

# MUMS & Co

## Australian mums in business

### WHO ARE THEY?



**32%**

Started their business while on parental leave



**9%**

Started their business while pregnant



On average they have **1.9 kids** living at home



**52%**

Started their business in a completely new field



**27%**

Have owned or co-owned a business before



**28%**

Were born overseas



**84%**

Have no staff



**21%**

Own more than one business

Business owners (n=637)

### WHY NOW?

Business owner mums are taking control of what's important to them on their own terms! They are brave and showing the Australian spirit of having a go.

**77%**

believe they are a happier person as a result of starting their business



#### Top 3 motivations to starting a business



**57%** Flexibility in working hours and location

Considerers (n=215)



**54%** Empowerment to do things the way they want to



**44%** Passion for what they are doing

#### Top 3 benefits of running a business



**71%** Flexibility in working hours and location

Business owners (n=637)



**57%** Passion for what they are doing



**50%** Empowerment to do things the way they want to

### FUNDING OPTIONS FOR THOSE CONSIDERING STARTING A BUSINESS



**55%**

Funding their business through personal funds



**43%**

Have external funding options in place



**28%**

Have no funding currently in place

Personal funding only **28%**



Personal and external funding **27%**

External funding only **16%**



Personal and external funding **27%**

Considerers (n=194)



Mums running their second business are less inclined to *feel guilty* about having less time to spend with their children

Business owners (n=637)

### CHALLENGES

#### Business

Time resourcing

**56%**

Attracting or retaining customers

**50%**

Financial difficulties

**46%**

Found it *really challenging* starting a business

**47%**

#### Emotional

Financial stress

**53%**

Social isolation

**38%**

No time for a life outside of work and family duties

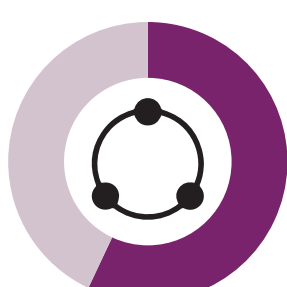
**33%**

#### Where do business mums need help?

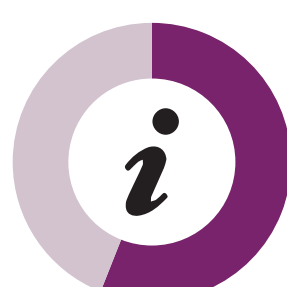


**62%** Want marketing advice

Business owners (n=637)



**57%** Want access to networking or community groups



**56%** Want general business advice

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