



Small Business Well-being Index



There are over 2 million small businesses in Australia, accounting for the vast majority of the Australian business landscape. Through the Officeworks Small Business Well-being Index, we aimed to uncover the challenges and stresses small business owners face on a daily basis. Having seen the results, we decided to act and provide the support and inspiration to help small business owners achieve success through our Small Business Coach events.

Starting a business is often a lifestyle choice as much as a career choice.

"I always wanted to start my own business as I wanted more flexibility and better work/life balance."

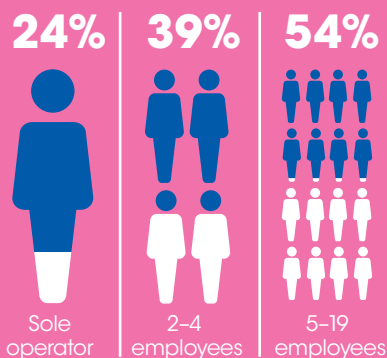
"I started my own business some 20 years ago to be my own boss."

But this choice doesn't come without its challenges and stresses:

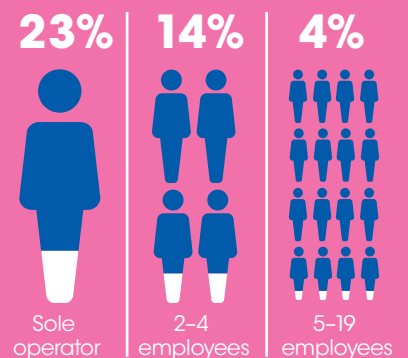


Only 25%
are seeking support for stress, with others looking to friends and family, or worryingly, bottling it up.

The level of stress amongst small business owners scales up depending on the size of the business, with business owners employing 5–19 staff requiring the most support for managing their business well-being.



Small business owners employing 5–19 staff are also less inclined to focus on ensuring happiness in the workplace.



Small business owners from metro areas were the least happy and fulfilled small business owners across the country, with just over half feeling happy and fulfilled compared to **70% in rural areas.**



Metro CBD 57%



Regional Centre 62%



Rural 70%

For a range of inspirational stories and helpful advice to improve your business well-being, visit officeworks.com.au/smallbusinesscoach

Source: research conducted by Symphony in June 2015 on behalf of Officeworks.

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