



# 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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### **40,000 SMALL BUSINESSES MAKE THE RIGHT CALL**

The Australian Government's successful Small Business Support Line is growing in popularity, receiving its 40,000th call shortly after celebrating its second birthday.

Minister for Small Business, Senator Nick Sherry, has today congratulated the service's team of trained experts on achieving the milestone and for the way they've been able to help small business people and those hoping to start a business.

"Up-to-date and timely information from experts with a small business background is only a phone call away, as tens of thousands of Australian small business people are discovering," Senator Sherry said.

"Our agents are extensively trained in areas such as tax, start-ups, banking and finance, accounting, marketing, advertising, counselling and information technology. If they can't help you on the spot, they will point you in the right direction."

In its two years, the SBSL has resolved 87.1% of calls, referring the other 12.9 per cent to a third party.

Customers have given it a 92% overall satisfaction rating - 96 per cent being satisfied with the professionalism of the agents.

One-third of all contact to the support line is to discuss registration and licences. Starting a small business was the next most popular subject, with over a quarter of calls on this issue. Information on government initiatives, grants and assistance was also a popular inquiry.

"The support line is a wonderful tool for time-poor small business people who need to access information quickly and efficiently," Senator Sherry said.

"It's also an extremely useful point of contact for anyone thinking of starting a business and I encourage them to do their homework and call the support line.

"Experienced business people should also call if there is an issue on their mind, or if they want to explore new avenues for assistance."

Since its launch in September 2009, the support line has also received more than 4,500 emails. Over 2,000 live chats have been initiated since that online service became available in December 2010.

It operates 8am to 8pm (AEST), Monday to Friday. To contact, call **1800 777 275**, email [sbsl@innovation.gov.au](mailto:sbsl@innovation.gov.au) or go to [www.business.gov.au](http://www.business.gov.au) for live chat.

CANBERRA

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