to illustrate the varied landscape within which a practitioner operates. My small business clients want practical, down to earth solutions for their issues.

I encourage all government agencies to look carefully at their rules and regulations; ensure that the regulatory environment is a help, not a hindrance, to successful small business.

And I encourage all in academia to ensure that the research you undertake is meaningful to the small businesses you use as subjects; ensure that in your research summaries you can give practical applications for what you have studied, or at least suggestions on how your results might be used. It is the missing link.

References:

1. Complete information on various types of entrepreneurs operating in a country. Chinmoy Kumar
http://www.preservearticles.com/201101143343/types-of-entrepreneurs.html

2. National Australia Bank SME Survey – December quarter 2014

3. National Australia Bank Research, December 2014

4. Australian Bureau of Statistics, Selected Characteristics of Australian Business, 2012-13

This group of people are moving from the status of being an employee to being self-employed and, like many employees, they are unaware of the risks associated with starting a small business as well as a misunderstanding regarding cashflow and what constitutes a profit.

This group becomes easily discouraged when they realise that much of their savings will be needed to start the business, that no bank in Australia will loan money for a new business, and that it may be 6-18 months before their business has sufficient cashflow to begin paying themselves a modest wage.

- Pure entrepreneurs:
  This is an interesting group to work with in our area because there are so few of them! The pure entrepreneur has a great idea for a business, has done their market research and realised there is a gap in the marketplace, has done an anticipated cashflow, has the necessary start-up funds, wishes to begin slowly and grow the business, and is motivated by their desire to do something useful, meaningful and profitable.

- Growth entrepreneurs
  The final group that I deal with are those who are already in business successfully and now wish to expand their product line, their employees, their premises, or similar. These people are motivated by their own success and are usually in business for the longer term.

  I enjoy working with this group because they are smart operators and know what it takes to be successful. They pay attention to the laws and are key figures in the community because they provide employment for others.

I wanted to bring these types on entrepreneurs to your attention because as a practitioner, I deal with these and more. The topics I deal with can be everything from whether someone is suitable for going into business and has the right motivation for success, to feasibility, marketing, cashflow, record keeping, human resources, finance, and compliance. It is a multitude of issues requiring a broad spectrum of information and experience. But it is rare that I find the help I need or that will assist the business in academic research.

In my entire professional career, some 40+ years now, I have always been in the role of interpreting governmental edict and academic research so the consumer, small business, or other end user can make sense of it. I have been the middle of the sandwich!

It is not a bad place to be but I am discouraged by researchers who treat their small business subjects as simply grist for the research mill. The research papers I see here at this conference as well as those published in our various journals frequently contain no practical application of the results. I have attempted today

- Necessity entrepreneurs:

  Sometimes called forced or induced entrepreneurs, these people have no business acumen but have been forced into business because they have lost their job, have been unemployed for a long time, or cannot find employment commensurate with their interests or training.

  They usually do very little market research, are unsure how to conduct even a modest feasibility study, and have limited start-up funds. They struggle for profit, have cashflow issues, forget that all money into the business is NOT profit, and do not understand their obligations under Australia's employment laws. They are the most difficult group to work with and have a high failure rate, but can be successful with adequate support and training.

  Australia has a program for the unemployed called New Enterprise Incentive Scheme (NEIS) where the successful applicant receives a cash stipend during their first year of operation and a strong dose of training; they also need to write a business plan. Although carefully vetted initially, it is the financial support that is the inducement to enter business.

- Leisure/Retirement entrepreneurs:

  Many people who visit our area are pleasantly surprised with the natural beauty and the relaxed lifestyle. They start by visiting us on every holiday period and gradually move here in their retirement years. After a few months, they discover that we are an expensive area in which to live and perhaps their retirement income isn't quite enough to live the lifestyle they'd like. And while they may keep busy with community activities, the relaxed lifestyle might be a little boring. So, they get the bright idea to start a business! There are two problems with this group.1] starting a business in which they have little training puts them in the same category as the necessity entrepreneur and not only uses up their retirement savings, their business often fails and 2] if they go into business out of boredom, they may not need to make a profit. This type of entrepreneur changes the economic environment for genuine operators because they can undercharge and make allowances, knowing that retirement funds will make up the difference. They are also a very difficult group to work with because they do not see the need for proper planning or cashflow analysis.

- Transitional entrepreneurs:

  In Australia, as in many other places, we are undergoing a change in the industrial and resource sectors. People are or are soon to be made redundant and will need to find other work. In addition, a smaller number are bored with their job, feeling underutilised, and become convinced they can be more satisfied by working for themselves, if not wealthier.

stand back and get out of the way, so that small business operators can do what they do best! Unencumbered and unleashed!

For academia, there is a bigger problem. Research results often give us no practical solutions to the very real challenges of running a small business. You receive your degree or a promotion in rank but small business does not benefit.

Let's take a look at small business in Australia. According to the National Australia Bank and the Australian Bureau of Statistics:

- Over 2mil businesses are actively trading in Australia as of June 2014
- 97% of all business in Australia is small business (less than 20 employees, 61% had NO employees and 27% had 1-4 employees, meaning 88% have less than 5 employees (micro business)
- 1.2mil (61%) business had annual turnover of less than $200k
- Strategies used by business to improve their turnover in the last year included creating or using a website, introducing a new product, online marketing and reduced pricing
- The top industries for small business are construction, professional and technical services, retail, hospitality and private healthcare or social assistance

Statistics for my specific service area are more difficult to obtain, but we know that many local businesses closed after trying to hang on with the Global Financial Crisis. There was no assistance for businesses during this time except a token gesture from the Australian Taxation Office to postpone the tax due dates. My office as well as others, gave advice on consolidating debt, the proper way to let employees go, ways to increase cashflow and reduce debt, and similar.

And yet, many small businesses also opened during this time. It seems a contradiction.

One of the reasons for this contradiction is the many reasons why people become small business owners in the first place.

Our area is a tourism area but also has a significant number of dairy farms, vineyards and wineries, retail shops, and hospitality venues. So the economy is a mixed one. Even though the resident population is around 12,000, on holiday periods, as many as 100 – 250,000 people will visit. During a year's time about 0.5mil people will visit our area, swelling the customer base for any shop or hospitality venue, even though on a seasonal basis. This is an important point for would-be entrepreneurs.

In my direct work with the small business sector in the Margaret River Region, I find several distinct types of entrepreneurs:

Parallel Track #5
Monday, 8 June 2015 08:00-09:30
Dubai World Trade Centre (DWTC), First Floor, Concourse 2

Workshop Track (DWTC, Dubai C, First Floor, Concourse 2)

#168 - Small Businesses are More Than Research Subjects: A Look at Small Business in Western Australia from a Practitioner's Point of View

Author: Barbara Maidment EdD, Margaret River Business Centre (Australia)

Good Morning Ladies and Gentlemen. It's good to see you so bright and early! I want to thank you for choosing to participate in a workshop where I propose we discuss matters of significance and practicality to those who are working in the field with actual small business.

First a bit about myself. I live on a commercial beef property with my husband in the southwest of Western Australia. I have been in small business advisory work in Western Australia for 25 years. I live in Margaret River, Western Australia, a small town in the far southwest of Western Australia. The area that I service with my work has about 12,000 pop. And about 1,000 registered businesses, some of which are not active. In the time I have been delivering advisory services, an average of 20 new businesses have started each year.

Each time I attend one of these small business conferences, whether it be the ICSB international conferences, or the Asia Regional Conferences, or even the national conferences in Australia, I am almost overwhelmed by the preponderance of academics and government officials. Having been in academia myself many years ago, I understand the need for doctoral students and their professors to conduct research into the small business sector, and then to present that research to others, either through conferences like this, or through academic journals. Research is important to our understanding of how the small business sector works, what drives it and the results of varying kinds of actions.

Having worked also in government, I do understand the need to create a regulatory environment where small business can proceed unencumbered in order to flourish. In many locations, government regulation is simple but in most cases, regulations can be numerous, detailed and complex, making the lives of small business people a nightmare of forms and compliance detail! And in Australia, it is sometimes local government that conjures up the most rules!

For government, I have one comment: set the basic and necessary parameters for the operation of small business and the protection of their customers, then