

Business Survey Feb 2020.

The purpose of the research was so I can have a better understanding of the business world out there to better help me provide a better mentoring and possibly training service to my clients in the future, but also by me sharing this report it might give other industries an insight into what people think of their industries or how they can better help their clients.

The survey itself had a range of general questions for different industries, however like with a lot of surveys these days it was disappointing to see only 51 people took the time to answer the survey, the survey was shared between multiple Facebook business groups with more than 10000 members in some of them.

Results

When it came to company structures the majority of the respondents 56% in total were sole traders, and around 33% of respondents were trading with a company structure. Only 11% were set up as a trust, and 2% were acting in a partnership style. However as part of an education aspect, it was noted in a question further in the survey, that people believe a sole trader cannot employ staff.

Only around 2% of the respondents were franchise owners, and the majority were not.

The majority of the respondents who took the time to respond to the survey, were aged between 26-45 years of age, at 51%, and the other 49% were aged 46-65, however none were under 25. Almost 55% of the respondents were female, and 43% were male and around 2% chose not to mention their gender, and really gender has no part in operating a business.

72% of the respondents who reported earning under \$250,000 per year, and around 14% responded their earnings to be around 500.000- 2 million per year. 66% of the respondents reported they they employed 1-2 staff members only, which would suit with the majority earning under \$250,000.

As they majority of respondents were Sole traders there were no real surprises in the basis that around 69% of the respondents worked from a home office, the disappointing part was that 70% did not take advantage of the co-working facilities in place around most shires, therefore possibly missing out on networking opportunities. Although 26% admitted to using a co-working venue on the odd occasions.

It was interesting to see people before starting their business that 59% of the respondents were either a team leader or a Manager prior to commencing their business, the interesting part was that 29% of the respondents held a Bachelor qualification, and around 26% had a Diploma level qualification to assist them with their Business operations. 51% of the respondents Volunteered within the community which I think it is great.

In the next question it was asked what do business owners use their accountants for, 46% mentioned tax only, 30% use their Accountants for tac and business advice, and 14% use their accountants for Tax, Business advice and bookkeeping. 31% of the respondents mentioned they use a Registered Bas agent, therefore approx. 68% do not use a Registered Bas agent.

62% of the respondents do not have a lawyer in which they can call, therefore if something was to go wrong they would have to search for a Lawyer to use. 74% of the respondents don't use a Virtual Assistance, however 17% do. Around 2% did not know what a Virtual Assistant was or what they do.

33% of respondents currently use a Mentor or coach, yet 47% don't, and only 21% have previously, guess the question which was missed in the research, was about why don't the 21% have a ongoing relationship with their Mentor and coach.

90% of the respondents have not or don't use a HR consultant to help them with understanding their employment relations, which can help with their award questions.

92% of the respondents don't use a OH&S consultant to help them to understand their OHS/ WHS requirements. 90% people don't use a Security Risk Consultant, however there was around 4% who did not know what one actually did.

47% of the respondents use a Business Broker for their insurance needs.

When it came to plans, the respondents responded with the following,

41% of the respondents do not have a current Business plan, 68% don't have a documented marketing plan, 62% of the respondents don't have a succession plan and have not thought about leaving their business, 47% of respondents do not have a recruitment plan. 52% don't have a Business continuity Plan in place.

When it came to training, there were some interesting responses.

65% of the respondents don't pay for training for their staff, 30% of the respondents only have a training budget for around \$5000 a year, however with only employing low numbers could be a reasonable figure, 55% of respondents attend Annual conferences each year.

Around 44% of the respondents have confidence in the economy in the business sector in the current environment, interesting that 28% said they have no confidence, and 28% were unsure on whether they have confidence in the economy.

Around 11% thought about selling their business in the next 5 years, 68% weren't thinking of selling their business within the next 5 years, and around 19% were unsure on whether they would sell their business, guess like anything if the right offer came in, they might be tempted to sell.

The survey was completed by a range of industries which included the following

- Financial Services/ Accounting/ Bas Agents
- Virtual Assistants
- Unknown
- Wedding/ Funeral planner
- Media Productions/ Video etc
- Marketing
- IT

- Insurance
- Tourism
- Allied Health
- Training and Education
- Cleaning.
- Machinery sales and equipment
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Summary

It was good to see a range of industries taking part in the survey, to see how they are all thinking, as when it comes to business all industries are similar.

It is good that business owners have some training budgets in place for themselves and their staff as any training can be an investment into their business.

It is good that a majority of the respondents have confidence in the economy at present which might help with the economy to grow, although we need everyone to be spending money to grow the economy.

Think business owners need some education on all the plans and understand the reasons why the plans are important for every business owner, no matter the size of the business, as long as they have something documented to go from.

Think all the service providers mentioned above, have a responsibility to educate the business community on how their industry can better support them, and understand what they actually do.

Many Accountants need to consider other services, other than just Tax, as the ATO is moving more to people being able to do their own tax if it is not too complicated, and therefore Accountants will need to find another way to service their clients and ensure the revenue keeps coming in.