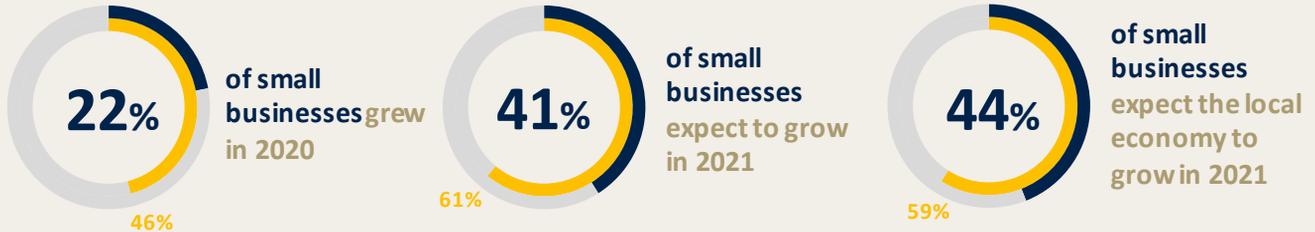


# CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2020-21 AUSTRALIA

## BUSINESS AND ECONOMIC CONDITIONS

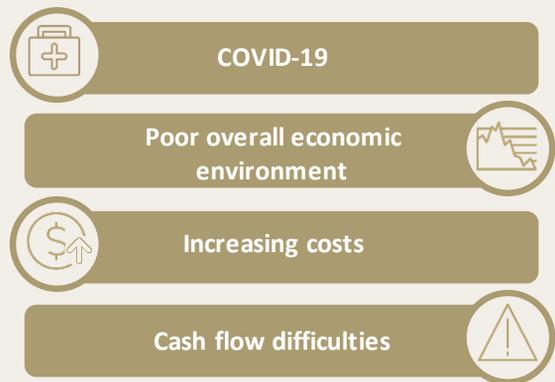
Australia 2020 Survey average



### POSITIVE FACTORS IN 2020

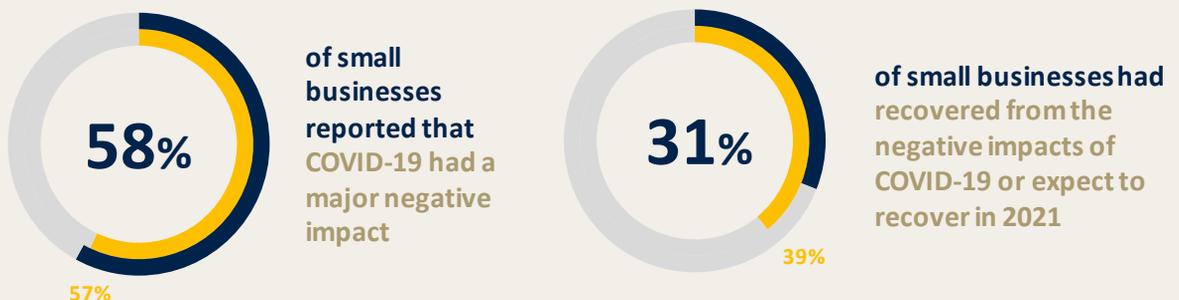


### NEGATIVE FACTORS IN 2020



## IMPACTS OF COVID-19

Australia 2020 Survey average 2020



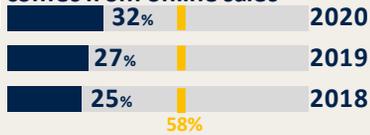
## TOP-THREE ACTIONS IN RESPONSE TO COVID-19



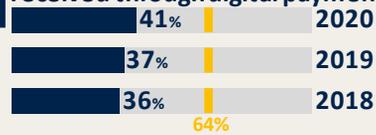
#### BUSINESS ACTIVITY IN 2020

Survey average

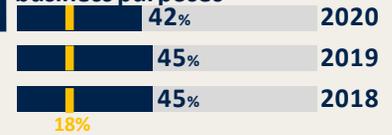
More than 10 per cent of revenue comes from online sales



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



Did not use social media for business purposes



Increased employee numbers



Found it easy / very easy to access external finance



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