

JANUARY 16, 2007

MEDIA INFORMATION

NEW YEAR TO SEE A MILLION AUSTRALIANS FLY SOLO

The number of people running single person businesses in Australia is expected to hit the million mark in the coming months as new year's resolutions see large numbers of people taking the leap to fly solo.

72.6 per cent of Australian small businesses are run by one person or 'soloists', according to the Australian Bureau of Statistics, and over the new year period people in paid employment often decide that now is the time to start their own business.

Robert Gerrish, director of Flying Solo, an online magazine for the soloist community, said the Flying Solo website (www.flyingsolo.com.au) receives more than 160,000 hits each month and that at this time of year his inbox is full of enquiries from people who want to make the leap.

Mr Gerrish's advice to people wondering if this will be their year to become a soloist is to think through their financial and lifestyle goals and gather as much information as they can.

A recent Flying Solo poll revealed 66 per cent of Flying Solo readers said 'quit your job and dive in' while 34 per cent recommended a 'gradual transition' from paid employment to soloism.

"Those attracted to the soloist lifestyle typically have an entrepreneurial and innovative mindset. But although they are entrepreneurial, not all soloists have goals of growth and high turnover.

"We asked our readers and found that only 22 per cent want to grow their businesses beyond their home or single office situation.

"Many fly solo in pursuit of a flexible working life that allows them to fit in everything else that they have to do each day, so they run their business with a view of keeping it small to maintain that flexibility and avoid the need for employees," he said.

The Flying Solo website (www.flyingsolo.com.au) provides information and motivation to current and aspiring soloists and publishes a free electronic newsletter each week.

Robert Gerrish is also the co-author, with Sam Leader, of the book 'Flying Solo, how to go it alone in business'.

For further information

Leah Bryan
M Power
leah@mpowercct.com
0418 330 006

OR

Robert Gerrish
Flying Solo
robert@flyingsolo.com.au
02 9337 2600