

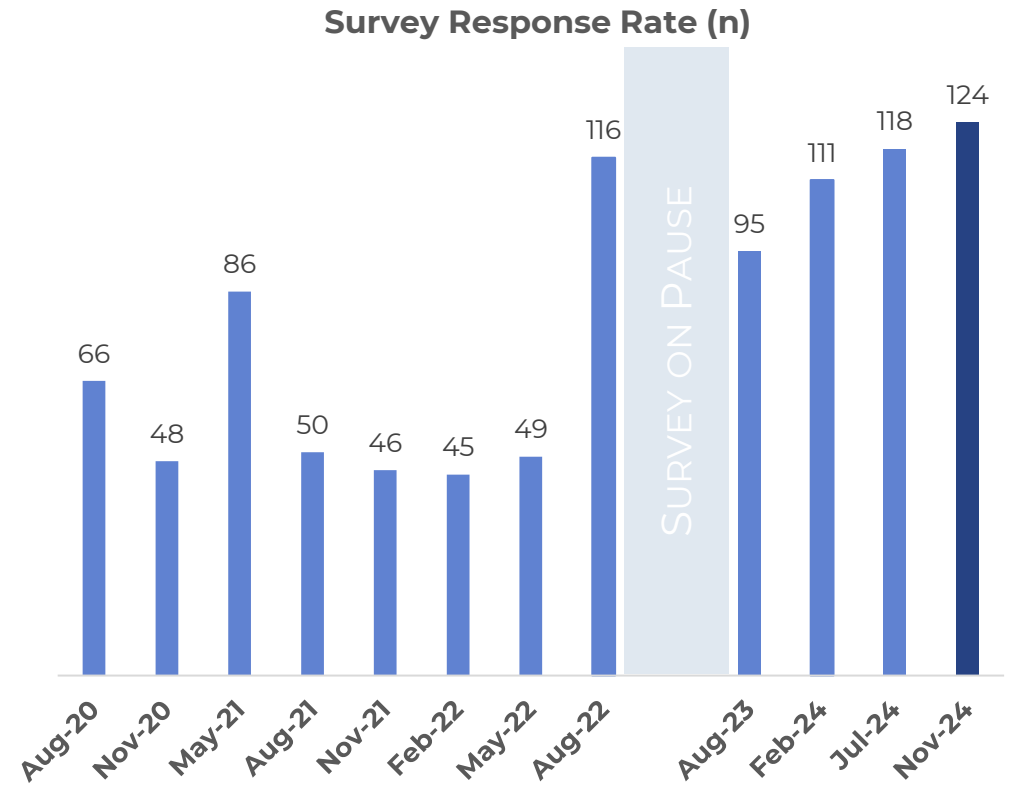
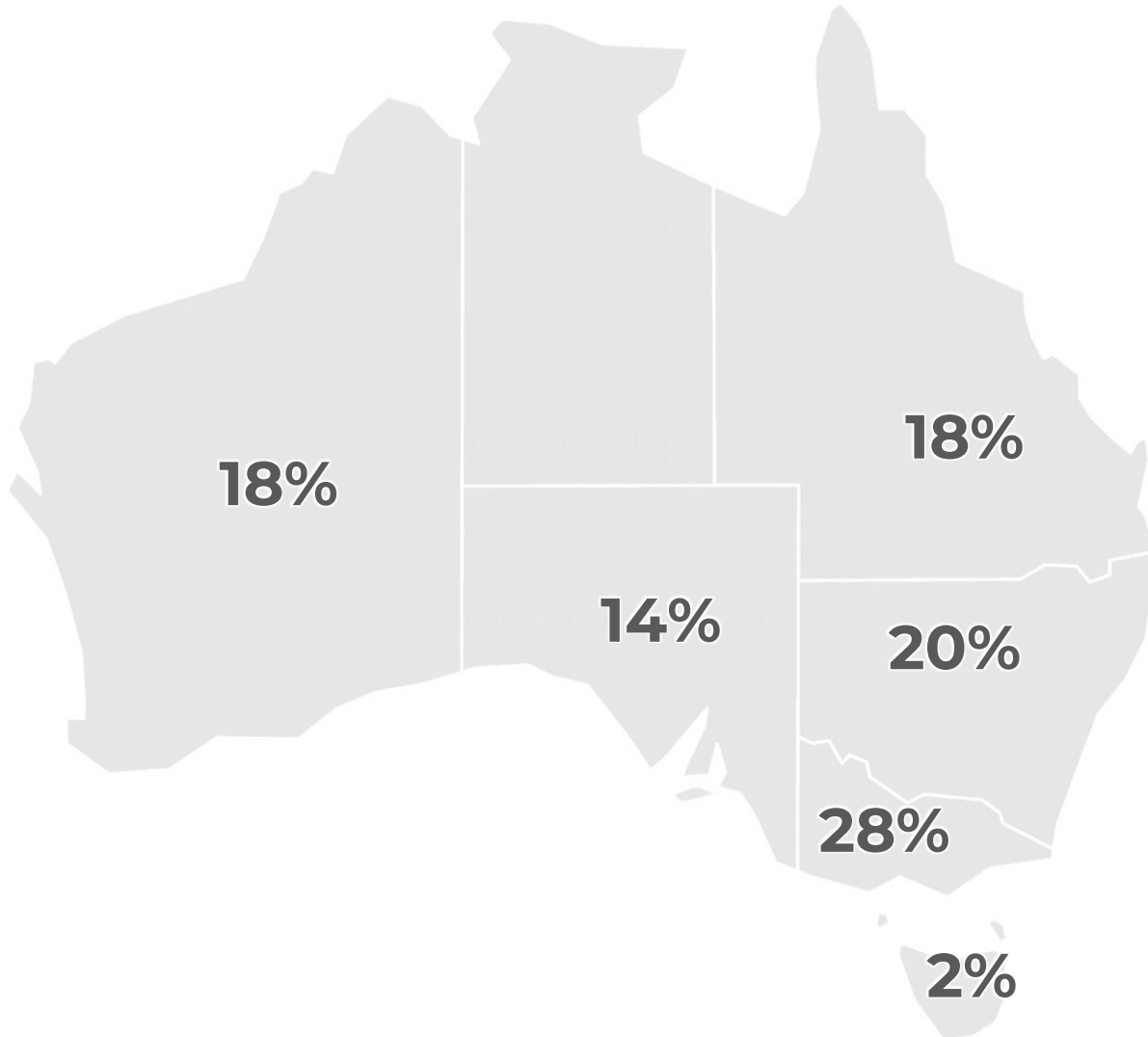


Dealer Business Sentiment Survey

Nov 2024

Response Sample (by State)

A solid state-based sample from the Dealer responses



Key Findings

A solid state-based sample from the 124 Dealer responses

Overall, the consensus is the satisfaction on current turnover level are down, a trend continuing from the previous iteration of the survey, with the largest decrease in South Australia (which is to be expected).

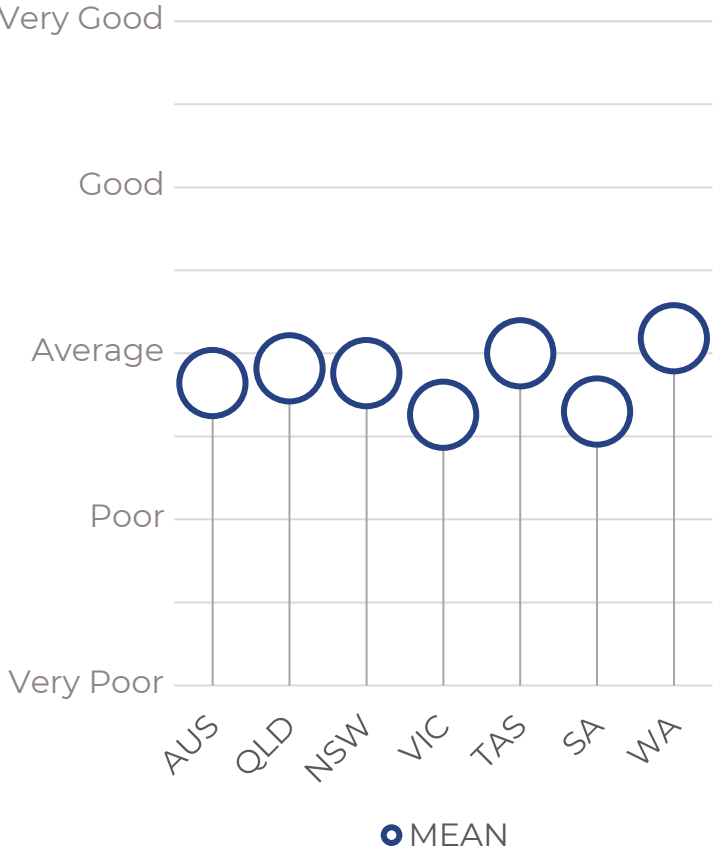
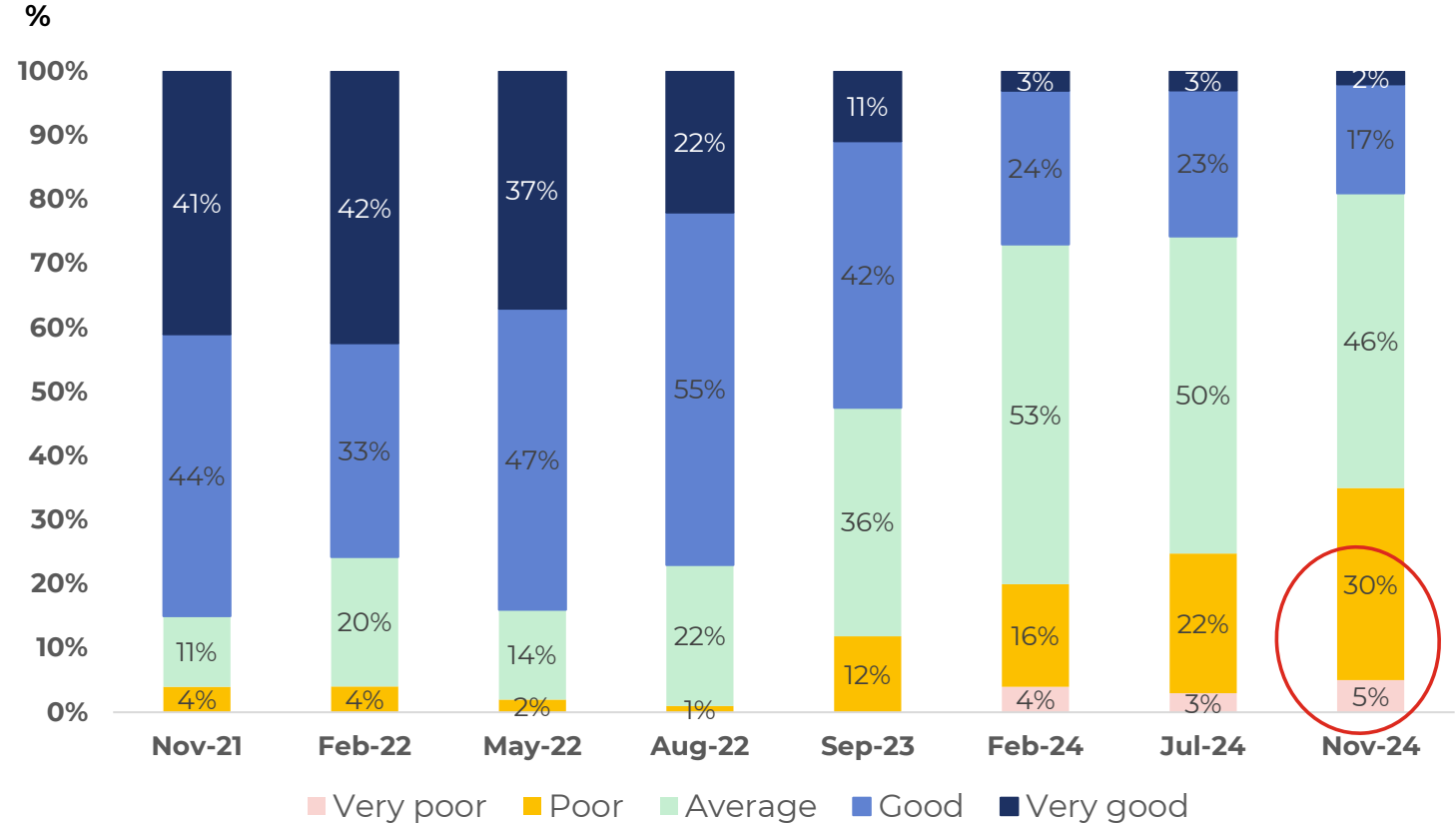
The higher reported inventory levels for new and used machinery from the previous report is also continuing, though the percent shift between high and average returned to those from the start of the year.

The expectation for increased sales has continued, with Combine sales now falling into the same trend as tractors and baler / hay tools.

Workforce expansion increase likelihood has grown since the last survey, this represents increases in WA and reductions in SA.

Current overall turnover is...

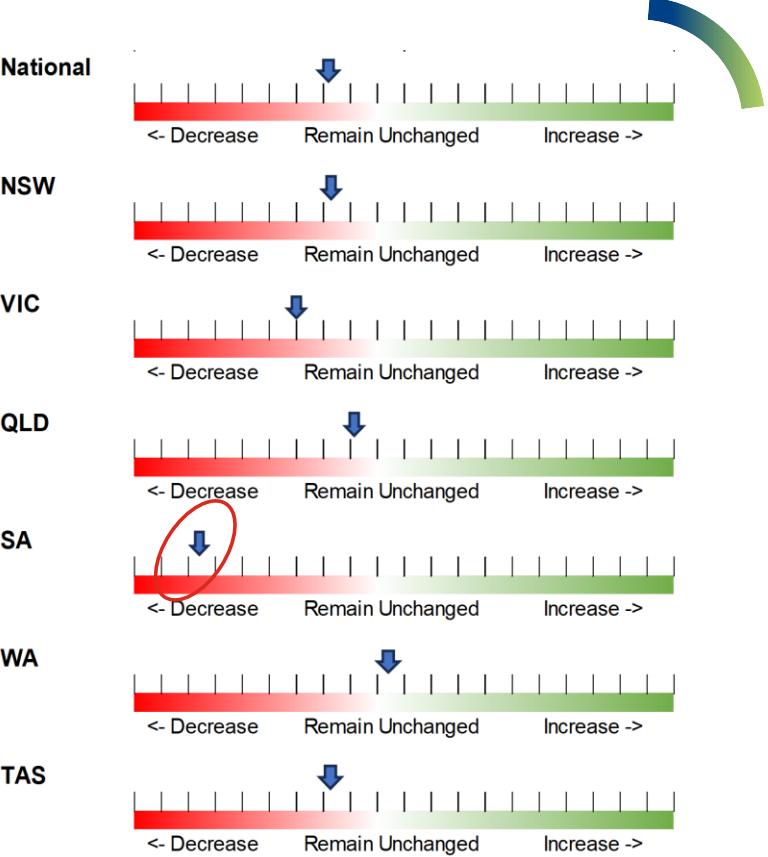
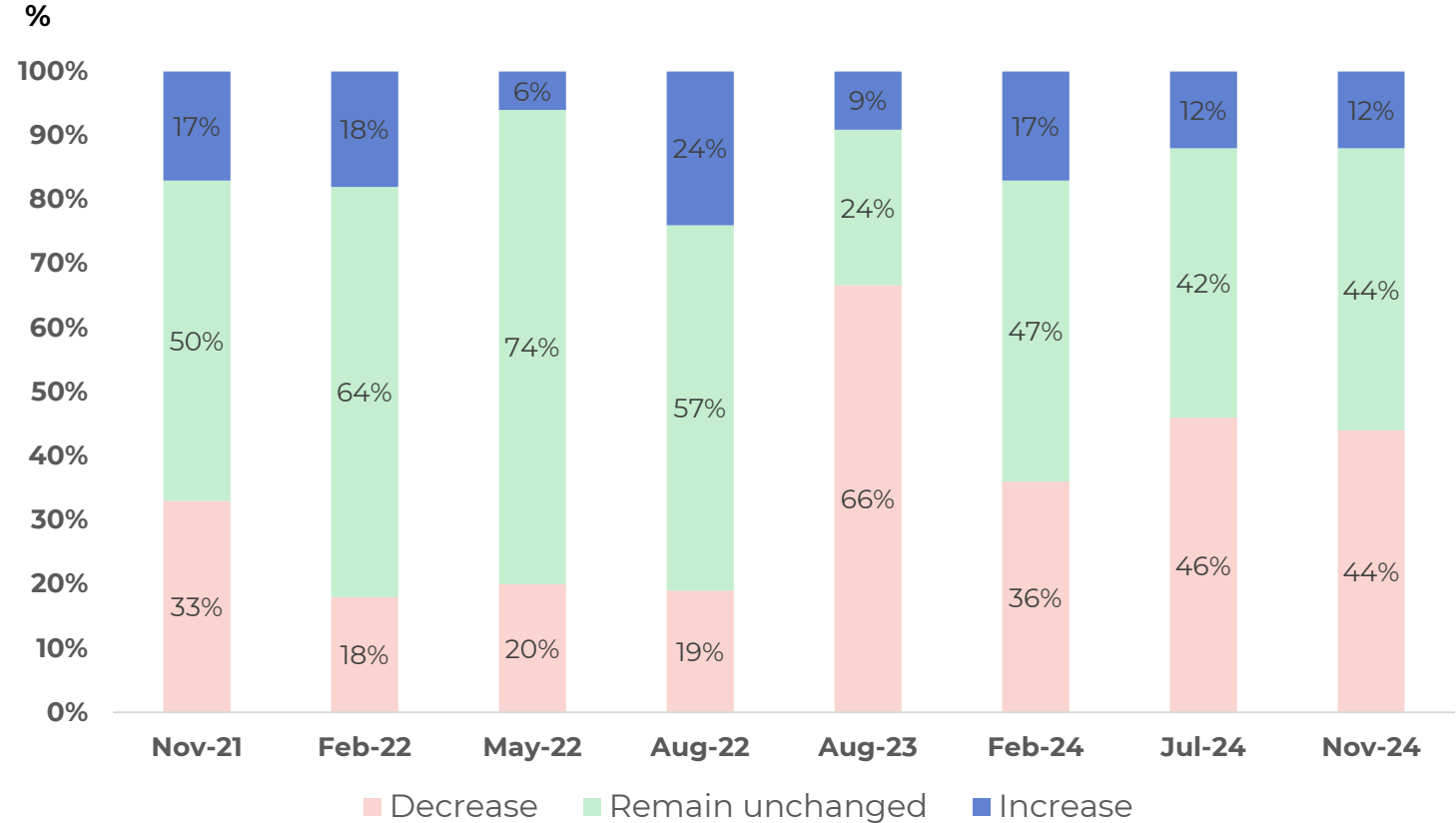
Satisfaction with turnover is continuing to reduce



Q1: We consider our current overall turnover to be; N=124

Overall turnover in the next 6 months will...

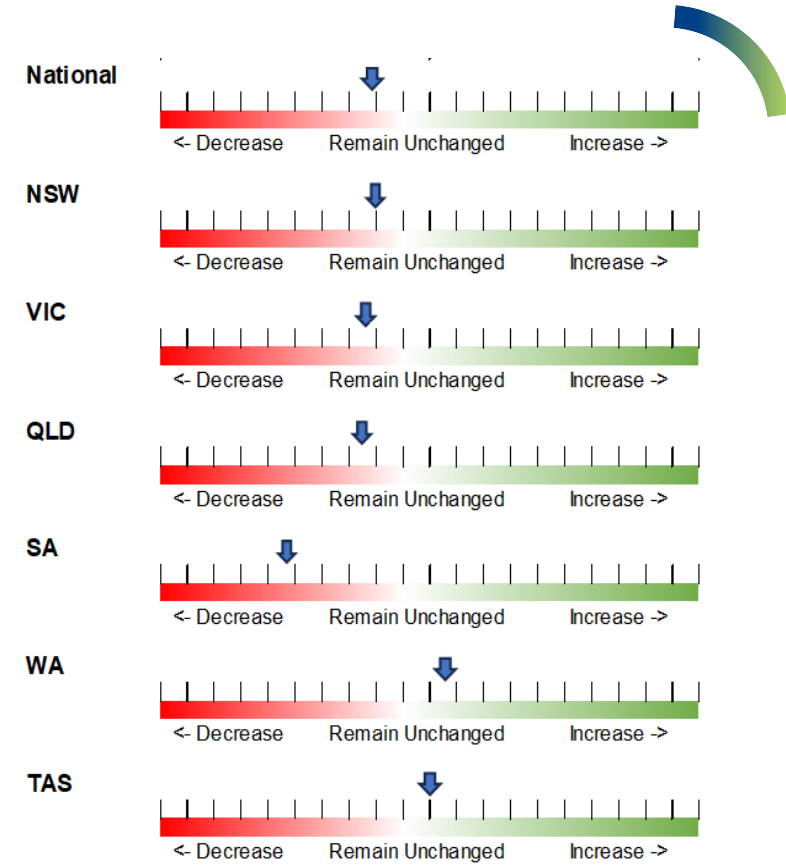
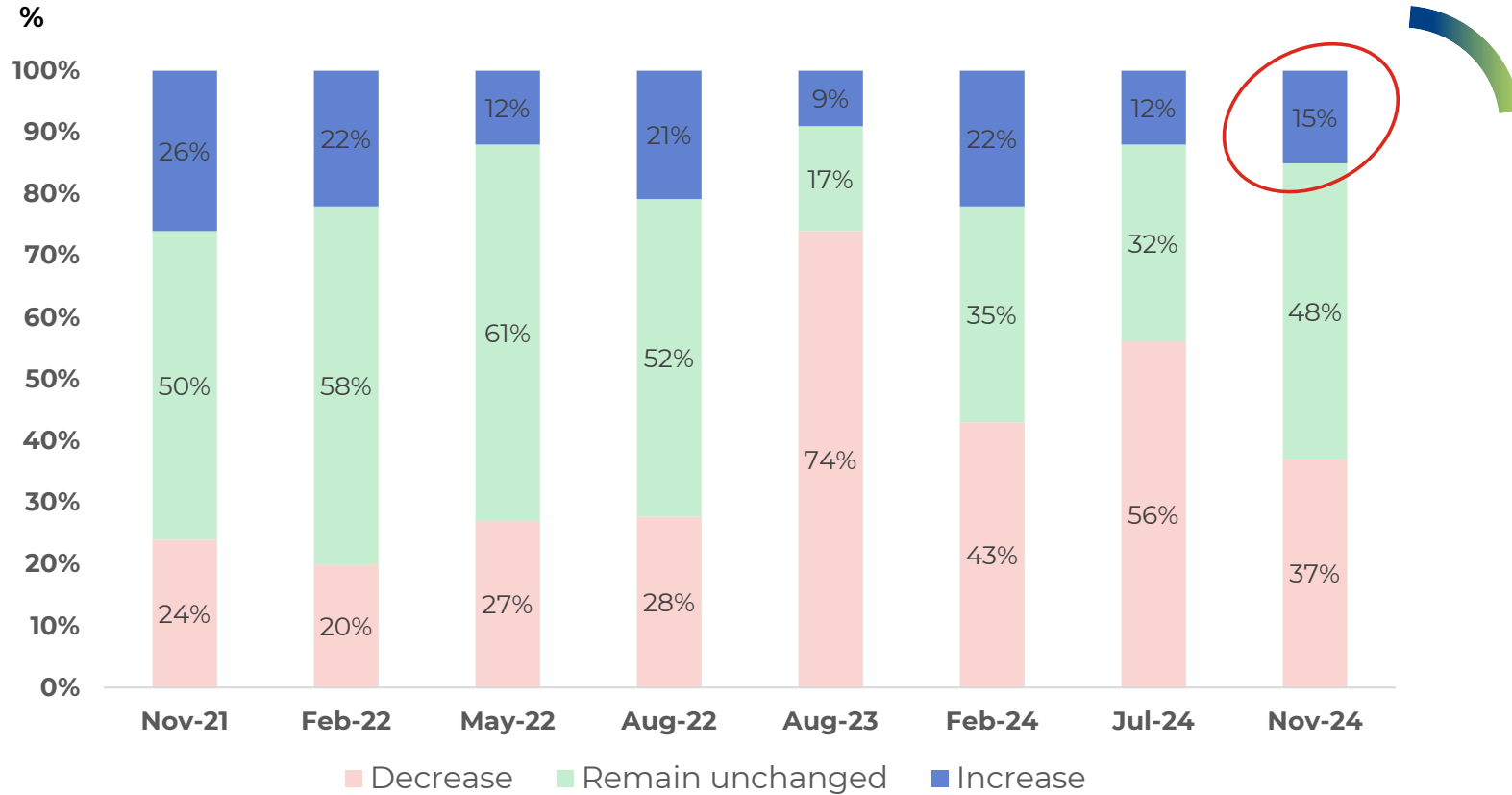
A further reduction in SA is obvious, all other states remain unchanged.



Q2: We expect overall turnover in the next 6 months to...; N=124

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

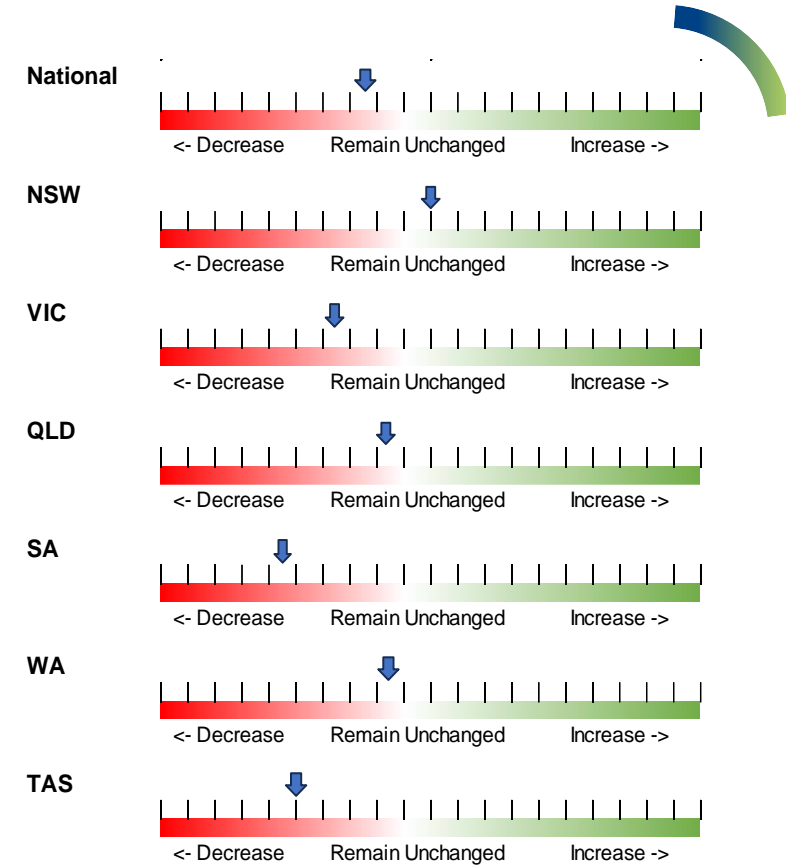
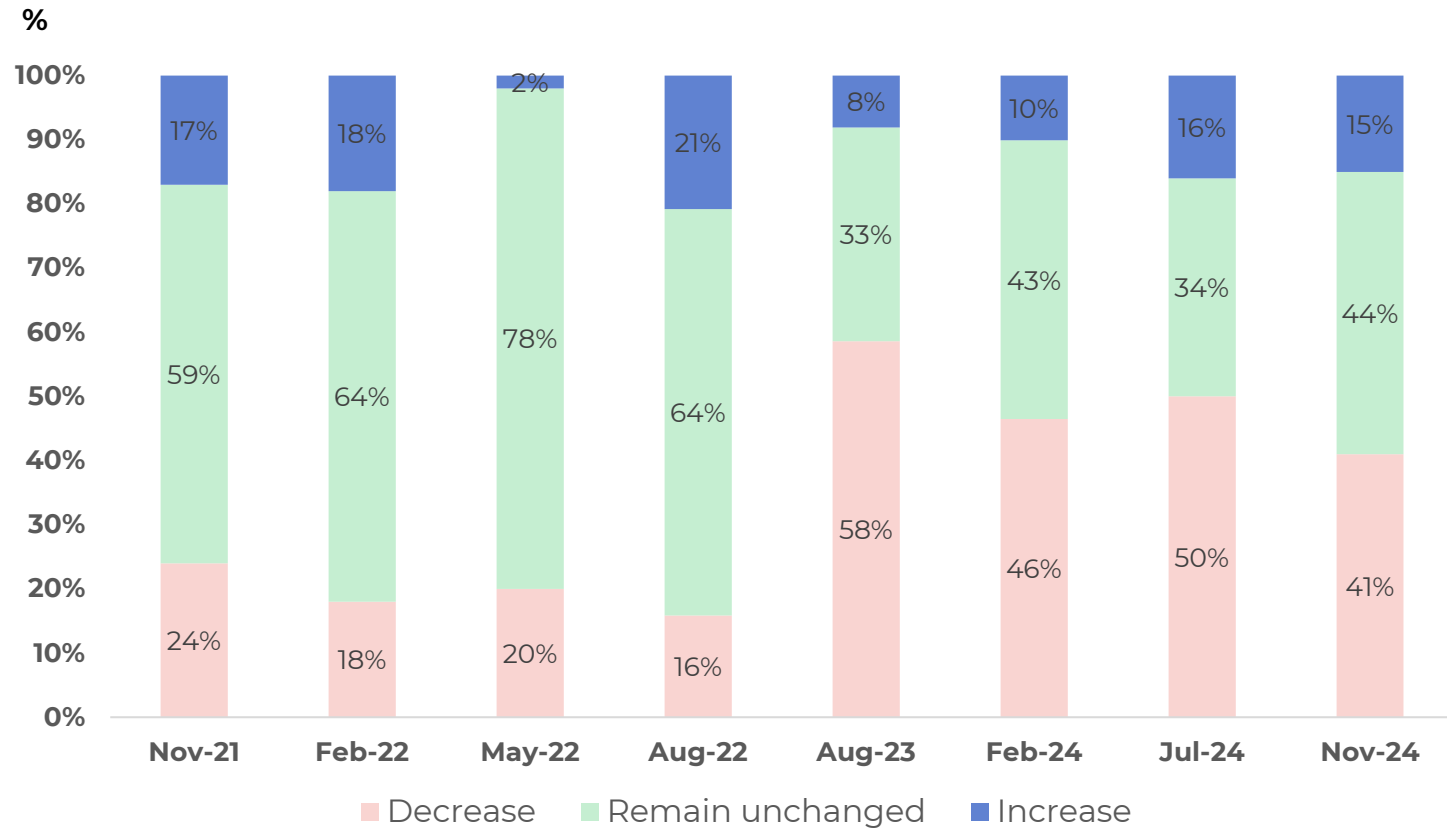
Slight increase in expectation for new tractor sales



Q3: We expect new tractor sales in the next 6 months to...; n=123 (n=1 removed – not applicable)

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

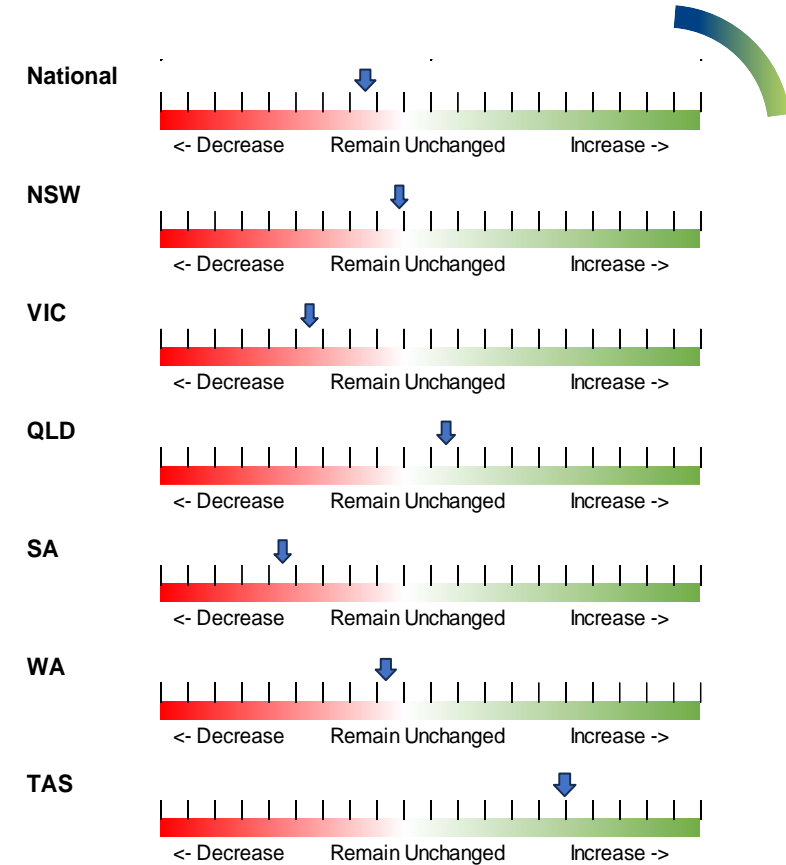
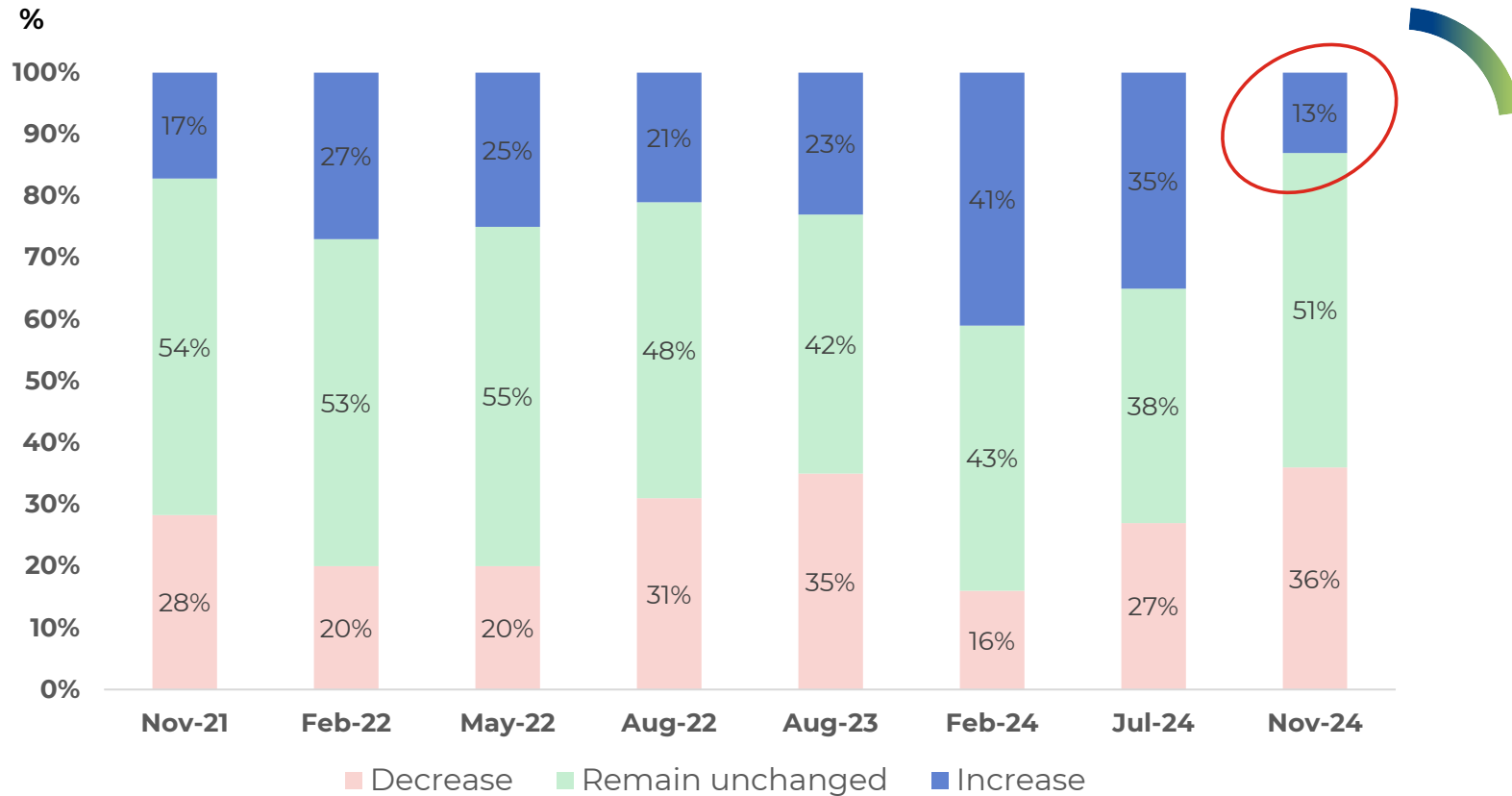
Expectation for new combine sales remain the same.



Q4: We expect new combine harvester sales in the next 6 months to...; n=59 (n=65 removed – not applicable)

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

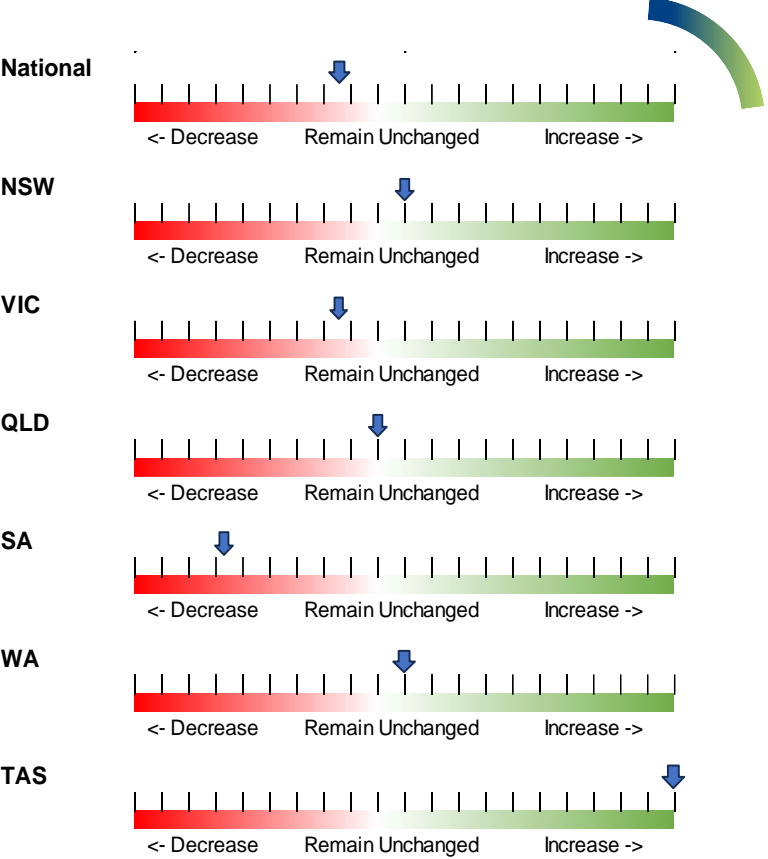
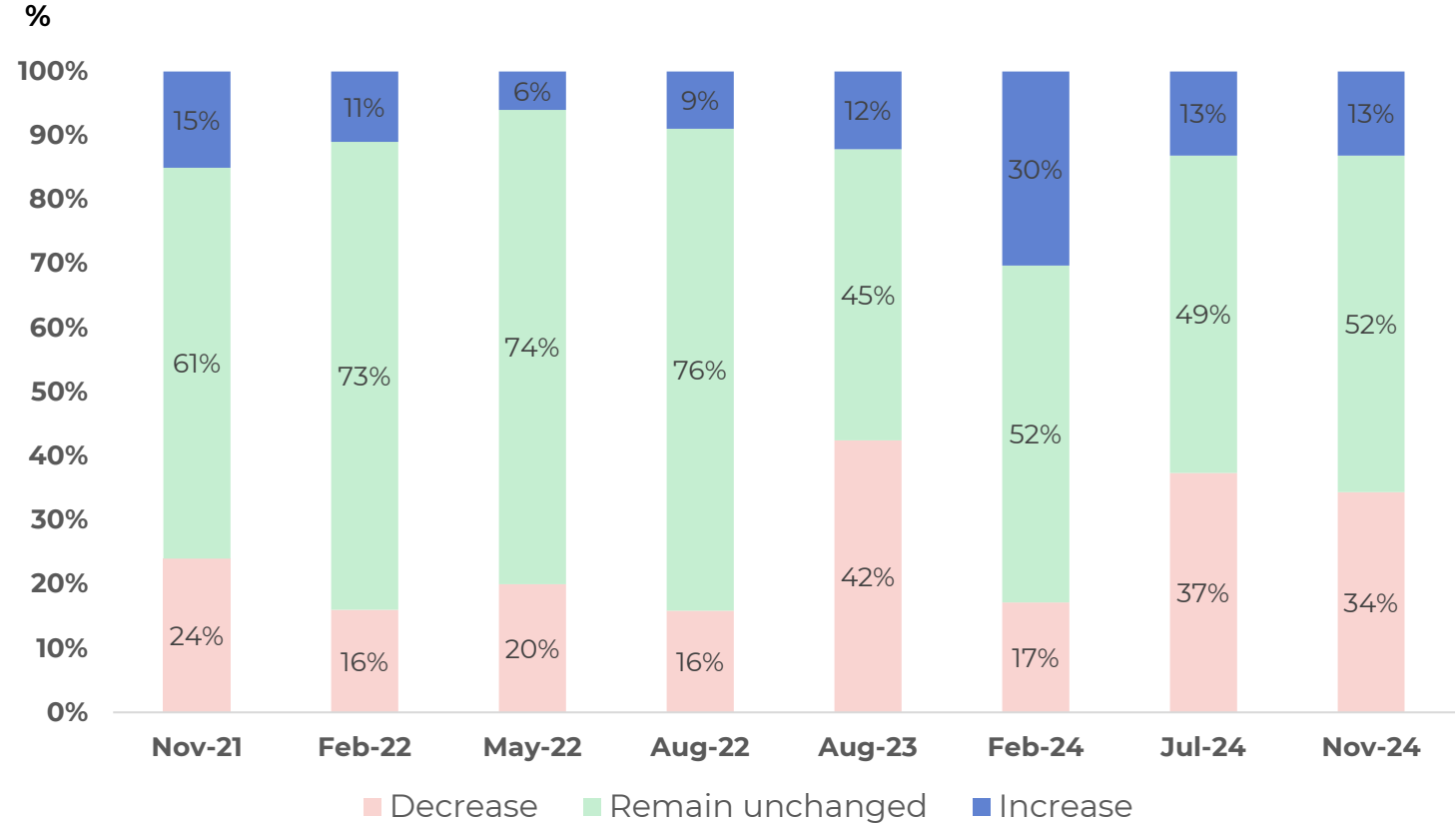
A large decrease in sales for baler and hay tools



Q5: We expect new baler and hay tools sales in the next 6 months to...; n=103 (n=21 removed due to not applicable)

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

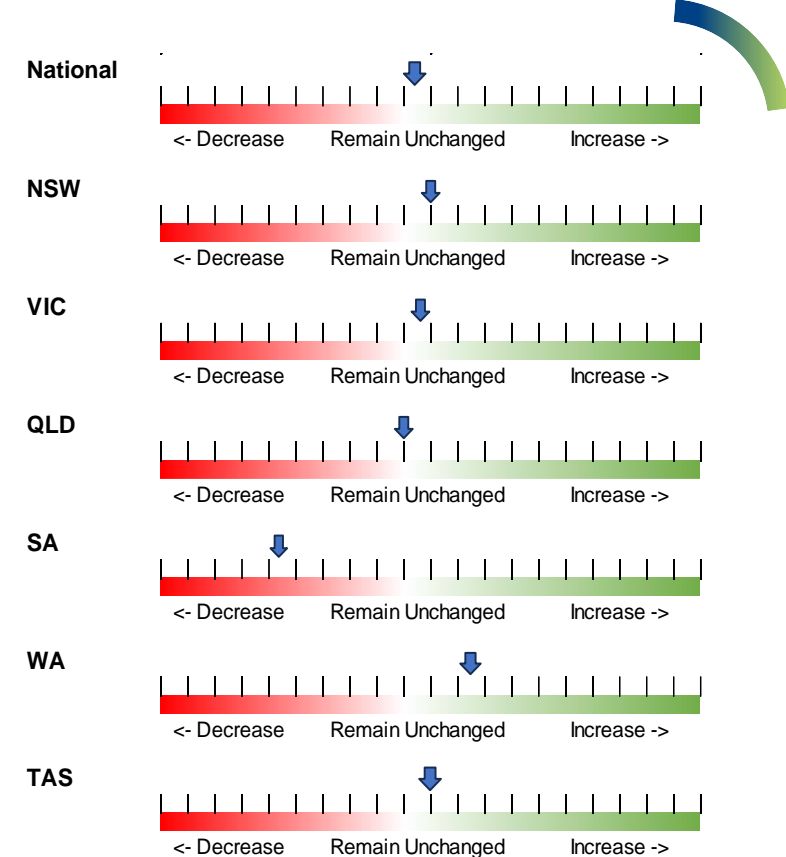
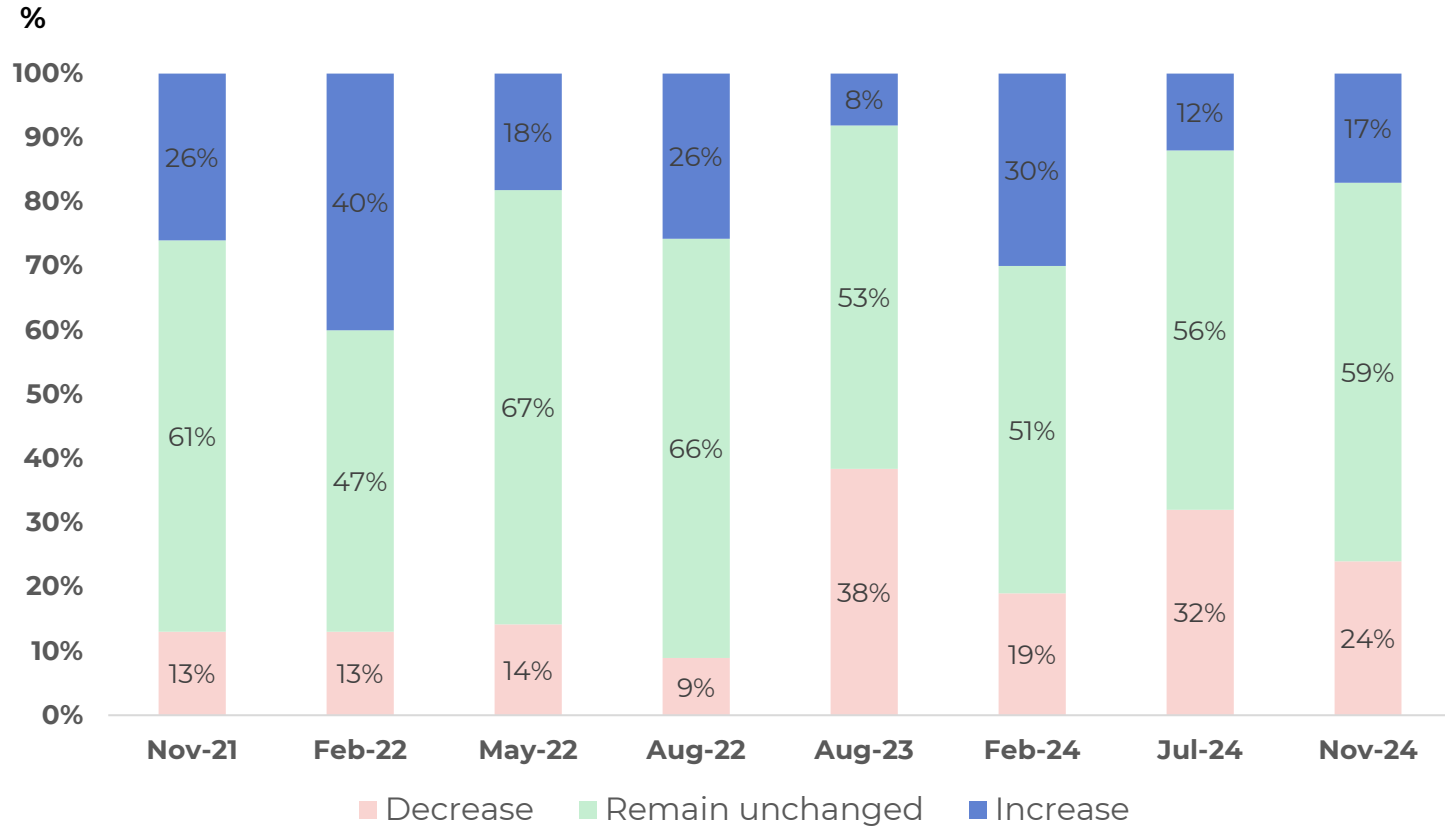
This market remains steady



Q6: We expect new SP sprayer sales in the next 6 months to...; n=61 (n=63 removed due to not applicable)

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

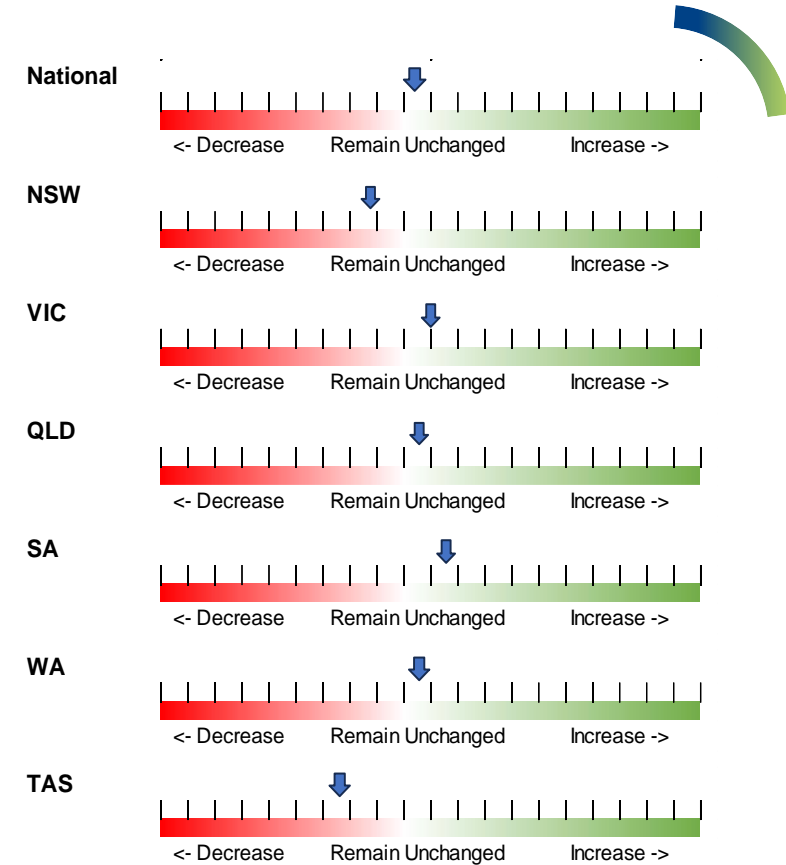
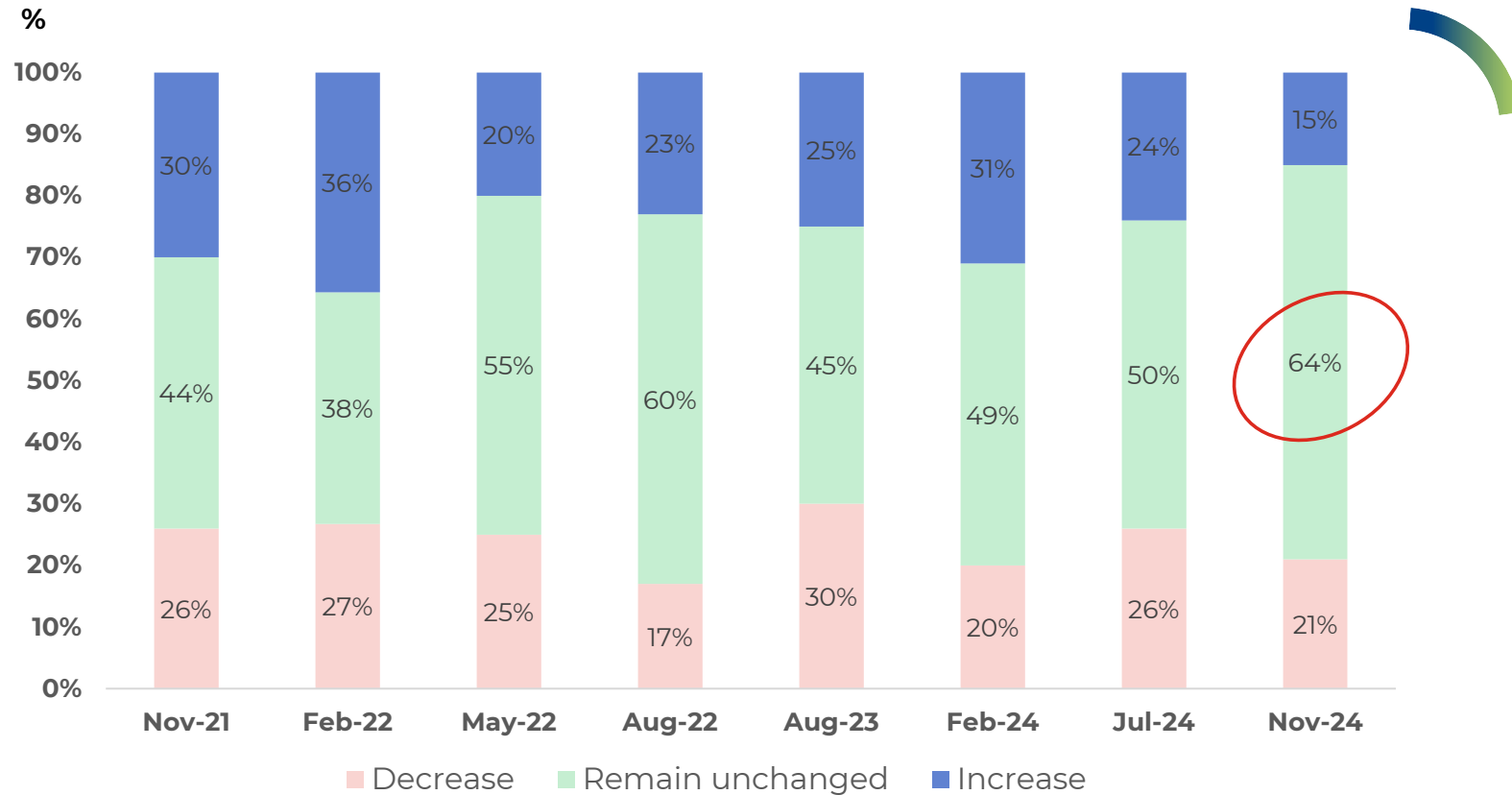
A slight increase in confidence in this market



Q7: We expect new implement sales in the next 6 months to...; n=122 (n=2 removed due to not applicable)

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

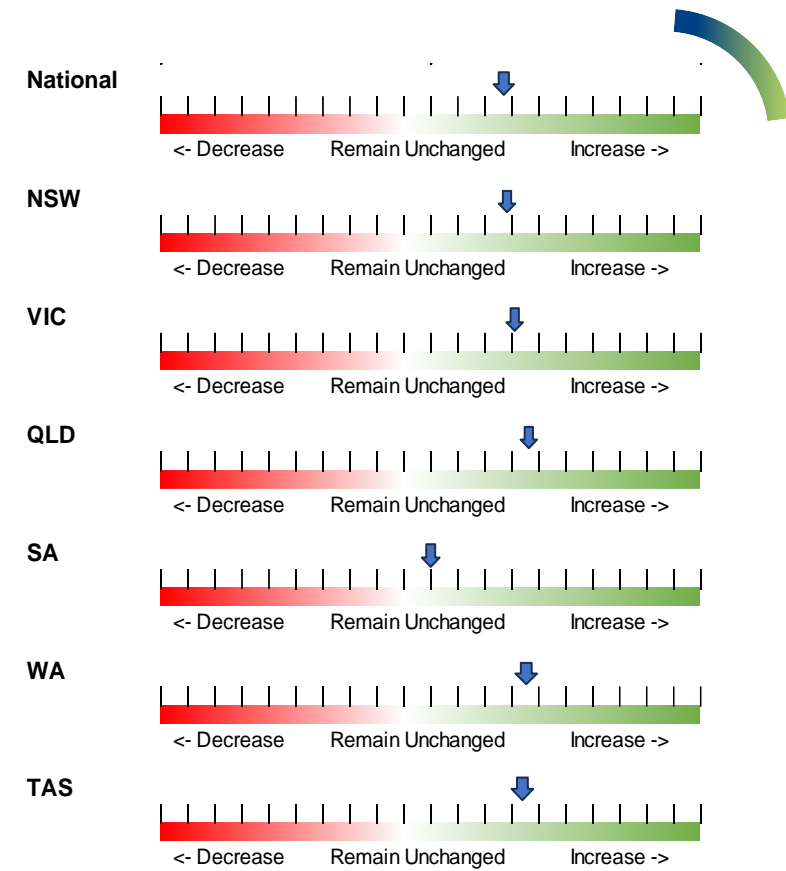
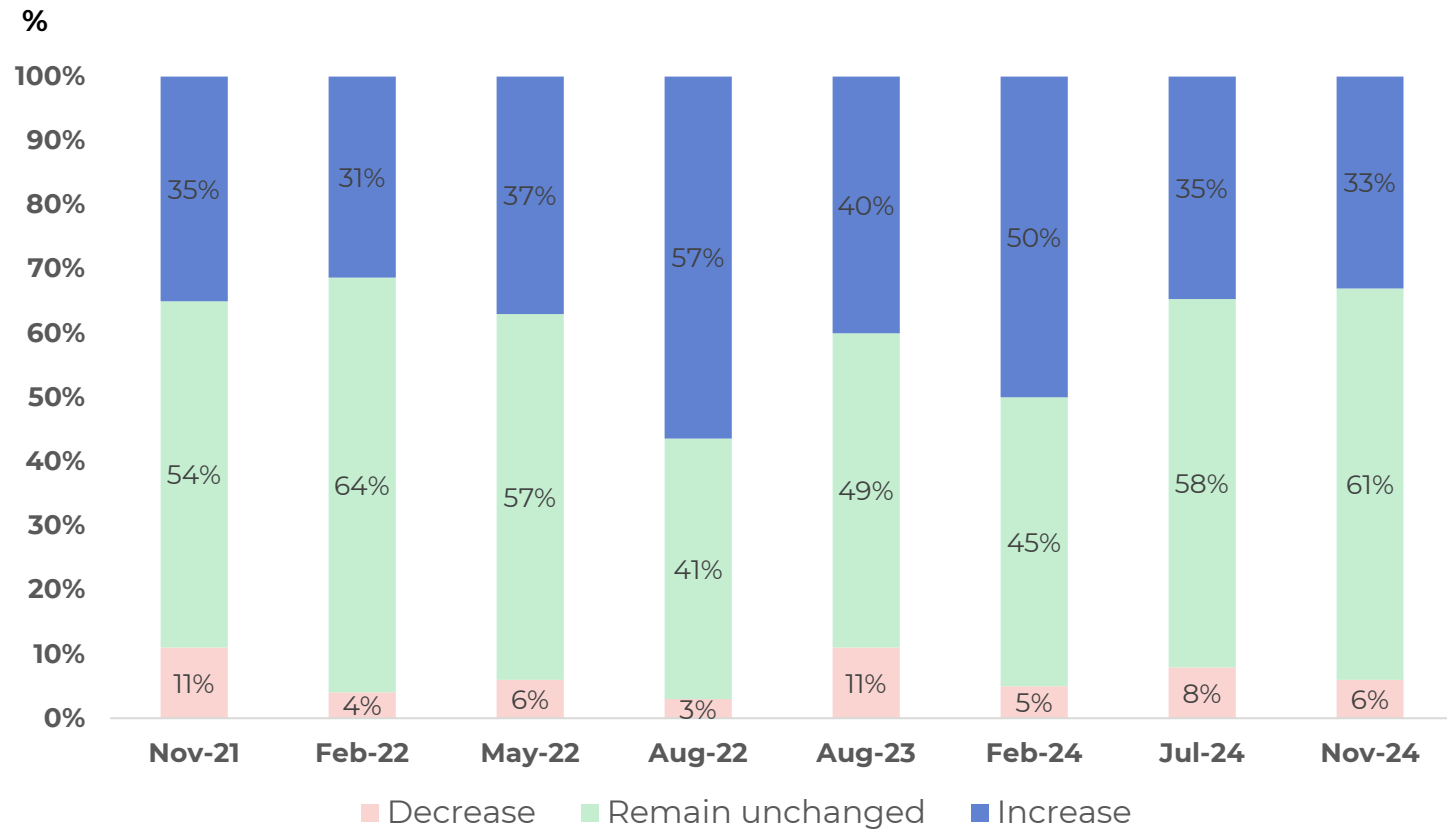
Used equipment sales remaining steady



Q8: We expect sales of used equipment in the next 6 months to...; n=120 (n=4 removed due to not applicable)

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

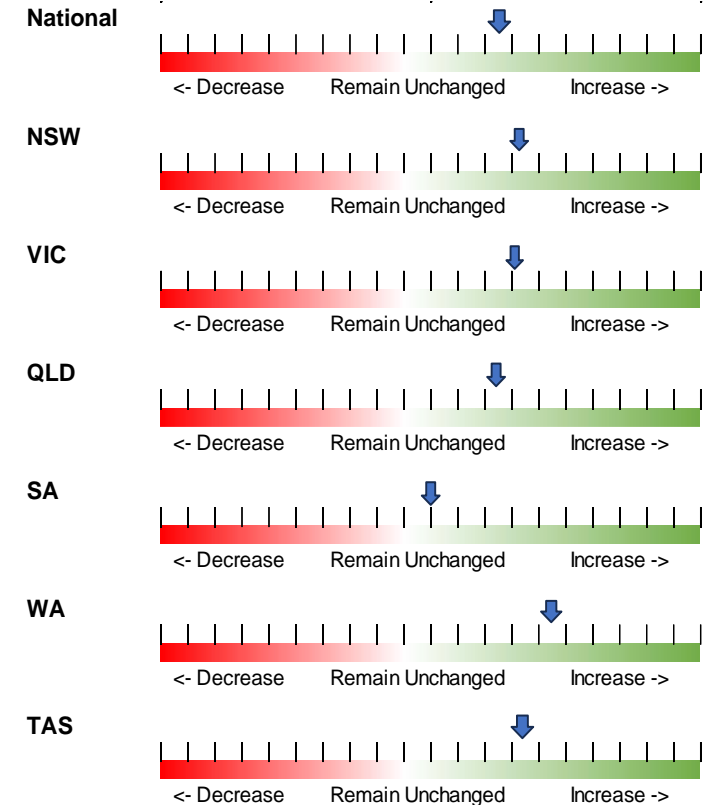
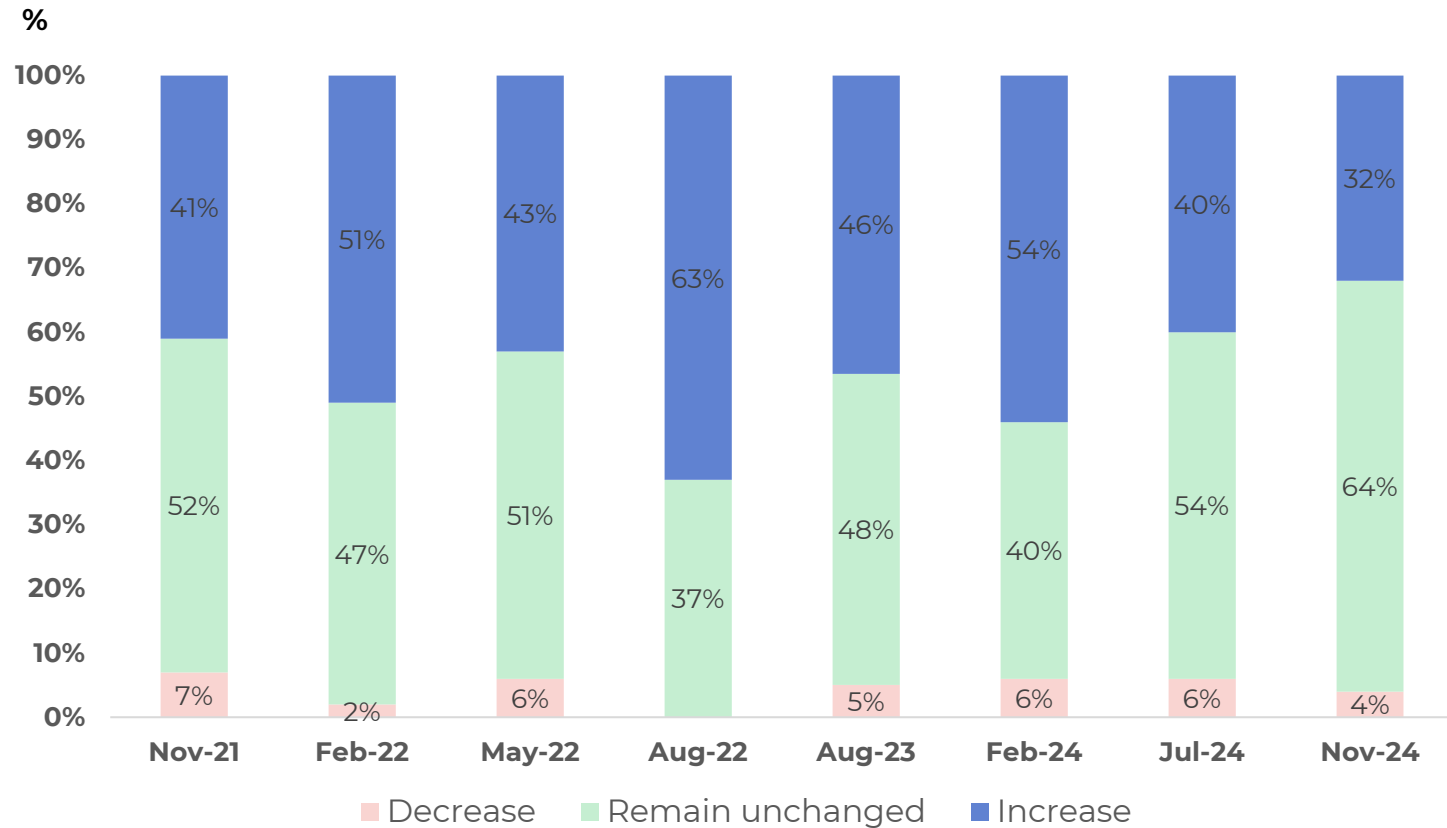
Support for after sales 'parts' is still strong.



Q9: We expect after sales product support in the next 6 months to ...; n=124

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

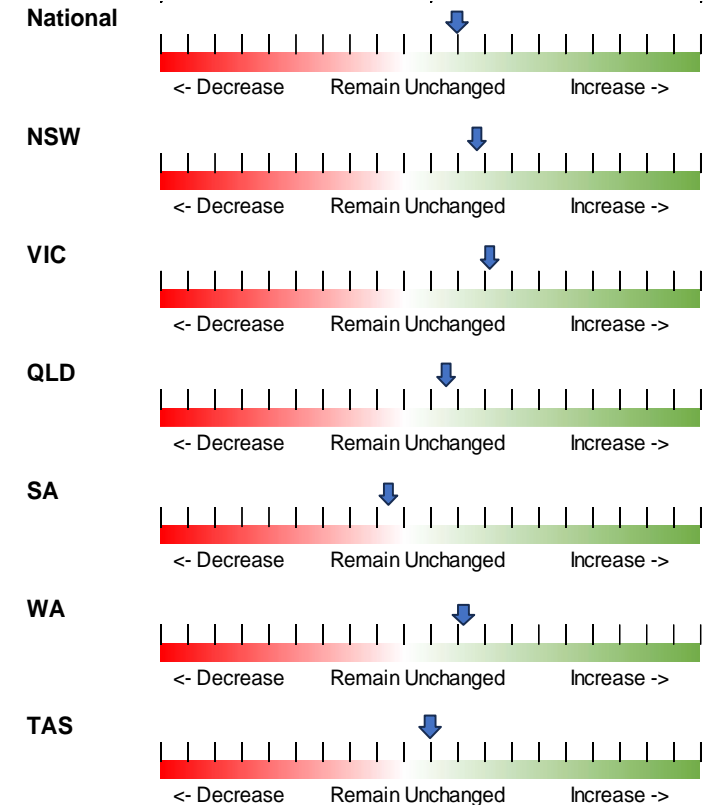
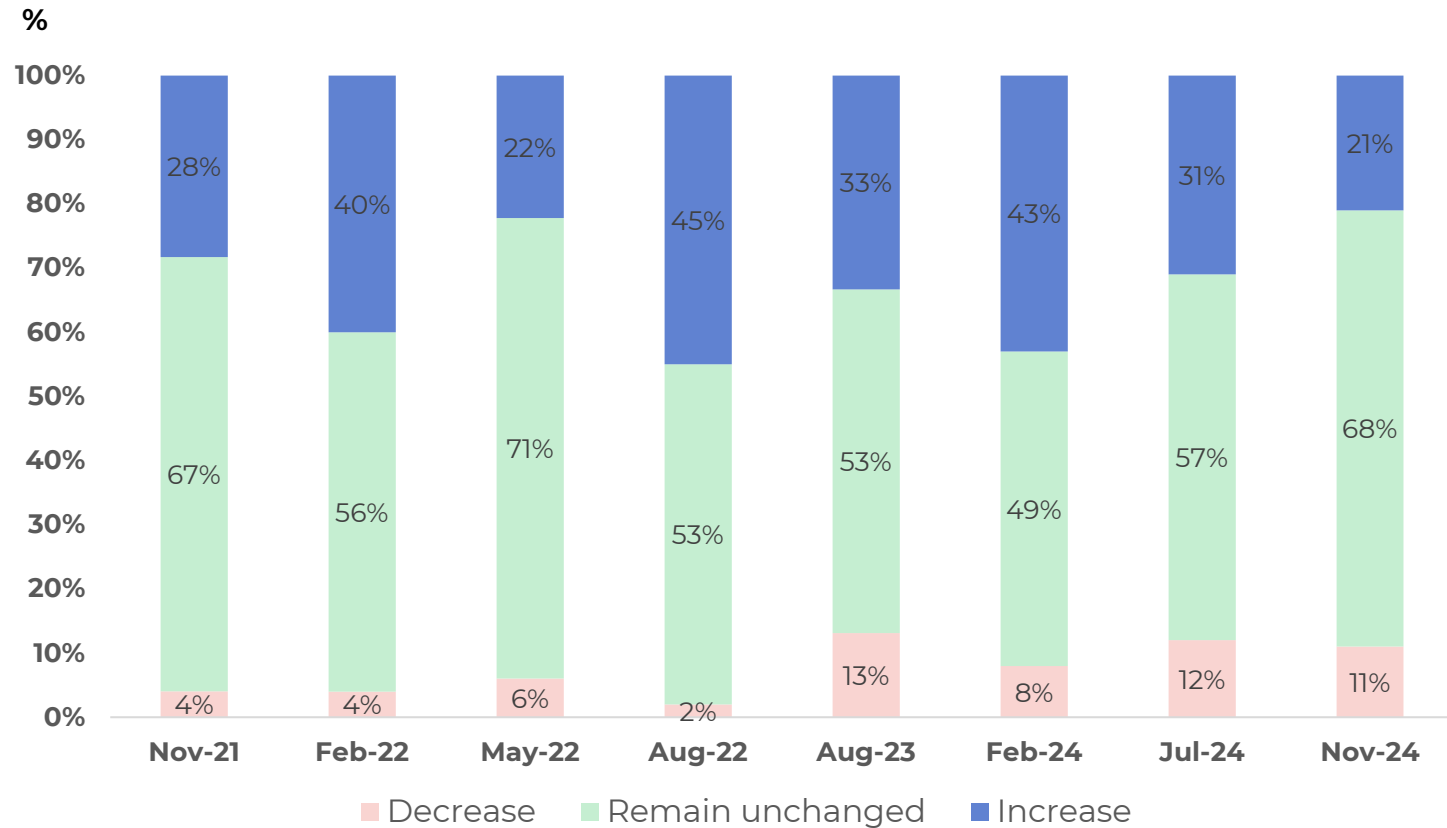
Support for after sales 'service' will be slightly decreased over the next 6 months



Q10: We expect after sales service support in the next 6 months to ...; n=124

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

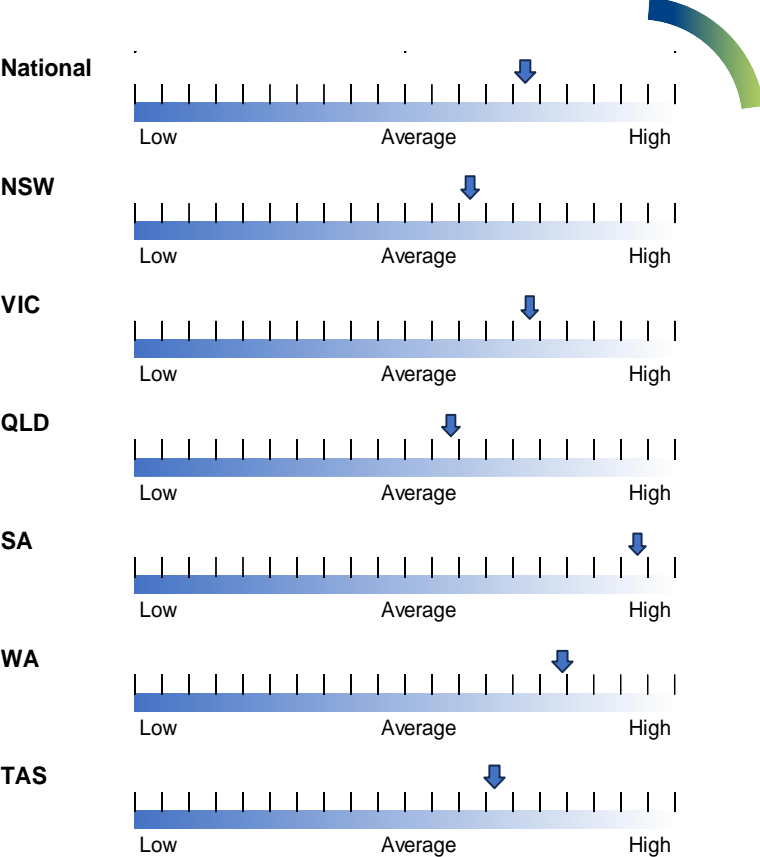
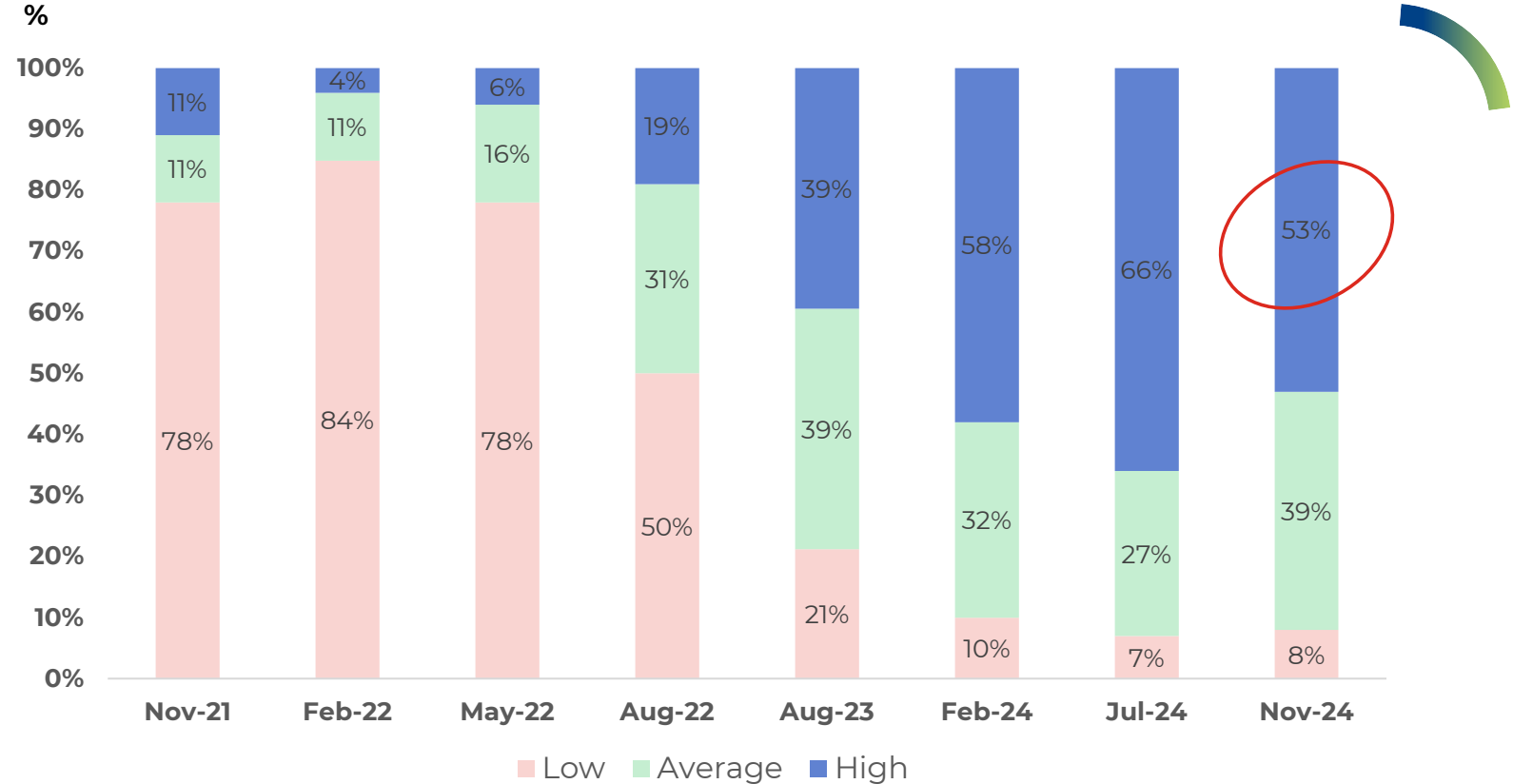
Support for after sales 'technology' has decreased



Q11: We expect after sales technology support in the next 6 months to ...; n=114 (n=10 removed due to not applicable)

Current new tractor inventory levels are...

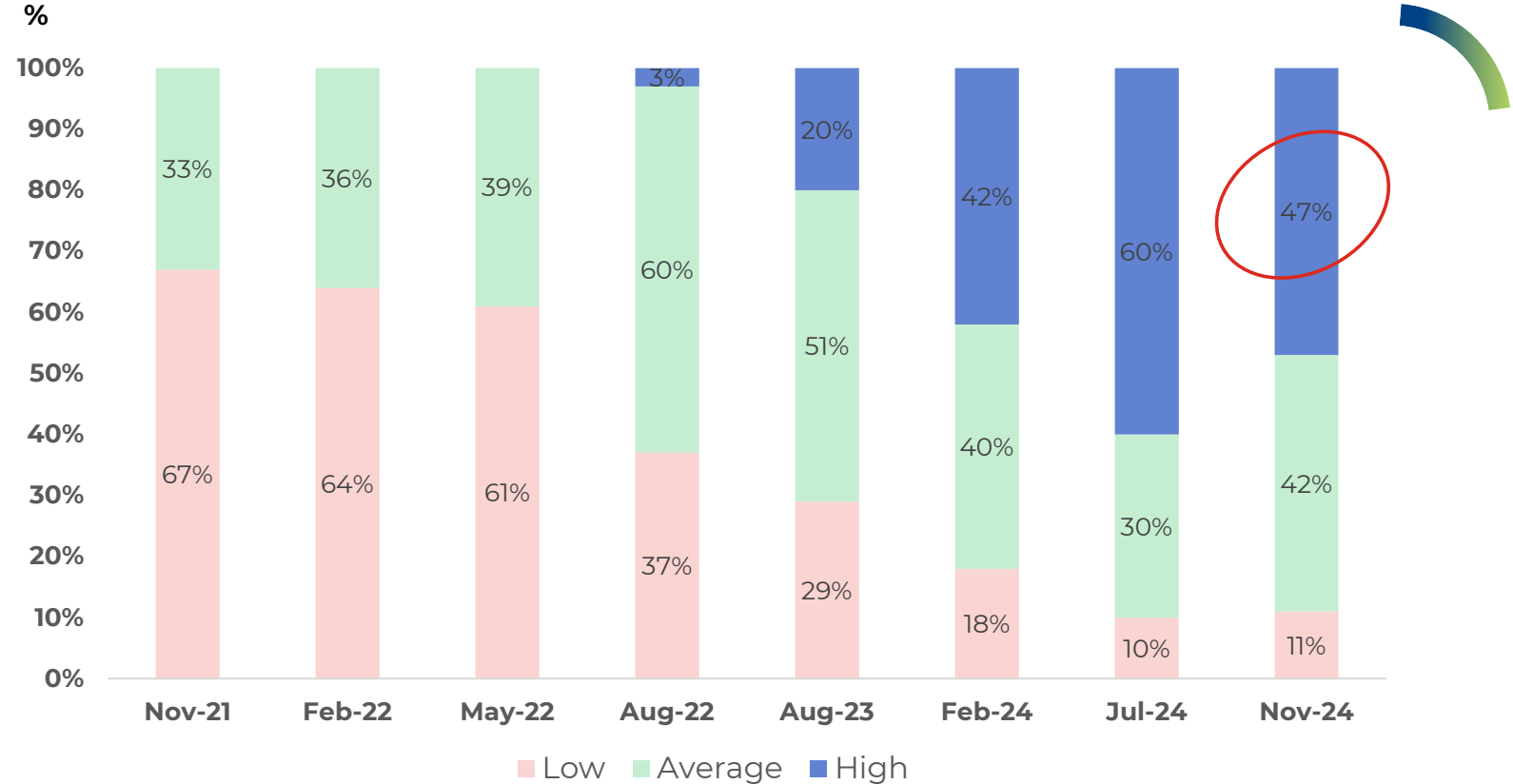
Significant reduction in high inventory levels for new tractors.



Q12: Do you think your current new Tractor inventory levels are...; n=123 (n=1 removed due to not applicable)

Current new combine harvester inventory levels are...

Significant change in view of new combine harvester inventory levels.

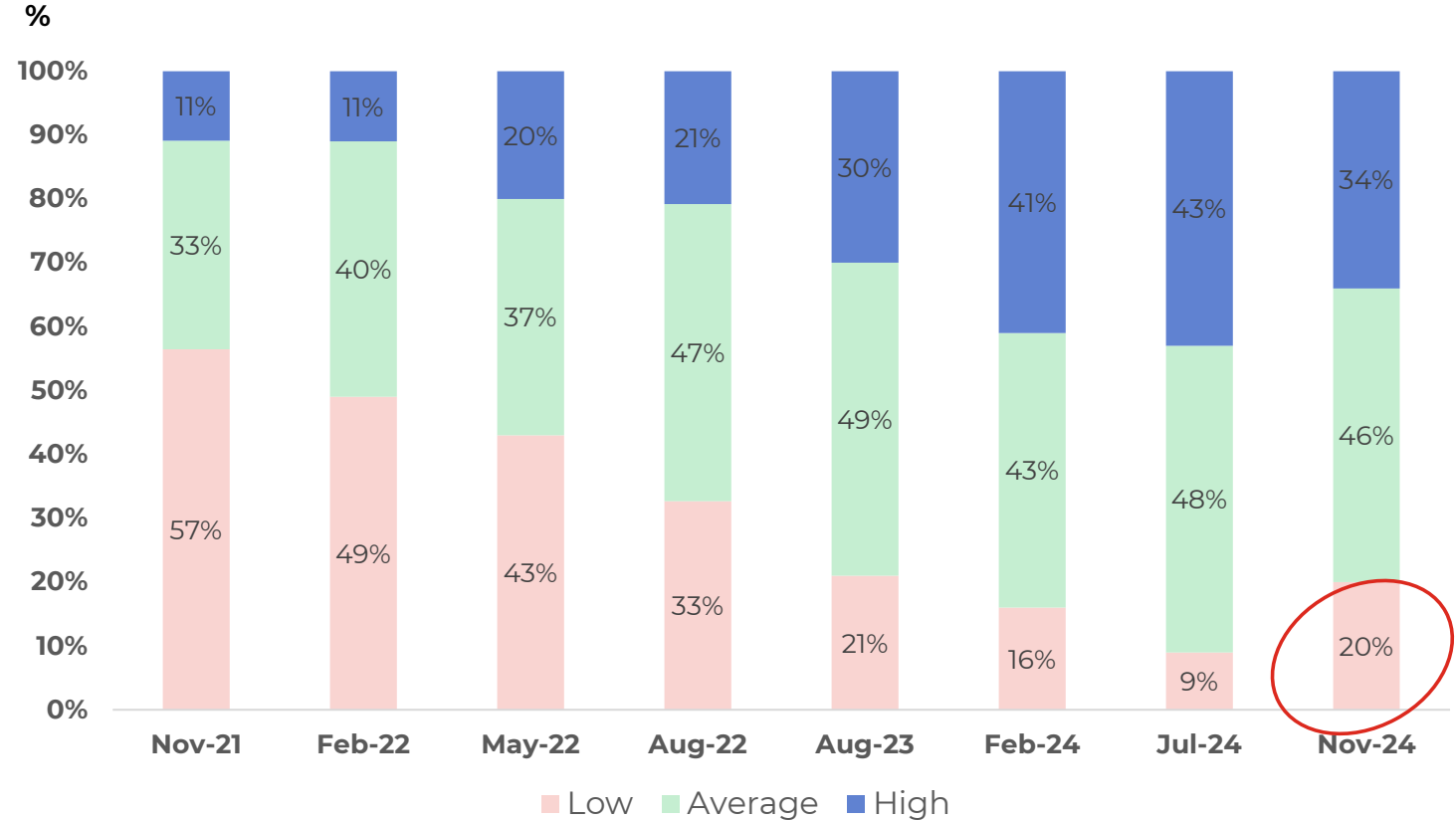


Q13: Do you think your current new combine harvester inventory levels are...; n=53 (n=71 removed due to not applicable)



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

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

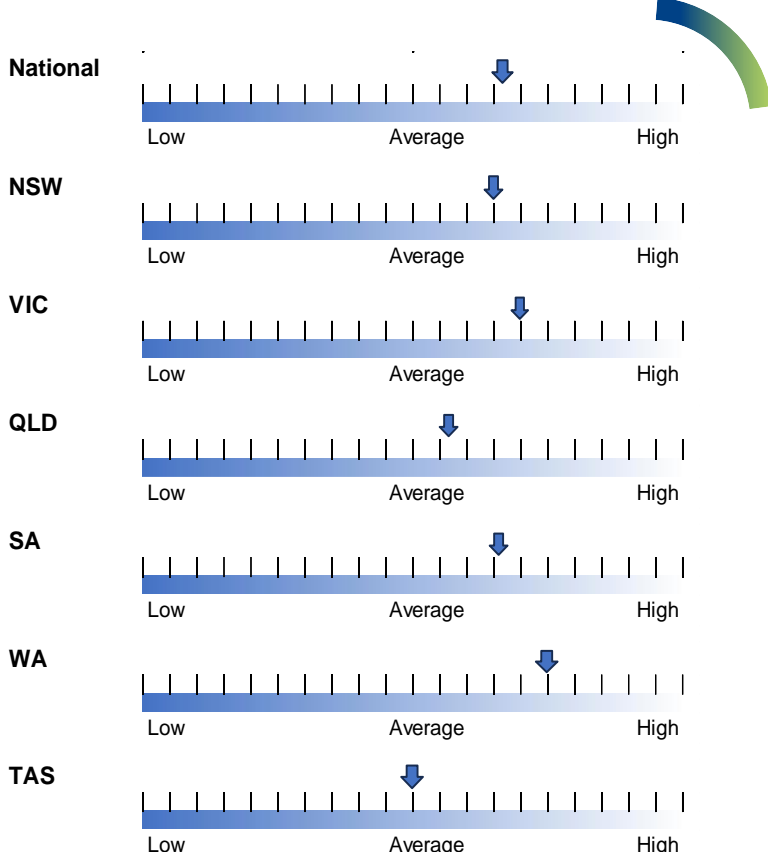
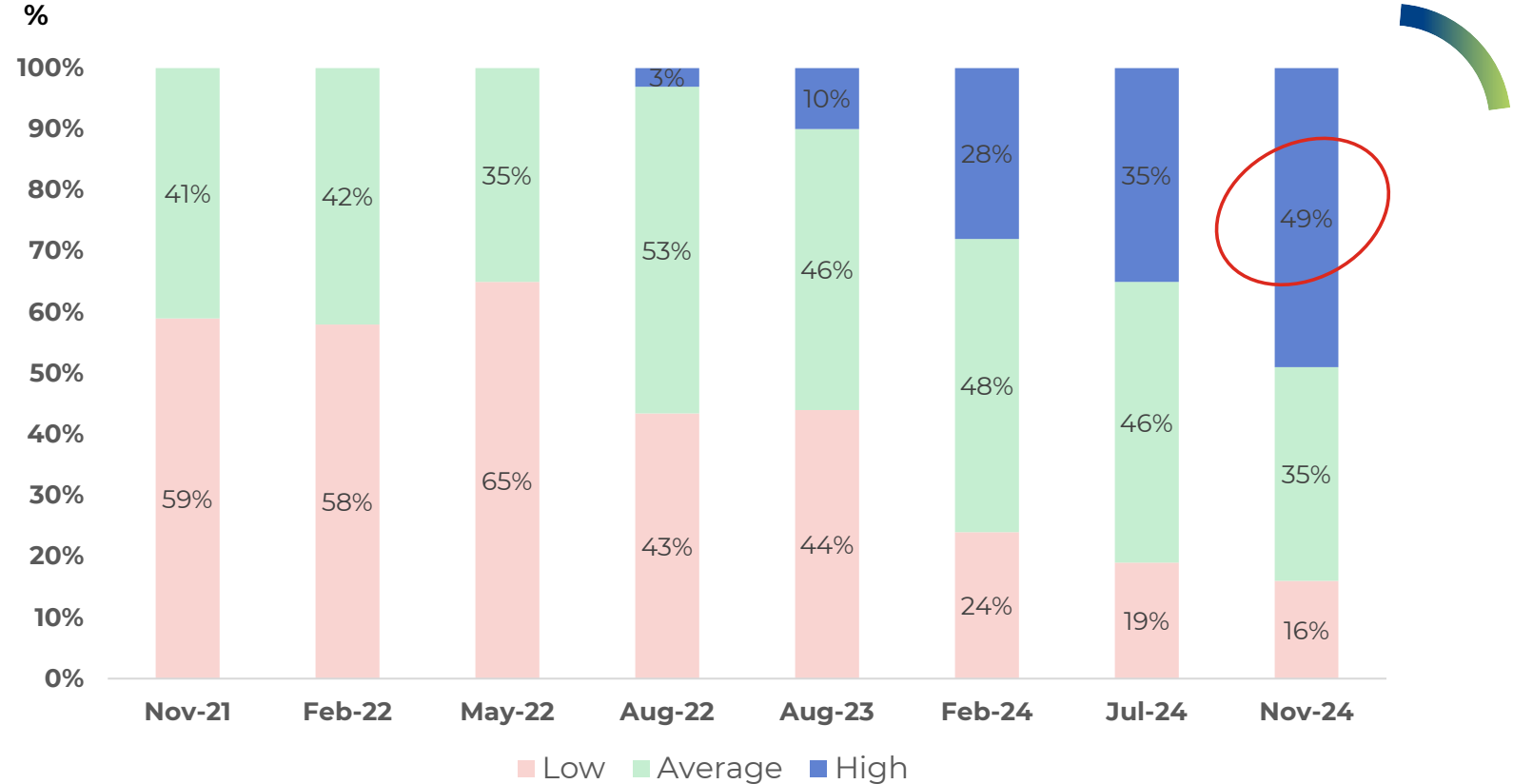


Q14: Do you think your current new baler and hay tools inventory levels are...; n=97 (n=27 removed due to not applicable)



Current new SP sprayer inventory levels are...

More retailers reporting high inventory levels seen in reporting trends

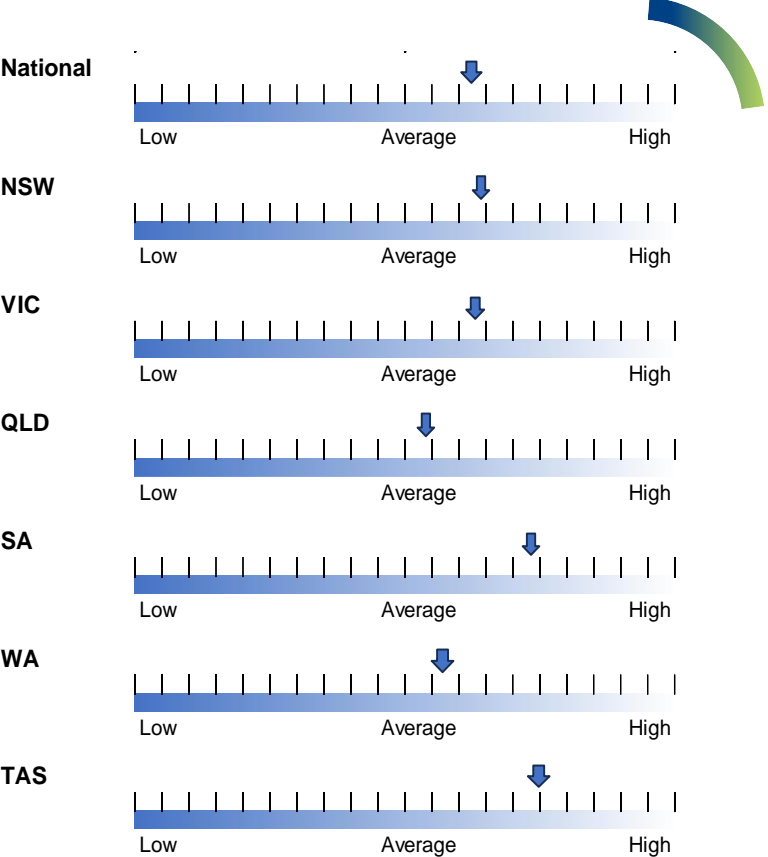
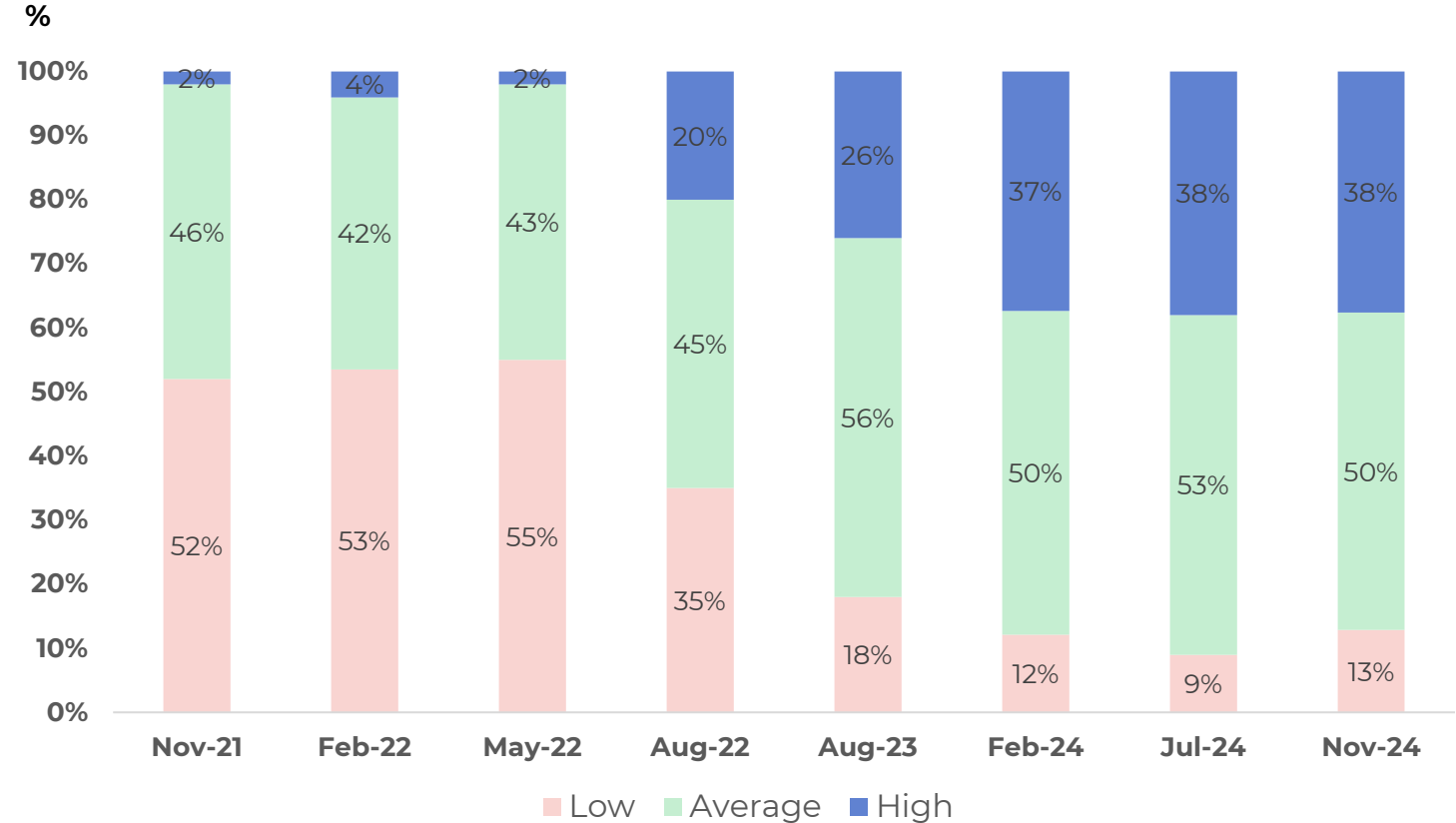


Q15: Do you think your current new SP Sprayer inventory levels are...; n=55 (n=69 removed due to not applicable)



Current new implement inventory levels are...

Inventory remains unchanged for new implements.

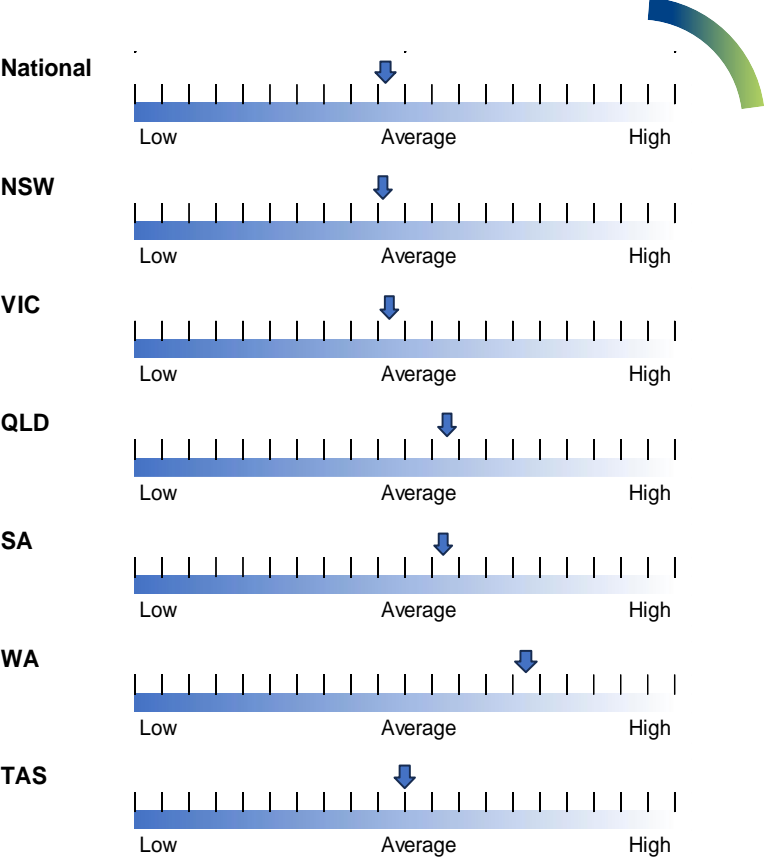
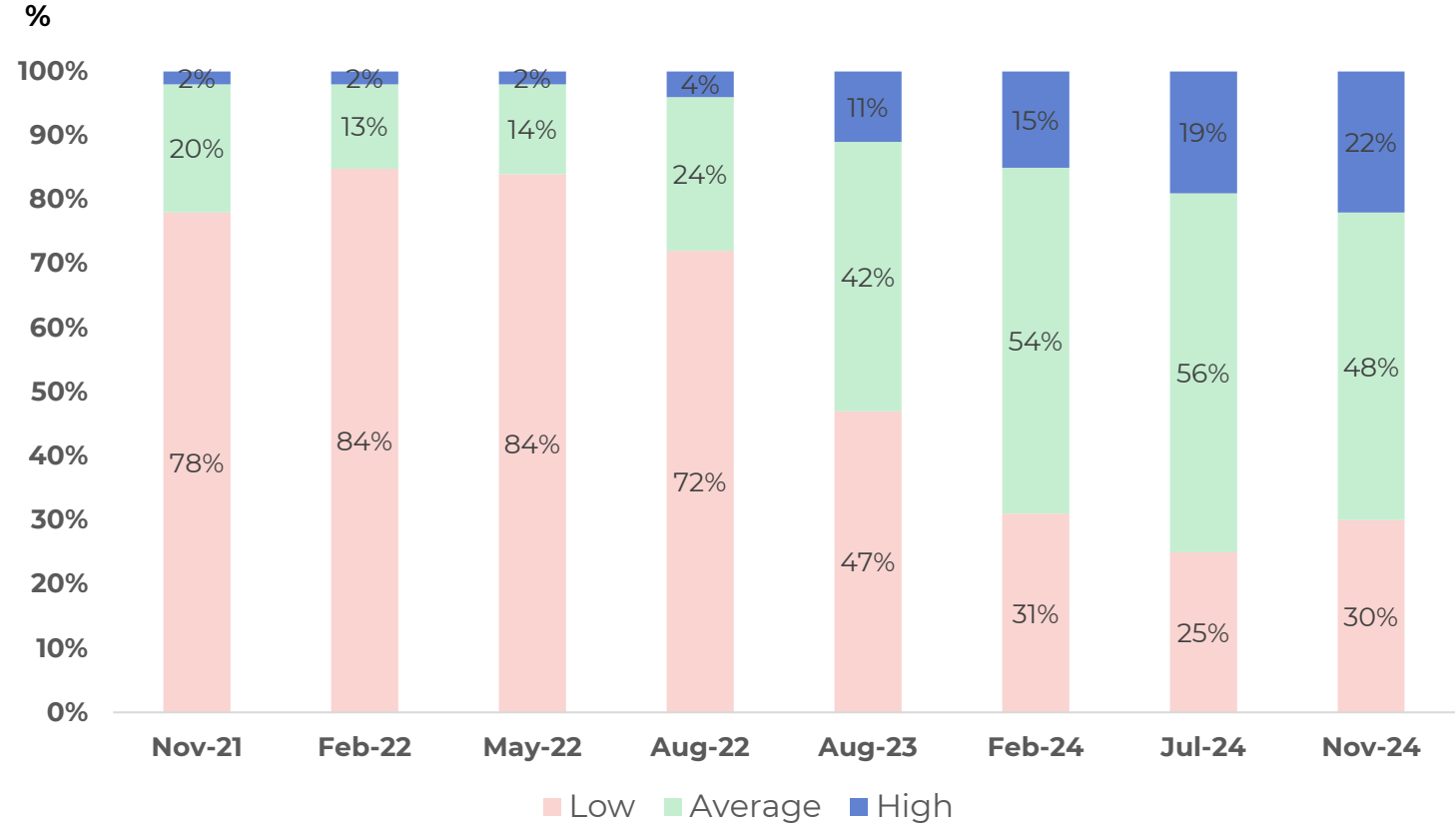


Q16: Do you think your current new Implement inventory levels are...; n=120 (n=4 was removed due to not applicable)



Current used tractor inventory levels are...

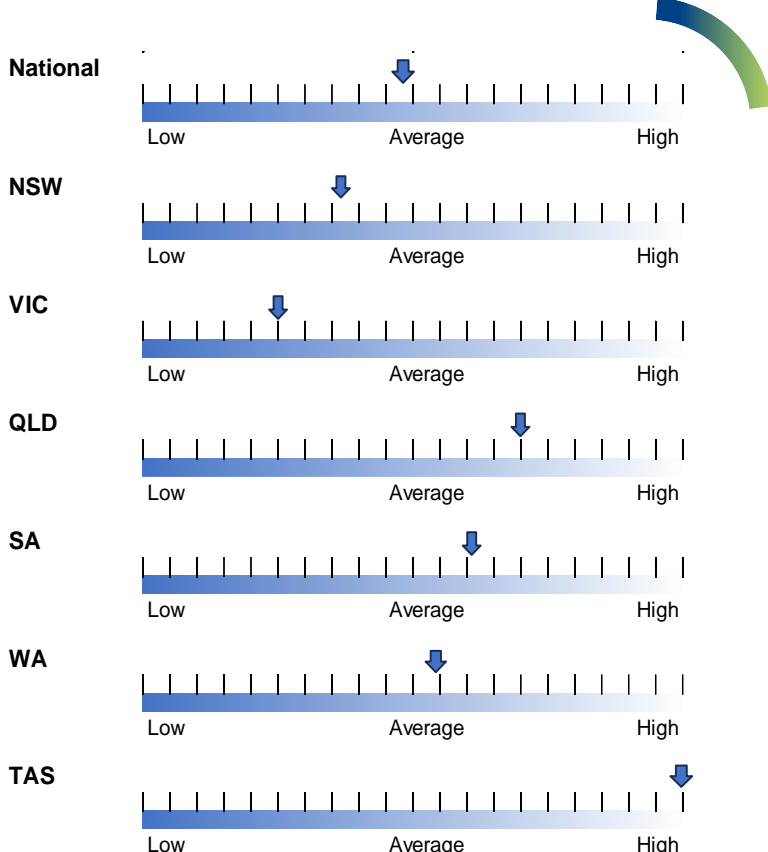
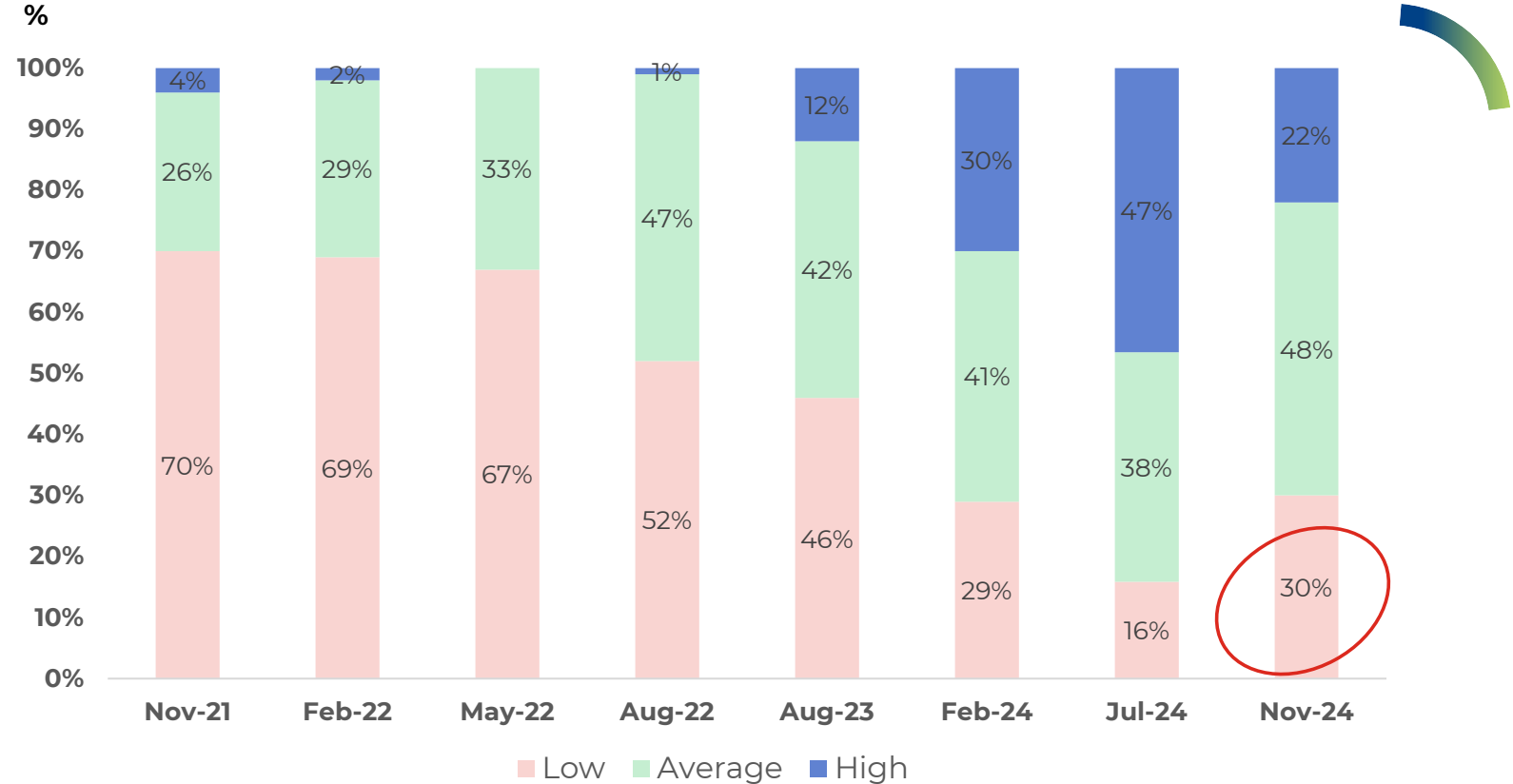
Used tractor inventory increasing



Q17: Do you think your current Used Tractor inventory levels are...; n=121 (n=3 removed due to not applicable)

Current used combine harvester inventory levels are...

Used combine harvester inventory decreasing

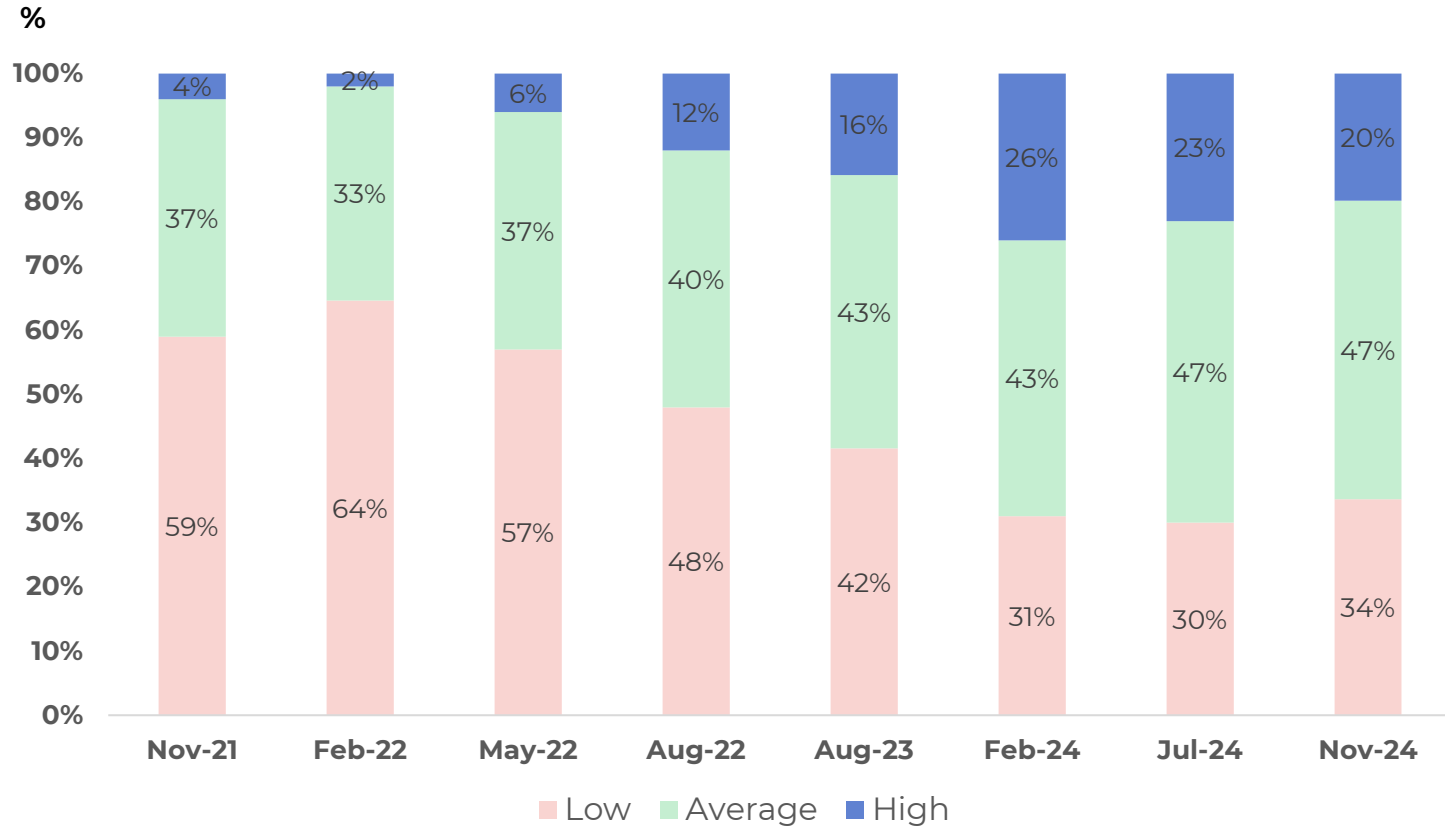


Q18: Do you think your current used combine harvester inventory levels are...; n=54 (n=70 was removed due to not applicable)



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

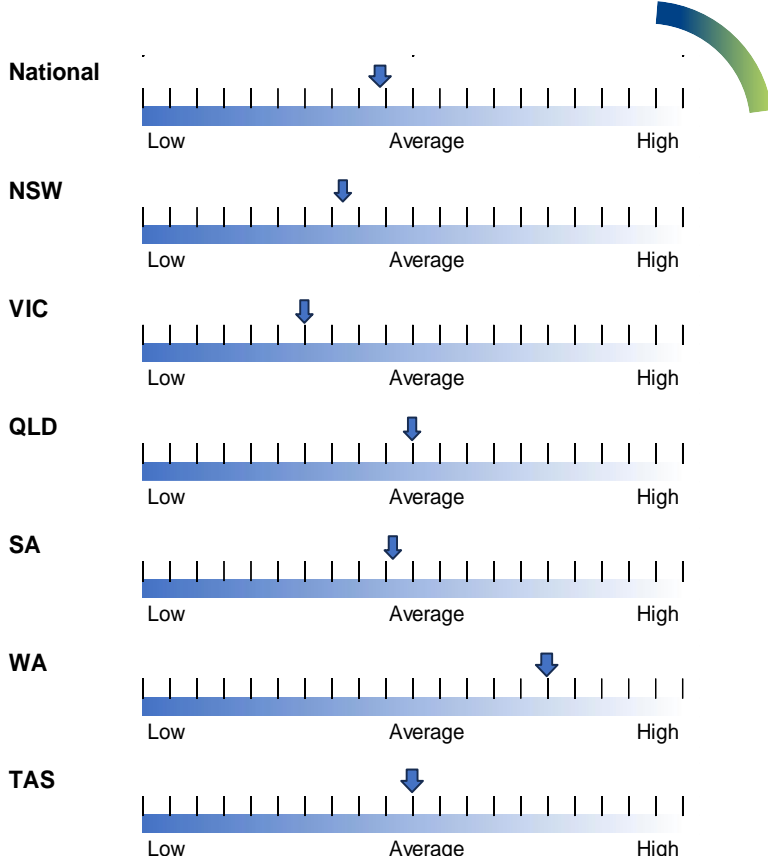
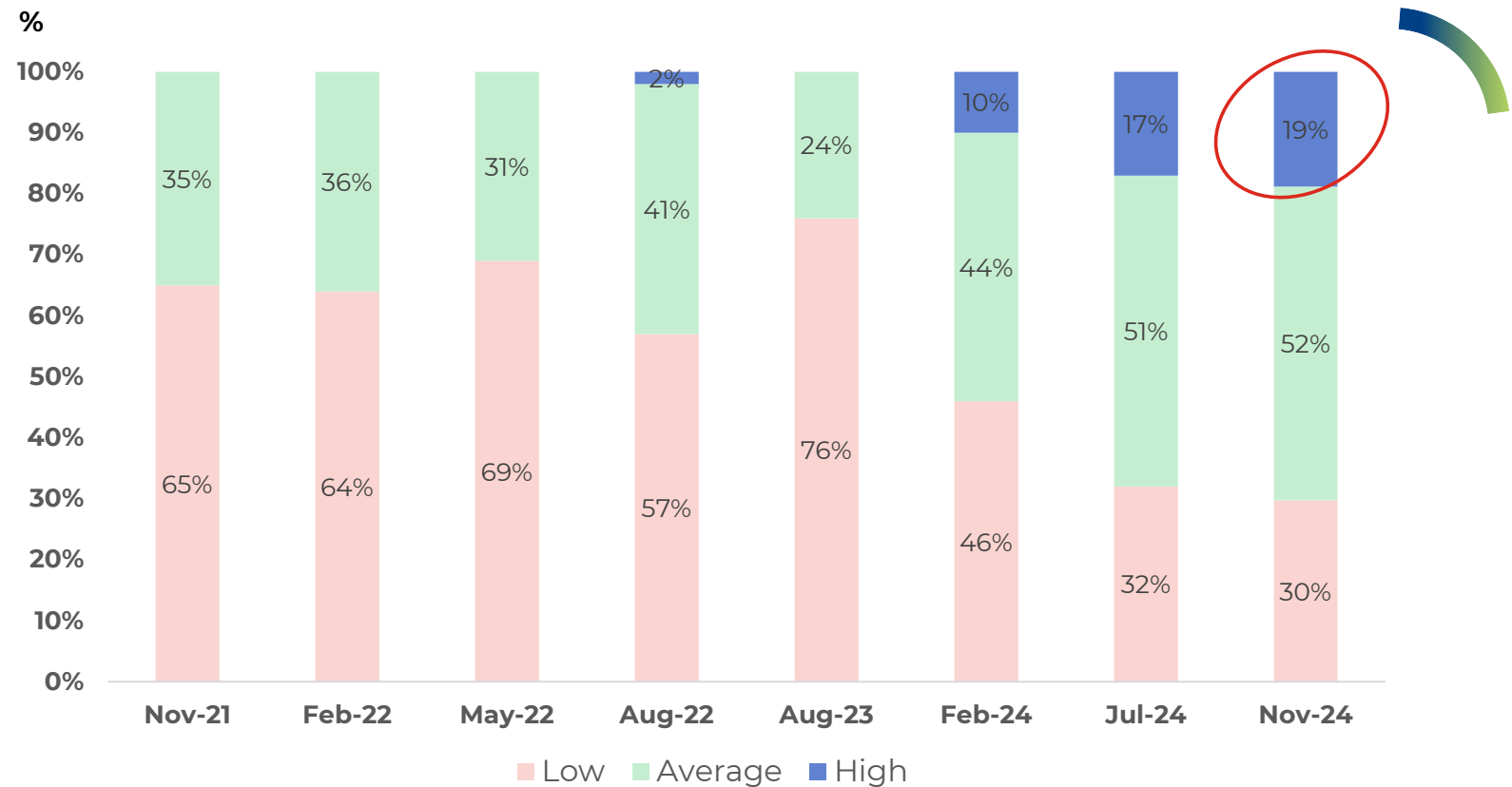
Inventory levels remain unchanged



Q19: Do you think your current used baler and hay tools inventory levels are...; n=92 (n=32 removed due to not applicable)

Current used SP sprayer inventory levels are...

Inventory levels are increasing

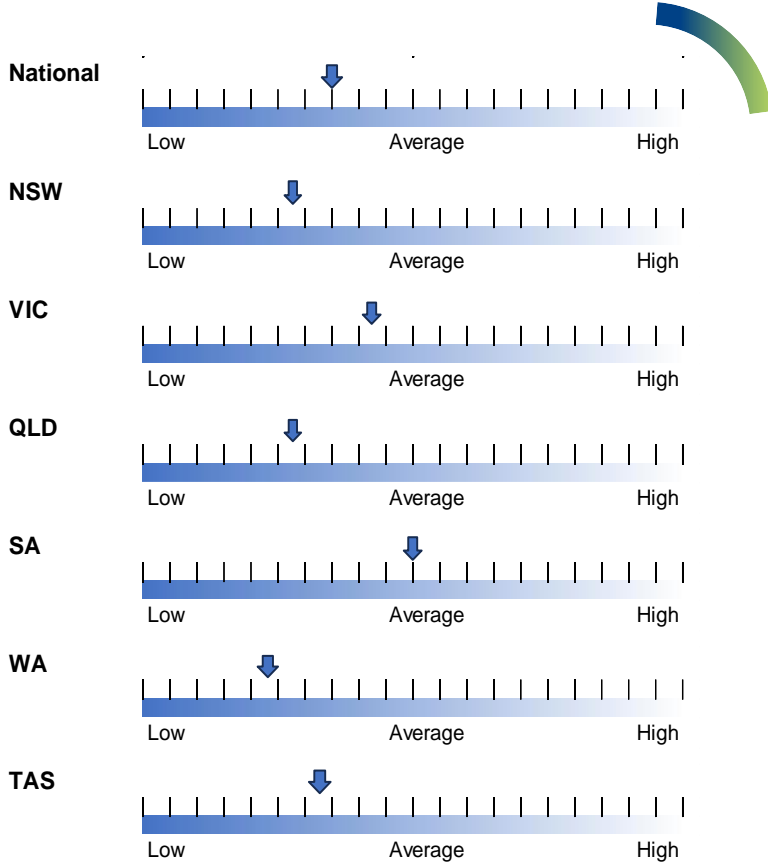
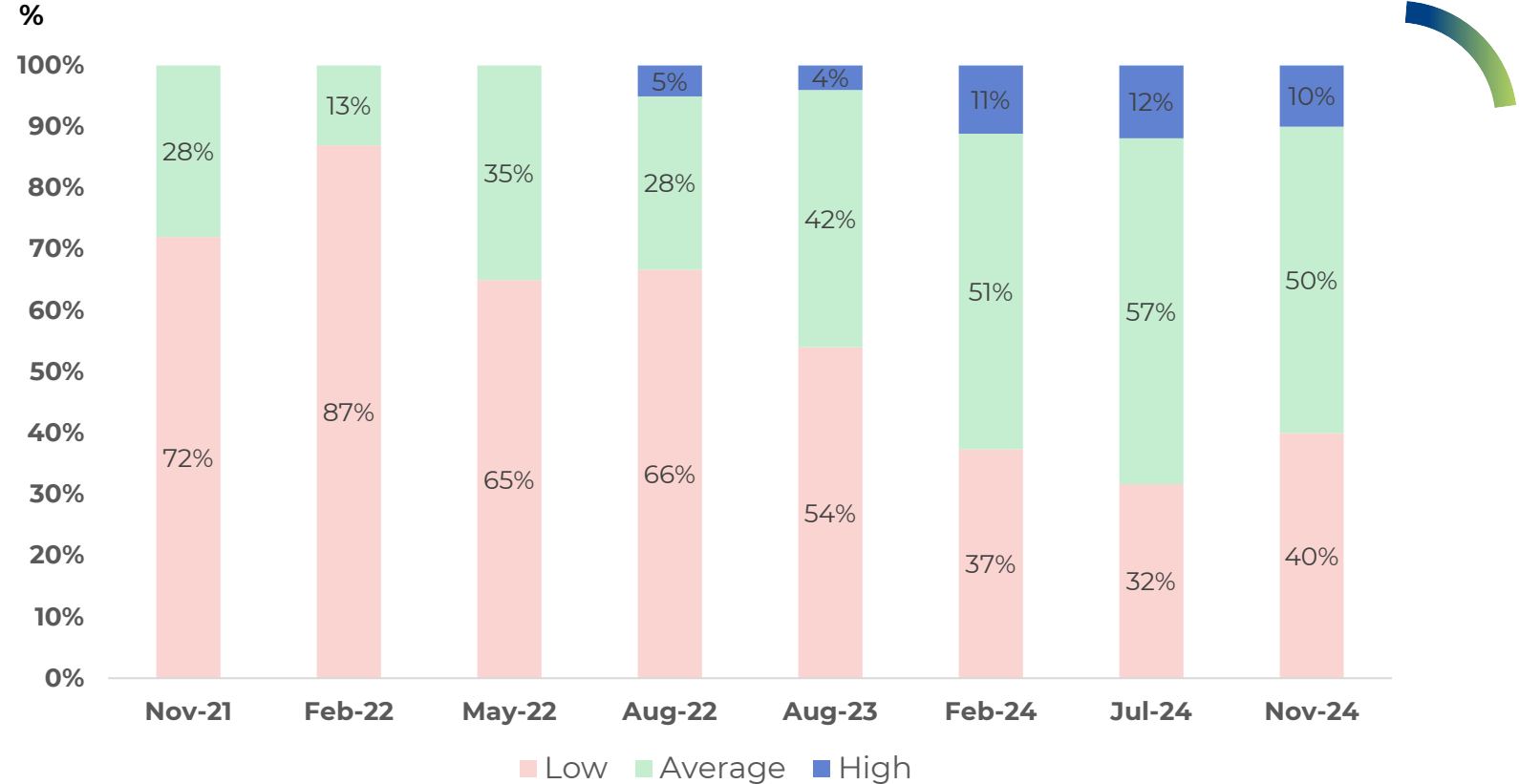


Q20: Do you think your current used SP sprayer inventory levels are...; n=54 (n=70 removed due to not applicable)



Current used implement inventory levels are...

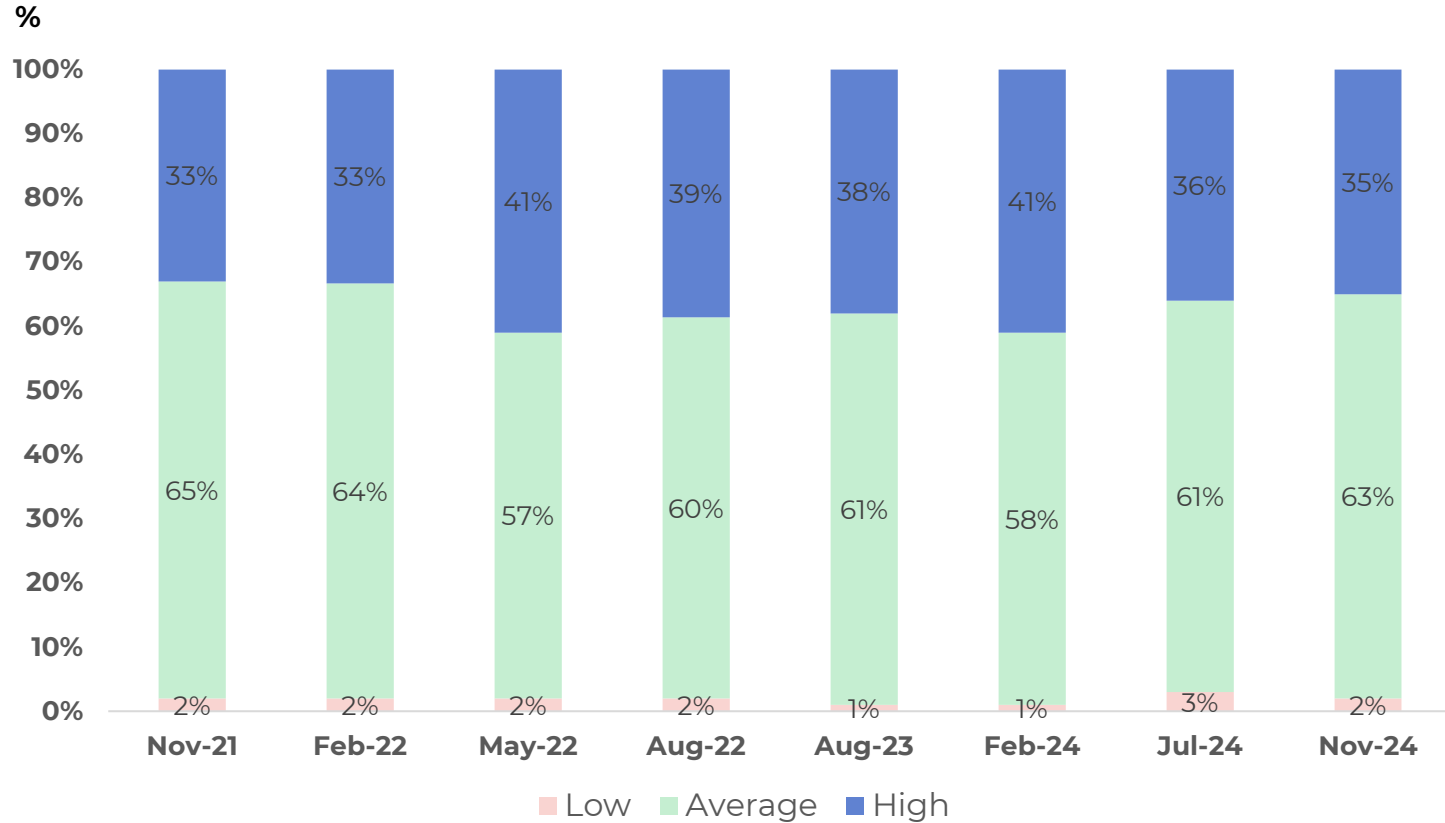
Implement inventory levels are steady



Q21: Do you think your current used implement inventory levels are...; n=111 (n=13 removed due to not applicable)

Parts inventory level is...

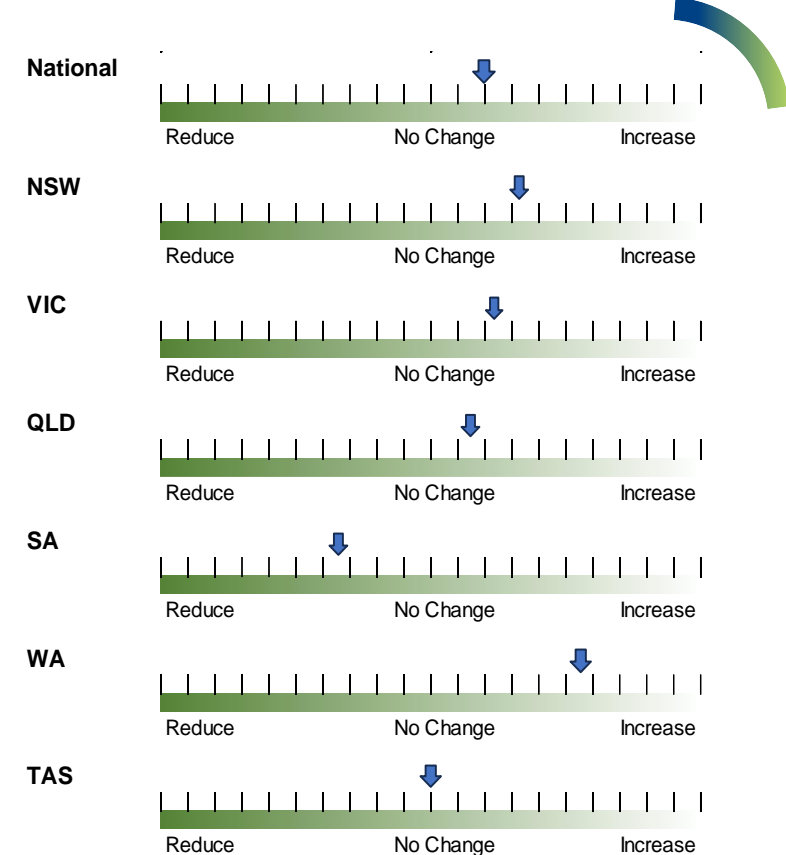
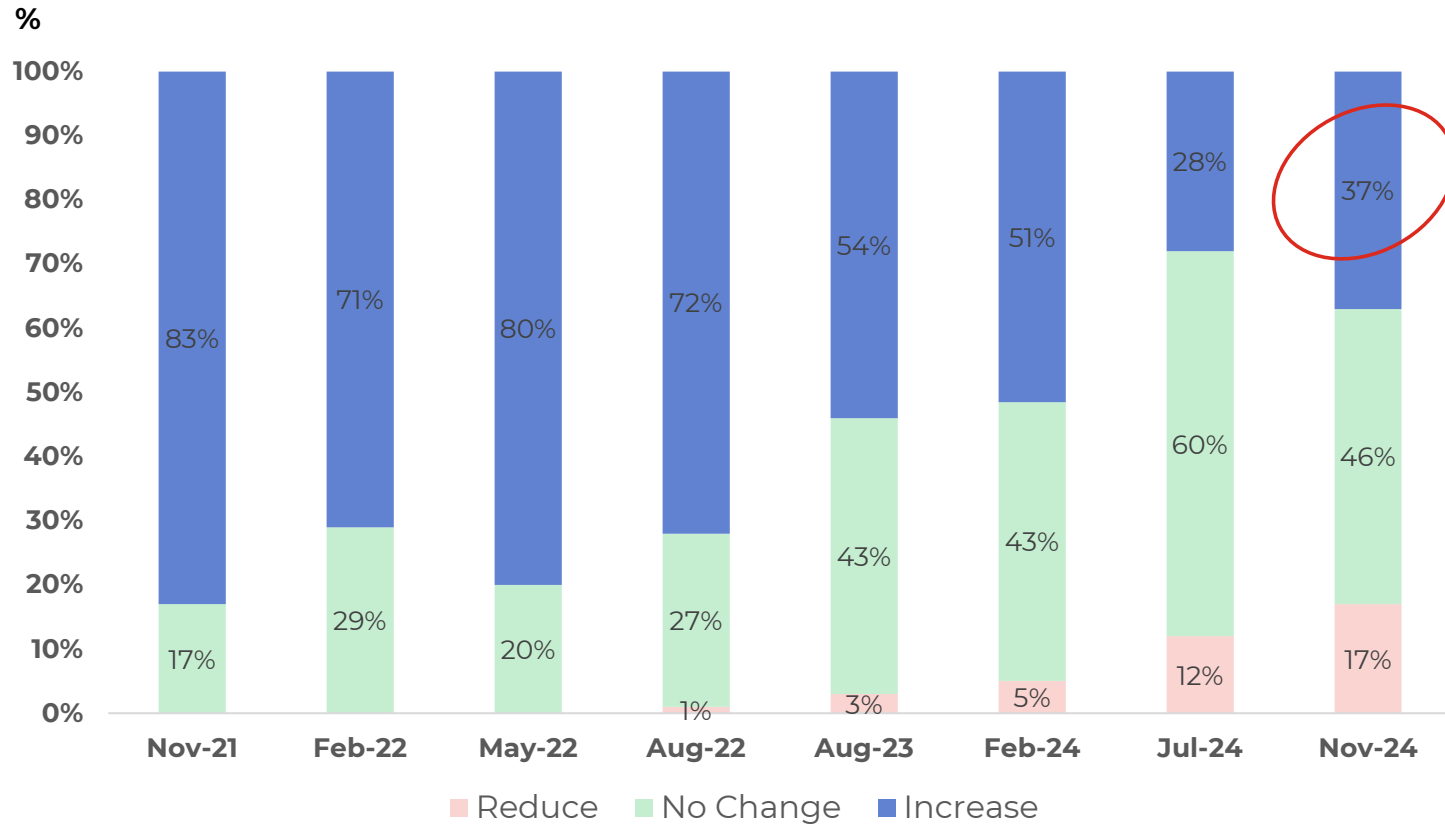
Little change in parts inventory



Q22: Do you consider your parts inventory to be...; n=124

Workforce plan

Workforce expansion remains likely in all states except for SA that is looking to reduce



Q23: What are your plans regarding your workforce?; n=124