



# Business Queensland Connect

July 2023

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### Ipswich Street Patio Program

Following the release of a new guide to help councils activate outdoor trade to support small business, Ipswich City Council is working to revitalize the city centre and create a vibrant atmosphere for residents and visitors. The new street patio program is a footpath extension that creates a new space for people to sit and engage with the community. The program is being trialled for 3 months at four locations.



### Fraser Island is now K'gari

Fraser Island has been renamed K'gari - the traditional name derived from the ancestral creation story that has been passed down for generations.

Many businesses have already updated their names and promotional material to recognise the positive branding and marketing benefits of the Butchulla word for the island. If your business name includes the words Fraser Island, you are not legally required to change to K'gari. However, it is recommended

The Street Patio was designed as a comfortable and relaxing space, equipped with built in seating, solar lighting, and plants. The patios are each wrapped in art designed by local artist Alana Ferguson.

Survey results revealed 77% of people enjoyed the outdoor dining experience and 86% said it made sitting outside more appealing and wanted to see more Street Patios across Ipswich.

Join the Street Patio conversation [here](#). The guide for councils can be found [here](#).



**Business Launchpad – one small step to better understanding and managing government licences and regulations**  
[Business Launchpad](#) saves you time and money, as you navigate government requirements and complete the applications for your business licences and permits.

Information is provided about Queensland business licences, codes of practice, regulations, and support services, for wherever you are in your business journey. Check out Business Launchpad if you are just thinking of starting a business or considering it's time to take your business in a new direction.

On Business Launchpad, you can create a customised list of the licences and regulatory obligations for your business. You can even come back time and again to this list, until you've got all the licences you need, and when those licences are due for renewal. How good is that?

Take that next step and visit [Business Launchpad](#).



you acknowledge that your business is operating on K'gari on marketing or promotional material.

The Queensland Government will be assisting businesses and tourism partners to underpin the existing brand of Fraser Island and the transition to a new tourism brand and profile for K'gari.

[Learn more](#) about K'gari and what the name change means for you.



### Meet Kim Walker, Brisbane's newest Small Business Wellness coach

Kim joins the network as a business wellness coach based in Brisbane, supporting businesses in the Greater Brisbane region, and virtually across Queensland.

Kim's professional experience as a psychologist for over 20 years, many of those as an owner of her own private practice, has led to a first-hand understanding of the challenges small business owners face. Kim has worked with a range of diverse client groups such as rural families, children, young people through to elderly, and those with significant health diagnoses.

Through the Small Business Wellness Package, small business owners can be referred to a range of specialist support services specific to their circumstances supported by coaches such as Kim.

[Contact Kim](#) or [find out more](#) about the Small Business Wellness Package and coaches in other locations.

A promotional graphic for the Digital Solutions Program. It features a blue background with a laptop in the center. The laptop screen displays the following text: 'Unlimited free workshops', '1:1 Digital Support', 'Up to 4 hours support', '\$110 inc. GST'. Below the screen are icons for Facebook, Instagram, and a globe. To the left of the laptop, there is a circular callout box with text: 'Unlimited free workshop attendance during the program', 'Work with a Digital Advisor to develop a Digital Action Plan', 'Referral to a Digital Expert for tailored support and training where required'. At the bottom right, there is a QR code. The top right corner of the graphic says 'Helping small businesses take the digital leap'. The bottom left corner has the text 'For program information and to sign up to the program scan the QR code' and a website URL.

### Digital Solutions Program

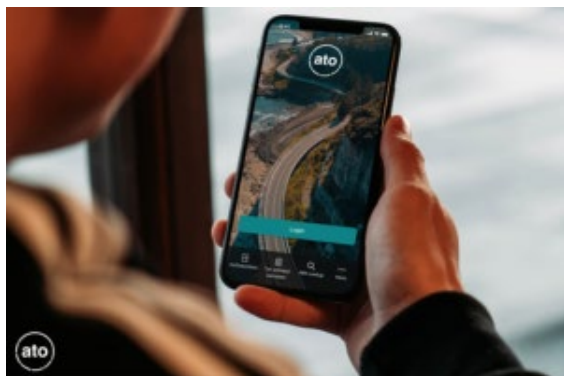
## **New campaign promotes availability of concessions and rebates for Queenslanders**

A state-wide campaign recently launched will help Queenslanders access a range of concessions, rebates, and other supports to assist with the cost-of-living pressures being faced today.

Not all Queenslanders have been getting the support they're entitled to. That's why the [Queensland Savers website](#) has been created to allow Queenslanders to quickly and easily see a range of concessions and rebates available including support such as no interest loans, free financial advice, charity support for food and clothing, and more.

With a wide variety of assistance available, this campaign will help Queenslanders from all walks of life to take advantage of help available to ease cost of living pressures that are being felt nationally.

Find out more [here](#).



### **ATO app keeps tax and super in the palm of your hand**

If you're a sole trader, the ATO app has a range of features to help you to access and manage your tax and super on the go.

Keep records of your expenses with myDeductions, check key dates for lodgements and payments, view your tax accounts and access useful tools and calculators.

With a myGov account linked to the ATO, you can take advantage of all the in-app features and personalise your experience.

Visit the [ATO website](#) or download the ATO app from the App Store or Google Play.

The [Digital Solutions Program](#) is designed to equip you with the skills and knowledge necessary to enhance your business performance in the ever-evolving digital economy.

### **Get the skills with free unlimited workshops:**

Our workshops will provide practical advice to help you better understand all things digital and will help to improve your digital knowledge, and to adopt the right digital technology to transform your business.

### **Get the right advice with a Digital Action Plan:**

Receive up to 4 hours support and work one-on-one with a Digital Advisor to understand the unique digital needs of your business and identify where your business will benefit from adopting digital solutions.

Your tailored Digital Action Plan will outline areas to streamline and improve with digitisation and will recommend any tools or training required.

Register [here](#).



### **Managing your Cyber Security**

The Queensland Government is offering a series of cyber security webinars to Queensland businesses and stakeholders. This free webinar is the first of three.

This webinar, presented by Qudos Management, will explain how a business can apply layers of cyber security protection.

It will discuss the importance of awareness and training, policies, procedures and practical controls to improve cyber resilience for your business and includes practical demonstrations and scenarios.

The webinar will be held from 1pm–2pm, Thursday 27 July 2023. Register or find out more [here](#).



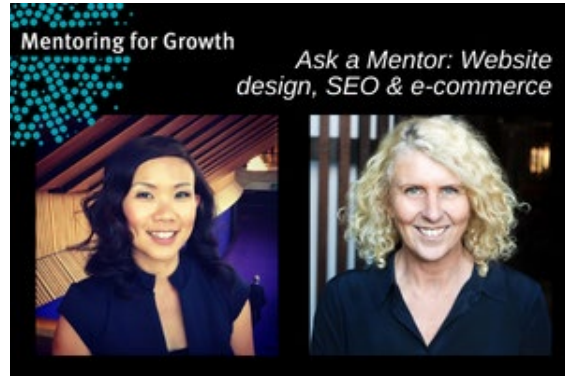
### Finalists announced for the 2023 Queensland Reconciliation Awards

Celebrating its 21st year, the Queensland Reconciliation Awards honour the many inspiring initiatives and projects advancing reconciliation across the state.

Congratulations to the winners of the 2023 Queensland Reconciliation Awards:

- Business – AMS Group for A Beacon of Reconciliation
- Community – Garbutt Magpies Sporting and Cultural Association for Mariakarti Nyawa, Kurranyu Nyinama - Look Back If You Want To Go Forward
- Education – St Margaret's Anglican Girls School for St Margaret's Anglican Girls School Reconciliation Action Plan
- Health and wellbeing – Gold Coast Health for Waijungbah Jarjums Service
- Partnership – Queensland Theatre and Cairns Indigenous Art Fair for Othello

[Read more](#) about the finalists' stories and successes.



### Ask a Mentor – Website design, SEO and e-commerce

Mentors [Alicent Wong](#) and [Jo McKee](#) provide their top tips on website design, SEO and e-commerce and why they are pivotal for establishing a strong online presence, attracting customers, and driving business growth:

1. Ensure your website platform has the length and breadth to grow with your business.
2. Make sure your site is "traffic ready", compliant in terms of privacy, user-friendly, your tracking is in place and your message is clear.
3. Implement a consistent SEO strategy for both technical aspects and content. You want your site to load fast and you want people to find what they're looking for.
4. Make sure that you put the customer experience first – provide payment options such as Afterpay and incentivise your customers to come back by offering them discounts or implement refer-a-friend programs.

Check out all the M4G mentor tips and info [here](#).



### Have your say on vocational training

If your business has used vocational training programs through TAFE or a training provider to train you or your staff, we want to hear from you.

The Queensland Government is developing a new Queensland Vocational Education and Training (VET) Strategy to maximise outcomes from the government's investment in skills and training.

Businesses, industry groups, training providers, schools, job seekers, students, parents, apprentices and trainees are invited to have their say to ensure

government investment is delivering the best outcomes for Queenslanders, employers and communities.

A discussion paper and online survey are now available with forums to be held online and across the state to gather the views of stakeholders and users of the VET system. Consultation will be open until Friday 18 August 2023.

Learn more and have your say [here](#).

## Events

**Tax Time  
is here**



### **ATO Webinars July / August**

Get it right for your small business! The Australian Taxation Office is hosting free webinars to help small business owners meet their tax and super obligations to run a successful and compliant small business. Topics include starting a business, claiming tax deductions, recordkeeping, budgeting for financial commitments, and mapping cash flow cycles using online tools. [Register here >>](#)



**Kim Walker**

**Katrina McCleary-Harris**

### **Join your new wellness coaches for morning tea [Kim at Nundah](#): 11 July, 9.15am [Katrina at Ipswich](#): 14 July, 9.15am**

Small business owners in Ipswich and Brisbane can meet their new local Business Wellness Coaches and hear how this fully subsidised service can support them. There will also be a Q&A and an opportunity to network with the wellness coaches, financial counsellors, other business owners and Queensland Government support officers to help you and your business. Join Kim Walker in Nundah, or Katrina McCleary-Harris in Ipswich.



### **CBWC Businesswoman of the Year Awards: Promise You The Stars Gala Ball 14 July 2023, 6.30pm**

#### **Pullman Cairns International Hotel**

Hosted by the Cairns Business Women's Club, the annual Businesswoman of the Year Awards Gala Ball is a grand event that recognises and celebrates women's achievements in the world of business. [View this year's finalists here >>](#)



### **Chamber on Tap: Increasing the online presence for your business**

**21 July 2023, 5.00pm**

Join JCU lecturer in marketing, Natasha Buttler, to look beyond social media platforms with some easy and practical tips for you to improve your online presence to reach more customers. Natasha's sessions are down-to-earth and engaging, stripping back marketing concepts into common language. [Register here >>](#)



### **TikTok tips for tourism businesses - Tourism Tribe 26 July 2023, 11.00am**

Are you tired of struggling to make an impact on TikTok as a tourism business? Join us for this interactive webinar that brings together industry experts, thought leaders, and passionate individuals who share a common goal: to strengthen and elevate small business operators. Learn how to assess whether TikTok is the right platform for you and how to spend the minimum time for the maximum impact. [Register here >>](#)



## Mentoring for Growth – Website design, SEO and e-commerce for small business

31 July 2023, 9.00am

For small business owners, SEO, website design and e-commerce are interconnected and pivotal for establishing a strong online presence, attracting customers, and driving business growth. It's essential to invest time, effort, and resources into these areas to maximize their benefits and stay competitive in the digital marketplace. [Register here >>](#)

## Awards

### Queensland Greats Awards 2024

The Queensland Greats Awards recognises extraordinary individuals and institutions who have made a meaningful contribution to the history and development of Queensland.

The 2023 Queensland Greats were announced at a ceremony in Brisbane on Queensland Day, Tuesday 6 June 2023. Read more about the recipients' achievements [here](#).

Nominations for the 2024 Awards are now open until February 2024. Explore and discover more about the categories and how to nominate [here](#).



### Australian of the Year Awards 2024

[Nominations are now open](#) for the 2024 Australian of the Year Awards which gives Queenslanders the opportunity to nominate individuals who show courage and inspire us to make our own contribution to a better Australia.

All it takes is one nomination to recognise the significant achievements and contributions of extraordinary Australians who are making a positive difference within their community and across the nation. Nominations close Sunday 31 July 2023.



## Grants

### Back to Work's Small Business Support Pool

Finding it difficult to employ long-term employees for your business? Up to \$2,000 in funding is available through the [Small Business Support Pool](#) to support the retention of an existing Back to Work supported employee. This funding can be used for a range of activities supporting retention including training, digital upgrades, mentoring and workforce development.

[Visit us](#) for more information on how to become a Back to Work employer.



Unsubscribe [here](#)

For more information:  
Visit [business.qld.gov.au](http://business.qld.gov.au) or call 1300 654 687

