

...We asked ourselves 'should we just  
forget our dream?' No! Go big, or go  
home.  
Since that day we have worked to build  
a bigger and better kitchen and café,  
now providing luxury brownies and  
treats to every corner of the world...

You stand here  
Mano's second story  
brief story about  
Brisbane business but  
all, a story of our love for food  
and for family...

# Supporting Artisan Producers







## Supporting artisan food and beverage producers to thrive in Queensland

### Minister's message

The Queensland Government recognises the important role artisan producers play in both the economy and the community by delivering appetising products to buyers, fostering entrepreneurship and skills, boosting tourism and providing employment opportunities that support Queensland families.

However, we also understand that artisan food and beverage producers face unique challenges in accessing market opportunities.

*Supporting Artisan Producers* sets out a range of actions we are taking to support increased investment, productivity, competitiveness and innovation in the sector.

In particular, we understand it can be difficult for artisan food and beverage producers to navigate the licences they need to access markets and grow their business. That is why a key action is a review of the licensing and process requirements for artisan food and beverage producers to sell their products.

*Supporting Artisan Producers* is backed by a dedicated Business Queensland Artisan Producers web page. This page will act as a gateway making it easier for artisan producers to connect to Queensland Government information, support, resources and events.

The actions outlined in *Supporting Artisan Producers* complement other important work by the Queensland Government to support the sector, such as investing in the new multi-million-dollar upgrade of the Sunshine Coast's iconic Big Pineapple, with an emphasis on showcasing the region's world-class produce.

Working in collaboration with our stakeholders and the Queensland Small Business Advisory Council, we will continue to support Queensland's diverse range of artisan producers.

**The Honourable Shannon Fentiman MP**  
Minister for Employment and Small Business  
Minister for Training and Skills Development

## Who are Queensland's artisan producers?

Queensland is home to over 1800 food and beverage production small businesses, including many artisan food and beverage producers. These artisan producers are developing delicious, unique and local products that are gaining popularity, not only locally, but across Australia and abroad thanks to Queensland's fantastic produce and the passion of small business owners. Using unique craftsmanship, traditional methods, and a philosophy of connection with history, place and environment, these small, independently owned businesses are creating one of a kind food and beverage products. Whether it's honey or macadamia nuts, chocolate or jams, cheeses or gluten-free goodies, Queensland boasts some of the world's best artisan foods and beverages.

## What are the challenges?

The Queensland Government understands that artisan producers face unique challenges that impact their ability to innovate, grow and succeed including:

- cost and complexity of regulatory compliance
- difficulty navigating grant application and licensing processes
- lack of co-ordination between different regulators
- need for specialised equipment and facilities
- market access difficulties
- increasing cost of utilities such as electricity and water
- gaps in business knowledge and skills, particularly marketing.

## Our goals for the future

The Queensland Government wants to see artisan producers thrive in our state. *Supporting Artisan Producers* is underpinned by key goals for the sector:

- Making it easier for artisan producers to do business in Queensland
- Supporting artisan producers to start, grow and employ
- Fostering artisan innovation
- Engaging with artisan producers to support growth.

## Queensland Government Food and Beverage Supplier Directory

The Queensland Government Food and Beverage Supplier Directory assists government buyers to find local food and beverage suppliers, including artisan suppliers, when organising government events and corporate functions. The directory lists suppliers and caterers with a physical presence in Queensland who also employ Queenslanders. More information on eligibility and how to apply to be listed on the directory can be accessed by visiting [business.qld.gov.au/supplyfood](https://business.qld.gov.au/supplyfood)

*Supporting Artisan Producers* includes a number of actions that the Queensland Government is already taking to achieve these goals and some future actions that will build on previous achievements. Further information on the actions listed below is available by visiting the newly-launched Business Queensland webpage dedicated to artisan producers. The webpage can be accessed at [business.qld.gov.au/supportartisan](https://business.qld.gov.au/supportartisan)

## Making it easier for artisan producers to do business in Queensland

The Queensland Government wants to make sure Queensland is the best place for artisan producers to do business. We are doing this by reducing unnecessary regulatory burden, assisting business to better understand compliance requirements, and providing opportunities for artisan producers to save on operating costs.

### Actions

**Regulatory review:** As part of its 2019 work program, the Queensland Government's Better Regulation Taskforce will conduct a regulatory review of the licensing and process requirements for small artisan food and non-alcoholic beverage producers to access local markets to sell their goods to the public.

**Queensland Business Launch Pad:** The Queensland Government has committed to developing the Queensland Business Launch Pad. This project will deliver a customer journey-based platform for small businesses in the food and beverage sector to better understand their start-up and compliance requirements. The platform will benefit businesses by disentangling and streamlining the complex regulatory environment that may delay or impede businesses.

**Digital Food Safety Hub:** The Queensland Government has committed to launching the Digital Food Safety Hub, where businesses will have access to a one-stop shop for legislative, licensing and training requirements, reducing the regulatory compliance burden for artisan producers.

**ecoBiz:** The ecoBiz program is providing small and medium Queensland businesses, including artisan producers, with free advice, training and workshops on ways to improve their environmental sustainability and lower their operating costs. Analysis shows, on average, businesses who participate in the program achieve cost savings of 12 per cent on energy, 13 per cent on water and 21 per cent on waste.

## Supporting artisan producers to start, grow and employ

The Queensland Government wants to ensure that artisan producers at every stage of development, from kitchen tables to commercial kitchens, market stalls to leased warehouse, and sole traders to small and medium businesses, are supported to start, grow and employ. By providing grant opportunities, mentoring, and support for specific cohorts, we are helping artisan producers at all stages reach their full potential.





# Case Study



## Wandering Cooks

Wandering Cooks in West End, Brisbane, is Australia's largest artisan food and beverage incubator. It provides commercial kitchen space, mentoring and peer support to small food and hospitality start-ups to de-risk the process of starting a business. It provides an artisan hub, bringing artisan producers, chefs, buyers, suppliers, educators and the food and beverage-loving public together to enjoy Brisbane hospitality.

In 2018, Wandering Cooks were funded to deliver a workshop and group mentoring program as part of the Advancing Women in Business initiative. Over 30 women have been supported to work smarter in their businesses and establish systems, processes and business models that will set them up for success.

### Actions

**Artisan Producers Grant:** The new Artisan Producers Grant provides opportunities for artisan producers to access professional and personalised advice, utilise digital technologies, and seize growth opportunities.

**Other Queensland Government grants:** A number of other current Queensland Government grants aimed at supporting small businesses such as artisan producers are also available. For example, under the Year of Outback Tourism Events program, event and festival promoters, local governments, community organisations, local businesses and artisan producers may be eligible to apply for \$1000 to \$100,000 in grants for events and/or experiences which contribute to enhancing the profile of Outback Queensland. More information on grants is available through the Queensland Government Grants Finder.

**Mentoring for Artisan Growth:** The Queensland Government has tailored a specialised component to the successful Mentoring for Growth (M4G) program to cater to the needs of artisan producers and ensure businesses are assisted to reach their full potential. The current M4G program offers eligible businesses access to volunteer business experts who provide insights, options and suggestions relating to challenges and opportunities being experienced by small business owners. So far, more than 30 food and beverage businesses have already received support through the program.

**Advancing Women in Business initiative:** The Advancing Women in Business initiative supports and encourages more women to start and grow their own business and achieve positions of leadership and provides women with targeted support including programs, grants, events and workshops, mentoring and education.

### **Assisting Indigenous artisan producers:**

The Queensland Government is supporting Aboriginal and Torres Strait Islander businesses, including artisan producers, to grow by connecting them to funding and development opportunities through both the Department of Aboriginal and Torres Strait Islander Partnerships website and the Advancing Indigenous Business Initiative. The initiative supports artisan businesses by identifying opportunities to showcase products, for example at the Meeanjin Markets.

## **Fostering artisan innovation**

The Queensland Government is driving innovation to create a strong, vibrant economic future for our state. We want to assist artisan producers to turn new and innovative ideas into success stories and expand their businesses through research, new investment and collaboration.

### **Actions**

**Queensland Agriculture and Food Research, Development and Extension 10-Year Roadmap and Action Plan:** The Roadmap and Action Plan states the Queensland Government's vision for agriculture



# Case Study

## **Artizan Gluten Free Bakery, Rockhampton**

With a friendship stretching over 20 years, Keely Roberts and Simone Lawrie have combined their skills to bring life to a unique start-up business. Although neither are coeliac or gluten intolerant, they saw the need for gluten-free treats for their friends and family.

With their initial investment in second hand bakery equipment, Keely and Simone deliver 100% gluten-free goods at Artizan Gluten Free Bakery. Driven by their passion to help people, their niche business became a strong support for many people suffering the effects of wheat allergies. Sharing gluten-free treats has become an emotional and rewarding experience, as they watch customers eat old favourites again or enjoy baked goods for the first time.

With over 70 delicious gluten-free product lines, Artizan is well on track to achieving its goal of becoming a world leader in gluten-free baked goods. Its products are now available in major franchise supermarkets, cafes, schools, service stations and the Rockhampton Airport. With the help from a Small Business Entrepreneur Grant, Keely and Simone are looking to strengthen their business direction, expand operations online and look into opportunities to offer their products abroad.

and food RD&E and points towards how Queensland can capitalise on competitive advantages and realise the opportunities for growth. The Roadmap identifies the world-class RD&E facilities available in Queensland, including the value-added food program based at the Health and Food Sciences Precinct, Coopers Plains.

**Health and Food Sciences Precinct:** The precinct is offering artisan producers food processing and agriculture business services, including a state-of-the-art pilot plant facility with a range of food-grade processing equipment for handling seafood, meat, dairy, and horticulture products, together with food researchers and diagnostic testing facilities in the one location.

**Far North Queensland Food Incubator:** The Far North Queensland Food Incubator website is assisting artisan producers to develop new recipes, processes and tastes and convert ideas into commercial products. The website also provides processing and production support for new and existing food and food processing businesses wanting to move into domestic food manufacturing or exporting.

## Engaging with artisan producers to support growth

The Queensland Government recognises that artisan food and beverage producers face unique challenges in accessing market opportunities. The Queensland Government will directly engage with artisan producers and key industry stakeholders through a range of digital channels, events and engagement activities to ensure that artisan producers are heard and supported to grow.

## Actions

**Craft Brewing Strategy:** The Queensland Government is supporting the rapid expansion of the craft brewing industry by partnering with brewers through the Queensland Government Craft Brewing Strategy. The strategy focuses on three key areas including investing in people and infrastructure, improving access to markets, and ensuring appropriate regulation and planning is in place to facilitate a supportive environment.

**Agribusiness and Food Industry Development Strategy:** The Queensland Government is developing an agribusiness and food industry development strategy in consultation with stakeholders, including artisanal producers. The strategy will aim to identify opportunities for growth and development in the years ahead to ensure a high-performing, trusted, profitable and sustainable sector.

**Artisan producers' database:** The Department of Employment, Small Business and Training maintains an active database of small business owners. This includes an artisan producer and related stakeholders category, which facilitates targeted communications to the artisan food and beverage industry.

**Showcasing artisan producers:** The Business Queensland social media channels showcase upcoming opportunities and success stories, and allow businesses in Queensland, including artisan producers, to engage directly with government and each other. Regular event and engagement activities are hosted, or supported, by the Queensland Government across the state, connecting small businesses and artisan producers with relevant programs and services.

The Department of Employment, Small Business and Training will continue to work with Queensland's artisan producers to ensure they have the information, skills, training and confidence to pursue economic opportunities. We will do this by creating an environment in which producers are ready to invest in their future, engage and participate in the economy, continue to grow and employ and respond to economic change. To keep informed visit [desbt.qld.gov.au/artisanproducers](https://desbt.qld.gov.au/artisanproducers)

Cover image: Dello Mano in the historic Tattersall’s Arcade, Brisbane.

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