

# Getting down to business

A profile of women in small business in NSW

Small business is the engine room of a well-tuned economy and NSW is home to one-third of Australian small businesses. Although fewer women than men own a small business there were 164,292 female small business owners in NSW in 2016.



Although **women** are **less likely** to own a **small business**, research shows that **women** are as **successful** as **men** in **sustaining a business**



**Only 33%** of **small businesses** in NSW are owned by **women** and **business ownership** among **both women** and **men** is **decreasing**



**Education levels** of small business owners in NSW tend to be **higher** for **women** than men



A **higher percentage** of **working women** in **rural areas** (**17%**) own a **small business** than working women living in metropolitan areas (9%)



**Women in business** in NSW are **culturally diverse** with **one in four** female small business owners in NSW from **non-English speaking backgrounds**



The **average age** of a female **small business owner** is **46 years** and they are **more likely** to have **children** than women in the general workforce

*Getting down to business: A profile of women in small business in NSW* presents a range of data and research on the current status of female business ownership in NSW and considers the challenges and opportunities for women in business. The report also presents a number of case-studies of small businesses owned by women in NSW and outlines some of the initiatives geared to encourage and promote women starting a small business in NSW.