




Speech By
Hon. Leeanne Enoch

MEMBER FOR ALGESTER

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MINISTERIAL STATEMENTS

Small Business

 **Hon. LM ENOCH** (Algester—ALP) (Minister for Innovation, Science and the Digital Economy and Minister for Small Business) (2.26 pm): It gives me great pleasure to update the House on how the Palaszczuk government is providing small businesses across the state with assistance to help them grow and create jobs for Queenslanders. In January the Palaszczuk government launched a small business e-learning campaign called 'The 7 steps to business success'. The free online campaign included webisodes, resources and links to further teaching materials, as well as the opportunity to ask questions and engage with other participants online. The campaign included a series of five short videos designed to help participants navigate the early research phase of starting a business in Queensland, including the necessary costs, skills and legal requirements. 'The 7 steps to business success' online campaign was a great success, reaching a Facebook audience of nearly 50,000 people with more than 17,000 interactions. The huge response to the campaign shows there is a real energy for small business in the community. Providing these resources online ensured anyone anywhere in the state could access the content.

There are approximately 406,000 small businesses in Queensland. They provide nearly half of all private sector jobs in this state so it is important we give them the tools to get off to the best possible start and every opportunity to thrive and create jobs. That is why we are following up with a second e-learning campaign, 'Business planning'. The 'Business planning' e-learning series is due to be launched at the end of this month and will include 10 webisodes. This campaign is once again a free, interactive and informative learning series that will assist Queensland businesses to create a plan to support their future development and success. It can be accessed on the Business Queensland Facebook and Twitter pages as well as on the government's business and industry portal at www.business.qld.gov.au.

The Palaszczuk government is always looking for innovative ways to help small businesses grow and create jobs. These campaigns are another way we are helping to establish Queensland as the place to start and grow a business as we create jobs now and jobs for the future.