Female Business Operators Experiences and Perceptions of CSG Development

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Aim: To understand the ways in which women who operate businesses experience and respond to contextual changes due to CSG development in the region.

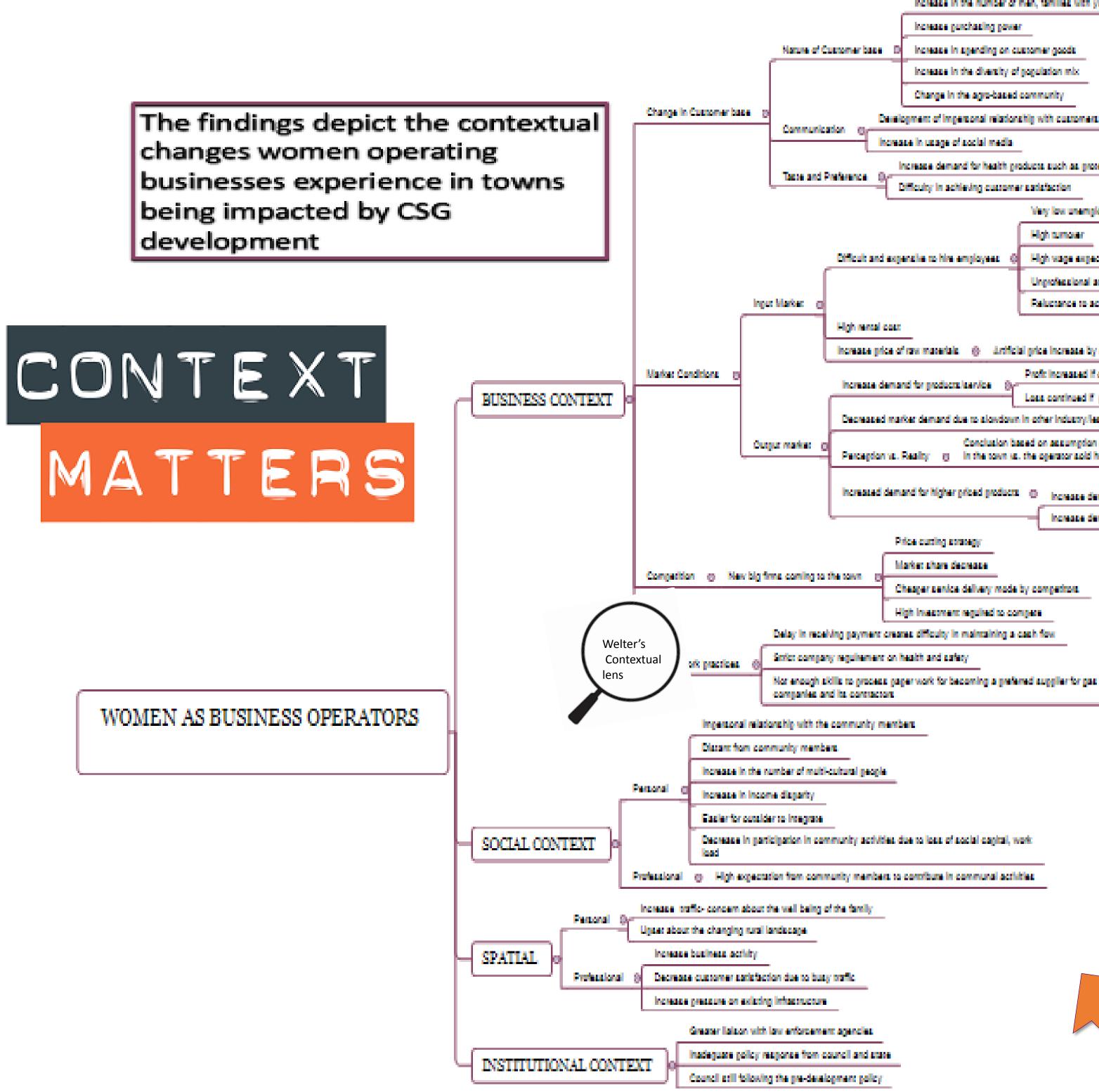
Methodology: Semi-structured in-depth interviews with women who are actively engaged (spending more than 20 hrs/week) in operating a business.

Sample Size: 31 women.

Towns: Chinchilla & Miles.

Key Findings: Primary influences –

- 'gender role' lacksquare
- 'business type' \bullet
- 'community attachment'. \bullet



sease in the number of men, families with young kids renease in shending on customer good rorease in the diversity of gogulation mit Change in the agro-based community Consigners of impersonal relationship with outcomers. rcrease demand for health products such as protein shake, paleo diet Difficulty in achieving customer satisfaction Pary low unemployment rate High sumours High wage expectation Unprofessional actitude of backpackers Reluctance to accept women in 'operators' role - Artificial price increase by suppliers Profit increased if casered to the newly arrived nonulation Conclusion based on assumption (e.g., local shoe shop closed because of more men Perception vs. Reality – g – in the rown vs. the operator sold her business due to gersonal discumstances Increase demand for male oriented loxury products (e.g., branded watch). increase demand for consumable herns (e.g., 50 relevision sets) Cheaner senice delivery mode by competitors Ask me for the handout detailing these factors!

Welter's contextual lens