



2024 SMALL BUSINESS FRIENDLY CONFERENCE

ACCELERATE

29 - 30 May | Crystalbrook Riley Hotel Cairns

29
MAY

5 pm - 7 pm
Welcome reception

30
MAY

8:30 am - 4:30 pm
Conference program

How can we use technology to solve the most pressing challenges?

'Accelerate' is a call to action to embrace technology, while keeping people at the heart of our solutions. Hear from our renowned speakers who are not only experts in their fields but also highly sought after for their insights and media commentary.



Queensland
Government

2024 Small Business Friendly Conference program

Wednesday 29 May 5:00 – 7:00 pm	Reception and networking at the Crystalbrook Riley hotel, poolside
Thursday 30 May 8:00 am - 8:30 am	Conference Registration desk opens - Tea and coffee available
8:30 am - 8:40 am	MC welcome and housekeeping Nick Masasso, Cairns Regional Council
8:40 am - 8:50 am	Welcome to Country
8:55 am - 9:00 am	Welcome address Dominique Lamb, Queensland Small Business Commissioner
9:00 am - 9:45 am	Keynote: Shaping a Tech-Enabled, Human-Centric World Presenter: Ash Donaldson, Service and Behaviour Design Director, Tobias
	Human-centred design (HCD) is revolutionising the way local governments interact with technology to serve their communities. By focusing on the community needs, HCD ensures that technological solutions are not only efficient but also resonate on a personal level. Ash Donaldson believes it's about stripping away the complexity and delivering services that are accessible, intuitive, and, most importantly, shaped by the people who use them. As councils adopt HCD, they're finding that this isn't just about saving costs—it's about building trust, fostering inclusivity, and empowering every individual within the community.
9:50 am - 10:00 am	Ministers address Hon. Lance McCallum, Minister for Employment and Small Business and Minister for Training and Skills Development
10:00 am - 10:30 am	2024 Small Business Friendly Awards presentation
10:30 am - 11:00 am	<i>Morning Tea and local member showcase</i>
11:00 am - 11:30 am	The Mindset of Small Business Presenter: Dominique Lamb, Queensland Small Business Commissioner
	A greater understanding of small businesses has multiple benefits—better targeted government support, and policies and programs designed around the needs of the small business. Very little research has been done about the life cycle of small business. This study commissioned by the QSBC is first to integrate the topics of mindset and life cycle of small businesses. As a partner to small business, what findings can you use to support your customers through what can quite often be a yo-yo journey.
11:30 am - 11:50 am	Showcase: Improving the Customer Journey in Planning & Development Presenter: Nyree Bolton, Team Manager City Growth, City of Townsville
	The customer journey mapping initiative was a strategic approach by the City of Townsville to enhance engagement and streamline business interactions. By focusing on the customer's perspective, the Council aims to identify areas for improvement, fostering an environment conducive to new project development and investment. This initiative is pivotal in ensuring a positive experience for customers, with a clear emphasis on outcome certainty and expedited assessment processes, thereby bolstering the town's appeal to investors.
11:50 am - 12:10 pm	Showcase: Embracing Diversity: Exploring Logan's Multicultural Business Hub Presenter: Michelle Martin, Small Business Adviser, Logan City Council
	Logan City Council established the Multicultural Business Hub to support migrants and refugees to start their own businesses. The hub is a community-driven initiative provides tailored business mentorship, guidance, and resources designed to meet the diverse needs of migrant entrepreneurs and startups. Since January 2024, the hub has supported twenty entrepreneurs and two non-profits, playing a vital role in creating an inclusive business community in Logan.

12:10 pm - 12:30 pm	Putting Business First: Get Support for Small Business Programs in your Council Presenter: Paul Martins, Chief Economic Development Officer, City of Moreton Bay
	<p>Paul delves into the pivotal role of customer-centric approaches in garnering backing for local economic initiatives. By prioritising the needs and experiences of small business owners, Paul explores strategies to effectively engage internal stakeholders and secure buy-in for your council programs. From tailored support services to fostering small business collaboration, this presentation will highlight the power of empathy-driven design in shaping inclusive and sustainable economic development. Participants will leave equipped with actionable insights and tools to champion small businesses and drive positive change within their councils.</p>
12:30 pm - 1:15 pm	<i>Lunch and local member showcase</i>
1:15 pm - 1:45 pm	Keynote: The Digital Shift: How Councils and Small Businesses Can Thrive in a Tech-Driven Future Presenter: Jess Modini, Senior Technologist, Amazon Web Services
	<p>This talk isn't just about the latest gadgets, it's about how global technology trend, and how technology and human-centered design can work together to create a thriving business and a brighter future! We'll explore how to harness the power of data (think of it as super fuel!) to understand your customers (the real rockstars!), design experiences that matter, and ultimately, build businesses that benefit everyone. Get ready for tangible examples and actionable tips for how you can better embrace technology to secure your data and business success.</p>
1:45 pm - 2:15 pm	Solving the Human-data Gap - How Better Community Data Can Strengthen Local Economies Presenter: Jessica Christiansen-Franks, Neighbourlytics
	<p>The way that our communities live, work and play has fundamentally changed across the last 4 years. Some communities have benefitted from more work-from-home behaviours, while other local economies are struggling to reinvent themselves. And with our lives more digital than ever, theoretically it should be easy to track and understand the dynamics of local communities. Drawing on case studies of what it looks like when you 'get it right', this session will provide practical steps for the use of data to make better, more informed community planning decisions, including tactical guidance on how to support small businesses.</p>
2:15 pm - 2:45 pm	Transforming Businesses using AI and Technology Tools Presenter: Tracy Sheen, The Digital Guide
	<p>Tracy Sheen is on a mission to bridge the 'digital divide' threatening the sustainability of small businesses across Australia. In a world of ever-evolving digitisation, emerging technologies, and Ai, staying ahead can feel overwhelming and out of reach. Tracy is dedicated to empowering business owners and councils with the knowledge and understanding of incorporating and leveraging new technologies in future-proofing business.</p>
2:45 – 3:00 pm	<i>Afternoon tea and local member showcase</i>
3:00 – 4:15 pm	Panel: The Role of Human-Centered Design to Improve Digital Service Delivery Panel Members: Ash Donaldson, Jess Modini, Daniel Thatcher - Trade and Investment Queensland. Moderator: Dominique Lamb
	<p>In the dynamic landscape of digital transformation, local governments are recognising the imperative to adopt a human-centered design approach to enhance service delivery. This paradigm shift places citizens at the core of policy formulation, service design, and engagement practices, ensuring that solutions are not only technologically sound but also empathetically crafted to meet real human needs.</p>
4:15 - 4:30 pm	Closing remarks and farewell Dominique Lamb, Queensland Small Business Commissioner