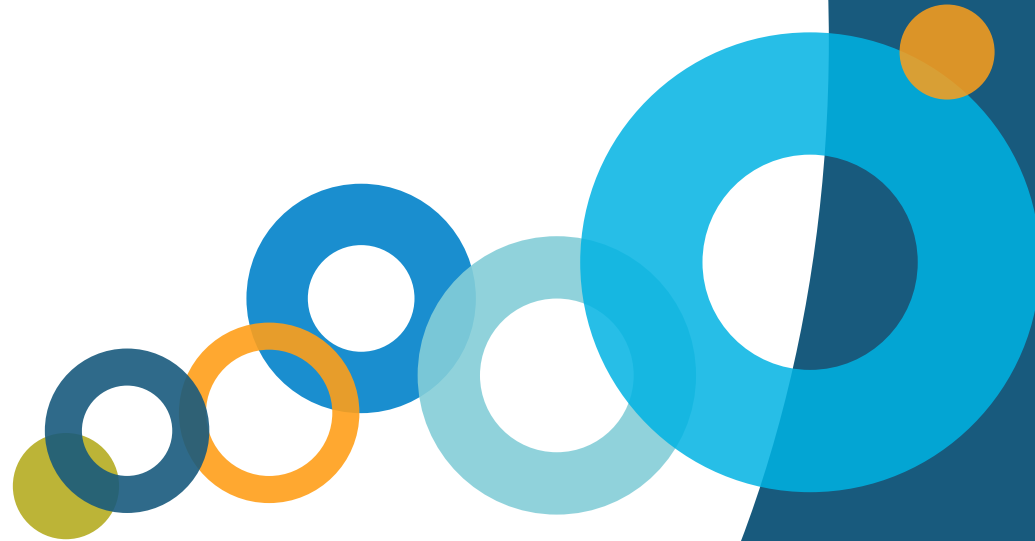


# Wheatbelt Futures Forum

Opportunities for Small Business  
in the Digital Space

Karine Broux  
Jeff Healy



Small Business  
Development Corporation

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# The State of Small Business in Western Australia



**238,907**  
small businesses in WA  
(including non-employing businesses)

**154,847**  
non-employing  
businesses in WA



**2,519,637**  
small businesses in  
Australia



**76% are in the Perth metro area**

**24% are regional**

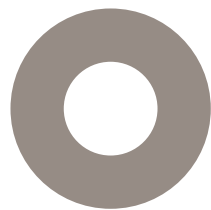


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# Digital Landscape



# Digital Landscape

A state government perspective



 GOVERNMENT OF WESTERN AUSTRALIA

## Digital Strategy

for the Western Australian Government

# 2021-2025

Convenient, smart and secure services for all Western Australians

**WA.gov.au**




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Department of  
Jobs, Tourism, Science  
and Innovation

## Innovation Strategy

Western Australia -  
the place to innovate



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Jobs, Tourism, Science  
and Innovation

# WA: DIGITALLY EVOLVED

DRAFT FOR STAKEHOLDER  
CONSULTATION

April 2024

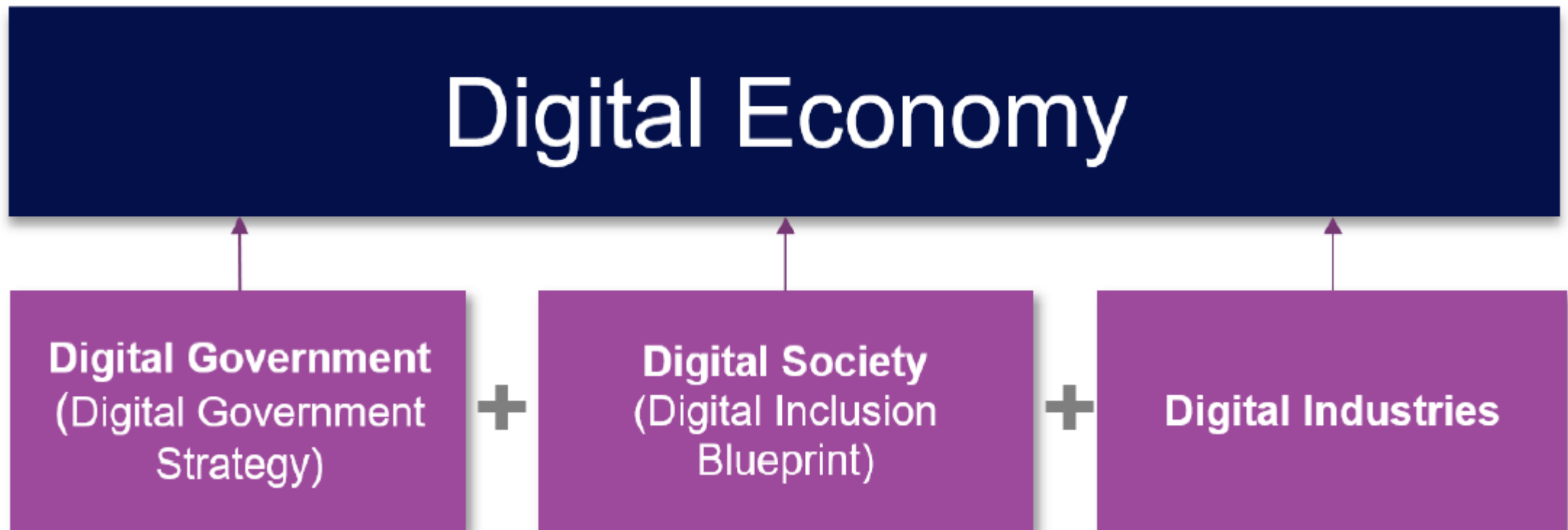
CONSULTATION DRAFT

# Digital Landscape

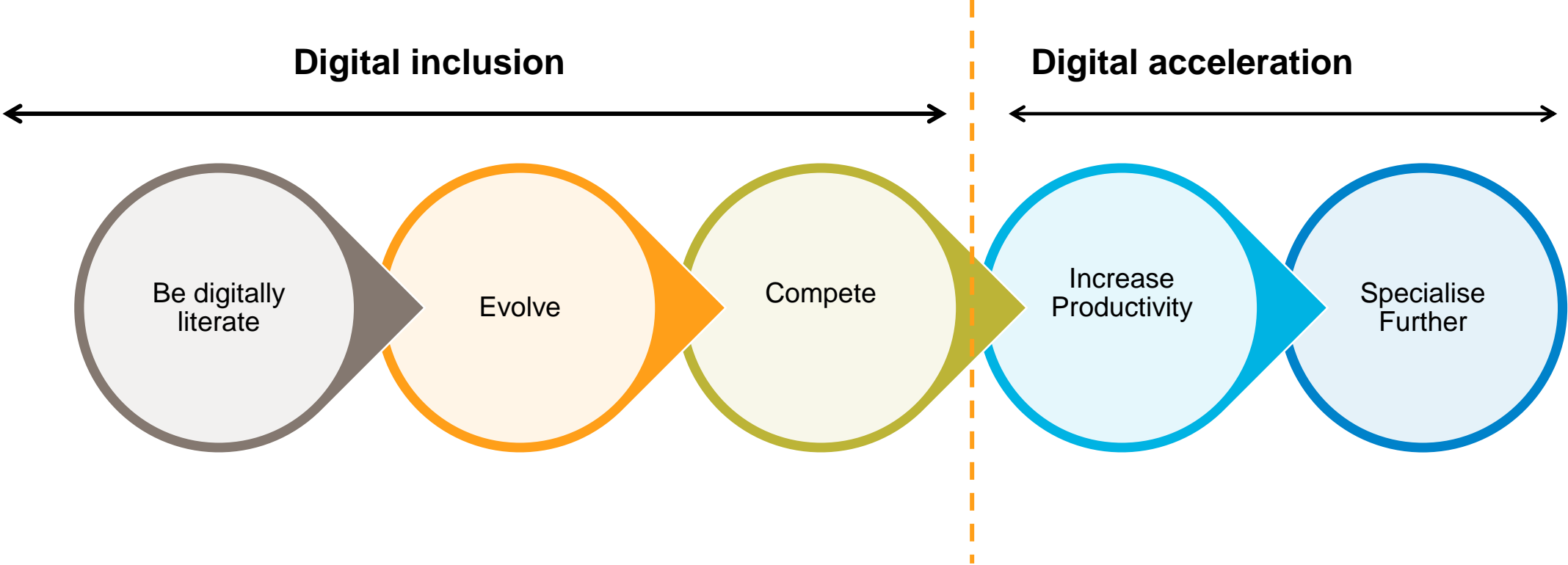
## Digital Industries Acceleration Strategy



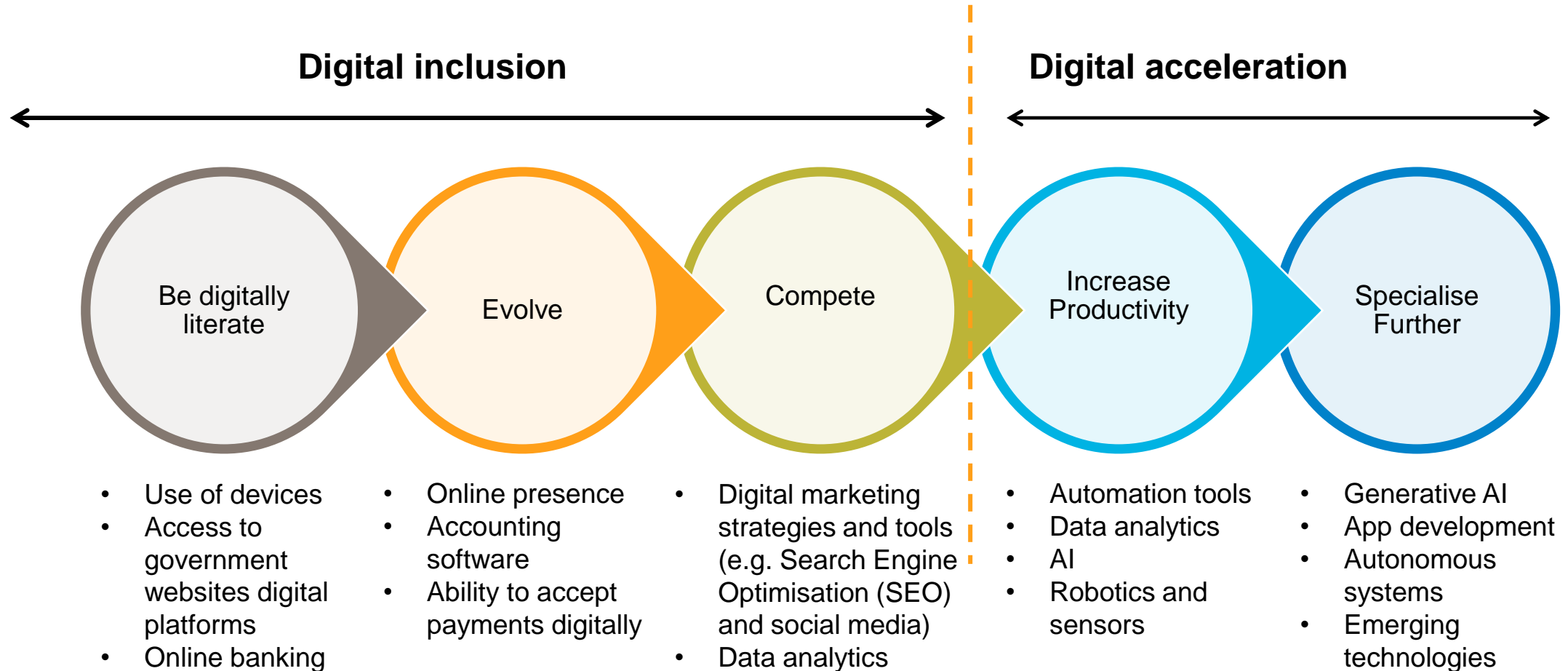
Figure 1. Western Australian approach to the digital economy

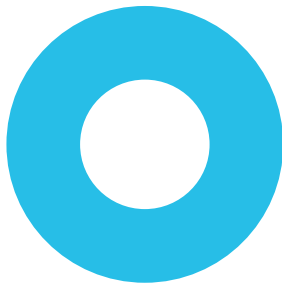


# Small businesses' digital maturity spectrum



# Small businesses' digital maturity spectrum





# Opportunities

For small business



GROW REVENUE



REDUCE COST



INCREASE EFFICIENCY



IMPROVE DECISION MAKING AND PLANNING



ENHANCE COMPLIANCE





# Barriers to Consider



CONNECTIVITY



LACK OF  
UNDERSTANDING



FEAR



CAPABILITY



CAPITAL



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40 YEARS 1984 - 2024

Small Business Development Corporation

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## When you're the one everyone turns to, turn to us.

We are a State Government agency that provides free advice and low cost services to small business owners throughout Western Australia.

Looking for something?

Starting a business Business advice Grants Business skills

Licences and permits Leasing Debt recovery Resolving a dispute

How we can help



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***133 140***