

Small Business Week 2025

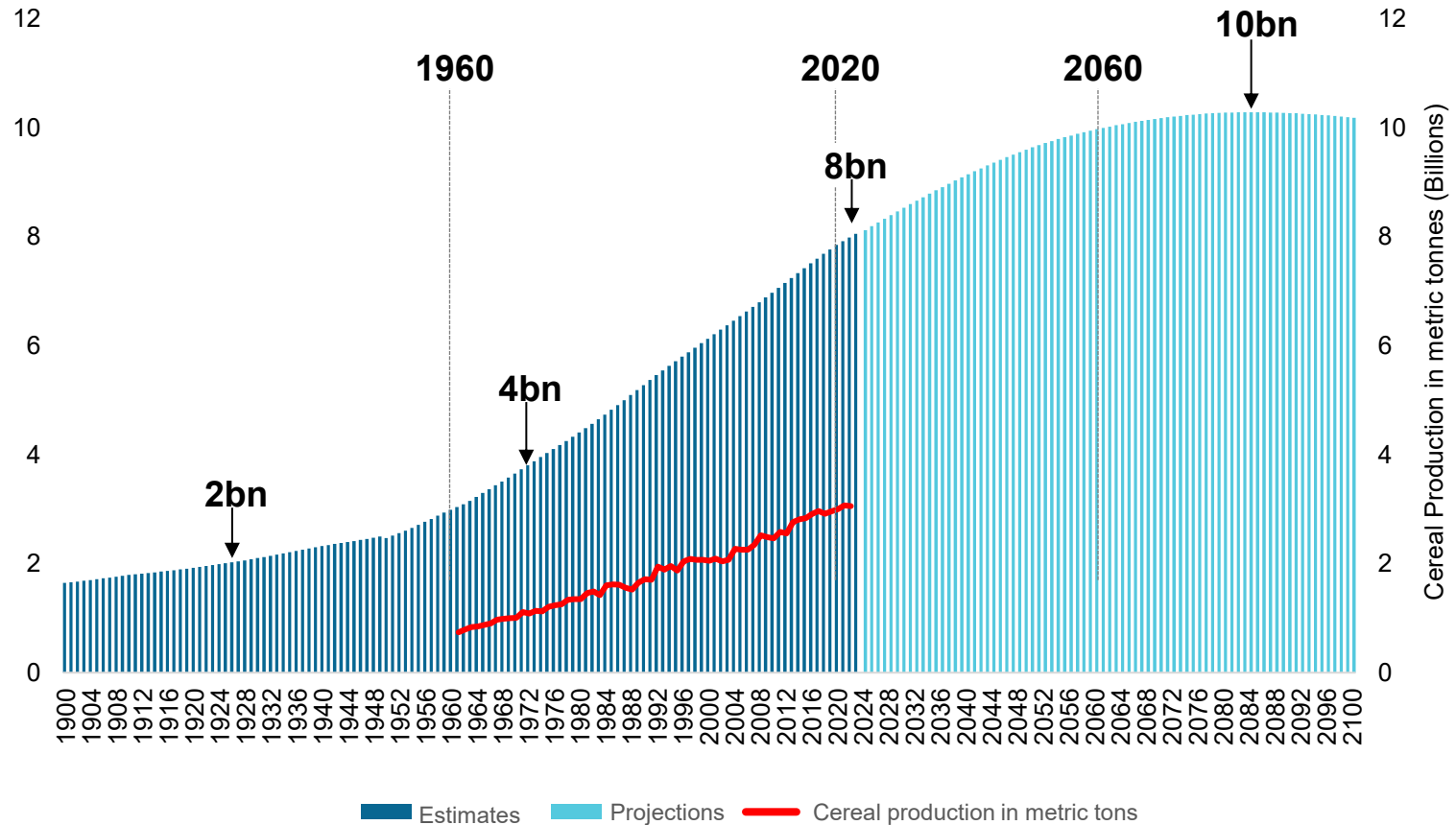
Small business on the rise: Opportunities in South Australia

Bernard Salt AM

22 September 2025



SA has what the rest of the world will increasingly want



World population between 1900 - 2100 & world cereal production 1961-2021

Source: UN World Population Prospects Oct 2024 Revision; World Bank

We allocate wealth to housing, super, quality of life (which SA delivers)



1.
Luxembourg
\$140,940



2.
Ireland
\$108,919



3.
Switzerland
\$104,895



4.
Singapore
\$92,932



5.
Iceland
\$90,283



6.
Norway
\$89,693



7.
United States
\$89,105



8.
Denmark
\$74,969



9.
Qatar
\$71,652



10.
Netherlands
\$70,497



11.
Australia
\$64,547



12.
Austria
\$58,191



13.
Sweden
\$58,100



14.
Belgium
\$57,772



15.
Israel
\$57,760



16.
Germany
\$55,911



17.
United Kingdom
\$54,949



18.
Finland
\$54,162



19.
Canada
\$53,558



20.
UAE
\$49,498



21.
France
\$46,729

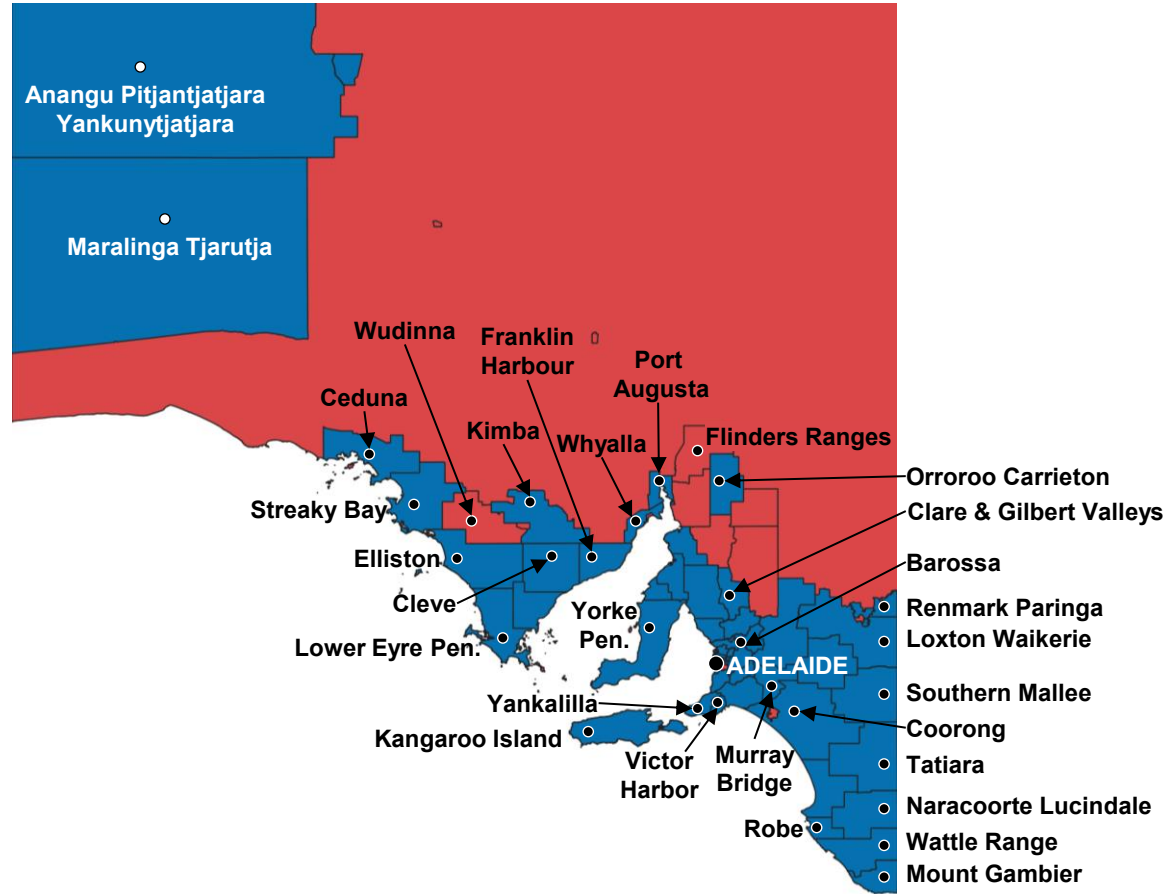
Strong regional growth projected for SA in the decade ahead... opportunities for lifestyle (inc grower) businesses

Areas of projected population growth (blue) and loss (red) between 2025 and 2035

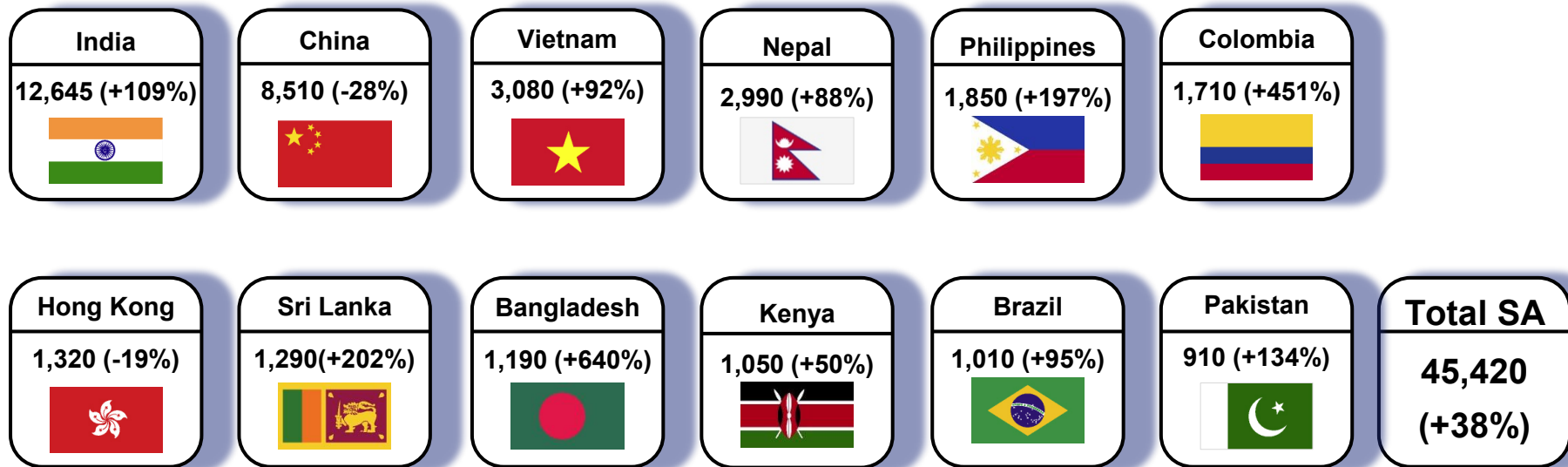
Pop 2025: 1.9m

Pop 2035: 2.0m

Growth: 0.1m



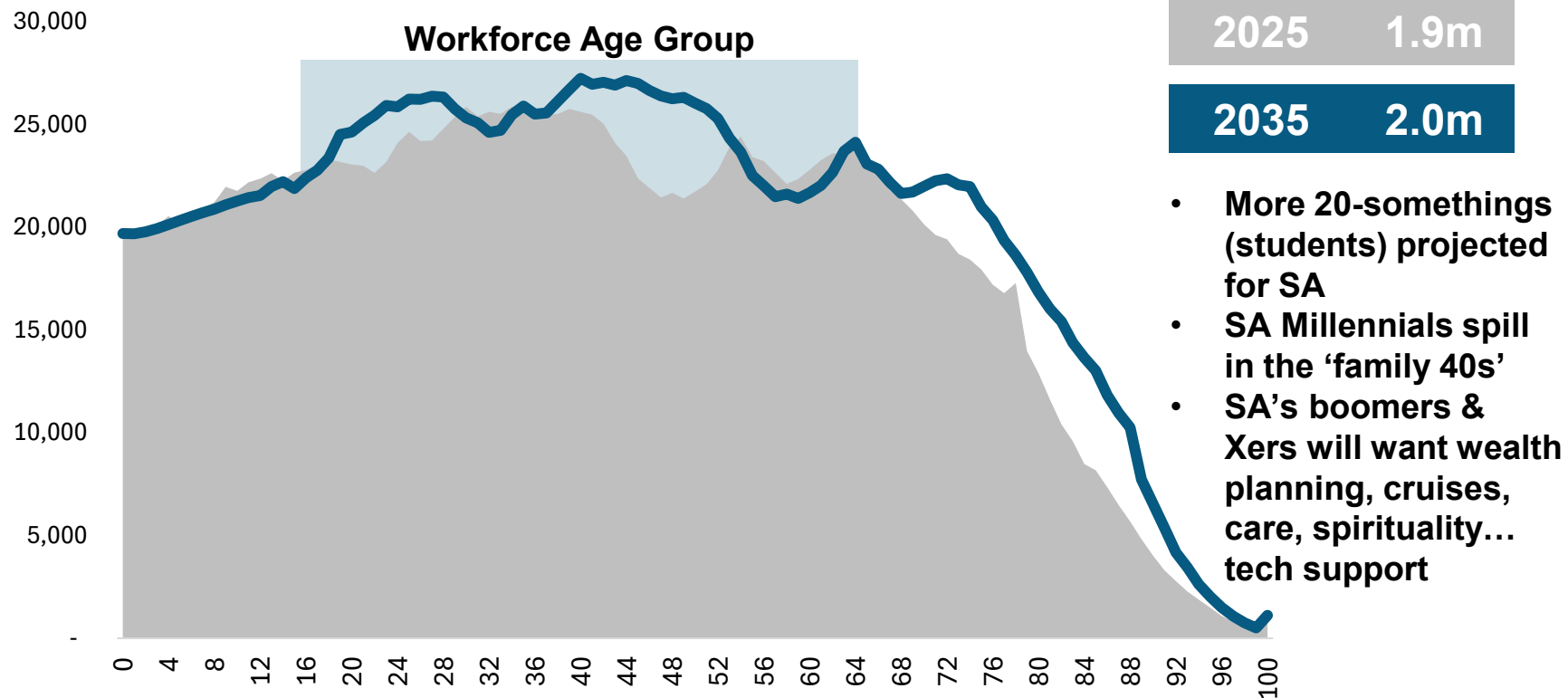
International student numbers for SA are up (38%) on pre-Covid levels



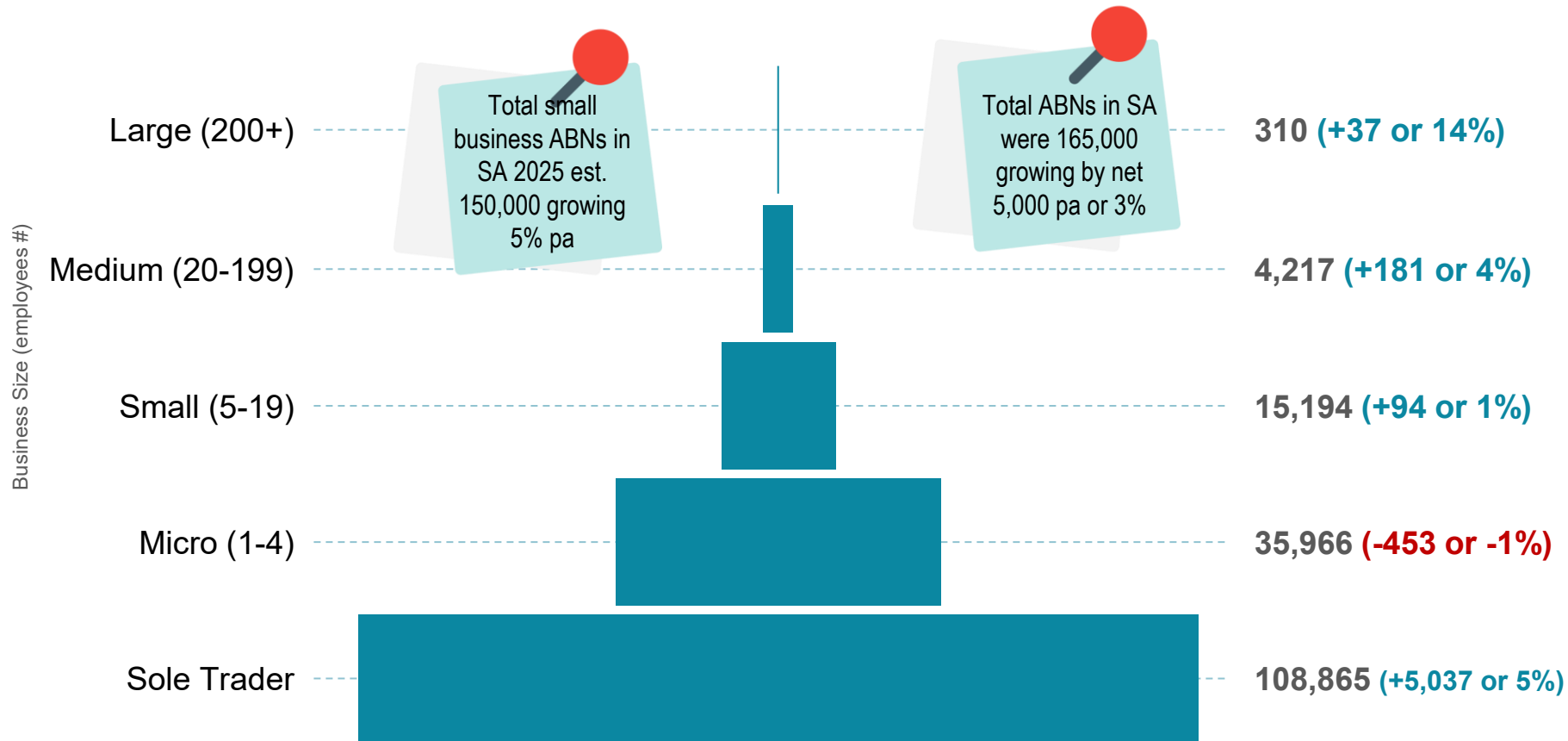
- Biggest absolute growth in students is from India, Vietnam, Nepal
- Fewer students from China, Hong Kong
- Perhaps more CBD-fringe Indian grocery stores/foodstuffs... need more Punjabi, Hindi, Urdu speaking workers... fewer Mandarin, Cantonese speakers

Top 12 international student enrolments in year ending June 2025 resident within South Australia, and percentage change from June 2019

SA's big shift... Millennials spilling into 40s... boomers approaching 80



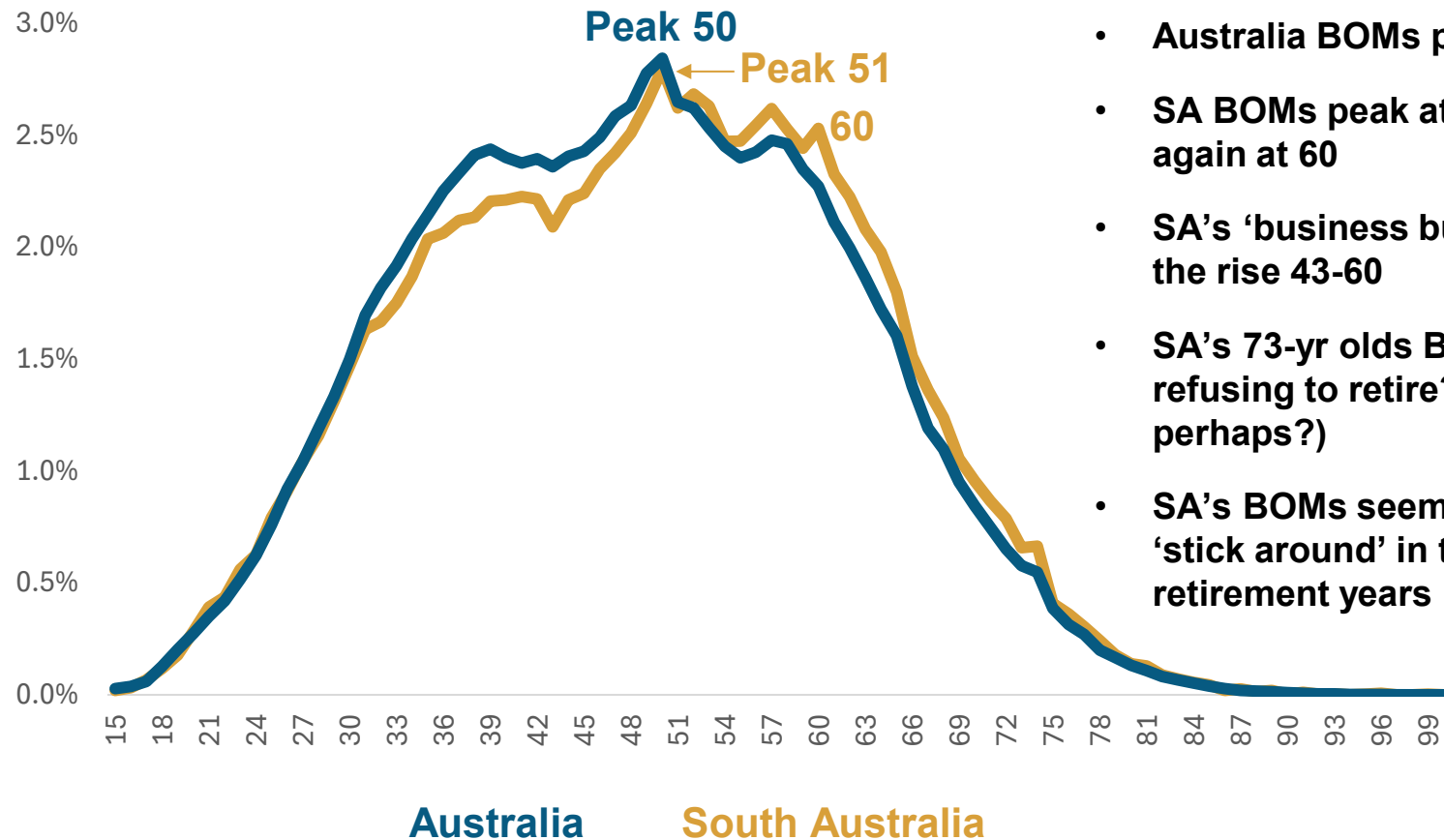
Sole traders... the bedrock of the small business ecosystem



Number of businesses in South Australia by employment size FY2023-2024, and net change June-2023 to June-2024

Source: Based on ABS Counts of Australian Businesses

Are SA business owners more likely make their business their lifestyle?



- Australia BOMs peak at 50
- SA BOMs peak at 51 ...and again at 60
- SA's 'business builders' on the rise 43-60
- SA's 73-yr olds BOMs refusing to retire? (Farmers perhaps?)
- SA's BOMs seem happy to 'stick around' in the retirement years

South Australian business owner managers comprise a unique lifeform



- SA business owners tend to follow AU trends... but with some interesting points of difference!

Adelaide better access to home ownership than Sydney & Melbourne

UNOFFICIAL

Adelaide

86% Redwood Park

71% Mt Barker

69% Craigmore-Blakeview

68% Para Hills

64% Northgate-Northfield

35% Goodwood-Millswood

25% Glenelg

23% Adelaide

50% Australia

Sydney

86% Albion Park-Macquarie Pass

81% Kurrajong Heights-Ebenezer

79% Springwood-Winmalee

78% Spring Farm

77% Box Hill-Nelson

12% Sydney (South)–Haymarket

12% Bondi Beach-North Bondi

11% Sydney (North)-Millers Point

50% Australia

Melbourne

89% Emerald-Cockatoo

85% Fraser Rise-Plumpton

85% Rockbank-Mount Cottrell

82% Somerville

81% Lilydale-Coldstream

16% Fitzroy North

16% West Melbourne-Residential

13% Melbourne CBD-East

50% Australia

Work, study, shop, Netflix, care... all from the comfort of a 'forever home'

1960s

Today

Water Tanks

Store

BUTLER'S PANTRY

KITCH.

DINING

LIVING

BED 4

Zoom Room

ROBE

PASSAGE

Gym/Store

GARAGE

EV Charger

MASTER

W.I.R.

ENS.

L'DRY

STORE

ENTRY

W.C.

BATH

BED 2

BED 3

ROBE

ROBE

L'DRY

KITCH.

PASSAGE

LIVING/DINING

MASTER

BATH

ROBE

EN

PORCH

Veggie Patch

Source: Visualised by The Demographics Group; House plans created by Sawmill Designs

Small business opportunities in South Australia

1. **SA small business farmers & growers to feed a growing world**



World population projected to rise 25% over 50 years to peak humanity in 2075... this means greater demand for food, energy, resources, quality of life... all things that SA offers in abundance

SA's small business farmers & growers to help feed the world over 50 years

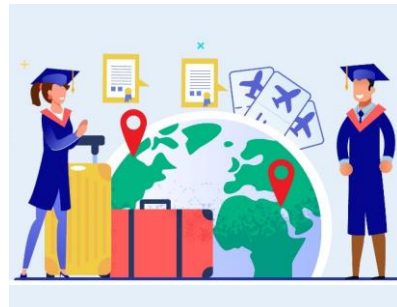
2. **More housing via migration & Millennials pushing into their 40s**



Strong levels of migration plus Millennials moving from 30s to 40s over the coming decade creates demand for affordable housing and for 'forever homes' ... another 'resource' that SA is best able to deliver

Opportunities in home building, financing, furnishing, insuring, decorating, renovating

3. **International student market bigger now than prior to pandemic**



The number of international students in SA in 2024 was up 34% on the pre-Covid number... this creates opportunities for SA small business in delivering services including accommodation (eg rentals)

Also, opportunities in travel, curated food supply... plus access to entry level labour

4. **Ageing of boomers creates demand for care businesses**



The oldest baby boomer in Australia is now 79... this cohort will begin to pass away creating demand for palliative care, estate management... others will require care and support services

Aged care support, remain in the family home support, all opportunities for SA's SMEs



- Follow Bernard on LinkedIn
- Read his columns in *The Australian*
- See his speaking stories on Instagram

© 2025 Business Demographics Australia Pty Ltd, trading as The Demographics Group ("TDG"). All rights reserved.

The use of any TDG name or logo or Bernard Salt's name or image are prohibited without TDG's prior written consent.

The information contained in this document and in this presentation (Information) is of a general nature and is not intended to address the objectives, financial situation or needs of any particular individual or entity. It is provided for information purposes only and does not constitute, nor should it be regarded in any manner whatsoever, as advice and is not intended to influence a person in making a decision, including, if applicable, in relation to any investment decision or financial product or an interest in a financial product. The Information is not to be relied upon for any particular purpose. Those relying on the Information assume all risk and liability arising from such reliance. Appropriate professional advice should be sought from a suitable person with full knowledge and consideration of the specific circumstances of each individual or entity.

This presentation may contain forecasts or projections. Forecasts and projections are inherently uncertain and TDG and Bernard Salt make no guarantee, assurances or representations as to the accuracy, reliability or certainty of such forecasts. TDG its associated entities and Bernard Salt shall not be liable for any loss or damage suffered by persons, including third parties, who may use or rely on these forecasts or projections.

Although we endeavour to provide accurate and timely Information, TDG makes no warranties, express or implied, regarding the accuracy, correctness, completeness, timeliness or reliability of the Information as of today, or in the future. TDG is under no obligation in any circumstance to update this presentation, in either oral or written form, for events occurring after the presentation. No reliance should be placed on additional oral remarks provided during the presentation.

To the extent permissible by law, TDG, its associated entities and Bernard Salt shall not be liable for any errors, omissions, defects or misrepresentations in the Information or for any loss or damage suffered by persons, including third parties, who may use or rely on such Information (including (without limitation) for reasons of negligence, negligent misstatement or otherwise).

TDG have indicated within this presentation the sources of the information provided. TDG has not sought to independently verify those sources unless otherwise noted within the presentation.

The views and opinions expressed within this presentation are those of the presenters, and do not necessarily reflect the official position of TDG, or any other organisation.

These slides are not for commercial use or redistribution. TDG owns the Information and any associated intellectual property. The Information is subject to copyright and is provided solely for the benefit of the presentation attendees. It must not be copied, quoted or referred to in whole or in part without TDG's prior written consent.