

# AUSTRALIAN BUSINESS GROWTH MONITOR

The *Servcorp Australian Business Growth Monitor*, to be published every six months, will track business growth over time looking at current and future performance, as well as the different factors both impacting and contributing to business growth among Australian companies

**51%**

of businesses surveyed had no revenue growth during FY13

**75%**

saw no change to staffing levels, with just one in four increasing their headcount

**62%**

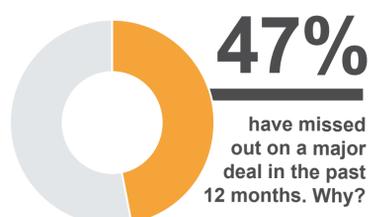
are dissatisfied with the level of support provided by the current Federal Government

**45%**

believe their business would be better off under a Coalition Government



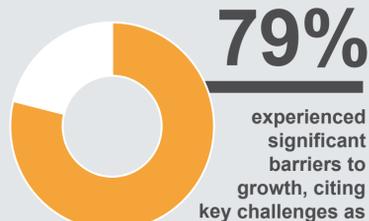
## Aussie companies missing out



UNDERCUT ON PRICE BY A COMPETITOR **23%**

RULED OUT FOR BEING SEEN AS TOO SMALL **13%**

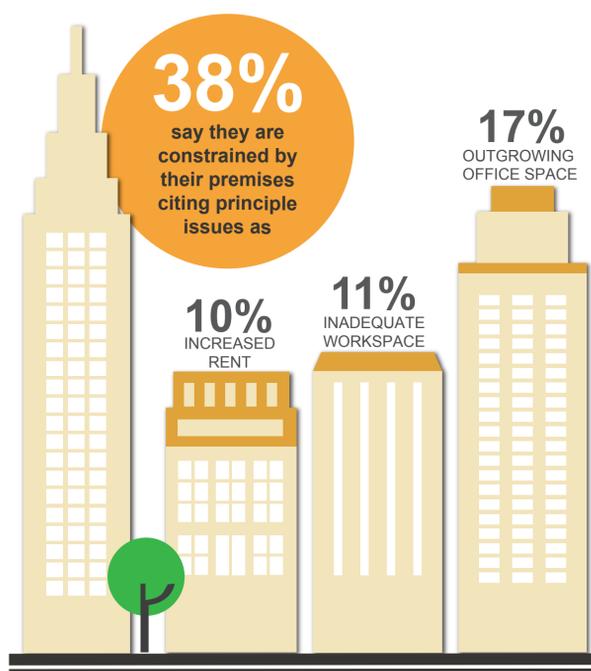
CAN'T SCALE UP OPERATIONS FAST ENOUGH **11%**



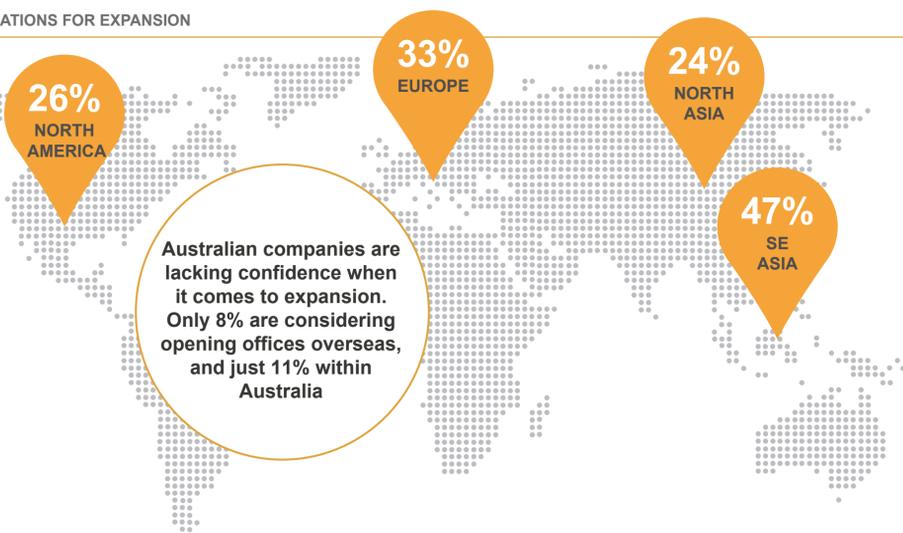
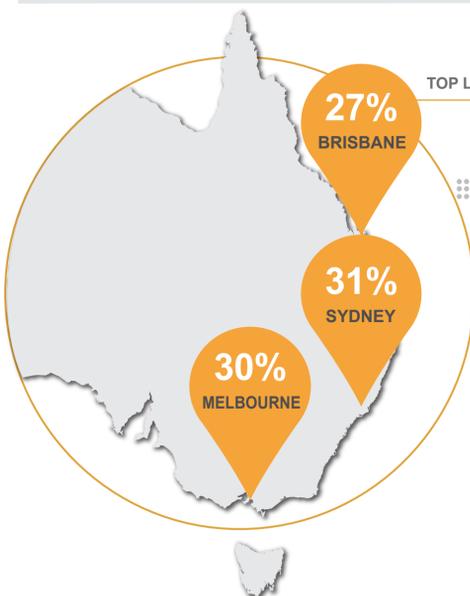
DIFFICULT ECONOMIC CONDITIONS **42%**

A REDUCTION IN CONSUMER SPENDING **33%**

INCREASED LOCAL MARKET COMPETITION **26%**



### TOP LOCATIONS FOR EXPANSION



## The future is bright



**60%**

said they are expecting growth in the next 12 months



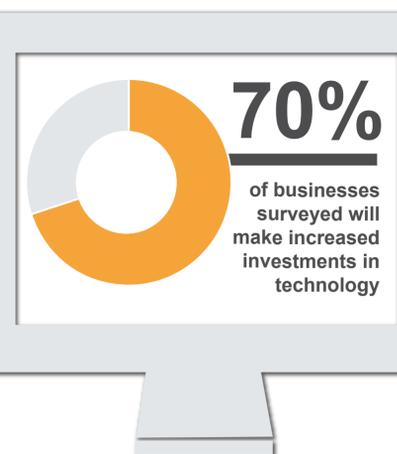
**However**

This suggests that there will be a focus on efficiency and productivity to help support predicted growth



**63%**

of businesses surveyed expect no headcount changes in the next 12 months



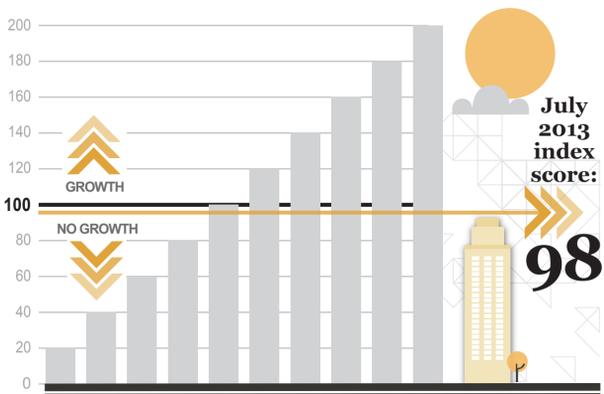
NEW OR UPGRADED WEBSITE **37%**

DEVELOPING A SOCIAL MEDIA STRATEGY **33%**

CLOUD SERVICES **20%**

INVESTING IN MOBILE DEVICES **19%**

The *Servcorp Australian Business Growth Monitor* will compare performance among Australian companies using an index score. The benchmark score for this inaugural study is 98



**SERVcorp** [www.servcorp.com.au](http://www.servcorp.com.au)

### About Servcorp

Servcorp Ltd (SRV:ASX), the world's leading provider of executive serviced offices, virtual offices and superior IT and business infrastructure solutions, operates 132 floors in 52 cities across 21 countries.

More than just an office, Servcorp serviced and virtual offices make it possible for businesses to succeed and grow. From SMEs to large global brands, Servcorp can help to establish your business and position your company for success – its premium serviced office suites offer unrivalled technology, services and support staff in the best locations across Australia and the rest of the world: as long as you want and for less than it costs to have a traditional office.

### About the study

441 executive managers and business owners of Australian companies were surveyed online by Galaxy Research on behalf of Servcorp between Friday, 14 June and Sunday, 23 June 2103.

The index score has been generated based on the performance of the businesses surveyed for the past 12 months and expectations over the next 12 months.