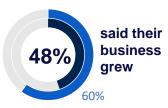
CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2023-24

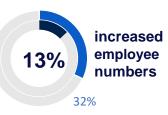
New Zealand

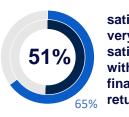
Performance in 2023

New Zealand

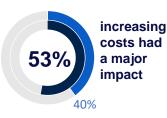
Survey average







satisfied or very satisfied with the financial return



Technology adoption

high-growth businesses average



34% earned more than 10 per cent of revenue from online sales 78%



41% received more than 10 per cent of sales through digital payment technologies 80%



20% found investments in technology improved profitability 79%



33% did *not* use social media for business purposes

15%



18% sought advice from IT consultants / specialists 36%



38% reviewed cybersecurity protections in the past six months 54%

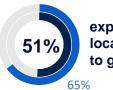
Outlook for 2024 and demographics

New Zealand

Survey average



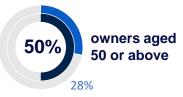
expect their business to grow



Headcount

numbers

expect the local economy to grow



Overseas revenue

expect revenue from

overseas sales to grow

strongly

52%

expect to increase employee

Innovation



64%

will or may introduce a new product, service or process

Recommendations



Explore opportunities to innovate through new products, services or processes.



Save costs by improving procedures or investing in productivity enhancing technology



Government work with stakeholders to design programs that support more young New Zealanders to start or purchase a business.