



Are you interested in starting up a business? Call us today on **9583 4316** and we can guide you through the process. Read on to learn how Australia is becoming the home of business start up opportunities, then get the ball rolling with some web tools to grow your business.

## The Land of Business Start Up Opportunities

A recent study suggests Australia has the second highest rate of start-up businesses in developed countries behind the United States. According to research compiled by the Australian Centre for Entrepreneurship (ACE) in partnership with the Global Entrepreneurship Monitor (GEM), one in ten of all Australians are involved in an early stage enterprise.



Last year, GEM interviewed more than 140,000 adults in more than 50 countries. By surveying the adult population, GEM identifies entrepreneurs at the earliest stages of business creation. ACE participated as the Australian GEM partner, surveying 2,000 Australian adults.

The research found 10.5% of the Australian adult population was actively engaged in starting and running a new business in 2011. This suggests we have 1.48 million early stage entrepreneurs with 40% of them being women. This means 8.4% of the Australian female adult population is involved in starting or running a business. These are staggering statistics and the research also suggests that 80% are starting because their founders identified opportunities while only a small number set up business because of job loss or out of other necessity. As such, Australia is outperforming the US at the moment where necessity driven entrepreneurship has soared because of fewer employment opportunities.

In terms of job creation, a third of Australia's early stage entrepreneurs expect to create at least five new jobs in the next five years, while 11% expect to create 20 or more new jobs over the same timeframe. These jobs will primarily be consumer oriented (such as retail) or in business services as between them these industries account for 65% of new entrepreneurial activity.

According to the research, Australians are more confident about their ability to start and run a business than budding entrepreneurs in most other developed countries. Around 50%

of Australian adults believe they can identify opportunities for business start-ups while 12% of Australians not currently involved in entrepreneurial activity intend to start a new business within the next three years. While this paints a rosy picture, 31% of established and new businesses closed during 2011. This is fairly average for developed economies and shouldn't necessarily be interpreted as failure because many businesses close due to successful business exits or their owners found better or alternate opportunities. Other studies conducted by ACE have identified that Australia has very few closures that could be considered 'disastrous'.

Australia is also ranked the second easiest place in the world to start a business behind New Zealand according to a report by the World Bank. The study found it was possible to set up operation in Australia in two days and after just two procedures. It might be hard to believe but Australia ranked fourth with regard to ease of obtaining credit, behind Malaysia, South Africa and the United Kingdom. While Australia may rank highly when it comes to the ease of starting up, it was ranked 10th with regard to the ease of doing business. The report suggests the Australian governments have done a good job in making the country a relatively easy place to set up a business but the red tape associated with running a business is onerous.

While starting a business sounds simple there are a large number of issues to address including structures, asset protection, insurances, tax and GST registrations, claiming car expenses, software selection not to mention finance, branding, marketing and issues around employing staff. If you are thinking of starting a business call us today!

## Top Web Tools For Business Owners

Technology can give your business a competitive edge and there are a number of web-based tools available to help business owners, many of them which are free to use (if using the basic features). Most of the tools listed below are designed to help you develop, manage and grow your business.



- [Dropbox](#) gives you a safe and secure place 'in the cloud' to store your documents and files. With Dropbox you can have 2GB of free storage space or if you need more space you can subscribe to one of their paid business plans. In addition, you can access the files via the Internet or your smart phone or tablet and you can also share files, which is great for files or documents too large to email or if you are working with an outsourced team member. If you already use Gmail, [Google Drive](#) is a great alternative to Dropbox. Google Drive is another tool you can use to back up some of your files, and you are given 5GB free storage space.
- [Google Alerts](#) lets you set an alert for your industry, your business name, your name and any topics that are relevant to your area of expertise. You can see who is talking about your business, respond to any criticisms or thank someone for a mention or endorsement. Google Alerts will also help you stay up to date with what is going on in your industry, identify any relevant news stories and alert you

to any blogs you may be able to guest post on.

- [Skype](#) is a great alternative to face-to-face meetings and provides free calls and video conferencing to other users. You can stay in touch with interstate or international clients and outsourced team members. It can also help you control your phone bills.
- [MailChimp](#) will help you manage one of your most valuable business assets, your customer database. Your database obviously needs to be up to date and MailChimp lets you tailor your email and newsletter campaigns, share them on social networks and track your results. If you have fewer than 2,000 subscribers on your database you can send up to 12,000 emails every month at no charge.
- [Google Analytics](#) can provide you with valuable information on the people who are visiting your website. You can see which online marketing campaigns are working best, what keywords are attracting prospects and what content is working. You can then formulate more targeted marketing campaigns and edit your website content to attract more traffic to your site and turn browsers into buyers.
- [Survey Monkey](#) allows you to create surveys to help you identify the needs, wants, frustrations and challenges of your target market. You can gain valuable customer feedback and product or service evaluations. Survey are useful business tools providing you with feedback from your customers.
- [SourceBottle.com](#) is a fantastic way to intercept media call-outs from journalists who are looking for sources to input on their story. With the story angle already set and the story definitely going forward, all you need to do is pitch why your expert opinion or experience will be best for the story.

## Now is a great time to establish your own super fund



We can show you how to take control of your retirement income through a self managed super fund. We specialise in SMSF establishment, accounting, compliance, tax and auditing. Call us today on **9583 4316** to book a FREE 30-minute appointment for more information.  
(Please mention this offer when booking your appointment)

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