

View online [here](#) | Subscribe [now](#)



# Business Queensland Connect

April 2023

## In this issue:

- [Queensland Small Business Month is nearly here!](#)
- [Show your support for small business this May](#)
- [Go Next Level with Business Queensland](#)
- [Business Growth Fund opens 8 May](#)
- [Reimagining Workforce – register for the livestream](#)
- [Business Launchpad – take that next step with confidence](#)
- [Activating outdoor trade for small business – a guide for local councils](#)
- [Growing Workforce Participation Fund is open for applications](#)
- [Webinar – Workforce planning insights for small business](#)
- [Webinar – Marketing Strategy and Planning](#)
- [Ask a Mentor](#)
- [Events](#)
- [Awards](#)



### Queensland Small Business Month is nearly here!

We are about to kick off Queensland Small Business Month (QSBM) with [events and activities](#) happening online and in-person across the state.

This year, small business owners can get information, resources and support from business experts without leaving their business or home. [QSBMonline](#) sessions will cover important topics like small business fundamentals, social marketing,



### Show your support for small businesses this May

This Queensland Small Business Month (QSBM), get involved in the #loveyoursmallbusiness campaign and give credit where credit's due.

There are many ways to get involved, it's as easy as:

1. Search for small businesses near you.

business and workforce planning, and growing and competing in a modern economy.

Our first QSBMonline sessions are:

- **3 May, 10.30-11.00am.** [Small business planning](#): learn how to stay competitive, manage cash flow, manage costs and understand your customers. Host partner: TAFE Queensland.
- **3 May, 6.00-7.00pm.** [Becoming an employer of choice](#): learn tips and tricks to make your workplace the kind of place your employees never want to leave. Host partner: Queensland Small Business Commissioner.

To register or see all our online and in-person events, visit: [business.qld.gov.au/gsbm](https://business.qld.gov.au/gsbm).



### Go next level with Business Queensland

We recognise Queensland small businesses are doing great things and are the real engine room of our economy. That's why the Queensland Government has released a new Business Support campaign '[Go Next Level](#)' to better connect small businesses with services and support.

At Business Queensland you'll find all kinds of information and support about grants, mentoring, workforce advice and a whole lot more.

The wide range of support offered online can help business operators to address their challenges, identify ways to grow their business and improve their ability to manage future, unexpected impacts.

Search [Business Queensland](#) to find the support and resources that will help your business go next level, whatever you do and wherever you are in Queensland.

2. Take a selfie with you and your favourite small business.
3. Post on social media and tag #QSBM2023 #loveyoursmallbusiness.
4. Give a small business a 5-star review.
5. Tell your friends and family.

With your support, they can do amazing things!

We have developed a suite of [QSBM resources](#) including social media assets, posters and flyers to download and use to promote QSBM2023 and help spread the word.

For more information on all things QSBM, visit us [here](#).



### Business Growth Fund opens 8 May

The [Business Growth Fund](#) grants program has been developed for high-growth businesses who can accelerate growth, drive Queensland's economy and employ more Queenslanders.

The program is a great opportunity for small and medium-sized high-growth businesses to access up to \$75,000 to scale-up for business success and seize their next growth opportunity.

It provides funding for eligible businesses to buy specialised equipment, enabling them to unlock growth potential, increase production, expand their workforce and move them into the next stage of growth.

Expressions of Interest for Round 5 will open at 9.00am on Monday 8 May 2023 and close at 5.00pm on Friday 2 June.

Review the Guidelines and FAQs [here](#).



### Reimagining Workforce – register for the livestream

Disability advocate and 2022 Australian of the Year Dylan Alcott is the keynote speaker for [Reimagining Workforce](#) – a Queensland Workforce Strategy event for employers, individuals and stakeholders who are ready to do things differently and transform their workplace.

This free event is being livestreamed from 9.00am, Wednesday 17 May 2023.

The event will also feature a panel session with leading Queensland innovators, providing practical examples of how they have successfully reimagined their workplaces for greater diversity and inclusivity.

[Register here>>](#)



### Webinar – Workforce planning insights for small business

Small businesses needing to attract and retain staff can now benefit from a free webinar offering practical advice as part of [Queensland Small Business Month 2023](#).

The webinar will demonstrate the benefits of workforce planning for small and medium-sized enterprises to overcome economic and labour market challenges. Jobs Queensland's Executive Director, Joshua Rayner will introduce participants to the free [Jobs Queensland Workforce Planning Connect](#) toolkit and workbook.

The webinar has two timeslots available covering the same topics. Register below to participate in the session most suitable for you:



### Business Launchpad – take that next step with confidence

Starting a business can be exciting and rewarding – but sometimes it can also be time-consuming and confusing to identify the licensing, permits and regulations which apply to your business.

[Business Launchpad](#) takes the guesswork out of navigating the regulatory world by providing all the information you need in one place.

You can generate accurate, tailored information by inputting details relevant to your business type, industry, and location. This produces a list of the licenses and permits needed to operate your business, making compliance much easier.

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



### Webinar – Marketing Strategy and Planning

Interested in learning more about Marketing Strategy and Planning?

Register for our free panel webinar on Monday 8 May 2023, featuring four Mentoring for Growth (M4G) mentors.

Our Mentoring for Growth panellists [Amber Porter](#), [Andrea Anderson](#), [John Hale](#) and [Mark Hocknell](#) will discuss how an effective marketing strategy can generate significant benefits to your business and will set the foundations for growth.

Specifically, it will help to:

- keep your marketing efforts focused

[Webinar #1 - Tuesday 23 May, 9.00am - 10.00am](#)  
[Webinar #2 - Thursday 25 May, 1.00pm - 2.00pm](#)

Free workforce planning short courses and one-on-one support are also available. For more information visit [Jobs Queensland](#).



### Activating outdoor trade for small business - a guide for local councils

Being outdoors is part of the iconic Queensland lifestyle across our cities, towns and regions, and a key attraction for visitors.

A new guide is available to help councils to activate outdoor trade and support their local businesses - while revitalising and creating vibrant public places where people want to stop, shop, eat and drink.

To identify opportunities for outdoor trade and keep up to date with Queensland's support for outdoor activation [read more here>>](#)

- connect with the right customers
- make the most of your investment
- measure and improve your results.

**Date:** Monday 8 May 2023

**Time:** 9.00am (AEST).

Don't miss out, register [here](#) today.



### Growing Workforce Participation Fund is open for applications

Round 2 of the \$1.7 million Growing Workforce Participation Fund is open. One-off grant funding up to \$200,000 is available to industry groups for projects aimed at boosting workforce participation.

The fund aims to develop partnerships with industry to build longevity and sustainability in the workforce by empowering industry and employers to support jobseekers from identified groups who experience greater disadvantage in the labour market.

Applications are open until 5.00pm, Monday 29 May 2023. [Apply now>>](#)

### Ask a Mentor

Each month we feature information and tips from Mentoring for Growth (M4G) mentors on different topics. In this edition we are looking at Marketing Strategy and Planning and why it is so important for the success of your business.

Top tips from John Hale – M4G Mentor since 2017:

1. Define your customer
2. Know how they decide and buy
3. Tailor your marketing to this information.



Top tips from Melissa Packham M4G Mentor since 2023:

1. Empathise with your audience – to know them is to love them. When you know them well, you're able to serve them better. This is a source of competitive advantage.

2. Know your brand; what is your brand vision, purpose, values, beliefs and personality? These are often overlooked as being 'fluffy', however they are the essential foundations for your marketing strategy.
3. You make the rules – determine what works for you and your audience. Just because someone is 'crushing it' on a channel or using a particular tactic, doesn't mean you need to do the same.

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

## Events



### Queensland Small Business Month 2023 1-31 May 2023

Queensland Small Business Month 2023 (QSBM2023) celebrates our small businesses and the vital contribution they make to Queensland's economy and to our communities across the state.

Throughout May there will be online and in-person events and activities across Queensland, sharing information and tools to help our small business owners as we showcase the diversity of Queensland's small business sector. [Read more >>](#)



### Meet the Makers 2023 2 May 2023 2.30pm to 7.30pm Aussie World, Sunshine Coast

A must attend food and beverage trade event presented by the [Food and Agribusiness Network Sunshine Coast](#). Meet the Makers showcases fresh produce and food and beverage products from over 100 exhibitors from the Sunshine Coast, Noosa, Gympie, Moreton Bay and beyond. If you are looking to source local for your business [register](#) your Expression of Interest (EOI) for the Buyer Session.

Meet the Makers Sunshine Coast is a QSBM2023 event sponsored by the Queensland Government through the Department of Employment, Small Business and Training, and the Department of Regional Development, Manufacturing and Water.



### Meet the Buyer - Connecting small business to large buyers in Cairns 2 May 2023 3.45pm to 6.30pm Cairns Regional Council, 119-145 Spence Street

Meet The Buyer provides a unique opportunity for small businesses to meet one-on-one with large and tier-one public and private sector buyers. Business owners will be able to 'pitch' their business to buyers and promote their goods and services for purchase.

[Book here >>](#)



### Social Enterprise Procurement Workshop and Forums 9 May 2023 - Mackay 11 May 2023 - Cairns 19 May 2023 - Bundaberg 9.00am to 3.00pm

As part of the Queensland Government's \$8 million commitment to the social enterprise sector under the Social Enterprise Jobs Fund, The Social Deck in partnership with Social Traders is delivering a

series of free regional workshops next month for social enterprises to build their skills and capability to access and engage in government and business procurement opportunities.

Sessions include: building business capability, social procurement, marketing and pitching to government, and current trends.

[Register here >>](#)

## Awards

### 2023 Queensland Tourism Awards

Nominations for the [38th annual Queensland Tourism Awards](#) are now open. Across a range of 31 categories, the prestigious awards recognise individuals and businesses that dedicate themselves to visitor excellence.

Nominating your tourism product for an award is a quick, 10-minute process and ensures that your business is in the running to complete an award submission. [Learn more and nominate here.](#)



### 2023 Salute to Excellence Awards

Nominate an outstanding employer, secondary student, teacher or trainer for the 26th [QTIC Salute to Excellence Awards](#) and help shine a spotlight on Queensland's best in tourism and hospitality education.

Nominate yourself or someone excelling in industry education and training [here](#) before submissions close 22 May 2023.



### 2023 Get Ready Queensland Resilient Australia Awards

Entries are now open for the [2023 Get Ready Queensland Resilient Australia Awards](#). The Awards celebrate and promote initiatives that build whole of community resilience to disasters and emergencies around Australia, as well as images capturing resilience in action. The awards recognise collaboration and innovative thinking across all sectors.

You can submit your own project or nominate someone else's incredible work [here](#). Submissions close 5 June 2023.



This email was sent by the Department of Employment, Small Business and Training  
Level 12 | 85 George Street | Brisbane | Queensland

Unsubscribe [here](#)

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

