



New South Wales Government

The Hon Steve Whan MP
Minister for Emergency Services
Minister for Small Business

SMALL BUSINESS MINISTER LAUDS SOCIAL MEDIA FOR HOME BASED BUSINESS

September 16, 2009

NSW Minister for Small Business Steve Whan today called on home-based and micro businesses to consider social media as a method of improving their business networks.

Speaking at the launch of the all day Flying Solo conference at the Australian Technology Park in Eveleigh, Mr Whan said the NSW Government is using Twitter and Facebook as a marketing tool for Small Business September.

“The last 12 months has seen an explosion in the use of social media such as Twitter and Facebook, and now this method of communication is being taken up by small businesses across NSW,” Minister Whan said.

“The *Understanding Micro Business Survey* of 1800 micro businesses undertaken last year by the Flying Solo group found that despite its importance for finding work, only 53 per cent of participants had a business website they were happy with, and 31 per cent didn’t have a website at all.

“Another finding from the same survey showed that while many consider the internet is a central part of finding new customers, 85 per cent of respondents still say word of mouth is the best method.

“The internet undoubtedly plays a key role in researching products and services and drawing together a shortlist, but seemingly it’s still word-of-mouth that tips the balance.

“The Flying Solo’s online forum of December last year with over 10,600 posts from 2,600 plus members proved how freely and openly business owners talk with each other given the tools,” he said.

“The phenomenal interest in social networking — Twitter and Facebook forums in particular — is in large part due to the way these tools enable a greater sense of community connectedness,” he said.

The day-long Flying Solo conference is a key event of Small Business September 2009.

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