

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2017 - 2018

Division/Agency: Communications Division
Question No: 261
Topic: Small Business Information Campaign
Reference: Written
Senator: Ketter, Chris

Question:

1. What is the breakdown of that \$15 million over the two years, is it even? If not, what are the dollar amounts for each year?
2. When is the campaign set to finish?
3. Over what forms of media is this campaign being run?
4. Was this campaign provided to the Department of Finance for approval? If not, why not?
5. Do you think there is low awareness of all of these programs in the small business community? Why do you think that is the case?
6. The measure includes a number of programs featured in the campaign.
 - a) How many of these programs have been implemented?
 - b) How many of these programs are yet to be implemented?
 - c) How many of these programs require legislation to be implemented, and have these pieces of legislation been introduced into the Parliament?
 - d) Out of the \$5.8 billion claimed as part of red tape reduction, has all of that \$5.8 billion been implemented?
7. What is the difference between this measure, and the 2015-16 Budget measure titled “Free Trade Agreement Promotion”, which provided \$24.6 million to “promote business understanding of the recently concluded Free Trade Agreements in North Asia and to assist businesses to access and maximise their benefits under these agreements”?

Answer:

1. The budget for the Small Business campaign is \$15 million over two years. This funding is allocated across the 2016/17 and 2017/18 financial years as follows:

Financial Year	Budget
2016/17	\$12m
2017/18	\$3m

2. The campaign will finish this financial year.
3. Phase one of the campaign (9-29 April) used the following paid media channels: television, radio, print (newspapers), online (including search, digital, and social) and specific culturally and linguistically diverse and Indigenous media. Public relations activities are scheduled to run through until the end of 2017.
4. Yes, the Small Business campaign went through the required Government approval processes.

5. Yes, the Treasury conducted formative research to ascertain the small business community's level of understanding of the support available to small businesses. The research found that small business owners have limited understanding of the range of small business measures and found it difficult to navigate through the various sources of information to understand what assistance available. The research also found that small businesses wanted to know about the government programs and opportunities available to support their business.
6. The key measures that the Australian Government focuses on in the advertisements are: tax cuts, simpler GST reporting and faster depreciation deductions for small business.
 - a. All the measures referenced in the advertising have been implemented and are available to businesses.
 - b. Nil.
 - c. Legislation is either not required or has been enacted.
 - d. \$5.8 billion is the estimated per annum saving to the economy from the Government's decisions taken as part of its Regulatory Reform Agenda. The Government is yet to release an updated value of implemented measures this year, but the information is expected to be published as part of a public update after 30 June 2017.
7. This measure provides funding to educate small businesses on the full range of programs and support available from the federal government to best meet their individual business needs. This may include but is not limited to Free Trade Agreements.