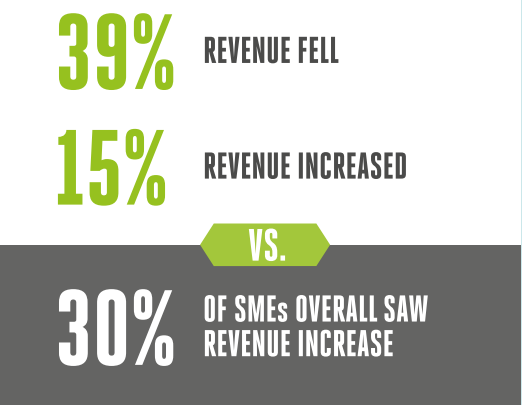


RURAL SECTOR

MYOB BUSINESS MONITOR 2013

THE AGRICULTURE, FISHING AND FORESTRY SECTOR HAS FOUND 2013 CHALLENGING

IN THE LAST 12 MONTHS



However, the sector is about to turn a corner

IN THE NEXT 12 MONTHS



TOP 5 PRESSURES FOR THE RURAL SECTOR IN THE NEXT 12 MONTHS



FUEL PRICES
58%



EXCHANGE RATES
41%



CASHFLOW
35%



INTEREST RATES
31%



FINANCE
25%

DESPITE THE CHALLENGES



70%
SATISFIED
WITH WORK LIFE BALANCE



13%
DISSATISFIED

WHY DID THEY START THEIR RURAL BUSINESS?

27%
LIFESTYLE CHANGE

16%
INVESTMENT OPPORTUNITY

12%
MAKING MONEY FROM HOBBY

