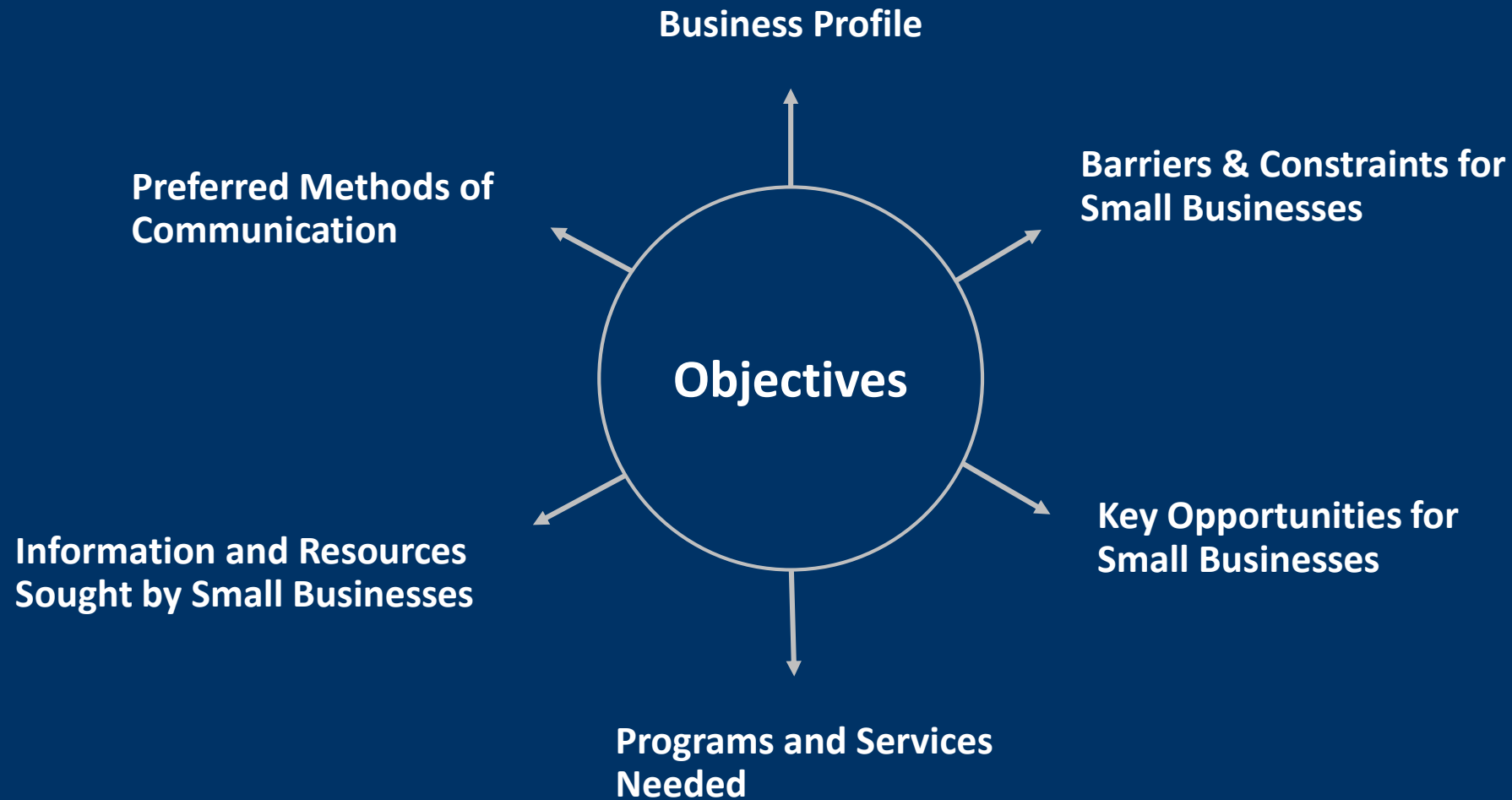


**Department of State Growth**  
**Small Business Research 2017**  
Presentation to Small Business Forums  
Preliminary Results





Using a quantitative approach (i.e. telephone interviewing), we surveyed 800 small businesses located across all of the 7 Enterprise Centres Tasmania regions.

To ensure the sample was representative of the number of small businesses in each of the Enterprise Centres Tasmania regions, the data was weighted.

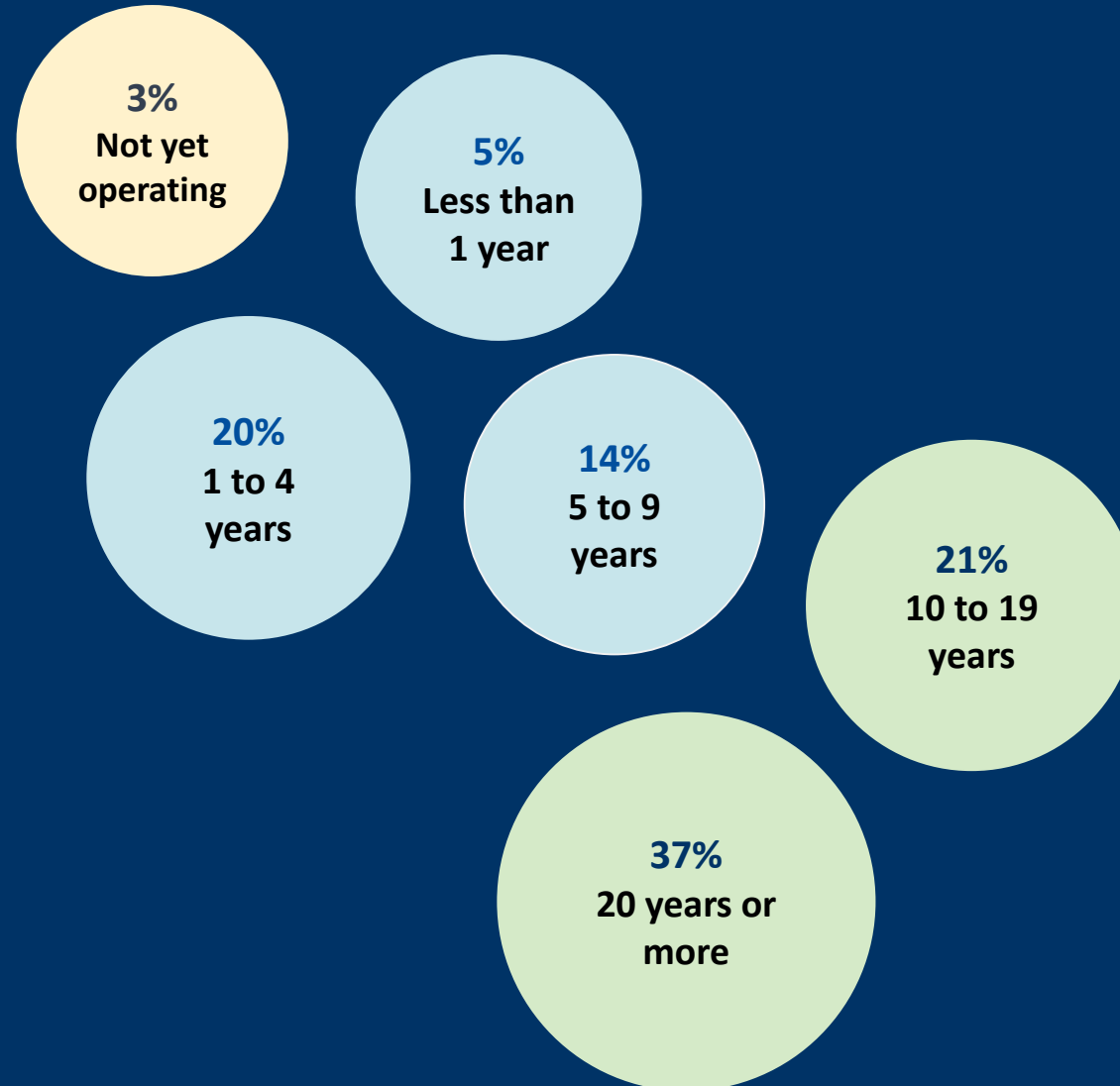
The total sample of 800 gives answers that will fall within  $\pm 3.43$  percentage points at the 95% confidence level.

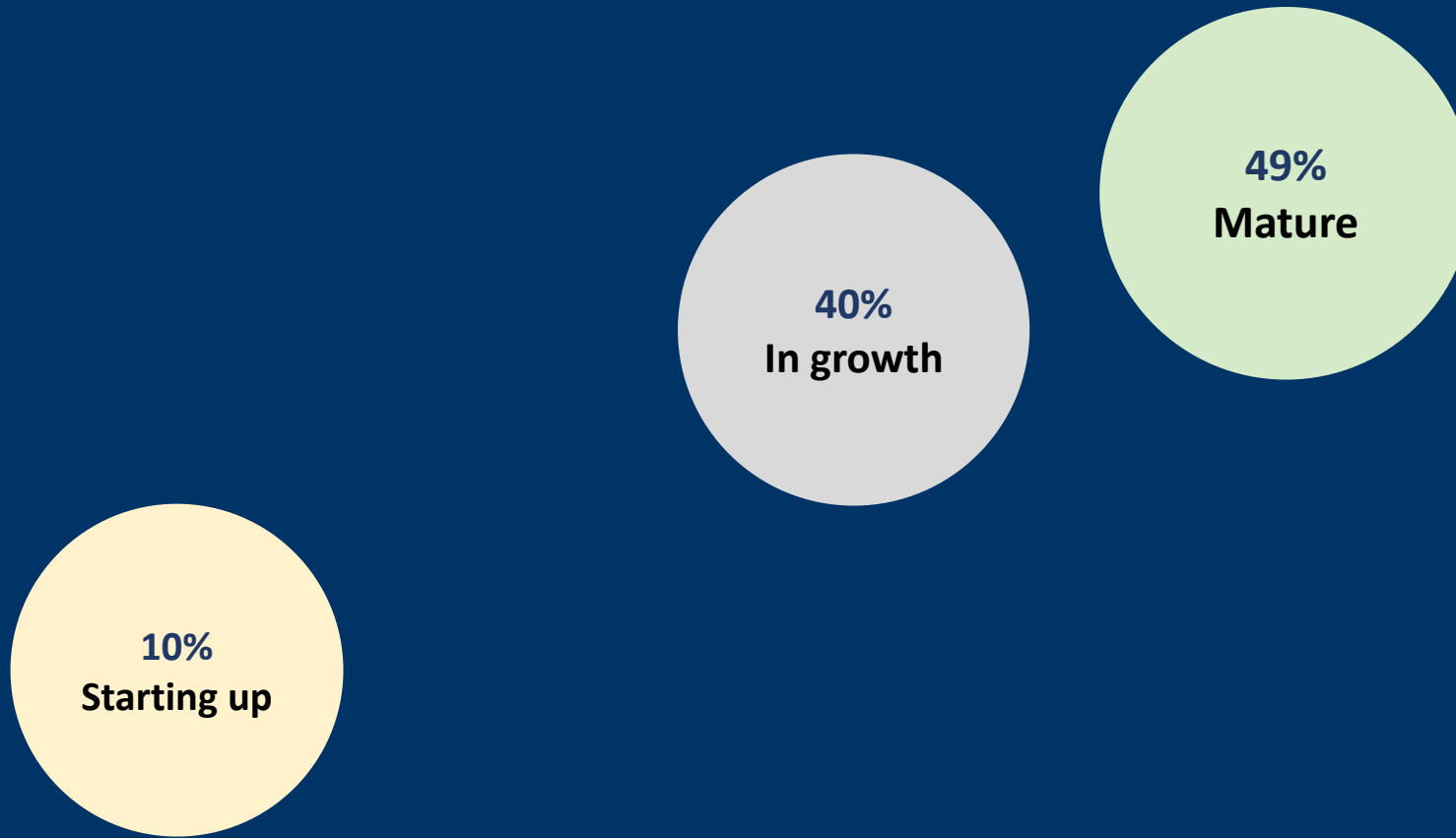
n=420 clients of the Department of State Growth's programs and services; and  
n=380 non-clients drawn from EMRS' own database of small businesses.

For the purposes of this research, a small business is defined as a business employing less than 20 people.

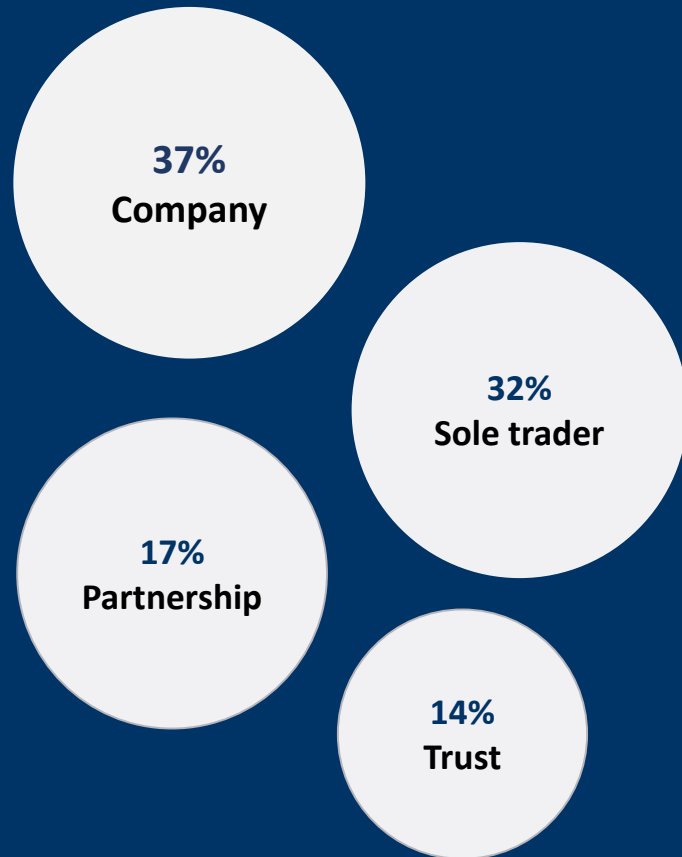


Using a qualitative approach, we facilitated one focus group with 13 small business stakeholders to gain insights into the small business sector from the perspective of those in the industry.



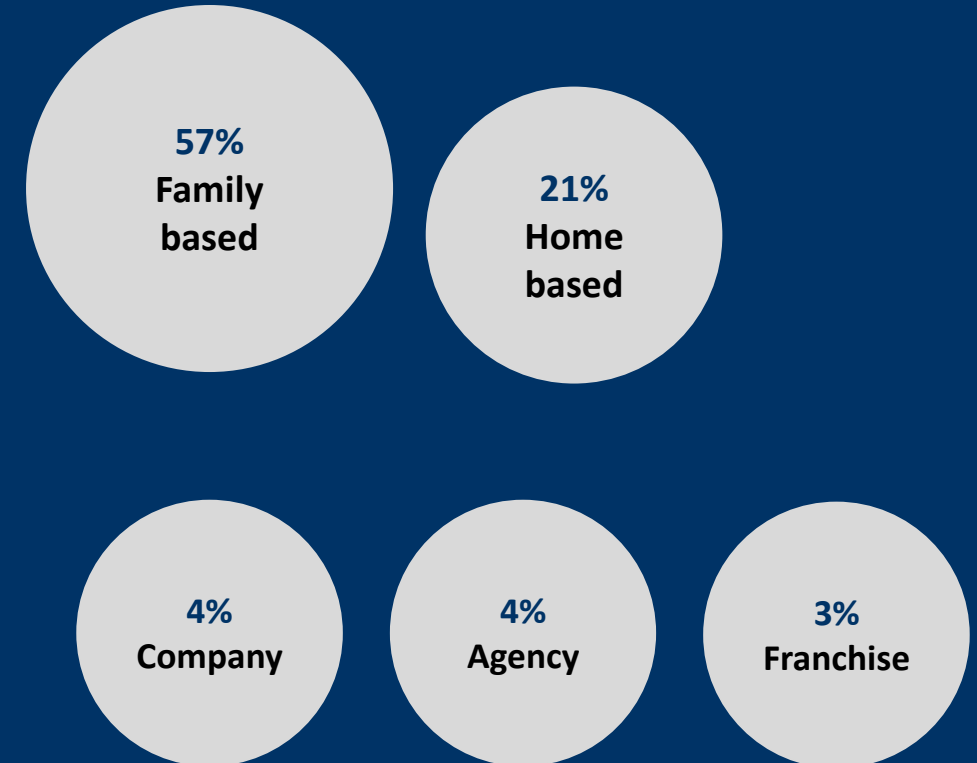


## Business Structure



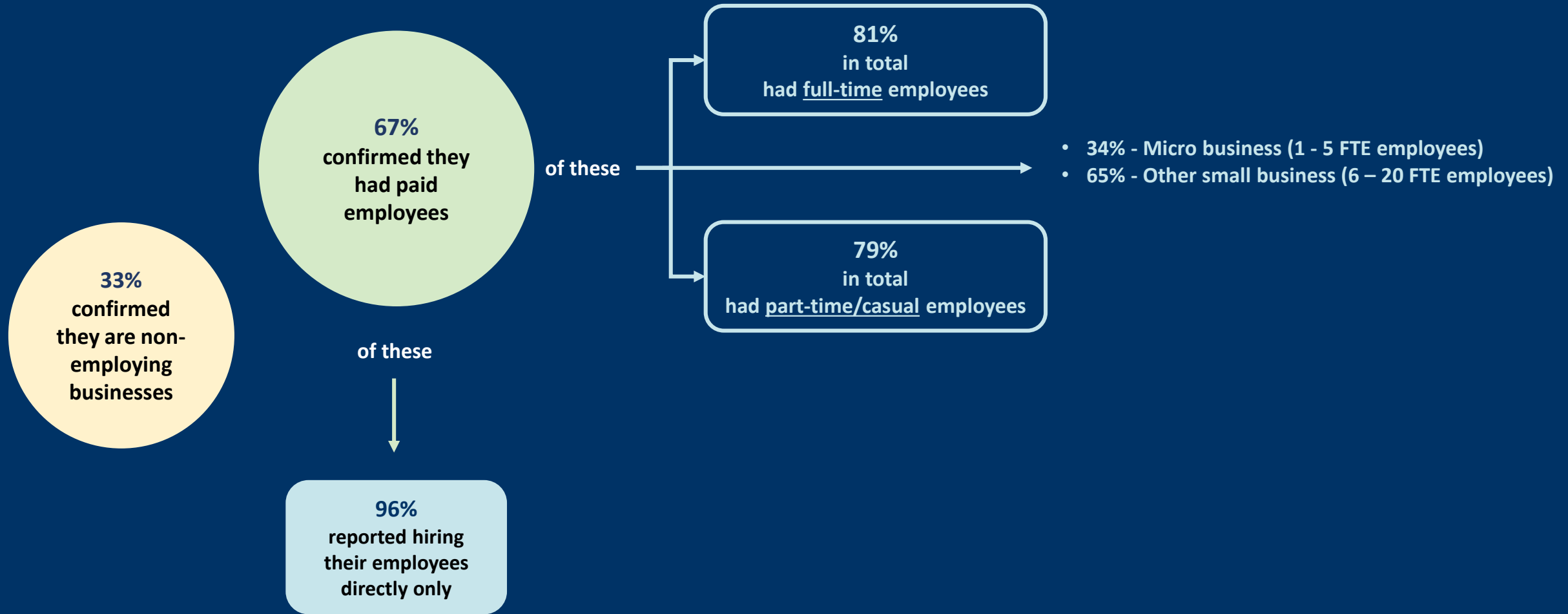
Q. I'm now going to read you a list of business structures.  
Can you please tell me which best describes your business.

## Business Type



Q. I'm now going to read you a list of business types.  
Can you please tell me which best describes your business.

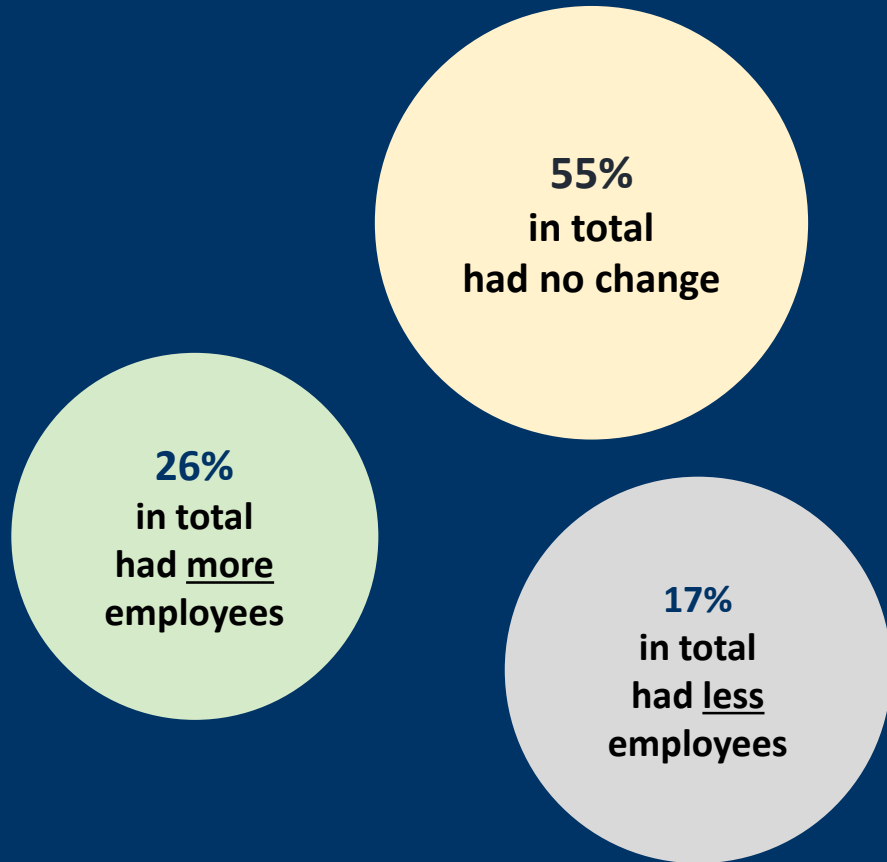
# Number of Employees



Q. Apart from you, does your business have any paid employees?

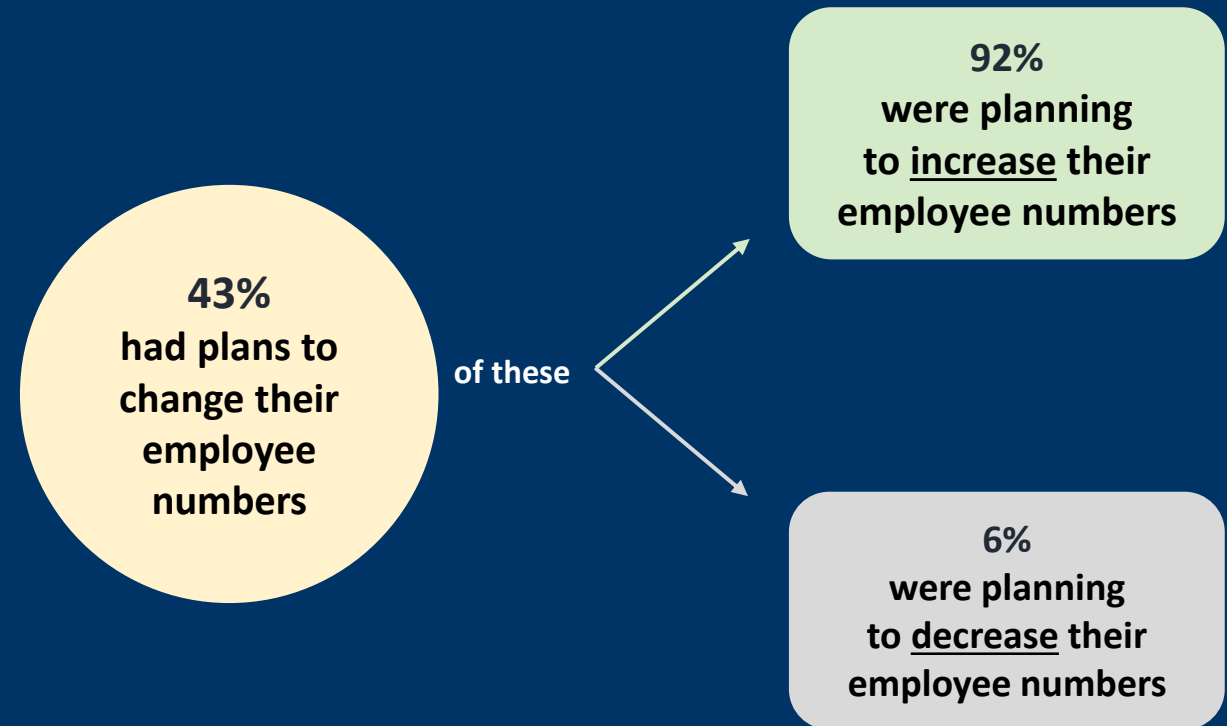
Q. Apart from you, how many people does your business employ full-time and/or part-time or casual basis?

## Change in Employee Numbers Compared to 2 Years Ago



Q. Compared to 2 financial years ago, would you say that your business now has more or less employees?

## Plans to Change Employee Numbers in the Next 2 Years

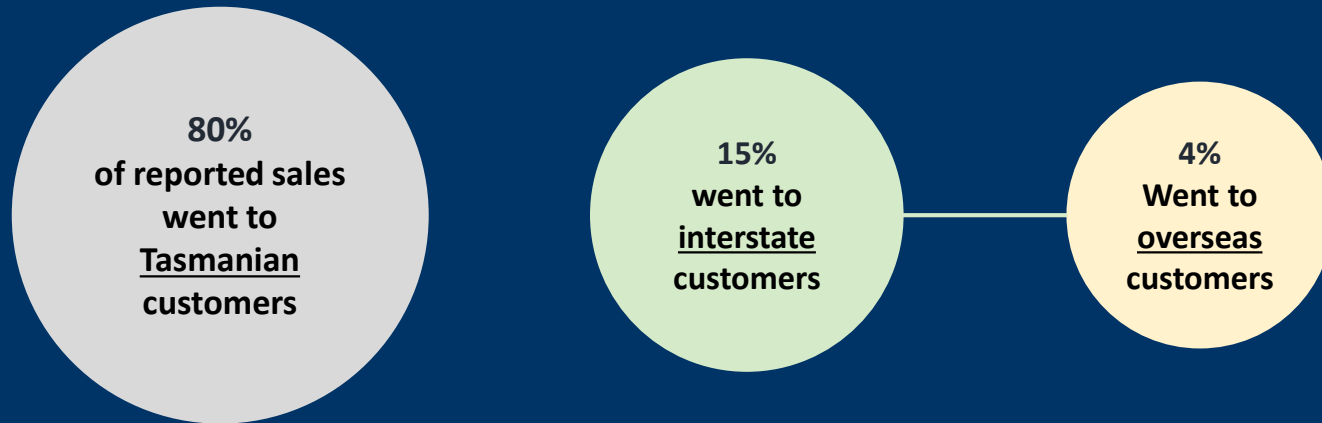


Q. In the next 2 financial years, do you have plans to change the number of your employees? Are you planning to increase/ decrease the number of employees?

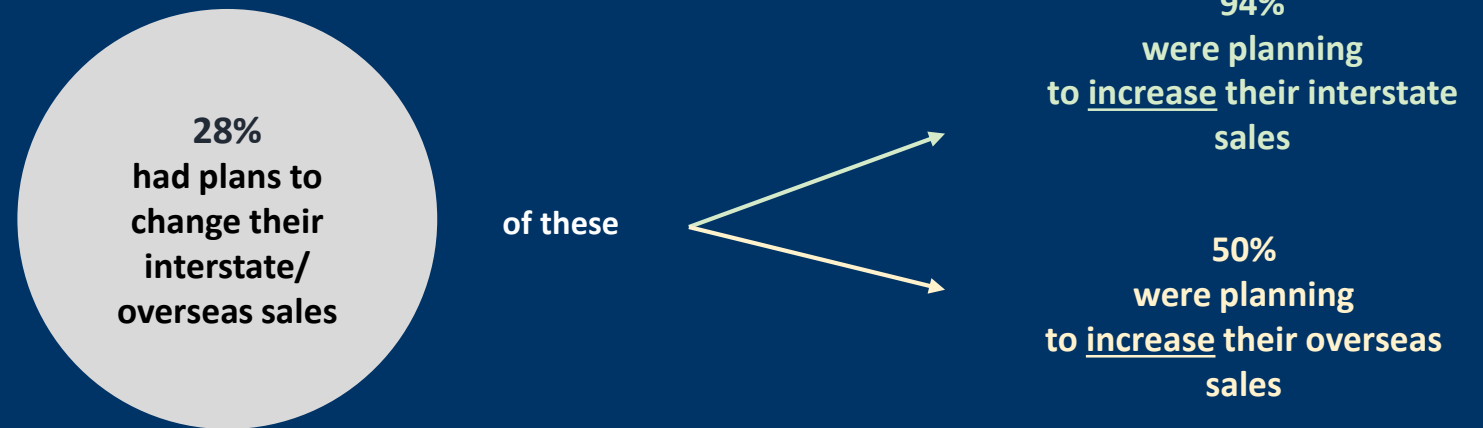


# Tasmanian, Interstate & Overseas Customer Sales – Past & Future

## Over the Last 2 Years



## In the Next 2 Years

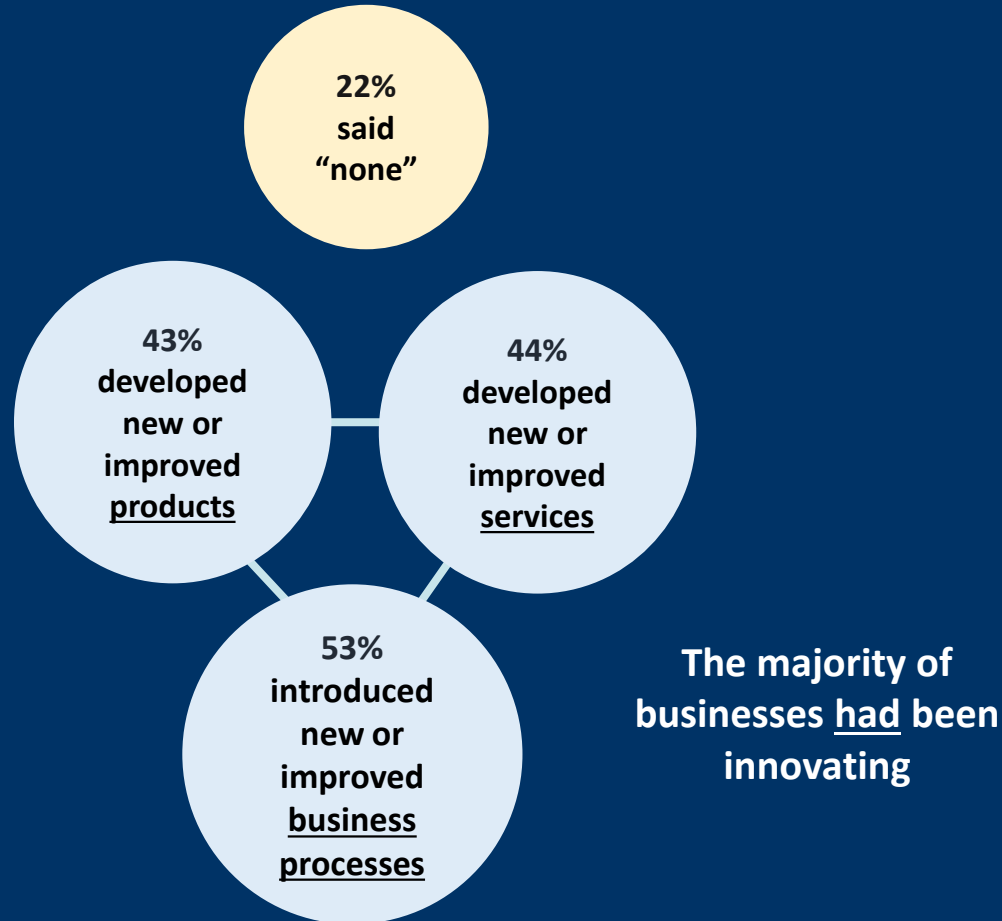


Q. Over the last 2 financial years, roughly what percentage of your sales went to Tasmanian customers/ interstate customers/ overseas customers?

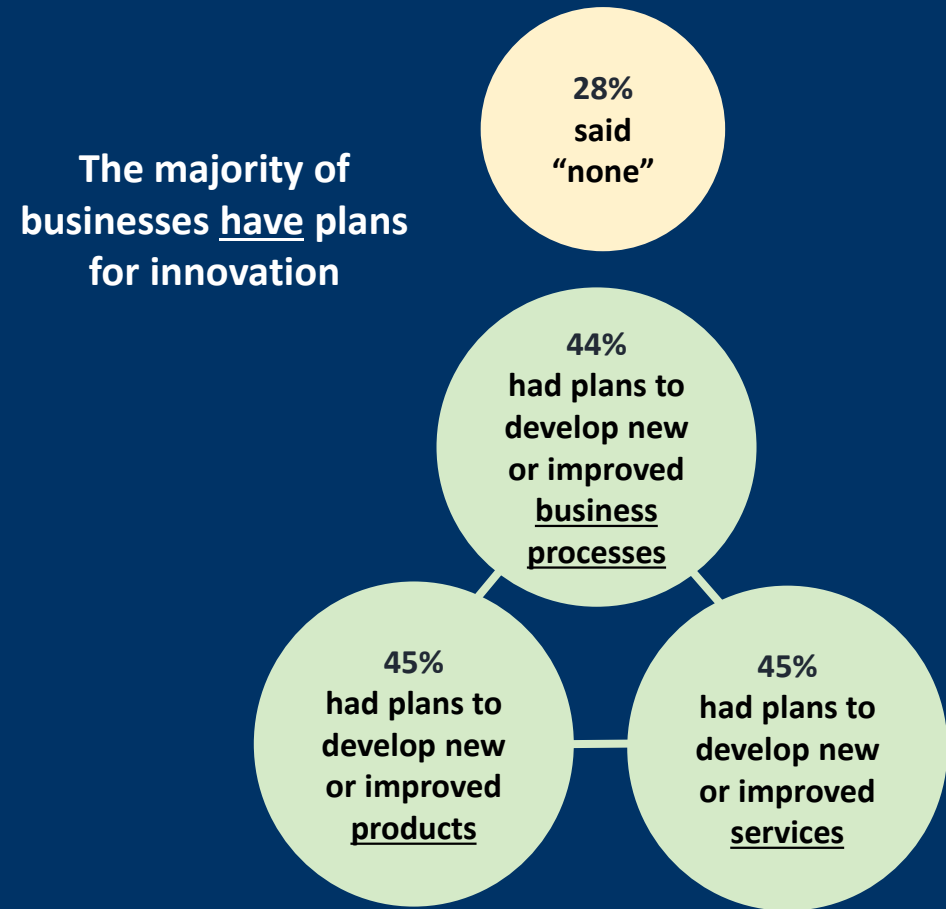
Q. In the next 2 financial years, are you planning to change your volume of sales to interstate or overseas customers? Q. Are you planning to...

# New Products, Services or Business Processes – Past & Future

## In the Last 2 Years



## In the Next 2 Years



Q. In the last 2 financial years, which of the following have you done?

Q. Are you planning to develop any new or improved products, services or business processes in the next 2 years?

## Training in the Last 2 Years



## Training in the Next 2 Years



Q. Have you or any of your staff participated in training in the last 2 years?

Q. Are you or your staff planning to participate in any training in the next 2 years?

**81%**  
felt there were  
barriers, challenges  
or constraints to  
operating a  
business  
successfully

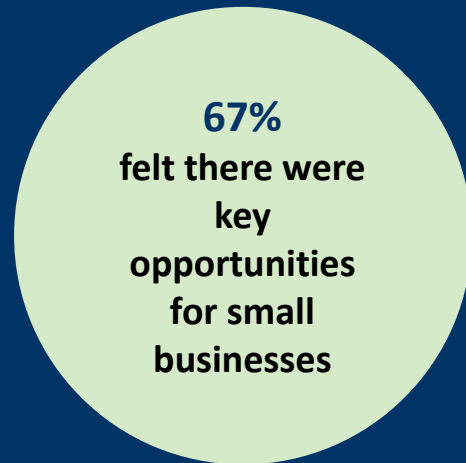
of these



The most frequently reported challenges, barriers and constraints were:

- *“Compliance with government restrictions/ regulations/ red tape/ registration” (28%)*
- *“High expense of freight/ inadequate freight equalisation/ transport costs within the state” (12%)*
- *“Distribution/ transport logistics/ limited transport infrastructure” (10%)*
- *“Poor access to markets/ limited markets for small businesses” (9%)*
- *“Inability to find skilled staff/ retain staff” (9%)*
- *“Competition/ competing with big business” (8%)*
- *“Lack of population/ less disposable income/ lack of demand” (8%)*
- *“Access to finance” (8%)*

**15%**  
felt there  
were not

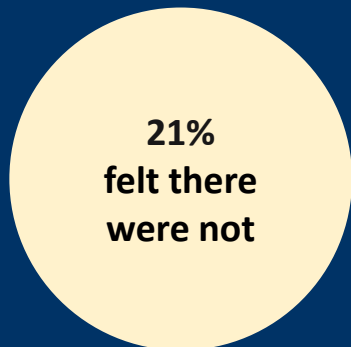


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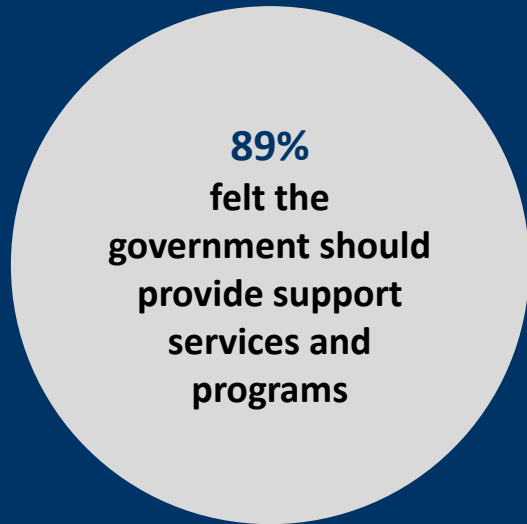
The key opportunities reported by the respondents were:

- *“Opportunities in tourism”* (25%)
- *“More government support/ funding/ reduce red tape”* (10%)
- *“Finding new niche markets/ market gaps/ unique products”* (10%)
- *“Tasmanian food and wine”* (7%)
- *“Always opportunities if you work hard/ you need confidence/ to have a go”* (7%)



Q. Do you see any key opportunities for small businesses in Tasmania to operate successfully?

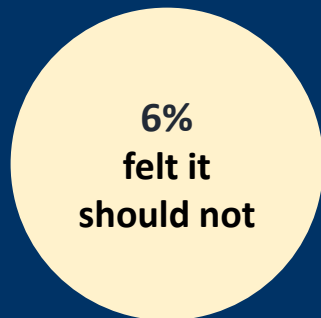
Q. What are these key opportunities?



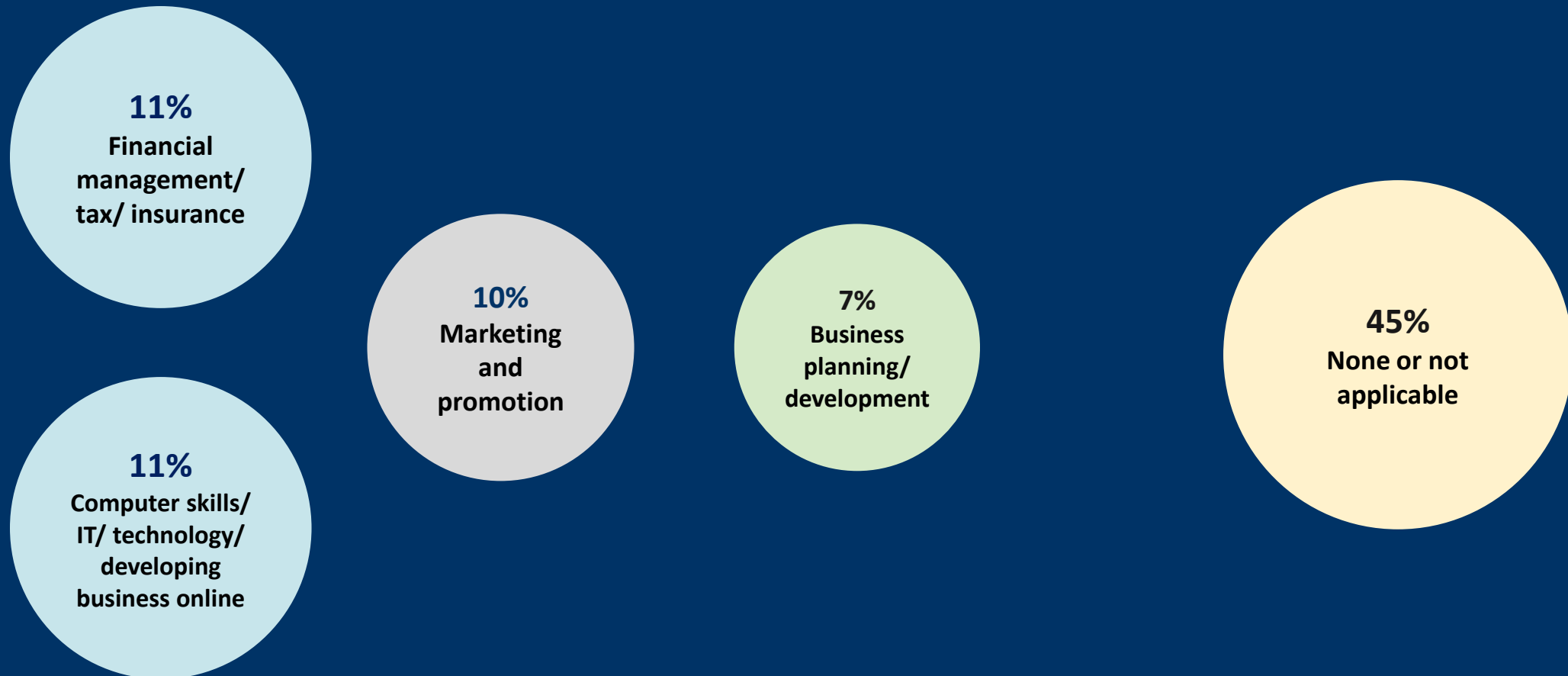
of these

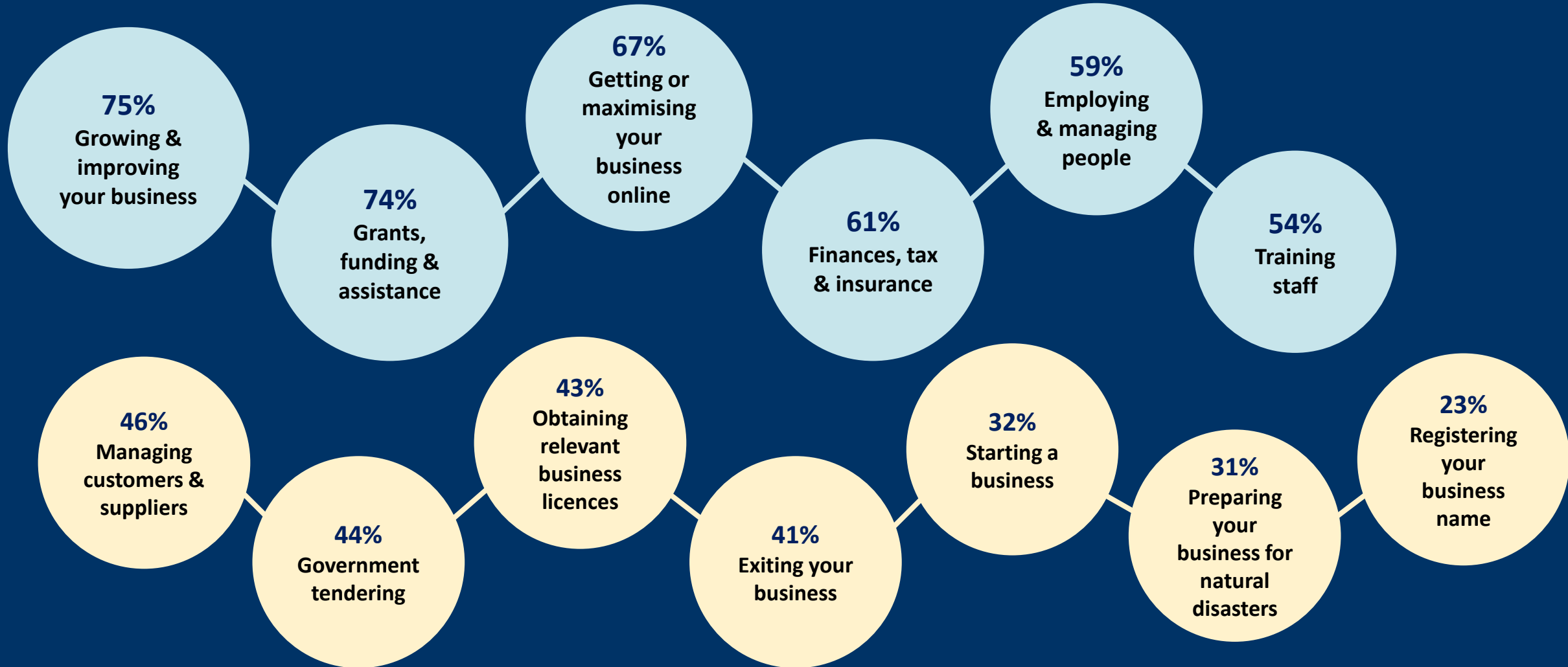
The types of business support services and assistance programs reported most frequently were:

- *“Financial assistance/ funding/ grants/ loans”* (25%)
- *“Training/ up-skilling courses/ staff training/ apprenticeship schemes”* (16%)
- *“Advice/ assistance to set up a business”* (14%)
- *“Mentoring/ coaching/ support/ advice”* (12%)
- *“Financial advice/ help with taxes etc.”* (8%)



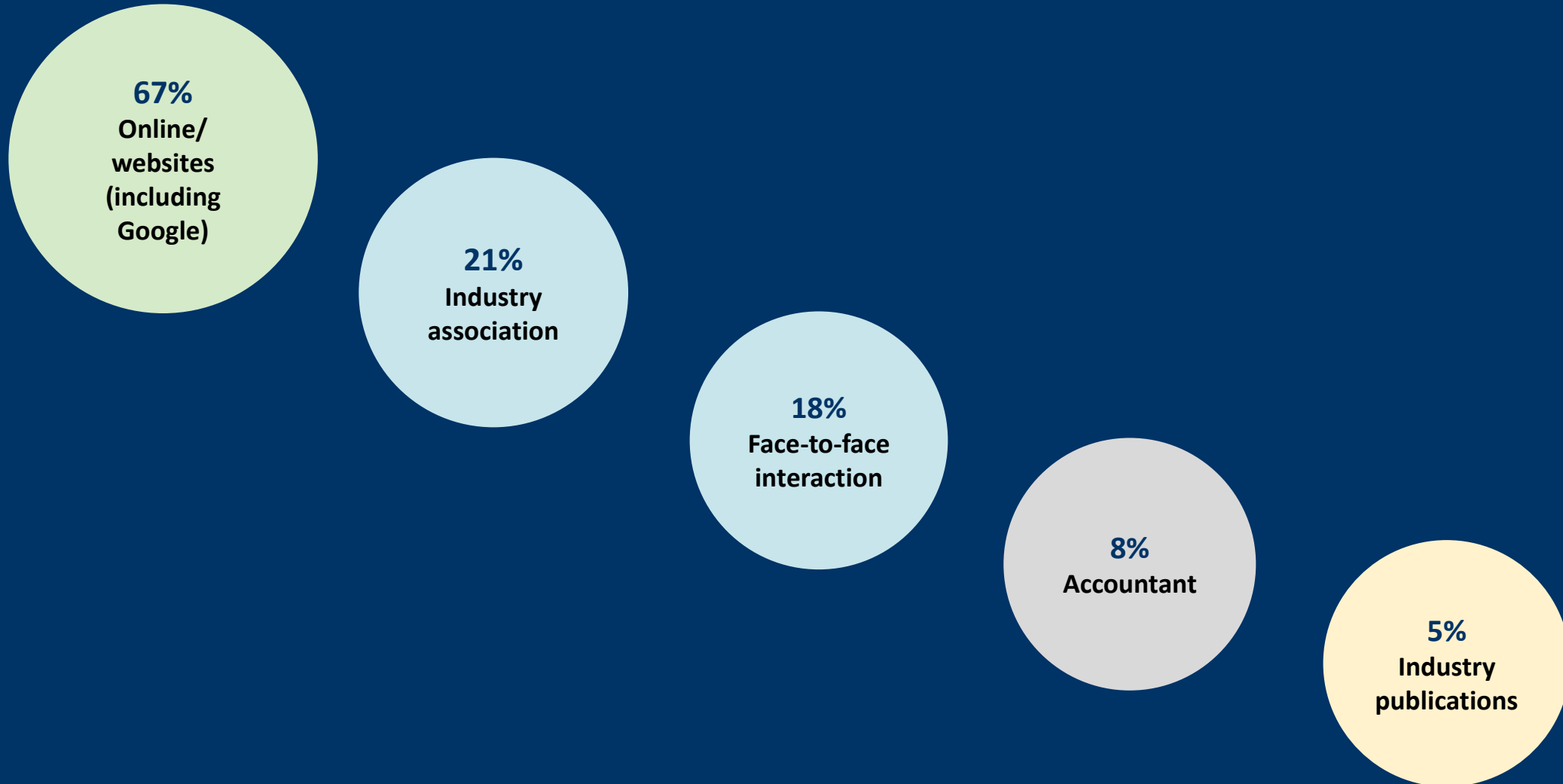
Q. Do you think the Tasmanian government should provide support services and assistance programs for small businesses in Tasmania to help them start, grow and/or overcome any barriers they face?



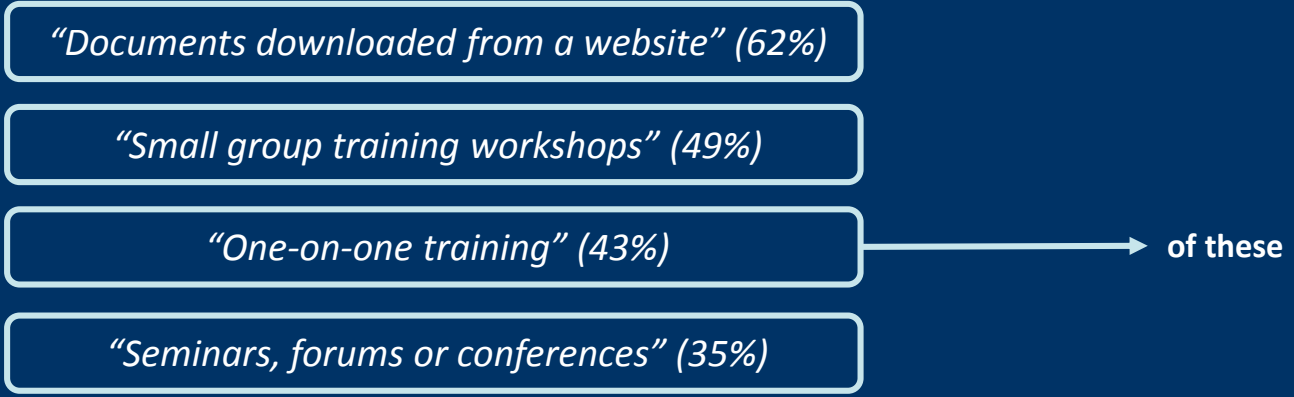


Q. I am now going to read you a list of some information topics often used by small businesses to help them start and grow. Please tell me which ones would assist your business.





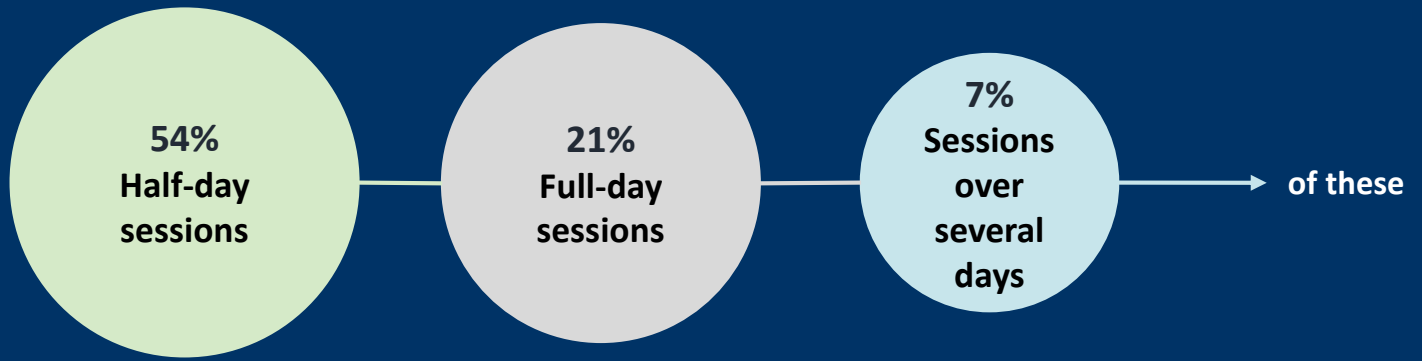
## Most Preferred Methods for Delivering Information



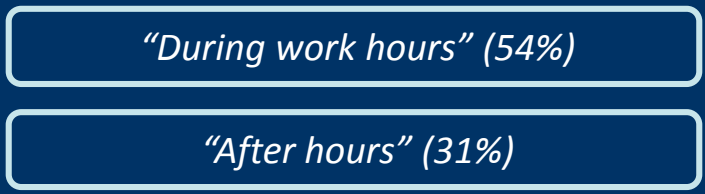
## Most Preferred Venues for One-on-One Training



## Preferred Time Allocation for Business Information Sessions



## Preferred Time of Day for Business Information Sessions



Of the total sample of respondents, 41% chose to provide an additional comment.

**15%**  
More  
awareness/  
promoting  
available  
resources

**11%**  
On the ground  
contact/ talking  
to small  
businesses

**9%**  
Easier access  
to information

**6%**  
Listen to  
small  
operators/  
the little  
people

**15%**  
Financial  
assistance/  
funding/ grants

**10%**  
Better  
communication  
with small  
businesses/  
feedback

**9%**  
Reducing red  
tape/ cost of  
compliance

Q. Finally, do you have any additional comments on how the Department of State Growth can improve its programs, services and communications in support of the small business sector in Tasmania?