



MEDIA RELEASE

SENATOR NICK SHERRY

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

SENATOR JAN McLUCAS

Parliamentary Secretary for
Disabilities and Carers
Labor Senator for Queensland

FREE EXPERT ASSESSMENT FOR QLD TOURISM BUSINESSES

Queensland tourism businesses affected by the floods and Cyclone Yasi will soon have free access to business expertise, with a \$725,000 extension of the Australian Government's Enterprise Connect program in Queensland.

"Our extension of Enterprise Connect to Queensland tourism businesses will be of great value to small and medium sized operators," said the Minister for Small Business and Minister Assisting on Tourism, Senator Nick Sherry.

"We're offering owners and managers the chance to have an expert adviser go over their operations and provide an independent assessment of how to improve their business.

"We've allocated \$725,000 for the Enterprise Connect extension to Queensland tourism businesses for a year as part of the \$12 million Federal and State Government Tourism Industry Support Package.

"Enterprise Connect offers practical help to innovate and strengthen productivity at the time businesses need it most.

"Through Enterprise Connect, businesses can improve their supply chain, management structures, workforce systems and export strategies.

"Enterprise Connect has supported over 4,000 firms since it began in 2007, including around 800 Queensland businesses.

"This extension complements our opening in March of a Business Enterprise Centre in Cairns to provide advice and assistance to local small businesses," Senator Sherry said.

Senator for Queensland, Jan McLucas, said the Australian Government was extending Enterprise Connect services to around 150 Queensland tourism firms for 12 months as part of the \$12 million industry support package.

"This assistance supports a lucrative export market in a state that attracts more than one-third of all international visitors to Australia," Senator McLucas said.

"The extension complements measures including tourism road-shows, recovery workshops and guidance on making the most of the emerging China market.

"Helping tourism businesses to operate in more efficient ways and into new markets is good for business, for communities and the tourism experience of visitors."

Information on how to access the Enterprise Connect program is available at www.enterpriseconnect.gov.au/services/Pages/QueenslandTourismService

CAIRNS

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