If Australia were 100 businesses
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- 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

- 99 had broadband
- 1 had dial-up

43 had a web presence

51 did not order goods via the internet

28 received orders via the internet
had a web presence
51 placed orders via the internet

28 received orders via the internet
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
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
intellectual property protection methods

21 reported
50 relied on a small number of clients | customers
Franchisee

5 of the 100 businesses are franchisees
involved in some form of collaborative arrangement
15 businesses received some form of assistance

18 sought debt or finance
18 sought debt or 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

8158.0

Innovation in Australian Business, 2010-11

8166.0

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

8167.0

Selected Characteristics of Australian Business, 2010-11
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)

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**Innovation**

Innovators vs non innovators

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**Innovation in Australian Business**

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**General Business Characteristics**