

Home-based Businesses in Australia:

Mickey Mouse or Mini Empire?

Kim Houghton
Strategic Economic Solutions

Australian business

1,179,000 small businesses in Australia

785,000 home-based businesses

At 66%

We are the majority!

What kinds of businesses?

- Construction
- Business & professional services
(accounting legal, surveying,
engineering, architectural etc),
computer and IT services, marketing
and business management services

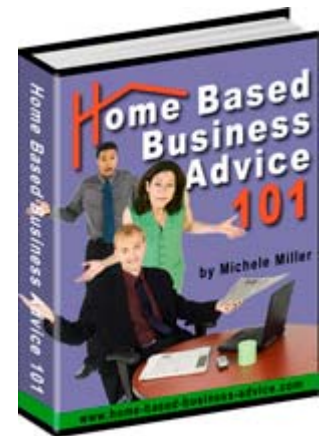
- And almost everything else:
furniture manufacture, massage therapy,
underwater photography, tap dancing, pet
minding, boiler inspection, graphic design
web page design ...

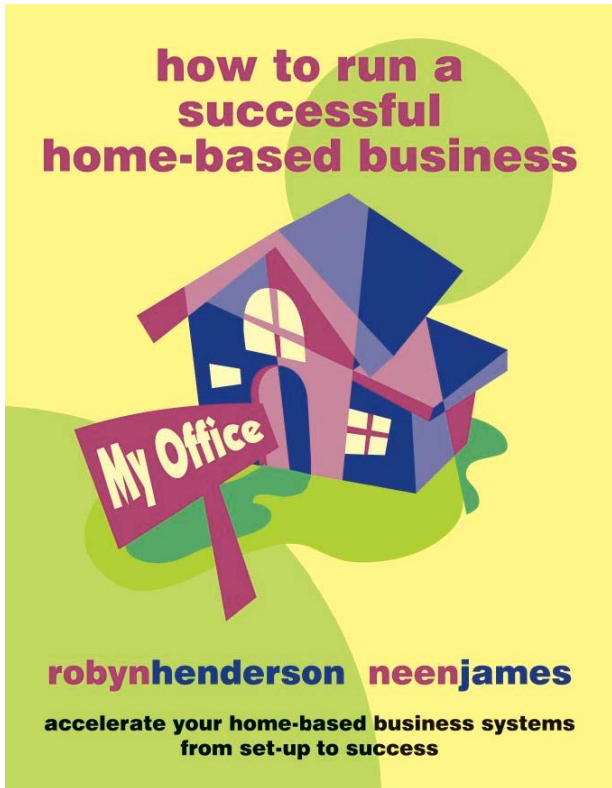


101 tips
for running a
\$uccessful
home business

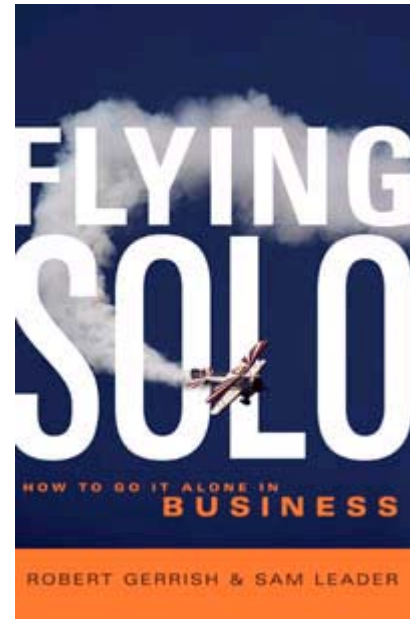
Proven Strategies
& Sage Advice for the
At-Home Entrepreneur

Maxye & Lou Henry
Authors of The Home-Business Sourcebook



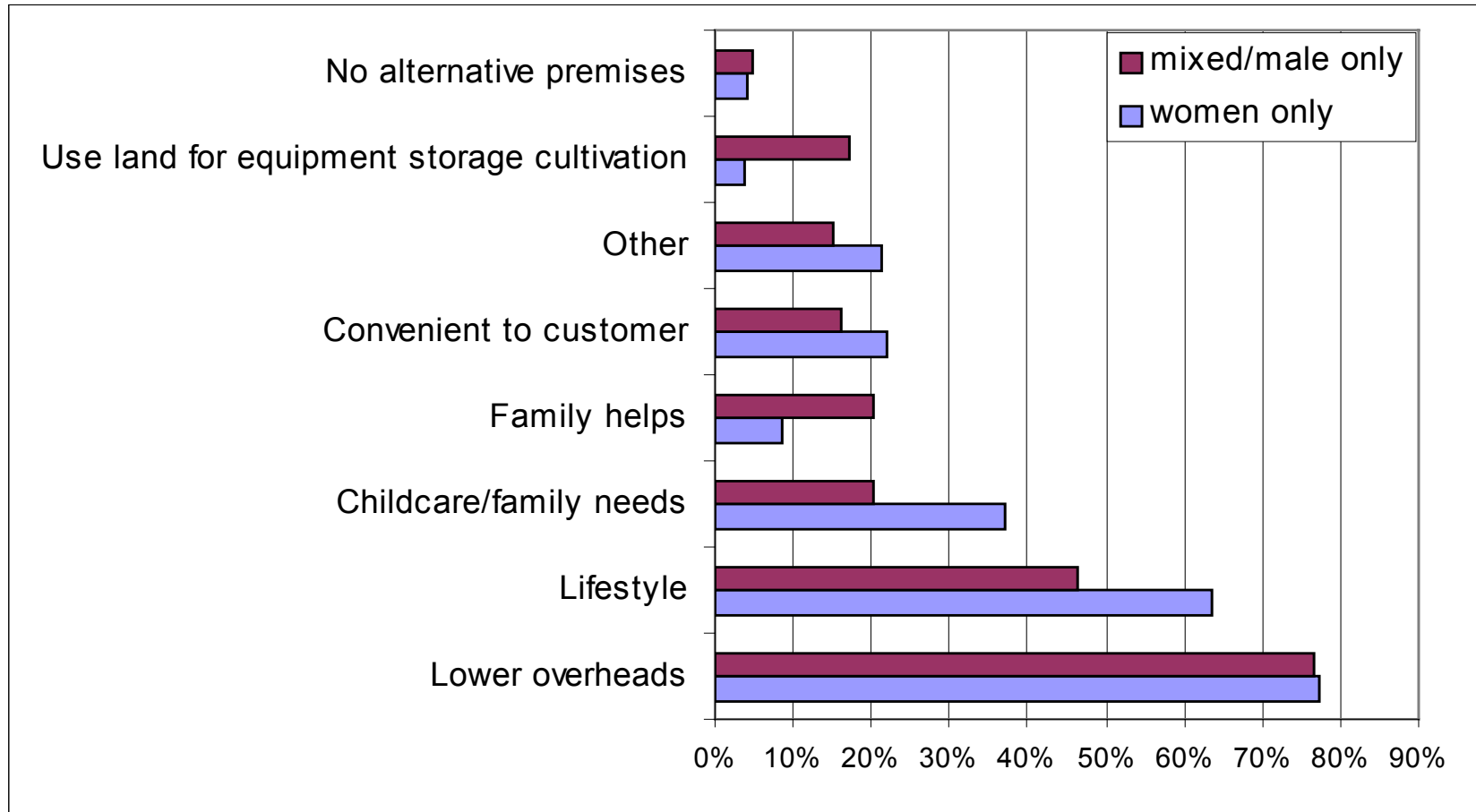


Robyn Henderson
& Neen James



Robert Gerrish &
Sam Leader

Reasons for Operating at Home



www.home-business.uk.com



Want to be your own boss ?

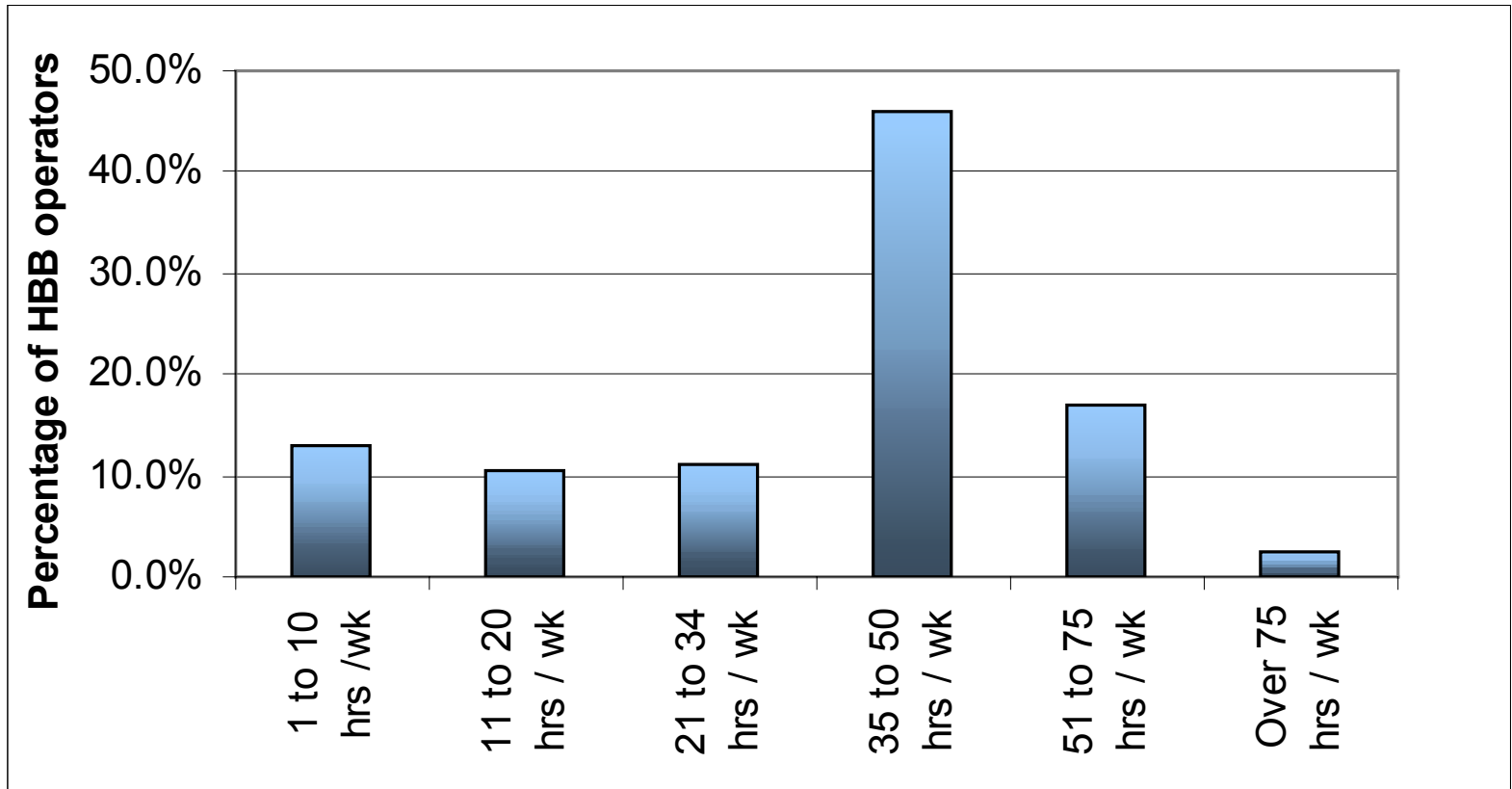
Would you prefer to work from home ?

Need to choose your own hours ?

Like to run your own life ?

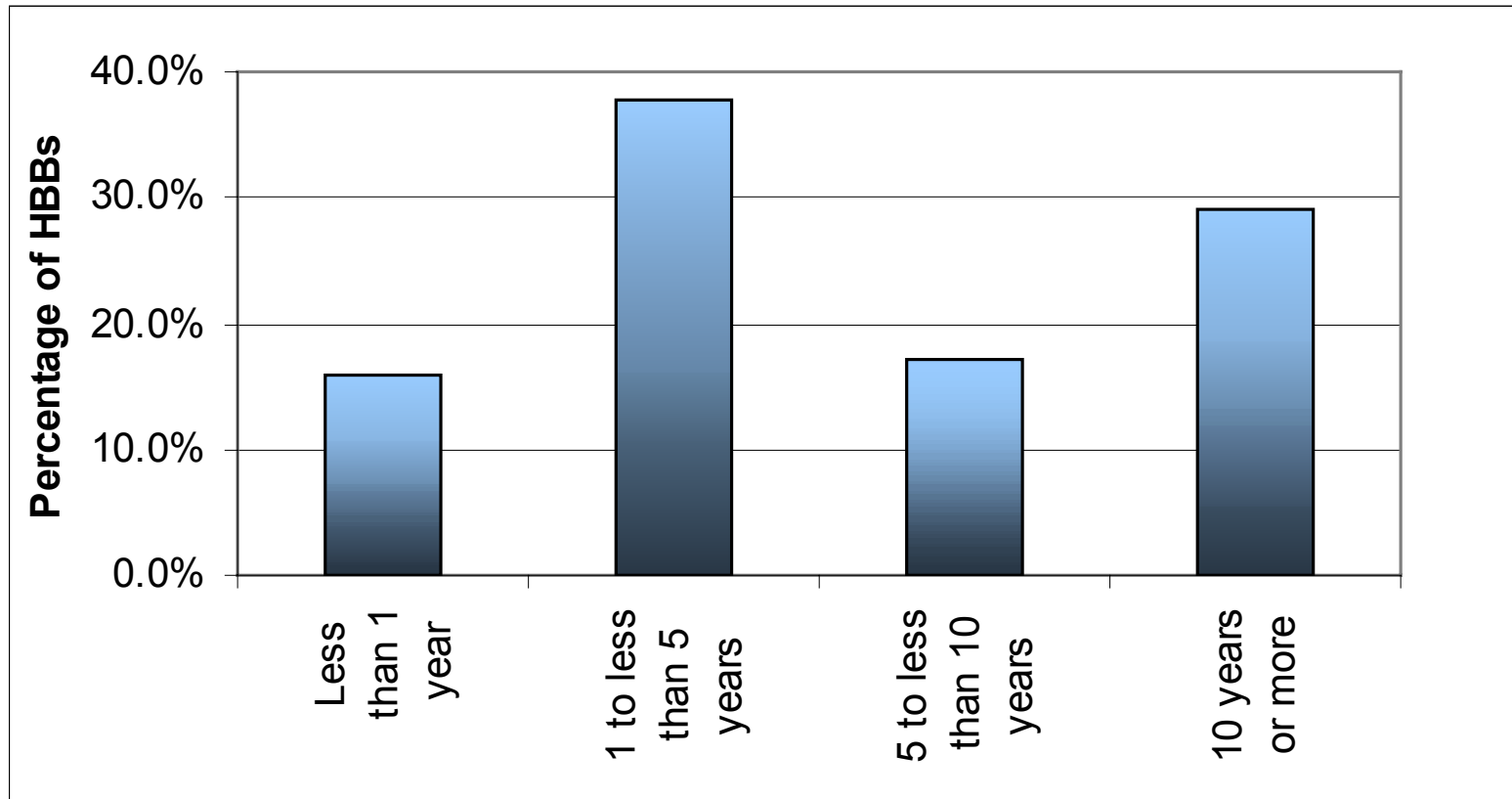
Freedom is just one step away . . .

Hours worked per week



(ABS 8127.0, APRIL 2004)

Not 'pretenders', or 'tyre kickers'



(ABS 8127.0, APRIL 2004)

But on the other hand ...

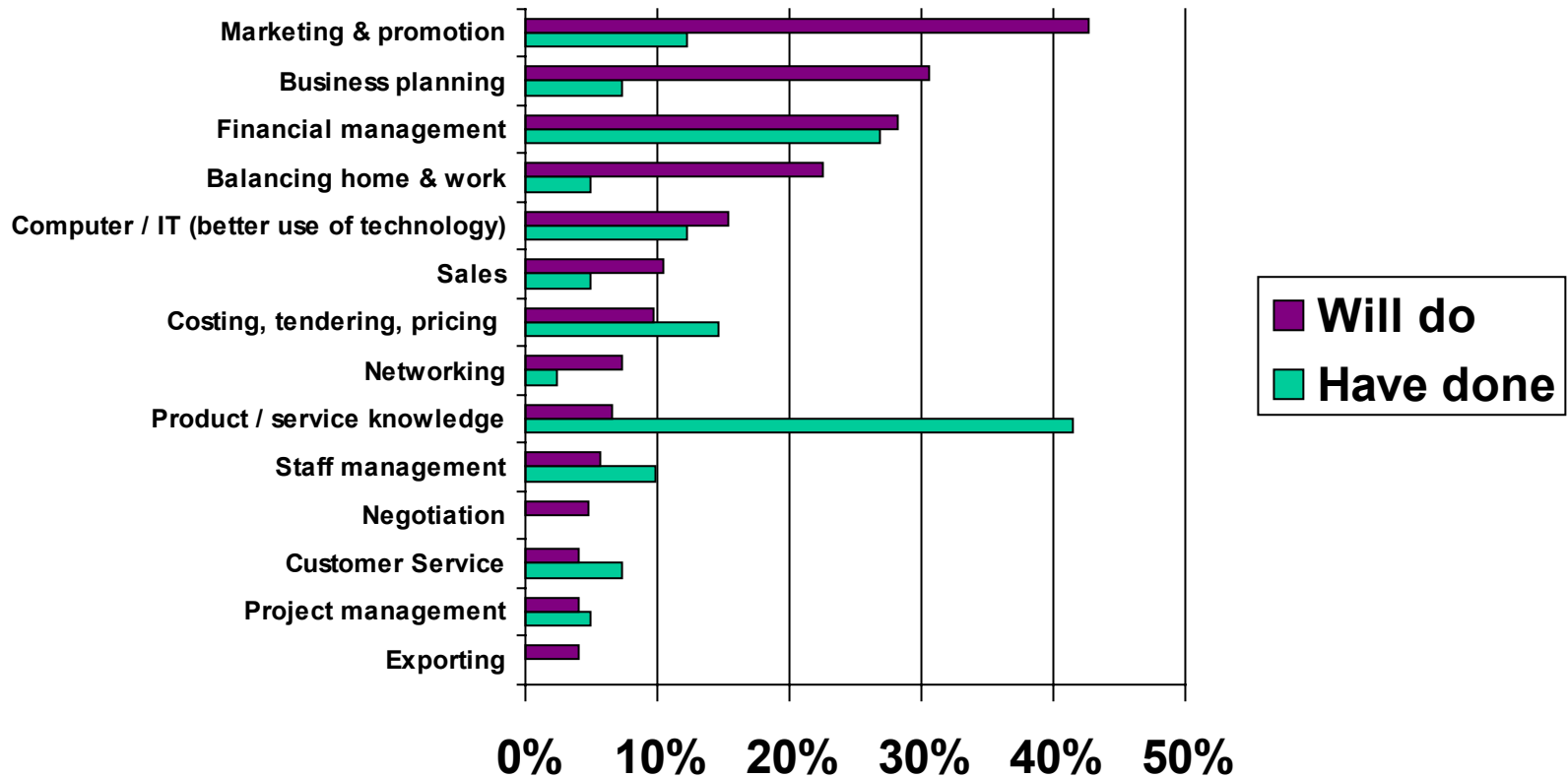
- **Image is a problem**
- **Clients' perceptions are often negative**
- **Working on your own is lonely**
- **Risks involved in blending home and work are many and diverse**

Engaging Home-Based Businesses

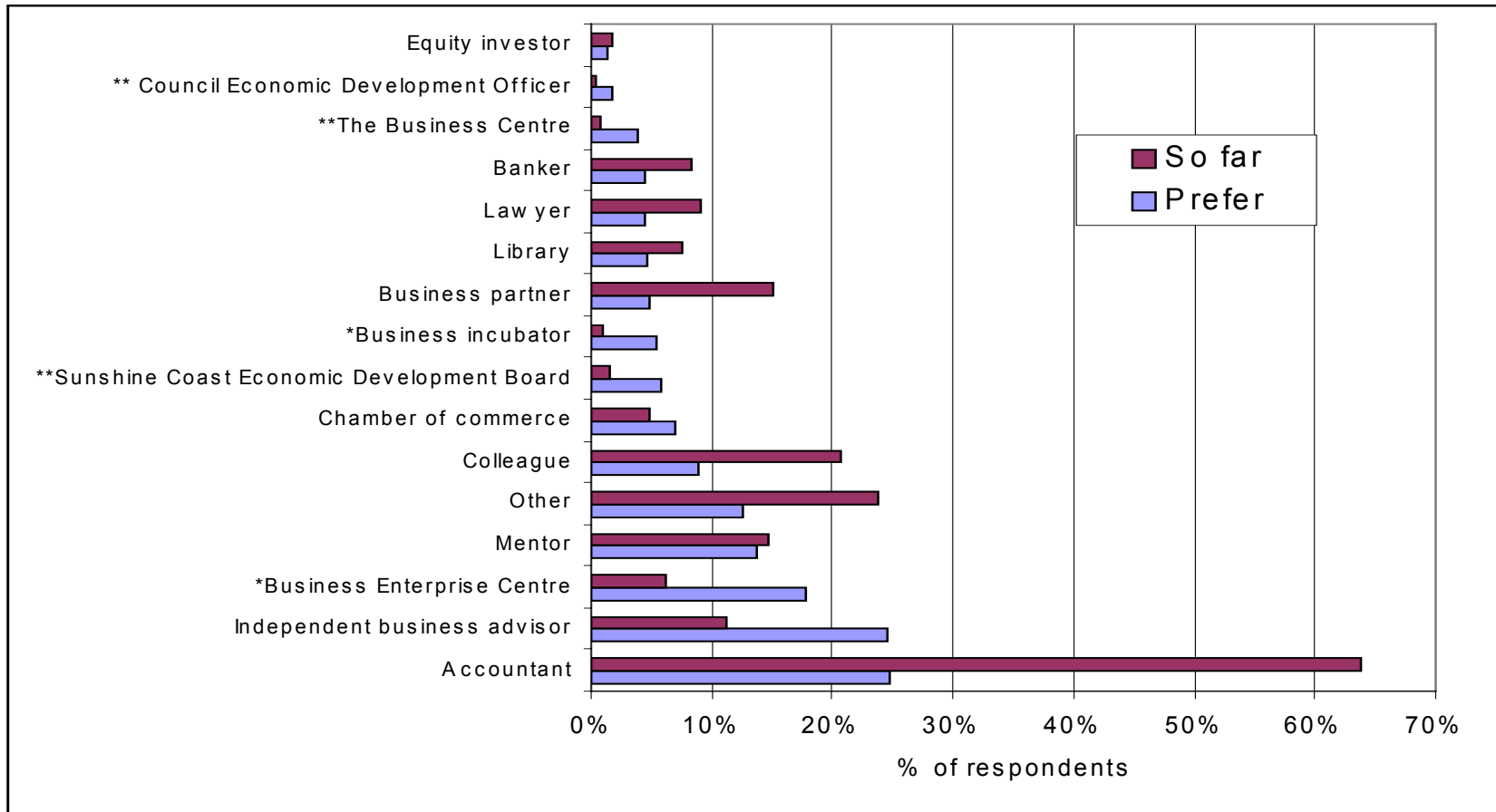
Home-based business operators rarely act on their desire to build their business skills:

- **Time**
- **Delivery style and content**
- **Targeting those wanting to grow**
- **Learning style**

Training completed and planned



Sources of Business Advice





**GET
INVOLVED!**