

# 711 events delivered during Small Business Month

24,000 people attended Small Business Month events





272 collaboration partners joined the program

220 organisations approved for grants to host events



94% of attendees were very satisfied or satisfied with their participation in NSW Small Business Month

95%

were very likely or likely to attend a future NSW Small Business Month

94%

were very likely or likely to recommend Smal Business Month

**79%** 

strongly agreed or agreed that they feel more confident in their business after participating

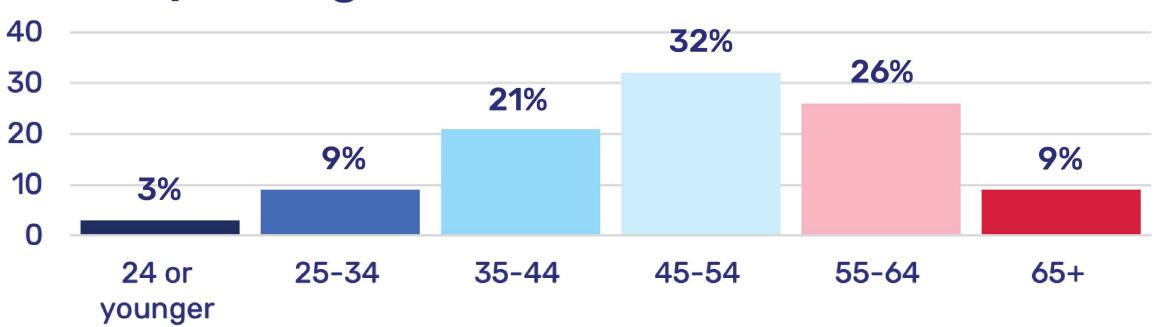
89%

of attendees strongly agreed or agreed with the statement "the activity provided me with nformation I intend to apply to my business."

66%

of attendees agreed
that their awareness of
government support had
increased as a result of NSW
Small Business Month

## Participant age



## Top 3 reasons for participating in NSW Small Business Month 2023

**Build networks and** peer support

**Engage with** business experts Find new grow

opportunities to

#### 3% Thinking about selling/ exiting my business **6%** Intending to start a business 10% Just curious no current plans to start a business 62% Have an **Business** established business stage 19% Just started my business

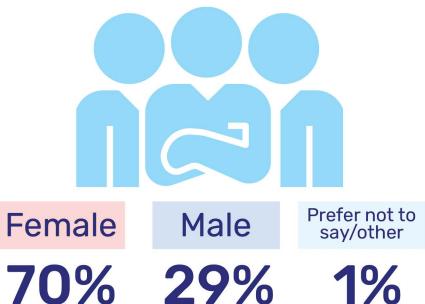


### Location

**Metro Sydney 47% Regional NSW 51%** Not in NSW 2%



27% of attendees speak a language other than **English** 



70% **29**%

# **Top 6 industries**



12% Professional, Scientific & **Technical Services** 





