

# The entrepreneurialism of the Aussie workforce

Small and micro businesses are now Australia's fastest growing employment sector



UP  
106,080



14,800  
entities  
per year



285  
entities  
per week

SME growth over the six years to June 2015

Top 5  
technology  
trends shaping  
SMB growth:



Virtual Reality (VR)  
and Augmented  
Reality (AR)



Advanced Video  
Collaboration



Data analytics



Cloud Computing



Fintech

Baby Boomer and Gen Y lead the way



2006: 191,000 entrepreneurs  
2011: 248,000 entrepreneurs

↑ 30%

60-74

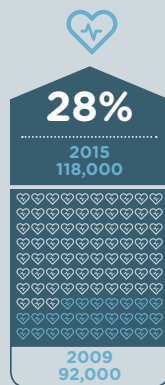


2006: 74,000 entrepreneurs  
2011: 78,000 entrepreneurs

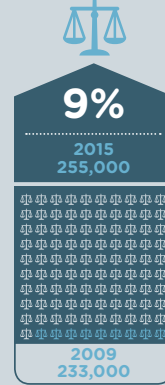
↑ 5%

25-29

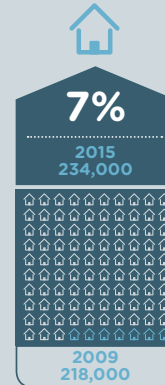
The Fastest Growing SME's in Australia 2009 - 2015



Health care



Professional Services



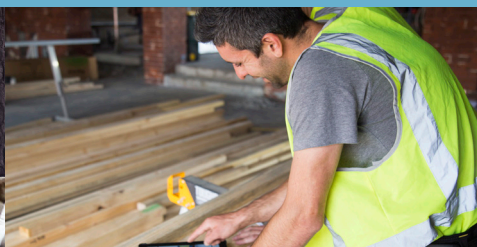
Real estate

Who are the emerging Australian entrepreneurs?



## The Corporatepreneur

Lives in the most exclusive suburbs of Australia's largest capital cities, including Vaucluse in Sydney and Toorak in Melbourne, where they comprise of more than 30 per cent of the resident workforce.



## The Tradiepreneur

A mix of sole traders and small-business employers working in trades such as construction, plumbing and carpentry as well as in shop-keeping, accounting, financial planning, motor mechanics, medical, dental, legal and personal services such as hairdressing. The Tradiepreneur envelops the city and includes the middle and outer suburbs.



## The Lifestylepreneur

Sole traders living in lifestyle locations such as Melbourne's Mornington Peninsula, the Northern Rivers of New South Wales and the hinterland of the Gold and Sunshine Coasts. Entrepreneurs in these areas may include retired or 'lifestyling' corporates, as well as personal service specialists such as Artists, Masseuses and Pilates Instructors.