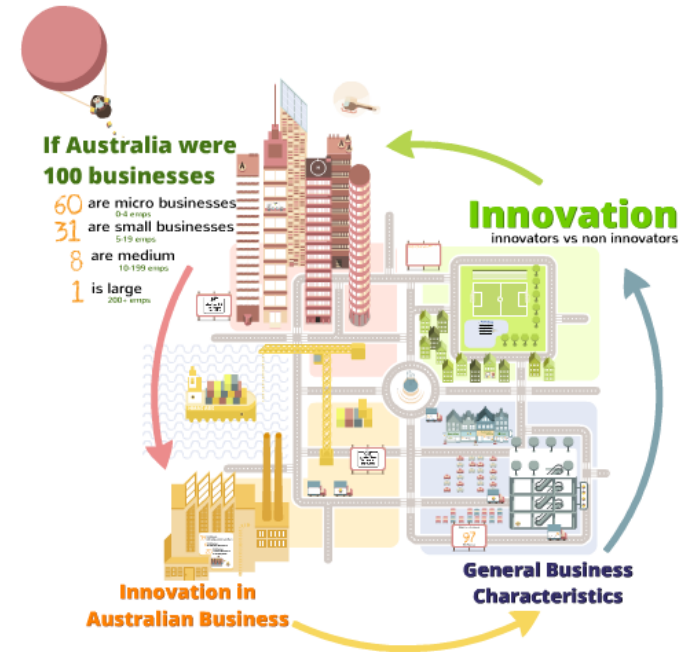


If **Australia**



were **100** businesses



**If**

**Australia**



**were**

**100**

**businesses**



# If Australia were 100 businesses

60 are micro businesses  
0-4 emps

31 are small businesses  
5-19 emps

8 are medium  
10-199 emps

1 is large  
200+ emps

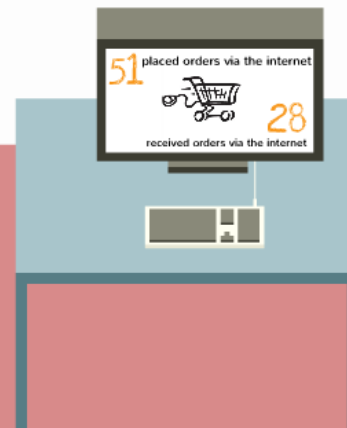
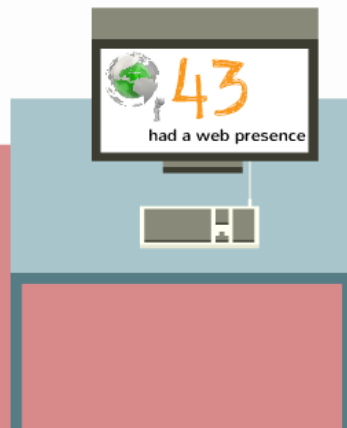


## Business Use of Information Technology

**91** businesses had internet access

of these

99 had broadband  
1 had dial-up





43

had a web presence

51 placed orders via the internet



28

received orders via the internet



# If Australia were 100 businesses

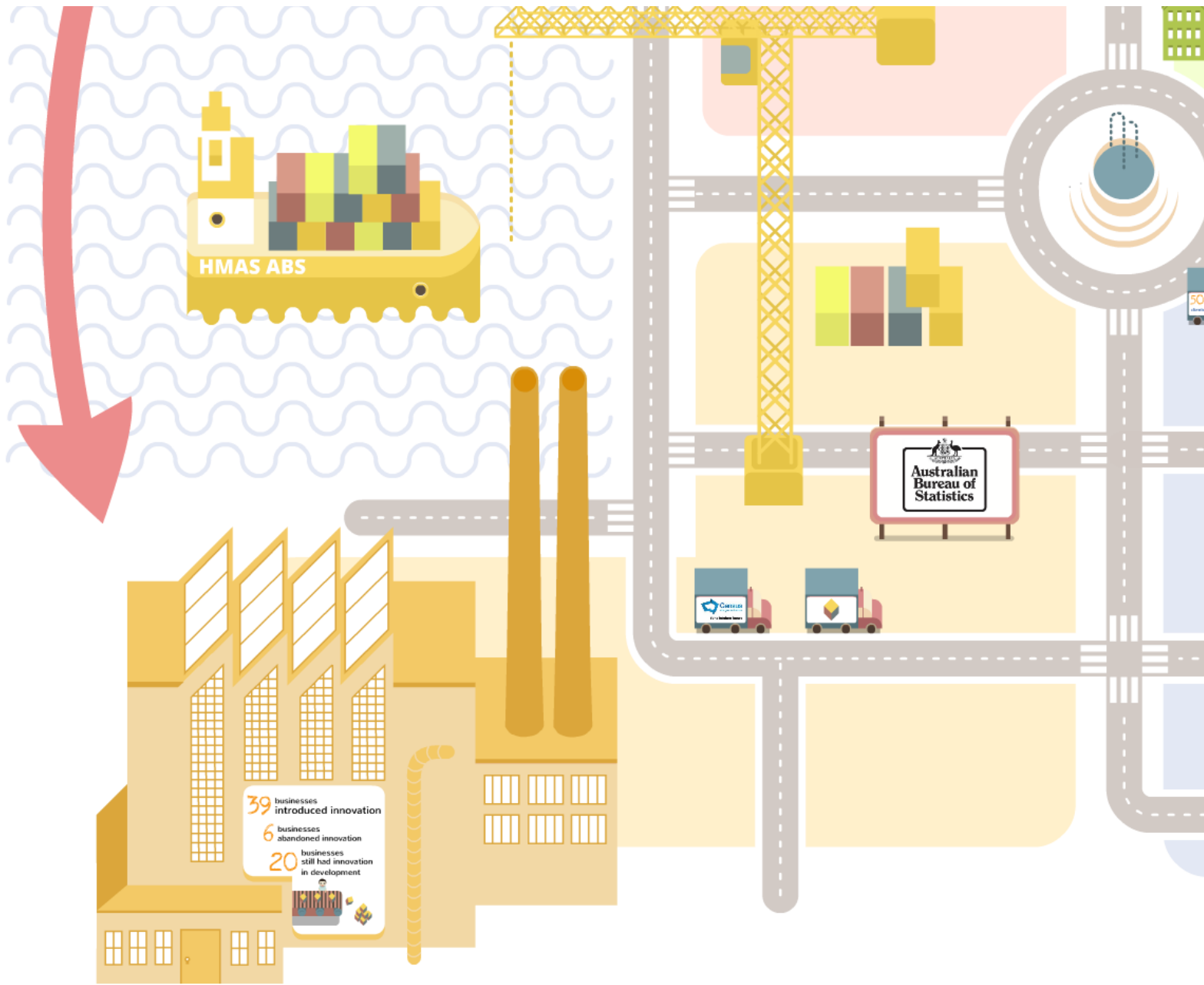
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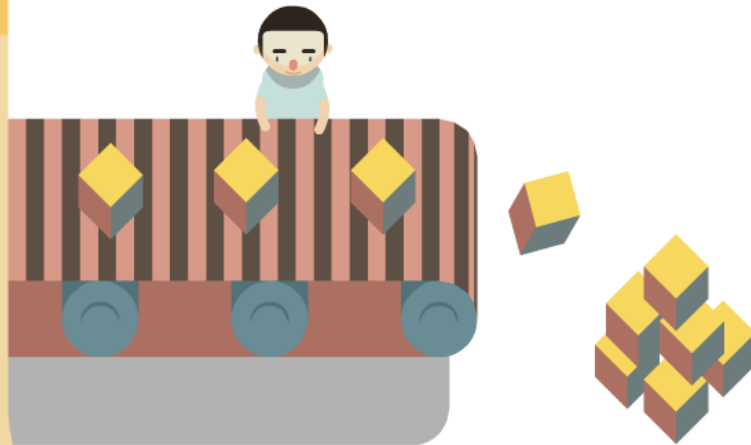
# Innovation in Australian Business

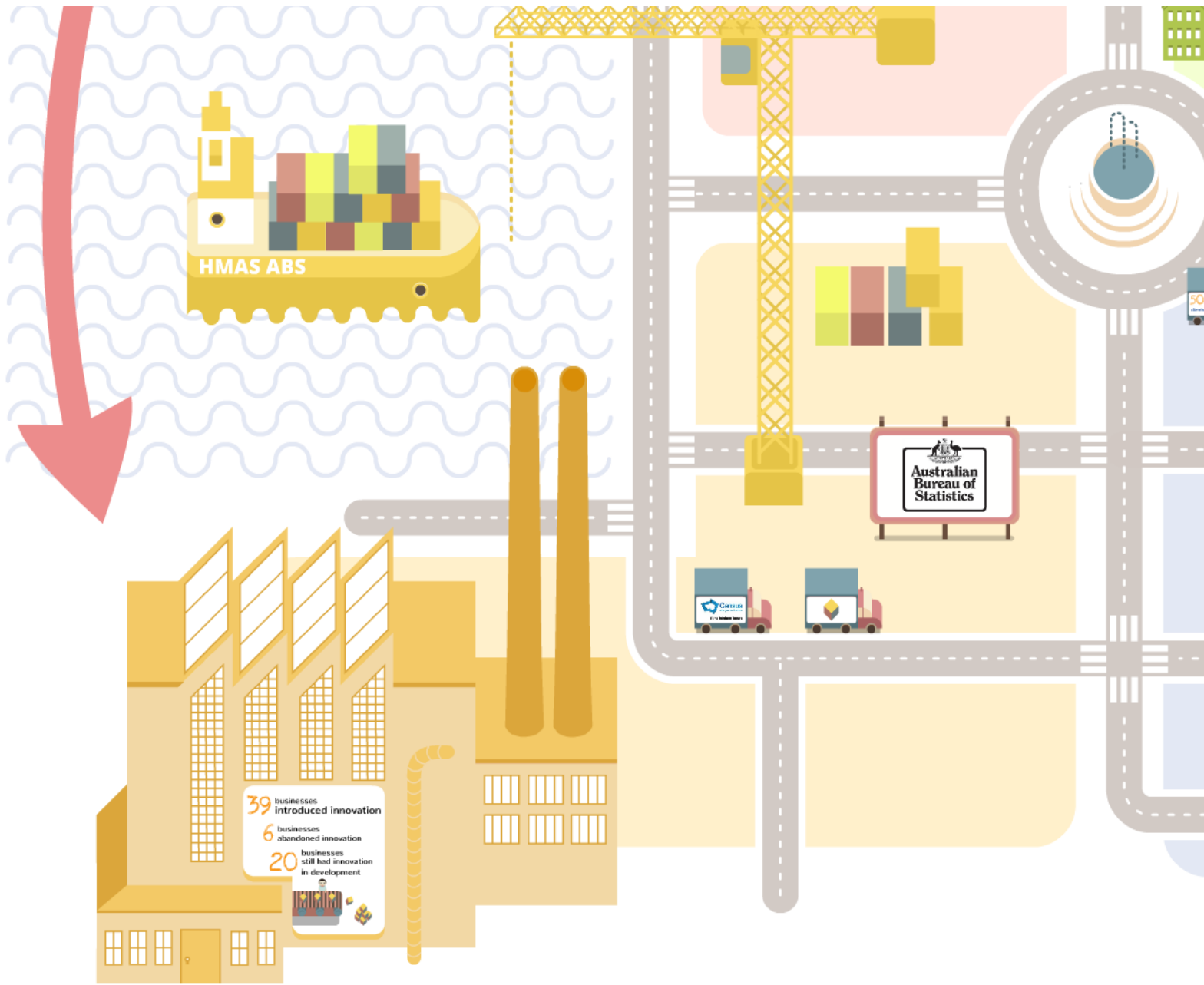


**39** businesses  
introduced innovation

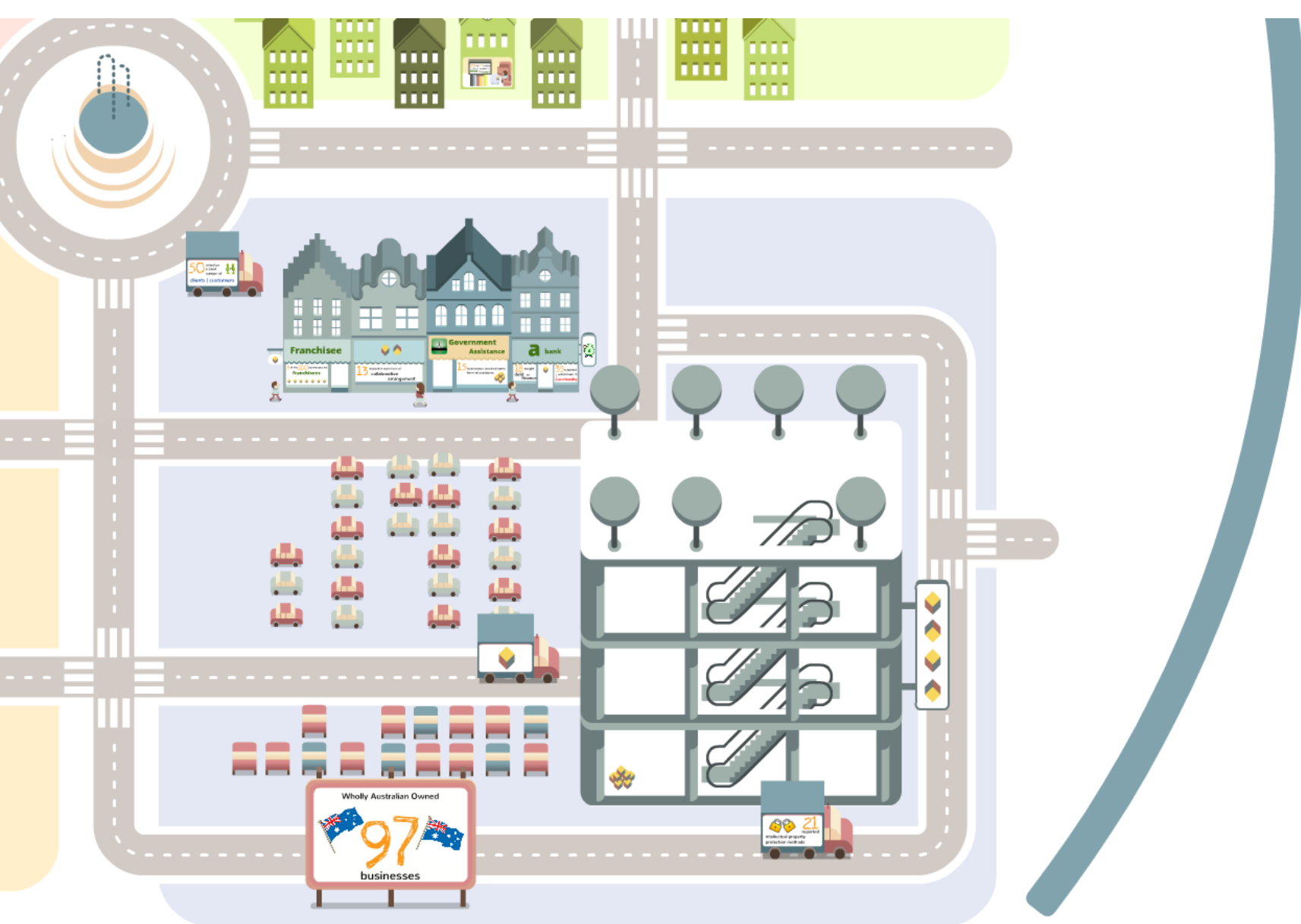
**6** businesses  
abandoned innovation

**20** businesses  
still had innovation  
in development





# Innovation in Australian Business



# General Business Characteristics

Wholly Australian Owned



97



businesses



21

reported

intellectual property  
protection methods



50

relied on  
a small  
number of



clients | customers

# Franchisee



5 of the 100 businesses are  
**franchisees**



13

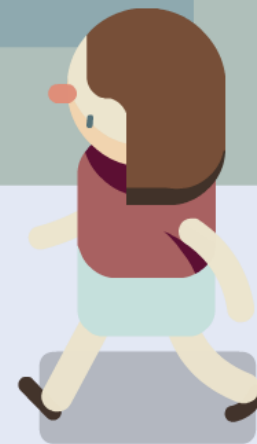
ee



13

involved in some form of

**collaborative  
arrangement**







# Government Assistance

15 businesses received some form of assistance



18 sought debt or financing



ance

# a bank



d some



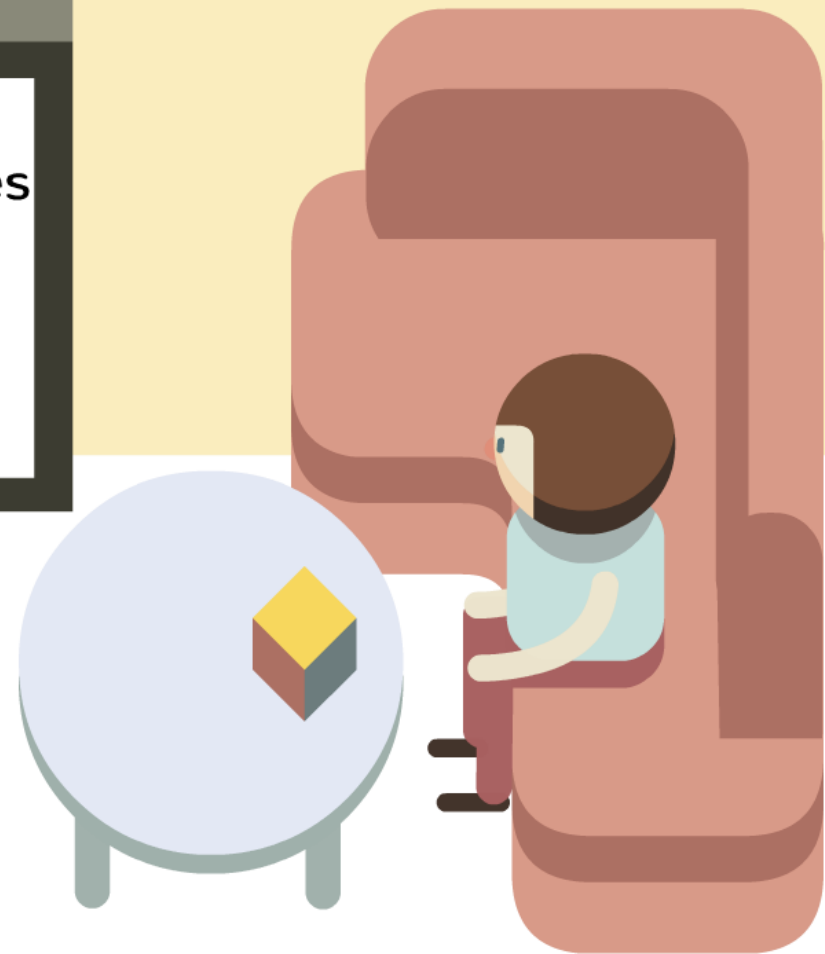
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finance

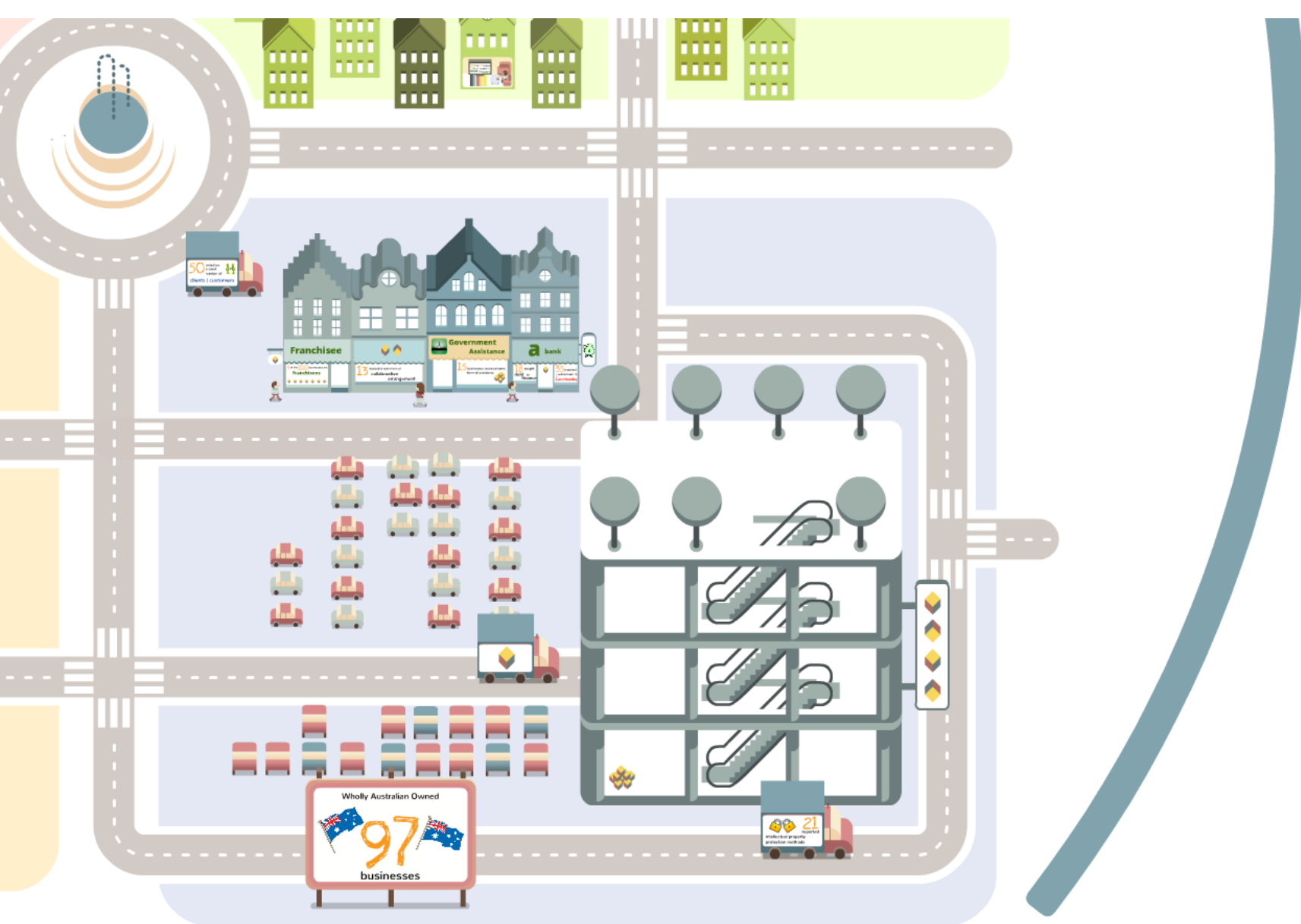


35 reported  
a decrease in  
profitability



22 of the 100 businesses  
offer staff the ability to  
**WORK** from **HOME**

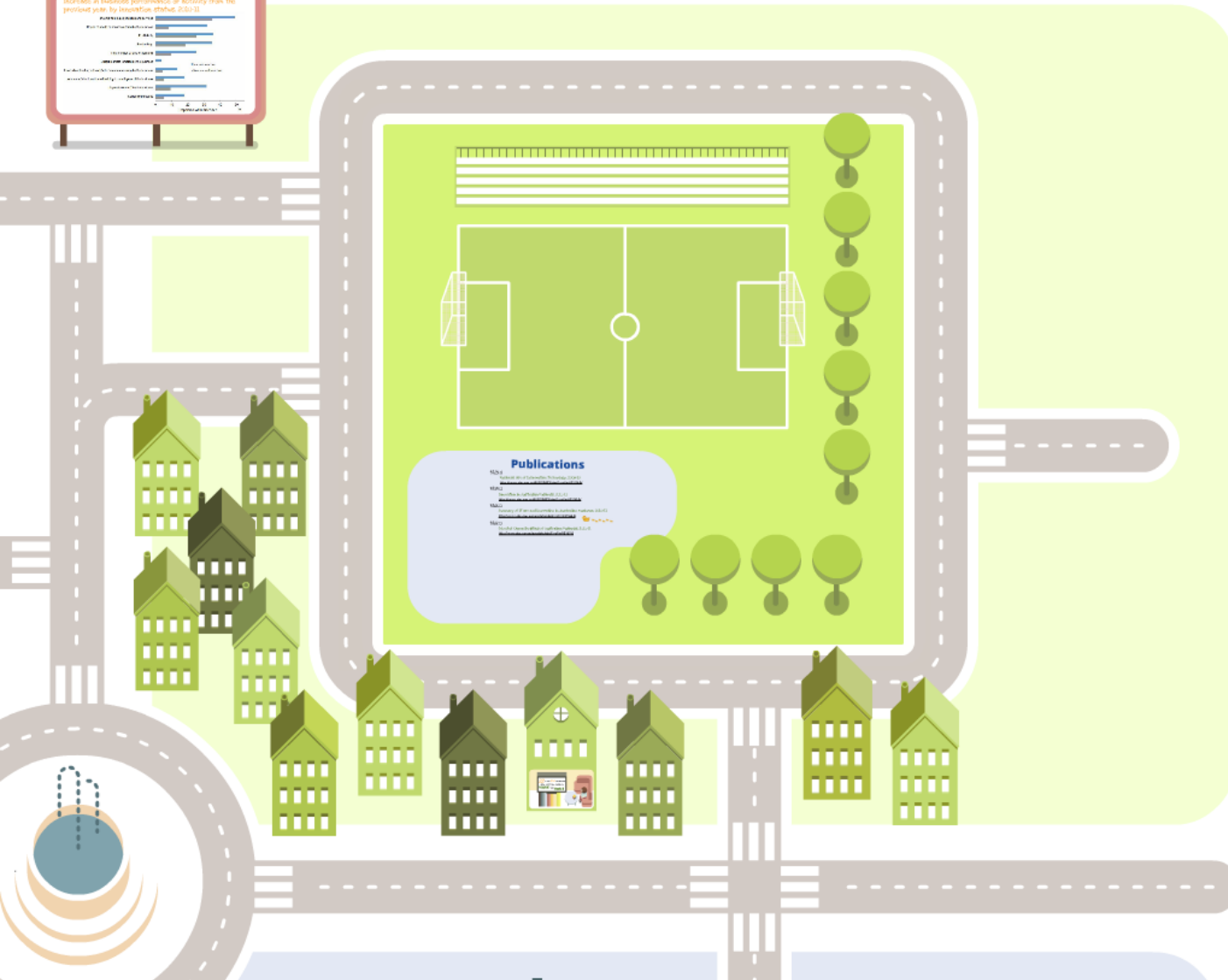
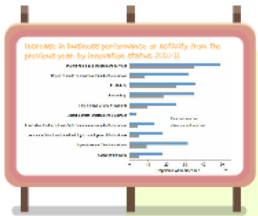




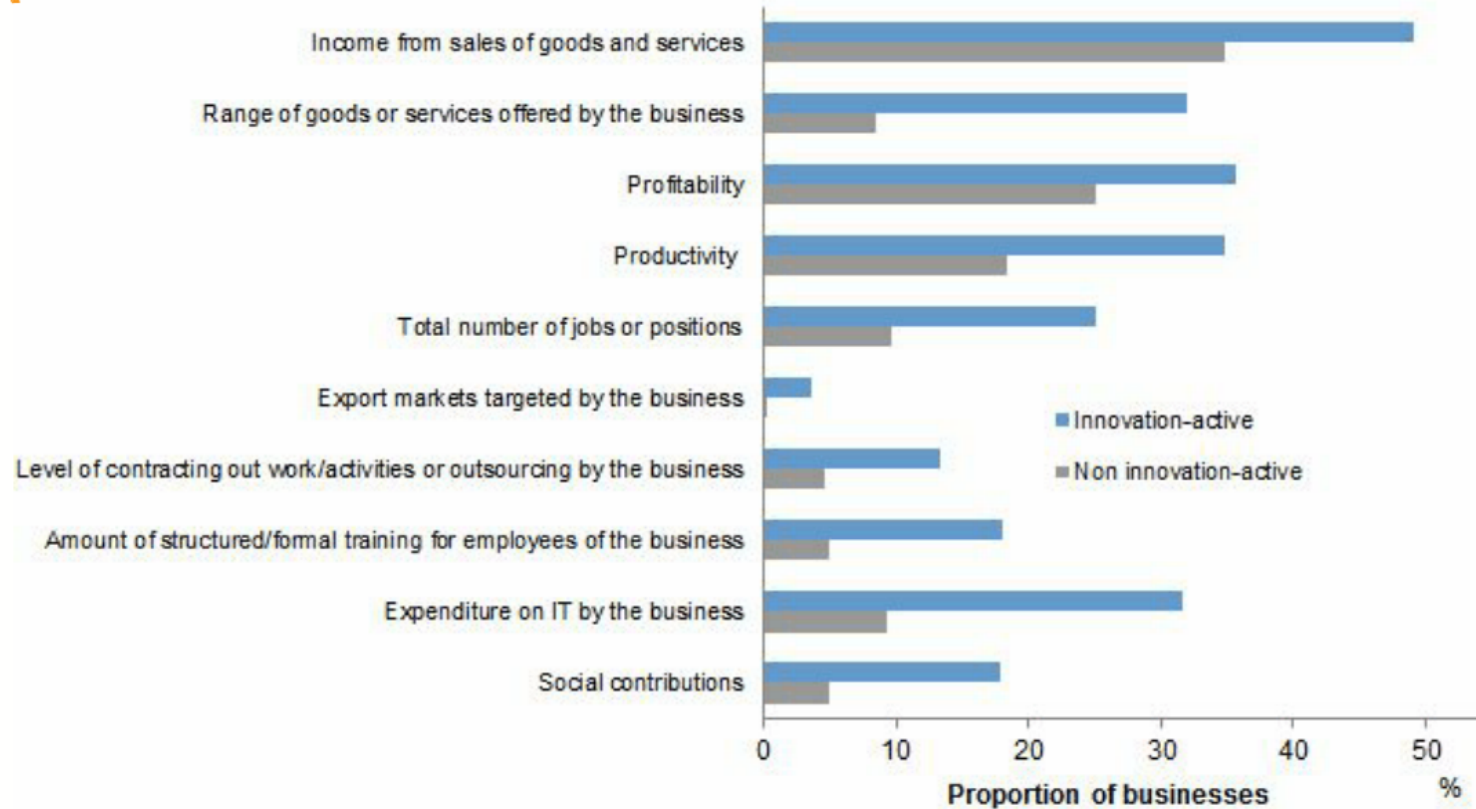
# General Business Characteristics

# Innovation

innovators vs non innovators



## Increase in business performance or activity from the previous year, by innovation status, 2010-11



# Publications

8129.0

BuSineSS Use of Information Technology, 2009-10

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/mf/8129.0/>

8158.0

Innovation in Australian BuSineSS, 2010-11

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/mf/8158.0/>

8166.0

Summary of IT Use and Innovation in Australian BuSineSS, 2010-11

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8166.0>



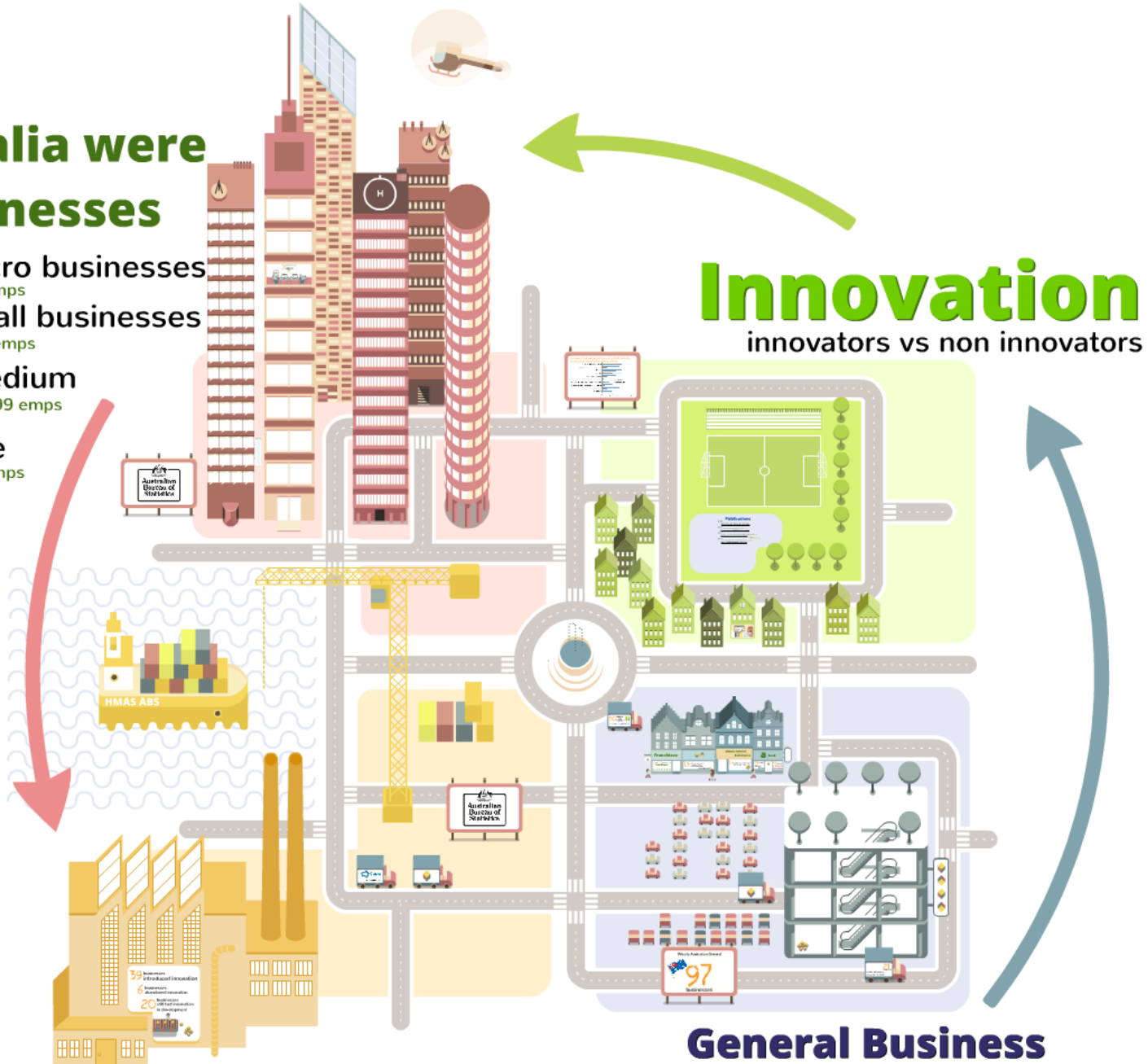
8167.0

Selected Characteristics of Australian BuSineSS, 2010-11

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8167.0>

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**Innovation**  
innovators vs non innovators

**Innovation in Australian Business**

**General Business Characteristics**