



Where does your business stand with our benchmarks?

Use our small business benchmarks to gain insights on your business's performance and help you succeed.

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We've published our [small business benchmarks](#) for 2023–24, covering 100 industries and helping over 2 million small businesses.

Use our benchmarks to understand your performance by comparing your turnover and expenses with similar businesses in your industry. This can assist you to make informed decisions about your business.

Take Jo for example. Jo, an electrician running a small business, wants to know how her business is tracking. By using the benchmarks, Jo can see that:

- her expenses to turnover ratio is 70%, which is within their relative benchmark range
- the expenses benchmark starts at 59%, showing some competitors have lower costs.

Jo investigates potential inefficiencies and reviews pricing strategies to reduce expenses and improve profits.

Our benchmarks can also help you to get it right and meet your tax obligations. If your expenses fall outside the industry benchmark range, it may indicate errors in your tax return – such as underreported income or overclaimed expenses.

Your tax professional can also help you interpret and apply these insights.

For more information, visit [Small business benchmarks](#) on our website or access the benchmarks through the ATO app's business


performance check tool.

Keep up to date

We have tailored communication channels just for small businesses – so you'll always be up to date with the latest information and changes relevant to you.

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We are committed to providing you with accurate, consistent and clear information to help you understand your rights and entitlements and meet your obligations.

If you follow our information and it turns out to be incorrect, or it is misleading and you make a mistake as a result, we will take that into account when determining what action, if any, we should take.

Some of the information on this website applies to a specific financial year. This is clearly marked. Make sure you have the information for the right year before making decisions based on that information.

If you feel that our information does not fully cover your circumstances, or you are unsure how it applies to you, contact us or seek professional advice.

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