



MEDIA RELEASE

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Business.gov.au - Breaking Records in Business Support

The Federal Government's **business.gov.au** website had a record 400,000 unique visits in April 2008.

The award-winning website provides up-to-date and real time access to business information on taxation, home-based business, registration and licences, grants and assistance, business news and events.

It also doubles as a comprehensive government and business directory and provides "how to" guides on planning, starting, and running a business.

The record number of visits, up 18,000 hits on the previous benchmark set in August 2007, is a testament to the quality of information and services available.

They also reflect the website's value to the broader business community.

With more than 2500 business items, the website provides helpful information for business at every stage of the business lifecycle.

The website also continues to be innovative and responsive in meeting the changing demands of business users."

Initiatives, such as SmartForms, where static government forms can be converted into intelligent and interactive forms, demonstrate the application of leading-edge information technology.

Currently, more than 650 SmartForms are active in helping to reduce the compliance burden on business.

The success of the site follows the improvements to Australian Business Number search capabilities through the ABN Lookup service which surpassed 9 million visits in April 2008, double that of 2007.

It now ranks 8th by visits for Australian Government websites.

Other improvements include advanced web service tools and the launch of Super Fund Lookup, a service which allows individuals to search publicly available superannuation information.

For more information visit www.business.gov.au