



Advancing Small Business Queensland Strategy 2016–20

Queensland

the place for small business
to **start, grow & employ**



Queensland
Government

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Foreword



The Queensland Government recognises the economic contribution of small businesses to the state and is committed to their growth and success.

To strengthen our support for the sector, we have created the Office of Small Business which is delivering our Advancing Small Business Queensland Strategy 2016-20.

The Advancing Small Business Queensland Strategy is our plan to enable small business to meet the challenges of a changing economy by creating a stronger environment for small businesses to start, grow and employ.

Through a range of funding and support programs – such as the Small Business Digital Grants program – it is helping to support small businesses to take advantage of the opportunities available in the digital economy.

This strategy aligns with our Advance Queensland agenda, a comprehensive suite of programs that are creating jobs, driving productivity improvements and

harnessing innovation. Its programs are helping small to medium-sized enterprises across the State innovate, partner and create jobs.

By leveraging the innovation agenda, the Advancing Small Business Queensland Strategy is ensuring small businesses in Queensland are provided an opportunity to work smarter, be sustainable and achieve their growth aspirations.

Working in collaboration with all levels of government and with our stakeholders, the Advancing Small Business Queensland Strategy is our pathway to creating jobs and more sustainable communities that will contribute to regional growth and a stronger Queensland economy, bringing benefits for all.



The Honourable Anastacia Palaszczuk MP
Premier of Queensland and
Minister for the Arts



The Honourable Leanne Enoch MP
Minister for Innovation, Science and the Digital Economy and
Minister for Small Business

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Summary

The Advancing Small Business Queensland Strategy is creating an environment in which Queensland is the place for small businesses to **start, grow** and **employ**.

This strategy focuses on stronger advocacy for small business, simplified and coordinated service delivery, connecting small businesses to opportunities and empowering small businesses to grow and employ.

The Advancing Small Business Queensland Strategy is delivering:

- targeted support for small businesses to get a better start, survive the tough first 4 years, increase their digital capabilities and reach their ambitions to grow and employ
- a more coordinated approach across Queensland Government to deliver services and connect small businesses to opportunities
- strengthened support for regional small businesses, recognising that they are vital to their communities
- increased collaboration and connectivity between government and key stakeholders
- stronger advocacy for small business at state and federal government levels.



What does a strong small business sector mean for Queensland?

- More jobs for Queenslanders
- Successful businesses
- Stronger communities
- Regional growth
- A stronger Queensland economy

Our vision

Queensland is the place for small businesses to **start, grow and employ**

By 2020, our vision for the Queensland small business landscape will result in:

- more small businesses opening with a plan for success
- increased business survival due to a better start and an increased focus on growing strongly in the first four years
- more jobs for Queenslanders
- more medium-size businesses
- business owners working smarter not harder
- more globally connected small to medium-sized businesses
- small businesses as stronger contributors to regional economies
- simplification of government compliance and streamlined processes
- improved connectivity between small businesses, stakeholders and the Queensland Government.

Focus areas



Advocate

- A champion for small business
- Knowledge and data hub



Enable

- Make it easier to do business
- Regional activation
- Connect business, stakeholders and government



Empower

- Smarter small business
- Starting small business
- Stronger small business
- Growing small business

2017
#QLDsmallbiz
Week

Key deliverables

Advocate



- Small business advocacy function
- Strengthening government and stakeholder connections
- Researching key small business issues
- Data analysis to strengthen policy and decision-making
- Queensland Small Business Advisory Council
- Annual report on the state of small business in Queensland
- Policy development



Enable



- Better Regulation Taskforce
- Workshops across the state delivered in partnership with stakeholders to help businesses start, grow and employ
- Easy to use Business Queensland website
- Online access to government programs and information for small businesses

Empower



- Small Business Digital Grants program
- Small Business Entrepreneur Grants program
- Accelerate Small Business Grants program
- Supporting women business owners and Indigenous businesses
- Enhanced Mentoring for Growth program
- Encouraging uptake of Advance Queensland programs for small business

Small business snapshot



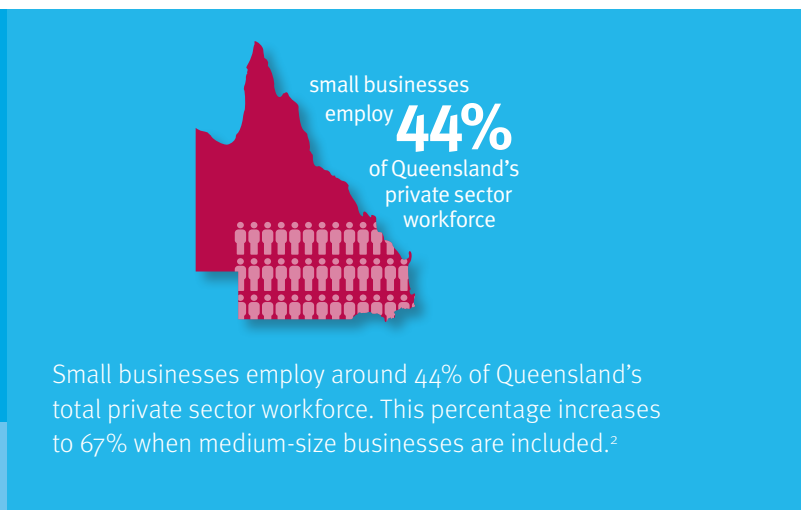
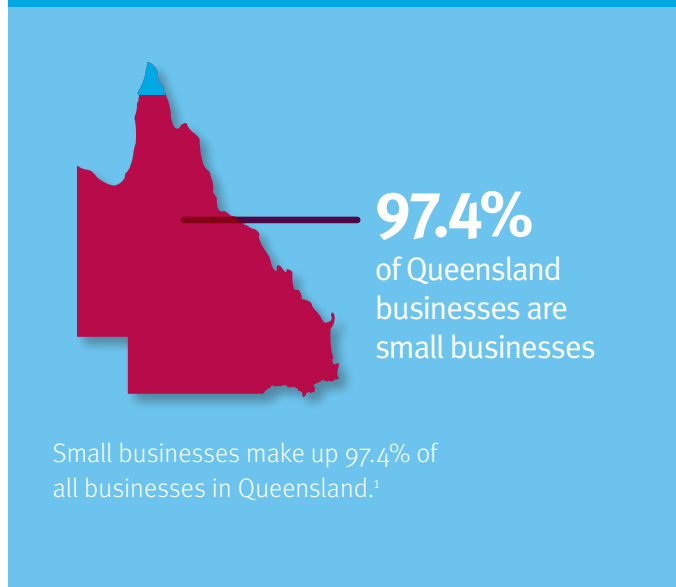
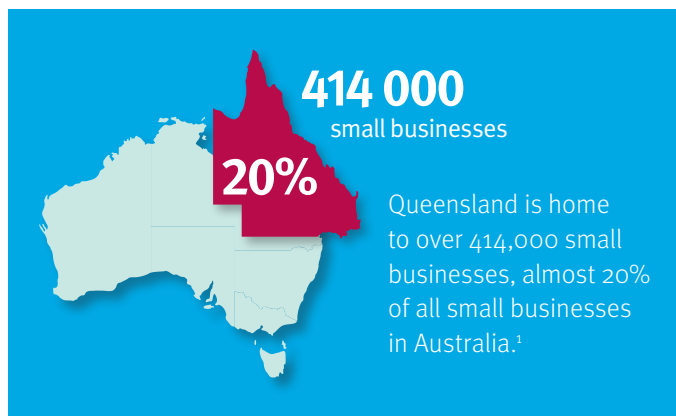
Queensland is a great place for small business. We have a cost-competitive business environment, including one of the lowest payroll tax rates in Australia, low commercial property rates and access to a skilled workforce and world-class training facilities. Queensland offers an enviable lifestyle, with safe, secure and family-oriented communities.

Economic contribution

We recognise that small businesses make a major contribution to our economy:

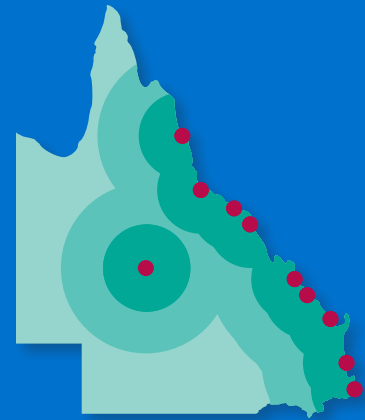
Context

- According to the Australian Bureau of Statistics (ABS), a small business employs less than 20 staff. The ABS defines a medium-size business as one employing 20–199 staff.
- They may be sole traders (no employees), micro businesses (1–4 employees) or small businesses (5–19 employees).
- Businesses with over 20 employees often consider themselves to be a small business.
- Programs in this strategy will benefit small and medium-size businesses.



Small business is important to our regions

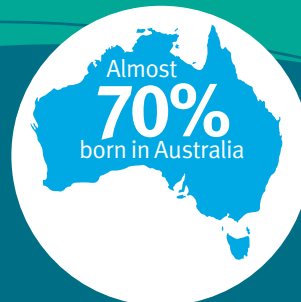
- On average there are 86 small businesses per 1000 residents in Queensland.^{1,5}
- This increases to over 100 small businesses per 1000 residents in the Sunshine Coast, Gold Coast, western Queensland and outback regions.^{1,5}




Characteristics of Australian small business owners⁸



More likely to operate in a major city




67% 
completed a post-school qualification (certificate, diploma, degree)

Over **60%** 
of full-time business operators work more than 40 hours/week

Around 
65%
sole operators

Median age
47

Over **56%**
have been in business more than 
5 yrs

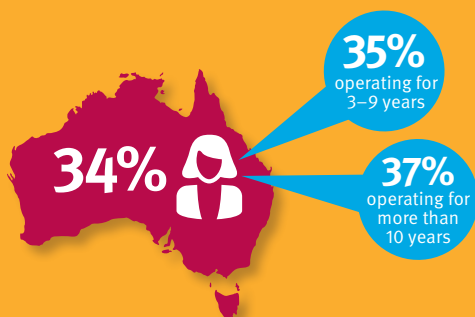
What do we want for small business in Queensland?

Our businesses to be stronger



Over 50,000 businesses start in Queensland each year. Unfortunately, 15% don't make it past their first year and 40% exit within 4 years.¹ This is often due to poor business cases, lack of relevant advice, low use of technologies and lack of planning.

More women in business



Nationally, the number of women operating businesses has increased by 46% over the past 20 years and women now make up 34% of all business operators in Australia.⁷ Over 70% of businesses owned by women are established businesses, with 35% operating for 3-9 years and 37% operating for 10 years or more.⁸



More businesses run by Aboriginal and Torres Strait Islander people

Aboriginal and Torres Strait Islander people make up around 4.2% of Queensland's population. This is almost one-third of Australia's total Indigenous population.⁹ While the number of businesses owned by Aboriginal and Torres Strait Islander people increased from 4,600 in 1991 to 12,500 in 2011,¹⁰ only 0.6% of all businesses in Australia are owned by Aboriginal and Torres Strait Islander people.⁸ The majority of these businesses are small or micro in size and primarily found in major urban areas.¹⁰

Our businesses to benefit from working smarter

Small businesses are less likely to use e-commerce than larger businesses, with 74% of small businesses placing orders online in 2016, 50% receiving orders and 67% receiving payments.⁶



More businesses to employ staff



Queensland has a higher proportion of small businesses with the potential for high growth compared to the national average (11% vs 8%).¹¹ Compared to other small businesses, these enterprises have a greater focus on managing business expansion and adopting technology, and a greater capacity for financial growth.

Drivers for a small business strategy

Small business owners are often time-precious, low users of technology and may be unsure about where to access the right information and services. They are particularly vulnerable to a range of pressures, including fluctuations in the Australian dollar, changing levels of consumer confidence and natural disasters—often feeling the impact of these pressures more than larger businesses.

In addition to external pressures, small businesses face different challenges at different times in their lifecycle.

There is an opportunity to improve the small business landscape by helping people turn their ideas into businesses, helping firms reach their high growth aspirations, creating the conditions for small businesses to employ and assisting businesses facing tough challenges to increase their resilience and likelihood of success.

Using digital technologies is now the primary way organisations can conduct business effectively. Small businesses can increase competitiveness, as well as saving time and money by using e-commerce and technologies.

Many small businesses face global competition through the increase of low capital-intensive e-commerce models. Queensland small businesses will be in a stronger position to respond to competition, embrace new opportunities and grow into globally competitive businesses through utilising technologies, working smarter and fostering an entrepreneurial culture.

The adoption of technologies by Australian small businesses is low and seen as a key barrier to growth. Globally, over 900 million people use social media and 360 million participate in cross-border e-commerce.¹² It is estimated that the Queensland economy could receive a boost of \$11.3 billion over the next 10 years through greater uptake of digital technologies by businesses.¹³



A strategic approach

The Advancing Small Business Queensland Strategy focuses on three key areas:

1. **Advocate** for small business.
2. **Enable** small business to do business and connect with government.
3. **Empower** businesses to drive innovation, growth and employment.

This strategy is being delivered by the Office of Small Business within the portfolio of the Minister for Small Business. The Office of Small Business is promoting a coordinated approach to service delivery and informed decision-making, and driving a collaborative approach to implementation across Queensland Government.

Helping Queensland make a big comeback

Severe Tropical Cyclone Debbie crossed the Queensland coast on 28 March 2017. Communities were without power and water for days, and small businesses faced the immense task of rebuilding.

The Office of Small Business deployed staff to affected areas to survey businesses. The data from these surveys has been used to activate joint federal–state Natural Disaster Relief and Recovery Arrangement assistance, including concessional loans of up to \$250 000 and recovery grants of up to \$25 000.

A ‘Go Local’ campaign was also launched in April to help local small businesses get paying customers back through their doors.

As an ongoing investment in the state’s small business sector, the Queensland Government is providing a \$4 million recovery package, including \$2 million for an extended ‘Go Local’ campaign, \$1.5 million for small business grants and \$550 000 for dedicated workshops and mentoring services.

The ‘Go Local: Keep small business going strong’ campaign promotes the benefits of buying locally and supporting small businesses across Queensland.

Small business owners and Queenslanders can get further information, and access advice/online tools at www.business.qld.gov.au/golocal.



**GO
LOCAL**

Keep Queensland going strong

Advocate



We are **advocating** for small business.

A champion for small business

- The appointment of a Queensland Small Business Champion is providing a voice for small business and acting as the primary interface between the Queensland and Australian Governments.
- Strengthening connections across government and with key stakeholders for greater collaboration, knowledge sharing and delivery of programs.
- Supporting the Queensland Small Business Advisory Council to provide advice and solutions to small business issues and opportunities.

Small business data, knowledge and policy

- Increased data and analytics capacity within the Knowledge Hub unit of the Office of Small Business is providing benefits in identifying trends and issues impacting small business.
- Prepare an annual State of Small Business report which provides a health check of Queensland's small business sector
- Analysing data to strengthen policy and decision-making across Queensland Government.
- Leading policy development related to small business.

Enable



Our focus on **enabling** is facilitating greater connections between government and business.

Make it easier to do business

- Supporting the Queensland Government's Better Regulation Taskforce to undertake research to identify red tape issues impacting small business and deliver recommendations to the government on how to simplify compliance.
- Supporting implementation of the Queensland Government's response to the Red Tape Reduction Advisory Council 2016 Report.

Regional activation

- Delivering workshops across the state, in partnership with key stakeholders, targeted at small business challenges and opportunities.
- Identifying regional profiles, including the current status of the local economy, trends in local business activity and how government initiatives can better support business growth in the region.

Connect business, stakeholders and government

- The enhanced Business Queensland website has been released, providing customer-focused and easy to use online services. A range of contemporary technologies provide access to the site from a range of devices and are making it easier to transact with government and comply with regulations.
- Providing information about government small business programs through the Business Queensland website, helping businesses to find the programs and support that are right for them.
- Informing businesses about contemporary business practices by including information on the Business Queensland website about modern forms of business planning and customer engagement, as well as the use of co-working spaces.



she wear

With more women entering the resource and construction industry, a demand for specially tailored footwear was growing. Creating a line of good quality, compliant safety work boots designed especially for females was the inspiration behind she wear.

With her eyes on international expansion, owner Stacey Head attended a Mentoring for Growth panel with a focus on export upskilling. On the panel was a trademark and IP specialist who equipped Stacey with the knowledge she needed to register and protect her brand overseas. She was also given practical advice from another mentor with extensive exporting experience.

This Queensland small business now exports around the world and is planning on setting up global distribution hubs. It employs 3 staff at its Brisbane-based facility.

“Brand awareness is hugely important when growing your business,” says Stacey. “Attending events like Queensland Small Business Week, trade shows and networking associations enable me to promote my brand to a targeted audience.

“With such strong competition at the moment, I can stand out with strong branding, excellent customer service and a product range championed by ladies who require compliant, functional and quality safety footwear.”



Empower

By **empowering** small business, we are driving innovation, stronger businesses, growth and employment.

Smarter small business—encouraging innovation and the uptake of technologies

- Delivering the Small Business Digital Grants program to help small businesses work smarter and be more innovative. The program provides grants of up to \$10,000, matched by participants, to embrace digital technologies and opportunities arising from digital disruption.
- Supporting and promoting the Advance Queensland Community Digital Champions program to increase awareness and encourage more nominations for small businesses from intermediaries, key stakeholders and small businesses.
- Encouraging more small businesses to take advantage of the suite of Advance Queensland programs. This includes the Ignite Ideas Fund, Knowledge Transfer Partnerships, Testing Within Government (TWiG), Business Development Fund and programs offered by the Office of Small Business and Innovate Queensland.
- Promoting the Digital Scorecard, an online assessment and benchmarking tool to help businesses improve their digital capability and be more competitive in a global digital economy. Businesses that complete their Digital Scorecard will be invited to Digital Business Workshops to focus on areas where they can improve their level of digital capability and develop a digital action plan.

Starting small business—delivering the entrepreneurs of tomorrow

- Delivering programs throughout the state to help people develop their idea and turn it into a business.
- Delivering the Small Business Entrepreneur Grants program to enable businesses to get a better start. Grants of up to \$5,000, matched by participants, will help new businesses through planning, coaching and training.
- Developing women in business by encouraging more women to start and grow their business through targeted engagement such as forums, mentoring sessions and connecting with women in business groups.
- Encouraging women in business to participate in initiatives from the Queensland Women's Strategy aimed at supporting women's economic security through entrepreneurship and small business.
- Encouraging Aboriginal and Torres Strait Islander people to start a business and helping established businesses to strengthen and grow. This includes online business resources, mentoring sessions and exploring new business models.



Bacon Factory Films

Giving Aboriginal and Torres Strait Islander stories a broader reach through enhanced digital platforms is the goal of Small Business Digital Grant recipient Bacon Factory Films.

Owner Dean Gibson's work has screened across multiple Australian television stations. From multi-million dollar campaigns for the federal government and major corporations, to grass-roots content in remote Indigenous communities, Dean has the ability to tell a relatable yarn at every level.

"It's pleasing to see the Queensland Government providing this necessary support for small business to succeed in the digital space," Dean said.

"Funds from the grant will allow us to actively engage with our digital audience, particularly from the Aboriginal and Torres Strait Islander communities.

"Our website will be upgraded so we can showcase our work in greater detail, giving us more exposure to potential clients.

"And we can now look at employing social media and content creation services to make sure our digital presence is driving our business growth."

Stronger small business—helping businesses to stay in business

- Expanding the Mentoring for Growth program to enable more mentoring sessions to be held across the state, providing targeted advice to small businesses on strategies for growth, investment, export and resilience.
- Delivering Mentor Chats to provide business owners and intenders with access to experienced mentors to discuss a new business idea or current challenges within their business.

The Mentoring for Growth program provides eligible businesses with access to a panel of volunteer business experts. Panellist experience is matched to the needs of the businesses, providing insights, options and suggestions.

Julia Ham, a mentee and Director of Hampton Swim School & TumbleTastics, said “We have walked away from each session with solutions we never expected, that were relevant and a clear solution to our issues we brought to the group”

- Delivering targeted programs to provide support and tools to help new businesses start, grow and employ. Businesses will be assisted through mentoring, workshops and webinars to increase business skills and improve business processes and planning.
- Delivering the ‘Go Local: Keep Queensland going strong’ initiative which includes practical advice, online tools and support to help farmers, businesses and communities affected by Severe Tropical Cyclone Debbie. The success of the initial campaign has laid the foundation for the extension of the campaign to ‘Go Local: Keep small business going strong’ to help small businesses across Queensland, not just those affected by Cyclone Debbie.
- Delivering programs to assist businesses manage work health, safety, injury management and workers’ compensation, and to help more small businesses comply with government regulations that provide a safer and healthier workplace for their employees.
- Continuing to support food and agriculture businesses through the government’s mobile services, drought assistance scheme, industry development programs and the Queensland Agriculture Workforce Network. More food producers will be encouraged to use the micro-lab testing and food research facilities provided by the government.

In Glass Design

Gold Coast Accelerate Small Business Grants recipient Adam Watts, owner of In Glass Design, says the grant funding will go towards developing a marketing plan to identify their unique value proposition and help with marketing penetration.

“With a focus on innovation and creativity, In Glass Design provides custom-made glass products and installations,” Adam said.

“This can include digital printing on glass for commercial and residential sector for use as glass splashbacks, doors and decorative wall panels.

“We are currently in the process of introducing new products to the market and need to understand what our customers want and how we can be more competitive interstate and internationally.

“The Accelerate Small Business Grants program provides ideal support for business owners and operators to access professional advice and mentoring.

“Our products are already the highest quality in the market, so the grant funding will help us work with a professional to fine-tune our marketing appeal.

“It is my plan to employ additional staff to help manage the increased volume of turnover as our products and services become more widely known.”



Growing small business—helping businesses grow and employ

- Delivering the Accelerate Small Business Grants program to provide targeted assistance to businesses that have high growth and employment aspirations. Eligible small businesses can seek funding of up to \$10,000, matched by participants, to engage high-level expertise for their business.
- Promoting the Partners in Technology briefings to enable businesses to better understand procurement processes, expectations of suppliers and receive information on how to maximise these opportunities.



The Queensland Government's Talk IT Up program has enabled startups and small and medium sized businesses to pitch their emerging technology solutions to a broad spectrum of government representatives.

The program hopes to continue attracting a wider range of small businesses who will be able to pitch their capabilities to government agencies and network with other businesses. This speed-networking program will be targeted around key needs of the government agencies.

- Encouraging businesses to register on the Industry Capability Network (ICN) to help connect them to opportunities to supply to private or public sector major projects. Workshops will also be held to help small businesses prepare for government tendering opportunities.
- Encouraging businesses to supply information technology products or services to the government to continue in alignment with the Queensland Government ICT SME participation scheme policy.
- Supporting businesses to export and encourage investment in Queensland through the *Advancing Trade and Investment: Queensland Trade and Investment Strategy 2017-2022*.
- Encouraging businesses to participate in the Advance Queensland Small Business Innovation Research initiative, which uses government procurement to provide innovative businesses with seed funding to develop their ideas, while at the same time solving public sector challenges.
- Encouraging businesses to Be Games Ready by better understanding how they can make the most of Queensland hosting the Gold Coast 2018 Commonwealth Games and prepare for opportunities that may arise before, during and after the Games.
- Encouraging small arts businesses to participate in programs to support growth and development. Initiatives are targeted to support Indigenous arts businesses, capacity and investment readiness, corporate governance, capability, entrepreneurship and innovation.



Implementation and reporting

Key strategic outcomes being achieved through the Advancing Small Business Queensland Strategy are:

- job creation
- more small businesses employing staff and growing to medium-size businesses
- higher business survival rates
- more small businesses embracing digital technologies and innovation.

In addition, we are achieving:







- increased collaboration across Queensland Government and with the federal government
- increased connectivity with key stakeholders
- creation of an environment that makes it easier to do business.

The Advancing Small Business Queensland Strategy is being implemented from 1 July 2016 to 30 June 2020. Implementation and reporting will be led by the Office of Small Business within the Department of Tourism, Major Events, Small Business and the Commonwealth Games.

Find out more

To find out more about the Advancing Small Business Queensland initiative, visit www.dtesb.qld.gov.au/small-business.

Connect with Business Queensland:

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-  linkedin.com/company/business-queensland
-  www.instagram.com/businessqld
-  twitter.com/businessqldgov

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Endnotes

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Photo credits

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Amanda Lear and David Williams, Gilimbaa (photo courtesy of Rob Maccoll)
 Adam Watts, In Glass Design
 Stacey Head, she wear
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P. ii: Glen Riverstone, eNurse Pty Ltd (photo courtesy of Rob Maccoll)

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P. 1 2017 QLDsmallbiz week (photo courtesy of Steve McFie, Multimac Media)

P. 2: Amanda Lear and David Williams, Gilimbaa (photo courtesy of Rob Maccoll)

P. 3: Dave Pollard, The Paddock and Brew Company. (photo courtesy of Steve McFie, Multimac Media)

P. 7: Go Local, Woorabinda Qld. (photo courtesy of Ben Vos productions)

P. 8: Bien & Deb Peralta, Dello Mano (photo courtesy of DAF)

P. 9: Stacey Head, she wear

P. 10 (from left to right):

Zammi Rohan, 9Point9 Architects, (photo courtesy of Steve McFie, Multimac Media)
 Dean Gibson (l) and Mark Broadbent, Bacon factory Films

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