



CRISIS MODE

- February to mid-April 2020

Situation:

- Closures of non-essential services
- Social and physical isolation
- Dramatic impacts to way of life, purchasing behaviours
- 1m+ job losses
- Business closures and shut down
- Jobs, projects and events suspended or cancelled
- ASX falls ~27%
- Interest rates cut to 0.25%
- Govt announces massive support program – ~\$300b over 6 months
- Dramatic falls in consumer and business confidence