INTERNATIONALLY-renowned Australian business owner, author and mentor Ian Marsh is angry at Australian attitudes towards starting a business and creating real success.

“Anyone can become a millionaire but most Aussies are too scared,” Mr Marsh said.

He said the Australian Government’s new ‘Ideas Boom’ package, launched as an economic savior post mining boom, was useless if people were scared to have a go in business and walk away from their jobs, where they are often underpaid and lack job security.

In PM Malcolm Turnbull’s words: “Post mining boom, our future growth depends on an ideas boom. The key to our future success is innovation.”

“This message is crucial and relevant for ALL Australians if we want to continue to enjoy a first-world quality of life post-mining boom,” Mr Marsh said.

“The sad truth is, many Australians today have so much potential, but they are just too scared to have a go and so they fail before they even begin. As a result, they never even jump out of the starting gate, and of those that do, only 7% of businesses ever reach $1 million turnover!”

He said most Australians thought success was for the ‘other guy’ and not for them.

“They believe they don’t deserve to be rich, they will just stay safe in their jobs, even though they have a burning desire to go into business for themselves, they have been scared into submission by the things they hear like ‘unfair dismissal laws’, OH&S, so many laws they don’t understand that makes them stop before they even get started.

“What really saddens me is the fact that employees do not realise the best security in the world is working for themselves, not some big company that often pays them a fraction of what they are worth and does not even know about or appreciate the great contribution they make to the organisation.”

Mr Marsh will run a Streetsmart Business School at Novotel Darling Harbour in Sydney from March 8-10, teaching people how to start and grow a business and take advantage of funding through the new Federal Government ‘Ideas Boom’ initiative.

“I have watched the famous and unique Australian rebellious attitude gradually disappear under the weight of political correctness and conformity,” he said.

“I am proud that I come from good old convict stock and believe that is why when anyone tells me I CAN’T do something, I get my back up and prove them wrong.

“Where have our Aussie business heroes gone and who is replacing them?

“The likes of Dick Smith, Gerry Harvey, Kerry Packer, Rupert Murdoch, Paul Hogan (yes, he is a business man), John Symonds and Mark Bouris are starting to become mythical creatures of an era long gone.

“What was the driving force that created these legends of business? It was their willingness to have a go and see just what they were capable of. They did not let fear stop them, they did not let the government stop them, they did not let money stop them. In fact, they let NOTHING stop them!”

Ian is crying out to the nation that if a guy who left home at 14 and was a straight C student like he was can make good, anyone can.

“They just need to believe in themselves, reclaim that Australian character that made us famous around the world as ANZACS and be willing to face the inconvenient truth that: ‘Aussies can have what they want from life, but they need the courage to reach out and take it.’

Ian has devoted his life to helping people believe in themselves. In the last three months, just a few students he has helped are Melbourne kindergarten teacher Galina Zenin, of Bonkers Beat, who was awarded Australian Teacher of the Year. He helped NSW single mother struggling to get by on $50,000pa, Saffron Quantrell, more than double her income in just 90 days with a new coaching business. He has helped Helen and John Yates, of Jiggle Jigsaw Puzzles on the Sunshine Coast, who are over 60 and would have had a very sad retirement, achieve over 500% improvement in profits from November 2015 to January this year.

The head of Streetsmart Marketing International has written a new book called The Inconvenient Truth About Business Success.

“If you look at Australian businesses today, you would have to be living in a cave to not realise how important a strong online presence is,” Mr Marsh said.

“Yet only 44.6% of Australian businesses have an online presence.”

This dovetails perfectly with the PM’s observation that the opportunity for Australian business has ‘never been greater’, with ‘more than half of the world’s middle class living in our region’ and ‘unprecedented access to the global economy via the internet and free trade agreements’.

Ian Marsh lives on the Gold Coast and regularly tours Australia teaching business success strategies and trains people in remote areas and overseas via webinars. To attend Streetsmart Business School in Sydney from March 8-10, visit www.streetsmartbusinessschool.com.au/ssbs

For a free copy of Ian’s book, go to www.theinconvenienttruth.com.au or call 1300 881 671.

For details about the Ideas Boom, visit www.innovation.gov.au