

CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2023-24



New Zealand

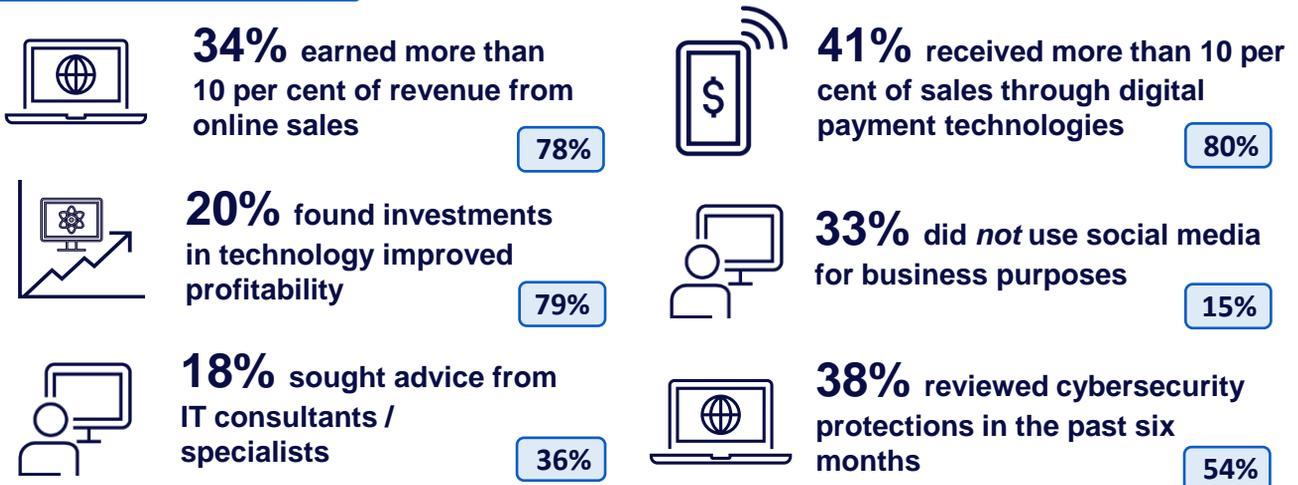
Performance in 2023

■ New Zealand ■ Survey average



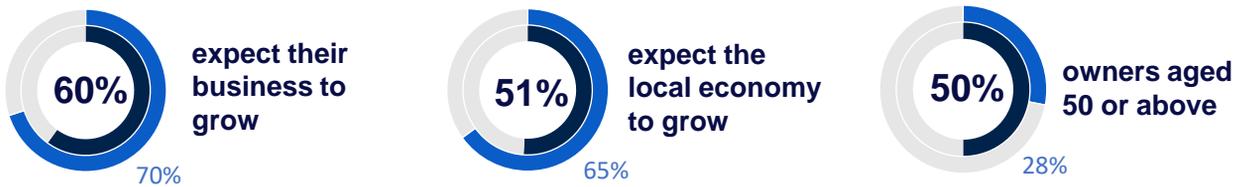
Technology adoption

high-growth businesses average



Outlook for 2024 and demographics

■ New Zealand ■ Survey average



Recommendations

