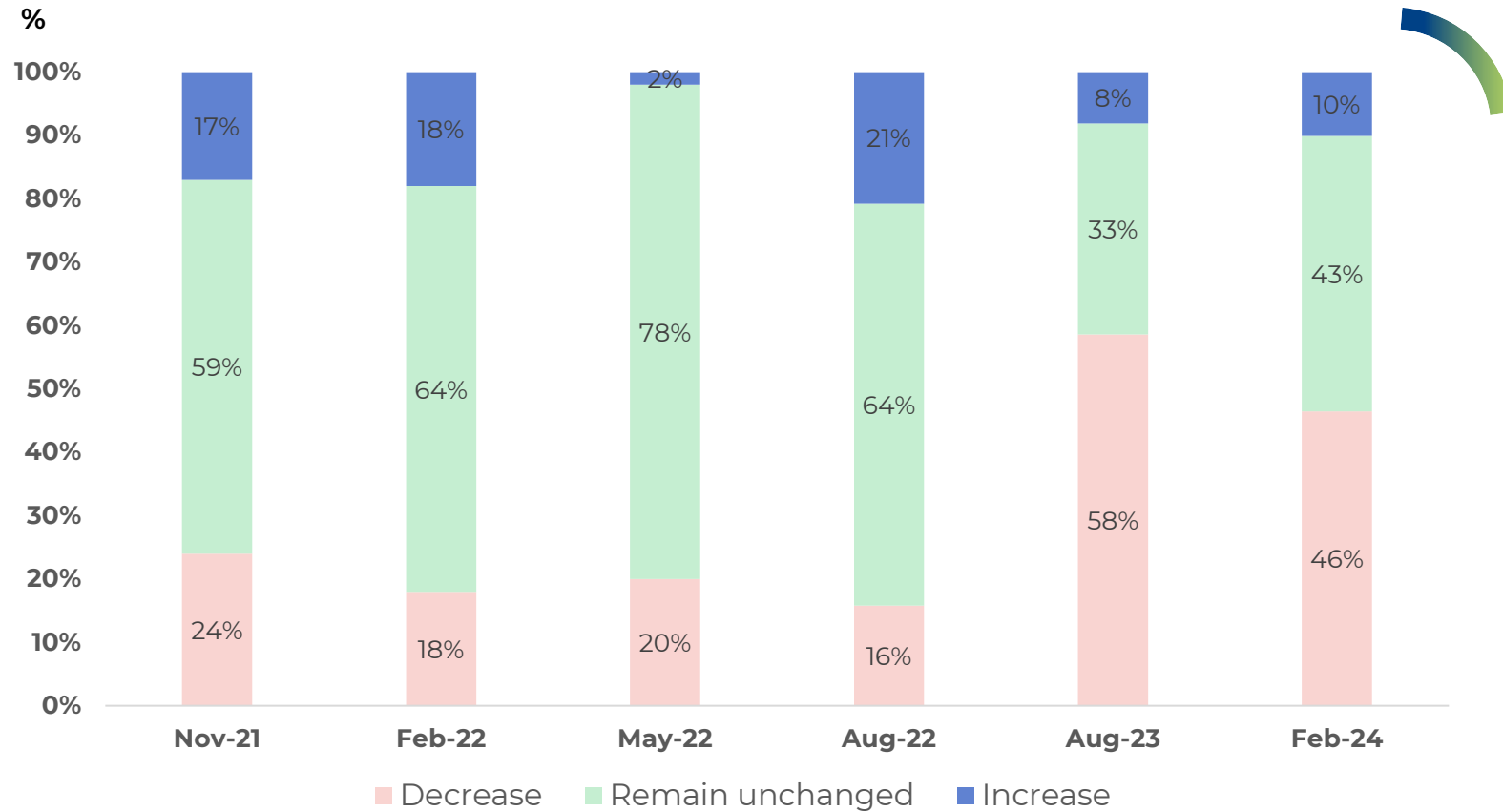
TAS



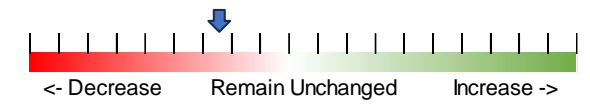
Q3: We expect new tractor sales in the next 6 months to...; N=111

New combine harvester sales in the next 6 months will...

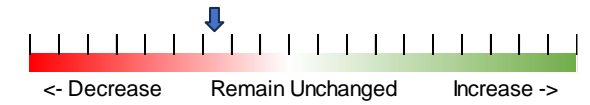
Slight increase in expectations for new combine sales



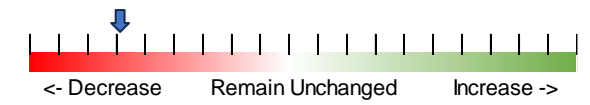
National



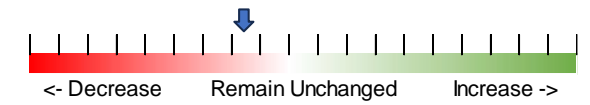
NSW



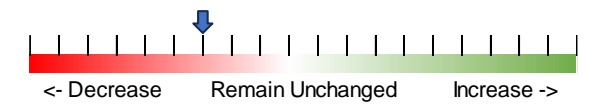
VIC



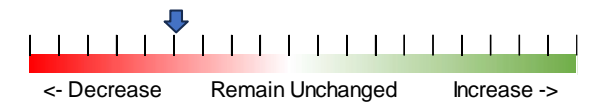
QLD



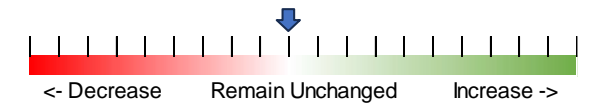
SA



WA



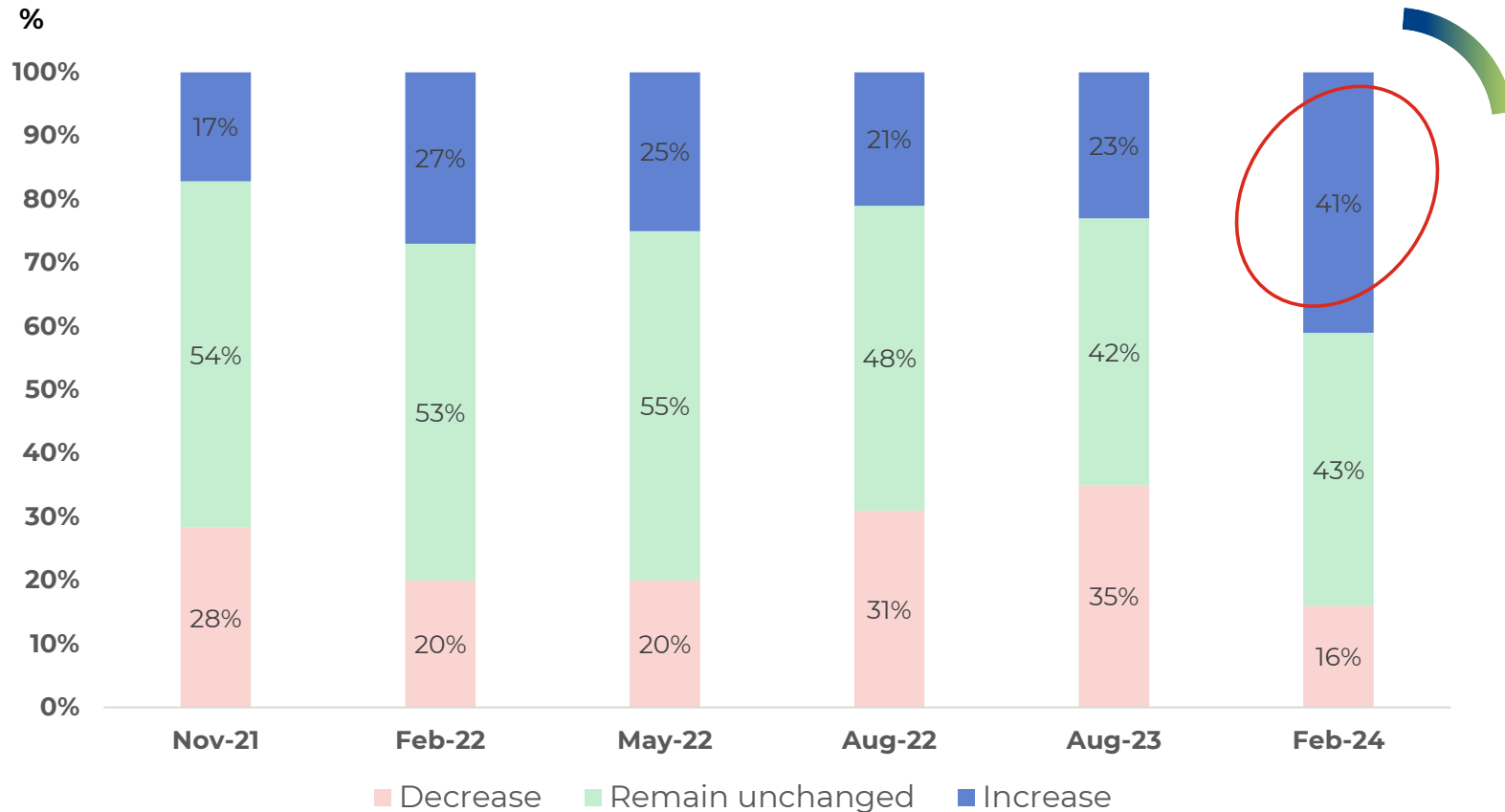
TAS



Q4: We expect new combine harvester sales in the next 6 months to...; N=67 (n=44 removed – not applicable)

New baler and hay tools sales in the next 6 months will..

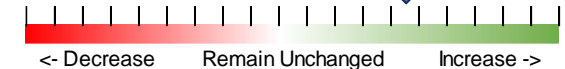
An increase in sales for baler and hay tools



National



NSW



VIC



QLD



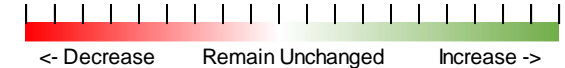
SA



WA



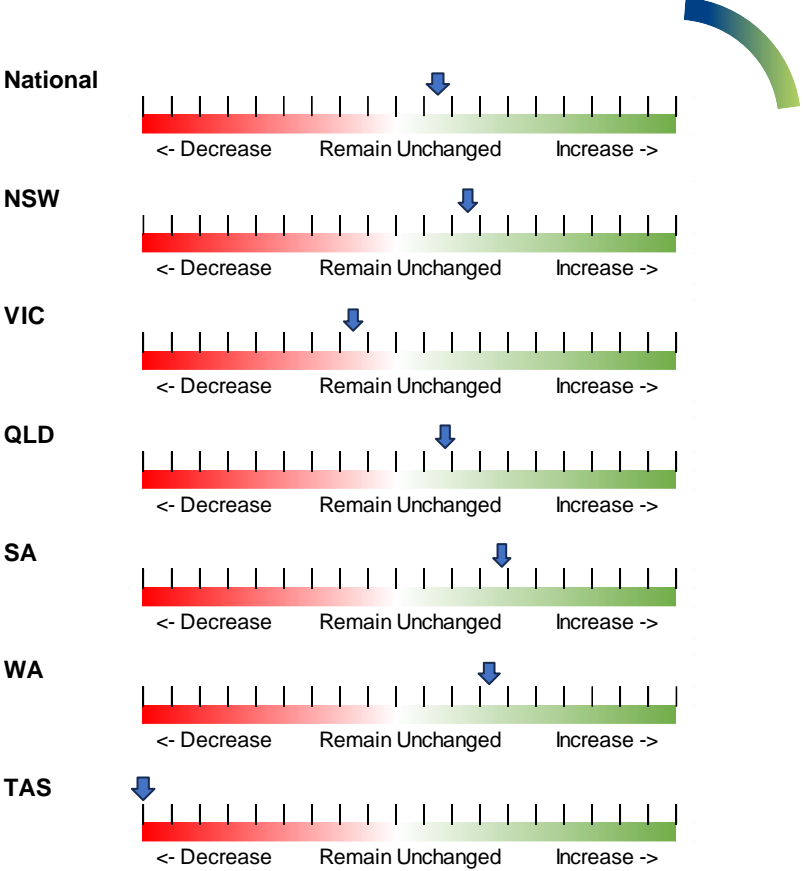
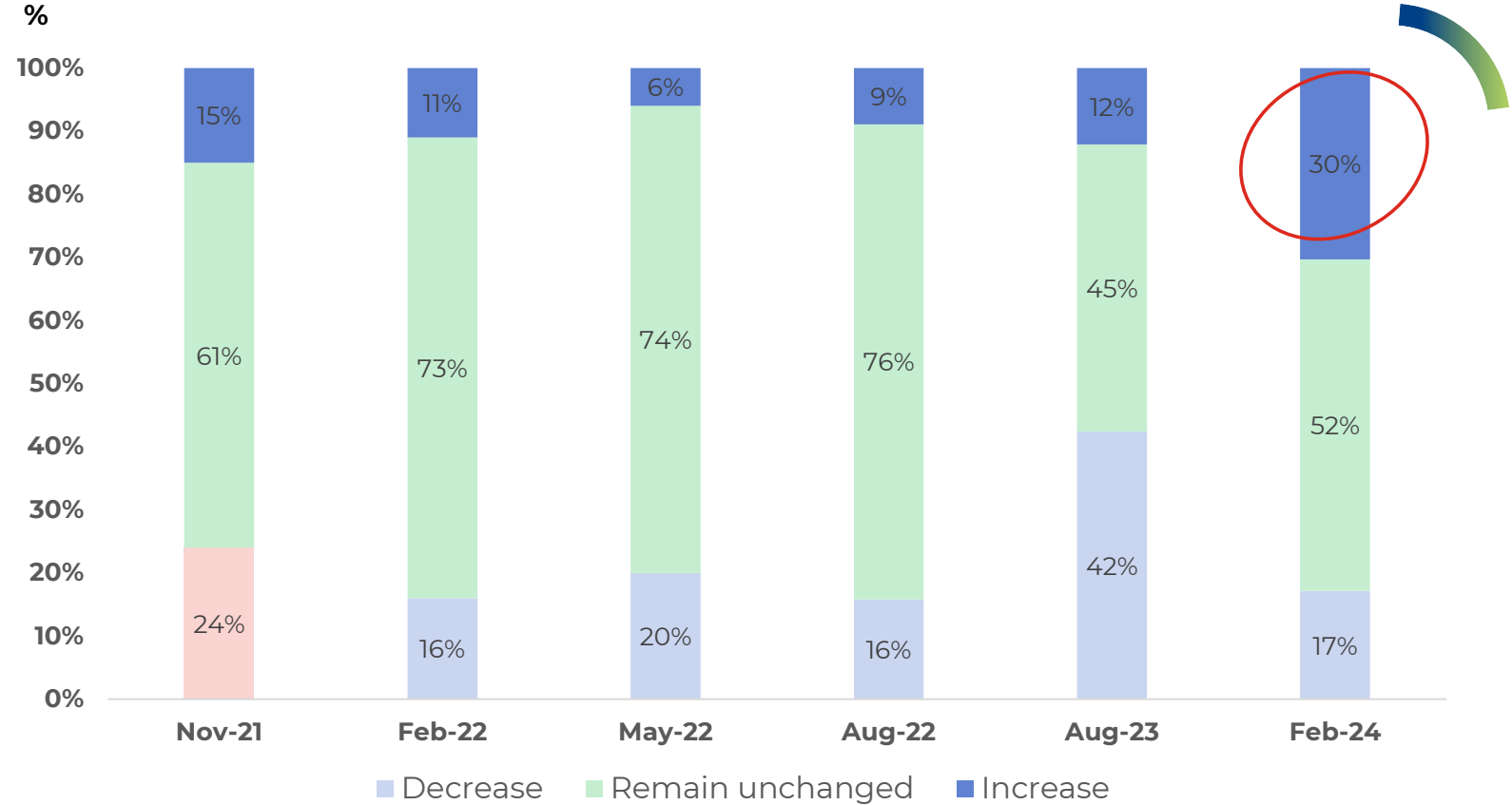
TAS



Q5: We expect new baler and hay tools sales in the next 6 months to...; N=93 (n=18 removed due to not applicable)

SP sprayer sales in the next 6 months will...

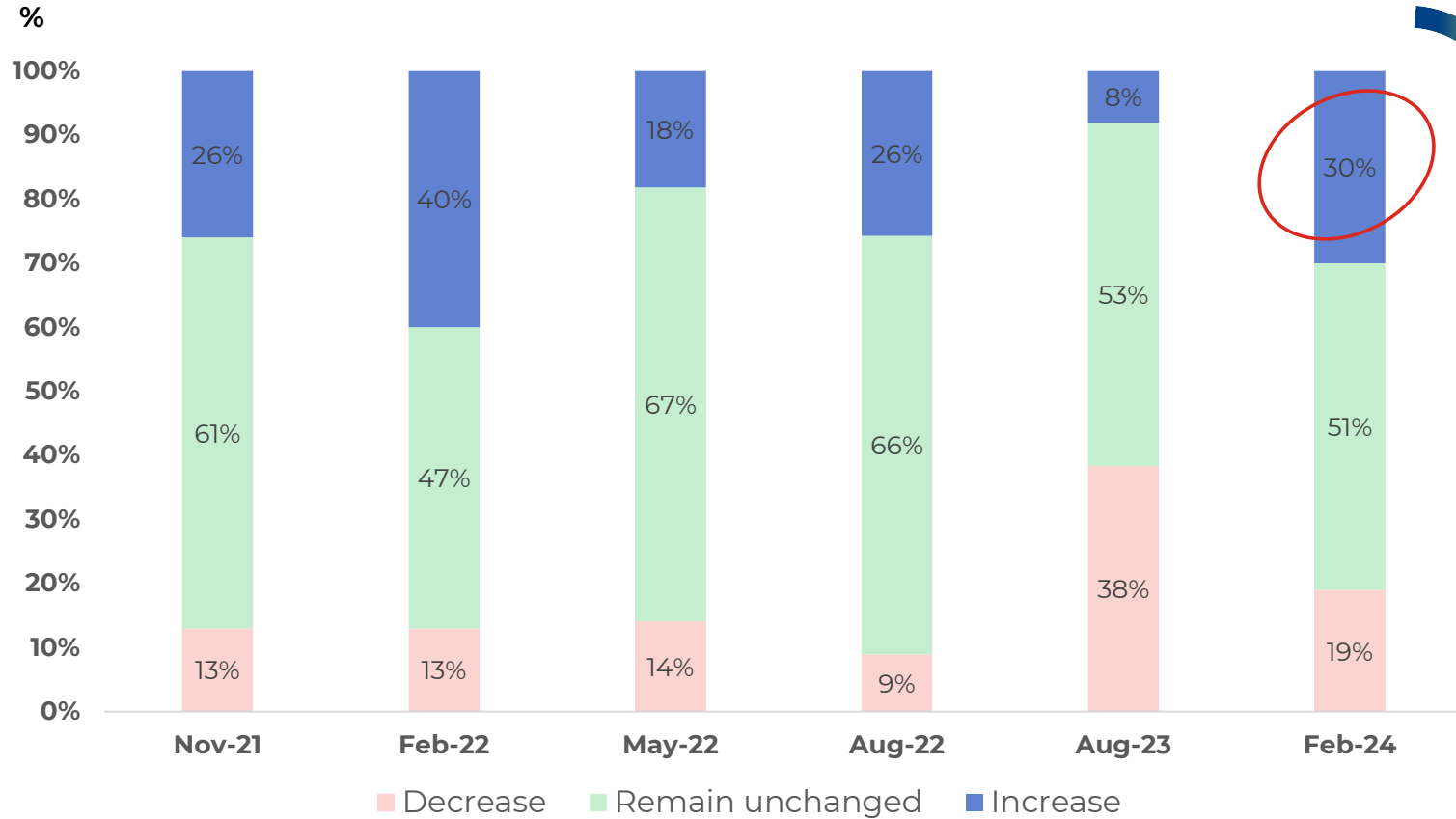
Largest increase seen for possible sales



Q6: We expect new SP sprayer sales in the next 6 months to...; N=69 (n=42 removed due to not applicable)

New implement sales in the next 6 months will...

An increase in confidence in this market



National



NSW



VIC



QLD



SA



WA



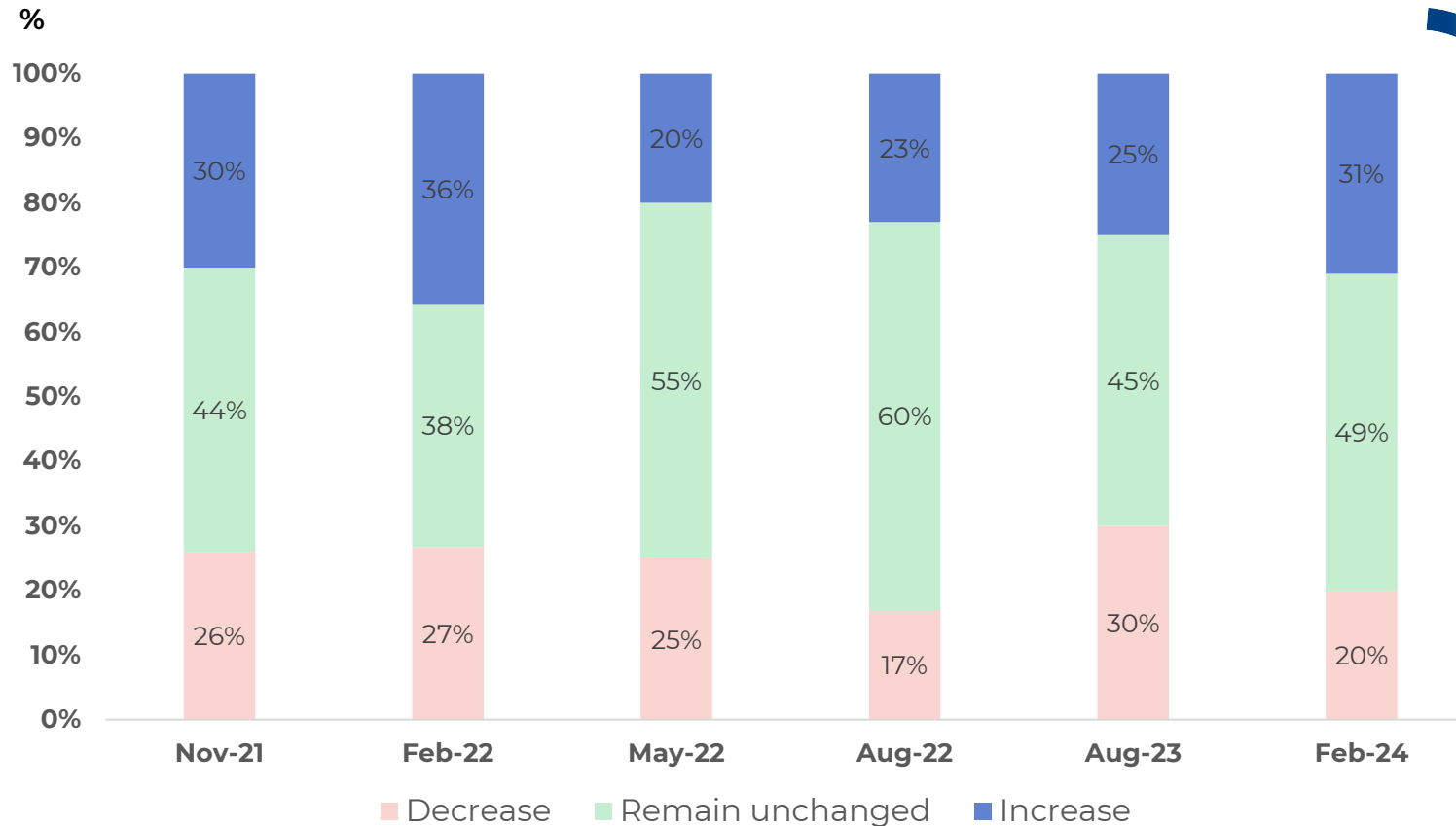
TAS



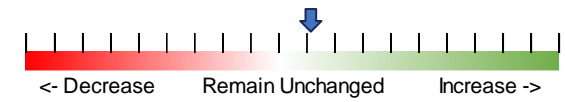
Q7: We expect new Implement sales in the next 6 months to...; N=106 (n=5 removed due to not applicable)

Used equipment sales in the next 6 months will...

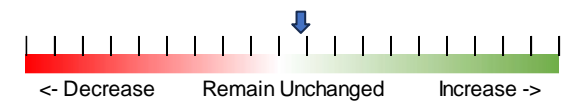
Used equipment sales remaining steady



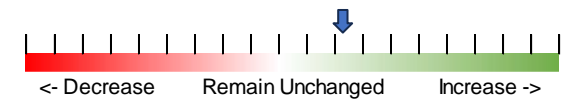
National



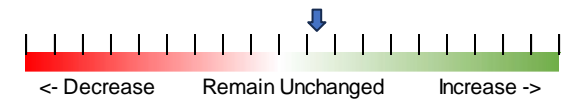
NSW



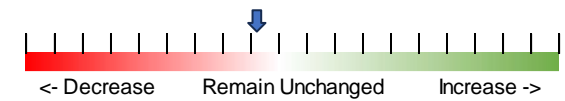
VIC



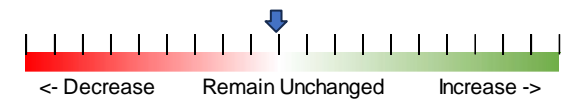
QLD



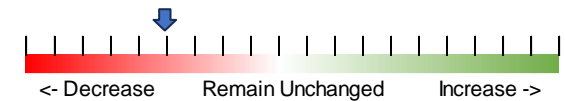
SA



WA



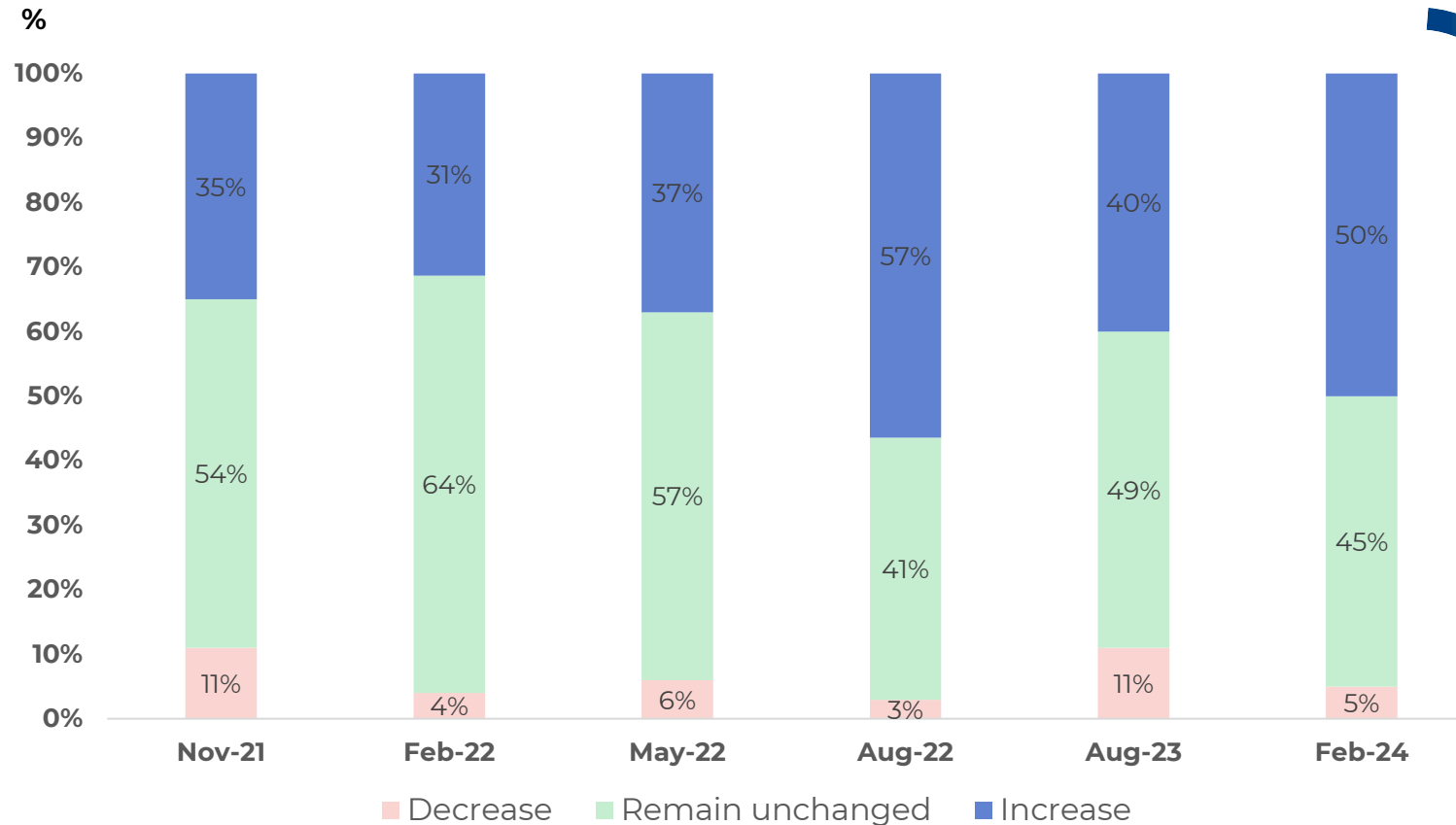
TAS



Q8: We expect sales of used equipment in the next 6 months to...; 109 (n=2 removed due to not applicable)

After sales parts support in the next 6 months will...

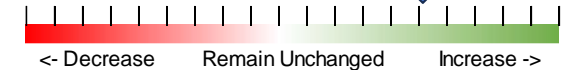
Support for after sales 'parts' remain relatively unchanged



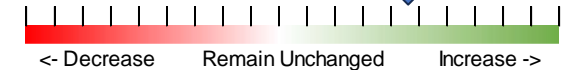
National



NSW



VIC



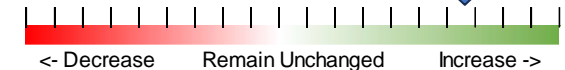
QLD



SA



WA



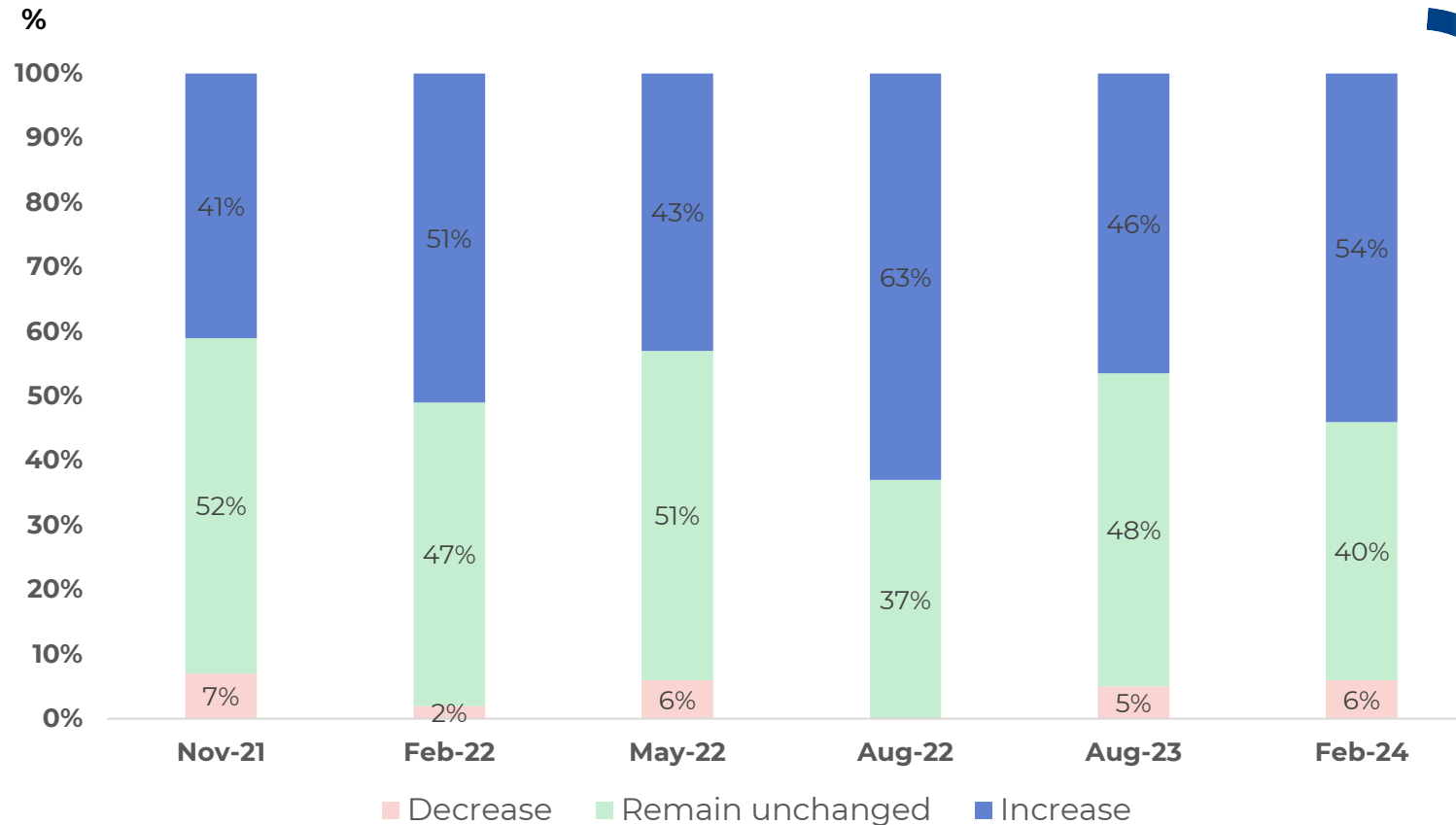
TAS



Q9: We expect after sales product support in the next 6 months to ...; n=111

After sales service support in the next 6 months will...

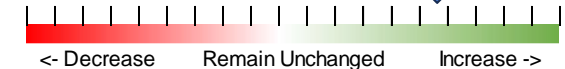
Support for after sales 'service' will see a slight increase



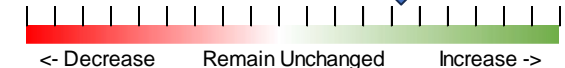
National



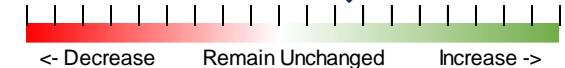
NSW



VIC



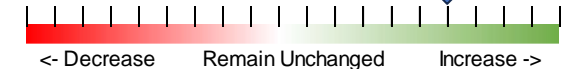
QLD



SA



WA



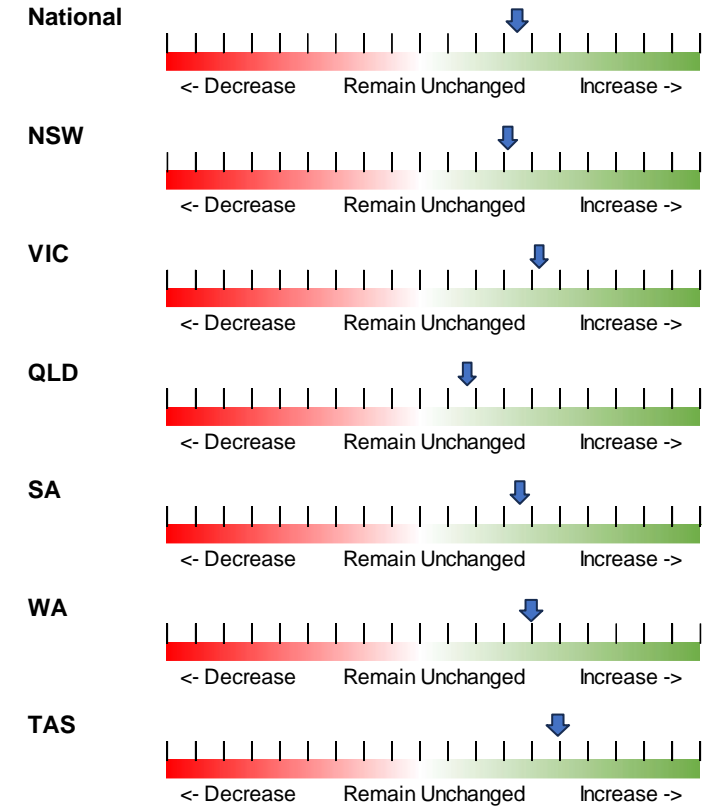
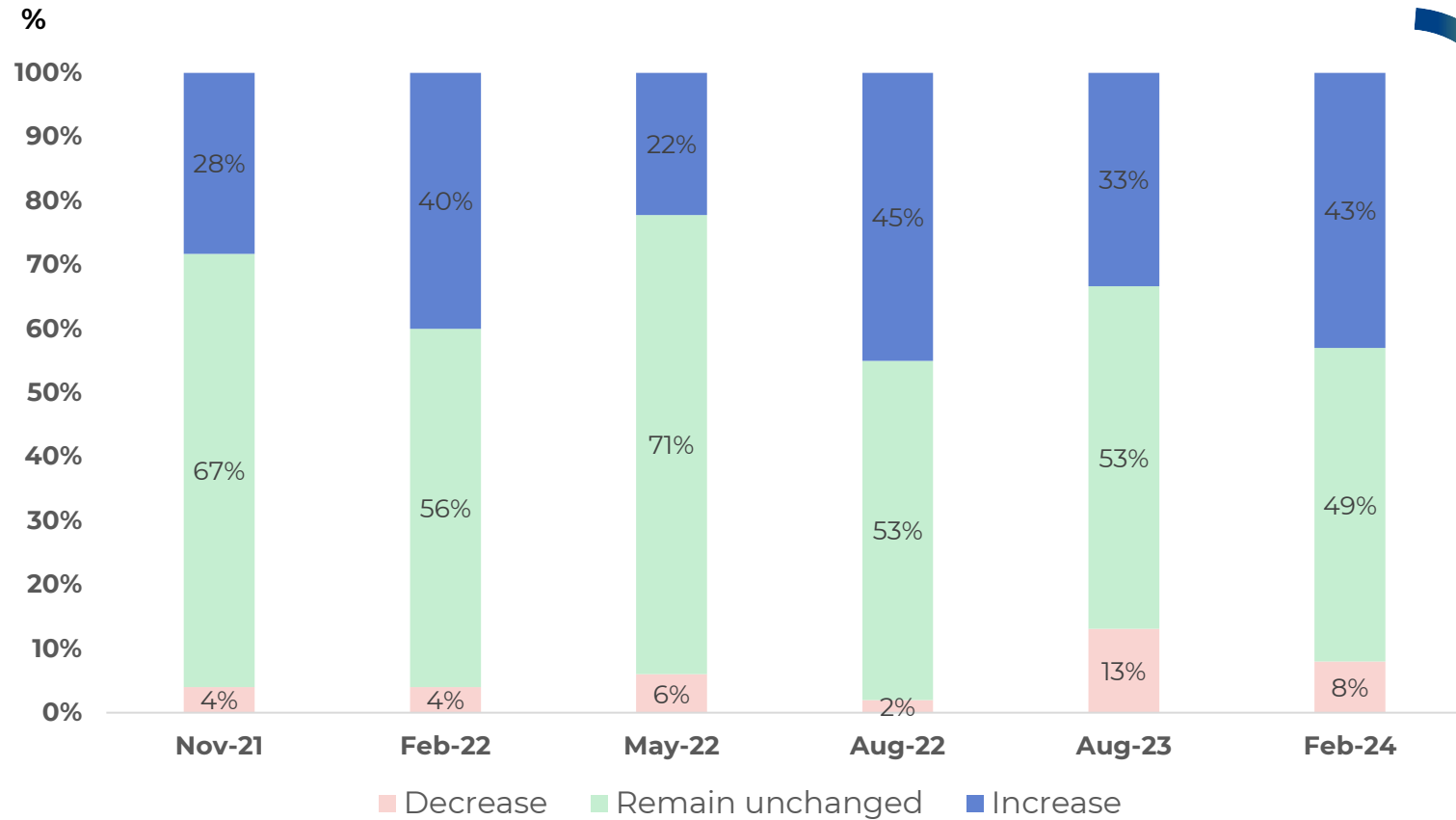
TAS



Q10: We expect after sales service support in the next 6 months to ...; n=111

After sales technology support in the next 6 months will...

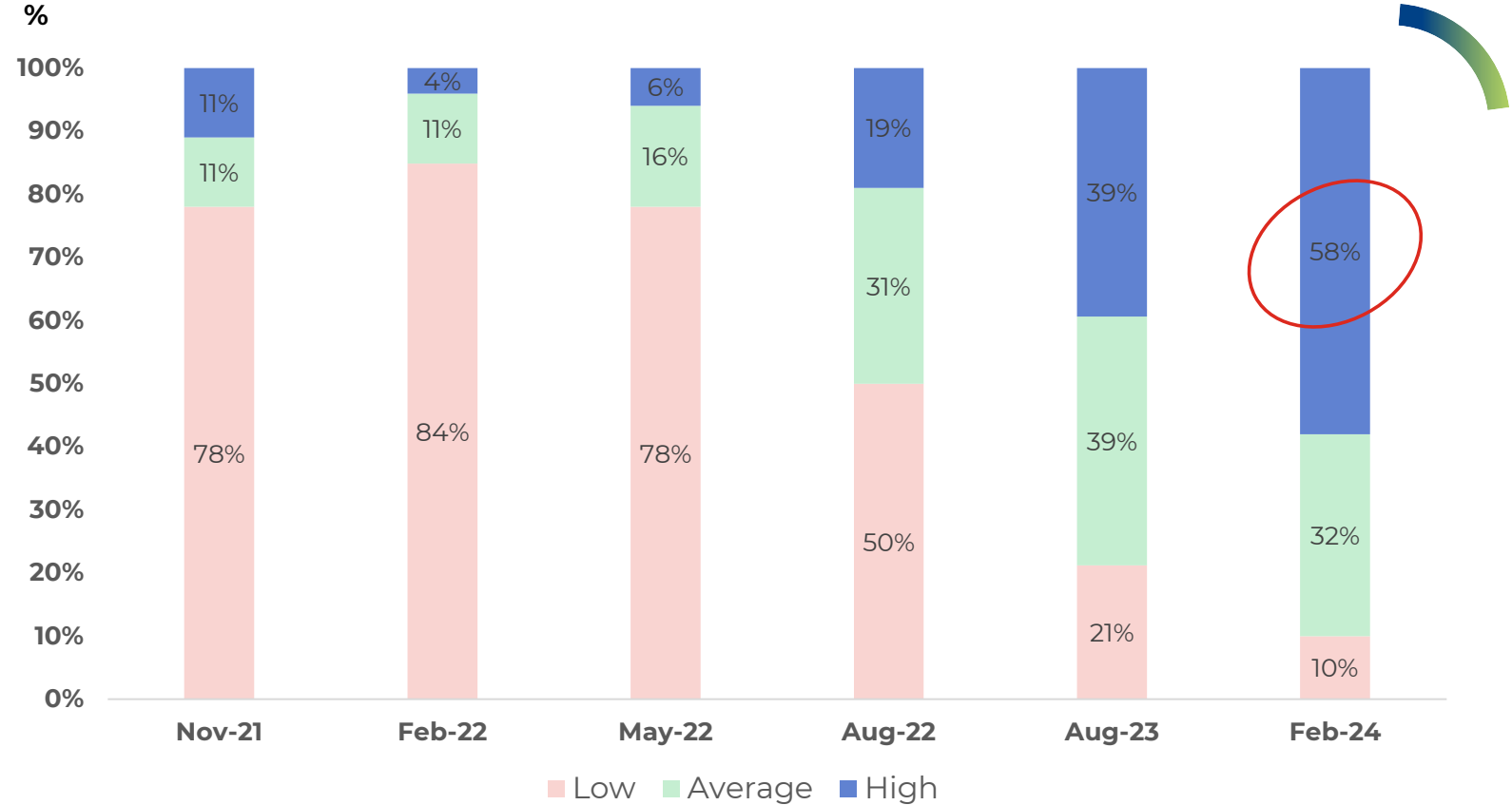
Support for after sales 'technology' has increased



Q11: We expect after sales technology support in the next 6 months to ...; n=107 (n=4 removed due to not applicable)

Current new tractor inventory levels are...

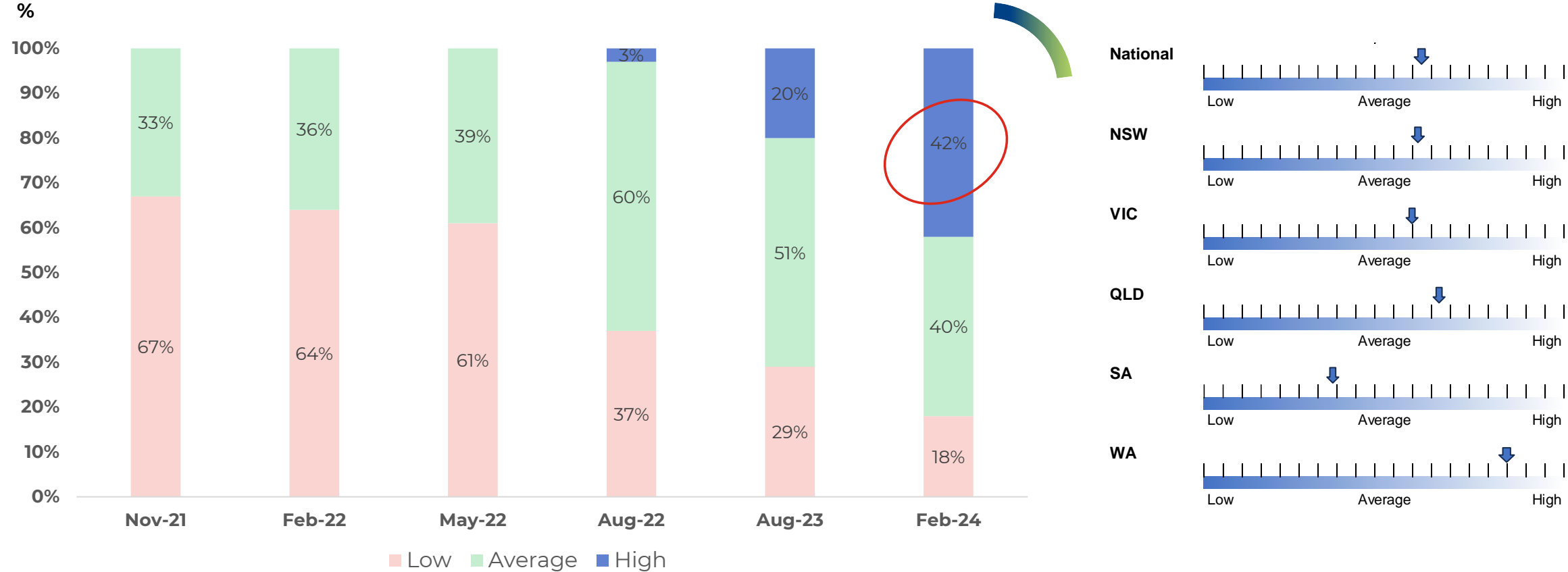
Significant change in view of new tractor inventory levels.



Q12: Do you think your current new Tractor inventory levels are...; N=111

Current new combine harvester inventory levels are...

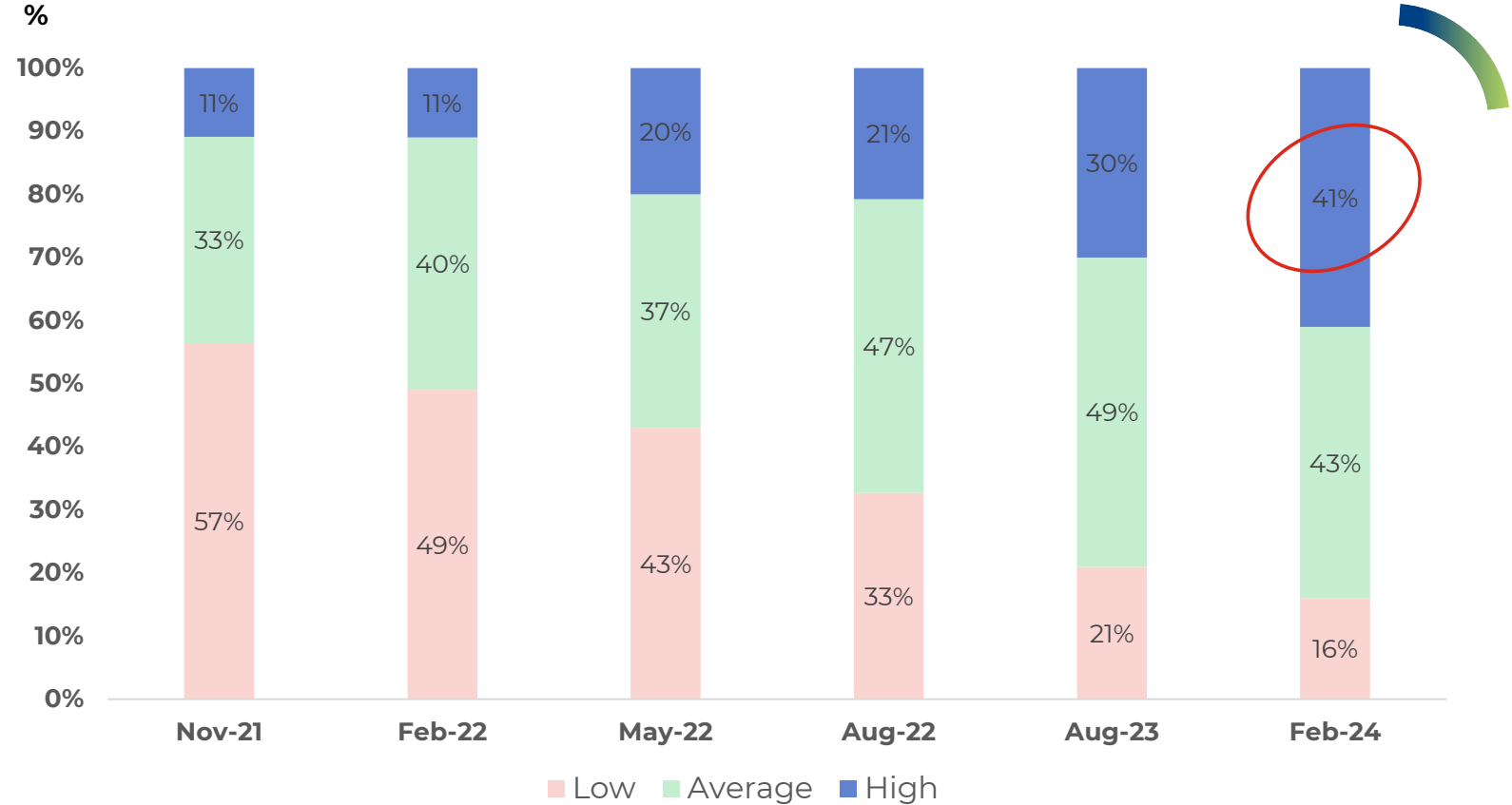
Significant change in view of new combine harvester inventory levels.



Q13: Do you think your current new combine harvester inventory levels are...; N=55 (n=56 removed due to not applicable)

Current new baler and hay tools inventory levels are...

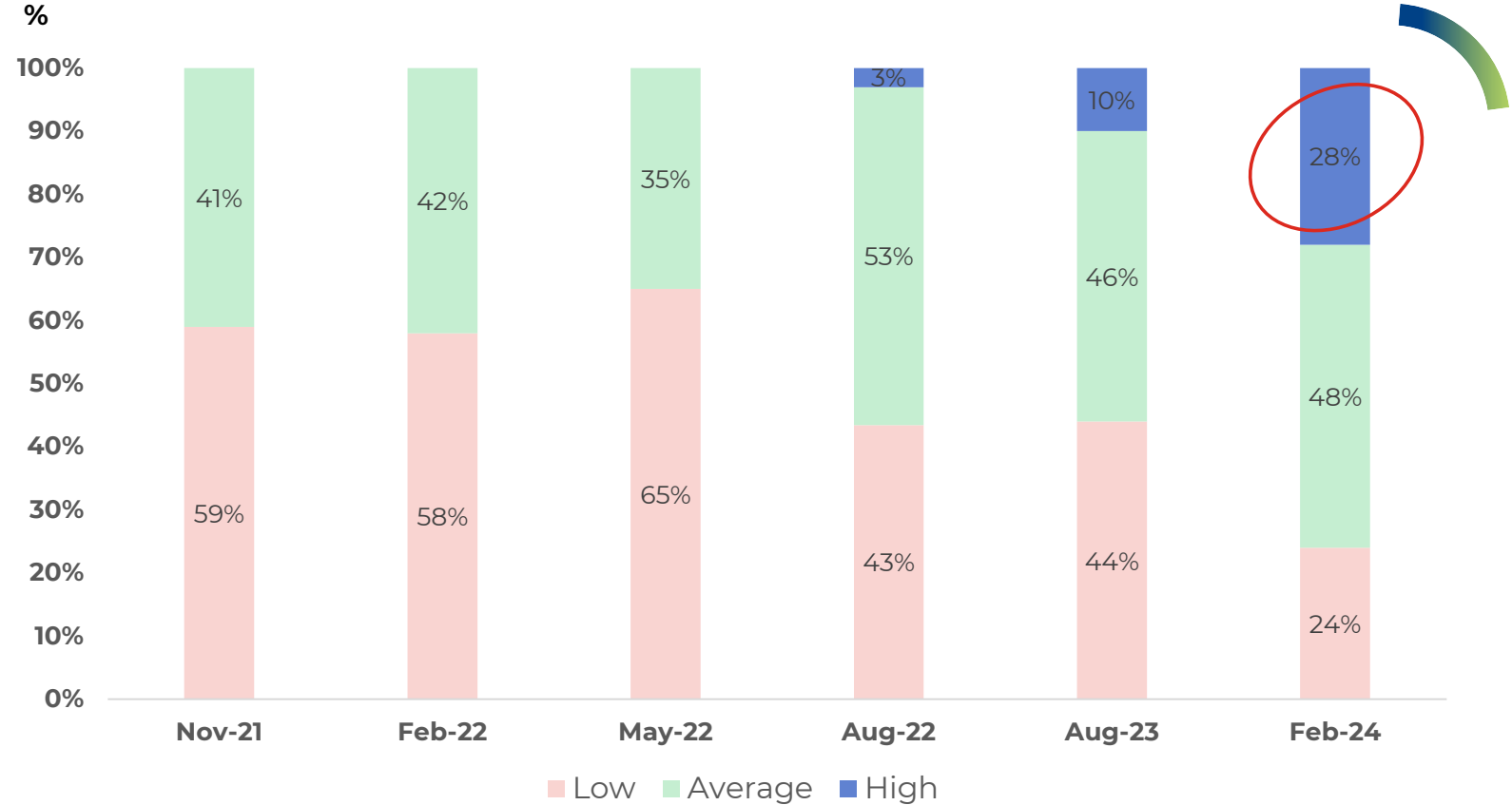
High inventory levels continuing to increase with new baler and hay tools



Q14: Do you think your current new baler and hay tools inventory levels are...; n=93 (n=18 removed due to not applicable)

Current new SP sprayer inventory levels are...

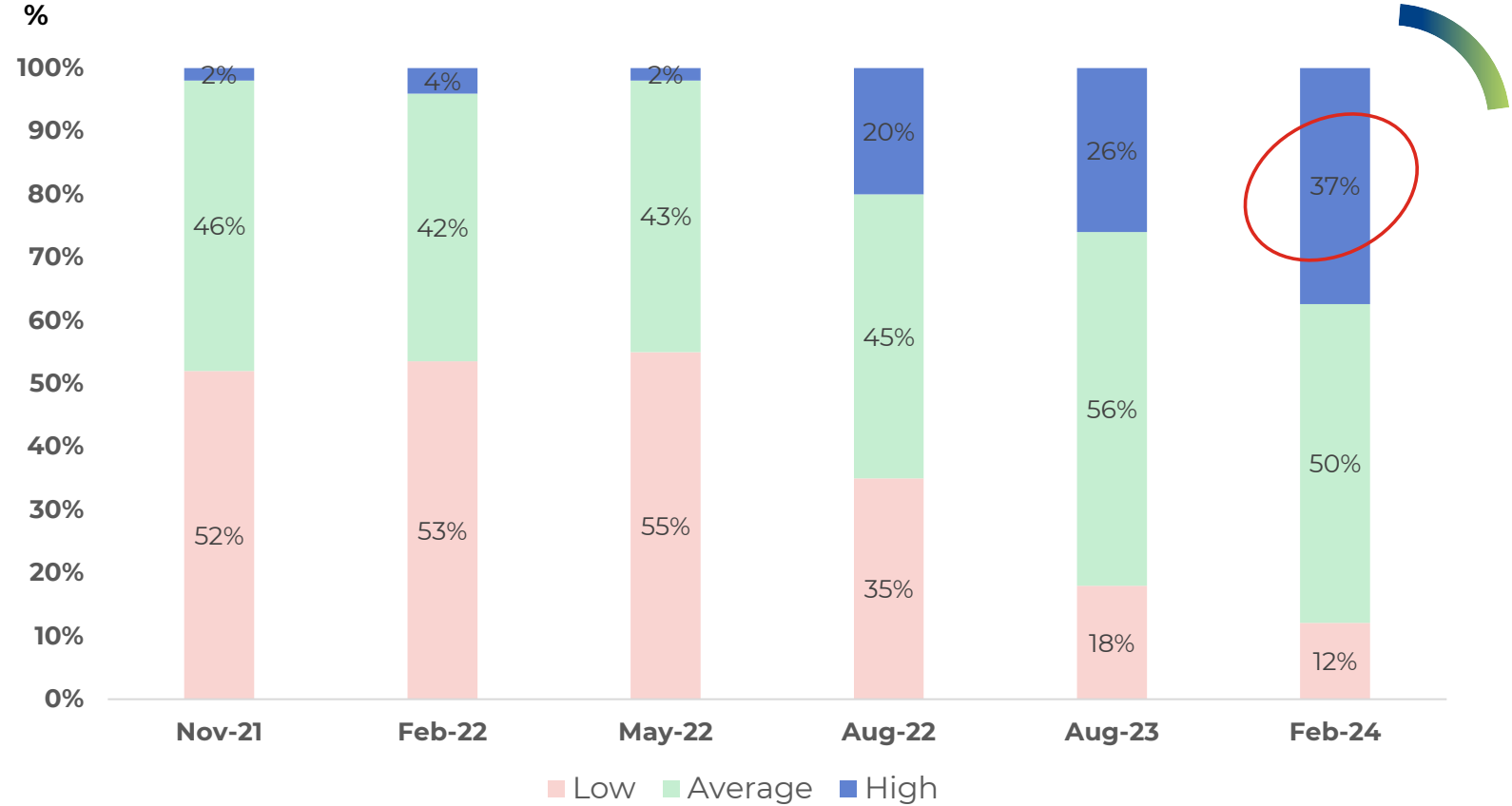
More detailers reporting high inventory levels seen in reporting trends



Q15: Do you think your current new SP Sprayer inventory levels are...; N=58 (n=53 removed due to not applicable)

Current new implement inventory levels are...

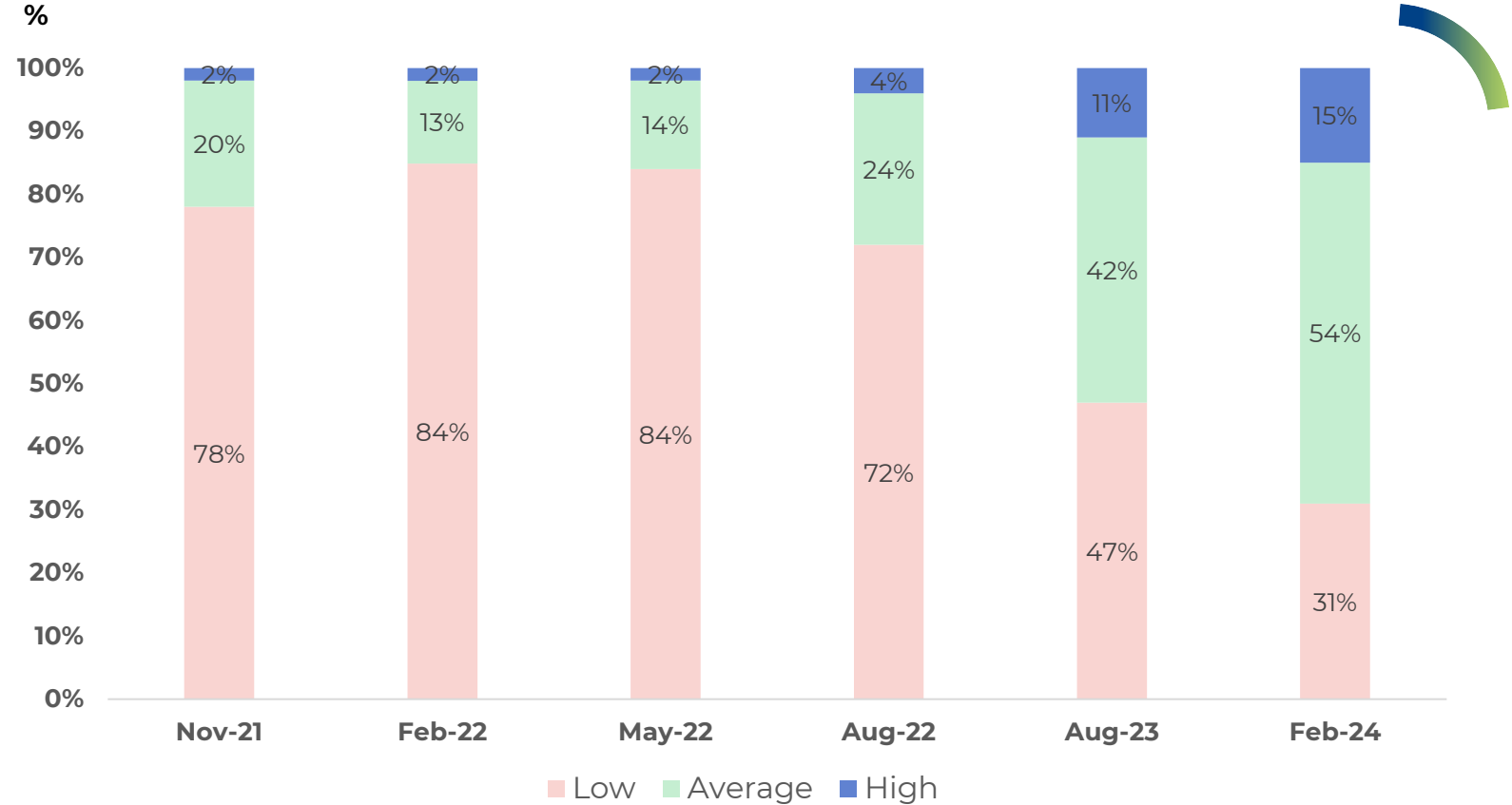
Declining demand for new implements?



Q16: Do you think your current new Implement inventory levels are...; N=107 (n=4 was removed due to not applicable)

Current used tractor inventory levels are...

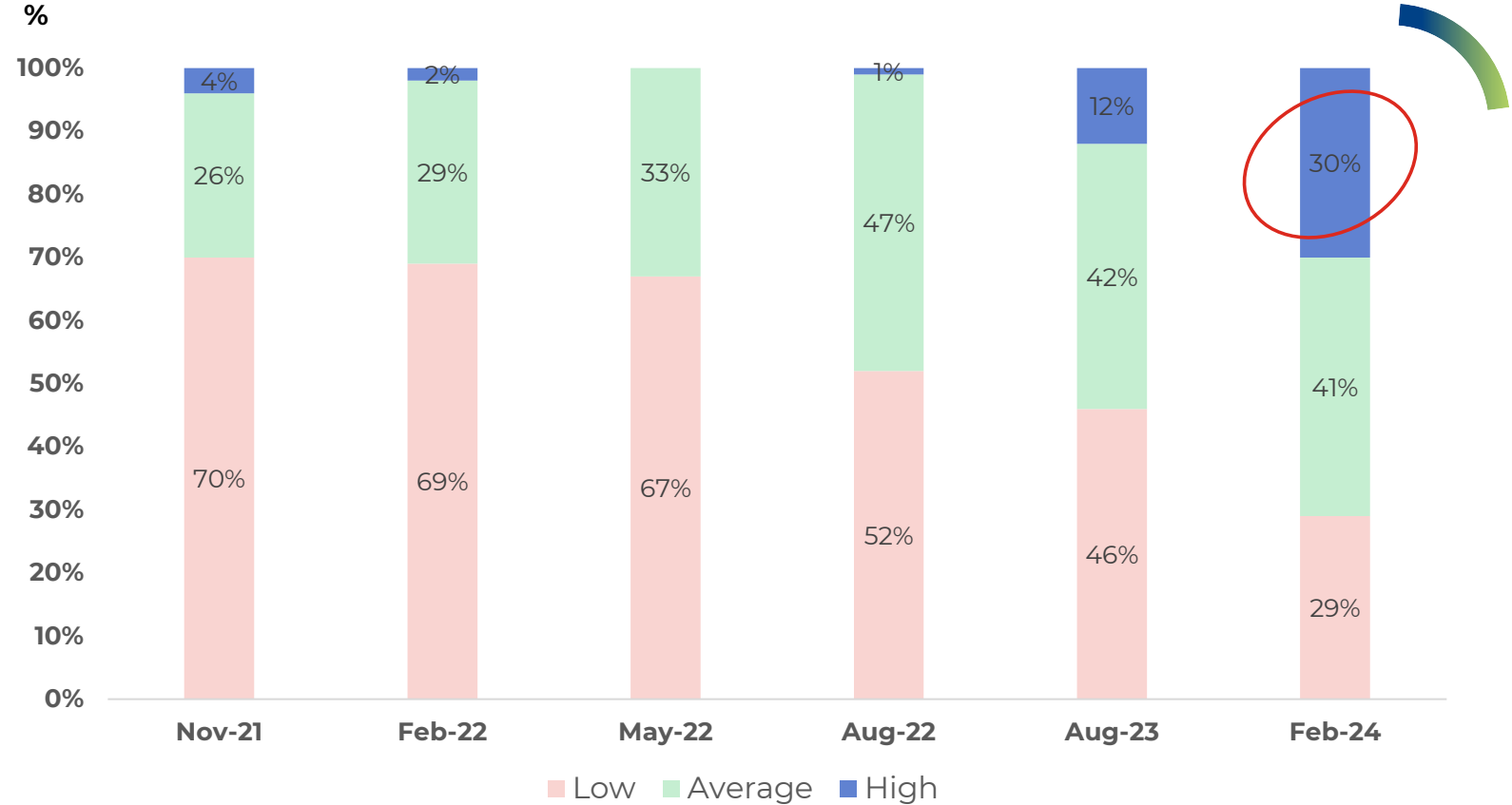
Used tractor inventory increasing



Q17: Do you think your current Used Tractor inventory levels are...; N=108 (n=3 removed due to not applicable)

Current used combine harvester inventory levels are...

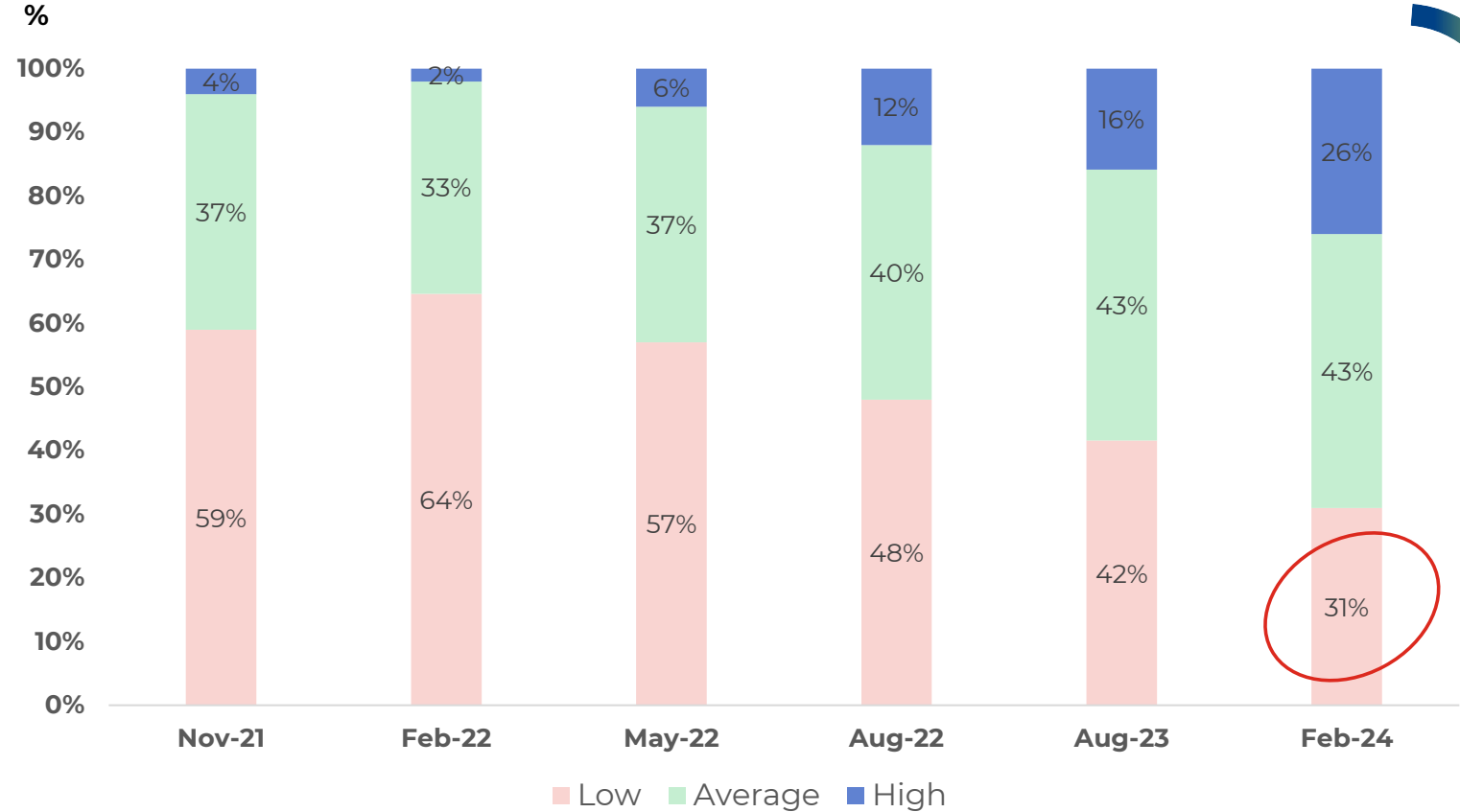
Used combine harvester inventory increasing



Q18: Do you think your current used combine harvester inventory levels are...; N=56 (n=55 was removed due to not applicable)

Current used baler and hay tools inventory levels are...

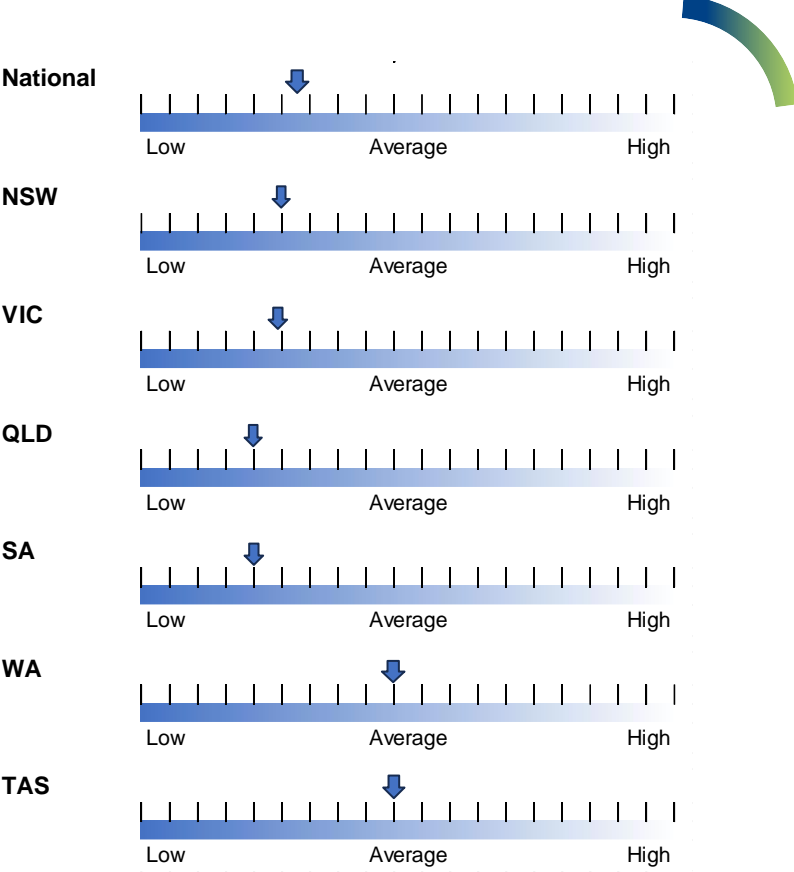
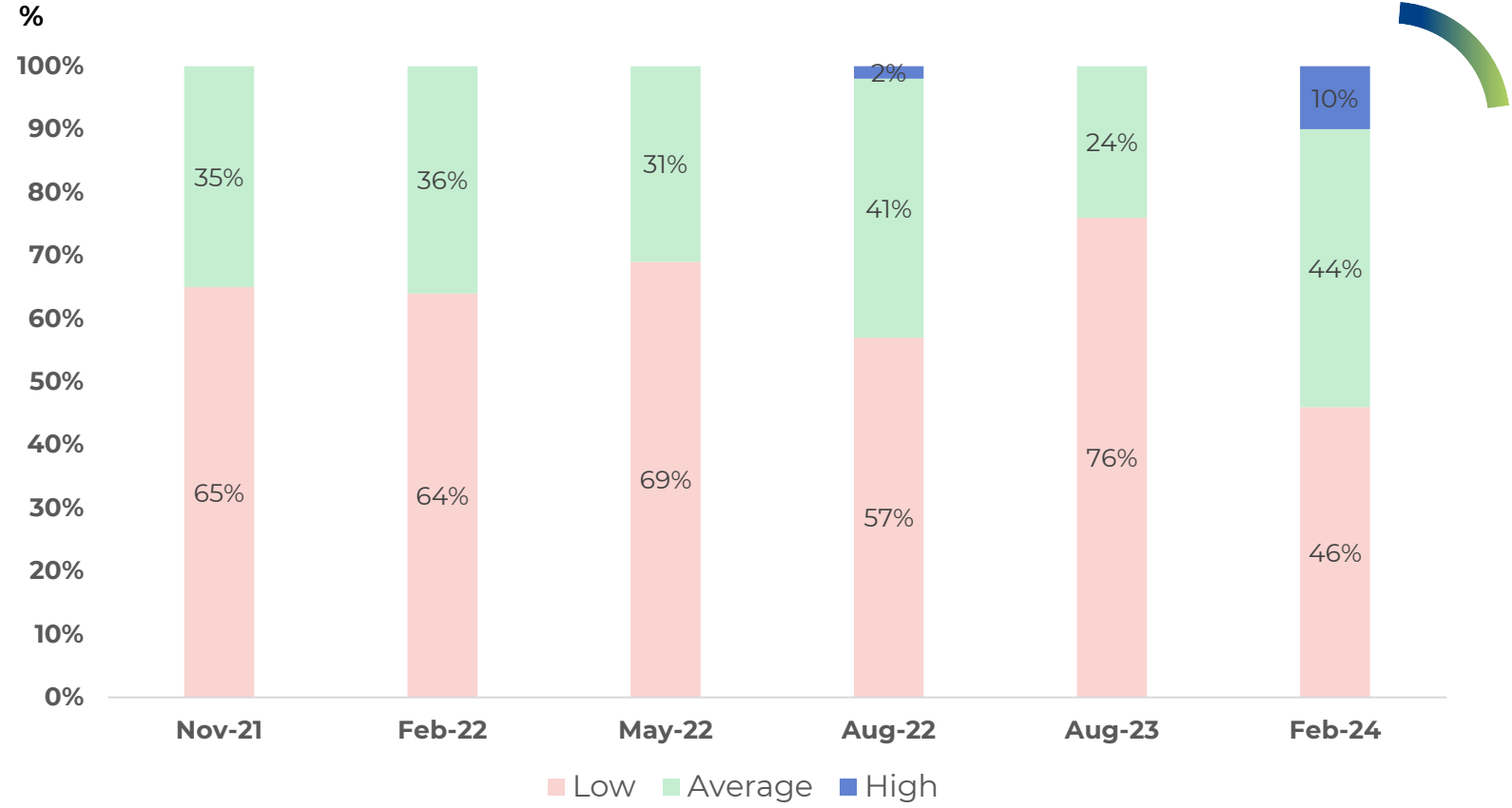
Low inventory levels improving



Q19: Do you think your current used baler and hay tools inventory levels are...; N=91 (n=20 removed due to not applicable)

Current used SP sprayer inventory levels are...

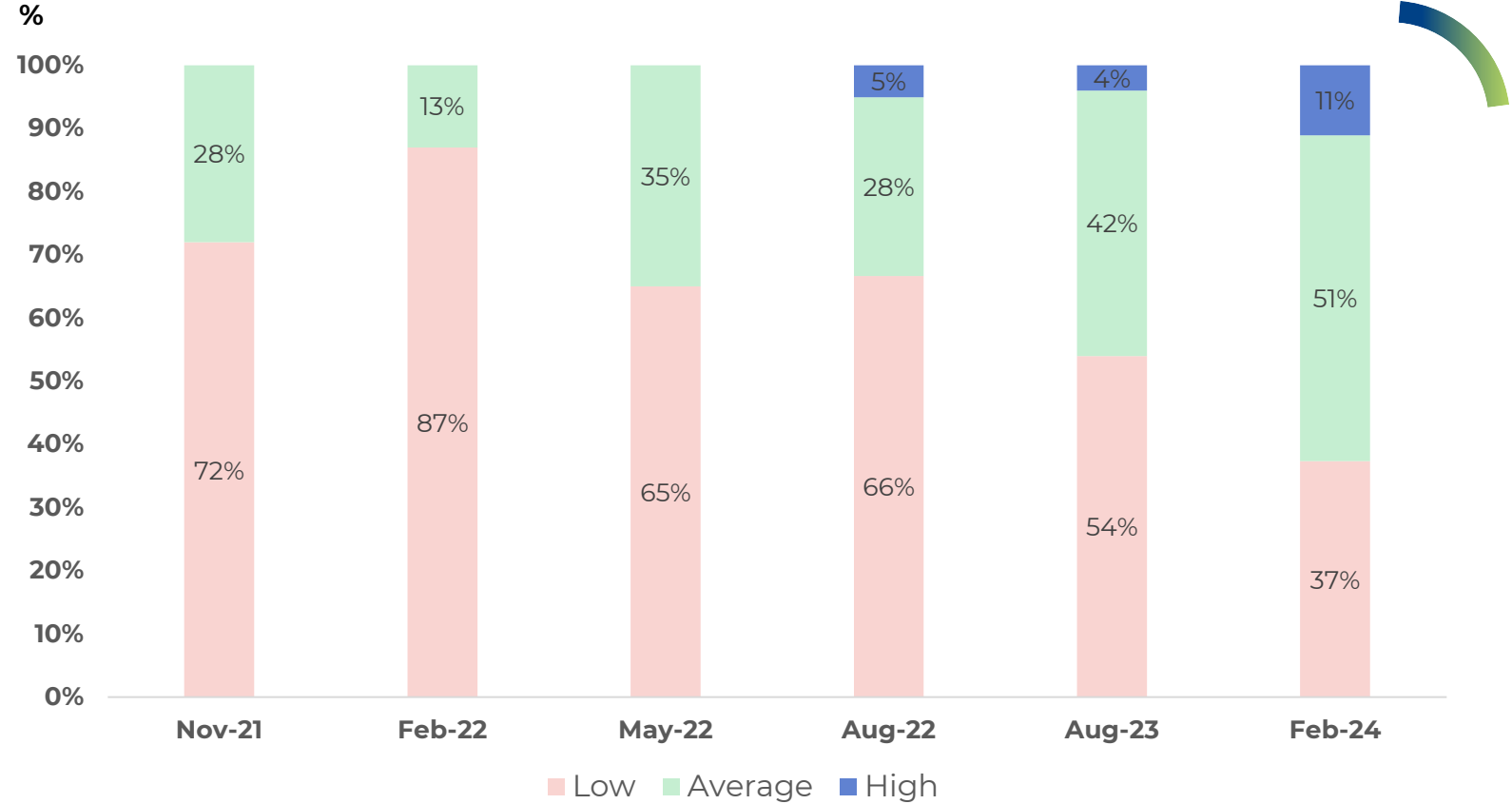
Inventory levels are increasing



Q20: Do you think your current used SP sprayer inventory levels are...; N=59 (n=52 removed due to not applicable)

Current used implement inventory levels are...

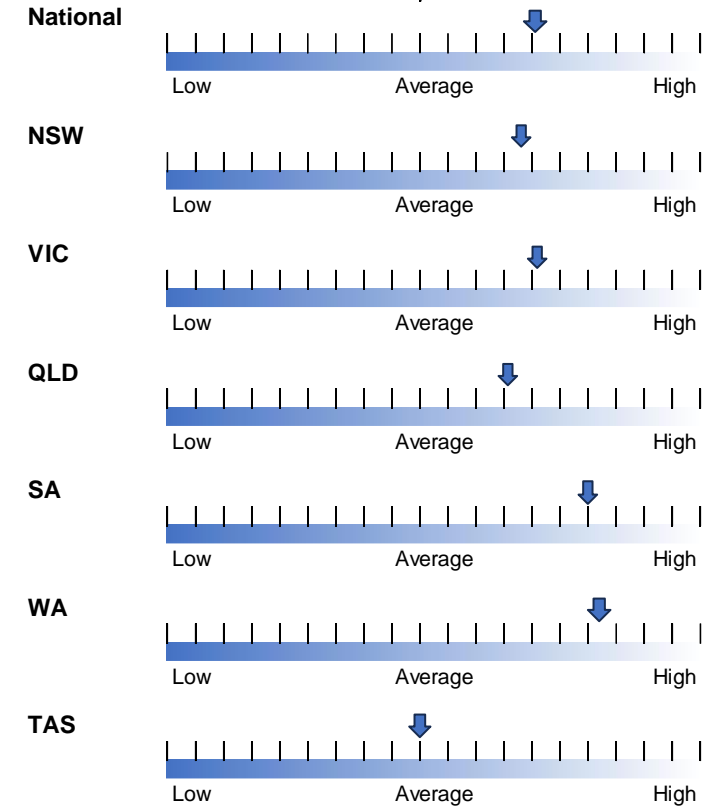
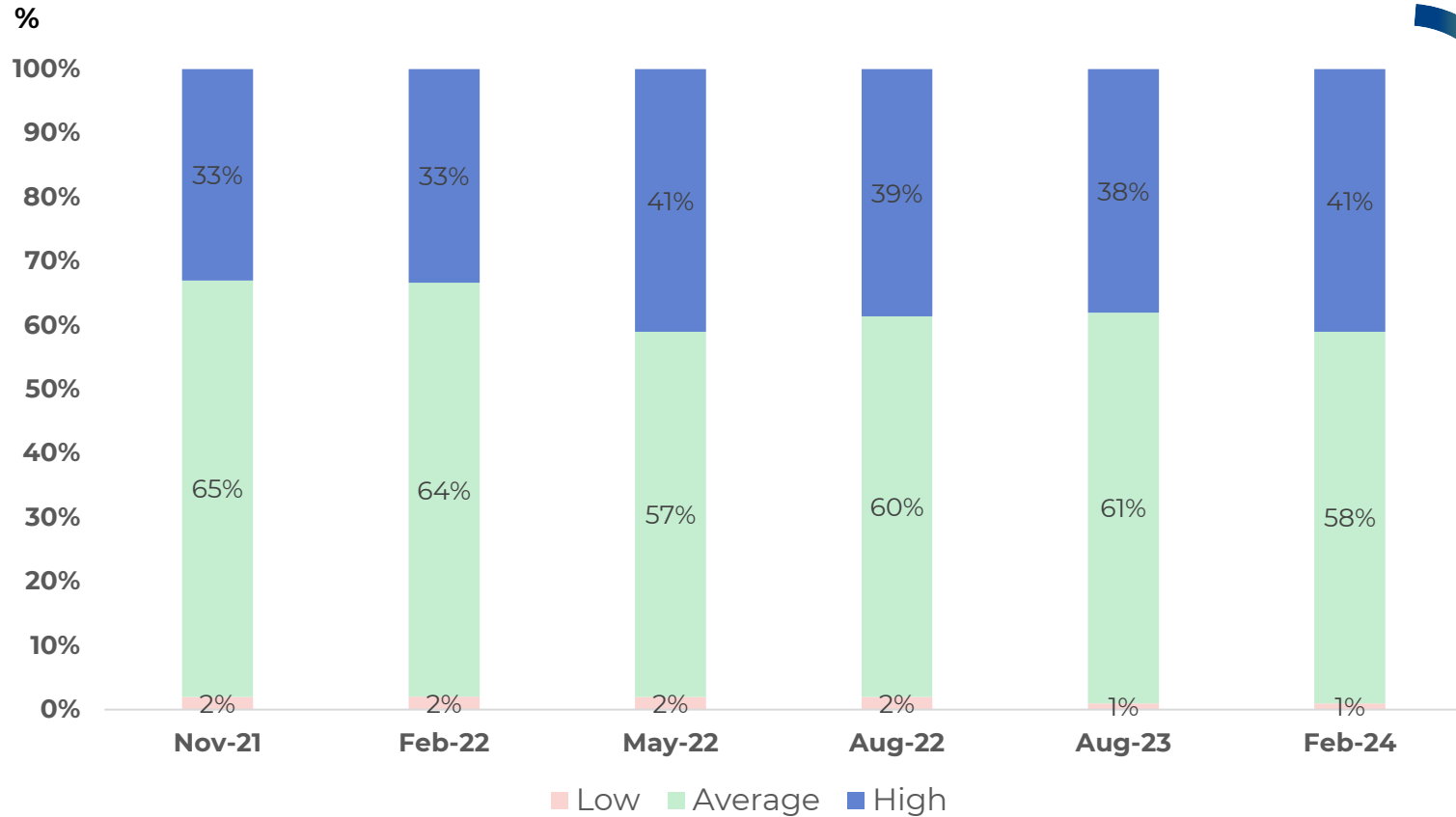
Implement inventory levels are increasing



Q21: Do you think your current used implement inventory levels are...; N=105 (n=6 removed due to not applicable)

Parts inventory level is...

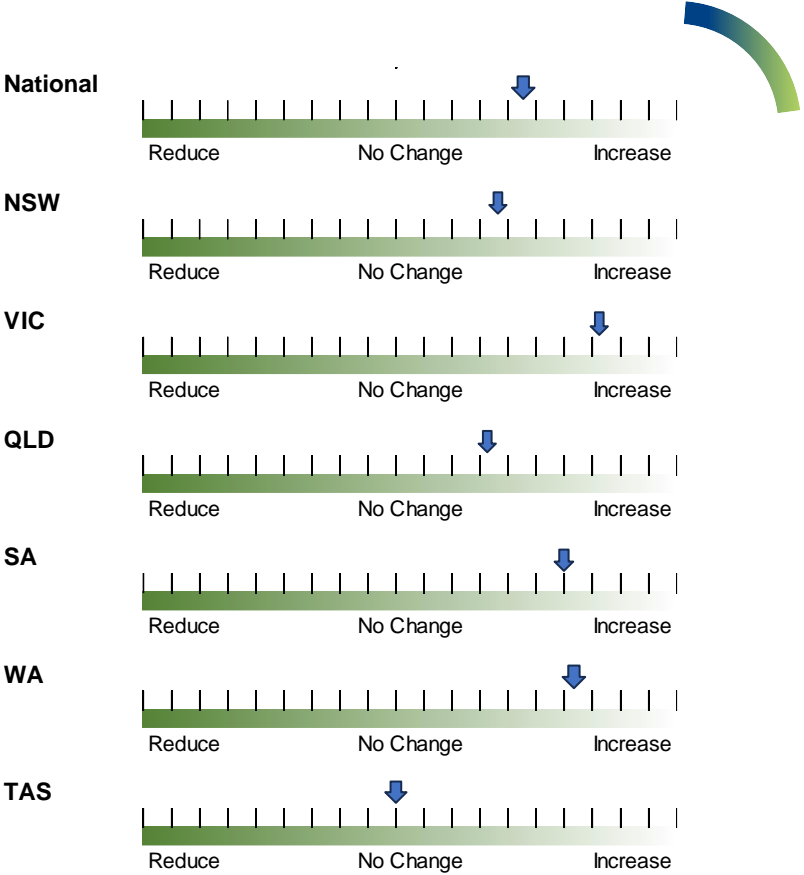
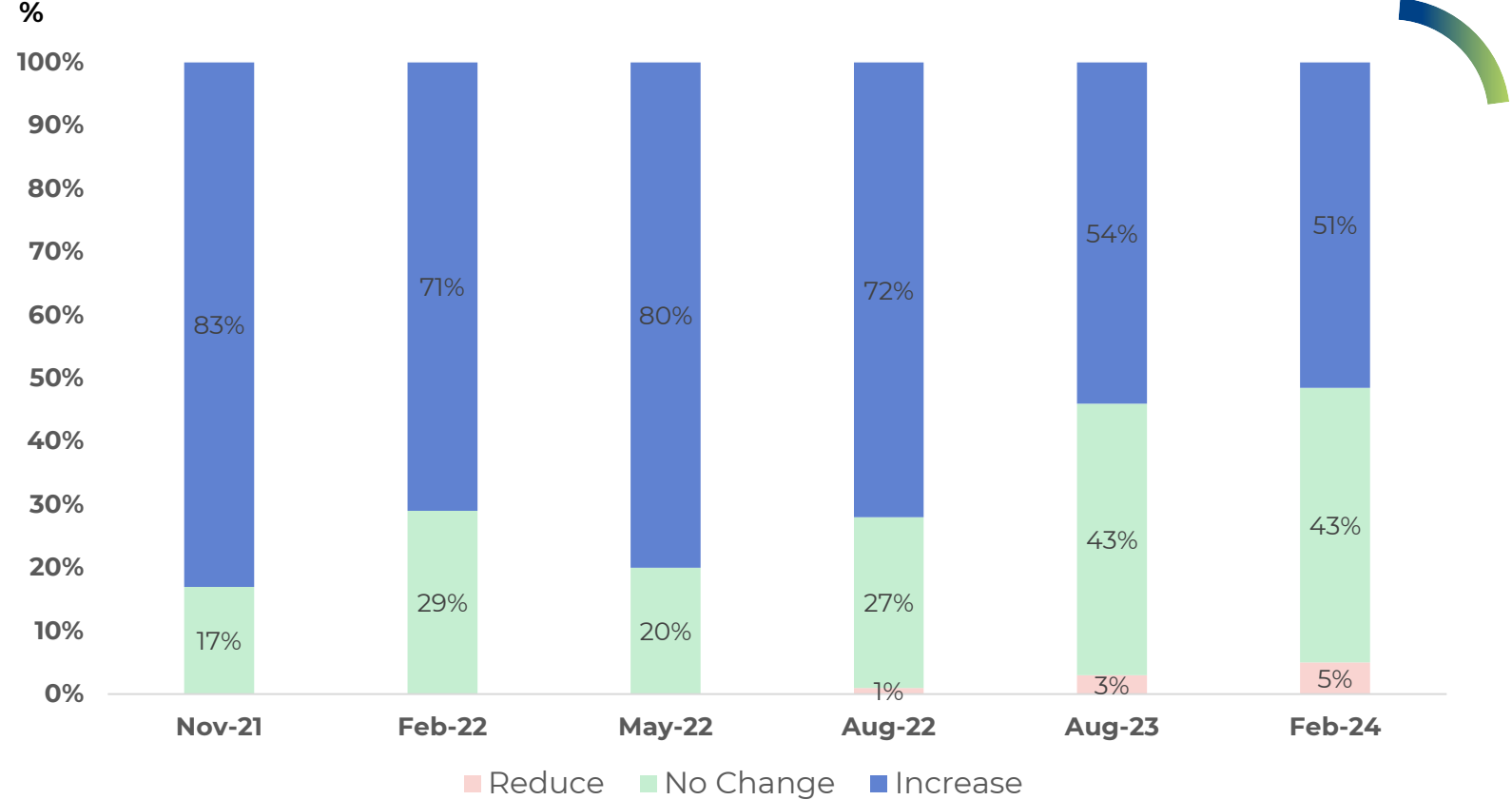
Little change in parts inventory



Q22: Do you consider your parts inventory to be...; N=111

Workforce plan

Workforce expansion remains likely



Q23: What are your plans regarding your workforce?; N=111