

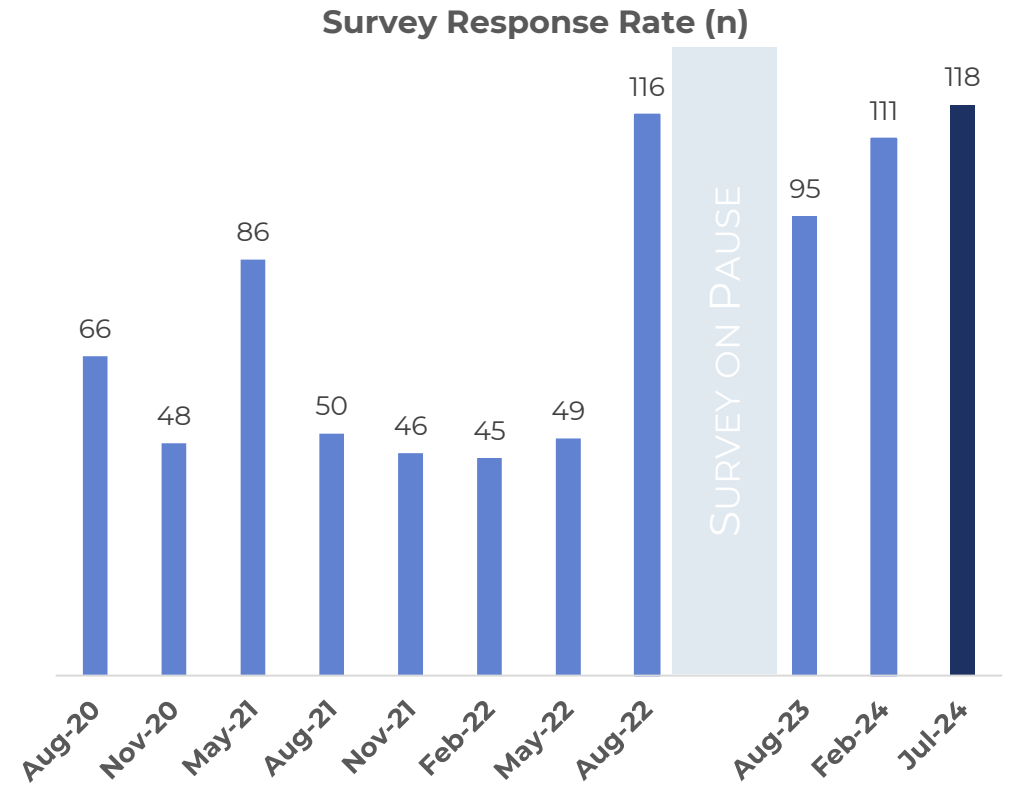
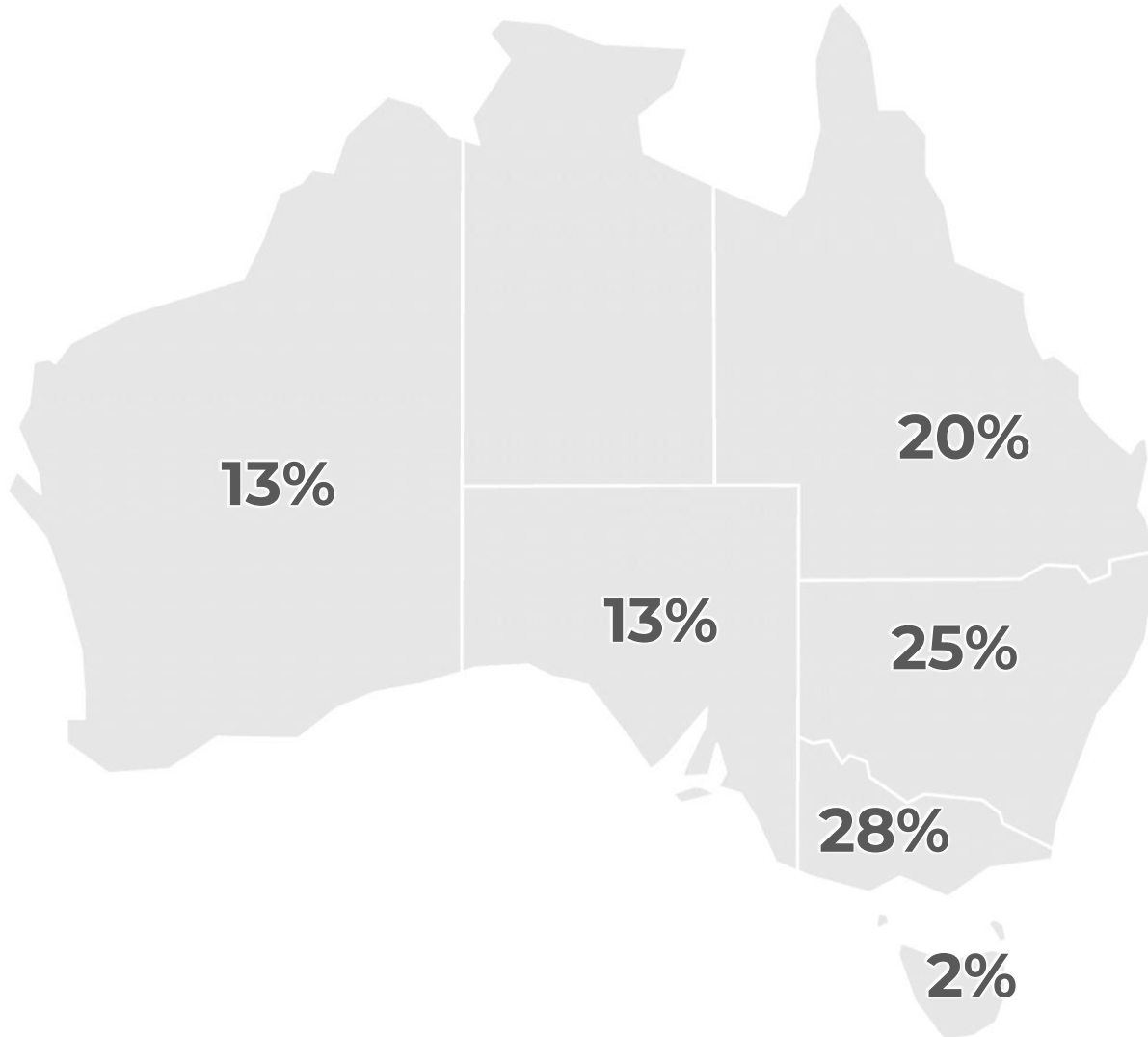


Dealer Business Sentiment Survey

July 2024

Response Sample (by State)

A solid state-based sample from the Dealer responses



Key Findings

A solid state-based sample from the 118 Dealer responses

Overall, the consensus is the satisfaction on current turnover level are down, a trend continuing from the previous iteration of the survey.

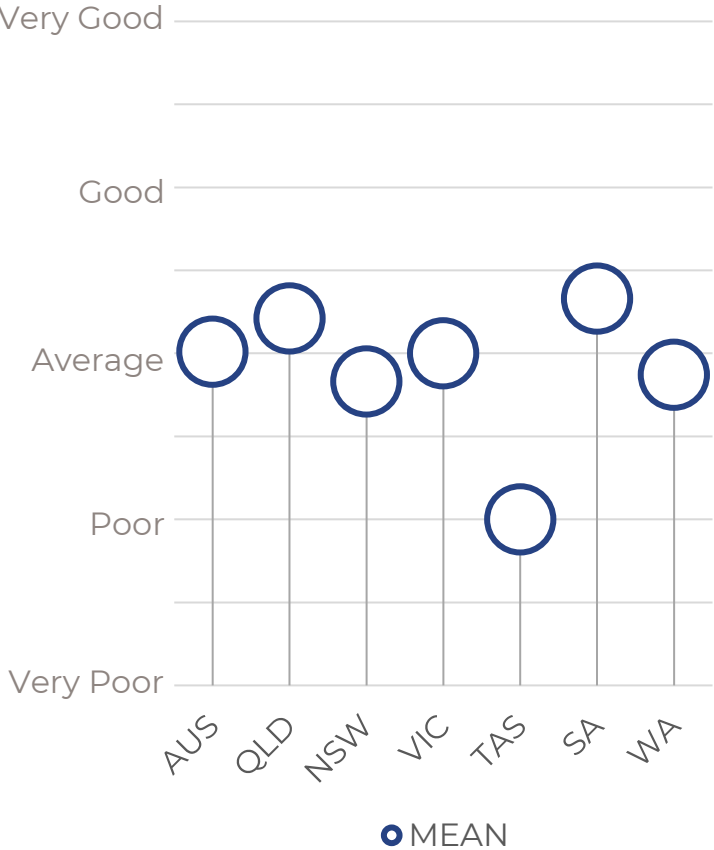
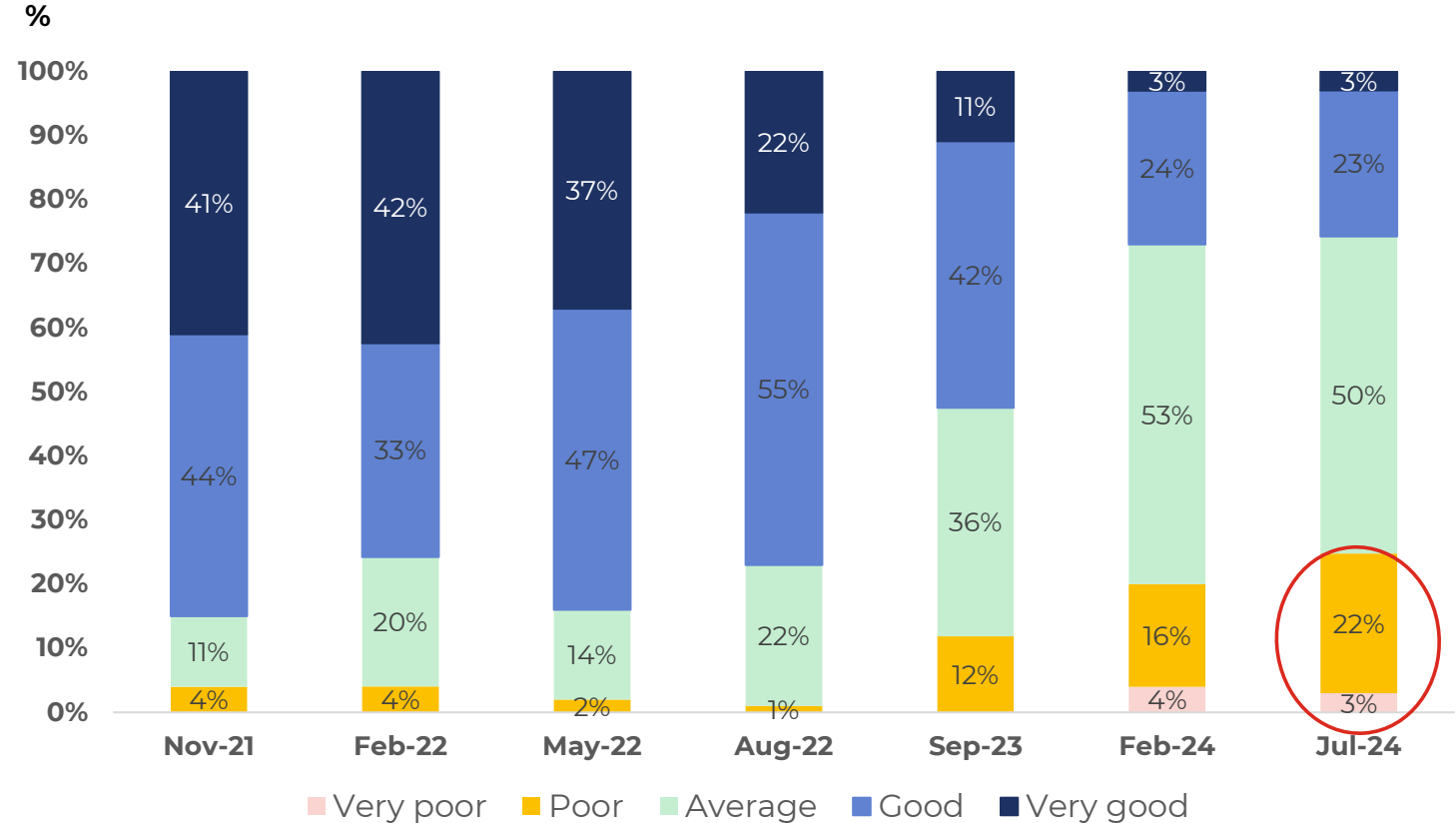
The higher reported inventory levels for new and used machinery from the previous report is also continuing.

The expectation for increased sales has come away since February 23, only Combine Harvesters have a stronger positive than the previous reporting.

Workforce expansion is now unlikely, the percent of businesses looking to increase has come away further, and we are now seeing a growing who are looking to decrease, while 60% of businesses reported they were not planning on changing.

Current overall turnover is...

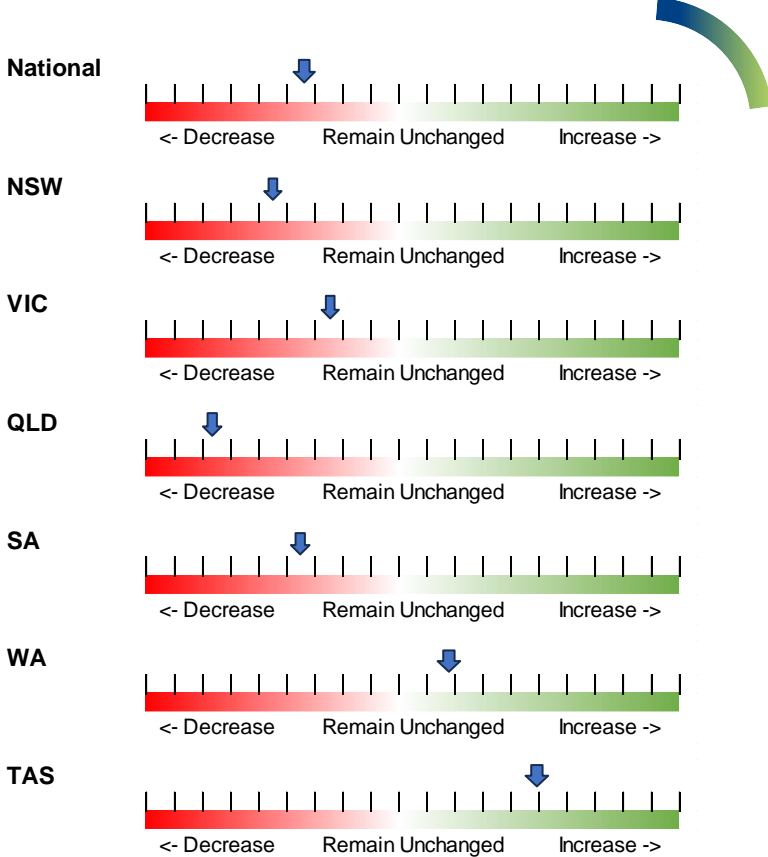
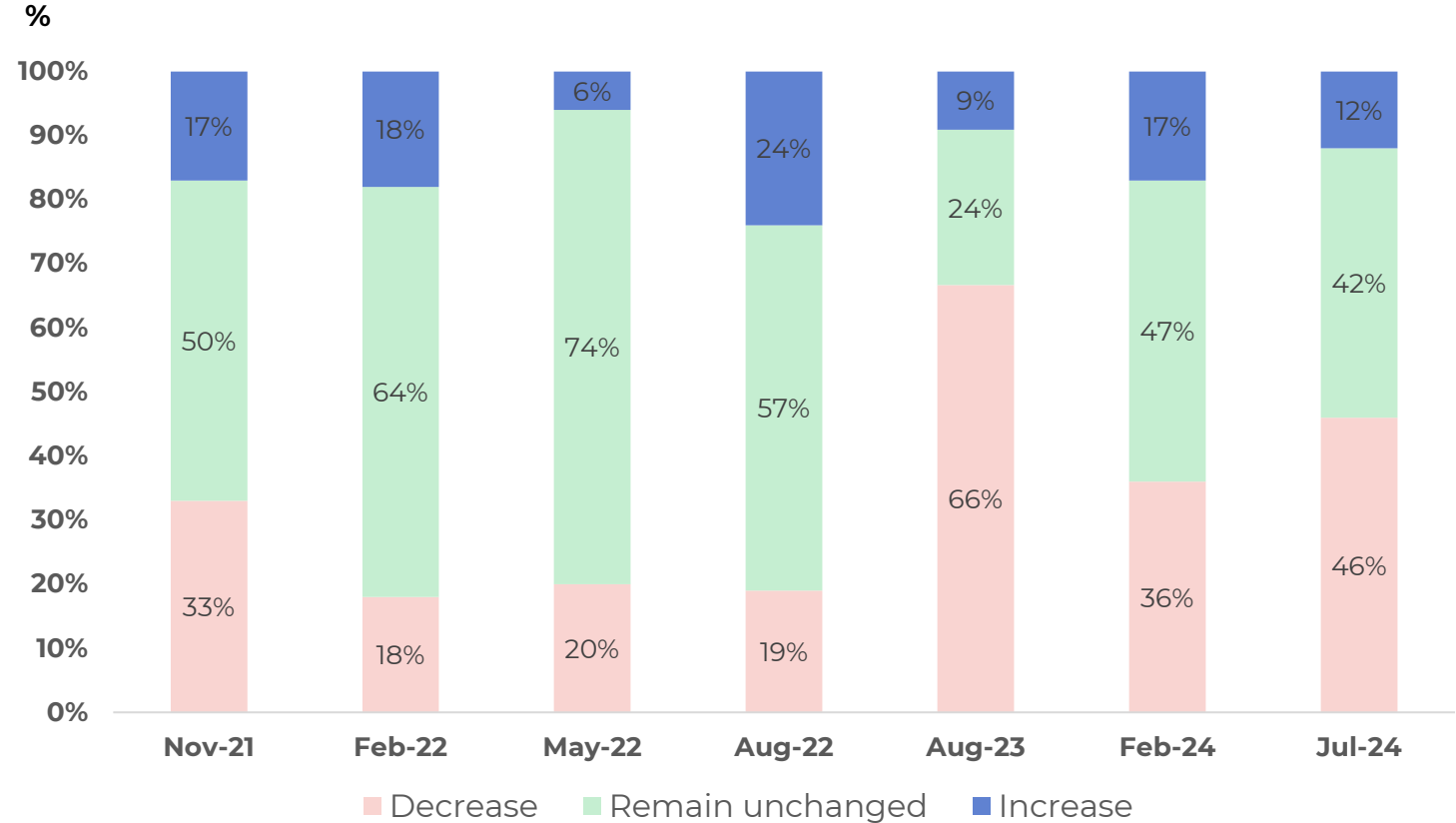
Satisfaction with turnover is continuing to reduce



Q1: We consider our current overall turnover to be; N=118

Overall turnover in the next 6 months will...

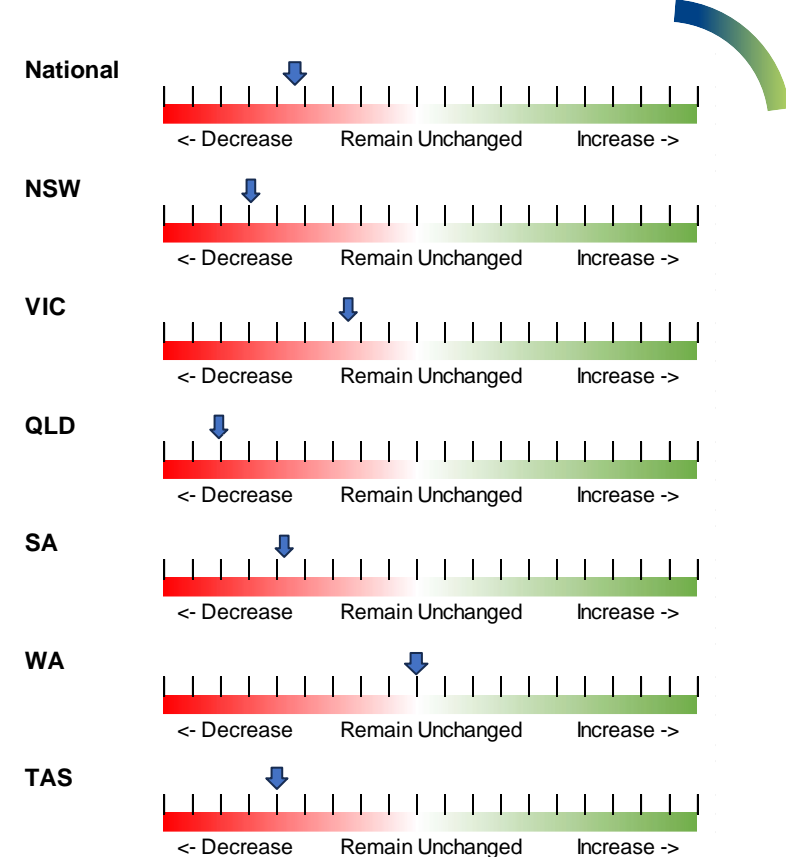
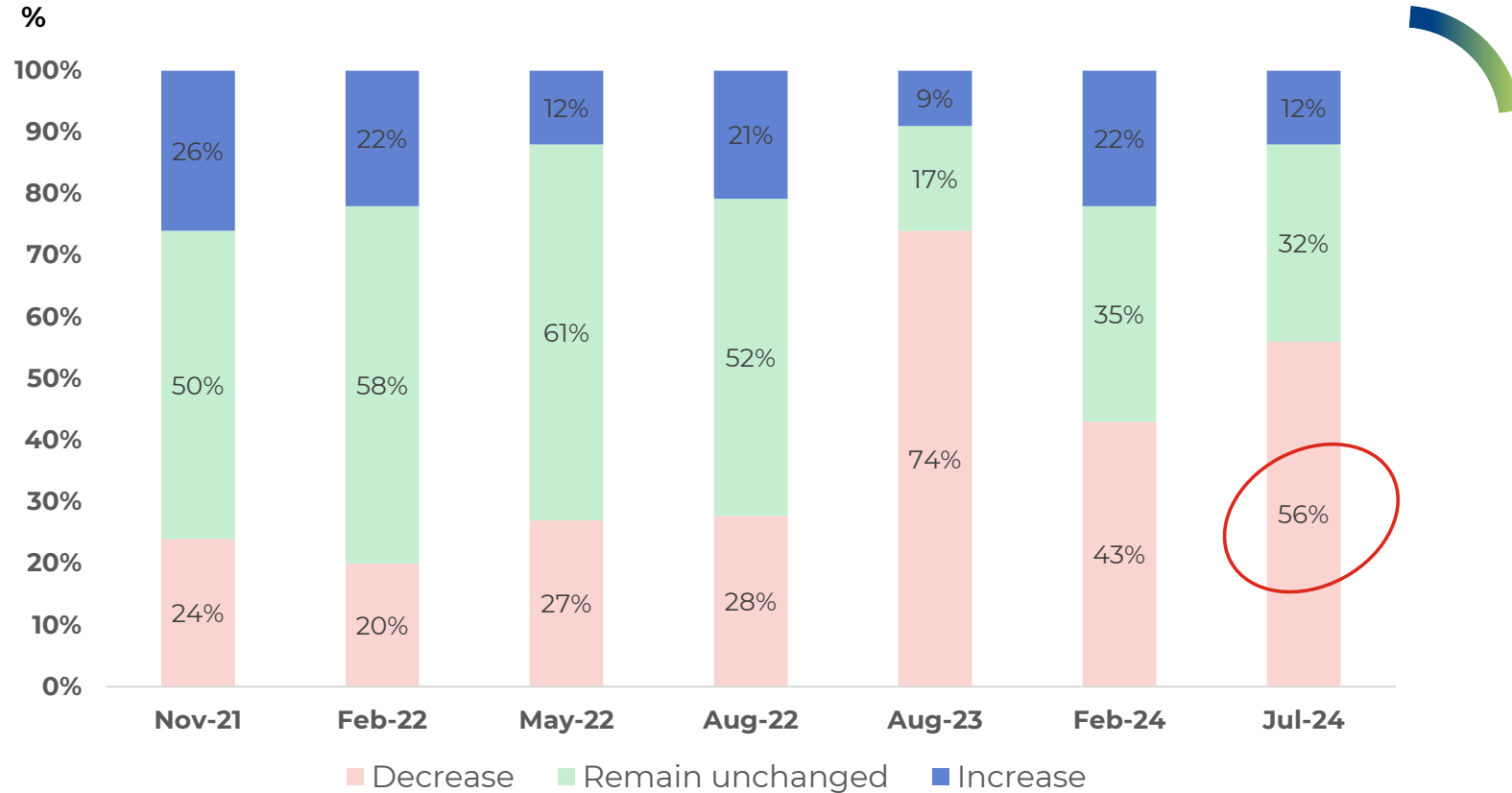
A slight reduction for an increase in turnover



Q2: We expect overall turnover in the next 6 months to...; N=118

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

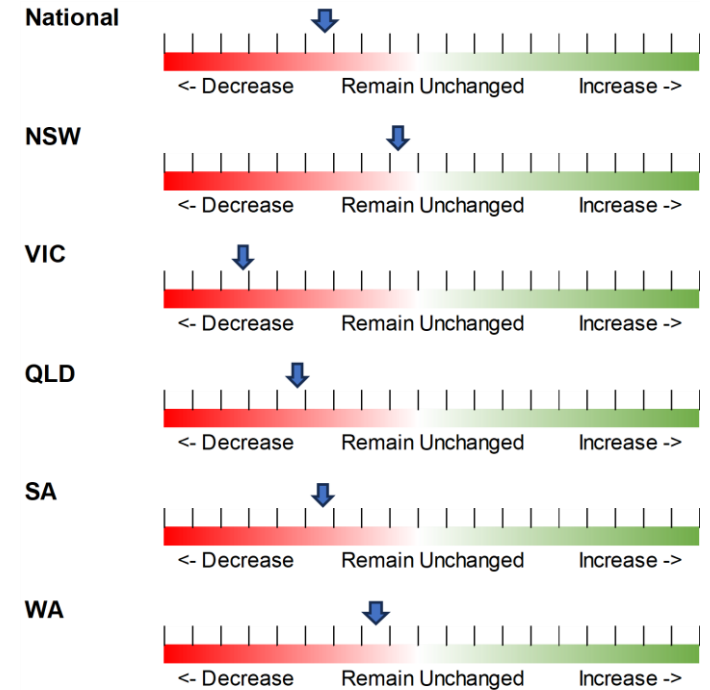
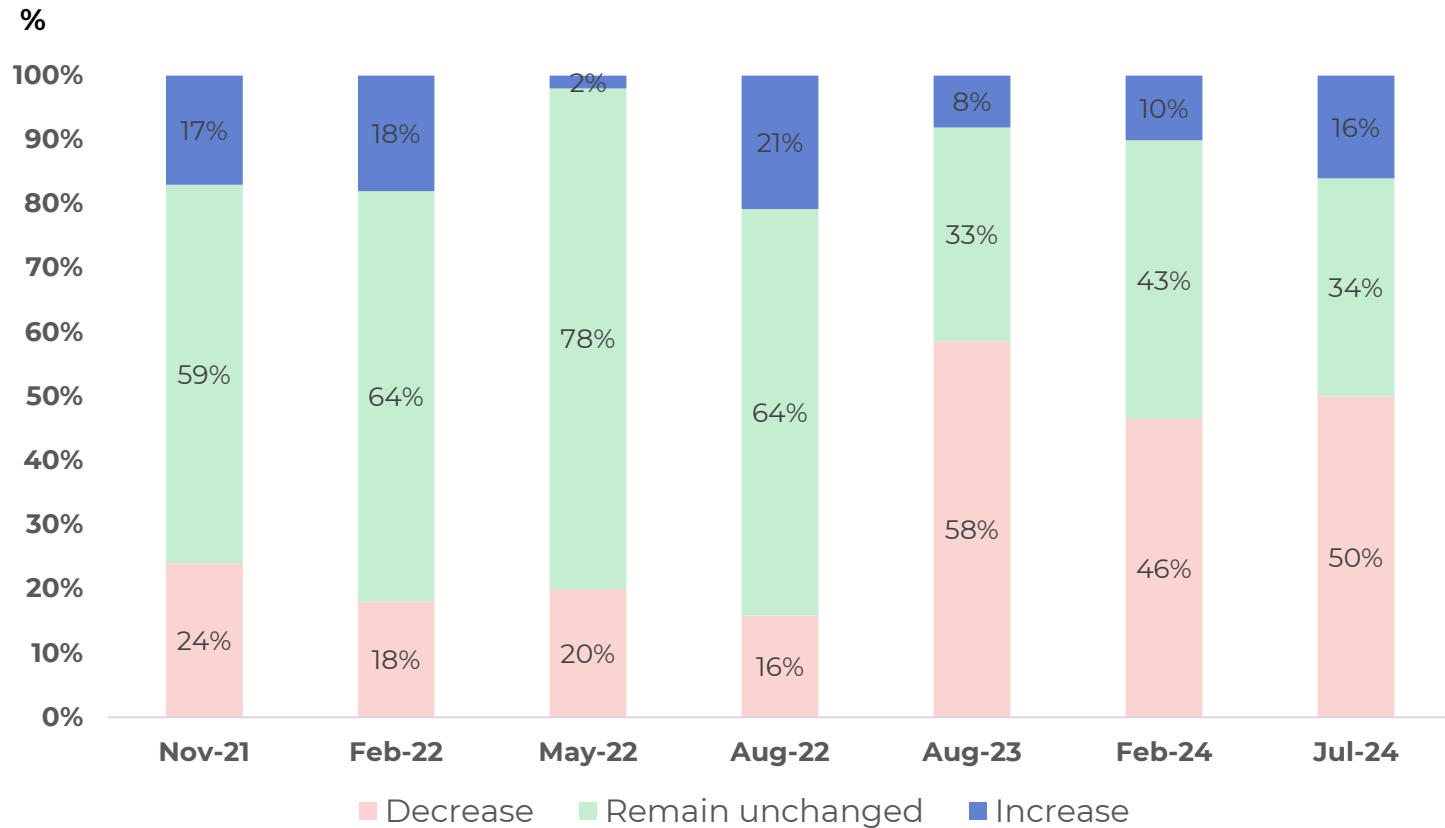
Decreasing expectation for an increase in new tractor sales



Q3: We expect new tractor sales in the next 6 months to...; n=117 (n=1 removed – not applicable)

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

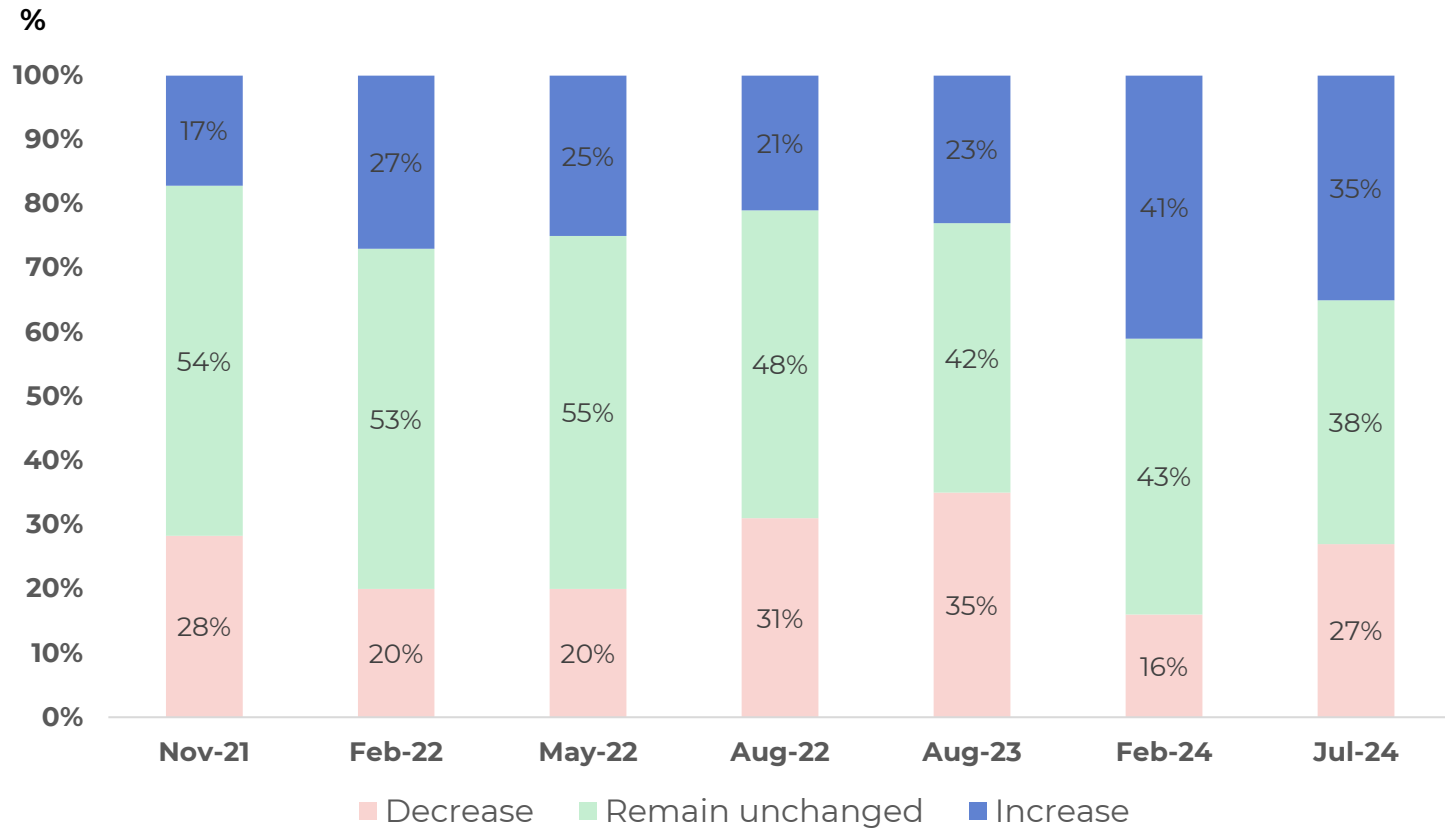
Slight increase in expectations for new combine sales.



Q4: We expect new combine harvester sales in the next 6 months to...; n=62 (n=56 removed – not applicable)

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

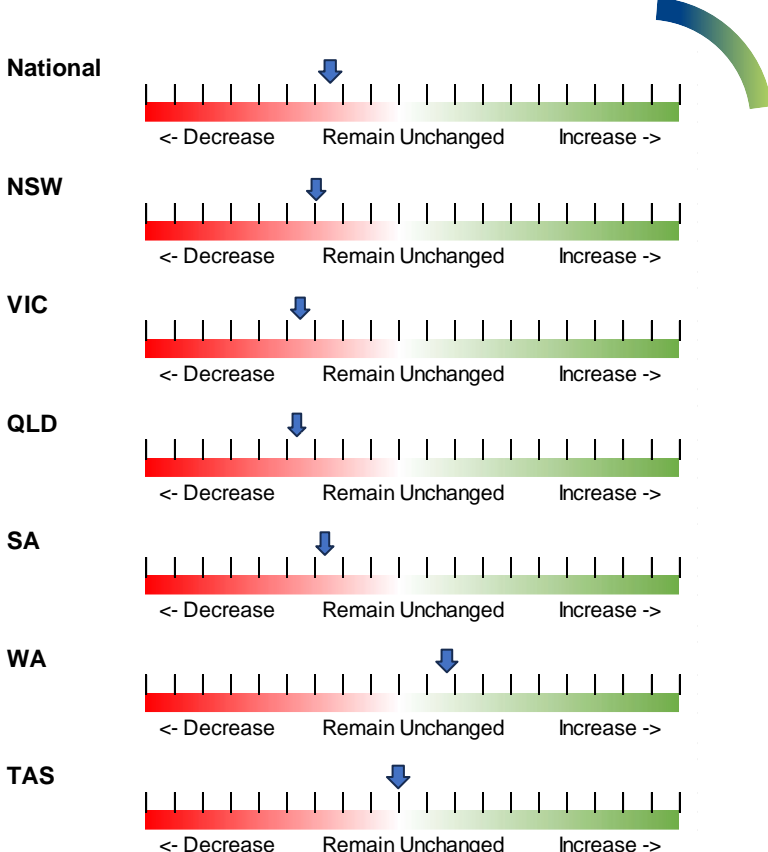
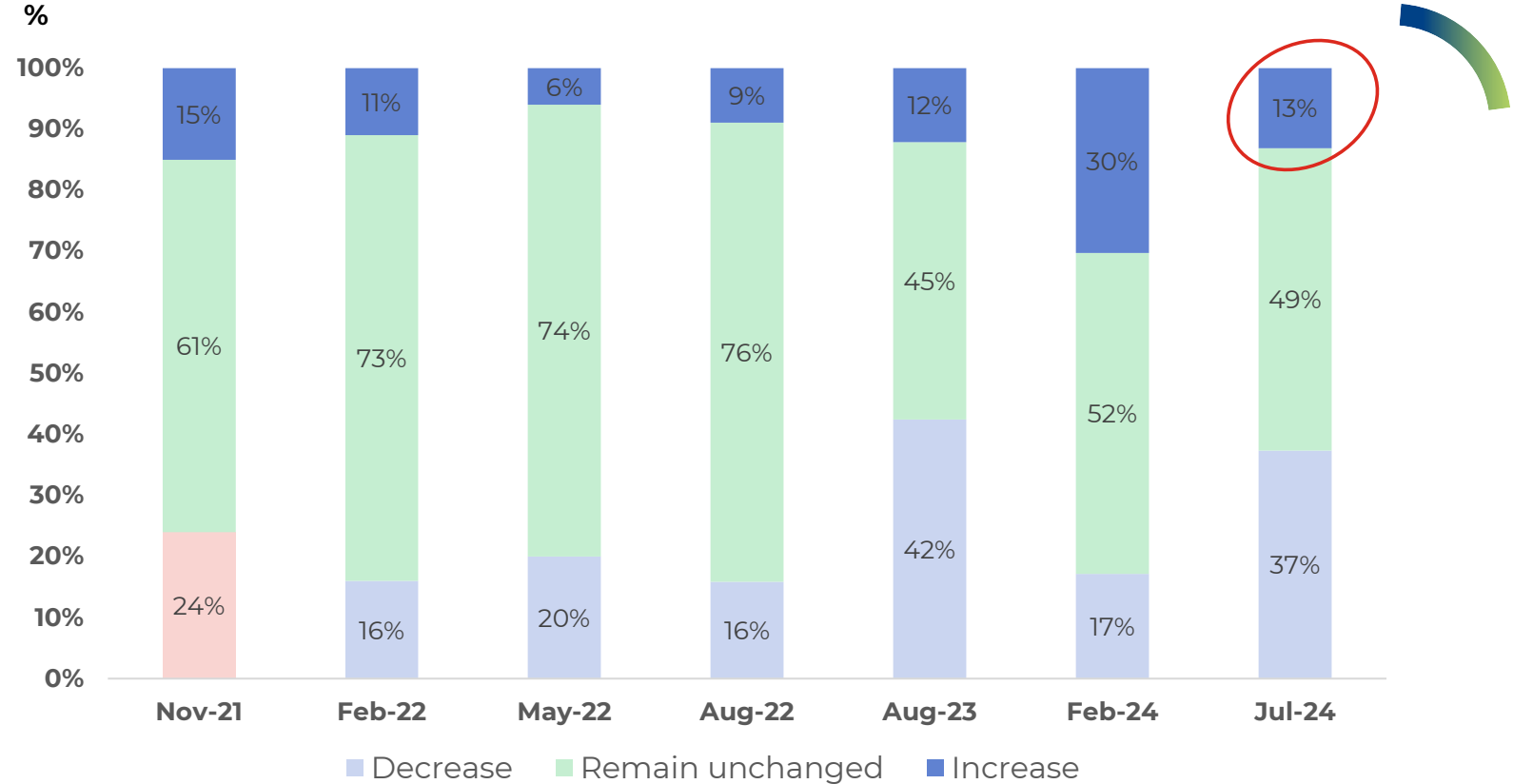
A decrease in sales for baler and hay tools



Q5: We expect new baler and hay tools sales in the next 6 months to...; n=96 (n=22 removed due to not applicable)

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

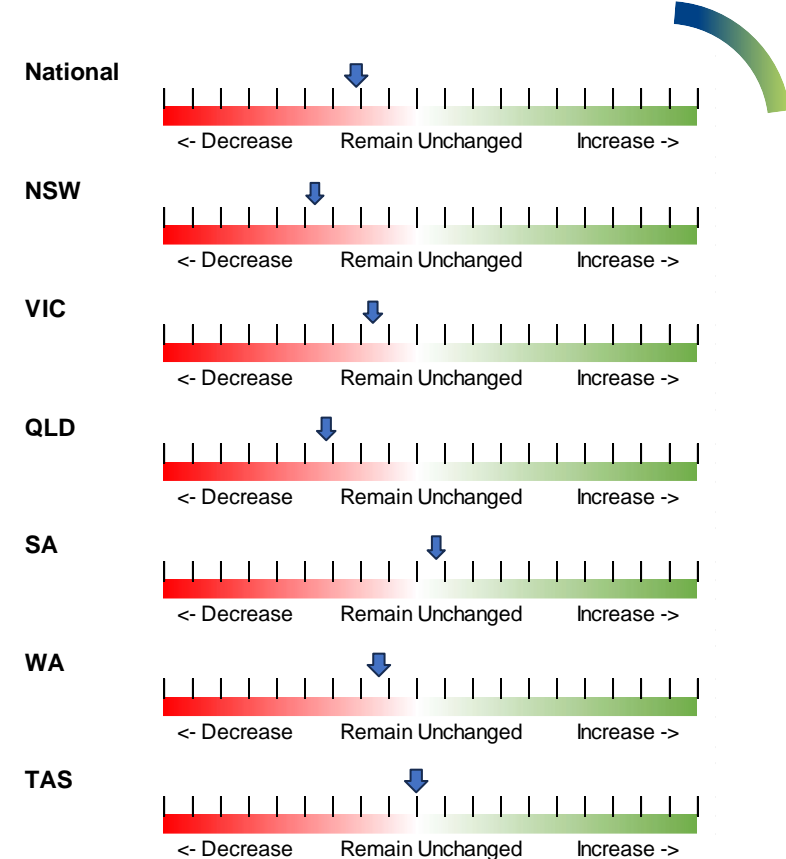
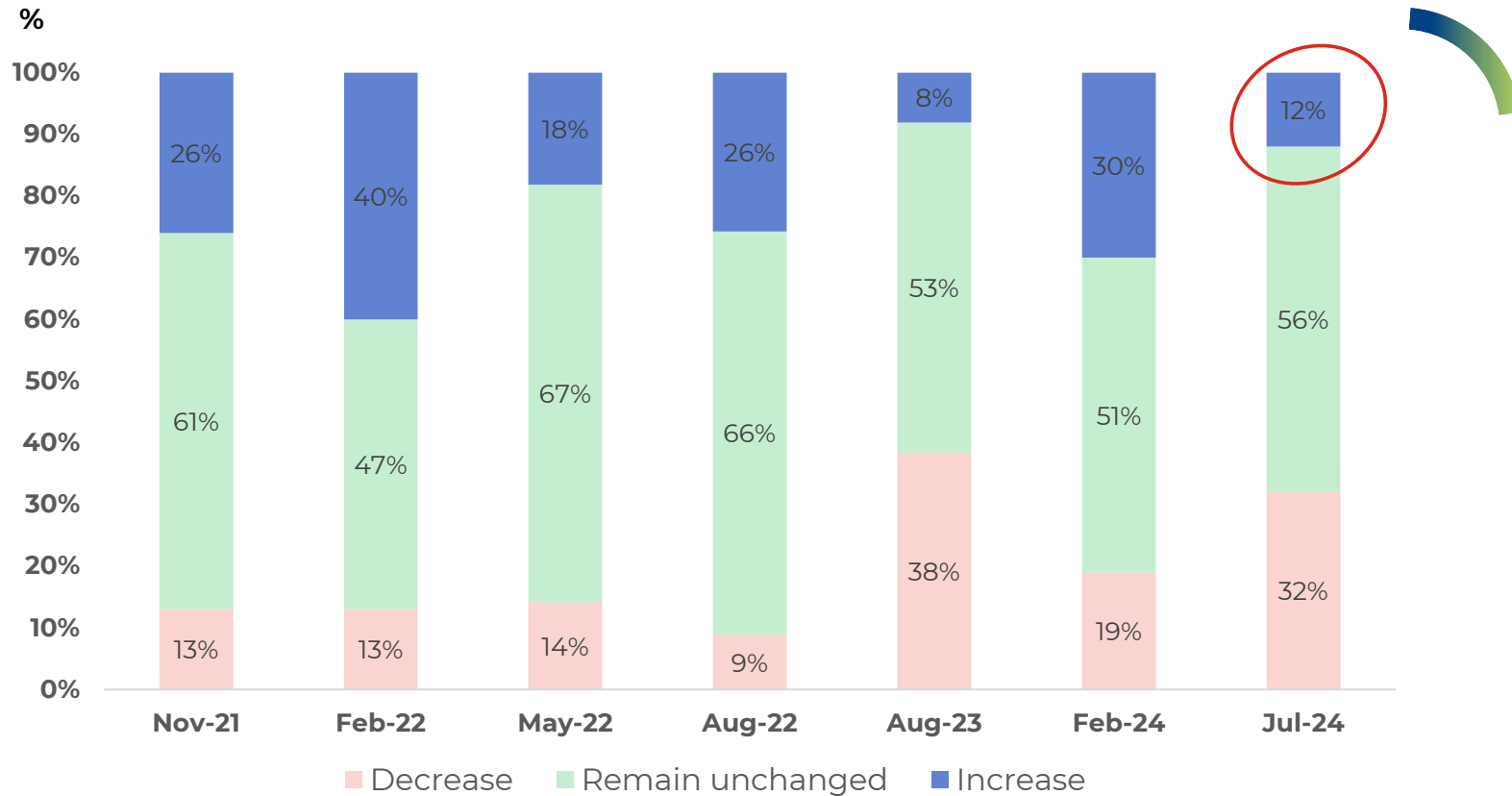
A decrease for possible sales with WA being the only state showing a positive result



Q6: We expect new SP sprayer sales in the next 6 months to..; n=75 (n=43 removed due to not applicable)

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

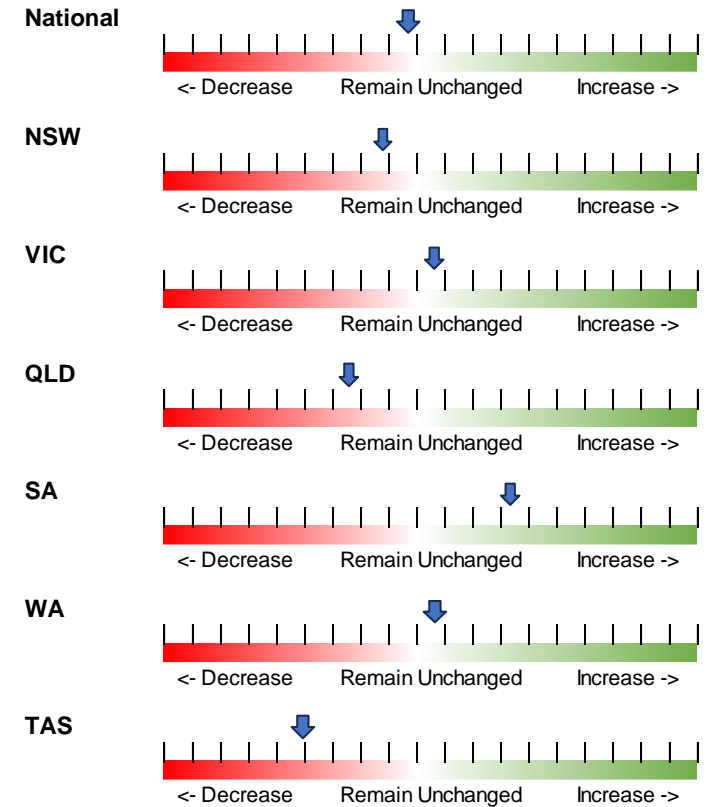
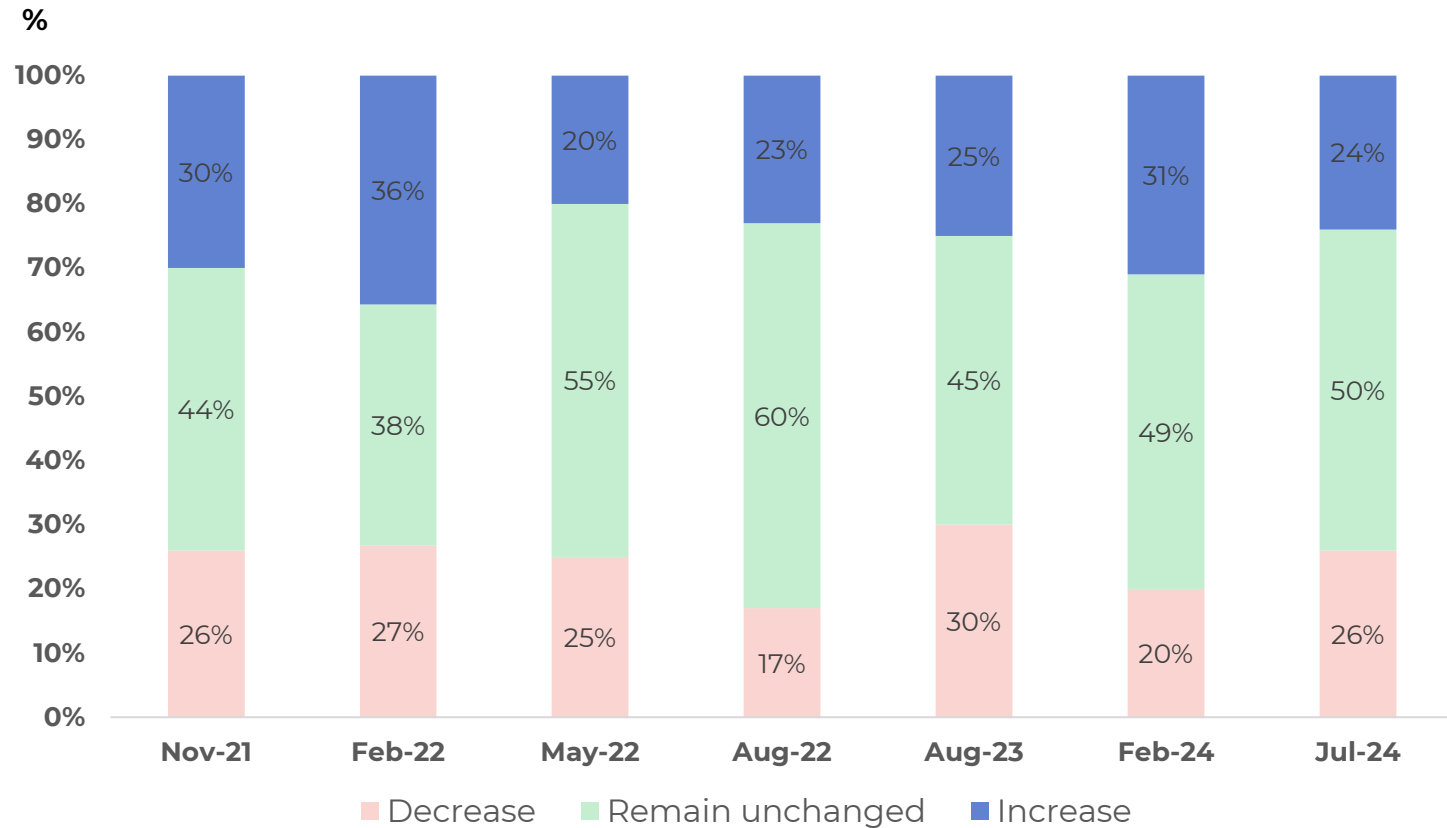
A decrease in confidence in this market



Q7: We expect new Implement sales in the next 6 months to...; n=117 (n=1 removed due to not applicable)

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

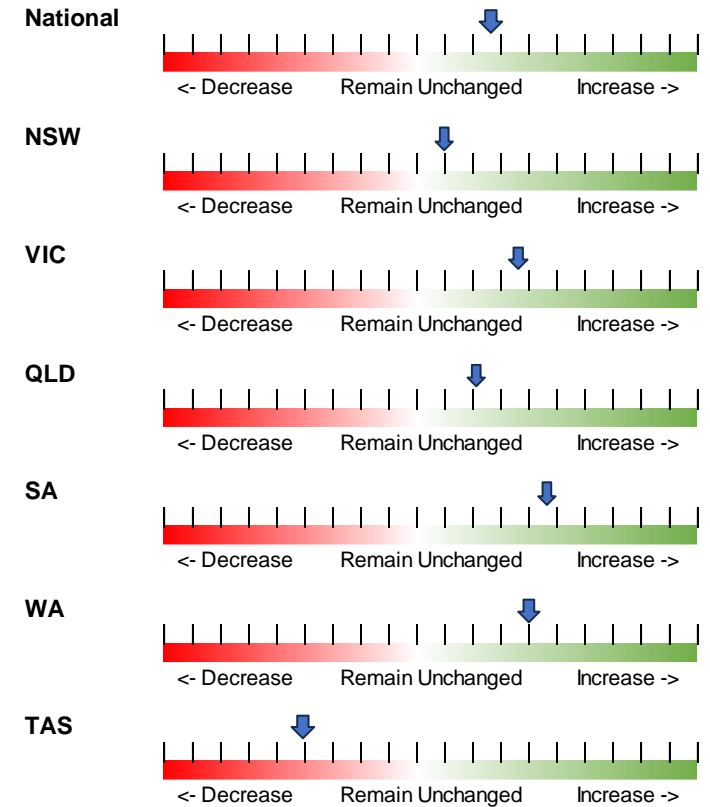
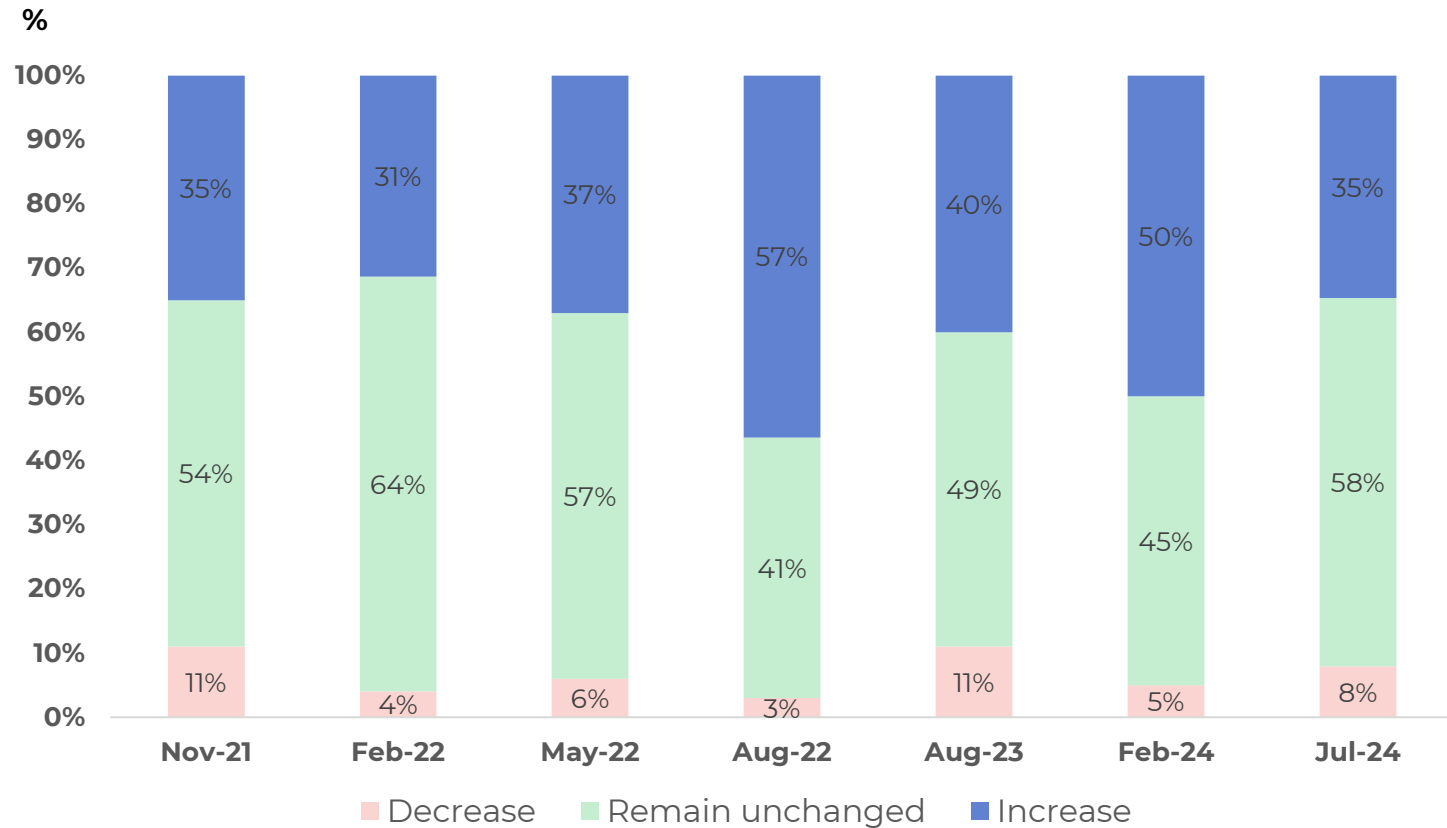
Used equipment sales remaining steady



Q8: We expect sales of used equipment in the next 6 months to...; n=116 (n=2 removed due to not applicable)

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

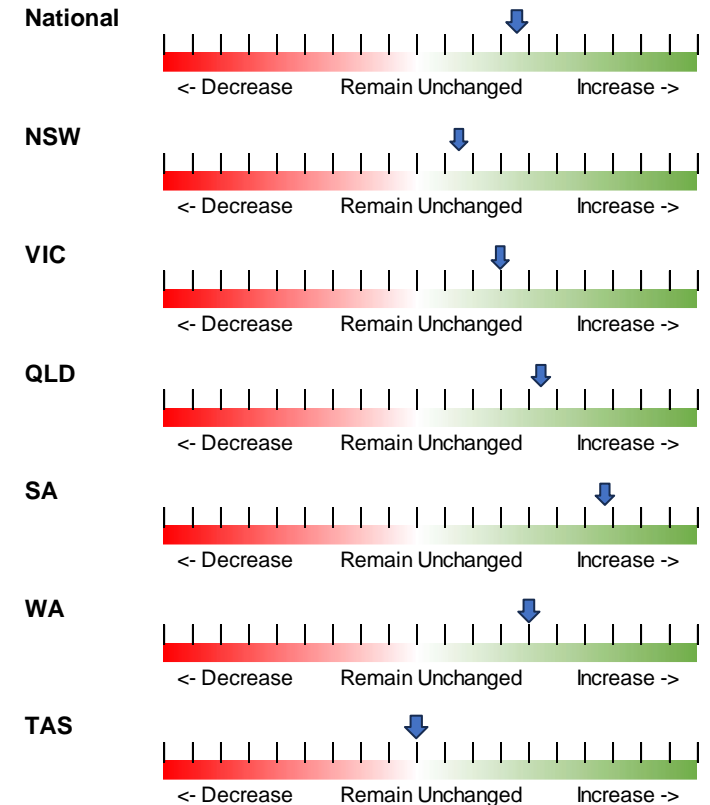
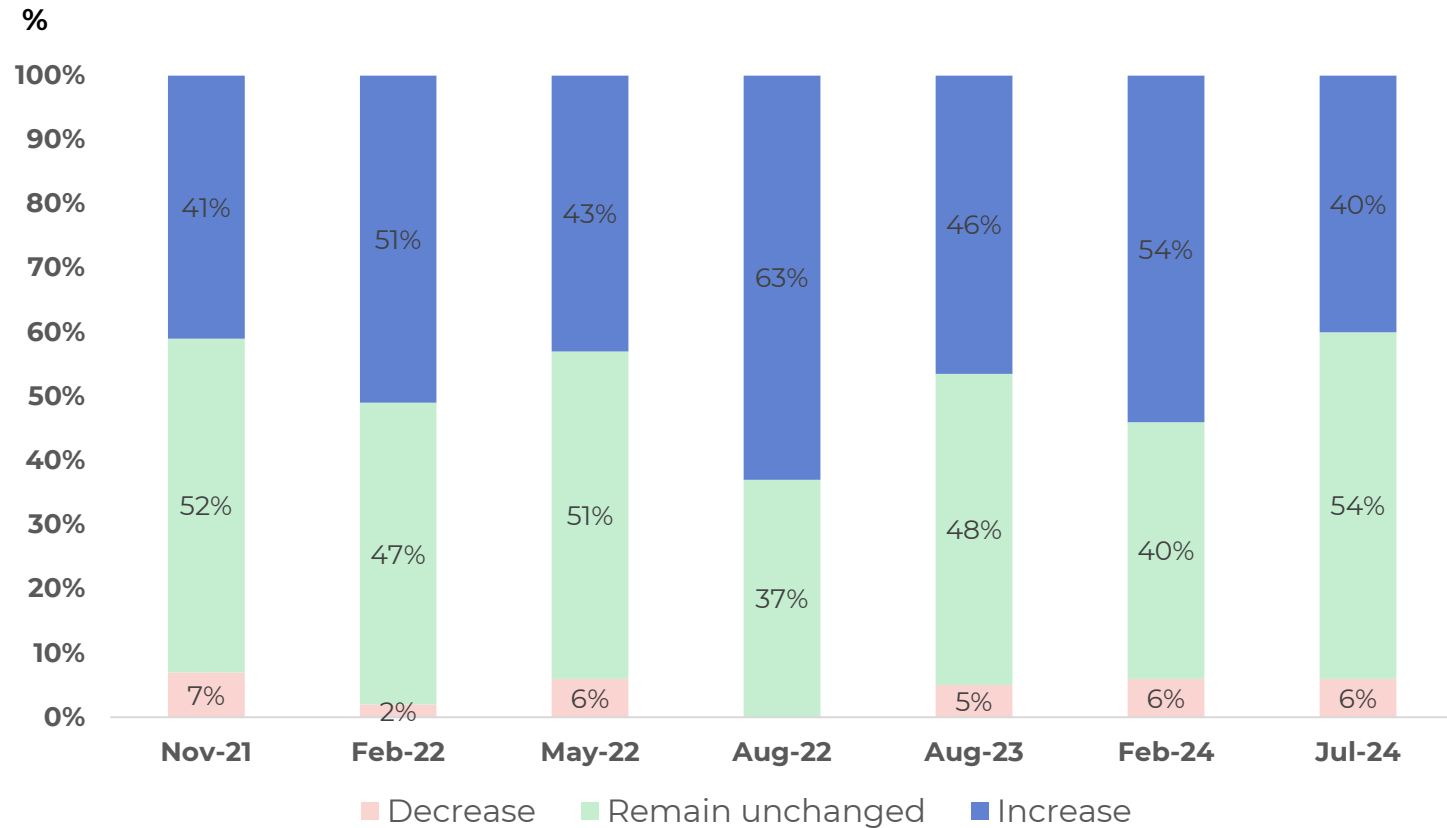
Support for after sales 'parts' is still strong.



Q9: We expect after sales product support in the next 6 months to ...; n=118

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

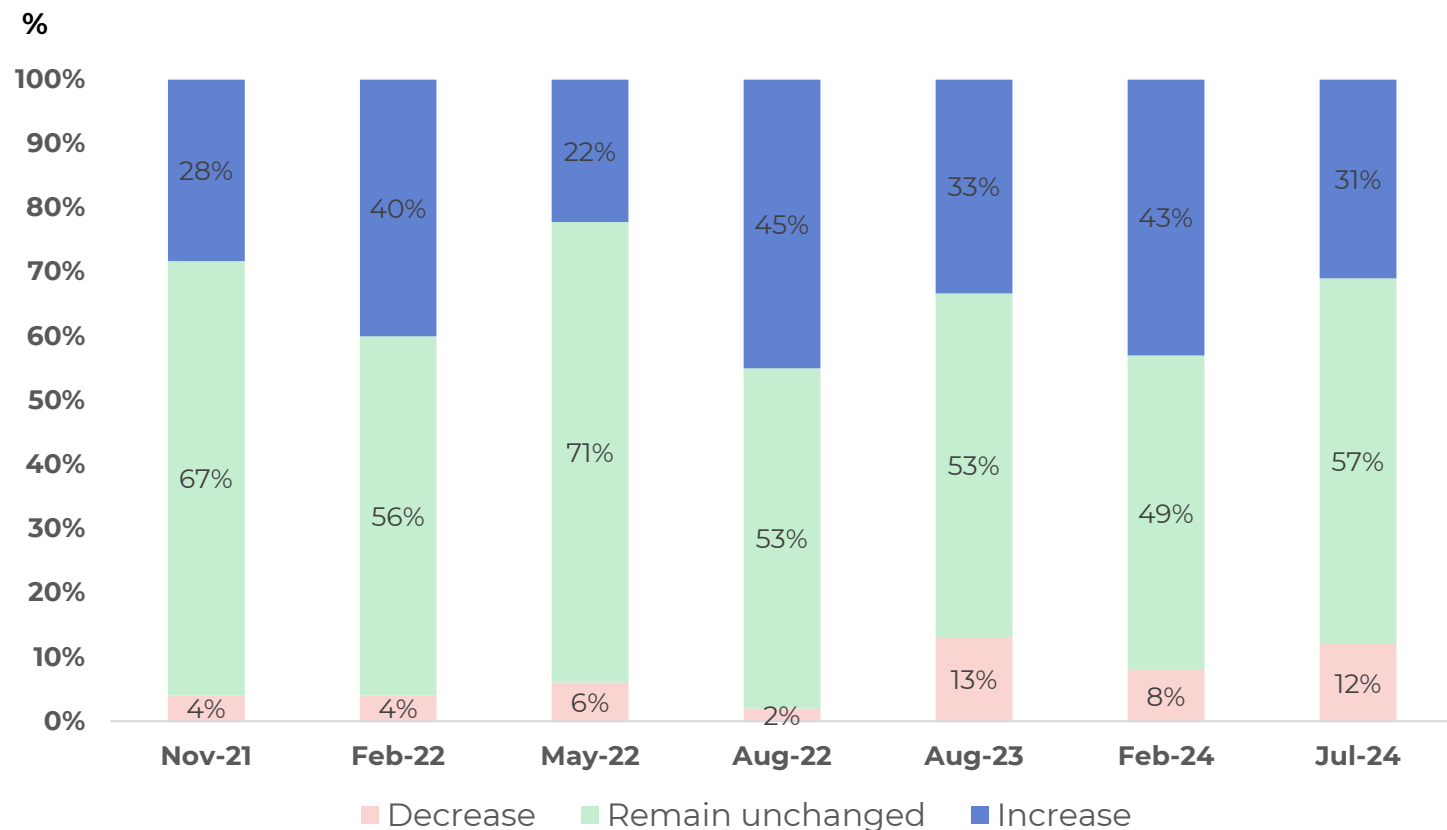
Support for after sales 'service' will remain the same



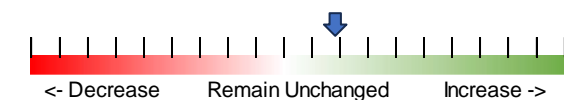
Q10: We expect after sales service support in the next 6 months to ...; n=118

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

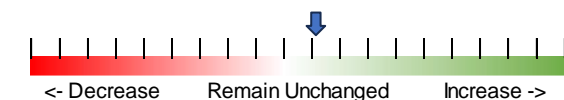
Support for after sales 'technology' has decreased



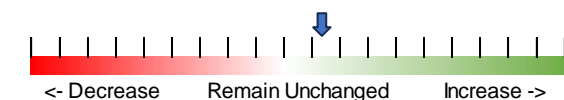
National



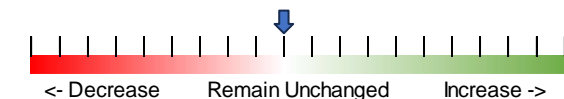
NSW



VIC



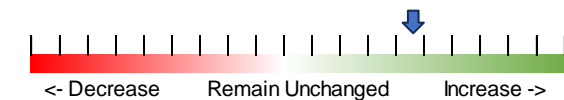
QLD



SA



WA



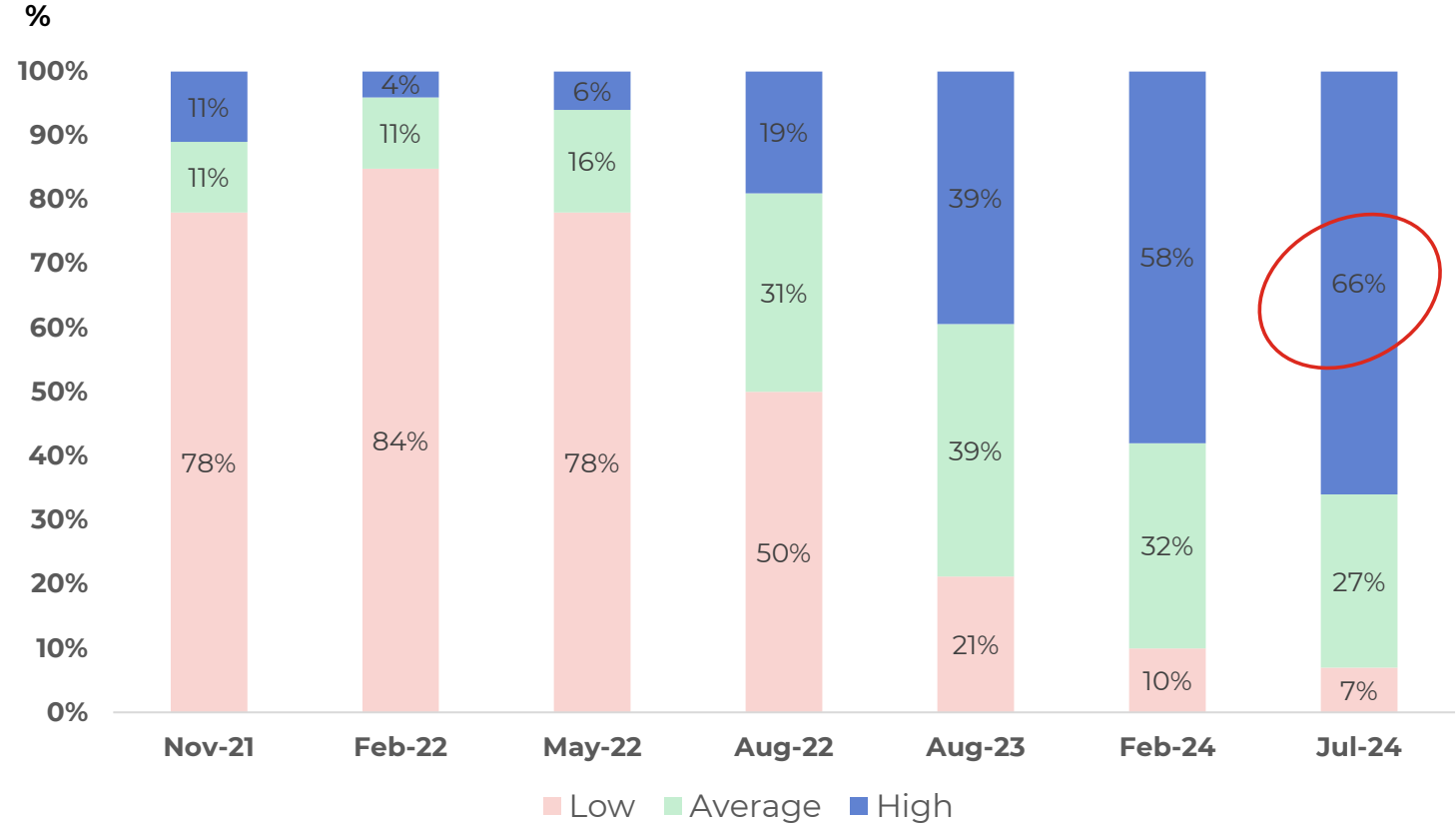
TAS



Q11: We expect after sales technology support in the next 6 months to ...; n=113 (n=5 removed due to not applicable)

Current new tractor inventory levels are...

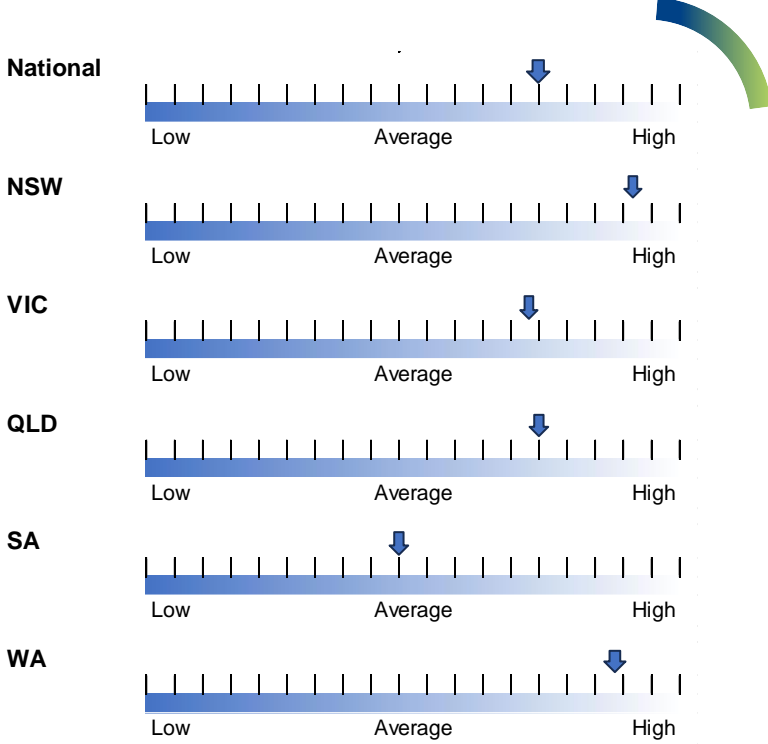
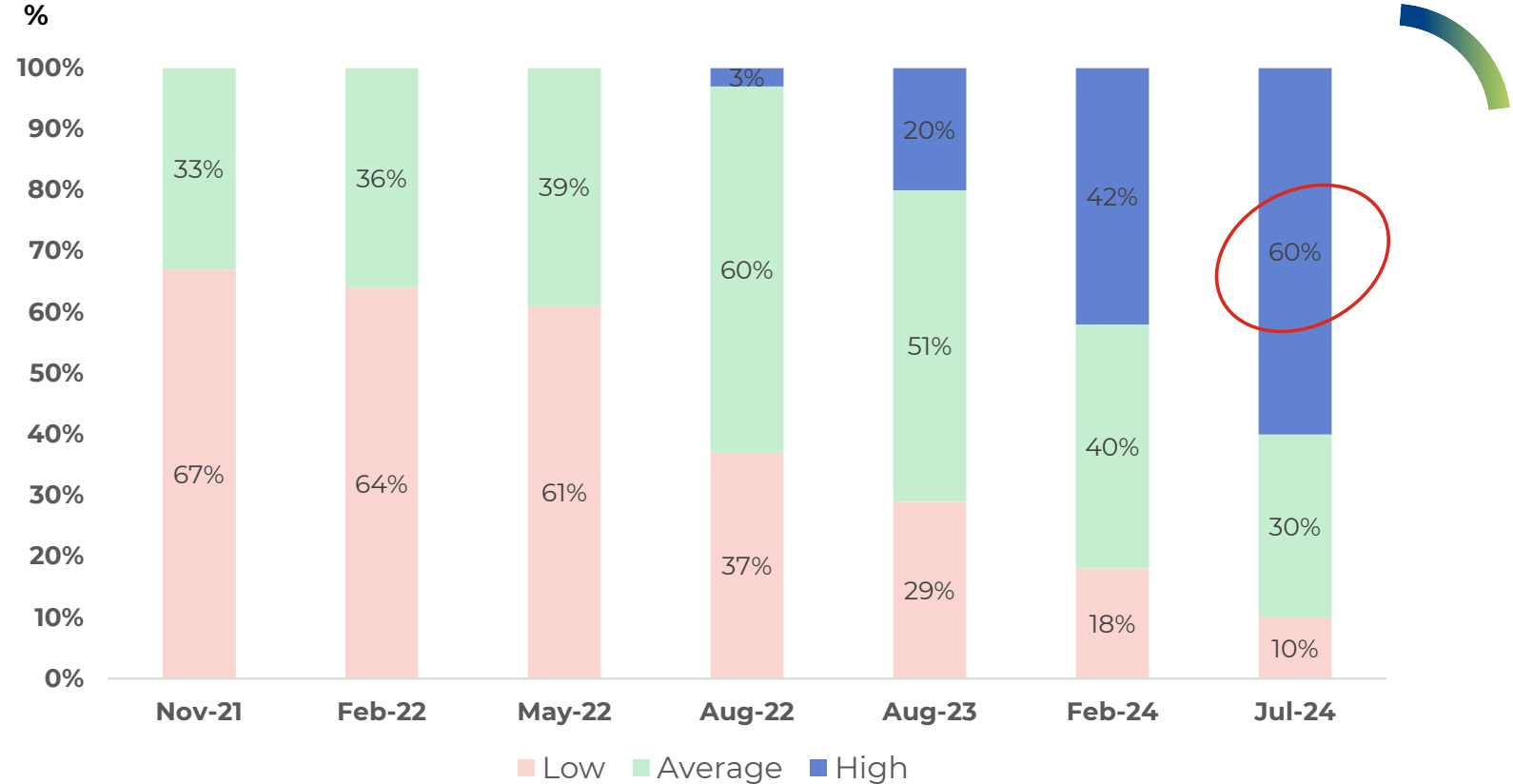
Significant change in view of new tractor inventory levels.



Q12: Do you think your current new Tractor inventory levels are...; n=117 (n=1 removed due to not applicable)

Current new combine harvester inventory levels are...

Significant change in view of new combine harvester inventory levels.

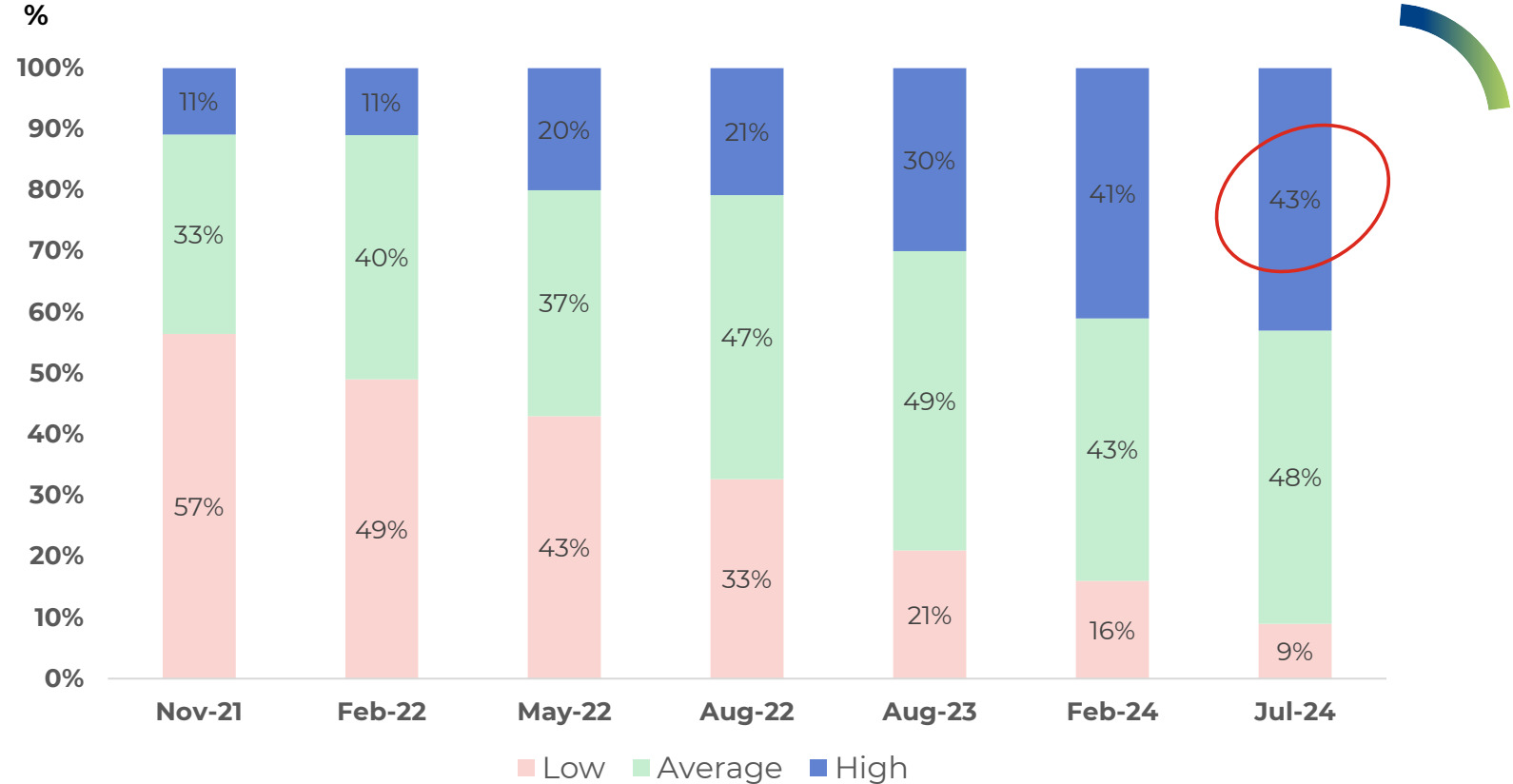


Q13: Do you think your current new combine harvester inventory levels are...; n=60 (n=58 removed due to not applicable)



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

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

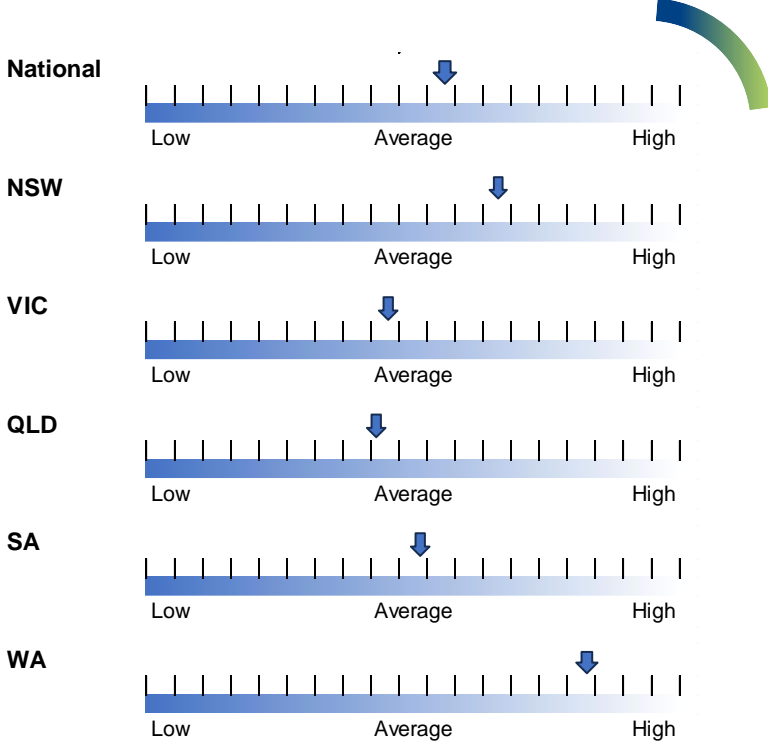
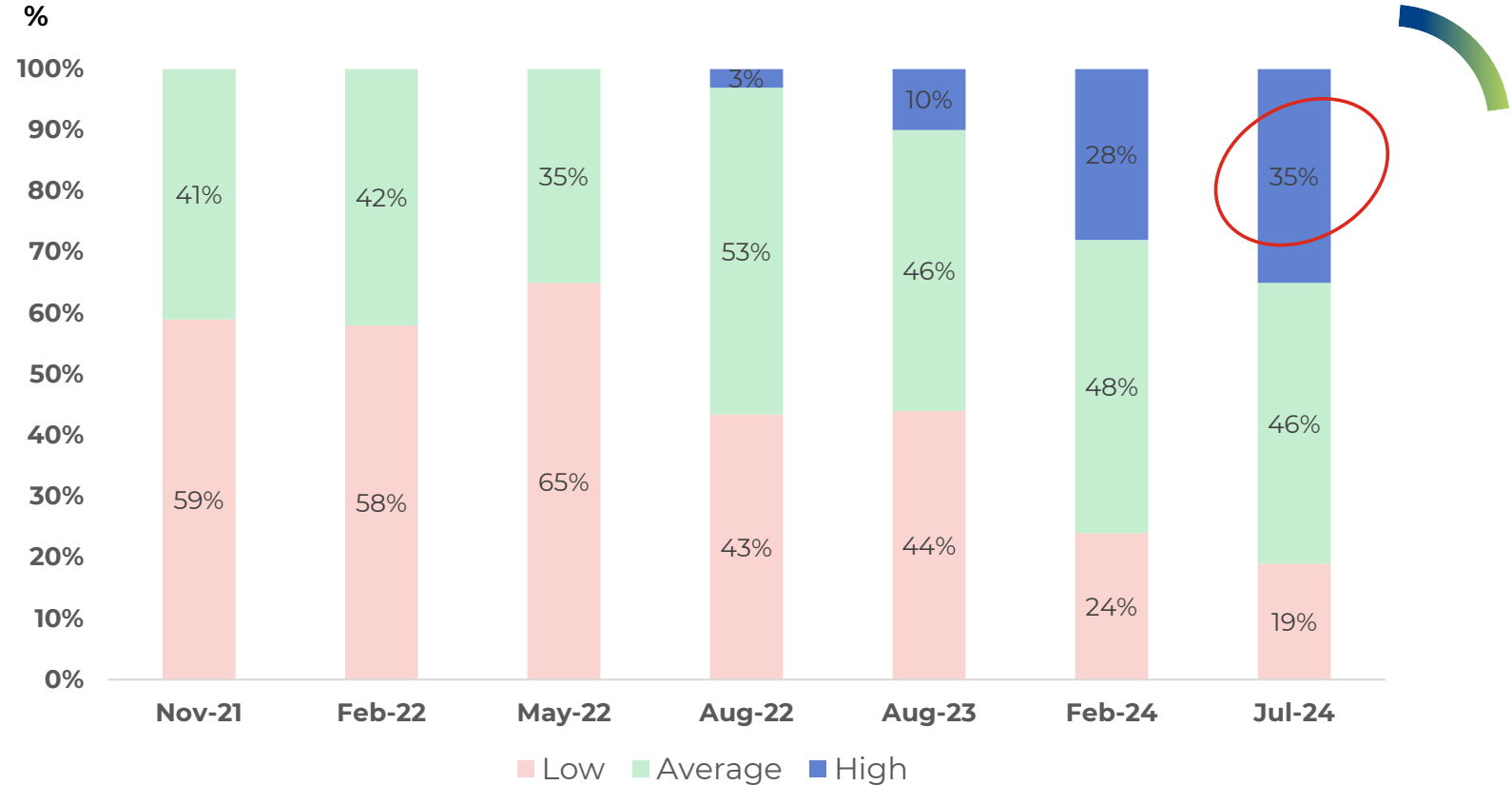


Q14: Do you think your current new baler and hay tools inventory levels are...; n=96 (n=22 removed due to not applicable)



Current new SP sprayer inventory levels are...

More retailers reporting high inventory levels seen in reporting trends

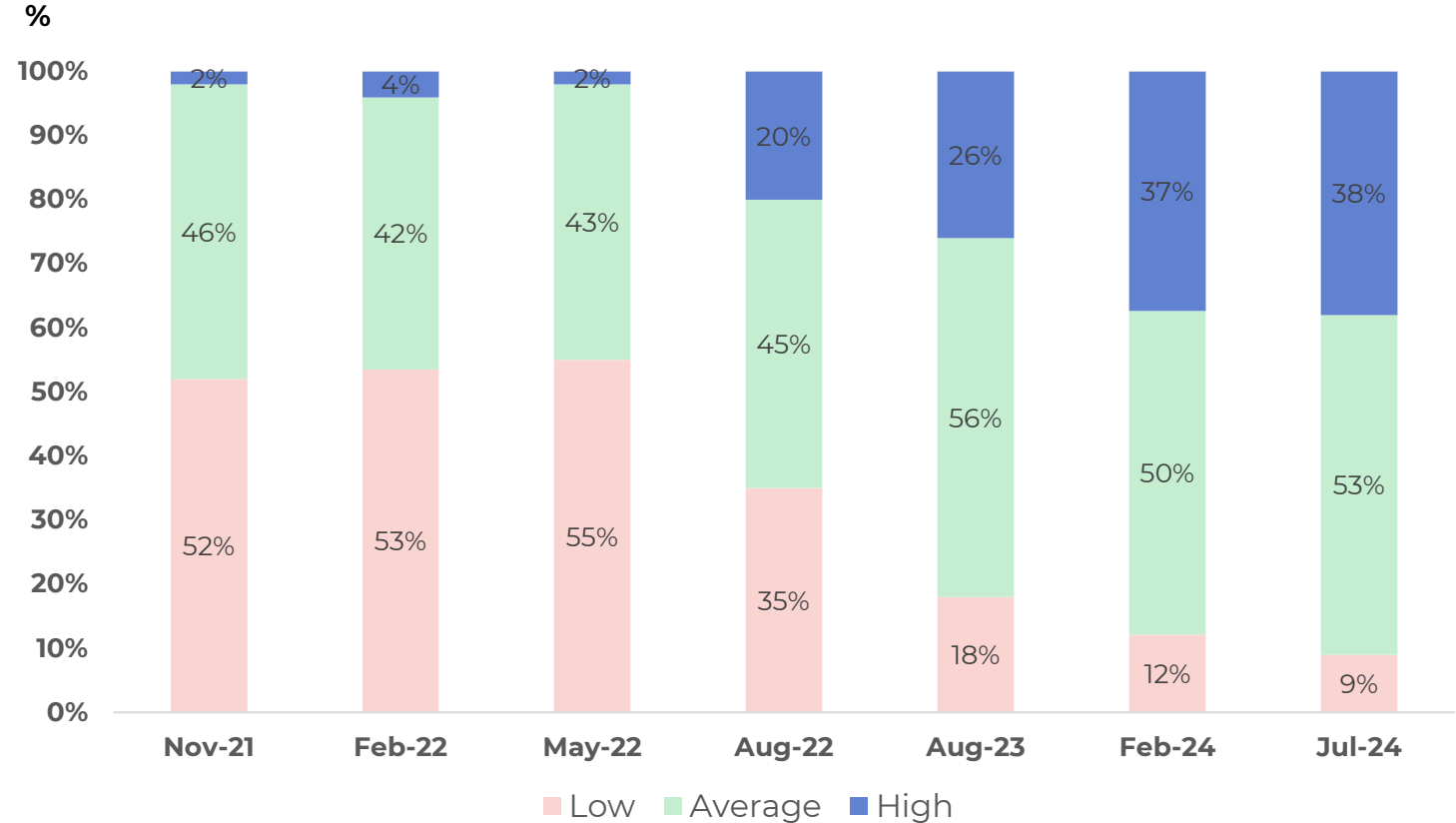


Q15: Do you think your current new SP Sprayer inventory levels are...; n=74 (n=44 removed due to not applicable)



Current new implement inventory levels are...

Inventory remains unchanged for new implements.

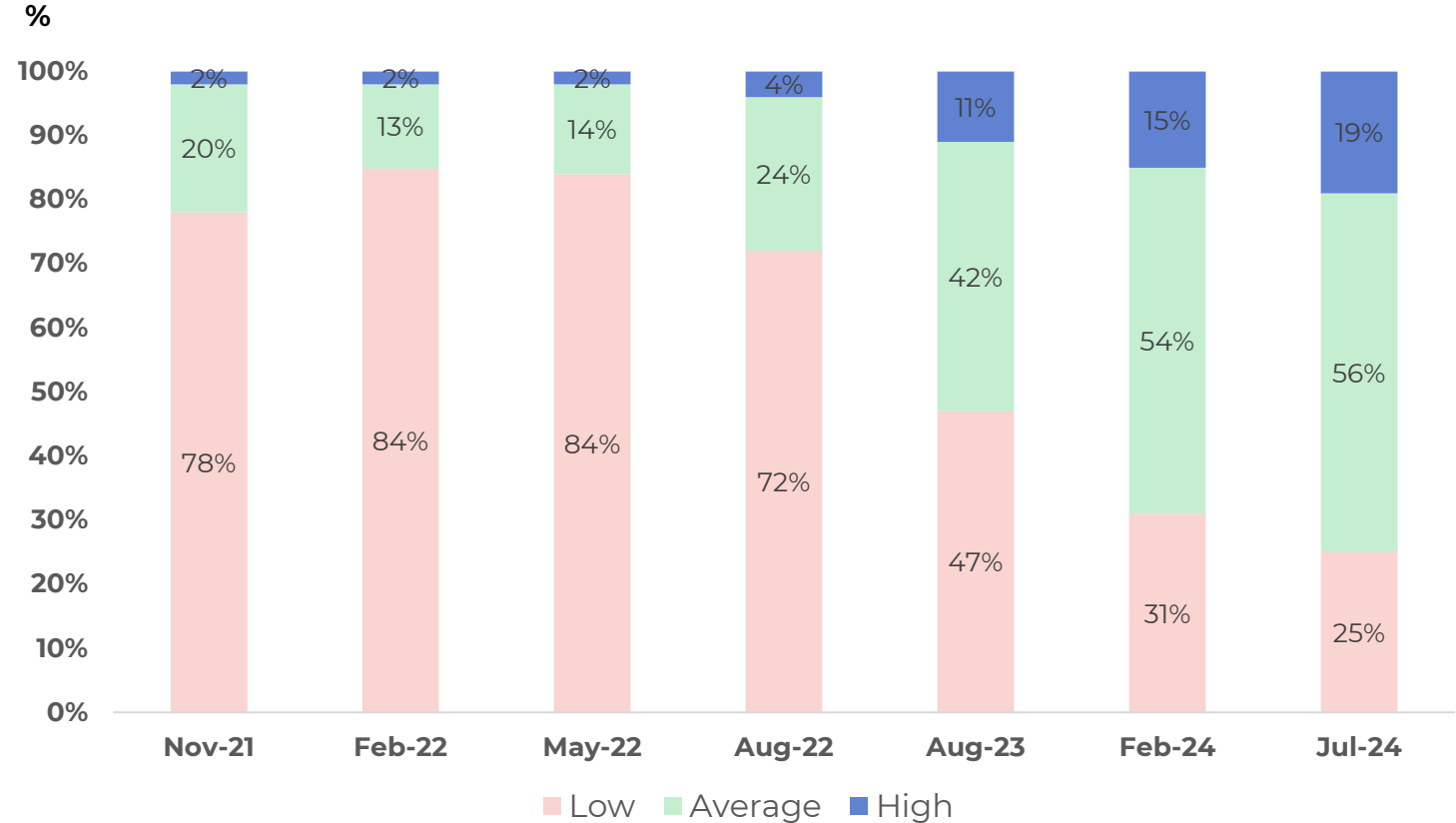


Q16: Do you think your current new Implement inventory levels are...; n=117 (n=1 was removed due to not applicable)



Current used tractor inventory levels are...

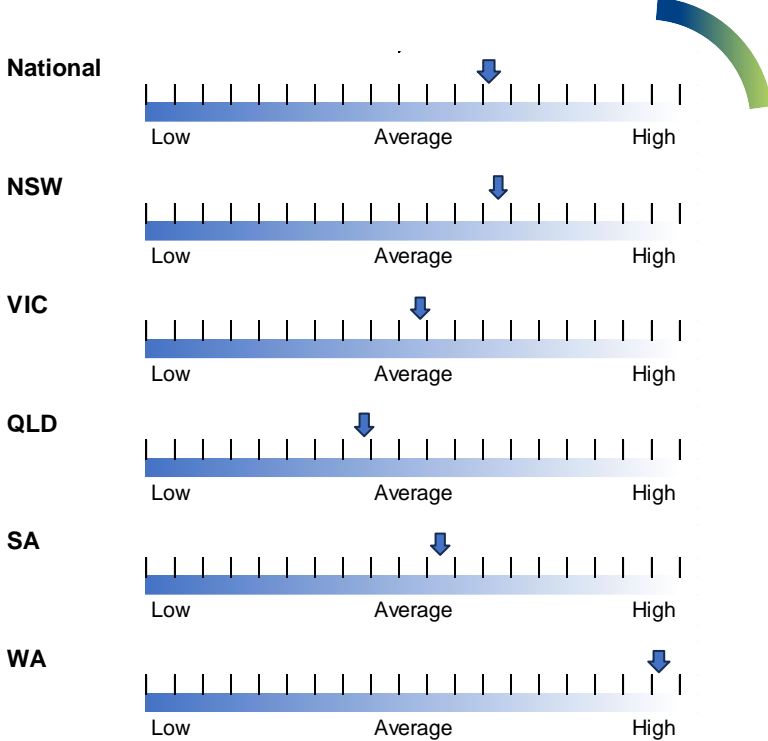
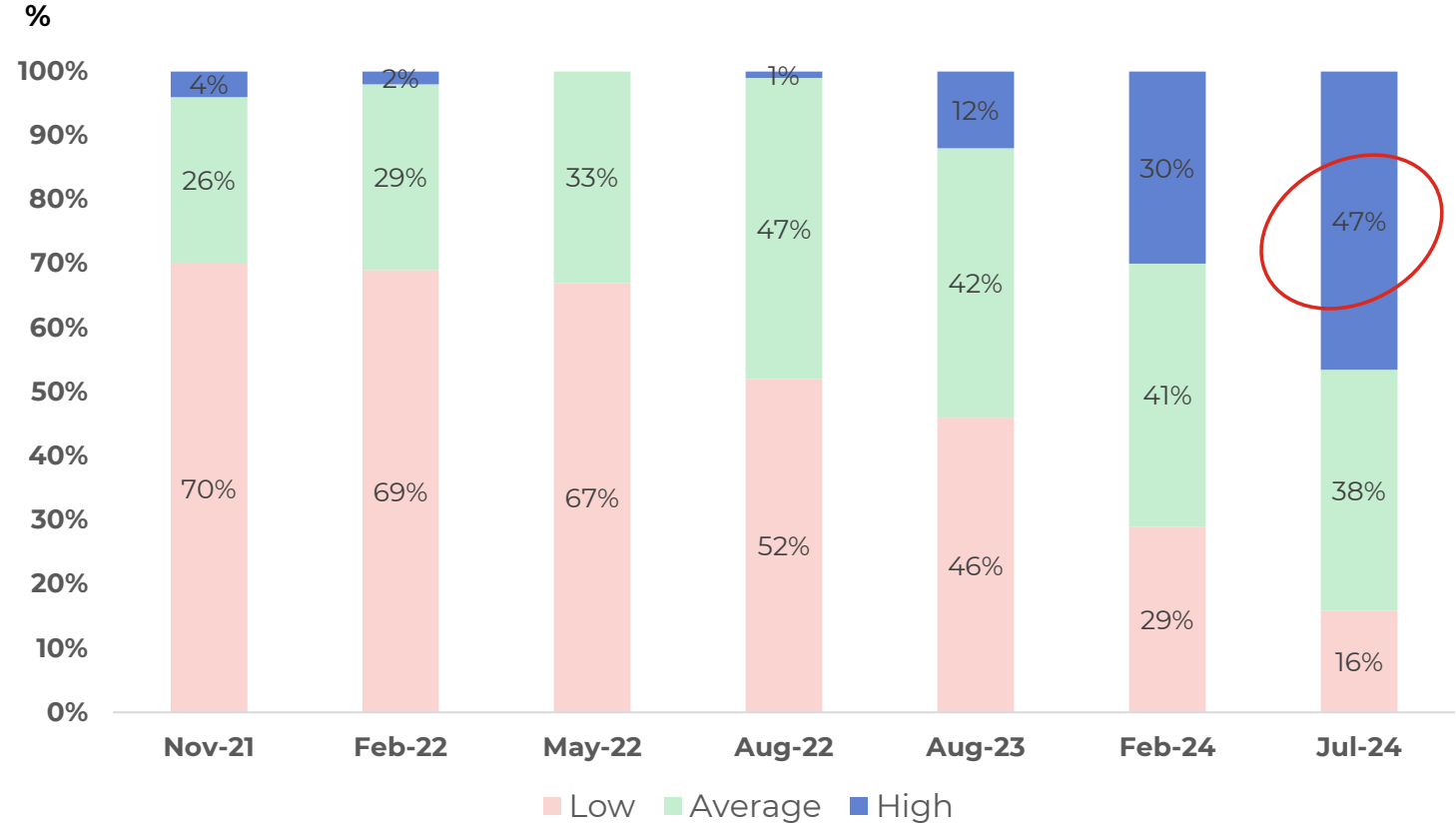
Used tractor inventory increasing



Q17: Do you think your current Used Tractor inventory levels are...; n=114 (n=4 removed due to not applicable)

Current used combine harvester inventory levels are...

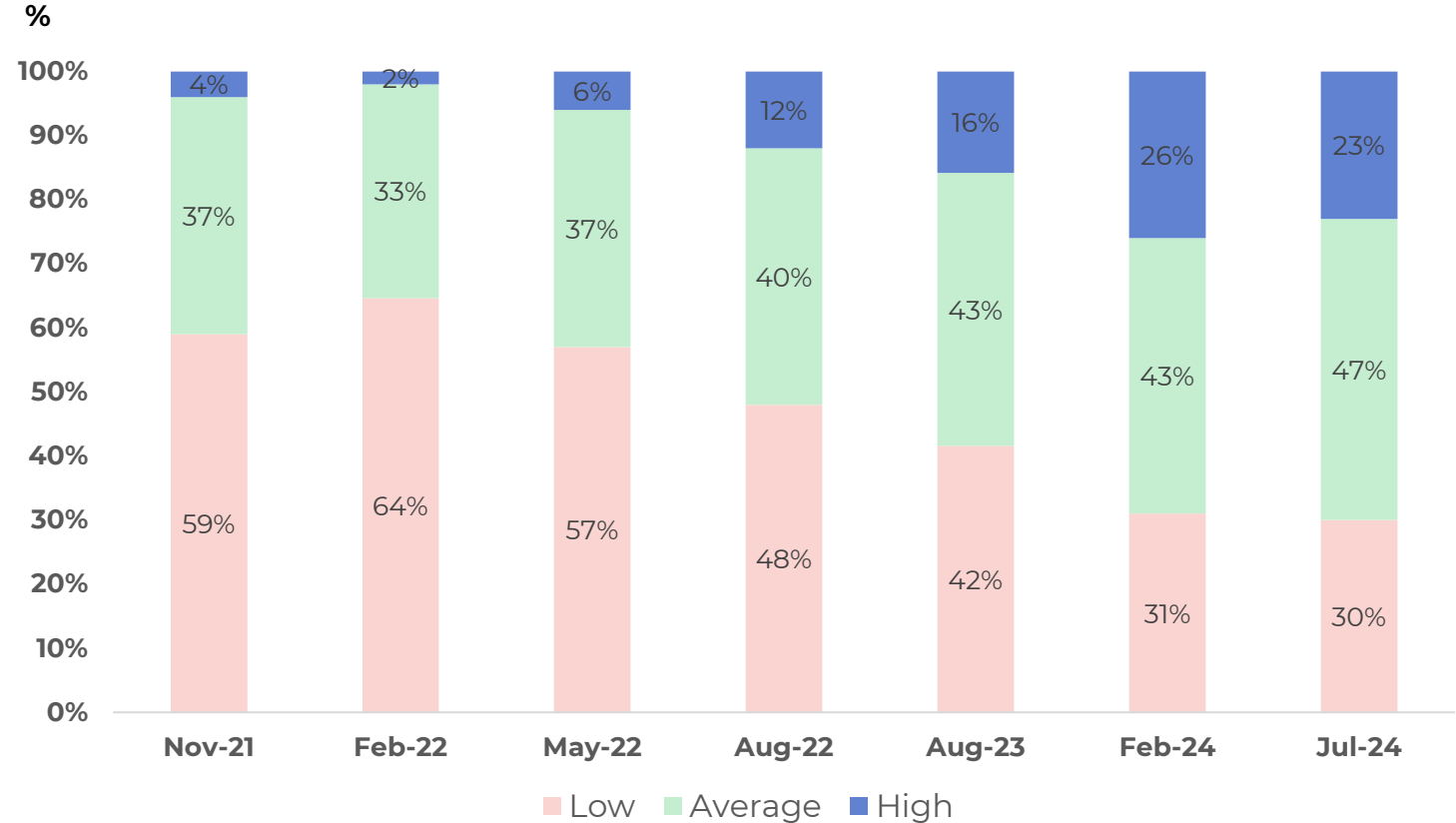
Used combine harvester inventory increasing



Q18: Do you think your current used combine harvester inventory levels are...; n=58 (n=60 was removed due to not applicable)

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

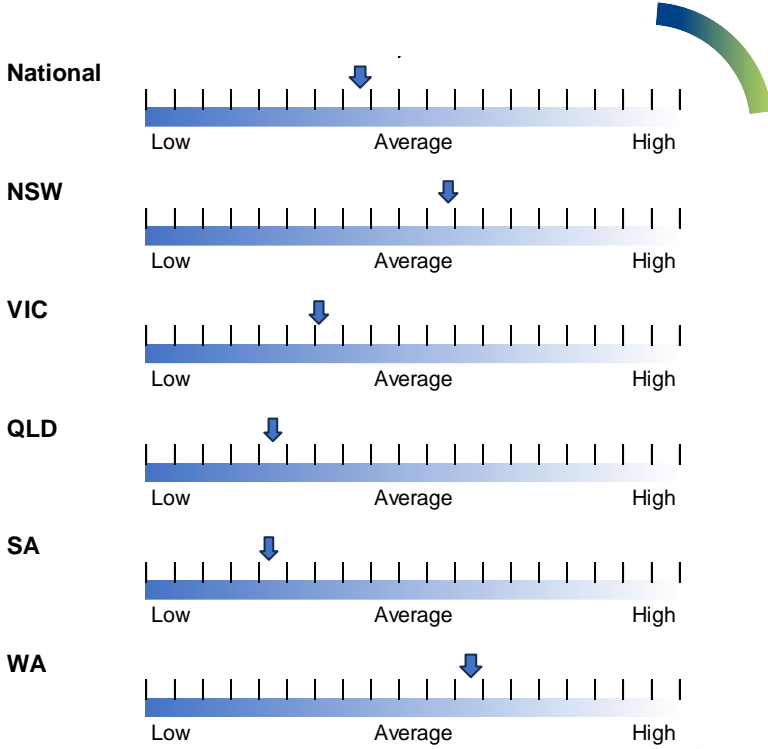
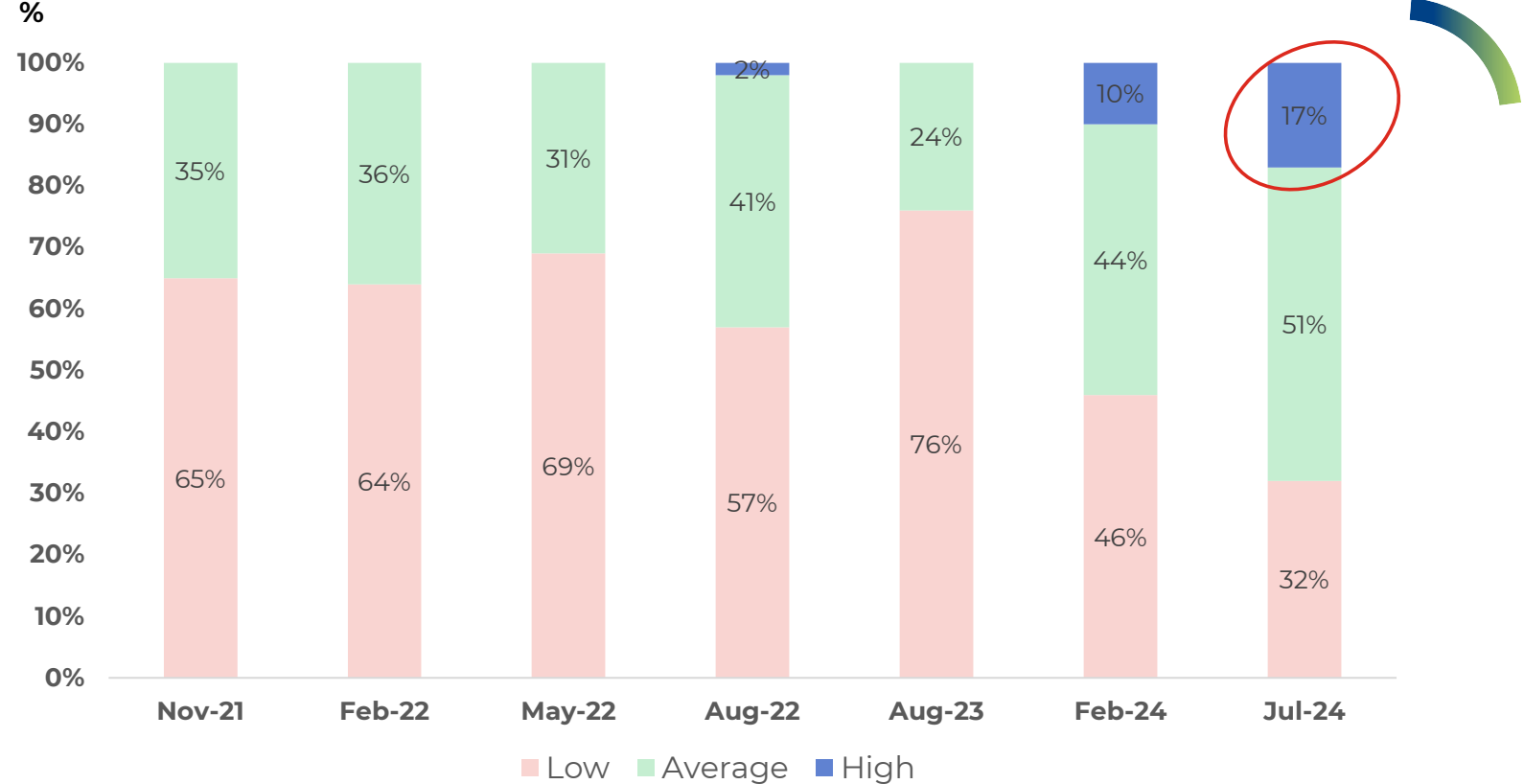
Low inventory levels improving



Q19: Do you think your current used baler and hay tools inventory levels are...; n=92 (n=26 removed due to not applicable)

Current used SP sprayer inventory levels are...

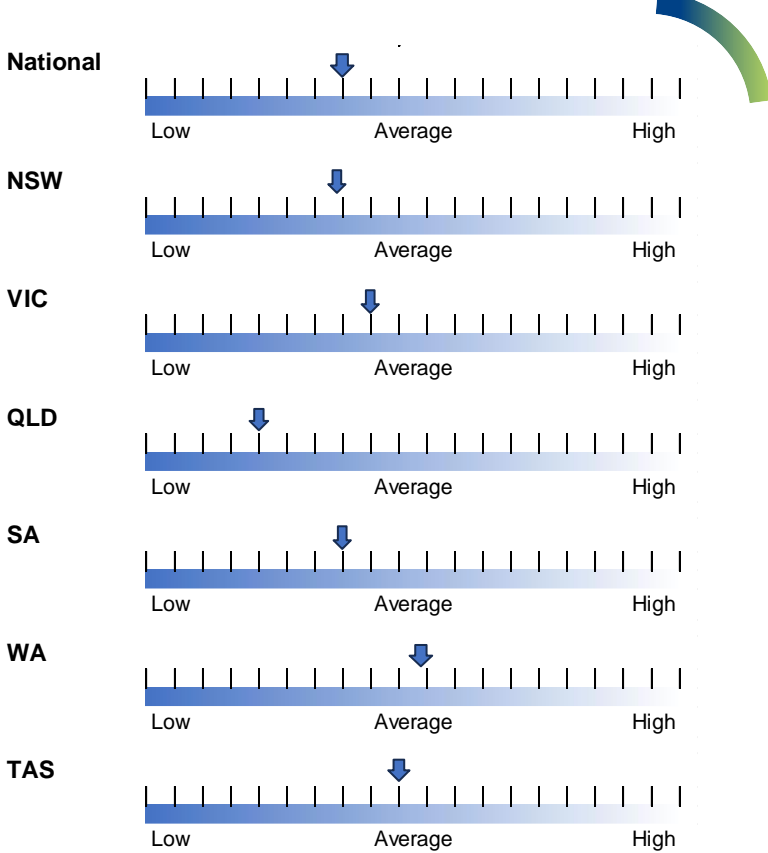
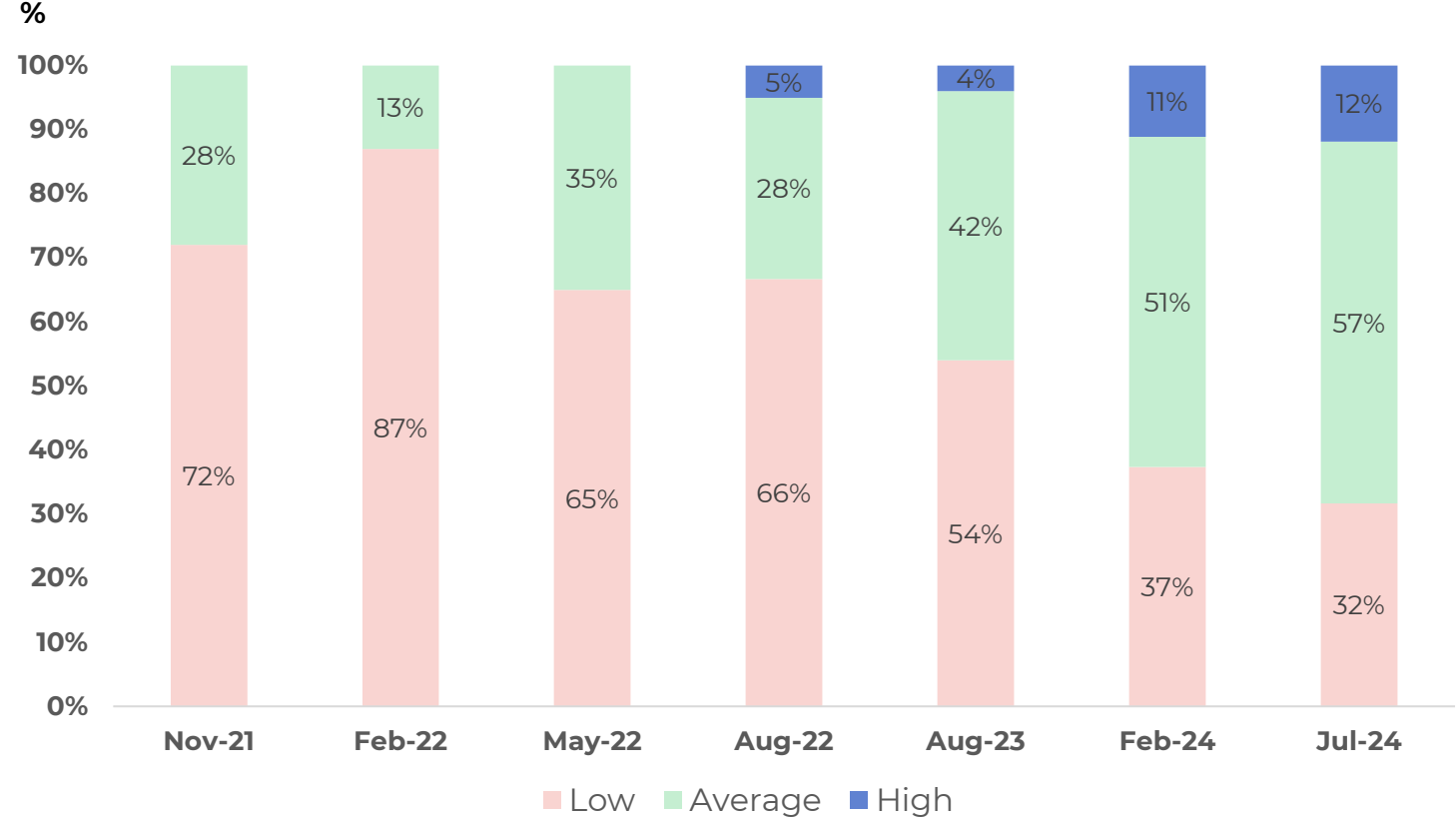
Inventory levels are increasing



Q20: Do you think your current used SP sprayer inventory levels are...; n=69 (n=49 removed due to not applicable)

Current used implement inventory levels are...

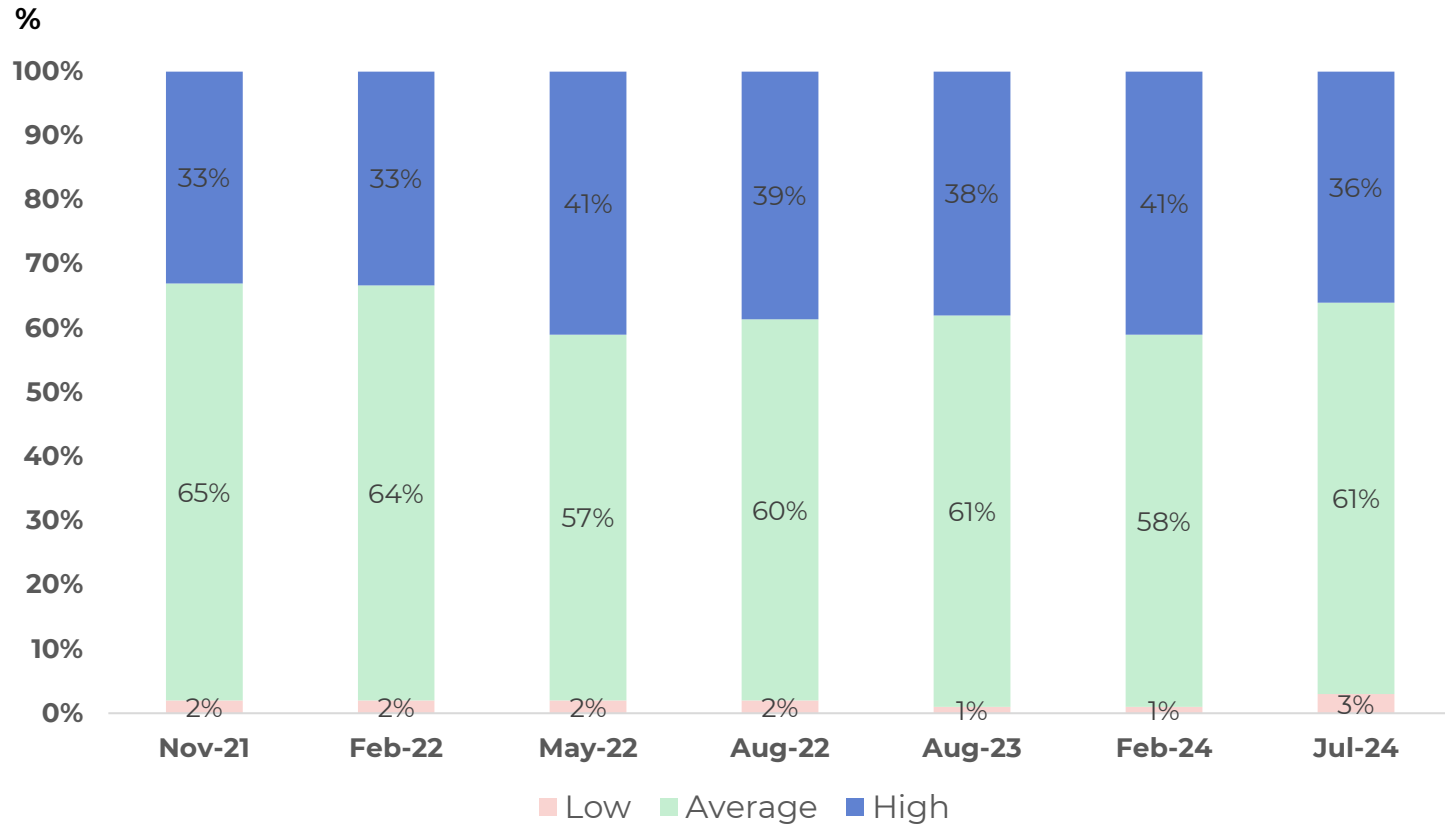
Implement inventory levels are steady



Q21: Do you think your current used implement inventory levels are...; n=111 (n=6 removed due to not applicable)

Parts inventory level is...

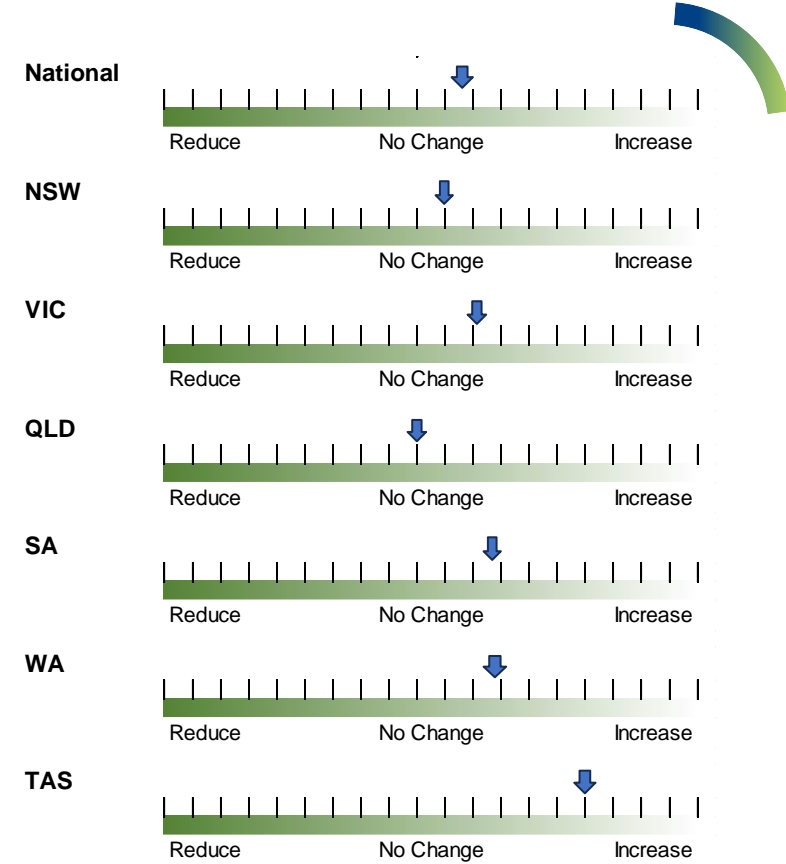
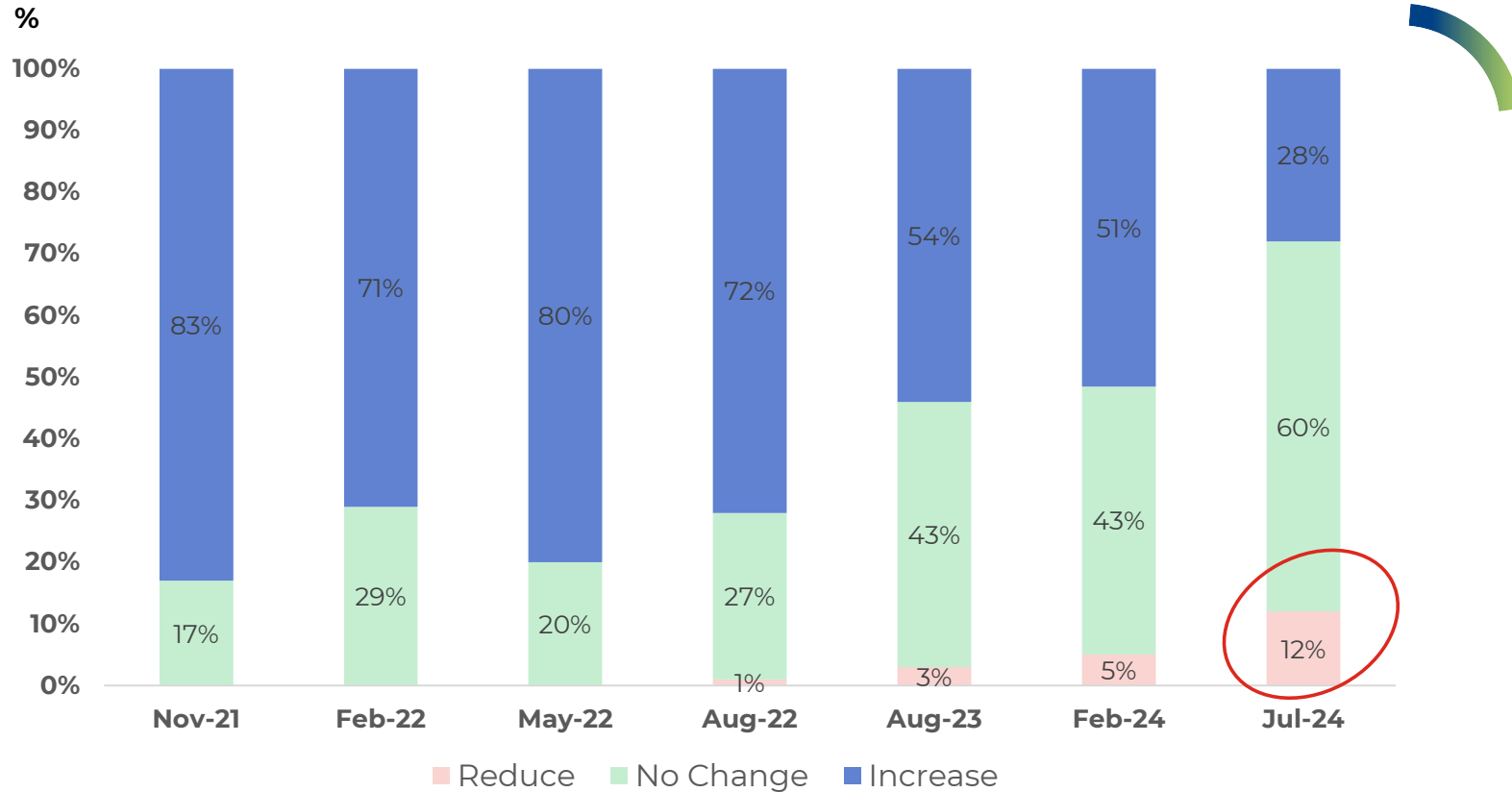
Little change in parts inventory



Q22: Do you consider your parts inventory to be...; n=118

Workforce plan

Workforce expansion remains unlikely



Q23: What are your plans regarding your workforce?; n=118