

Sensis® *Business Index*
Special Report
for the
National Occupational Health and
Safety Commission

How SMEs Access Information
on
OH&S and
Workers' Compensation

March 2004



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Introduction

The Sensis® *Business Index – Small and Medium Enterprises* is an ongoing series of surveys designed to track confidence and behaviour in the small business sector.

The primary objectives of the *Index* are to track small and medium business activity over the past three months; expectations over both the next three and 12 months; and to measure overall confidence within the small business community. A second purpose is to provide an independent, objective channel for reporting proprietors' experience and attitudes on key issues.

As part of the February 2004 Sensis® *Business Index*, supplementary questions were asked covering how SMEs access information. In total, 33 separate key information topics were examined, and the extent to which SMEs had needed information in these areas over the past year, where they went for information, and where they would look in hypothetical scenarios were examined for each topic. In addition, SMEs preferences were gauged as to how they like to receive information, and SMEs were asked for their suggestions as to how governments specifically could improve their provision of information.

This report focuses specifically on four industry sectors which have been identified as key risk sectors for OH&S policies: manufacturing; construction; transport and storage; and health and community services. These sectors accounted for 727 SMEs in the February 2004 sample.

The *Index* is an initiative of Sensis as part of its commitment to this vital business sector. Surveying was conducted by Sweeney Research between 21 January and 11 February 2004.

This report was completed for the National Occupational Health and Safety Commission.

About the Survey

Since its inception in 1993, the *Business Index* has been one of the most comprehensive and regular surveys of small businesses in Australia. Historically, the Business Index has focused specifically on businesses employing 19 people or fewer. In November 2000 it was expanded to cover the medium business sector, while the regional and industrial sectors were also enhanced.

The February 2004 *Business Index* results are based on telephone interviews conducted with 1,800 small and medium business proprietors. The sample size is divided between 1,400 small businesses and 400 medium businesses (the latter defined as businesses employing between 20 and 199 people).

Businesses interviewed for the February 2004 *Business Index* were drawn from all metropolitan and major non-metropolitan regions within Australia. Quotas were set on geographical location and type of business in order to produce the standard sample structure shown below. Where replacement businesses are recruited, this sample structure is maintained.

At the analysis stage, results were weighted by selected Australian New Zealand Standard Industrial Classification (ANZSIC) divisions within the metropolitan and non-metropolitan region of each state and territory. This ensured the sample reflected the actual small and medium business population distribution. The Australian Bureau of Statistics (ABS) Business Register, as at June 1998, was used to weight the sample to be representative of the total business population.

Interviewing for this latest survey was conducted over the period 21st January to 11th February 2004.

Location of Business			
	Total	Metro	Non-metro
New South Wales	300	240	60
Victoria	300	240	60
Queensland	300	165	135
South Australia	225	195	30
Western Australia	225	195	30
Tasmania	150	90	60
Northern Territory	150	90	60
Australian Capital Territory	150	150	-
Total	1800	1365	435

Division	
Manufacturing	200
Building/Construction	250
Wholesale Trade	150
Retail Trade	250
Accommodation, Cafes and Restaurants	100
Transport/Storage	150
Finance and Insurance	100
Communication, Property and Business Services	300
Health and Community Services	150
Cultural, Recreational and Personal Services	150
Total	1800

Executive Summary

This special report examines how small and medium enterprises (SMEs) in the manufacturing, construction, transport and storage and health and community services sectors access information on occupational health and safety and workers' compensation. It also examines how SMEs prefer to access information and how they feel that governments could improve the information they provide to SMEs. This special report is based on research with 727 SMEs in the target sectors undertaken in conjunction with the February 2004 Sensis® *Business Index*, which regularly surveys 1800 SMEs every quarter. While the results of the research are outlined in detail throughout the report, below is an overview of the major findings.

OCCUPATIONAL HEALTH AND SAFETY

Occupational health and safety was one of the top areas of information that SMEs had to access in the past year. Amongst the 33 issues included as part of this study, occupational health and safety was the fifth most required topic. Target sector SMEs were more likely to have needed OH&S information than the average SME.

Amongst the target sectors, construction SMEs were most likely to need OH&S information, followed by manufacturing firms, health and community services businesses and the transport and storage sector.

Manufacturing firms were most likely to access this information through state governments and industry associations, as were construction SMEs. SMEs in the transport and storage sector were most likely to approach industry associations, followed by the Internet. SMEs in the health and community services sector were most likely to go to industry associations, followed by OH&S consultants and departments, the Internet, local government and state government.

WORKERS' COMPENSATION

Workers' compensation was the sixteenth top issue that SMEs required information on in the past year. Target sector SMEs were more likely to access information on workers' compensation than the average SME.

Amongst the target sectors, the sector reporting the greatest requirement for workers' compensation information was the manufacturing sector, followed by the construction sector, the health and community services sector, and finally the transport and storage sector.

Insurance companies were the most favoured source of information in all target sectors, with some individual insurance companies being significantly noted, particularly amongst the construction sector. For the manufacturing sector, after insurance companies, insurance brokers and agents, state governments and industry associations were popular sources. For the construction sector, Workcover was the second most popular source of information, followed by state governments. In the transport and storage sector state governments were a distant second to insurance companies. In the health and community services sector, with almost two-thirds of SMEs using insurance companies for information, state governments were a very distant second most popular source.

HOW SMEs PREFER TO ACCESS INFORMATION

Overwhelmingly, face to face discussions were the most preferred method to access information. This was the case to varying degrees across each of the target sectors. The second most popular mode of accessing information was the Internet, although in the target sectors this was lower than for SMEs on average. The third most popular method was telephone discussions. For the target sectors there was an above average preference for attendance at events, conferences and seminars.

SUGGESTIONS FOR GOVERNMENTS

Across the target sectors, the main suggestion coming from SMEs as to how governments could improve their provision of information to SMEs was to advertise more. This was particularly strong in the health and community services sector. Overall amongst the target sectors the second most preferred suggestion was that information should be continually kept up to date, followed by mailing information to SMEs. There was a higher propensity to suggest seminars within the target sectors.

There was a large degree of variation of suggestions across the different target sectors. The manufacturing and construction sectors were more likely to suggest more mail to SMEs, whereas being able to access information and making it easier to find were of importance to the transport and storage sector. The health and community services sector was most interested in ensuring that information was up to date as well as increased used of advertising.

Occupational Health and Safety

HOW SMEs ACCESS OH&S INFORMATION

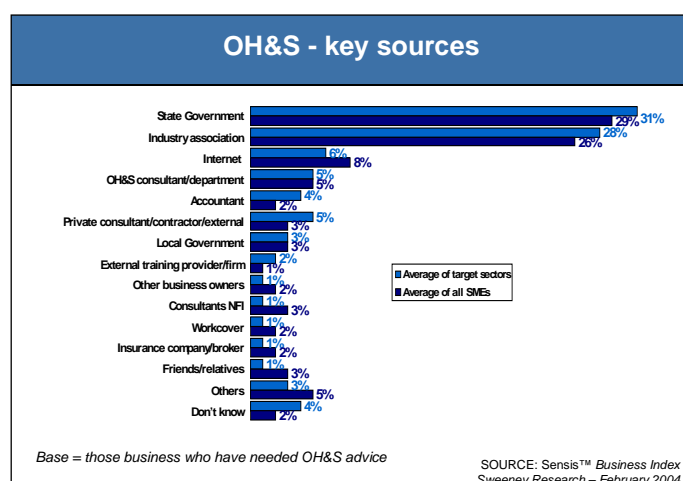
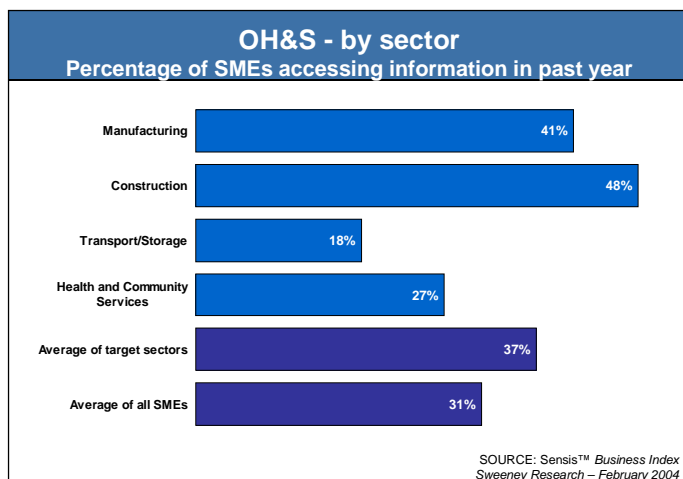
The February 2004 Sensis® Business Index found that occupational health and safety was a key area that SMEs had needed information on in the past year, ranking in fifth place out of 33 issues. Overall, 31 per cent of SMEs reported needing information on occupational health and safety in the past year.

For the target sectors of manufacturing, construction, transport and storage and health and community services, the need for information was slightly higher, with 37 per cent of SMEs in those sectors reporting that they had needed this information in the past year.

The proportion of SMEs in each sector requiring information on occupational health and safety varied substantially, with 48 per cent of construction SMEs reporting the need for such information, compared to only 18 per cent of SMEs in the transport and storage sector.

Whilst for the target sectors as a whole state governments were identified as the main source of information on occupational health and safety, closely followed by industry associations, there was a great degree of variance between each of the target sectors.

For manufacturing firms, state governments were the most important source of information (32 per cent of those seeking information on OH&S), closely followed by industry associations (27 per cent). Whilst there were many other sources of information utilised by SMEs in the sector, these were not used to the same extent as the two major sources.

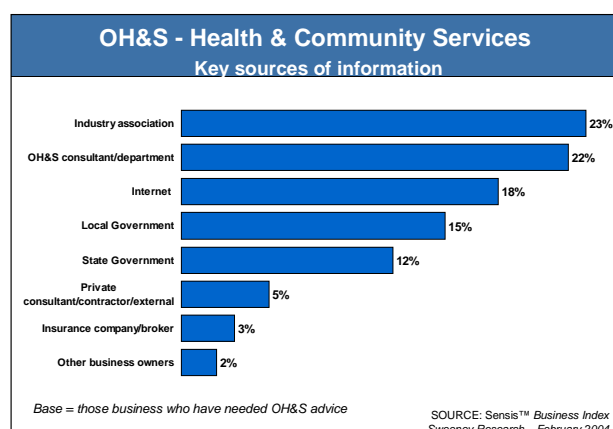
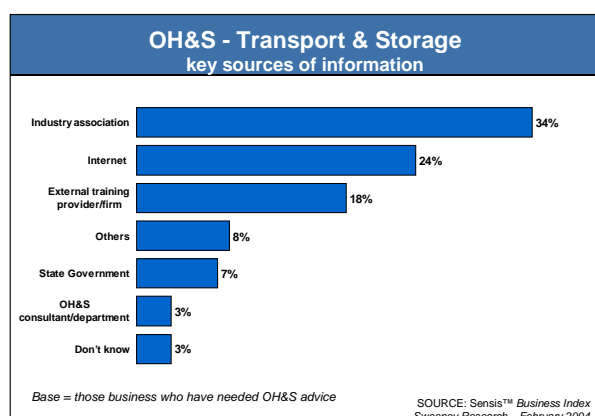
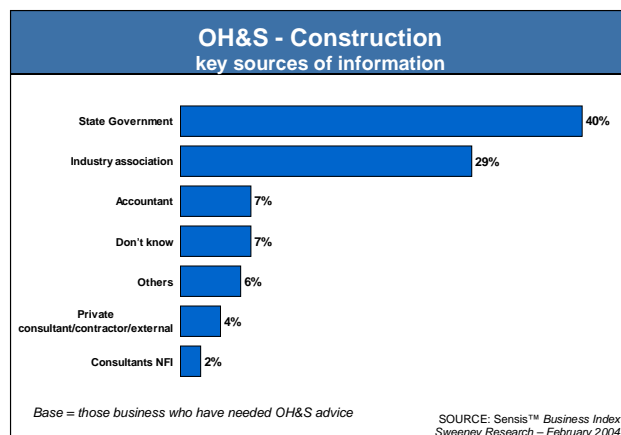
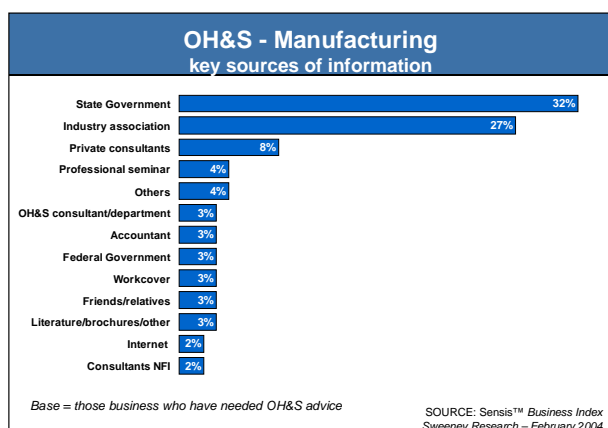


Internet Connections by Industry Sector

	No Computers	Use Internet	Do Not Use
Manufacturing	12%	79%	9%
Building/Construction	15%	70%	15%
Wholesale Trade	8%	88%	4%
Retail Trade	7%	80%	13%
Transport/Storage	13%	82%	5%
Business Services	1%	95%	4%
Finance and Insurance	0%	100%	0%
Health/Community Services	11%	70%	19%
Personal Services	13%	70%	17%
Hospitality	11%	76%	13%

Base = All Businesses

SOURCE: Yellow Pages® Business Index
Sweeney Research - May 2003



In the construction sector, state governments were the key source of information, being approached by 40 per cent of SMEs who required OH&S information. Industry associations were also a key source, having been used by 29 per cent of SMEs needing information. There were far fewer other sources used by construction SMEs, however a significant proportion used accountants (seven per cent). It is interesting to note that the Internet, which ranked as the third most used source of information on OH&S for SMEs in general and for those in the target group, did not rate at all for those in the construction sector. This finding is in line with findings from the Yellow Pages® *E-Business Report 2003*, which found that the construction sector was one of the sectors least likely to connect to the Internet, and also had the lowest level of computer ownership of any sector.

The findings were quite different for the SMEs in the transport and storage sector. For these firms, industry associations were the main source of information, being used by 34 per cent of those SMEs needing information. The Internet was the second major source of information, being used by 24 per cent of SMEs. External training providers were the third most used source of information, with 18 per cent of SME reporting that they used external training providers for their OH&S information needs. State governments were a much lower source of information, being used by only 7 per cent of SMEs in this sector needing information.

Health and community services SMEs were most likely to get their information on OH&S through industry associations (23 per cent). This was very closely followed by OH&S consultants and departments (22 per cent), with the Internet also being a major source for this sector (18 per cent), despite the sector also having a relatively low propensity to connect to the Internet. In line with the nature of the industry, local government was seen to be the main government source of OH&S information (15 per cent), followed by state governments (12 per cent).

Q14a. WHERE MAINLY SOURCED ADVICE/INFORMATION - Occupational Health and Safety - % within ANZSIC DIVISION

		ANZSIC DIVISION				Total
		C - MAN.	E - CONS.	I - TRANS	O - HEALTH	
Q14a. WHERE MAINLY SOURCED ADVICE/INFORMATION - Occupational Health and Safety	State Government	32%	40%	7%	12%	31%
	Industry association	27%	29%	34%	23%	28%
	Internet	2%	0%	24%	18%	6%
	OH&S consultant/department	3%	1%	3%	22%	5%
	Accountant	3%	7%			4%
	Private consultant/contractor/external	8%	4%	0%	5%	5%
	Local Government	1%	1%		15%	3%
	External training provider/firm	0%		18%		2%
	Other business owners	1%	1%		2%	1%
	Consultants NFI	2%	2%	1%		1%
	Federal Government	3%	1%		0%	1%
	Professional seminar	4%				1%
	Workcover	3%	0%	1%		1%
	Insurance company/broker	0%	0%	1%	3%	1%
	Friends/relatives	3%				1%
	Specialist private company	1%	1%			1%
	Literature/brochures/other	3%				1%
	Others	4%	6%	8%		3%
	Don't know		7%	3%		4%
Total		100%	100%	100%	100%	100%

Workers' Compensation

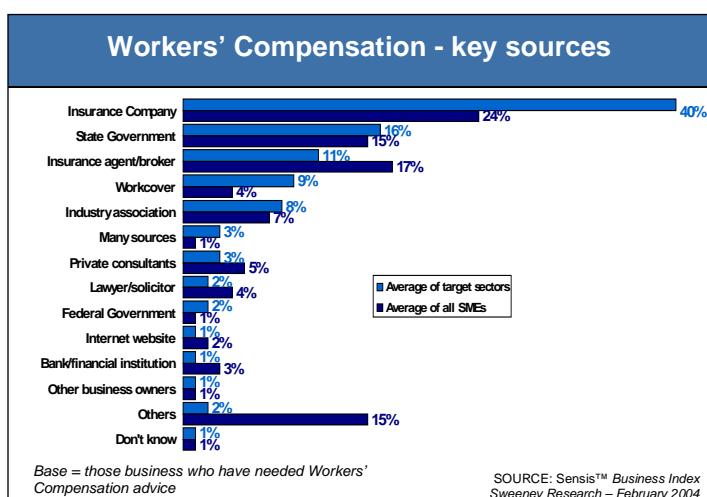
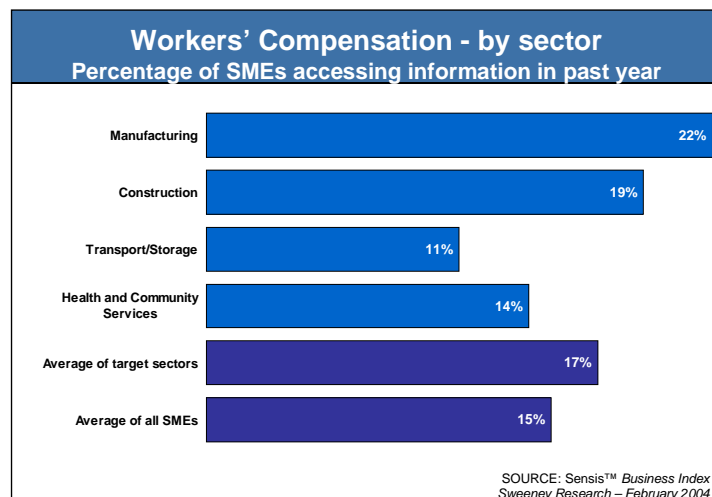
HOW SMEs ACCESS INFORMATION ON WORKERS' COMPENSATION

Whilst SMEs did not seek information on workers' compensation as frequently as was the case with occupational health and safety, it was still the 16th most frequently required topic, with 15 per cent of all SMEs looking for information on workers' compensation in the past year.

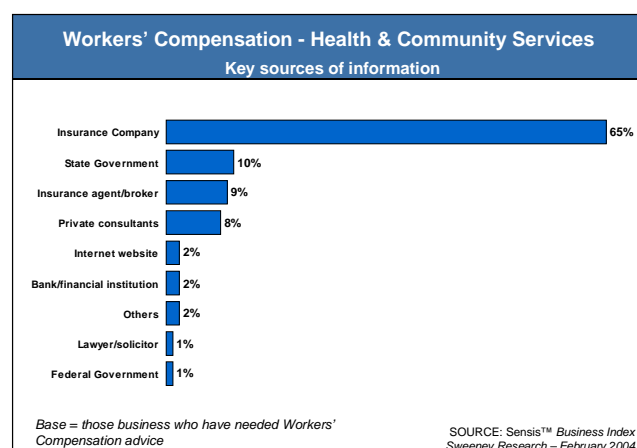
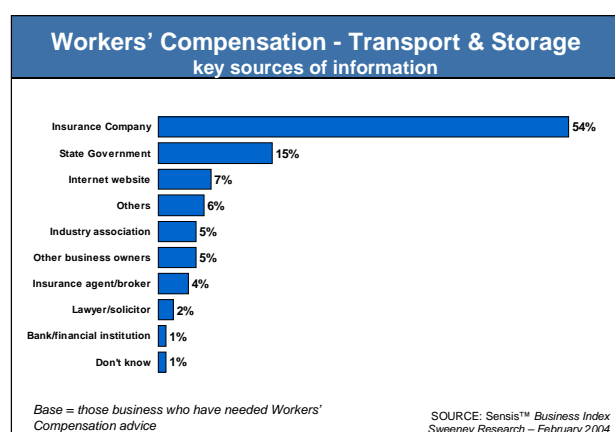
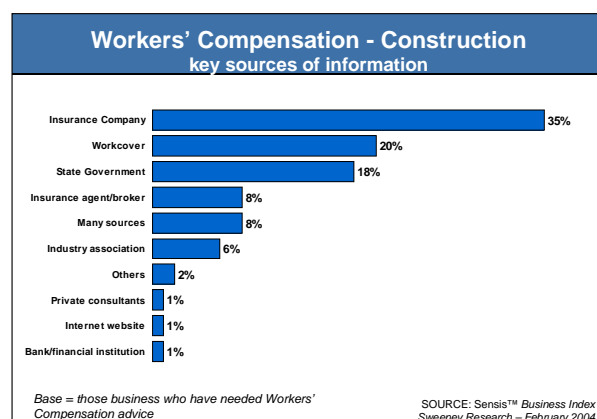
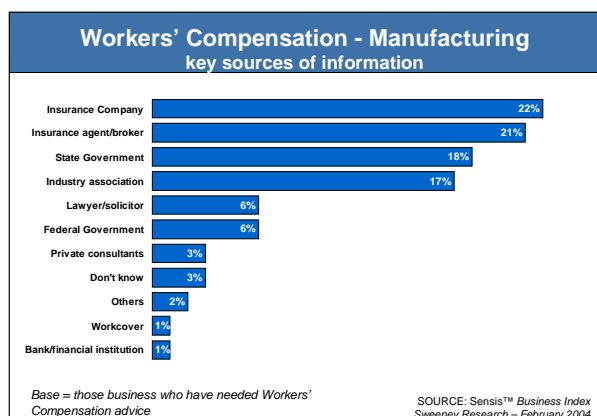
The level of interest was slightly higher in the target sectors, with 17 per cent of those SMEs having required information on workers' compensation in the past year. SMEs in the manufacturing sector were the most heavy users, with 22 per cent of manufacturing firms noting needs in this area in the past year. This was followed fairly closely by the construction sector, where 19 per cent of firms reported requiring information. Transport and storage firms were the least likely of the target sectors to have needed information on workers' compensation in the past year.

For the target sectors in aggregate, the greatest supplier of information was insurance companies, with 40 per cent of target sector firms using this source. This was far higher than for SMEs in general, however it was still their main source of information, with 24 per cent of firms noting it as a source. Other key sources for the target sector were state governments, which were slightly more utilised by target sector firms than average SMEs and insurance agents and brokers, which were less likely to be used by SMEs in the target sector.

Interestingly, several individual insurance companies were noted by SMEs as being major sources of information in their own right. Key insurance firms who rated a relatively high usage by SMEs were GIO,



with 8 per cent of target sector SMEs noting GIO as their main source, and 18 per cent of SMEs in the construction sector. The other particularly highly noted insurance company by the target sector was CGU, with 4 per cent of SMEs in the target sector noting them as a source of information. Again, this was mainly SMEs in the construction sector, where 8 per cent of SMEs requiring information on workers' compensation noted them as the key source for their business.



As was the case with occupational health and safety, the different target sectors displayed different preferences for where they had sought information. However, for each of the target sectors insurance companies formed the overwhelming main source of information.

For SMEs in the manufacturing sector, 22 per cent of those requiring information reported having sought this from insurance companies. This was the sector in the target group least likely to utilise insurance companies, however a further 21 per cent of firms reported using insurance agents and brokers. State governments were the third greatest source of information for manufacturing SMEs, with 18 per cent of those requiring information having gone to a state government, closely followed by industry associations (17 per cent).

The construction sector was the target sector next most likely to use insurance companies for their information needs in this area, with 35 per cent of SMEs in this sector reporting insurance companies as their main source of information on workers' compensation. Workcover was reported as the second main source of information for construction SMEs, with 20 per cent of SMEs needing information citing Workcover as their information source. This was closely followed by state governments, which were used by 18 per cent of SMEs needing information.

Over half (54 per cent) of SMEs in the transport and storage sector needing information reported using insurance companies as their main source on workers' compensation. State governments were the second most used source of information, having been used by 15 per cent of SMEs needing information.

In the health and community services sector insurance companies were the overwhelming source of information, with almost two-thirds (65 per cent) of SMEs reporting using them for information, followed by state governments, who were used by 10 per cent of SMEs who needed information.

Q14a. WHERE MAINLY SOURCED ADVICE/INFORMATION - Workers compensation - % within ANZSIC DIVISION

				ANZSIC DIVISION				Total
				C - MAN.	E - CONS.	I - TRANS	O - HEALTH	
Q14a. WHERE MAINLY SOURCED ADVICE/INFORMATION Workers compensation		Insurance company		22%	35%	54%	65%	40%
		State Government		18%	18%	15%	10%	16%
		Insurance agent/broker		21%	8%	4%	9%	11%
		Workcover		1%	20%			9%
		Industry association		17%	6%	5%	0%	8%
		Many sources/no main source			8%			3%
		Private consultants		3%	1%		8%	3%
		Lawyer/Solicitor		6%		2%	1%	2%
		Federal Government		6%			1%	2%
		Internet website			1%	7%	2%	1%
		Bank/Financial Institution		1%	1%	1%	2%	1%
		Other business owners			0%	5%		1%
		Other coding		2%	2%	6%	2%	2%
		Dont know		3%		1%		1%
		Total		100%	100%	100%	100%	100%

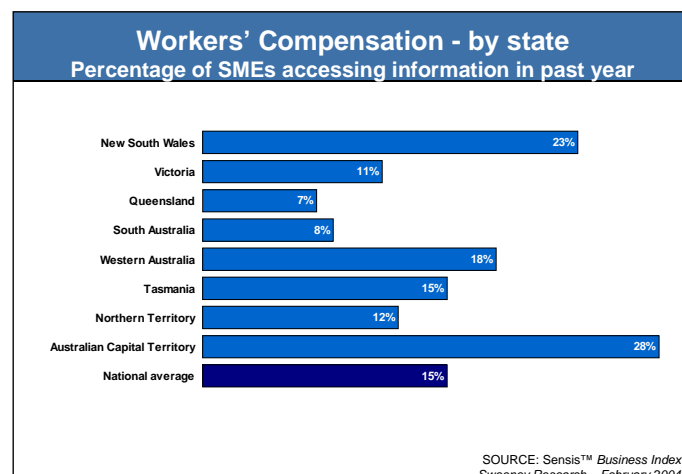
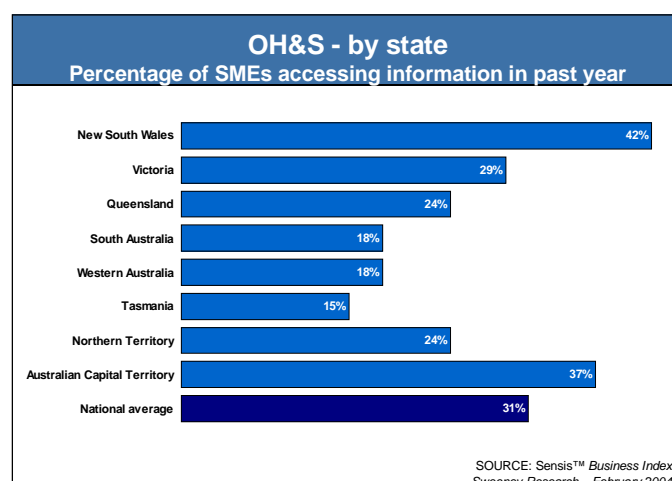
State and territory differences

There was considerable variation around the states and territories for the proportion of SMEs that accessed information on occupational health and safety and workers' compensation.

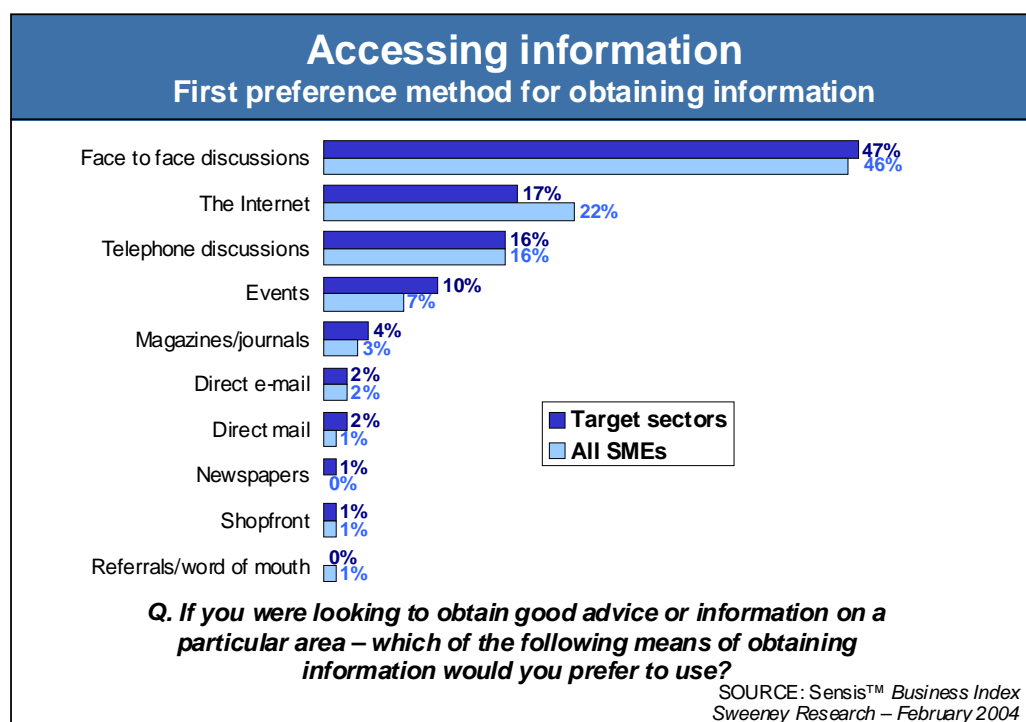
For occupational health and safety, SMEs in New South Wales were the most likely to have accessed information, indeed occupational health and safety was the second most accessed topic of information in that state after taxation.

SMEs in Tasmania were the least likely to have accessed information, with only 15 per cent of SMEs reporting that they had needed to do so in the past year.

For workers' compensation, SMEs in the Australian Capital Territory were by far the most likely to have needed information in this area, followed by those in New South Wales. SMEs in Queensland were the least likely to have sought information on workers' compensation in the past year.



How target SMEs prefer to obtain information



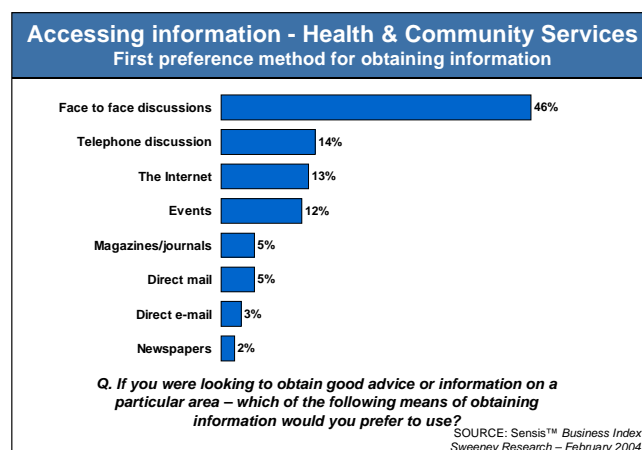
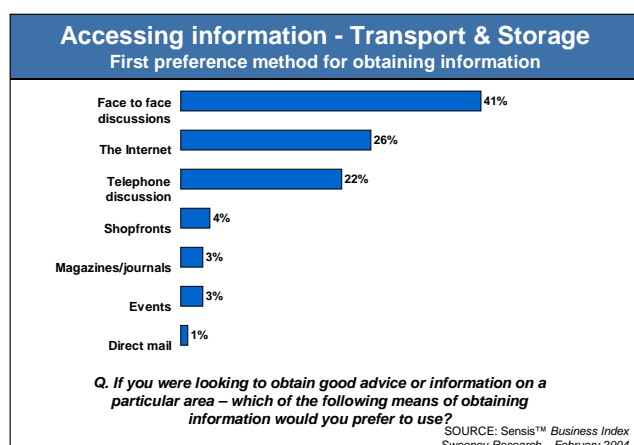
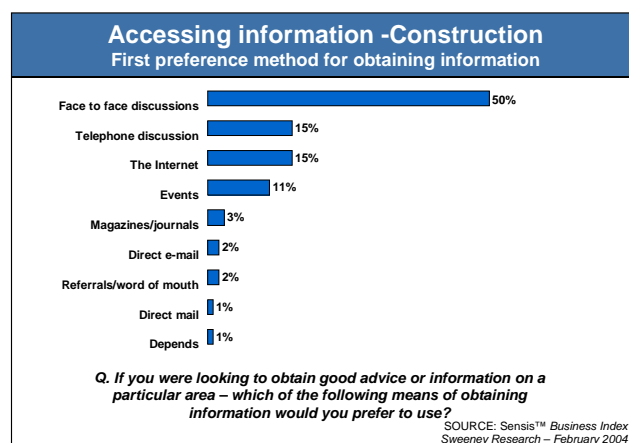
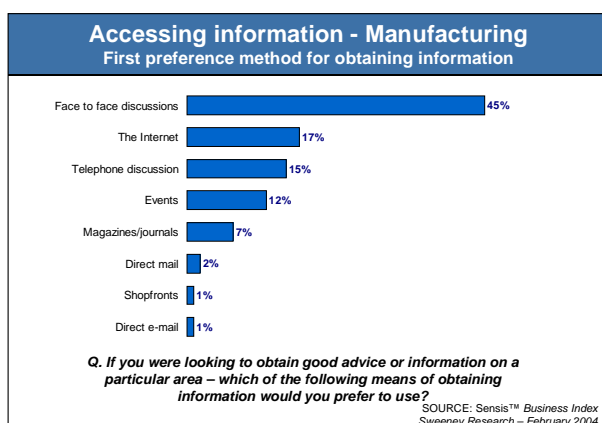
Overwhelmingly, SMEs reported face-to-face discussions as their preferred method for accessing information. The survey found 46 per cent of SMEs in general, and 47 per cent of SMEs in the target sectors reporting face-to-face discussions as their most favoured method.

The second most popular method for accessing information was via the Internet. Whilst 22 per cent of SMEs in general preferred to access information via the Internet, only 17 per cent of SMEs in the target sectors preferred this approach. This meant that for the target sectors the Internet was only marginally above the telephone, which 16 per cent of SMEs preferred, both generally and in the target sectors.

For the target sectors another popular method of accessing information was events, such as conferences, seminars and training events. Events were more popular with SMEs in the target sectors in aggregate than was the case with SMEs in general.

Once again the different target sectors showed different preferences for how they accessed information. Manufacturing SMEs were fairly close to target sector aggregates in their preferences, favouring face-to-face contact, before Internet and telephone, with slightly more preferring event attendance than average.

For SMEs in the construction sector there was a different pattern of information preferences, with face-to-face contact being more popular than in any of the other target sectors. Overall, 50 per cent of SMEs in the construction sector reported a preference for face-to-face discussions, making the construction sector the target sector most likely to prefer face-to-face contact. Telephone discussions were lower at 15 per cent, and very marginally outplaced the Internet for second most preferred method, which was also ranked by 15 per cent of SMEs. This is consistent with findings in other parts of this report, which found relatively low proportions of SMEs in the construction sector using Internet websites to access information.



The transport and storage sector was the target sector reporting the lowest preference for face-to-face contact, however 41 per cent of SMEs in this sector still reported this as their preferred mode. This was followed by the Internet, which with 26 per cent of SMEs in the transport and storage sector reporting it as their preferred means of accessing information made this the sector most likely to use the Internet for this purpose, well above the average for SMEs in general. This was followed by telephone discussions, also substantially above average at 22 per cent, with little preference for other methods.

For SMEs in the health and community services sector, 46 per cent reported preferring face-to-face discussions, close to national and target sector aggregate averages. Telephone discussions were a distant second preference at 14 per cent, followed by the Internet at 13 per cent, resulting in health and community services being the sector least likely to prefer Internet to access information. Event attendance was above average as a method for accessing information.

How Governments can Improve Provision of Information to SMEs

The survey also asked SMEs for their suggestions as to how governments could best improve the provision of information and advice. These responses were unprompted and a wide range of suggestions was provided. Responses which were given by more than five per cent of SMEs in the target sector are shown in the chart on the right, with responses rating over one per cent shown in the table on the next page.

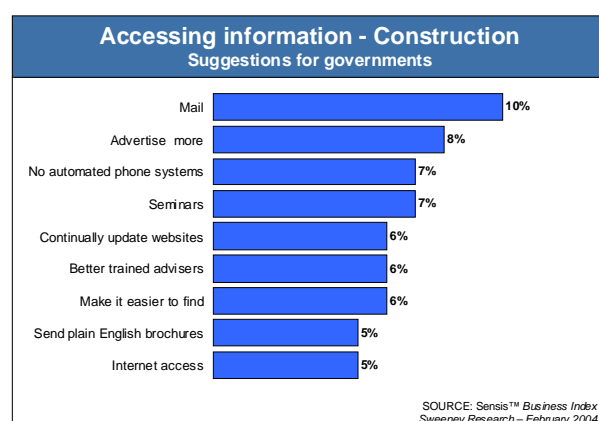
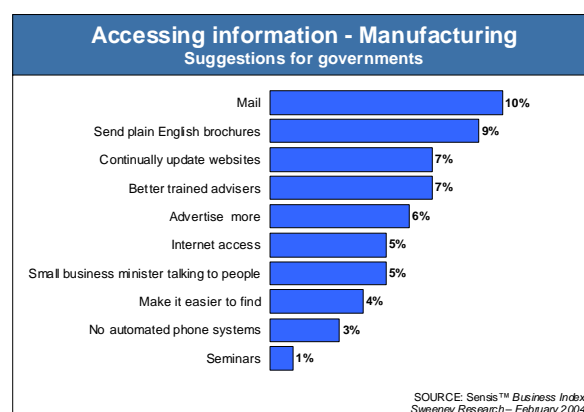
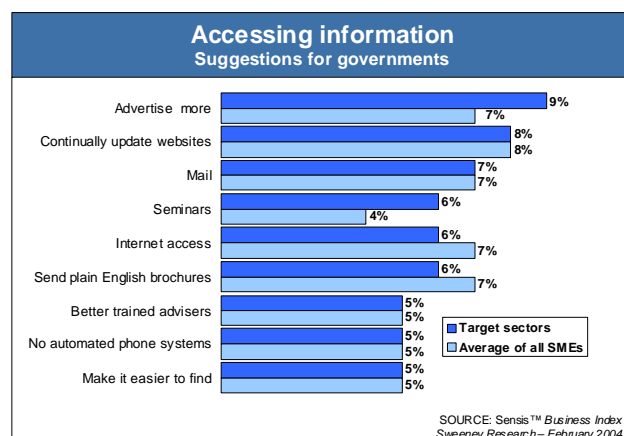
The main suggestion that SMEs provided to government was that they should advertise more. Overall, SMEs in the target sector were more likely than SMEs in general to suggest increased advertising.

The second suggestion coming from SMEs in the target sector was to ensure that information was continually updated. Up to date information was the most frequent response across all SMEs, but was reported by the same proportion in the target sectors.

Mailing information to SMEs was the third most frequent suggestion on how governments could improve their provision of information.

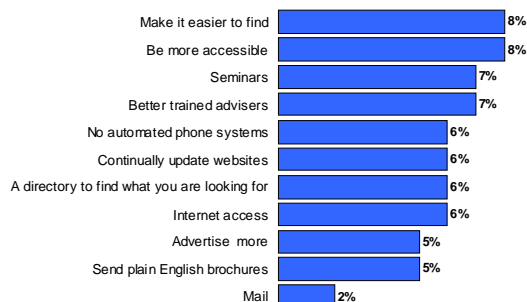
Most suggestions from SMEs in the target sectors were relatively in line with the general SME population. The main exceptions to this, apart from the increased emphasis on advertising was more interest amongst target sector SMEs for seminars and events. This is consistent with other findings from this study which found that target sector SMEs are more likely to go to events for information. There was a lower propensity amongst the target sector for information accessible through the Internet, as there was for brochures.

Once again, results varied dramatically by sector, with the large response for advertising being driven from the health and community services sector. Mail was favoured by the construction and manufacturing sectors, with



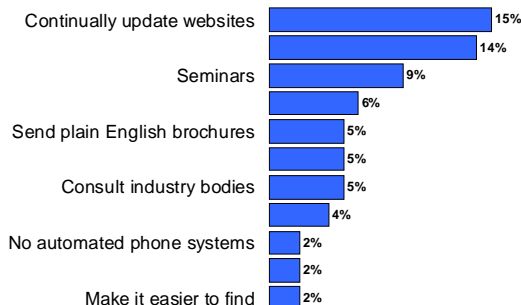
accessibility and ease of finding the information being of key importance to the transport and storage sector. Ensuring up to date was of most importance in the health and community services sector.

Accessing information - Transport & storage Suggestions for governments



SOURCE: Sensis™ Business Index
Sweeney Research – February 2004

Accessing information - Health and community services Suggestions for governments



SOURCE: Sensis™ Business Index
Sweeney Research – February 2004

Q17. HOW GOVERNMENT COULD BEST IMPROVE PROVISION OF INFO/ADVICE - % within ANZSIC DIVISION

*note – multiple responses allowed

Q17. HOW GOVERNMENT COULD BEST IMPROVE PROVISION OF INFO/ADVICE -	ANZSIC DIVISION				Total
	C - MAN.	E - CONS.	I - TRANS	O - HEALTH	
Advertise more	6%	8%	5%	14%	9%
Continually update websites	7%	6%	6%	15%	8%
Mail	10%	10%	2%	4%	7%
Seminars	1%	7%	7%	9%	6%
Internet access	5%	5%	6%	8%	6%
Send brochures/leaflets in simple English	9%	5%	5%	5%	6%
Staff/advisers need to have a high level of knowledge/well trained	7%	6%	7%	2%	5%
No recorded instructions on phone/need to speak with a person	3%	7%	6%	2%	5%
Make it easier to find	4%	6%	8%	2%	5%
E-mail	3%	2%	1%	5%	3%
Consult/support industry bodies/chambers of commerce	1%	3%	2%	5%	3%
Be more accessible/more readily available	3%	1%	8%	2%	3%
Improved face to face consultation	4%	3%	1%	3%	3%
Easy to understand English	3%	3%	3%		3%
A directory to find what you are looking for	3%	2%	6%	2%	3%
Getting out and talking to small business people/small business minister	5%	0%	1%	2%	2%
Through industry assistance	2%	1%	2%	2%	2%
Better communication	3%	1%	2%	0%	2%
Provide copies of legislation/regulation information and any changes that occur	0%	3%	0%	1%	2%
Stay out of business	0%	4%	0%		2%
Gov't cannot help/offer no assistance	2%	2%	1%	0%	1%
Reduce rules and regulation/red tape	3%	1%	2%	0%	1%
Extra funding for advisory services			0%	4%	1%
Establish small business department	4%	0%			1%
Through publications such as trade or business magazines	0%	2%		1%	1%
Support regional areas/free advice/seminars	2%	1%	0%		1%
Need info in White/Yellow Pages/1800 number	1%	0%		1%	1%
Other responses	6%	5%	6%	9%	6%
None	7%	8%	5%	8%	7%
Don't know	26%	18%	33%	18%	22%

Conclusions

Overall, the key message coming from this study is that each of the key sectors targeted by the National Occupational Health and Safety Commission displayed distinct needs and preferences for accessing information. The target sectors were found to have had greater requirements for information for both occupational health and safety and workers' compensation than average SMEs.

Occupational health and safety

Areas where there is considerable overlap between the target sectors for occupational health and safety are state governments and industry association. Communication strategies on occupational health and safety should look at working primarily with these groups.

For the construction sector, provision of information through accountancy bodies should be considered. The Internet will have some applicability to firms in the transport and storage and health and community services sectors, but will only be marginally useful for the manufacturing sector, and unlikely to be of any significant use to the construction sector. For the health and community services sector, which displayed a substantially different profile to other target sectors, a very targeted strategy should include provision of information to OH&S consultants who service the sector, and OH&S departments of health facilities, as well as through local governments.

Workers' compensation

Given the high degree of reliance on their information across all target sectors, working with insurance companies should form the core part of any strategy to communicate information on workers' compensation to SMEs. Communication with individual insurance companies would be a worthwhile strategy, as would working with insurance industry bodies.

Provision of information through state governments will also be useful to a lesser degree across each target sector. Information delivered through Workcover will be of greater impact to the construction sector.

Providing information to SMEs

The study found that overall, SMEs displayed an overwhelming preference for face to face discussions, both in general and in each of the target sectors. Working with key organisations through sector specific strategies that will be able to meet face to face with SMEs at a local level will be beneficial, as far as this is feasible. Presenting information through seminars and conferences will also have a higher impact in the target sectors.

Internet and telephone access will also be important parts of any strategies, although it should be kept in mind that Internet access is notably less popular amongst the target sectors.

Overall, SMEs displayed a preference for increased advertising of information, mainly in the health and community services sector. Suggestions for more mail-outs of information were frequent within the manufacturing and construction sectors, and ease of accessibility was important for the transport and storage sector. Ensuring that information is kept up to date was a key suggestion coming from SMEs across the target sectors, and particularly in the health and community services sector.

Appendix – Questions

SECTION 4 : SOURCES OF INFORMATION

As part of this survey we are interested in how businesses source information to help in running the business.

Q13. Thinking about the last year - in which of these areas have you needed to seek outside advice or obtain information to help with your business? (READ OUT)	Employing staff	01
	Wage and employment issues.....	02
	Occupational Health and Safety	03
	Workplace dispute resolution.....	04
	Workers compensation	05
	Superannuation.....	06
	Taxation	07
	Accessing Finance.....	08
	Telecommunications (phone).....	09
	Cash flow	10
	Internet	11
	E-commerce	12
	Innovation	13
	Research and development.....	14
	Succession planning.....	15
	Business planning.....	16
	Staff training	17
	Management training	18
	Promotion and marketing.....	19
	Broadband	20
	Distribution/logistics	21
	Exporting	22
	Importing	23
	Insurance	24
	Unfair dismissal issues	25
	General economic/business conditions	26
	Starting up a business	27
	Closing down a business	28
	Grants and financial assistance	29
	Business advice and support.....	30
	Business licenses and permits.....	31
	Retail leasing and tenancy.....	32
	Industry assistance	33

<p>Q14. ASK FOR EACH TYPE OF INFORMATION OBTAINED IN Q13</p> <p>a. Where did you mainly get your advice or information for... (SAY AREA)? (DO NOT AID)</p> <p>IF FEDERAL, STATE OR LOCAL GOVERNMENT</p> <p>b. Which department or Government service was that?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Federal Government01</p> <p>State Government02</p> <p>Local Government.....03</p> <p>Government shopfront.....04</p> <p>Tax Office/ATO.....05</p> <p>Centrelink06</p> <p>Bank/Financial Institution07</p> <p>Accountant08</p> <p>Lawyer/Solicitor.....09</p> <p>Small Business- Answers Office10</p> <p>Business Entry Point11</p> <p>Friends/relatives.....12</p> <p>Other business owners.....13</p> <p>Magazines/Journals14</p> <p>Newspapers15</p> <p>Internet website.....16</p> <p>Books/Library17</p> <p>Industry association18</p> <p>Yellow Pages.....19</p> <p>White Pages20</p> <p>Other (specify).....</p>
<p>Q15a. I'm going to read out a few other areas of advice or information.</p> <p>If you were looking to get advice in the area of (SAY AREA NOT MENTIONED IN Q13) where would you most likely go?</p> <p>NOTE : UP TO FIVE AREAS RANDOMLY SELECTED FROM THOSE NOT MENTIONED IN Q13</p> <p>b. IF FEDERAL, STATE OR LOCAL GOVERNMENT</p> <p>Which department or Government service? Would that be...</p> <p>.....</p>	<p>Federal Government01</p> <p>State Government02</p> <p>Local Government.....03</p> <p>Government shopfront.....04</p> <p>Tax Office/ATO.....05</p> <p>Centrelink06</p> <p>Bank/Financial Institution07</p> <p>Accountant08</p> <p>Lawyer/Solicitor.....09</p> <p>Small Business- Answers Office10</p> <p>Business Entry Point11</p> <p>Friends/relatives.....12</p> <p>Other business owners.....13</p> <p>Magazines/Journals14</p> <p>Newspapers15</p> <p>Internet website.....16</p> <p>Books/Library17</p> <p>Industry association18</p> <p>Yellow Pages.....19</p> <p>White Pages20</p> <p>Other (specify).....</p>

Q16a. If you were looking to obtain good advice or information on a particular area – which of the following means of obtaining information would you prefer to use? **(READ OUT)**

b. And what would be your second preference?

	1 st	2 nd
Face to face discussions	01	01
Telephone discussions	02	02
The Internet	03	03
Written information in magazines/journals	04	04
Written information in newspapers	05	05
Event attendance, eg seminar, conference, training	06	06
Shopfront	07	07
Direct e-mail	08	08
Direct mail	09	09
Other (specify)

Q17. How could the Government best improve the way it goes about providing advice or information to businesses?

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