

Small Business Market Overview



AUS Small Businesses

- **There are over 2 million small businesses in Australia, defined as:**
 - A Business that has an Australian Business Number (ABN)
 - Active GST role with turnover less than \$2million per annum
 - Employ less than 20 people
- **Some top businesses providing value in terms of \$\$ are:-**
 - Agriculture, forestry and fishing
 - Rental, hiring and real estate sector
 - Construction
 - Professional, scientific and technical services
(eg doctors, lawyers, dentists, veterinarians, accountants etc.)
- **Use of IT:**
 - Women business operators are more connected than men for broadband, social media and online tools

Their needs

Why do small businesses need mobile and fast broadband?

- They trend towards cloud computing, cloud accounting, real-time payments, remote workforce and video content.
- Millennials run a huge number of small businesses. They demand constant connectedness and like operating online-only businesses.
- Build their businesses on Facebook and Instagram.