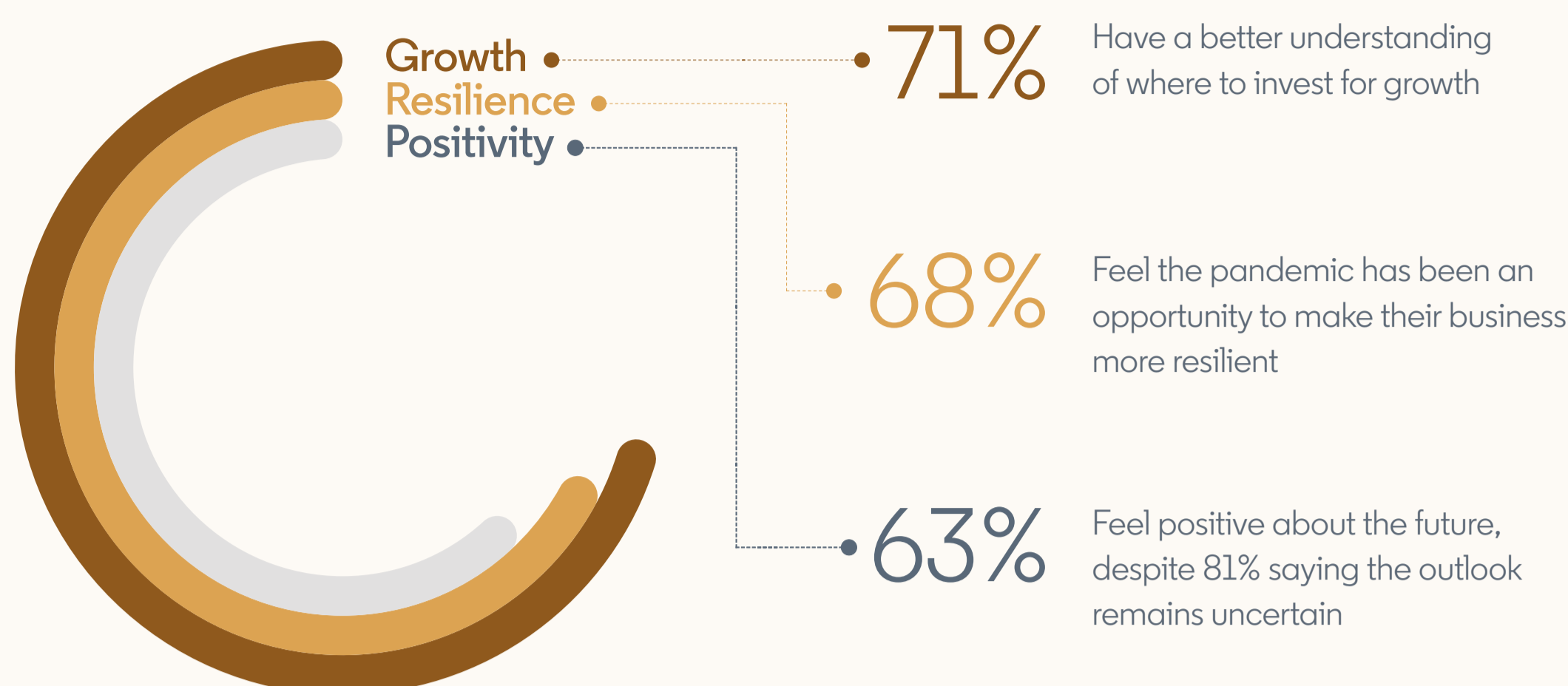




# Inside Australia's resilient SMBs

## The great SMB reset is here.

LinkedIn, together with Kantar, surveyed the SMB landscape in Australia, uncovering a new resilient breed of SMBs who are ready for the future.



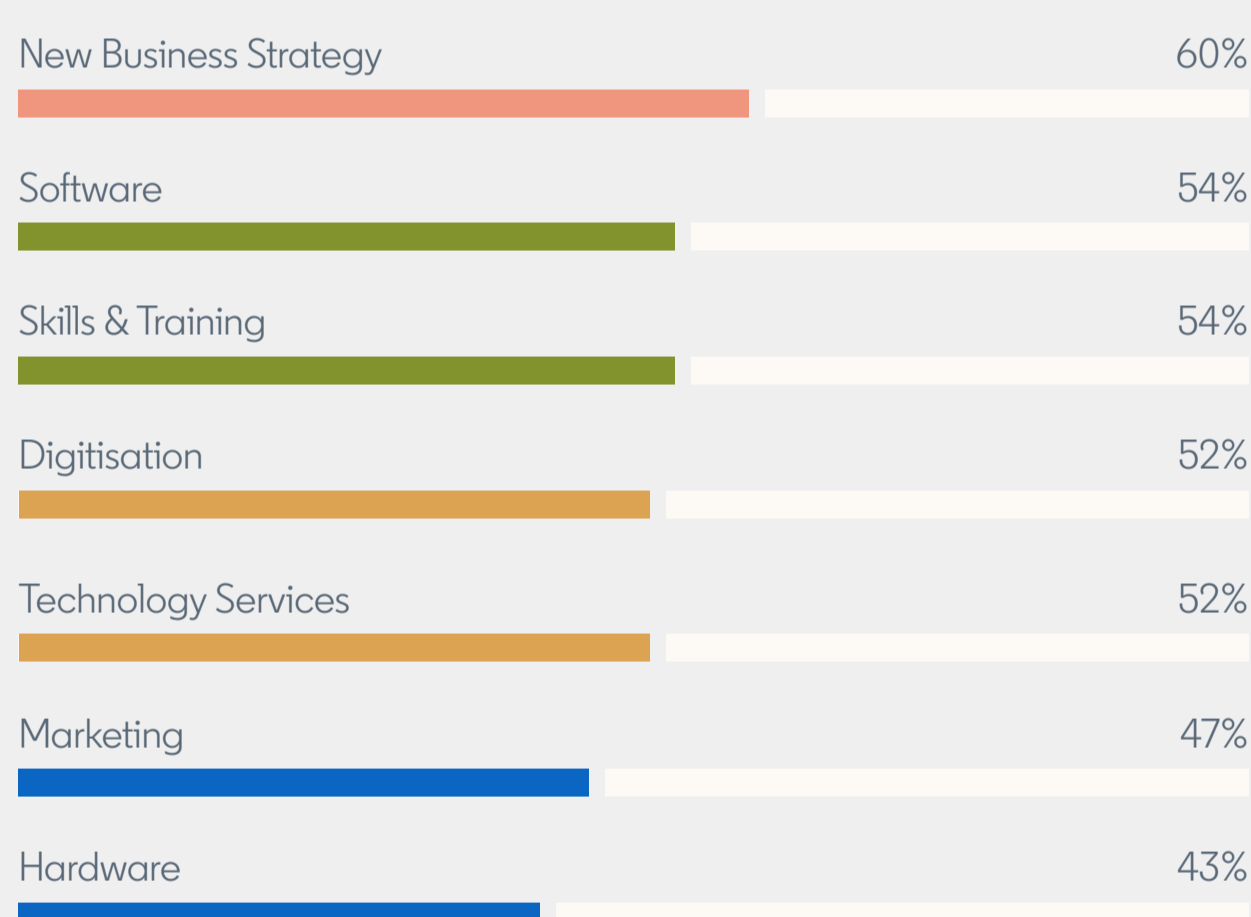
### They are seeking opportunity in adversity with SMB growth on LinkedIn outpacing pre-pandemic levels

Comparing Jan to Jun 2021 to the same period in 2020:



### SMBs plan to invest in 7 key areas to unlock growth

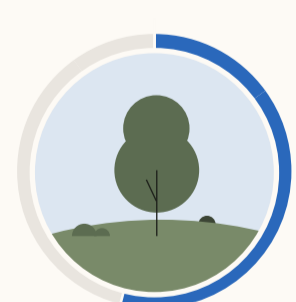
With a clearer understanding of their key growth drivers, SMBs are prioritising investments in these 7 areas.



### Over half of SMBs expect to continue accessing government support this year



**66%** of SMBs increased their use of government services in 2020

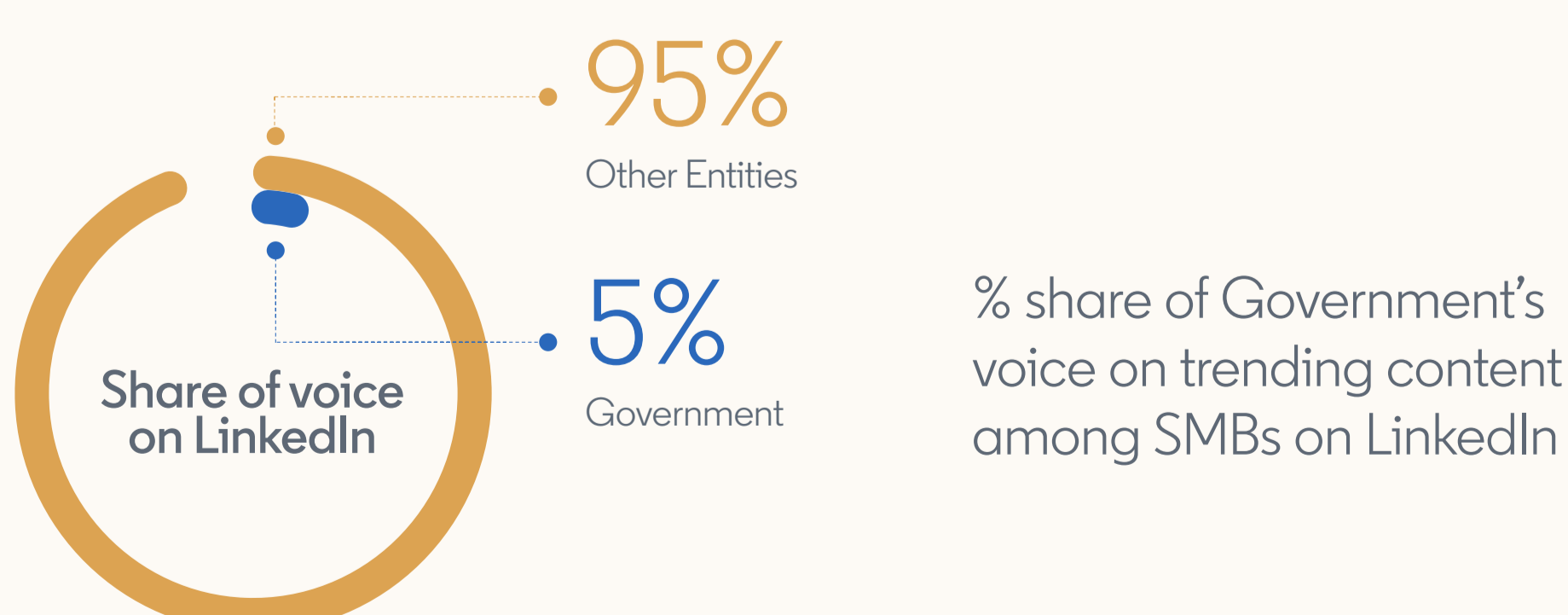


**54%** of SMBs **expect to increase** their use of government services

#### 3 factors influencing their decision:

- 01 Eligibility
- 02 Benefits
- 03 Trust

### Government entities can own key topics by growing share of voice



**Economic recovery**

## The great SMB reset has begun.

View the research and our recommendations to turn these insights into action.

[Download the report](#)