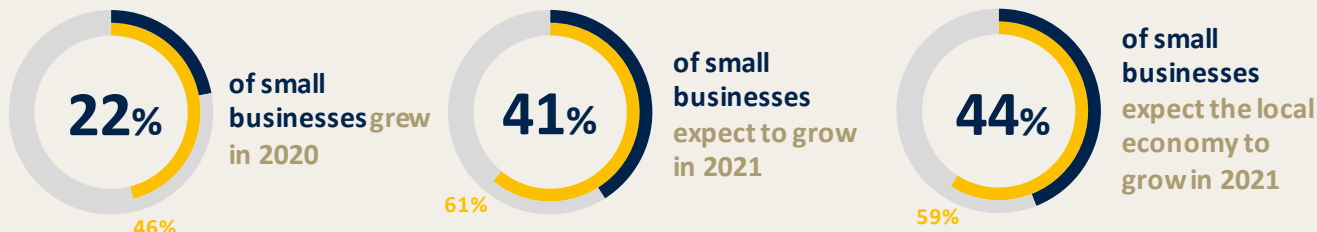


CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2020-21 AUSTRALIA

BUSINESS AND ECONOMIC CONDITIONS

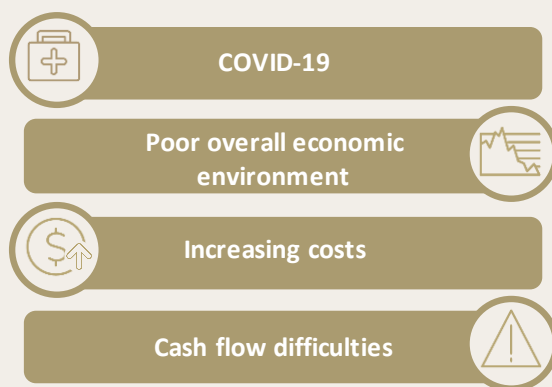
Australia 2020 Survey average



POSITIVE FACTORS IN 2020

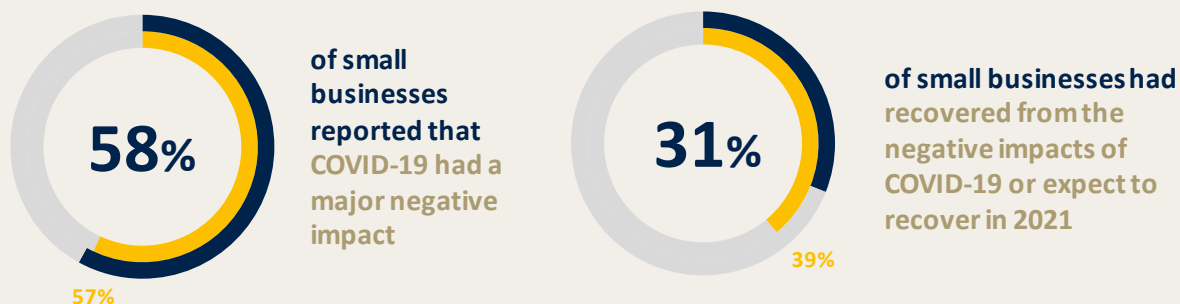


NEGATIVE FACTORS IN 2020

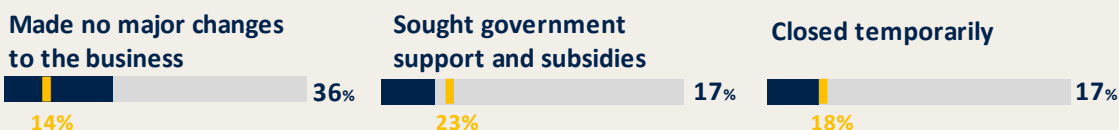


IMPACTS OF COVID-19

Australia 2020 Survey average 2020



TOP-THREE ACTIONS IN RESPONSE TO COVID-19



CPA AUSTRALIA

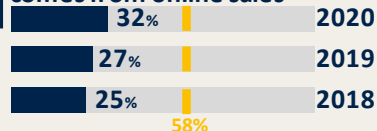
ASIA-PACIFIC SMALL BUSINESS SURVEY 2020-21

AUSTRALIA

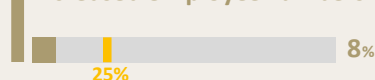
BUSINESS ACTIVITY IN 2020

Survey average

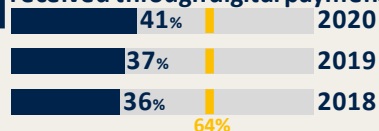
More than 10 per cent of revenue comes from online sales



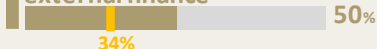
Increased employee numbers



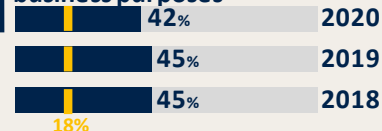
More than 10 per cent of sales is received through digital payment



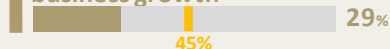
Found it easy / very easy to access external finance



Did not use social media for business purposes



Sought external finance for business growth



PLANNED BUSINESS ACTIVITY IN 2021

EMPLOYEE NUMBERS

13%



of small businesses expect to increase employee numbers

(Survey average: 36%)

DEBT REPAYMENTS

39%



of small businesses expect repayment of debts to be easy or very easy

(Survey average: 32%)

EXTERNAL FINANCE

31%



of small businesses expect accessing external finance to be easy or very easy

(Survey average: 28%)

REVENUE

46%



of small businesses expect revenue to grow

(Survey average: 64%)

OVERSEAS REVENUE

19%



of small businesses expect overseas revenue to grow

(Survey average: 41%)

INNOVATION

7%



of small businesses will introduce a new product / service / process unique to Australia or the world

(Survey average: 23%)

RECOMMENDATIONS FOR SMALL BUSINESSES



Develop your capability to identify and implement the right technologies for your business



Expand your e-commerce presence and use new payment technologies to make it easier for customers to pay online



Invest in learning more about your customers and potential customers