Quick Link Summary

Just over half (54%) of Australia’s business owners expect that the economy will begin to improve over the next 6 to 18 months. *(See Page 9)*

Twice as many business owners report revenue losses over the last year as report revenue gains. *(See Page 11)*

Twice as many business owners expect business revenue gains in the next 12 months as reported business revenue gains in the last 12 months. *(See Page 14)*

While two thirds of business owners surveyed in September 2008 were quite or very confident about their business prospects at that time, less than half of business owners surveyed are confident about their present business prospects in July 2009. *(See Page 17)*

Many business owners are confident that their business prospects will be somewhat better in 2010 than they are in 2009. *(See Page 20)*

Fuel prices, price margins and profitability, and cash flow are likely to put the most pressure on business owners in the coming year. *(See Page 23)*

Business owners’ considerable dissatisfaction in 2008 with the Federal Government’s support of and contribution to their business has lessened in 2009. *(See Page 25)*

Business owners’ dissatisfaction with their State Government’s support of business remains high in July 2009, but has fallen since September 2008. *(See Page 28)*

Business owners are by far most likely to source tax and compliance information or advice from their Accountants. *(See Page 31)*

Almost half of the business owners surveyed do not ask or source information that will help them to improve their business. *(See Page 33)*

Improved supplier relationships and pricing will most help Australian business owners to work smarter in the coming year. *(See Page 35)*

Additional Business Tax Deductions would make the biggest difference to supporting business owners in the coming year. *(See page 37)*

Many business owners are missing an opportunity to track business cash flow in a systematic way. *(See Page 39)*

A third of all business owners surveyed offer 30 days payment terms, while close to two thirds offer 15 days or less, reflecting the high proportion of sole trader businesses in Australia. *(See Page 41)*

Currently, most business owners appear to be paid in good time, and in times within or close to their normal payment terms. *(See Page 42)*
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About the study

The MYOB Business Monitor is a nationwide survey representing the voice of 1,000 Australian business owners.

Findings are based on a statistically representative sample of business owners, whose businesses employ between 0 and 199 people.

The MYOB Business Monitor is designed to research key areas of business confidence and performance. It is also designed to voice the opinions of Australia’s business owners on various issues, such as broader economic issues.

This report presents the summary findings from the MYOB Business Monitor comprising a national sample of 1,000 Australian business owners (and directors), conducted online in June 2009.

This research report was prepared by The Financial Research Company and fieldwork was completed by Colmar Brunton (a Millward Brown Company) for:

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The key indicators presented in this report include:

Business Issues:

- Expectations for future economic improvement
- Business revenue compared with 12 months ago
- Expectations of business revenue in 12 months time
- Current confidence in present business prospects
- Projected confidence in business prospects in 12 months time
- The main pressures on businesses over the next 12 months
- Sources of information or advice on tax and compliance issues
- Sources of information about improving business performance
- Improvements to help businesses work smarter in the next 12 months
- Changes that would make the biggest difference to business in the coming year
- Tracking business cash flow, normal payment terms, usual payment receipt times

Government Issues:

- Present satisfaction with Federal Government’s and State Government’s support of business
Reporting by Industry and State

The findings of this research are reported by industry type:

(Industries have been grouped as follows for the purposes of providing meaningful results based upon sample segments of reasonable size, and with a lower margin of error. See Appendix 4 for industry description.)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Manufacturing</td>
<td>90</td>
</tr>
<tr>
<td>Construction &amp; Trades / Transport &amp; Storage</td>
<td>200</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>102</td>
</tr>
<tr>
<td>Property, Business &amp; Professional Services</td>
<td>251</td>
</tr>
<tr>
<td>Retail, Wholesale &amp; Hospitality</td>
<td>263</td>
</tr>
<tr>
<td>Other Industries (not included above, but included in total results)</td>
<td>53</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

The findings of this research are also reported by state for some questions, and the sample size in each State is as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>334</td>
</tr>
<tr>
<td>VIC</td>
<td>268</td>
</tr>
<tr>
<td>QLD</td>
<td>184</td>
</tr>
<tr>
<td>SA</td>
<td>82</td>
</tr>
<tr>
<td>WA</td>
<td>94</td>
</tr>
<tr>
<td>Other States and Territories*</td>
<td>38*</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

**Note:** * Sample sizes for TAS, NT and ACT are too small for reliable statistics at a State level, but the results for TAS, NT and ACT have been included in the total figures.
Business owner expectations for economic improvement in Australia

Just over half (54%) of Australia’s business owners expect that the economy will begin to improve over the next 6 to 18 months.

45% expect economic recovery in next 12 months
While just over half (54%) of the business owners surveyed expect Australia’s economy to improve within 6-18 months time, 45% expect the economy to improve within 12 months. (See Figure 1)

Much more optimism than expressed in last survey
This compares with 61% of business owners surveyed in March 2009 indicating that they expected the Australian economy to perform worse than now over the next 12 months.

Owners of small businesses slightly more optimistic than other business owners
49% of small business owners believe that the economy will improve in the next 12 months, compared with 47% of medium business owners, 45% of sole traders and 44% of micro business owners. (See Figure 1.1)

WA business owners most optimistic, VIC business owners most pessimistic about economy
This resurgence of business confidence is most pronounced in Western Australia, where 50% of business owners believe that the Australian economy will improve within 12 months, whereas only 35% of business owners share this same opinion in Victoria. (See Figure 1.2)

Business owners in Retail and Hospitality industries not so optimistic about economy
Business owners in the Retail, Wholesale & Hospitality industries are slightly more pessimistic than other industries, with 40% of business owners in these industries expecting the economy to improve within 12 months time. (See Figure 1.3)

Base: Business owners and directors (n = 1,000)
Q. When do you believe that Australia’s economy will start to improve from its present position?

Figure 1: Time expectations for future economic improvement in Australia (% of n = 1,000)
Figure 1.1 Expectation of economic improvement in the next 12 months: by Number of Employees (% of n=1,000)

- ALL: 45%
- SOLE (0): 45%
- MICRO (1-4): 44%
- SMALL (5-19): 49%
- MEDIUM (20-199): 47%

Figure 1.2 Expectation of economic improvement in the next 12 months: by State (% of n = 1,000)

- AUS: 45%
- NSW: 45%
- VIC: 35%
- QLD: 45%
- SA: 40%
- WA: 50%

Figure 1.3 Expectation of economic improvement in the next 12 months: by Industry (% of n = 1,000)

- Agriculture & Manufacturing: 47%
- Construction, Trades, Transport, Storage: 43%
- Finance & Insurance: 49%
- Property, Business & Professional Services: 48%
- Retail, Wholesale & Hospitality: 40%
Business revenue compared with a year ago

Twice as many business owners report revenue losses over the last year as report revenue gains.

Only 19% of business owners report revenue gains over the last 12 months
While 35% of business owners surveyed indicate that their business revenue has not changed in the last year, 39% report a decline in business revenue and only 19% report an increase in business revenue since that time. (See Figure 2)

Revenue increases and decreases of between 10%-29% reported
The 19% of business owners reporting a revenue increase in the last 12 months most commonly describe a revenue increase of 10%-29%. The 39% of business owners reporting a revenue decrease in the last 12 months also most commonly indicate a decrease of the same percentage, 10%-29%. (See Figure 2.1 and Figure 2.2)

Slightly more micro and medium business owners report business revenue gains
Slightly more small and medium business owners report business revenue losses
23% of micro business owners and medium business owners report business revenue gains over the last year compared with 17% of sole traders and 19% of small business owners reporting revenue gains in that time.
41% of small and medium business owners report business revenue losses over the last 12 months, compared with revenue losses reported by 38% of sole traders and by 40% of micro business owners. (See Figure 2.3)

NSW business owners report most revenue losses
44% of New South Wales business owners surveyed report a revenue loss compared with 35% of West Australian business owners. Between 37% and 40% of business owners in the other States report revenue losses over the last year. (See Figure 2.4)

Retail revenues down more than other industries
48% of Retail business owners surveyed report business revenue losses over the last year, compared with 44% of business owners in the Construction & Trades, Transport & Storage, and Hospitality industries. The business owners reporting the most revenue gains (22%) and the least revenue losses (32%) are in Property, Business and Professional Services. (See Figure 2.5)

Base: Business owners and directors (n = 1,000)
Q. At the present time, is your business revenue (or gross turnover or sales) up or down on a year ago, or about the same? Please indicate how much your business revenue (or gross turnover or sales) is up or down on a year ago? (Please type in the percentage in the box below)
Figure 2: Revenue increases vs. decreases last 12 months, as reported by total sample (% of n=1000)

Figure 2.1: Revenue increase percentages in last 12 months, as reported by 19% of the total sample (% of n = 189)

- 0-9%: 16%
- 10-19%: 29%
- 20-29%: 28%
- 30-49%: 10%
- 50-59%: 8%
- 60% or more: 9%

Figure 2.2: Revenue decrease percentages in last 12 months, as reported by 39% of the total sample (% of n = 391)

- 0-9%: 7%
- 10-19%: 24%
- 20-29%: 23%
- 30-49%: 21%
- 50-59%: 14%
- 60% or more: 11%
Figure 2.3 Revenue increases and decreases: by Number of Employees (% of n=1,000)

- **SOLE (0)**: Increases 17%, Decreases 38%
- **MICRO (1-4)**: Increases 23%, Decreases 40%
- **SMALL (5-19)**: Increases 19%, Decreases 41%
- **MEDIUM (20-199)**: Increases 23%, Decreases 41%

Increases vs. Decreases

Figure 2.4 Revenue decrease percentages reported over last 12 months: by State (% of n = 1,000)

- **AUS**: 39%
- **NSW**: 44%
- **VIC**: 40%
- **QLD**: 37%
- **SA**: 37%
- **WA**: 35%

Figure 2.5 Revenue decrease percentages reported over last 12 months: by Industry (% of n = 1,000)

- **Agriculture & Manufacturing**: 40%
- **Construction, Trades, Transport, Storage**: 44%
- **Finance & Insurance**: 33%
- **Property, Business & Professional Services**: 32%
- **Retail, Wholesale & Hospitality**: 44%
Expectations of business revenue growth over next 12 months

Twice as many business owners surveyed expect business revenue gains in the next 12 months as reported business revenue gains in the last 12 months.

36% of business owners surveyed expect revenue gains over next 12 months
While only 19% of business owners surveyed report revenue gains in the last 12 months, 36% expect to increase their business revenue over the next 12 months, 36% believe that it will remain the same, and 15% believe that their business revenue will decline in the next 12 months. So, while 45% of business owners expect the economy to improve in the next 12 months (see earlier), not all of them expect this to translate into revenue gains for their business. (See Figure 3)

Many more business owners expected revenue gains in September 2008 MYOB Small Business Survey
The 36% of business owners who predict a revenue increase over the next year compare with the 53% of those who predicted a revenue increase over the next year in the September 2008 MYOB Small Business Survey. (See Figure 3.1)

Business owners in Queensland most revenue-optimistic about next 12 months
Queensland business owners are the most optimistic (43%) and Victorian business owners (33%) are the least optimistic about a revenue increase in the next 12 months. (See Figure 3.1)

Considerable pessimism in Construction, Trades, Transport & Storage industries
Finance & Insurance (47% now compared with 56% in September 2008) and Property, Business & Professional Services (46% now compared with 61% in September 2008) remain the most revenue-optimistic industries, while only 28% of business owners in Construction & Trades and Transport & Storage (28%) industries are predicting a business revenue increase over the next 12 months. (See Figure 3.2)

Business owners with a website more optimistic of business revenue gains
While there is little or no difference in the optimism of businesses by number of employees, 45% of those business owners with a business website expect to increase their revenue over the next year, compared with only 33% of those business owners who don’t have a business website expecting to increase their revenue in the same period.

Base: Business owners and directors (n = 1,000)
Q. And how do you expect your business revenue (or gross turnover or sales) in 12 months’ time to compare with your business revenue at the present time?
Figure 3: Expectations of business revenue in 12 months’ time (% of n = 1,000)

- Increase: 36%
- Remain the same: 15%
- Decrease: 13%
- Don't know/not sure: 36%

Figure 3.1: Expectations of business revenue in 12 months’ time: by Number of Employees (% of n = 1,000)

- ALL (0-199): Increase 36%, Decrease 15%
- SOLE (0): Increase 37%, Decrease 12%
- MICRO (1-4): Increase 35%, Decrease 17%
- SMALL (5-19): Increase 37%, Decrease 21%
- MEDIUM (20-199): Increase 35%, Decrease 19%
Figure 3.2 Expectations of business revenue increases in 12 months’ time: by State (% of n = 1,000)

<table>
<thead>
<tr>
<th>State</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>37%</td>
<td>45%</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>NSW</td>
<td>35%</td>
<td>41%</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>VIC</td>
<td>33%</td>
<td>46%</td>
<td>46%</td>
<td>55%</td>
</tr>
<tr>
<td>QLD</td>
<td>43%</td>
<td>53%</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>SA</td>
<td>38%</td>
<td>39%</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>WA</td>
<td>36%</td>
<td>42%</td>
<td>43%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Figure 3.3 Expectations of business revenue increases in 12 months’ time: by Industry (% of n = 1,000)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Manufacturing</td>
<td>35%</td>
<td>41%</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>Construction, Trades, Transport, Storage</td>
<td>28%</td>
<td>41%</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>47%</td>
<td>55%</td>
<td>54%</td>
<td>56%</td>
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<tr>
<td>Property, Business &amp; Professional Services</td>
<td>46%</td>
<td>49%</td>
<td>48%</td>
<td>61%</td>
</tr>
<tr>
<td>Retail, Wholesale &amp; Hospitality</td>
<td>33%</td>
<td>43%</td>
<td>47%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Current confidence in present business prospects

While two thirds of business owners surveyed in September 2008 were quite or very confident about their business prospects at that time, less than half of business owners surveyed are confident about their present business prospects in July 2009.

Global financial crisis seems to have impacted confidence of business owners about present prospects
Business owners’ confidence in business prospects at the present time (asked as ‘confidence about business prospects over the next 12 months’ in previous surveys) has, at 47%, fallen since the September 2008 MYOB Small Business Survey, when 68% of business owners were confident about their business prospects in the coming year. (See Figure 4)

Owners of small and medium businesses more confident than others
56% of small business owners and 59% of medium business owners are confident about their immediate business prospects, compared with 45% of micro business owners and 46% of sole traders. (See Figure 4)

NSW business owners less confident than WA business owners
Confidence about their present prospects is lowest amongst business owners in New South Wales (43%), which has fallen from 59% in March 2009, which is double the fall of Queensland or South Australia. (See Figure 4.2) After a fall of 24% between the December 2008 and March 2009 surveys, business owners in Western Australia have maintained their level of confidence in July 2009, the only State to do so.

Business owners in Finance & Insurance industries most confident
Business owners in Agriculture & Manufacturing industries business owners least confident
While business owners in the Finance & Insurance industries are presently most confident about their business prospects (63%), there has been a considerable loss of confidence amongst business owners in the Agriculture & Manufacturing industries (38% now, down from 58% in March 2009). There has also been a loss of confidence amongst business owners in the Retail, Wholesale & Hospitality industries (43% now, down from 57% in March 2009) and the Construction, Trades, Transport & Storage industries (40% now, down from 52% in March 2009). (See Figure 4.3)

Base: Business owners and directors (n = 1,000)
Q. Thinking about the present, how confident or concerned are you about your business prospects now? (Past Question: Thinking about the next 12 months, how confident do you feel about the prospects for your own business?)
Figure 4: Confidence in their prospects at the present time: by Total Sample (% of n = 1,000)

Very confident: 37%
Quite confident: 28%
Neither: 21%
Quite concerned: 4%
Very concerned: 10%

Figure 4.1: Confidence in their prospects at the present time: By Number of Employees (% of n=1,000)

- **ALL (0-199)**: 47%
- **SOLE (0)**: 46%
- **MICRO (1-4)**: 45%
- **SMALL (5-19)**: 56%
- **MEDIUM (20-199)**: 59%

The chart illustrates the distribution of confidence levels among businesses, categorized by the number of employees.
Figure 4.2: Confidence in their business prospects at the present time: by State (% of n = 1,000)

<table>
<thead>
<tr>
<th>State</th>
<th>Quite Confident</th>
<th>Very Confident</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>37%</td>
<td>10%</td>
<td>47%</td>
<td>59%</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>NSW</td>
<td>36%</td>
<td>7%</td>
<td>43%</td>
<td>59%</td>
<td>61%</td>
<td>63%</td>
</tr>
<tr>
<td>VIC</td>
<td>39%</td>
<td>10%</td>
<td>49%</td>
<td>60%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>QLD</td>
<td>32%</td>
<td>19%</td>
<td>51%</td>
<td>59%</td>
<td>56%</td>
<td>70%</td>
</tr>
<tr>
<td>SA</td>
<td>44%</td>
<td>7%</td>
<td>51%</td>
<td>59%</td>
<td>58%</td>
<td>70%</td>
</tr>
<tr>
<td>WA</td>
<td>43%</td>
<td>7%</td>
<td>50%</td>
<td>51%</td>
<td>75%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Figure 4.3: Confidence in business prospects at the present time: by Industry (% of n = 1,000)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Manufacturing</td>
<td>30%</td>
<td>8%</td>
<td>38%</td>
<td>58%</td>
</tr>
<tr>
<td>Construction, Trades, Transport, ...</td>
<td>35%</td>
<td>5%</td>
<td>40%</td>
<td>52%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>46%</td>
<td>17%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>Property, Business &amp; Professional Services</td>
<td>41%</td>
<td>17%</td>
<td>58%</td>
<td>63%</td>
</tr>
<tr>
<td>Retail, Wholesale &amp; Hospitality</td>
<td>35%</td>
<td>8%</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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Projected confidence in business prospects in 12 months’ time

Many business owners are confident that their business prospects will be somewhat better in 2010 than they are in 2009.

Owners of medium businesses very confident about prospects in 2010
While 47% of medium businesses surveyed are confident about their business prospects at the present time, 51% are confident about their business prospects in 12 months’ time. Increases in projected confidence are similar by size/number of employees in the business, and owners of medium businesses are the most confident about their future prospects, with 64% indicating that they are quite or very confident about their business prospects in 2010. (See Figure 5)

Business owners with a business website most confident about next year
A gap in confidence is apparent with business owners who have a business website (59%) and business owners who do not have a business website (47%) being confident about their business prospects in a year’s time.

WA business owners the most confident about 2010-2011 business prospects
While this was a new question in the MYOB Business Monitor, and therefore cannot be compared with past data on likely prospects in a year’s time, it can be compared with how business owners in each State view their business prospects at the present time. By this comparison, business owners in Western Australia are showing the greatest increase in confidence (from 50% to 59%), and business owners in New South Wales remain the least confident (46%). (See Figure 5.2)

Business owners in some industries more confident, but business owners in Construction & Trades industries remain fairly pessimistic about 2010-2011 business prospects
Some industries have business owners that remain at similar levels of confidence about their business prospects in 12 months time to those levels of confidence they presently have now about their business prospects. Business owners in the Retail, Wholesale, Hospitality and Agriculture and Manufacturing industries show the most increase in confidence, while business owners in the Construction & Trades/Transport & Storage industries are no more confident about their prospects in 2010-2011 as they are about their prospects in 2009-2010. (See Figure 5.2)

Base: Business owners and directors (n = 1,000)
Q. Thinking about how your business will be in 12 months time, how confident or concerned are you about your business prospects in 12 months time?
Figure 5: Business owner confidence in how their business prospects will be in 12 months’ time: (% of n = 1,000)

- Very confident: 13%
- Quite confident: 26%
- Neither: 18%
- Quite concerned: 51%
- Very concerned: 4%

Figure 5.1: Business owner confidence in how their business prospects will be in 12 months’ time: By Number of Employees (% of n=1,000)

- ALL (0-199): 51%
- SOLE (0): 49%
- MICRO (1-4): 50%
- SMALL (5-19): 57%
- MEDIUM (20-199): 64%

Quite/Very Confident
Figure 5.2: Confidence in how their business prospects will be in 12 months’ time: by State (% of n = 1,000)

Propects 12 months’ time | Prospects now
--- | ---
AUS | 51% | 47%
NSW | 46% | 43%
VIC | 52% | 49%
QLD | 52% | 51%
SA | 54% | 51%
WA | 59% | 50%

Figure 5.3 Confidence in how their business prospects will be in 12 months’ time: by Industry (% of n = 1,000)

Propects 12m time | Prospects now
--- | ---
Agriculture & Manufacturing | 46% | 38%
Construction, Trades, Transport, Storage | 40% | 40%
Finance & Insurance | 62% | 63%
Property, Business & Professional Services | 61% | 58%
Retail, Wholesale & Hospitality | 48% | 43%

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The main pressures on business owners in Australia over the next 12 months

Fuel prices, price margins and profitability, and cash flow are likely to put the most pressure on business owners in the coming year.

Fuel prices to pressure business owners most, and to pressure businesses in QLD most of all
Fuel prices are expected to put the most pressure on 30% of business owners across Australia in the next 12 months. (See Figure 6) Business owners in Queensland (39%) will feel this pressure the most.

Business owners in regional and rural Australia most expect profit squeeze
Price margins and profitability are likely to put the most pressure (35% quite a lot of pressure or extreme pressure) on business owners in regional and rural Australia, and on business owners in the Agriculture & Manufacturing industries (32% quite a lot of pressure or extreme pressure).

Tighter or poor cash flow expected in South Australia, Agriculture and Manufacturing
Cash flow is likely to be more of a business problem for business owners in South Australia (33%) and in the Agriculture & Manufacturing industries (29%).

Business owners appear well-served by current IT, accounting and website business systems
The least pressure of all on business owners will be felt from Current Business Systems (IT, Accounting, Website) (6%), which indicates that most business owners surveyed are well-served by their current business systems. Business owners are also likely to feel very little pressure from Staff Skills & Training (7%) or from their Number & Cost of Staff (8%), which many obviously believe that they have well under control.

Base: Business owners and directors (n = 1,000)
Q. Whatever level of confidence you have about your business prospects now and in the next 12 months, please rate each of the following on how much pressure they will put on your business in the next 12 months?
(Please select one answer only for each statement)
Figure 6: Pressures on their businesses in the next 12 months (% of n = 1,000)

<table>
<thead>
<tr>
<th>Category</th>
<th>Jul 09 Total Pressure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel Prices</td>
<td>30%</td>
</tr>
<tr>
<td>Price Margins &amp; Profitability</td>
<td>25%</td>
</tr>
<tr>
<td>Cash Flow</td>
<td>24%</td>
</tr>
<tr>
<td>Competitive Activity</td>
<td>21%</td>
</tr>
<tr>
<td>Interest Rates</td>
<td>20%</td>
</tr>
<tr>
<td>Timing of Customer Payments</td>
<td>19%</td>
</tr>
<tr>
<td>Business Sales/Projects: by Volume</td>
<td>18%</td>
</tr>
<tr>
<td>Business Finance, Funding, Overdraft</td>
<td>17%</td>
</tr>
<tr>
<td>Business Sales/Projects: by Value</td>
<td>16%</td>
</tr>
<tr>
<td>Industry/Category Performance</td>
<td>16%</td>
</tr>
<tr>
<td>Other (Than Staff) Business Costs</td>
<td>14%</td>
</tr>
<tr>
<td>Marketing &amp; Customer Relationships</td>
<td>13%</td>
</tr>
<tr>
<td>Exchange Rates</td>
<td>12%</td>
</tr>
<tr>
<td>Number &amp; Cost of Staff</td>
<td>8%</td>
</tr>
<tr>
<td>Staff Skills &amp; Training</td>
<td>7%</td>
</tr>
<tr>
<td>Current Business Systems (IT, Accounting, Website)</td>
<td>6%</td>
</tr>
</tbody>
</table>

- **Quite a lot of pressure**
- **Extreme pressure**
Present satisfaction with Federal Government’s support of business in Australia

Business owners’ considerable dissatisfaction in 2008 with the Federal Government’s support of and contribution to their business has lessened in 2009.

Dissatisfaction with the Federal Government’s level of support for Australian businesses has decreased steadily over the last year, from 56% of business owners in September 2008 to 39% of business owners in July 2009. Nevertheless, only 21% of business owners surveyed are satisfied with the Federal Government’s support of business in Australia at this time. (See Figure 7)

Owners of medium businesses are the only business owners presently more satisfied than dissatisfied
Only 19% of owners of businesses with 20-199 employees are now dissatisfied with the Federal Government’s contribution to business, whereas 48% of them are now satisfied with the Federal Government’s support. By comparison, 39% of sole traders are dissatisfied and 21% of sole traders are satisfied; 44% of micro business owners are dissatisfied and 18% are satisfied; and 38% of small business owners are dissatisfied and 20% are satisfied with the Federal Government’s support of business in Australia. (See Figure 7.1)

Queensland business owners replace South Australian business owners as most dissatisfied
While South Australian business owners were the least satisfied with the Federal Government’s support for them in the last four surveys conducted, Queensland business owners (43%) are now the most dissatisfied, but only by a small margin over business owners in Western Australia, New South Wales and South Australia. (See Figure 7.2)

Business owners in the Finance and Insurance industries are the most satisfied with Federal Government’s support
Business owners in the Finance & Insurance industries are the most satisfied (29%) with the Federal Government’s support for their businesses (which could be influenced by the Federal Government’s measures to support financial institutions in Australia).

Business owners in the Property, Business and Professional Services industries are less dissatisfied than before
The industries with business owners that have become less dissatisfied with the Federal Government’s support of and contribution to business are Property, Business & Professional Services (from 56% dissatisfaction in September 2008 to 39% dissatisfaction in July 2009). (See Figure 7.3)

Base: Business owners and directors (n = 1,000)
Q. How satisfied are you with the Federal Government’s level of support for businesses like yours at this time?
(Previously: Q. How would you rate the Federal Government’s current performance in contributing to the development of small business in Australia?)
Figure 7: Satisfaction & dissatisfaction with Federal Government’s support of business in Australia (% of n=1,000)

- Quite/Very Satisfied: 21%
- Neither Satisfied Nor Dissatisfied: 39%
- Quite/Very Dissatisfied: 37%
- Don’t know: 3%

Figure 7.1: Satisfaction & dissatisfaction with Federal Government’s support of business in Australia: by Business Size/Number of Employees (% of n=1,000)

- ALL (0-199): Satisfied = 21%, Dissatisfied = 39%
- SOLE (0): Satisfied = 21%, Dissatisfied = 39%
- MICRO (1-4): Satisfied = 23%, Dissatisfied = 44%
- SMALL (5-19): Satisfied = 20%, Dissatisfied = 38%
- MEDIUM (20-199): Satisfied = 48%, Dissatisfied = 22%
Figure 7.2: Satisfaction & dissatisfaction with Federal Government’s support of business: by State (% of n = 1,000)

<table>
<thead>
<tr>
<th></th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>21%</td>
<td>39%</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>NSW</td>
<td>20%</td>
<td>40%</td>
<td>47%</td>
<td>52%</td>
</tr>
<tr>
<td>VIC</td>
<td>23%</td>
<td>36%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>QLD</td>
<td>22%</td>
<td>43%</td>
<td>44%</td>
<td>58%</td>
</tr>
<tr>
<td>SA</td>
<td>24%</td>
<td>40%</td>
<td>52%</td>
<td>64%</td>
</tr>
<tr>
<td>WA</td>
<td>21%</td>
<td>42%</td>
<td>45%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Figure 7.3: Satisfaction & dissatisfaction with the Federal Government’s support of business: by Industry (% of n = 1,000)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Manufacturing</td>
<td>16%</td>
<td>44%</td>
<td>54%</td>
<td>59%</td>
</tr>
<tr>
<td>Construction, Trades, Transport, Storage</td>
<td>21%</td>
<td>39%</td>
<td>48%</td>
<td>53%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>29%</td>
<td>38%</td>
<td>53%</td>
<td>48%</td>
</tr>
<tr>
<td>Property, Business &amp; Professional Services</td>
<td>23%</td>
<td>39%</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Retail, Wholesale &amp; Hospitality</td>
<td>16%</td>
<td>45%</td>
<td>51%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Present dissatisfaction with their State Government’s support of business

Business owners’ dissatisfaction with their State Government’s support of business remains high in July 2009, but has fallen since September 2008.

Business owner dissatisfaction with State Government still greater than dissatisfaction with Federal Government’s efforts
Business owner dissatisfaction with their State Government’s support for businesses like theirs has decreased steadily over the last year, from 61% in September 2008 to 46% in July 2009. Yet while 21% of business owners are now satisfied with the Federal Government’s support of business, only 14% of business owners are now satisfied with their State Government’s support of business. (See Figure 8)

Owners of medium businesses are the only business owners presently more satisfied than dissatisfied
Currently only 29% of owners of businesses with 20-199 employees are dissatisfied with their State Government’s contribution to business, whereas 33% are satisfied with their State Government’s support. By comparison, 45% of sole traders are dissatisfied and only 12% of sole traders are satisfied; 51% of micro business owners are dissatisfied and only 12% are satisfied; and 49% of small business owners are dissatisfied and only 17% are satisfied with their State Government’s support of business in Australia. (See Figure 8.1)

Business owners in NSW move from extreme to high dissatisfaction with their State Government
Business owners in New South Wales remain the most dissatisfied with their State Government’s support for business, but their dissatisfaction has fallen from 76% in September 2008 and December 2008 to a still high level of 52% in the July 2009. (See Figure 8.2)

Real Estate Professionals dissatisfied, Accountants satisfied with State Government
Business owners in the Property, Business & Professional Services industries now have the lowest level of dissatisfaction (44%) with their State Government, although within that group 58% of Property and Real Estate Professionals are dissatisfied with their State Government, compared with only 23% of Accountants who are dissatisfied with their State Government. (See Figure 8.3)

Very few owners of Agriculture or Manufacturing businesses are presently satisfied
Business owners in the Agriculture & Manufacturing industries continue to be the least satisfied (56% level of dissatisfaction) with their State Government, and only 7% of business owners in these industries are satisfied with the support they receive from their State Government. (See Figure 8.3)

Base: Business owners and directors (n = 1,000)
Q. How satisfied are you with your State Government’s level of support for businesses like yours at this time?
(Previously: Q. How would you rate your State Government’s current performance in contributing to the development of small business in Australia?)
Figure 8: Satisfaction with their State Government’s support for business (% of n = 1,000)

- Quite/Very Satisfied: 14%
- Neither Satisfied Nor Dissatisfied: 46%
- Quite/Very Dissatisfied: 36%
- Don't know: 4%

Figure 8.1: Satisfaction & dissatisfaction with their State Government’s support of business in Australia: by Business Size/Number of Employees (% of n=1,000)

- ALL (0-199): Satisfied 14%, Dissatisfied 46%
- SOLE (0): Satisfied 12%, Dissatisfied 45%
- MICRO (1-4): Satisfied 12%, Dissatisfied 51%
- SMALL (5-19): Satisfied 17%, Dissatisfied 49%
- MEDIUM (20-199): Satisfied 33%, Dissatisfied 29%
Figure 8.2 Satisfaction & dissatisfaction with State Government’s support for business: by State (% of n = 1,000)

<table>
<thead>
<tr>
<th>State</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>14%</td>
<td>46%</td>
<td>54%</td>
<td>59%</td>
</tr>
<tr>
<td>NSW</td>
<td>11%</td>
<td>52%</td>
<td>69%</td>
<td>76%</td>
</tr>
<tr>
<td>VIC</td>
<td>16%</td>
<td>40%</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>QLD</td>
<td>16%</td>
<td>47%</td>
<td>49%</td>
<td>50%</td>
</tr>
<tr>
<td>SA</td>
<td>13%</td>
<td>48%</td>
<td>65%</td>
<td>58%</td>
</tr>
<tr>
<td>WA</td>
<td>16%</td>
<td>45%</td>
<td>37%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Figure 8.3 Satisfaction & dissatisfaction with the State Government’s support for business: by Industry (% of n = 1,000)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jul 09</th>
<th>Mar 09</th>
<th>Dec 08</th>
<th>Sep 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Manufacturing</td>
<td>7%</td>
<td>56%</td>
<td>67%</td>
<td>65%</td>
</tr>
<tr>
<td>Construction, Trades, Transport, Storage</td>
<td>17%</td>
<td>46%</td>
<td>50%</td>
<td>57%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>17%</td>
<td>47%</td>
<td>56%</td>
<td>61%</td>
</tr>
<tr>
<td>Property, Business &amp; Professional Services</td>
<td>13%</td>
<td>44%</td>
<td>54%</td>
<td>57%</td>
</tr>
<tr>
<td>Retail, Wholesale &amp; Hospitality</td>
<td>12%</td>
<td>51%</td>
<td>54%</td>
<td>64%</td>
</tr>
</tbody>
</table>

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Sources of information or advice on tax and compliance issues

Business owners are by far most likely to source tax and compliance information or advice from their Accountants.

ATO contacted for tax and compliance information far less than accountants are
Three quarters (76%) of business owners surveyed ask their accountant for information and advice on tax or compliance issues, while the Australian Tax Office (ATO) is a source of this kind of information for only 34% of business owners surveyed. (See Figure 9)

Medium business owners less likely to go to their accountant for tax and compliance advice
59% of medium business owners go to their accountant for tax and compliance information or advice, compared with between 73% - 83% of owners of sole, micro and small businesses who do so.

Regionally, South Australian and rural business owners most use Accountants for tax and compliance information or advice
By State and Region, Accountants are most likely to be a source of tax and compliance information or advice for business owners in South Australia (85%) and in regional and rural Australia (83%).

Agriculture and Manufacturing business owners most Accountant-dependent for tax issues
By Industry, business owners in the Agriculture & Manufacturing industries are more likely to source tax and compliance information or advice from their accountant (88%), closely followed by business owners in the Construction, Trades, Transport & Storage industries (84%). Only 68% of Retail business owners, on the other hand, seek this information or advice from their Accountant.

Base: Business owners & directors (n = 1,000)
Q. Who do you ask for information or advice on tax or compliance issues?

Figure 9: Sources of information or advice on Tax and Compliance Issues (% of n = 1,000)
Figure 9.1: Sources of information or advice on Tax and Compliance Issues: by Number of Employees (% of n = 1,000)

- All (0-199): 76%
- Sole (0): 73%
- Micro (1-4): 83%
- Small (5-19): 79%
- Medium (20-199): 59%

Figure 9.2: Sources of information or advice on Tax and Compliance Issues: by State (% of n = 1,000)

- ALL: 76%
- NSW: 76%
- VIC: 75%
- QLD: 72%
- SA: 85%
- WA: 76%
Sources of information about improving business performance

Almost half of the business owners surveyed do not ask or source information that will help them to improve their business.

Accountant is primary source for those who want help to improve business
Amongst the 55% of business owners surveyed who will seek information (some from multiple sources) to help them improve their business, 31% are likely to ask their Accountant for this information, and 16% are likely to seek this information from a business associate. (See Figure 10)

Sole traders have least inclination to seek business improvement information
Only 49% of sole traders surveyed will ever seek any business improvement information from anyone or anywhere, which compares poorly with the 75% of small business owners who will do so, and the 71% of medium business owners who will do so. (See Figure 10.1)

Very few business owners use internet for business improvement information
Very few (10%) of the business owners surveyed find the time, energy or interest to use online resources to find information that might help them improve their business.

Base: Business owners and directors (n = 1,000)
Q. And who do you ask for information about improving business performance?

Figure 10: Sources of information on or help with improving business performance: (% of n = 1,000)
Figure 10.1: Sources of Information on or help with improving business performance: by Number of Employees (% of n = 1,000)

- All (0-199)
  - Don't Ask Anyone/Source: 45%
  - Accountant: 31%
  - ATO: 5%

- Sole (0)
  - Don't Ask Anyone/Source: 51%
  - Accountant: 25%
  - ATO: 5%

- Micro (1-4)
  - Don't Ask Anyone/Source: 43%
  - Accountant: 38%
  - ATO: 4%

- Small (5-19)
  - Don't Ask Anyone/Source: 46%
  - Accountant: 25%
  - ATO: 6%

- Medium (20-199)
  - Don't Ask Anyone/Source: 37%
  - Accountant: 29%
  - ATO: 12%
Improvements to help businesses work smarter in the next 12 months

Improved supplier relationships and pricing will most help Australian business owners to work smarter in the coming year.

Suppliers key to helping business owners work smarter
When asked to choose between six possible improvements that might help them work smarter over the next 12 months, one third of the business owners surveyed (33%) chose Improved Supplier Relationships & Pricing. (See Figure 11)
This business improvement is especially wanted by business owners in Retail, Wholesale & Hospitality industries (45%), and by business owners in Western Australia (40%).

Quarter of business owners feel that better website and ecommerce facilities will help
Only 38% of the business owners surveyed have a business website, yet 23% of all business owners in this survey want improved website and ecommerce facilities to help improve their business in the coming year.

Four other improvements evaluated relatively desirable for a fifth of the business owners surveyed
Improved Business Information Facilities (perhaps influenced by the previous question on sources of business improvement information that was asked of all business owners in the survey) was the next most wanted (22%), alongside Improved Staff Skills & Performance (22%). This is followed by Improved Bookkeeping & Accounting Systems (20%) and Improved Banking & Business Finance Facilities (19%).

Significant differences in how businesses of different sizes could work smarter
While improved supplier relationships and pricing would most help all business owners surveyed (33%) to work smarter, and would most help sole (34%) and micro business owners (34%), small business owners (42%) and medium business owners (55%) say that improved staff skills and performance would most help them work smarter in the coming year. (See Figure 11.1)
Figure 11: Improvements to help businesses work smarter in the coming year (% of n = 1,000)

- Improved Supplier Relationships & Pricing: 33%
- Improved Website & eCommerce Facilities: 23%
- Improved Business Information Facilities: 22%
- Improved Staff Skills & Performance: 22%
- Improved Bookkeeping & Accounting Systems: 20%
- Improved Banking & Business Finance Facilities: 19%

Figure 11.1: Improvements to help businesses work smarter in the coming year: By Number of Employees (% of n = 1,000)

<table>
<thead>
<tr>
<th>Category</th>
<th>Improved Supplier Relationships &amp; Pricing</th>
<th>Improved Website &amp; eCommerce Facilities</th>
<th>Improved Staff Skills &amp; Performance</th>
<th>Improved Business Information Facilities</th>
<th>Improved Bookkeeping &amp; Accounting Systems</th>
<th>Improved Banking &amp; Business Finance Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>All (0-199)</td>
<td>33%</td>
<td>23%</td>
<td>22%</td>
<td>22%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Sole (0)</td>
<td>23%</td>
<td>14%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Micro (1-4)</td>
<td>22%</td>
<td>25%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Small (5-19)</td>
<td>21%</td>
<td>18%</td>
<td>21%</td>
<td>24%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Medium (20-199)</td>
<td>28%</td>
<td>23%</td>
<td>25%</td>
<td>27%</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>All (0-199)</td>
<td>33%</td>
<td>23%</td>
<td>22%</td>
<td>22%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Sole (0)</td>
<td>23%</td>
<td>14%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Micro (1-4)</td>
<td>22%</td>
<td>25%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Small (5-19)</td>
<td>21%</td>
<td>18%</td>
<td>21%</td>
<td>24%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Medium (20-199)</td>
<td>28%</td>
<td>23%</td>
<td>25%</td>
<td>27%</td>
<td>27%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Changes that would make the biggest difference to their business in the coming year

Additional Business Tax Deductions would make the biggest difference to supporting business owners in the coming year.

Three of seven ideas evaluated have much appeal to business owners surveyed
When asked to choose only one of seven possible changes that would make the single biggest difference to their business success in the next 12 months, more business owners indicate that they would prefer additional business tax deductions (27%), ahead of personal tax deductions (21%) and a GST rate reduction (16%). (See Figure 12)

Appeal of ideas that would make big difference varies greatly by size of business owned
Sole traders most want personal tax reductions (25%), just ahead of additional business tax deductions (24%).
Micro business owners would prefer additional business tax deductions (32%) over personal tax reductions or a GST rate reduction (both 18%).
Small business owners would most welcome additional business tax deductions (31%) rather than personal tax reductions (14%).
Medium business owners would most welcome a GST rate reduction (22%), just ahead of additional business tax deductions (21%). (See Figure 12.1)

Business owners in the Finance and Insurance industries keenest on additional business tax deductions
Small business owners surveyed in the Finance & Insurance industries indicated that Additional Business Tax Deductions (35%) would make the biggest difference to their business in the coming year, while business owners in Construction & Trades industries favoured Personal Tax Reductions (29%).

Base: Business owners and directors (n = 1,000)
Q. In your opinion, which ONE of the following would make the single biggest difference to supporting your business in the next 12 months?
Figure 12: The biggest single difference to supporting their business in the next 12 months (% of n = 1,000)

- Additional Business Tax Deductions: 27%
- Personal Tax Reductions: 21%
- GST Rate Reduction: 16%
- Government Infrastructure Investment: 6%
- Business Start Ups - Tax Breaks or Funding: 4%
- 9-Day Working Fortnight: 3%
- Increased Research & Development Funding: 3%

Figure 12.1: The biggest single difference to supporting their business in the next 12 months: by Number of Employees (% of n = 1,000)

- All (0-199):
  - Additional Business Tax Deductions: 21%
  - Personal Tax Reductions: 6%
  - GST Rate Reduction: 3%
  - Government Infrastructure Investment: 16%
  - Business Start Ups - Tax Breaks or Funding: 4%
  - 9-Day Working Fortnight: 3%
  - Increased Research & Development Funding: 3%

- Sole (0):
  - Additional Business Tax Deductions: 24%
  - Personal Tax Reductions: 5%
  - GST Rate Reduction: 3%
  - Government Infrastructure Investment: 18%
  - Business Start Ups - Tax Breaks or Funding: 2%
  - 9-Day Working Fortnight: 2%

- Micro (1-4):
  - Additional Business Tax Deductions: 32%
  - Personal Tax Reductions: 7%
  - GST Rate Reduction: 2%
  - Government Infrastructure Investment: 18%
  - Business Start Ups - Tax Breaks or Funding: 8%
  - 9-Day Working Fortnight: 7%

- Small (5-19):
  - Additional Business Tax Deductions: 31%
  - Personal Tax Reductions: 14%
  - GST Rate Reduction: 3%
  - Government Infrastructure Investment: 13%
  - Business Start Ups - Tax Breaks or Funding: 8%
  - 9-Day Working Fortnight: 9%

- Medium (20-199):
  - Additional Business Tax Deductions: 22%
  - Personal Tax Reductions: 21%
  - GST Rate Reduction: 7%
  - Government Infrastructure Investment: 13%
  - Business Start Ups - Tax Breaks or Funding: 9%
  - 9-Day Working Fortnight: 13%
Tracking business cash flow

Many business owners are missing an opportunity to track business cash flow in a systematic way.

Many business owners look at bank statements not business books to manage cash flow
Some business owners are not tracking their cash flow effectively and this impacts their capacity to make business decisions based upon a proper cash flow analysis. More business owners (32%) say that they only refer to their bank statement rather than use their computerised accounting system (26%) to track their cash flow (as distinct from ‘doing their books’). (See Figure 13)

Sole traders and micro business owners are most likely to rely on bank statements
Sole traders (35%) and micro business owners (34%) are the most likely to refer to their bank statements for cash flow tracking.

Small business owners far more likely to use computerised accounting to track cash flow
Small business owners are by far the most likely (33%) to use a computerised accounting system to track their business cash flow, as are 37% of regional and rural business owners compared with 25% of metro/suburban business owners. Business owners in the Finance & Insurance (37%) and Property, Business & Professional Services (31%) industries are also more likely to use a computerised accounting system.

Medium business owners would rather their accountants track their cash flow
32% of medium business owners engage their accountant to monitor and advise on their business cash flow, while 22% of medium business owners will use a computerised accounting system to do so.

Few business owners confess poor cash flow management
Only 16% of the business owners surveyed admit that they don’t track cash flow as well as they should, and very few (7%) say that their accountant monitors the cash flow of their business for them.
Figure 13: Business owners’ main method of tracking their cash flow (% of n = 1,000)

- Refer to bank statement: 32%
- Use computerised accounting system: 26%
- Don't track cash flows so well: 16%
- Rely on monthly P & L statement: 13%
- Accountant monitors for me: 7%
- Contract bookkeeper monitors: 2%
- Other single mentions: 4%

Figure 13.1: Business owners’ main method of tracking their cash flow: by Number of Employees (% of n = 1,000)

- Sole (0): Refer to Bank Statement: 18%, Use Computerised Accounting System: 14%, Rely on Monthly P&L Statement: 11%, Accountant Monitors for Me: 5%
Normal payment terms

A third of all business owners surveyed offer 30 days payment terms, while close to two thirds offer 15 days or less, reflecting the high proportion of sole trader businesses in Australia.

21% of the business owners surveyed (and 38% of all retail business owners surveyed) do not offer credit terms to customers. (See Figure 14)

32% of the business owners surveyed offer 30 days / 1 month credit to customers as their payment terms.

The 30 days term is highest (51%) amongst medium businesses with 20-199 employees and amongst businesses in South Australia (46%) and regional and rural Australia (46%).

It’s perhaps significant that no less than 60% of business owners surveyed have normal payment/credit terms of 15 days or less, which is a reflection of the fact that 58% of the registered (for GST) businesses in Australia are sole traders.

Base: Business owners & directors (n = 1,000)
Q. What are your normal payment terms? (Please select one only)

Figure 14: Their normal payment terms (% of n = 1,000)
Usual payment receipt times

Currently, most business owners appear to be paid in good time, and in times within or close to their normal payment terms.

73% of business owners surveyed are paid their receivables between 0-30 days, compared with 92% of business owners who have normal payment terms of 30 days or less. (See Figure 15)

As can be seen below, business owners with 30 days / 1 month payment terms are the most likely to be paid slower than businesses with shorter payment terms. (See Figure 15)

By State, business owners in Queensland (80% in 0-30 days) are likely to be paid the fastest, and business owners in South Australia (64% in 0-30 days) are likely to be paid the slowest.

The most likely paid in 0-7 days are businesses in the Retail, Wholesale & Hospitality industry (50%).

The most likely paid in 8-30 days are businesses in the Construction, Trades, Transport & Storage industries (49%).

The most likely paid in 31+ days are businesses in the Agriculture & Manufacturing industries (32%).

Base: Business owners & directors (n = 1,000)
Q. On average, how long is it taking your customers or clients to pay you for your goods or services supplied or the work you have done?
Figure 15: Their usual payment receipt times (% of n = 1,000)

- 0 Days - No Credit: 20%
- 7 days: 14%
- 14/15 days: 19%
- 30 Days / 1 Month: 21%
- 31+ days: 24%
- Don't Know: 2%

Normal Terms:
- 0 Days/none: 21%
- 1-6 days: 22%
- 7-14 days: 17%
- 15-30 days: 32%
- 31-45 days: 5%
- 46-60 days: 3%
- 60+ days: 2%

Figure 15.1: Their usual payment receipt times: by Number of Employees (% of n = 1,000)

- All (0-199):
  - 0 days/none: 20%
  - 1-6 days: 14%
  - 7-14 days: 19%
  - 15-30 days: 20%
  - 31-45 days: 16%
  - 46-60 days: 7%
  - 60+ days: 3%

- Sole (0):
  - 0 days/none: 19%
  - 1-6 days: 14%
  - 7-14 days: 16%
  - 15-30 days: 20%
  - 31-45 days: 11%
  - 46-60 days: 5%
  - 60+ days: 2%

- Micro (1-4):
  - 0 days/none: 23%
  - 1-6 days: 17%
  - 7-14 days: 17%
  - 15-30 days: 20%
  - 31-45 days: 8%
  - 46-60 days: 3%
  - 60+ days: 3%

- Small (5-19):
  - 0 days/none: 24%
  - 1-6 days: 11%
  - 7-14 days: 13%
  - 15-30 days: 20%
  - 31-45 days: 12%
  - 46-60 days: 9%
  - 60+ days: 5%

- Medium (20-199):
  - 0 days/none: 26%
  - 1-6 days: 13%
  - 7-14 days: 15%
  - 15-30 days: 21%
  - 31-45 days: 5%
  - 46-60 days: 7%
  - 60+ days: 5%
Appendix 1 – Perceptions of business prospects and business revenue increases over the next 12 months

Figure 16: Small businesses’ confidence in business prospects and expectations of business revenue increases over the next 12 months
Appendix 2 – Perceptions of Federal Government Performance

Figure 17: Small businesses’ perceptions of the Federal Government’s performance in contributing to the development of and supporting businesses in Australia

Dissatisfied with Federal Government's contribution to & support of business
Appendix 3 – Perceptions of State Government performance

Figure 18: Small businesses’ perceptions of their State Government’s performance in contributing to the development of and supporting small businesses in Australia

- June 2008 (n=1693)
- September 2008 (n=1462)
- December 2008 (n=1385)
- March 2009 (n=1503)
- July 2009 (n=1000)

Dissatisfied with their State Government’s contribution to & support of business
## Appendix 4 – Industry descriptions

<table>
<thead>
<tr>
<th>Industry Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Property, Business and Professional Services</strong></td>
<td>real estate agent, property operator and developer, legal and accounting services, marketing and business management services, scientific research, technical services, computer services, other business services</td>
</tr>
<tr>
<td><strong>Construction &amp; Trades Services</strong></td>
<td>building construction, building structure services, installation trade services, site preparation services, other construction services</td>
</tr>
<tr>
<td><strong>Retail Trade</strong></td>
<td>food retailing, personal and household good retailing, motor vehicle retailing and services</td>
</tr>
<tr>
<td><strong>Agriculture, Forestry and Fishing</strong></td>
<td>grain, sheep, beef, pig, dairy cattle, livestock farming, horticulture and fruit growing, crop growing</td>
</tr>
<tr>
<td><strong>Finance and Insurance</strong></td>
<td>banking, insurance, services to finance and insurance (not including accounting services. See Property, Business, Professional Services)</td>
</tr>
<tr>
<td><strong>Transport and storage</strong></td>
<td>road, rail, water, air and space, other transport, services to transport</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
<td>food, beverage and tobacco manufacturing, textile, clothing, foot wear manufacturing, wood and paper product manufacturing, other manufacturing</td>
</tr>
<tr>
<td><strong>Health and Community Services</strong></td>
<td>hospitals and nursing homes, medical and dental services, other health services, veterinary services, child care, community care services</td>
</tr>
<tr>
<td><strong>Wholesale Trade</strong></td>
<td>basic material wholesaling, machinery and motor vehicle wholesaling, personal and household good wholesaling</td>
</tr>
<tr>
<td><strong>Accommodation, Cafes, Restaurants</strong></td>
<td>accommodation, pubs, taverns, bars, cafes, restaurants</td>
</tr>
<tr>
<td><strong>Personal and other services</strong></td>
<td>personal household goods hiring, other personal services, private household employing staff, religious organisations, interest groups, other public order and safety services</td>
</tr>
<tr>
<td><strong>Cultural and Recreational Services</strong></td>
<td>motion picture, radio and television services, libraries, museums and the Arts, sport and recreation</td>
</tr>
<tr>
<td><strong>Communication Services</strong></td>
<td>postal and courier services, telecommunication services</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>pre-school, school, post-school, other education</td>
</tr>
<tr>
<td><strong>Mining</strong></td>
<td>coal, metal ore, other mining, oil and gas extraction</td>
</tr>
<tr>
<td><strong>Electricity, Gas and Water Supply, Sewerage and Drainage services</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Government Administration and Defence</strong></td>
<td>Government Administration, Justice, Defence</td>
</tr>
</tbody>
</table>
Appendix 5 – Survey Questions

INTRODUCTION

Thank you for agreeing to participate in this research study.

Sometimes we need to speak with people who purchase or use particular things so you may or may not qualify to complete this survey. We’ll need to ask you a few questions to find out if this is the right survey for you. Don’t worry if you don’t qualify for this survey though – we’re sure that there will be another opportunity for you soon. So let’s find out if this is the right survey for you.

Please click on the next button to begin.

SCREENER QUESTIONS

S1. Are you self-employed, an owner of a business OR the key decision maker when it comes to making decisions on the management of the business? (S)

Please select one only

| Self employed | 1. Go to S2 PRE |
| Owner of a business | 2. Go to S2 PRE |
| Key decision maker | 3. Go to S1d |
| None of these | 4. Go to S1b |

S1b. Is any member in the household self-employed, an owner of a business OR the key decision maker when it comes to making decisions on the management of the business? (S)

Please select one only

| Self employed | 1. Go to S1c |
| Owner of a business | 2. Go to S1c |
| Key decision maker | 3. Go to S1c |
| No one in the household is any of these | 4. THANK & CLOSE |

ASK IF CODE 1-3 AT S1b

S1c. You mentioned that while you, yourself are not a business owner or a key decision-maker, someone else in your household is. Is it possible for that person to answer this survey instead? He or she can click on the same link to answer the survey at any time convenient to him/her. (S)

Please select one only

| Yes someone else in the household is a business owner/self-employed and can participate in this survey | 1 - GO TO S1c1 |
| Yes someone else in the household is a decision-maker when it comes to making decisions on the management of the business and can participate in this survey | 2 - GO TO S1c1 |
| No, the member of the household who qualifies cannot participate in this survey | 3- THANK AND CLOSE |

S1c1. Can this person do the survey now?

Please select one only

| Yes, he/she can do the survey now. I will send them the link to the survey later. | 1 |
| | 2 |

ASK IF CODE 3 AT S1 OR CODE 3 AT S1b

S1d. What is your position/role in this business? (S)

Please select one only

| Business Partner | 1 |
| General Manager | 2 |
| Accountant | 3 |
| Bookkeeper/accounting assistant | 4 |
| Office/Admin Manager | 5 |
| Finance Manager | 6 |
| Other (please specify) | 7 |
**S2.** At the end of the current financial year, ending 30th June 2009, what do you estimate your total revenue (ie, sales) will be for this business? (S)

Please select one only

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 to less than $25,000</td>
<td>1 THANK &amp; CLOSE</td>
</tr>
<tr>
<td>$25,000 to less than $40,000</td>
<td>2 THANK &amp; CLOSE</td>
</tr>
<tr>
<td>$40,000 to less than $50,000</td>
<td>3 CONTINUE TO S3</td>
</tr>
<tr>
<td>$50,000 to less than $75,000</td>
<td>4 CONTINUE TO S3</td>
</tr>
<tr>
<td>$75,000 to less than $100,000</td>
<td>5 CONTINUE TO S3</td>
</tr>
<tr>
<td>$100,000 to less than $150,000</td>
<td>6 CONTINUE TO S3</td>
</tr>
<tr>
<td>$150,000 to less than $200,000</td>
<td>7 CONTINUE TO S3</td>
</tr>
<tr>
<td>$200,000 to less than $500,000</td>
<td>8 CONTINUE TO S3</td>
</tr>
<tr>
<td>$500,000 to less than $1,000,000</td>
<td>9 CONTINUE TO S3</td>
</tr>
<tr>
<td>$1,000,000 to less than $2,000,000</td>
<td>10 CONTINUE TO S3</td>
</tr>
<tr>
<td>$2,000,000 to less than $5,000,000</td>
<td>11 CONTINUE TO S3</td>
</tr>
<tr>
<td>$5,000,000 and over</td>
<td>12 CONTINUE TO S3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>13 THANK &amp; CLOSE</td>
</tr>
</tbody>
</table>

**S3.** What industry does this business operate in? (S)

Please read the selections carefully before selecting one only.

- Property, Business and Professional Services e.g. real estate agent, property operator and developer, legal and accounting services, marketing and business management services, scientific research, technical services, computer services, other business services
- Construction & Trades Services e.g. building construction, building structure services, installation trade services, site preparation services, other construction services
- Retail Trade (e.g. food retailing, personal and household good retailing, motor vehicle retailing and services)
- Agriculture, Forestry and Fishing e.g. grain, sheep, beef, pig, dairy cattle other livestock farming, horticulture and fruit growing, crop growing
- Finance and Insurance e.g. banking, insurance, services to finance and insurance (not including accounting services. See Property, Business, Professional Services)
- Transport and storage (e.g. road, rail, water, air and space, other transport, services to transport)
- Manufacturing (e.g. food, beverage and tobacco manufacturing, textile, clothing, foot wear manufacturing, wood and paper product manufacturing, other manufacturing)
- Health and Community Services e.g. hospitals and nursing homes, medical and dental services, other health services, veterinary services, child care, community care services
- Wholesale Trade e.g. basic material wholesaling, machinery and motor vehicle wholesaling, personal and household good wholesaling
- Accommodation, Cafes, Restaurants e.g. accommodation, pubs, taverns, bars, cafes, restaurants
- Personal and other services e.g. personal household goods hiring, other personal services, private household employing staff, religious organisations, interest groups, other public order and safety services
- Cultural and Recreational Services e.g. motion picture, radio and television services, libraries, museums and the Arts, sport and recreation
- Communication Services e.g. postal and courier services, telecommunication services
- Education (e.g. pre-school, school, post-school, other education)
- Mining (e.g. coal, metal ore, other mining, oil and gas extraction)
- Electricity, Gas and Water Supply, Sowerage and Drainage services
### Government Administration and Defence e.g. Government Administration, Justice, Defence

<table>
<thead>
<tr>
<th>Other (please specify)</th>
<th>17</th>
<th>THANK &amp; CLOSE</th>
<th>18</th>
</tr>
</thead>
</table>

**S4a.** Specifically, what type of service does this business provide? (S)

*Please select one only*

- Real estate, property
- Scientific research
- Technical
- Computer
- Legal
- Accounting
- Bookkeeping
- Marketing and business management
- Other (please specify)

---

**S4b.** In your own words, what does this business do? (Q/E)

*Please type in your response in the box below*

---

**S4c.** Are you the only paid person who works in the business?

*Please select one only*

- Yes
- No

---

**S5.** Not including yourself, please indicate approximately how many of the following types of employees work for this business in Australia?

*Please type in your response in the boxes below. If you are a sole trader please put 0 against each type of employee.*

---

**S6.** Please indicate approximately how many additional new employees, of the following types, this business intends to employ over the next 12 months. Your best estimate is fine.

*Please type in your response in each of the boxes below*

<table>
<thead>
<tr>
<th>55 Currently Employ</th>
<th>56 New Employees in the next 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent full-time employees (work 35 hours + per week)</td>
<td></td>
</tr>
<tr>
<td>Permanent part-time employees (work less than 35 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Contractor/consultant/sub-contractor who work on a &quot;contract for service&quot; basis and typically issue you with an invoice for their services</td>
<td></td>
</tr>
<tr>
<td>Casual employees (people employed on an &quot;as and when required&quot; basis for a fixed length of time)</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
PR1. When do you believe Australia’s economy will start to improve from its present position?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the next 3 months</td>
<td>1</td>
</tr>
<tr>
<td>3 – 6 months</td>
<td>2</td>
</tr>
<tr>
<td>6 – 12 months</td>
<td>3</td>
</tr>
<tr>
<td>12 – 18 months</td>
<td>4</td>
</tr>
<tr>
<td>18 – 24 months</td>
<td>5</td>
</tr>
<tr>
<td>In more than 2 years</td>
<td>6</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>7</td>
</tr>
</tbody>
</table>

PR2. How satisfied are you with the Federal Government’s level of support for small businesses like yours at this time? Would you say that you are...

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very dissatisfied</td>
<td>1</td>
</tr>
<tr>
<td>Quite dissatisfied</td>
<td>2</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>3</td>
</tr>
<tr>
<td>Quite satisfied</td>
<td>4</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>5</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>11</td>
</tr>
</tbody>
</table>

PR3. How satisfied are you with your State Government’s level of support for small businesses like yours at this time? Would you say that you are...

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very dissatisfied</td>
<td>1</td>
</tr>
<tr>
<td>Quite dissatisfied</td>
<td>2</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>3</td>
</tr>
<tr>
<td>Quite satisfied</td>
<td>4</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>5</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>11</td>
</tr>
</tbody>
</table>

PR4a. At the present time, is your business revenue (or gross turnover or sales) up or down on a year ago, or about the same?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Up</td>
<td>1</td>
</tr>
<tr>
<td>Revenue Down</td>
<td>2</td>
</tr>
<tr>
<td>Revenue about the same</td>
<td>3</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>4</td>
</tr>
</tbody>
</table>

PR4b. Please indicate how much your business revenue (or gross turnover or sales) is up or down on a year ago?

Please type in the percentage in the box below. Your best estimate is fine.

%
**PR5.** And how do you expect your business revenue (or gross turnover or sales) in 12 months time to compare with your business revenue at the present time? (S)

*Please select one only*

<table>
<thead>
<tr>
<th>Revenue will be up</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue will be down</td>
<td>2</td>
</tr>
<tr>
<td>Revenue will be about the same</td>
<td>3</td>
</tr>
<tr>
<td>Don't Know</td>
<td>4</td>
</tr>
</tbody>
</table>

**PR6.** How do you track cash flow in your business? (S)

*Please select your main method from the list below*

<table>
<thead>
<tr>
<th>I don't track cash flow as well as I should</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>I refer to my bank statement</td>
<td>2</td>
</tr>
<tr>
<td>I rely on my monthly profit and loss statement</td>
<td>3</td>
</tr>
<tr>
<td>I use my computerized accounting system</td>
<td>4</td>
</tr>
<tr>
<td>My accountant monitors it for me</td>
<td>6</td>
</tr>
<tr>
<td>My contract bookkeeper monitors it for me</td>
<td>7</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9</td>
</tr>
</tbody>
</table>

**PR8.** What are your normal payment terms?

*Please select one only*

<table>
<thead>
<tr>
<th>0 Days – No Credit Provided</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>2</td>
</tr>
<tr>
<td>14/15 days</td>
<td>3</td>
</tr>
<tr>
<td>30 days/one month</td>
<td>4</td>
</tr>
<tr>
<td>45 days</td>
<td>6</td>
</tr>
<tr>
<td>60 days</td>
<td>7</td>
</tr>
<tr>
<td>More than 60 days</td>
<td>8</td>
</tr>
<tr>
<td>Don't Know</td>
<td>9</td>
</tr>
</tbody>
</table>

**PR10.** On average, how long is it currently taking your customers or clients to pay you for your goods or services supplied or the work you have done?

*Please select one only*

<table>
<thead>
<tr>
<th>0 Days – No Credit Provided</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 days</td>
<td>2</td>
</tr>
<tr>
<td>7 to 14 days</td>
<td>3</td>
</tr>
<tr>
<td>15 to 30 days</td>
<td>4</td>
</tr>
<tr>
<td>31 to 45 days</td>
<td>6</td>
</tr>
<tr>
<td>46 to 60 days</td>
<td>7</td>
</tr>
<tr>
<td>More than 60 days</td>
<td>8</td>
</tr>
<tr>
<td>Don't Know</td>
<td>9</td>
</tr>
</tbody>
</table>

**PR2R.** Thinking about the present, how confident or concerned are you about your business prospects now?

*Please select one only*

<table>
<thead>
<tr>
<th>Very concerned</th>
<th>Quite concerned</th>
<th>Neither confident nor concerned</th>
<th>Quite confident</th>
<th>Very confident</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td>11</td>
</tr>
</tbody>
</table>
PR29. Thinking about how your business will be in 12 months time, how confident or concerned are you about your business prospects in 12 months time?

*Please select one only*

<table>
<thead>
<tr>
<th>Very concerned</th>
<th>Quite concerned</th>
<th>Neither confident nor concerned</th>
<th>Quite confident</th>
<th>Very confident</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>

PR15 Whatever level of confidence you have about your business prospects now and in the next 12 months, please rate each of the following on how much pressure they will put on your business in the next 12 months? RANDOMISE STATEMENTS. REPEAT HEADER AFTER 5 STATEMENTS

*Please select one only for each statement*

<table>
<thead>
<tr>
<th>RANDOMISE STATEMENTS</th>
<th>Extreme pressure</th>
<th>Quite a lot of pressure</th>
<th>Some pressure</th>
<th>Hardly any pressure</th>
<th>No pressure</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Business Finance/Funding/Overdraft</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>b Interest rates</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>c Exchange rates</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>d Timing of customer payments</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>e Cashflow</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>f Business sales/projects: by value</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>g Business sales/projects: by volume</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>h Marketing and customer relationships</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>i Current business systems: (IT, accounting, website)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>j Number and cost of staff</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>k Staff skills &amp; training</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>l Other (than staff) business costs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>m Price margins &amp; profitability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>n Competitive activity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>o Industry/category performance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>p Fuel prices</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>
PR17. Who do you ask for information or advice on tax and compliance issues? (M) RANDOMISE
Please select all that apply

PR19. Based on the way you do business today, which of any the following would most help you work smarter in your business in the next 12 months? (M)
Please select all that apply

PR20. In your opinion, which ONE of the following would make the single biggest difference to supporting your business in the next 12 months? (S) RANDOMISE.
Please select one only