

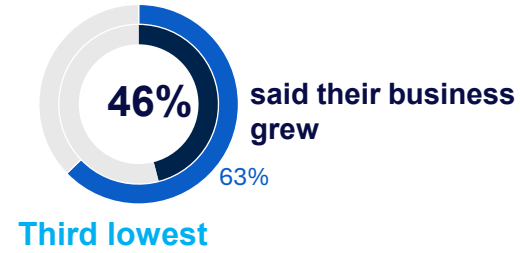
CPA Australia Asia-Pacific Small Business Survey 2025-26

Australia



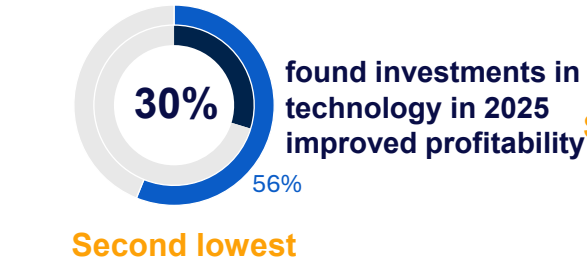
Performance in 2025

Australia | Asia-Pacific average



Technology profitability

Australia | Asia-Pacific average



Technology uptake



44% generated more than 10% of revenue from online sales

Second lowest | Asia-Pacific average – 63%



15% reported AI was the technology they invested in most heavily in 2025

Second lowest | Asia-Pacific average – 32%



17% sought advice from IT consultants / specialists

Second lowest | Asia-Pacific average – 27%

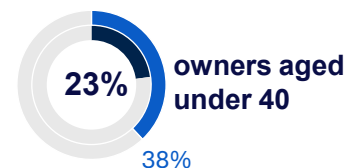
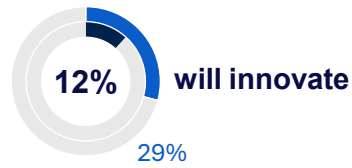
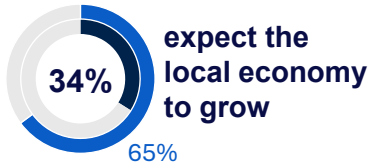
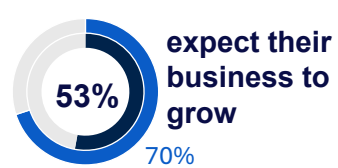


68% used social media for business purposes

Lowest | Asia-Pacific average – 88%

Outlook for 2026 and demographics

Australia | Asia-Pacific average



Business activities



22% improved customer satisfaction

Second lowest | High growth business – 43%



14% improved business management

Third lowest | High growth business – 37%



16% improved business strategy

Second lowest | High growth business – 44%

Recommendations

Reduce regulatory (red tape) complexity and compliance costs that fall disproportionately on smaller firms

Encourage younger Australians to start a business or acquire an existing one

Incentivise technology adoption and the development of stronger digital capability

Incentivise small businesses to access professional advice and training to lift business capability, productivity and resilience