



Small Business Insights and the Digital Economy

Matthew Prouse, Head of Industry



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Head of Industry
Xero

@matthewprouse





Who owes us money?

**How much money is in the
bank account?**

How much do we owe?

Are we making a profit?



Digital Domino Pty Ltd

Your last login: 11 hours ago from Australia

Business Savings Account

306-234-12345679



Reconciled

Statement balance (Apr 29) 6,878.28



1 of 2 bank accounts are showing on the Dashboard
[Manage Bank Accounts](#)

Total cash in and out



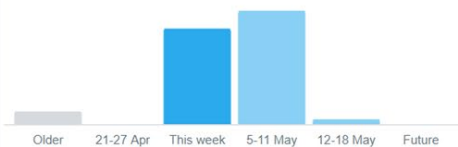
Account watchlist

Account	This month	YTD
Inventory (630)	0.00	0.00

Invoices owed to you

[New sales invoice](#)

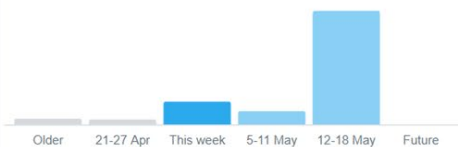
4 Draft invoices 2,200.00
11 Awaiting payment 14,877.63
2 Overdue 910.00



Bills you need to pay

[New bill](#)

1 Draft bill 115.20
10 Awaiting payment 4,465.67
3 Overdue 326.29



Small business

Apps



Banks



Employees



Government



Suppliers



Customers





▼ 49.44 % Cash flow ▼ 35.9 Getting paid ▲ 2.4% Hiring people ▼ -11.25 % Trading overseas ▲ 27.0 % Cloud adoption

About Xero Small Business Insights

About

FAQ

Definitions

At Xero, we're dedicated to improving the lives of small business owners everywhere. More than 500,000 subscribers in Australia rely on our cloud-based accounting software to manage their finances every day.

Xero Small Business Insights is a snapshot of the sector's health, updated monthly. Its metrics are based on anonymised, aggregated data drawn from hundreds of thousands of our subscribers. The result is a picture of business conditions that's more accurate than most private surveys, which have a far smaller sample size, and more frequently updated than most ABS data on small business.

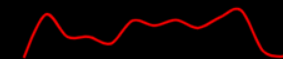
With that goal in mind, we're sharing some of our observations through Xero Small Business Insights. It's our hope that with this data in hand, policymakers and large enterprises can make more informed decisions that benefit the small business economy.



Cash flow

49.44 %

of Australian small businesses were
cash flow positive in February 2019

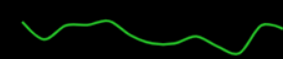


▼ -0.68 p.p. ▲ 0.24 p.p.
Month on month Year on year

Getting paid

35.9

days on average for Australian small-
business invoices with 30-day terms to
be paid in February 2019

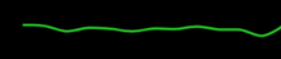


▼ -0.99 % ▼ -1.99 %
Month on month Year on year

Hiring people

2.4 %

change in the number of Australian
small business employees from
January to February 2019

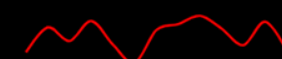


▲ 0.06 p.p.
Year on year

Trading overseas

-11.25 %

change in the total dollar value of
imports and exports for Australian
small businesses from January to
February 2019



▲ 0.91 p.p.
Year on year

Cloud adoption

27.0 %

growth in Australian subscribers on
Xero in the year through 30 September
2018



Cash flow

48.9 %

of New Zealand small businesses were cash
flow positive in February 2019



▲ 9.64 p.p. ▲ 0.46 p.p.
Month on month Year on year

Getting paid

8.9

days late on average across all New Zealand
small business invoices paid in February 2019



▼ -17.52 % ▼ -10.33 %
Month on month Year on year

Hiring people

2.1 %

change in the number of New Zealand small
business employees from January 2019 to
February 2019



▼ -0.78 p.p.
Year on year

Trading overseas

-17.1 %

change in the total dollar value of imports and
exports for New Zealand small businesses from
January 2019 to February 2019



▲ 3.48 p.p.
Year on year

Cloud adoption

19.6 %

growth in New Zealand subscribers on Xero in
the year through 30 September 2018

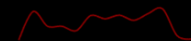




Cash flow

49.44 %

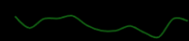
of Australian small businesses were cash flow positive in February 2019

▼ -0.68 p.p. ▲ 0.24 p.p.
Month on month Year on year

Getting paid

35.9

days on average for Australian small-business invoices with 30-day terms to be paid in February 2019

▼ -0.99 % ▼ -1.99 %
Month on month Year on year

Hiring people

2.4 %

change in the number of Australian small business employees from January to February 2019

▲ 0.06 p.p.
Year on year

Trading overseas

-11.25 %

change in the total dollar value of imports and exports for Australian small businesses from January to February 2019

▲ 0.91 p.p.
Year on year

Cloud adoption

27.0 %

growth in Australian subscribers on Xero in the year through 30 September 2018

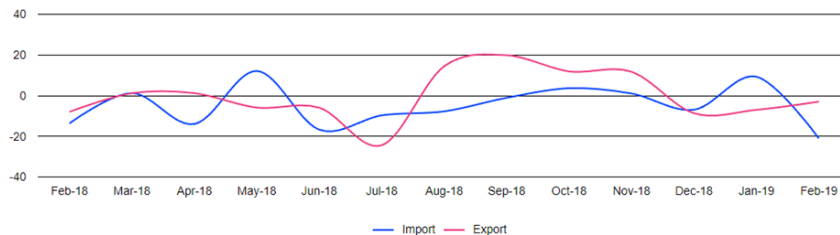


Trading overseas

-11.25 % ▲ 0.91 p.p. YoY

Percentage movement in the total dollar value of imports vs exports

Overseas trading activity fell 11% month on month, led by a 21% plunge in imports. Exports slid a more modest 3%.



Trading overseas

-11.25 %

change in the total dollar value of imports and exports for Australian small businesses from January to February 2019

Contact us about our data

[Get in touch](#)

Share graph



Enabling growth

Reduce complexity

Single window

Modernise registers

Eliminate paper

Global standards

Improve cashflow

E-invoicing

Payment terms

SME Procurement

Encourage innovation

API first

Incentivise

Education

New invoice

Draft

Saved

 Preview

Send

▾

⋮

FS Foxglove Studios ×

ORC1040

ORC1042

Issued 30 Apr 2019 ▾

Due 14 May 2019 ▾

New Zealand Dollar ▾

Standard ▾

Item	Quantity	Price	Amount NZD
Development work - developer onsite per day	4	650.00	2600.00

Add another item...

Subtotal incl. tax ▾ 2,600.00

Total GST 0.00

Total **NZD 2,600.00**

AUD 2,458.56

1 AUD = 1.057530 NZD

[Switch to classic invoicing](#)


Purchases overview ▸ Bills to pay ▸

Edit Bill ORC1041

Invoice ORC1041.pdf

TAX INVOICE

Foxglove Studios
96 St Georges Bay Road
PARNELL
AUCKLAND
NEW ZEALAND



Invoice Date
1 Apr 2019

Invoice Number
ORC1041




Reference
ORC1040

ABN
51 111 111 118

Digital Domino Pty Ltd
248 Burnwood Rd
HAWTHORN VIC 3122
AUSTRALIA

Description	Quantity	Unit Price	GST	Amount NZD
Development work - developer onsite per day	4.00	650.00	GST Free	2,600.00
			Subtotal	2,600.00
			TOTAL NZD	2,600.00

Due Date: 29 Apr 2019
When paying by cheque, please complete this payment advice, detach and post to the address provided.
Online payment preferred - use our account 083-234-12345678 or use the 'Pay online now' link to pay via PayPal with your credit card.

  
[View and pay online now](#)

Previewing 1 of 1

[Download](#)

Draft

[Print PDF](#)[Bill Options ▾](#)

From	Date	Due Date	Reference	Total
Digital Domino Pty Ltd	1 Apr 2019 ▾	29 Apr 2019 ▾	ORC1041	2600.00

NZD New Zealand Dollar ▾ 1 AUD = 1.04336 NZD (1 Apr 2019) [Exchange Rates](#) Amounts are Tax Inclusive ▾

Item	Description	Qty	Unit Price	Account	Tax Rate	Region	Amount NZD
1	Development work - developer onsite per day	4.00	650.00	412 - Consulting & Accounting	GST Free Expenses		2,600.00 ×

[Add a new line ▾](#)[Assign expenses to a customer](#)

Subtotal 2,600.00

GST 0.00

TOTAL 2,600.00 NZD[Save ▾](#)[Approve ▾](#)[Cancel](#)

History & Notes

Edited by Matthew Prouse on 29 Apr 2019 at 21:32p.m.
ORC1041 from Digital Domino Pty Ltd for 2,600.00.

[Show History & Notes \(5 entries\)](#)[Add Note](#)

Pay now

2,600.00 NZD
Due Today

Save to

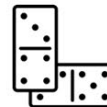
PDF

CSV

Xero

Questions or comments about this bill?

TAX INVOICE



To
Foxglove Studios
96 St Georges Bay Road
PARNELL
AUCKLAND
NEW ZEALAND

From
Digital Domino Pty Ltd
248 Burwood Rd
HAWTHORN VIC 3122
AUSTRALIA

Invoice Number ORC1041
Reference ORC1040
ABN 11 111 111 138
Issued 1 April 2019
Due Today

Description	Quantity	Unit Price	GST	Amount NZD
Development work - developer onsite per day	4.00	650.00	GST Free	2,600.00
Subtotal				2,600.00
Amount Due NZD				2,600.00

When paying by cheque, please complete this payment advice, detach and post to the address provided.

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Let's talk

xero

