



MEDIA RELEASE

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A Big “Yes” to Entrepreneurship by Under 35s

Today’s work environment is seeing more and more employees leaving the traditional workplace and pursuing entrepreneurial career paths. Under 35s continue to embrace this change with 84 percent having a positive attitude towards entrepreneurship, according to the recently released 2016 Amway Global Entrepreneurship Report (AGER).

The Amway Global Entrepreneurship Report is a global survey conducted annually to understand the moving and changing landscape of entrepreneurship today. Involving 50,861 respondents across 24 countries, the survey has been conducted annually by Amway since 2008 with the purpose of understanding how people in Australia and around the world view entrepreneurship.

The recent study conducted by Amway reports that there is a positive trend towards entrepreneurship in under 35s, with an increasing number of Millennials following entrepreneurial paths.

“We are seeing a significant growth in the under 35 age group in the Amway business; nearly 50% of new IBOs joining the Amway business are under 35 years of age”, said Christine Terrill, General Manager of Amway Australia and New Zealand.

Commenting on the survey results for Australia, Dr Martin Bliemel, Senior Lecturer in Innovation and Entrepreneurship, University of NSW, said “The most important results for Australia are that there is a strong interest in entrepreneurship and it is becoming a ‘whole of population’ phenomenon.”

“Independence” from an Employer, suggesting that many would like to be their own boss, and the desire for “Self-fulfillment”, with the possibility of realising their own ideas, are the top motivators for starting a business for under 35s. “Second Income” is also increasing in importance for this age group reported in the AGER.



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“The Amway Business gives individuals the flexibility to build their business the way they want to, achieve goals at their own pace, and receive rewards and incentives all at the same time”, said Terrill. “The annual Amway Global Entrepreneurship Report provides a valuable snapshot of our region’s perspective on entrepreneurship”, Terrill added.

For more information on the Amway Global Entrepreneurship Report or to learn more about starting your own Amway business, please visit amway.com.au.

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About Amway®

Amway is a \$US 9.5 billion company that has been in business for over 50 years. Amway is the world's number one direct selling business as ranked in the 2015 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.