



Micro, Small and
Medium-sized
Enterprises Day

Thank you small business



MSME Day

Micro, Small and Medium-sized Enterprises Day

Monday, 27 June 2022

Stakeholder Engagement Pack



Micro, Small and Medium-sized Enterprises Day

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Thank you for joining the Australian Small Business and Family Enterprise Ombudsman (ASBFEO) in celebrating our Australian small and family businesses and their important contribution to our economy, society and local communities.

Owning a small business has never been easy and this year has continued to be challenging. Yet so many have continued to rise to the occasion - re-building, innovating, diversifying their business so they could keep going. Given these efforts, it is especially important we keep recognising and celebrating their efforts.

This kit provides information to help you get involved and join the ASBFEO in celebrating the important contribution made by more than 2.3 million small and family businesses in Australia. And there is no reason why you need to limit it to just one day. ASBFEO will be releasing messages, videos, statistics and recognising the work of small business for the entire week. We encourage you to join us in any way you can.

Download the MSME Day collateral from the zip folder attached to this email for the following resources:

- Social media graphics
- Web banners
- Posters
- Text for newsletter and website
- Intranet articles.

Alternatively, these files are available for download on the [ASBFEO website](#).



Key Messages

- Monday 27th June 2022 is Micro, Small and Medium Enterprises Day (MSME Day).
- MSME Day is an initiative of the United Nations General Assembly to raise public awareness of their contribution to sustainable development and the global economy.
- Australia has much to thank small and family businesses for, including their important contribution to our economy, society and local communities.
- Small businesses in Australia:
 - make up at least 97% of all businesses
 - added \$438 billion to the economy in 2020-21, roughly 33% of total value
 - employ just over 5 million people, roughly 42% of our private sector workforce.
- While the past year has continued to be challenging for our small and family businesses, this is the time to thank them for continuing to rise to the occasion - re-building, innovating, diversifying their business.
- Recognising and celebrating small business is also vital to keep energising enterprise and ensuring we inspire Australian ingenuity and entrepreneurship for future generations.
- You can find more information and resources on [ASBFEO's MSME Day 2022 webpage](#).

* Statistics from the Australian Bureau of Statistics, Australian Industry 2020-21 and ASBFEO Calculations, Small businesses defined as those employing 0-19 people



MSME Day - Suggested Newsletter Content

<XXXXX> says thank you to small and family businesses on MSME Day 2022

This Monday 27th June 2022 <Name of your organisation> is celebrating is Micro, Small and Medium Enterprises Day ([MSME Day](#)), to acknowledge the important contribution of small and family businesses in Australia.

Australian small and family businesses are responsible for hiring more of our private sector than any other employer category. Small business is Australia's biggest sized employer providing employment for over 5 million people.

Small businesses also make a huge contribution to Australia's economy, supplying almost \$438 billion to Gross Domestic Product (GDP), that's roughly 33% of Australia's total value.

It's not just about economics, this MSME Day is also about the contribution small and family business owners make in our communities. While harder to measure, this impact can be felt in their generosity, community spirit and willingness to have a go.

This has been particularly evident over the past few years, where our small and family businesses have had to overcome rolling natural disasters as well as contend with the pandemic. Despite these challenges, small and family businesses keep rising to the occasion - re-building, innovating, diversifying their business and continue to contribute.

Thank you to our small and family businesses for the unique contribution you make in our economy, society and local communities. You can find more information about [MSME Day on ASBFEO's website](#).

* Statistics from the Australian Bureau of Statistics, Australian Industry 2020-21 and ASBFEO Calculations, Small businesses defined as those employing 0-19 people





MSME Day - Internal Article

Thank you to small and family businesses on MSME Day

Today is Micro, Small and Medium Enterprises Day ([MSME Day](#)) and <Name of your organisation> is celebrating the important contribution made by more than 2.3 million small and family businesses in Australia.

In terms of our economy, we can thank our Australian small businesses for:

- employing over 5 million people, that's 42% of the private sector workforce, making small business Australia's biggest employer.
- contributing over \$438 billion to Gross Domestic Product (GDP), equivalent to over 33% of Australia's total economy.
- employing the largest number of apprentices and trainees in Australia. Small businesses hired almost 288,000 apprentices and trainees, which represents 63% of Australia's apprentices and trainees.

Small and family business owners also play a vital role to our society and local communities. This contribution is apparent through their generosity, public spirit, and willingness to volunteer.

You can find more information about [MSME Day on ASBFEO's website](#).

* Statistics from the Australian Bureau of Statistics, Australian Industry 2020-21 and ASBFEO Calculations, Small businesses defined as those employing 0-19 people



MSME Day - Social Media

To help raise awareness of MSME Day and say thank you to small business, please post our suggested social media posts across your own channels.

You can download the suggested social media tiles from the zip folder, sent out with this email pack. Alternatively, these will be available for download on the [ASBFEO website](#).

Make sure you tag and follow the ASBFEO social media accounts on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

When posting to social media, please use the hashtags:

- #welovesmallbiz
- #worldmsmeday
- #TYsmallbiz
- #smallbizau
- #smallbusiness



[ASBFEO Facebook](#)



[ASBFEO Instagram](#)



[ASBFEO Twitter](#)



[ASBFEO LinkedIn](#)



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MSME Day - Suggested Social Media Posts



Micro-, Small and Medium-sized Enterprises Day (MSME Day) is Monday 27 June 2022.

The 2.3 million small and family businesses in Australia contribute so much to our economy and local communities, and MSME Day is a time to celebrate and say “thank you”!

Visit the ASBFEO to learn more about MSME Day and how you can get involved! www.asbfeo.gov.au/media-centre/msme-day #welovesmallbiz #worldmsmeday #TYsmallbiz



Did you know?

Small businesses employ over 5 million people. That's 42% of Australia's private sector workforce!

On Monday 27 June we're celebrating Micro-, Small and Medium-sized Enterprises Day (MSME Day), and you can too! Visit the ASBFEO to learn more about MSME Day www.asbfeo.gov.au/media-centre/msme-day #welovesmallbiz #worldmsmeday #TYsmallbiz



Today is Micro-, Small and Medium-sized Enterprises Day (MSME Day)!

Supporting local business is important to (organisation name) as they contribute so much to our economy, society and local communities.

Join us in saying “thank you” to Australia's small and family businesses by checking out the ASBFEOs stakeholder pack, small business facts, and MSME video www.asbfeo.gov.au/media-centre/msme-day #welovesmallbiz #worldmsmeday #TYsmallbiz



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MSME Day - Web Banners

To help raise awareness of MSME Day and say thank you to small business, please use these eye catching web banners to complement your newsletter and internal articles.





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MSME Day - Posters

To help promote MSME Day and highlight the strength of our small and family business colleagues, please print and hang our posters around your workplace, your business or in the tea-room/kitchen.

