



# MEDIA RELEASE

## SENATOR THE HON NICK SHERRY

Minister for Small Business  
Minister Assisting on Deregulation and Public Sector Superannuation  
Minister Assisting on Tourism

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### **business.gov.au REACHES DOWNLOADS MILESTONE**

The Australian Government's small business website has reached another major milestone, with more than 250,000 business-planning templates and guides being downloaded in only 12 months.

Minister for Small Business, Senator Nick Sherry, said this milestone reflected the value of business.gov.au's free resources in assisting Australian businesses get started on the right path.

"Developing a business plan is one of the major first steps a new small business needs to take," Senator Sherry said.

"A business plan provides direction, helps keep a business on track and is usually a requirement if a small business operator is seeking finance.

"However, many small businesses find it difficult to know where to start the planning process.

"business.gov.au's range of planning services helps businesses easily develop sound, structured and well-researched plans for their operations.

"With the end of the financial year approaching, it's a good time to start or update your business planning and improve your business potential."

The range of products comprises templates and guides for developing business, marketing and succession plans.

"The templates and guides are excellent resources developed in consultation with prominent financial institutions and business advisors," Senator Sherry said.

"Australian businesses have voted with their clicks - the best feedback possible has been the 250,000 downloads in the past 12 months."

Senator Sherry said the planning templates were just a part of the many free and valuable tools available on this top10 Australian business-information website, business.gov.au.

Download the free templates at [business.gov.au/planningtemplates](http://business.gov.au/planningtemplates)

CANBERRA

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