

# Works with Small Business – a practical guide for agencies

## Who is the guide for?

The Works with Small Business guidelines are designed to help agencies proactively engage with small businesses when undertaking capital works projects. As every project is unique, this guidance is flexible, adaptable and designed to encourage creative thinking and innovative solutions and strategies.

## How will it help me?

These guidelines can be used as a reference tool when engaging in works that may disrupt small businesses. In this document you will be given tools and ideas to make your engagement with small businesses as effective as possible.

## What should I do?

There are four steps outlined in these guidelines to make working with small businesses straightforward and effective. You can find examples of things to consider and ways you may engage with small businesses in the practical checklist on page 2.

### 1. Impact assessment

Conduct an impact assessment before the commencement of a project. This will assist your agency to better understand how a business works

and assess potential impacts on both the overall area and individual businesses. See over for suggested questions to ask local small businesses.

### 2. Engagement and communications strategy

Plan for how you will engage with local businesses. This helps facilitate meaningful, clear and transparent communication between agencies and affected small businesses.

### 3. Disruption mitigation plan

Develop a disruption mitigation plan. This will help your agency identify appropriate support measures to limit effects on small businesses. This plan should be informed by the impact assessment and the engagement strategy.

### 4. Evaluation

Once the project is completed, undertake an evaluation of the impact assessment, engagement strategy and disruption mitigation plan. This will help your agency to adapt processes to ensure they continue to be effective.

#### Links to more information:

Complete Works with Small Business guidelines:  
[www.publications.qld.gov.au/dataset/works-with-small-business](http://www.publications.qld.gov.au/dataset/works-with-small-business)



## Key things to consider before beginning works

### Impact assessment

Consider the overall impact. How many businesses might our works impact? How significant will the impact be?

Consider the potential impact at an individual business level. Questions for local businesses could include:

- Opening hours, numbers of customers, peak busy times (during the day and year)
- Ownership of the property, staff numbers and parking arrangements (for customers and staff)
- Any upcoming or special events
- Main delivery times, types of deliveries, truck sizes
- Does the business use the area at the front of the premises? e.g. for displays, signage or alfresco dining
- Any special access requirements? e.g. for delivery, for customers, for staff

More information on impact assessment can be found on page 9 of the guidelines.

### Engagement and communications strategy

How will you communicate with local businesses and other stakeholders?

- Find out each business's main contact person and preferred method of communication.
- Engage with Traditional Owners and Aboriginal and Torres Strait Islander communities.
- Inform businesses of timeframes of upcoming work in advance so they can plan ahead, then provide regular construction updates through project newsletters, emails and face-to-face liaison.
- Include a feedback mechanism to allow for issues raised by stakeholders.

More information on this topic can be found on page 12 of the guidelines.

The engagement and communications strategy can help you to:

- Encourage opportunities for head contractors and sub-contractors to consider local procurement.

- Collaborate with local business associations and empower small businesses to work with each other and government to develop solutions, such as pop ups and joint events to attract customers to the area.

### Disruption mitigation plan

What support measures will you put in place to limit effects on small businesses?

These could include measures to make sure people can keep physically accessing the business, such as:

- conduct disruptive work outside peak times
- use barriers to reduce the impact of noise and dust
- create alternative access routes to affected businesses
- coordinate disruption of services such as utilities so businesses do not have to deal with multiple outages
- limit intrusion of works into parking spaces and consider alternative parking options.

You can also support affected small businesses through marketing and promotional opportunities, such as:

- providing signage for businesses to show the public they are open for business
- special events to bring visitors to the area
- support and encouragement of pop-up businesses
- identifying social media and other online marketing and communication opportunities
- utilising project infrastructure as billboard space for promoting local businesses.

More information on this topic can be found on page 14 of the guidelines.

Finally, you can direct business owners and operators to the wide range of Queensland Government assistance for small businesses. For more details, visit [www.business.qld.gov.au](http://www.business.qld.gov.au)

\*It is important to note that the guidance provided does not reduce any legal liability that may otherwise occur, nor does it confer any entitlement to financial compensation for individual businesses.