

QUEENSLAND
SMALL BUSINESS WEEK 2017

15-20 MAY

Final report
July 2017

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Minister's message

Queensland Small Business Week is a celebration of small business—whether you're starting one, growing one or looking to employ more Queenslanders. Business owners, and those intending to start a business, can learn new skills and acquire new tools to help them take their businesses to the next level.

It's so important to celebrate the commitment, effort and passion of Queensland's more than 414 000 Queensland small businesses. These small businesses employ around 44 per cent of the state's private sector workforce.

The 2017 Queensland Small Business Week was held from 15 to 20 May. With 125 registered events, it confirmed its standing as one of the most important events on the Queensland business calendar.

Events included workshops, seminars, webinars, training sessions, forums, panel discussions, networking functions and expos. They were held from Cairns to the Gold Coast, and from Roma to Stradbroke Island. A number of these events were hosted by local councils, local chambers of commerce and small businesses seeking to assist others. Their involvement demonstrates how importantly small business is viewed.

Many thanks to our partners Vodafone Australia and Australia Post, and supporters CCIQ, Channel 7 and Business News Australia, as well as all our speakers and attendees who contributed to making the week such an outstanding success.

I am looking forward to another successful Queensland Small Business Week in 2018. I hope to see you there.



The Honourable Leeanne Enoch MP

Minister for Innovation, Science and the Digital Economy and
Minister for Small Business

Queensland Small Business Week

The Queensland Government is committed to supporting small business, through the *Advancing Small Business Queensland Strategy 2016–20*. The Strategy is delivering benefits to communities across Queensland, and contributing to regional growth and a strong Queensland economy.

Queensland Small Business Week includes a suite of programs designed to generate new business ideas, build capacity and provide participants with key learnings. One of the key outcomes expected from the event is to provide opportunities for small business stakeholders to grow their networks and start conversations to help businesses thrive.

Snapshot

Results from attendee survey responses



125
registered individual
events and activities



90%
rated events as
helpful or very helpful



More than
6000
people registered for
events and activities



Event speakers
rated highly by
96.7%
of respondents



Social media reach
more than
715 000*



55%
attended to
network with other
small businesses



Social media reach
1.45 million*
impressions



Media reach
2 million†



* Department of Natural Resources and Mines, Business and Corporate Partnership, Social Media Campaign Summary report, June 2017.

† iSentia Media Monitoring and Analysis Tools and Services, Media Portal, Queensland Small Business Week – media campaign report, 12 June 2017.

Five key themes of the 2017 event

1

Research, trends and innovation

2

People, culture and succession planning

3

Customer experience

4

Going digital

5

Business basics



The Hon. Leeanne Enoch MP, Minister for Innovation, Science and the Digital Economy and Minister for Small Business and Crystal Boah, Traditional Owner of the Yuwibara people.



Steve Baxter, panellist at the Future of Connectivity round table in Brisbane.

Attendees at the 2017 Queensland Small Business Week launch on the Gold Coast.

‘It was great to see where digital is taking us. I am currently making a massive shift in my business and I love talking to other business owners.’ **Event attendee**

Events

'We were very pleased to have our event included as an official event on the 2017 Queensland Small Business Week calendar ... We are very pleased with positive feedback received following the event and plan to expand on this year's effort.'

Event host



*Brisbane includes Moreton Bay and Redcliffe

HOME

Attendee profile

Results from attendee survey responses



66.7%

business owners or managers



18.5%

small business stakeholders



60%

female



38.9%

in a small business with 1-4 staff



53.7%

in a small business operating for 1-5 years



20.3%

in a business for more than 10 years

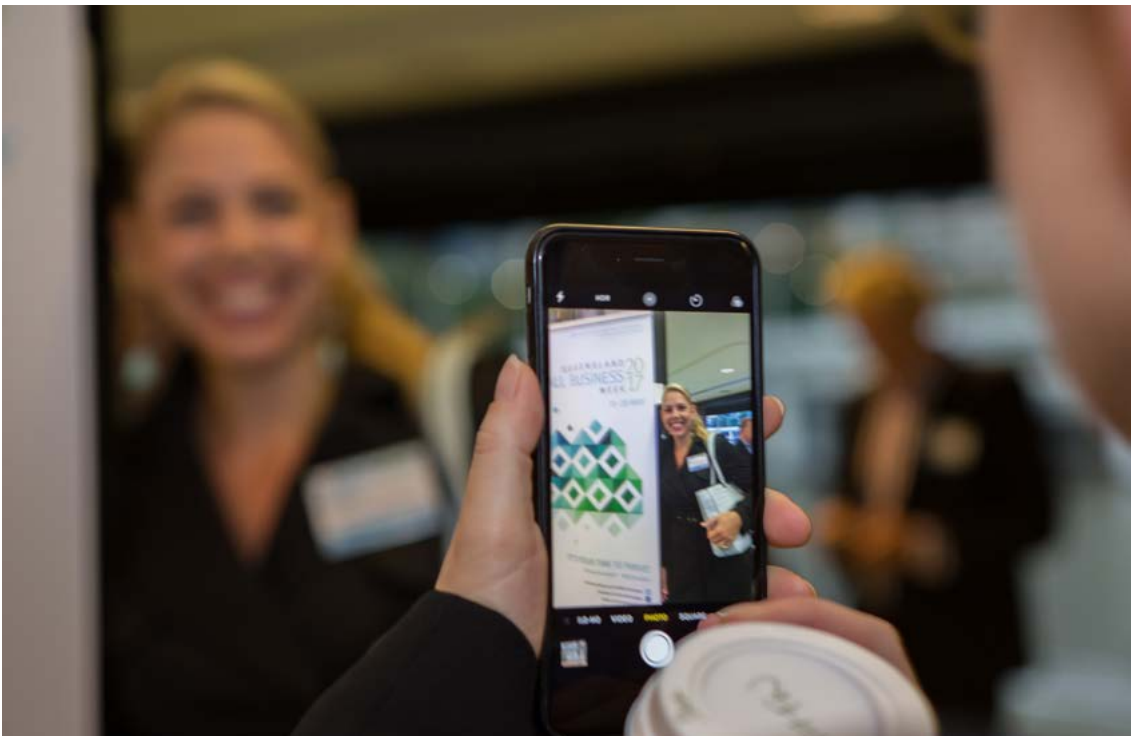


5.6%

looking to start a new business



More than half of all participants registered to attend events to network and gain new ideas and inspiration



Attendee at the Future of Connectivity round table event in Brisbane.



The launch

The 2017 Queensland Small Business Week was officially launched with a breakfast event at the Southport Yacht Club on Monday 15 May 2017—Minister Enoch joined more than 100 small business owners, entrepreneurs, stakeholders and industry representatives. The master of ceremonies, Channel 7 personality Liz Cantor, welcomed guests including Iñaki Berroeta, Chief Executive Officer of Vodafone Hutchison Australia.



Attendees at the 2017 Queensland Small Business Week launch on the Gold Coast.

'I have owned my shop for five years now, and I learnt so much in just a few hours. I found my focus again.' **Event attendee**

The Future of Connectivity round table

Another signature event was the networking breakfast and panel discussion on the future of connectivity, held in Brisbane on Friday 19 May 2017. The event focused on future challenges to improving connectivity, and also provided a networking opportunity for more than 120 key industry and stakeholder representatives.

An impressive panel of experts pitched their own innovative and creative solutions to commonly occurring connectivity issues, including the use of flying vehicles and using mobile phones as medical brain scanners.

Audience members were invited to take part in a live interactive session and were able to quiz panellists using the mobile app. Almost 150 people connected to the event via live streaming across Queensland.



Steve Baxter
Entrepreneur, investor, tech startup mentor and 'shark' on *Shark Tank*

Tara Commerford
Vice President and Managing Director, GoDaddy

Dean Tognella
General Manager of Business, nbn co.

Michael Brünig
Head of School of IT and Electrical Engineering, The University of Queensland

HOME

Cairns Small Business round table

Maree Adshead, Queensland Small Business Champion, hosted the Cairns Small Business round table on Tuesday 16 May.

The round table brought together delegates from the business community, industry, the education sector and government to consider and discuss business regulation, impediments to business growth (and thus employment) and opportunities for Queensland businesses to start, grow and employ.

As chair of the Better Regulation Taskforce, Ms Adshead will brief Minister Enoch on the comments and ideas raised by delegates, and will refer issues to the relevant Queensland and Australian government agencies for consideration and response.



Queensland Small Business Champion Maree Adshead at the Cairns Small Business round table.



Deb Hancock, Chief Executive Officer, Cairns Chamber of Commerce and Kate Carnell, Small Business and Family Enterprise Ombudsman.

Of attendees, 48% agreed that the most important element of a well-balanced regulatory environment is **innovative processes that save time and money.**

‘Seamless, engaging and informative! Great round table discussion, lively and interesting debate. Chance to network with a variety of different businesses.’

Event attendee

Regional masterclasses

The Office of Small Business delivered three regional Time to Thrive masterclasses hosted by Minister Enoch. The host cities for 2017 were Townsville, Mackay and Bundaberg, and the response from those involved was overwhelmingly positive.

Each masterclass featured a key address from industry experts Brock Fisher from Dropbox and Claire Wilson of The Alternative Board. Through the masterclasses, participants were able to workshop topics such as people, culture and succession planning, trends and innovation, the customer experience, digital literacy and getting the basics right. Networking sessions and mentor chats further added to the benefits for attendees.

‘Excellent learning and networking opportunity with other local business owners and expanding those circles. A lot of experience and ideas came through in the workshops.’

Event attendee



Brock Fisher, Dropbox, speaker at the regional masterclasses.

Workshops and webinars

As part of 2017 Queensland Small Business Week, the Office of Small Business hosted 13 workshops and webinars reaching almost 450 people.

The Survive to Five program of workshops and webinars provided tools and support to help new businesses make it through the often challenging first five years.

Evolve to Thrive workshops were designed to empower small businesses and provide the tools to adapt their business model in order to stay in business, be competitive and meet the changing demands of customers.

'I really appreciated every moment of it and came home with a page of notes that has made me feel alive in my business again.' **Event attendee**

Event hosts

Industry bodies, local councils, chambers of commerce and local small businesses registered to host more than 100 events, activities and workshops across Queensland.

Event hosts received a range of benefits, including a listing on the Business Queensland events calendar and the 2017 Queensland Small Business Week mobile app, as well as promotional support and resources.

Throughout the campaign, event hosts co-branded their marketing and promotional materials with the 2017 Queensland Small Business Week official branding, making use of the #Time2thriveQLD and #QLDsmallbiz social media hashtags. In addition, event hosts were involved in cross-promotional opportunities, with links on their websites to the dedicated 2017 Queensland Small Business Week web page.

Event hosts surveyed reported:

- Likelihood to host again in 2018—**63.6%**
- Upskilling small business owners as the main reason for hosting—**77.3%**
- Had not previously hosted a Queensland Small Business Week event—**86.4%**

Source: 2017 Queensland Small Business Event Host Survey.

Our sponsors

The Queensland Government was proud to partner with key corporate and industry organisations to deliver 2017 Queensland Small Business Week. The support provided by these partners enabled wider engagement with small business and delivered opportunities for small business owners and operators to learn and grow.

Partners



‘It’s important to us that we reach small businesses on a personal level. Hearing directly from the coalface allows us to tailor our products to the changing demands of the digital world. It gives us the insight we need to deliver world class services to our customers.’

Stuart Kelly, Executive General Manager Enterprise, Vodafone Australia



Attendees at the 2017 Queensland Small Business Week launch on the Gold Coast.



‘I have been so impressed with the range and take up of events that were made available to help small businesses thrive and become the business they want to be. Our team thoroughly enjoyed presenting our series of free Go and Grow Online events and social media masterclasses, as well as delivering a \$10 000 kick start to a very deserving winner of the Social Media Challenge. We were thrilled with the very positive feedback from the broad mix of businesses who participated.’

Rebecca Burrows, General Manager, Small Business, Australia Post



Carolyn Mead (Australia Post’s Head of Marketing, Small Business) presents the cheque to the winner of the social media challenge—Alison Rogers from Vocal Manoeuvres Academy.

Supporters



BUSINESS NEWS AUSTRALIA



Media and communication

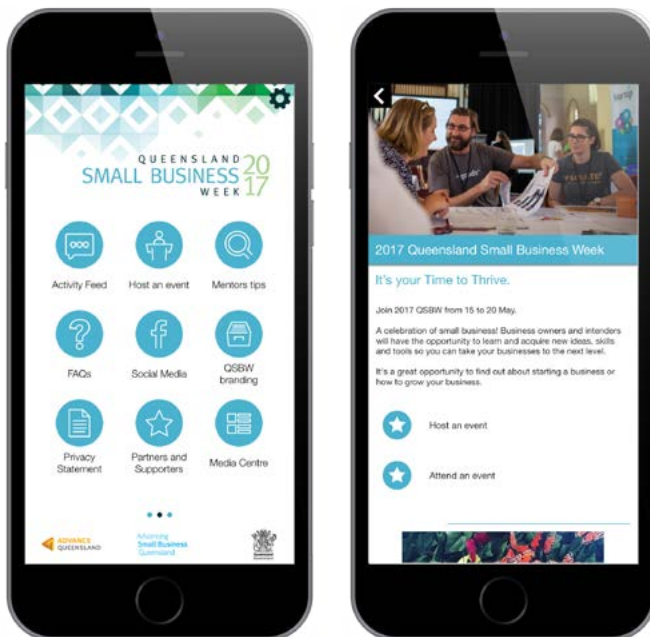
The marketing and communication strategy succeeded in achieving its key objectives. It raised the profile of small businesses and their important contribution to the Queensland economy, by promoting the signature activities and events of the week and driving high levels of engagement.

Part of the strategy was to promote Queensland as a connected and innovative state to start and grow a business. The launch of a mobile app, as well as increased digital advertising and social media activity, proved highly effective in generating increased awareness and involvement.

Other successful elements of the campaign included press, radio and regional television media coverage, in addition to marketing collateral and promotional support.

Mobile app

A new feature for 2017 Queensland Small Business Week was a dedicated mobile app. It provided a 'one-stop-shop' for all the information on signature events, a statewide calendar of events, key speakers, a social media feed, sponsor information, media activity and access to branding and promotional support materials.



2017 Queensland Small Business Week mobile app.

Advertising

Advertising activity and reach focused on regional participation and engagement across the state. Activity included a mix of media advertising to encourage attendance at key events, increase awareness and promote 2017 Queensland Small Business Week generally.

Press

Regional and metropolitan press advertising achieved a total reach of 35 000[†] (around 13%) Queensland small business owners, and included placements in *The Courier-Mail*, *Townsville Bulletin*, *Mackay Daily Mercury* and *Bundaberg NewsMail*. Advertising ran from 22 April to 6 May 2017.

Radio

In the lead-up to the week, regional radio advertising was broadcast in Cairns, Townsville, Mackay, Bundaberg, the Sunshine Coast and the Gold Coast.

The 30-second radio advertisements ran from 16 April to 13 May 2017, with a total of 168 spots airing during peak listening periods across breakfast, morning, afternoon and drive programs (between 6 am and 7 pm).

[†] MediaCom, Queensland Small Business Week Post Analysis Report, April to May 2017.



Regional TV

Ongoing sponsorship support from Channel 7 Regional included the development and broadcast of a community service announcement airing 139 times on channels 7, 7TWO, 7flix and 7mate between 30 April and 14 May 2017 in key locations of Cairns, Mackay, Townsville and Wide Bay.

Online and digital advertising

Highly targeted digital and online advertising ran from 16 April to 13 May 2017, and included StartUp Smart, Fairfax Network and the News Network (including Townsville, Mackay and Bundaberg).

Collateral and promotions

An extensive range of digital and printed materials was made available to all event hosts, sponsor partners and supporters, as well as all key stakeholders.



Media coverage

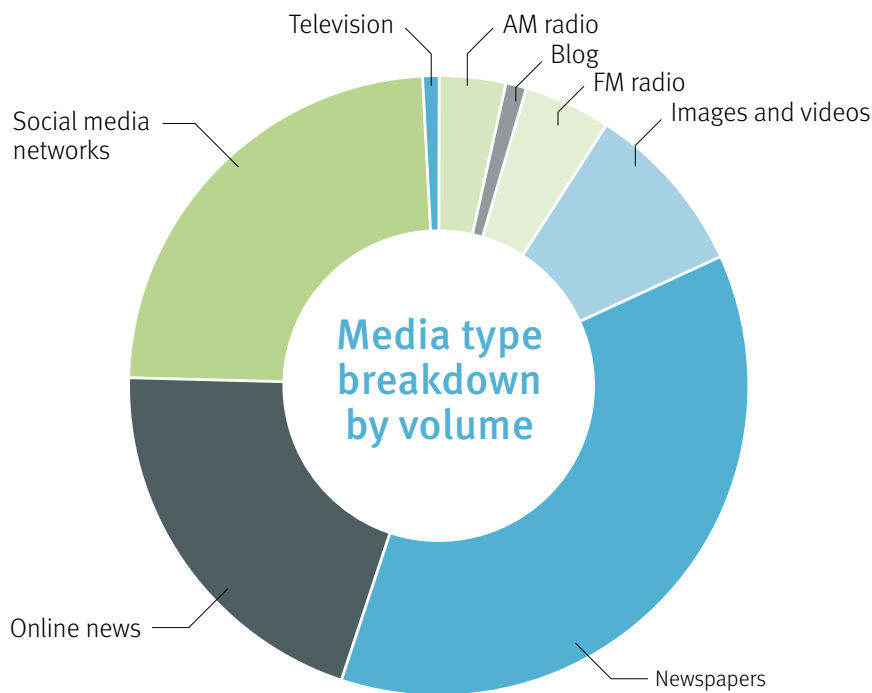
The 2017 Queensland Small Business Week received strong media coverage from a variety of media outlets across Queensland.

In total, the media relations component throughout the 93-day campaign reached a cumulative audience/circulation of almost 2.1 million people with 280 media mentions, equating to an advertising space rate of \$83 583.

Newspapers had the highest volume of coverage (103 items or 36% of the total volume of coverage), followed by social media networks (63 items or 23.93% of the total volume of coverage) and online news (57 items or 20.36% of the total volume of coverage).



Minister Enoch being interviewed by media.



iSentia Media Monitoring and Analysis Tools and Services, Media Portal, Queensland Small Business Week – media campaign report, 12 June 2017.

Social media

Throughout 2017 Queensland Small Business Week, social media activity and Facebook advertising were instrumental in reaching more than 715 000 people.

Social media competition

A highlight of 2017 Queensland Small Business Week was the innovative social media competition designed to uncover the next big idea in small business. Queensland small business owners and operators were invited to share how they could make their business thrive, using the most innovative, unique and efficient ideas.

Proudly sponsored by Australia Post, the first prize was \$10 000 and a Mentoring for Growth session. The winning entry was evaluated by an independent panel of judges and announced during 2017 Queensland Small Business Week. The runners-up were awarded an Australia Post business mentor for up to two hours of professional mentoring advice.

The social media challenge proved an exciting addition to the main program of events and generated extensive social media activity, engagement and content sharing across all platforms.



(L–R) Chris Rickards, Joshua Berry, Nic Blair (Bump Shoes), The Hon. Leeanne Enoch MP, Minister for Innovation, Science and the Digital Economy and Minister for Small Business, Jaime Gunton (Matchy Matchy Sets), Alison Rogers (Vocal Manoeuvres Academy), Carolyn Mead (Australia Post’s Head of Marketing, Small Business).

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