QUEENSLAND BUSINESS AND INDUSTRY PORTAL CUSTOMER IMPACT SURVEY 2014

KEY FINDINGS

Background

The Queensland Government Department for Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) helps Queensland small businesses to grow and prosper.

Queensland's c. 400,000 small businesses are the foundation of the state's economy, representing 96 per cent of all businesses state-wide and employing around half of all private sector workers.

In 2010, DTESB launched the Business and Industry Portal, www.business.qld.gov.au to provide small businesses with easy and direct access to Queensland government services and information.

The Customer Impact Survey, now in its fourth year, measures the ongoing customer impact of the Business and Industry Portal and the business conditions affecting Queensland business owners and operators.

Survey

In May to July 2014, on behalf of DTESB, the Institute for Social Science Research (ISSR) at the University of Queensland conducted over 1,200 telephone interviews of small businesses in Queensland who kindly agreed to take part.

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Who took part?

Interviews were conducted among businesses with less than 200 employees who use the internet for business purposes, to explore use of and satisfaction with Queensland government services for business. The survey was structured to be representative of businesses across all regions of Queensland and across all major industry sectors.
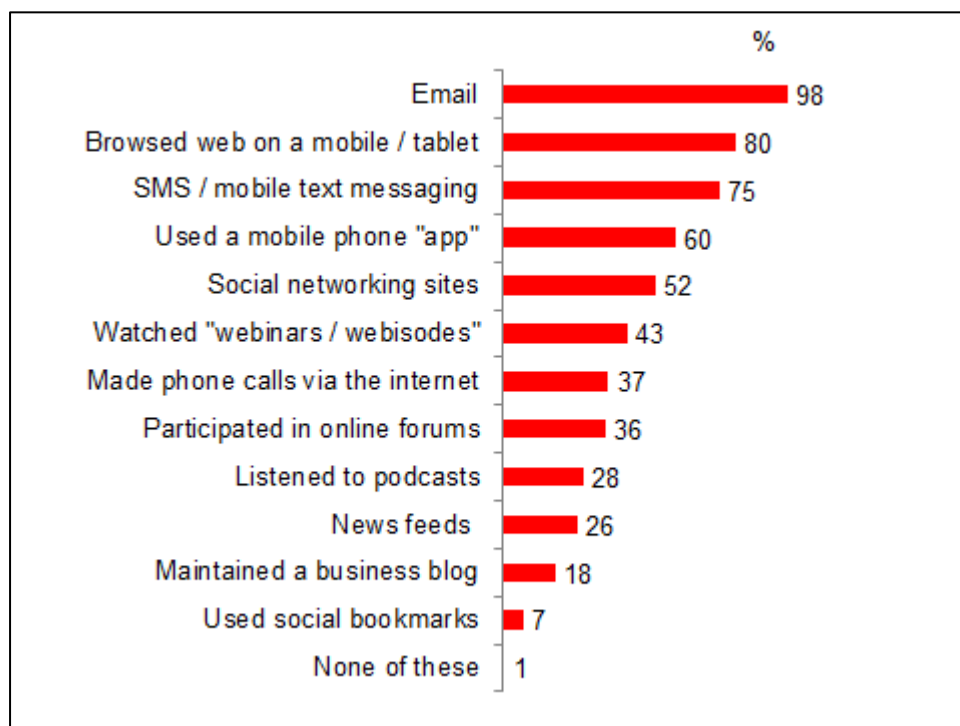
Chart A: Respondent profile
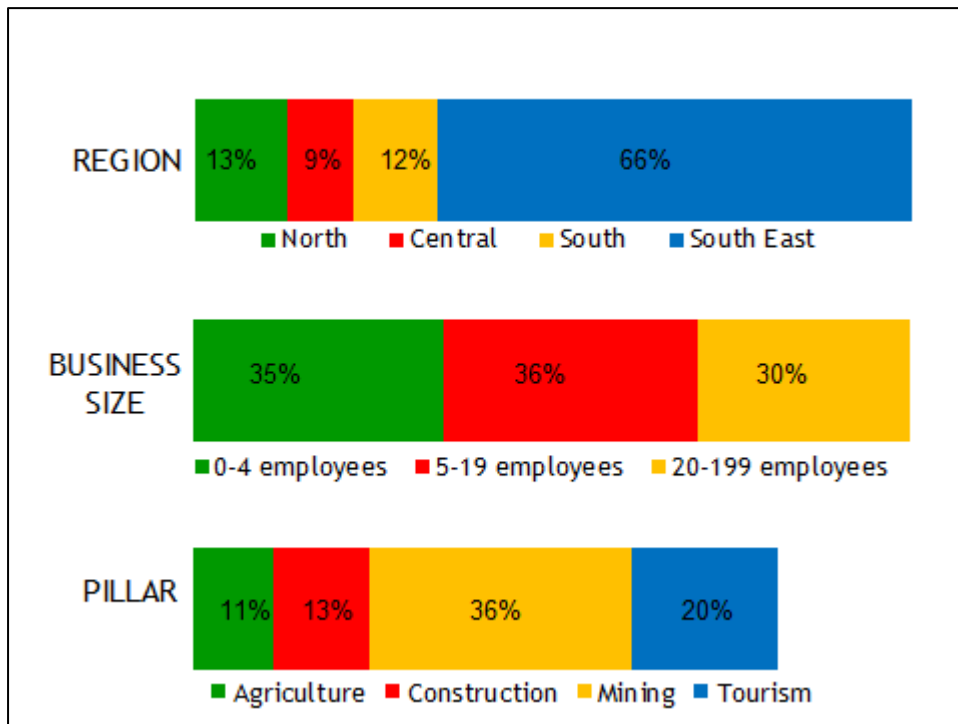
1.   Technology Use

- Almost all Queensland businesses use the internet for business purposes

- Propensity to use technology in business tends to increase with the number of employees

- Newer businesses have embraced the use of Social Networking sites, as have businesses in the tourism industry.

Chart 1.1 Technologies used

Q. Thinking about how you get business information and how you communicate with your customers, have you used any of the following technologies in your business in the past 12 months? Base: All who use internet for business purposes (n = 1200)

2.   Webinars for Business

- Queensland Government run webinars are a popular idea with three quarters of businesses surveyed, however less than one in ten respondents have currently viewed a webinar

- Local Search Marketing, Search Engine Optimisation (SEO) and Linked In for Business are the most popular webinar topic ideas.

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Chart 2.1 Webinar topic ideas
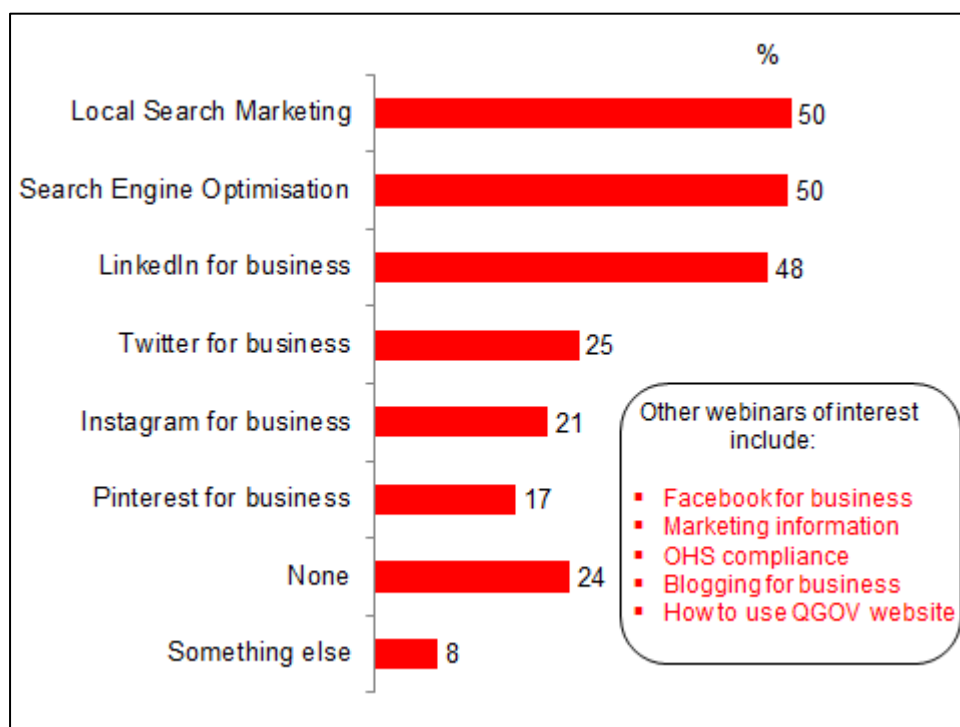
Q. Which of these webinar topics would interest you? Base: All who use the internet for business (n = 1193)

3.   Business use of Social Media

- Three quarters of Queensland businesses have used social media for business in the last 12 months
- However, businesses are not very familiar with the Queensland Government's social media presence (only a third know of the QGOV Facebook page and a fifth the QGOV Twitter account)
- Social media use is more prevalent among larger businesses
- Facebook tops the list of social media sites used but LinkedIn is becoming a significant social channel for business
- Social media sites are used predominantly to publish business information or to attract customers or sales
- Tourism businesses are more prolific social media users.

Chart 3.1 Social media sites used

Images sourced from social networking sites
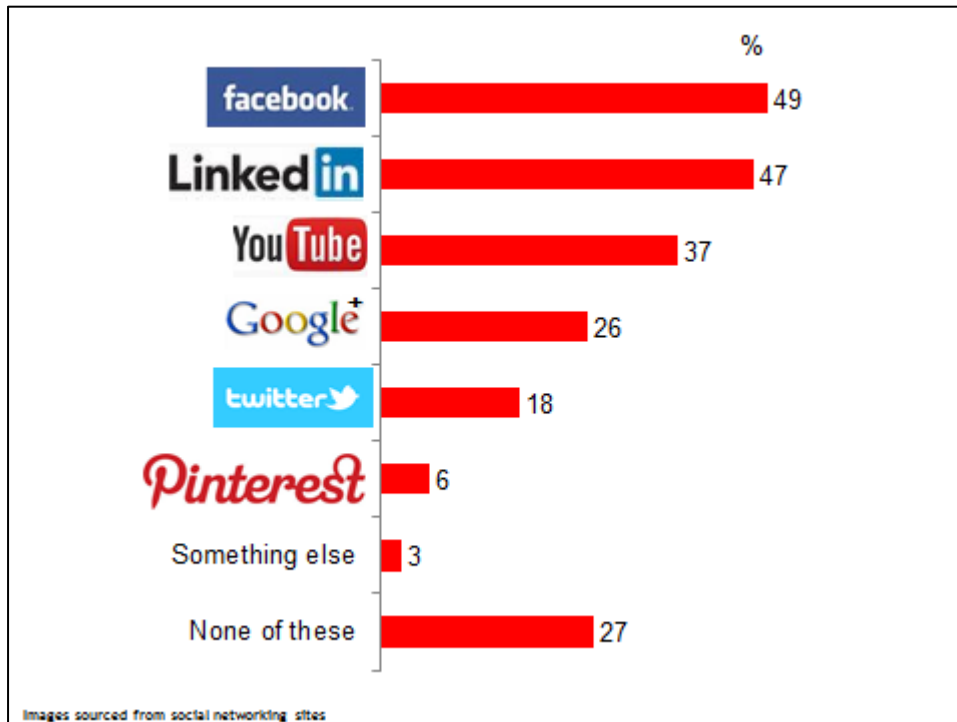
Q. Have you used any of the following social media sites for business purposes in the past 12 months? Base:
All who use internet for business purposes (n = 1200)

4.   Online Transactions

- Nine in ten small businesses in Queensland transact online, increasing since 2013
- Businesses in tourism have a higher propensity to do dealings online
- Among businesses who transact online, payment of suppliers is the most common transaction.

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Chart 4.1 Types of transactions

Q. What kind of online transactions do you conduct for business purposes? Base: All who conduct online transactions (n = 1060)

5.   Business Growth

- The majority of businesses cite plans to grow
- Larger business are more likely to plan to grow
- Mining businesses are anticipating growth outside of their state, unlike those in construction, who are also less inclined to be planning international growth.

Barriers to Growth

- Key barriers to growth include industry and market conditions, resource issues, economic concerns, staff and cash flow.

Chart 5.1 Plans to grow business
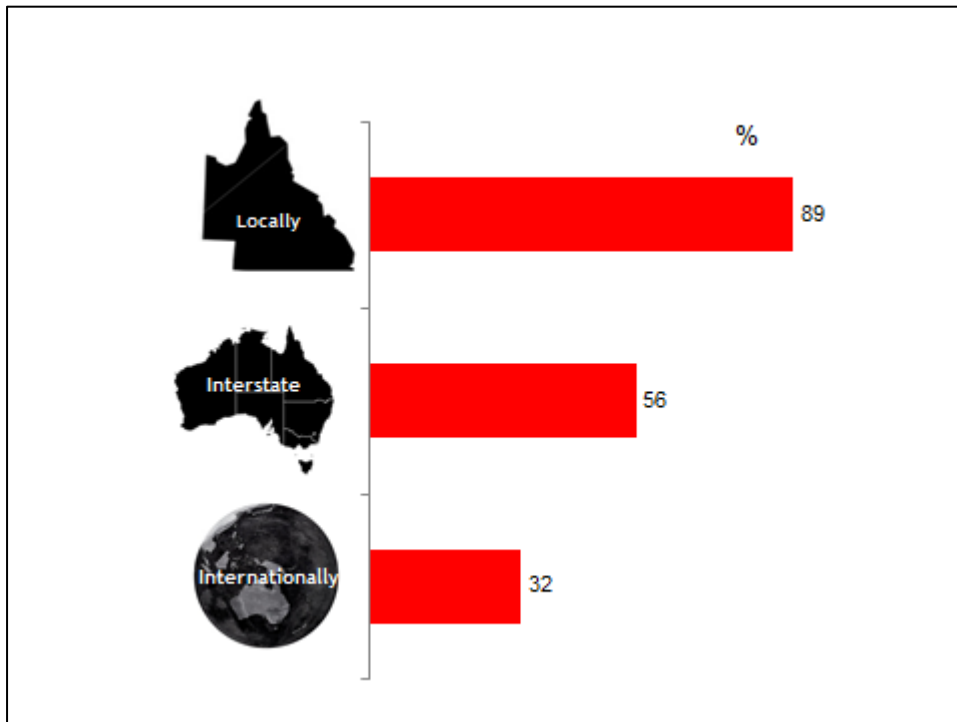
Q. Are you wanting to grow your business within next 12 months - two years, either locally, interstate or internationally? Base: All respondents (n = 1204) Q. Would you like to grow your business locally, interstate or internationally? Base: All who want to grow business (n = 983)

6. Business and Industry Portal (business.qld.gov.au)

- Satisfaction remains high and 80% of users had their expectations met
- Two in three users would recommend the site to a friend or colleague
- Nine in ten users would use the site again
- Outcomes are also very positive for Business and Industry Portal users getting what they need, the information being complete and easy to understand
- The key services used by businesses are licensing information, workplace issues and laws and compliance.

Chart 6.1 Satisfaction with business.qld.gov.au
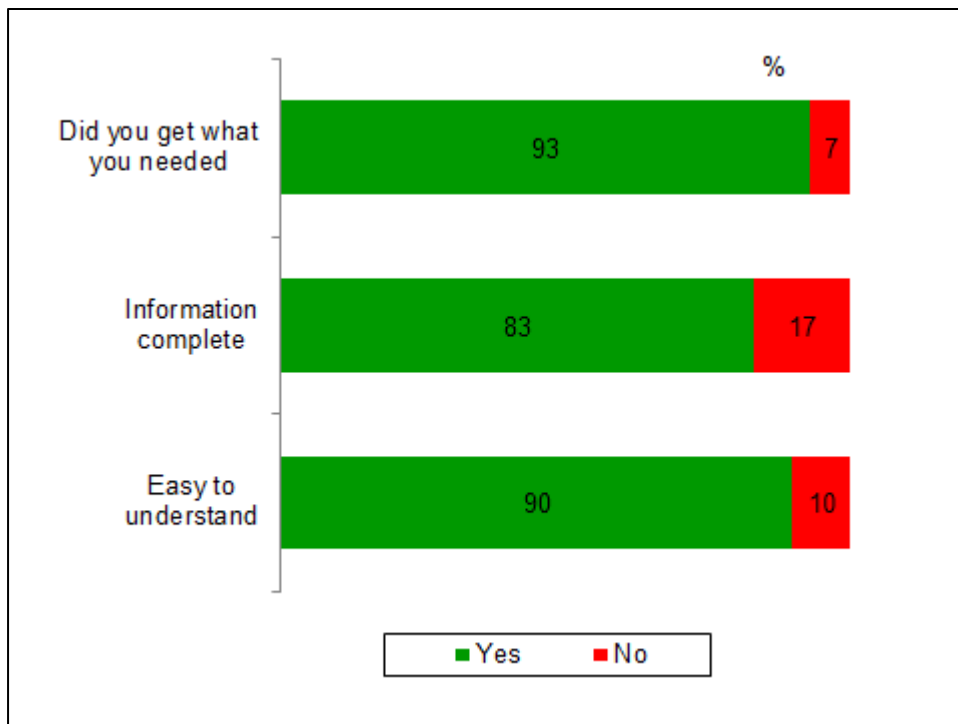
Q. Was the information easy to understand? Q. Was the information on the site complete? Q. In the end, did you get what you needed? Base: All who used www.business.qld.gov.au in last 12 mths (n = 157)

Chart 6.2 Business services used

Q. Can I just check, in the last 12 months, did you use business & industry portal for these specific business services? Base: Used www.business.qld.gov.au in past 12 months (n = 160)

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