NSW Business Chamber:
2018 Technology Survey Report

Contents

About this Survey Report

Between 28 March 2018 and 10 April 2018 the NSW Business Chamber surveyed its members on their experiences engaging with digital platforms and technology generally. The NSW Business Chamber's Technology Survey received 338 responses.

Digital Platforms

Businesses reported learning about new tools and technologies mostly from their own research (85.6%) followed by media (47.8%), other sources (21.6%), competitors (20.1%), business advisors (16.8%) and business chambers (14.4%).

Q: How do you learn about new tools and technologies (please tick all that apply)

Response	%
From our own research	85.6%
From the media	47.8%
Other	21.6%
From competitors	20.1%
From a business advisor	16.8%
From the business chamber	14.4%

In terms of how business felt about their relationship with technology, 19.6% of respondents reported their business as ahead of the curve, 59.0% keeping up and 21.4% falling behind. For those businesses who reported falling behind, the key reasons were; unsure of what system would work best for my business (50.7%), too complex to implement (43.5%), too expensive (43.5%), it's not a priority (26.1%) and other (21.7%).

"Access to the best infrastructure is limited in regional areas" –Member, New England North West

Q: When it comes to technology, would you say your business is ahead of the curve, keeping up or falling behind?

Response	%
Ahead of the curve	19.6%
Keeping up	59.0%
Falling behind	21.4%

Q: Why do you think you are falling behind?

Response	%
Too expensive	43.5%
Happy with our current systems	4.4%
It's not a priority	26.1%
Too complex to implement	43.5%
Unsure what system would work best for my business	50.7%
Other	21.7%

When it comes to digital platforms (e.g. Google and Facebook) to advertise, the majority of business reported using these platforms (yes, 71.0%) as opposed to no (29.0%). Businesses reported using digital platforms to advertise (89.8%), sell products and services (59.7%), for market analysis (34.5%) and other reasons (13.7%).

"We provide services such as project management, business process automation for our finances and communications through technology" –Member, Mid North Coast

Q: Does your business utilise digital platforms (e.g Google and Facebook) to advertise?

Response	%
Yes	71.0%
No	29.0%

Q: What features of digital platforms do you utilise (please tick all that apply)

Response	%
Advertising	89.8%
Market Analysis	34.5%
Sell our products/services	59.7%
Other	13.7%

Businesses reported that utilising digital platforms has affected their business in positive ways with 62.3% indicating it had increased their number of customers, 43.6% reporting increased sales and 35.5% reporting it had reduced their costs.

"Traditional means of advertising are no longer effective and advertising via digital platforms is less cost intensive" –Chamber Member, Murray - Riverina

Q: How has your use of digital advertising affected your business? (please tick all that apply)

Response	%
Reduced costs	35.5%
Increased customers	62.3%
Increased sales	43.6%
Other	23.6%

Businesses reported being attracted to digital platforms due to their effectiveness (59.6%), ease of use (59.1%), cost (59.1%), for keeping up with competitors (40.9%), allowing them understand and connect to customers in a deeper way (36.0%) and other (9.8%).

"Digital platforms help us overcome the limitations of being located regionally" – Member, New England North West

"They provide us with analytics and insights to make better business decisions that drive business performance" – Member, Sydney

Q: What attracts you to digital platforms? (please tick all that apply)

Response	%
Ease of use	59.1%
Cost	59.1%
Effectiveness	59.6%
Keeping up with competitors	40.9%
Allows me to understand and connect to my customers in a deeper way	36.0%
Other	9.8%

In terms of the proportion of advertising spend directed towards digital platforms, 11.3% of businesses reported spending 100% of their advertising budget, 24.4% spending 75%, 23.5% spending 50% and 40.9% spending 25%.

Q: Approximately what proportion of your advertising spend goes on digital platforms?

Response	%
100%	11.3%
75%	24.4%
50%	23.5%
25%	40.9%

When asked what would lead their business to reduce spending on digital platforms, the top response was increased costs (65.4%) followed by reduced flexibility (46.9%), poor customer service (40.8%), reduced analytical functions (29.9%) and other (19.0%).

Q: What would lead you to reduce your spend on digital advertising (please tick all that apply)

Response	%
Cost increases	65.4%
Reduced analytical functions	29.9%
Reduced flexibility	46.9%
Poor customer service	40.8%
Other	19.0%

Cyber Security

Businesses were asked if they had ever experienced a cyber-security breach, 25.9% responded yes while 74.1% responded with no. For those businesses who answered yes, a malware infection (software designed to disrupt, damage or gain access to a computer system) was the most common type of breach (46.6%) followed by email phishing (where a scammer pretends to be from a legitimate business to trick people into giving out personal information) at 32.9% and other (19.2%).

Q: Has your business ever experienced a cyber-security breach?

Response	%
Yes	25.9%
No	74.1%

Q: What was the nature of the breach?

Response	%
Malware infection	46.6%
Email phishing	32.9%
Denial of service attack	1.4%
Other	19.2%

More than half (55.4%) of businesses reported the impact of the cyber-security breach they had experienced on their business as significant, 44.6% reported the impact as not significant. Approximately three quarters (77.2%) of businesses were confident that their business was protected from a cyber-attack, on the other hand, almost one quarter of businesses were not confident (22.8%).

"Cost to the business was $5,000, not including system down-time" – Member, Northern Rivers

"Our website got a bad name, it lowered our search ranking and in a few cases our email addresses got on black lists causing them to bounce" – Member, South Coast

Q: How was significant was the impact on your business?

Response	%
Very significant	18.9%
Significant	36.5%
Not significant	44.6%

Q: How confident are you that your business is protected from a cyber-attack?

Response	%
Very confident	20.6%
Confident	56.6%
Not confident	22.8%

In the event a business experienced a cyber-attack, businesses reported that they would notify customers (44.0%) followed by Australian/Joint Cyber Security Centre (36.5%), other (31.3%), Police (29.0%), Cybersecurity company (23.5%) and 10.8% said it wasn't necessary to contact anyone.

Q: Who would you notify if you experienced a cyber-attack?

Response	%
No, not necessary to contact anyone	10.8%
Australian/Joint Cyber Security Centre	36.5%
Police	29.0%
Cybersecurity Company	23.5%
Customers	44.0%
Other	31.3%

Respondents were also asked about their obligations under the Privacy Act 1988 which regulates how personal information is handled. Just over half (53.3%) of businesses were confident they had the systems and policies in place to meet all statutory requirements. Other businesses were either unsure if they met all the statutory requirements (29.8%), not sure of the requirements (12.9%) or unaware they needed to have any systems or policies in place to manage personal information (4.0%).

Q: The Privacy Act 1988 (Privacy Act) regulates how personal information is handled. The Act can place obligations on certain types of business in terms of how it manages and stores information it holds such as an individual's name, signature address and bank details. Thinking about these obligations, what statement below best describes your business?

Response	%
We're confident we have the systems and policies in place to meet all statutory requirements	53.3%
We've got systems and policies in place but we're not sure if we meet all statutory requirements	29.8%
We've got some systems and policies in place but am not sure of the requirements	12.9%
I wasn't aware I needed to have any systems or policies to manage personal information	4.0%

Government Websites

The majority of businesses (66.8%) found that government websites were okay and they could find most of what they were looking for. However, 21.8% of businesses found government websites terrible to use and actively tried to get information through other sources this is in contrast to 5.0% of businesses who found government websites were easy to use and they were able to find all the information they needed.

Q: As a general rule, would you say:

Response	%
Government websites are easy to use, I can find all the information I need	5.0%
Government websites are okay, I can find most of what I'm looking for	66.8%
Government websites are terrible to use, I try get information through other sources	21.8%
Other	6.4%