



Advancing Small Business Queensland



Queensland

the place to **start,**
grow and **employ** in
small business

DISCUSSION PAPER



Introduction

The Queensland Government recognises the economic contribution of our small business sector and is committed to the growth and success of small business in our state.

We are committed to creating a stronger environment where small businesses can start, grow and employ. We also want smarter businesses, created with a strong foundation and the resilience to survive and thrive.

Our small business strategy will align with the Advance Queensland agenda, a comprehensive suite of programs that will create jobs, drive productivity improvements and harness innovation.

Its programs can help small to medium sized enterprises across the state innovate, partner and create jobs. By leveraging the innovation agenda, the strategy will ensure small business in Queensland are provided an opportunity to work smarter, be sustainable and achieve their growth aspirations.

Our strategy will be underpinned by:

- › a more coordinated approach across the State Government to delivering small business services and opportunities
- › increasing our focus to support small business to get a better start, survive the tough first four to five years, reach their 'high growth' ambitions and employ staff through better planning, greater digital skills, and access to mentors and new markets

- › delivering greater support to regional small businesses which are often the backbone of their communities
- › building stronger collaboration between government and industry and having a louder advocacy voice for Queensland small business at the national level.

The strategy will focus on greater advocacy, making it easier to do business, and empowering small businesses to start, grow and employ.

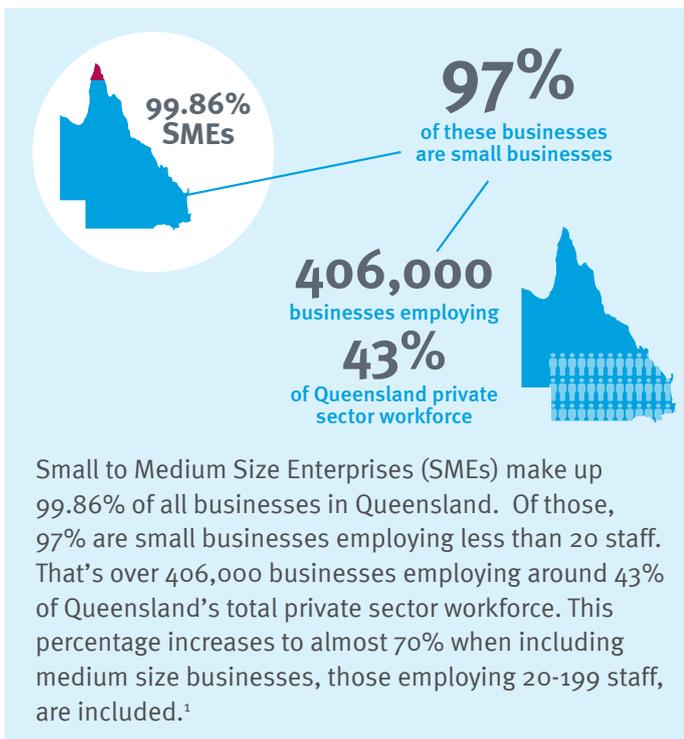
What does a strong small business sector mean for Queensland?

- › more jobs for Queenslanders
- › successful businesses
- › sustainable communities
- › regional growth
- › a stronger Queensland economy.

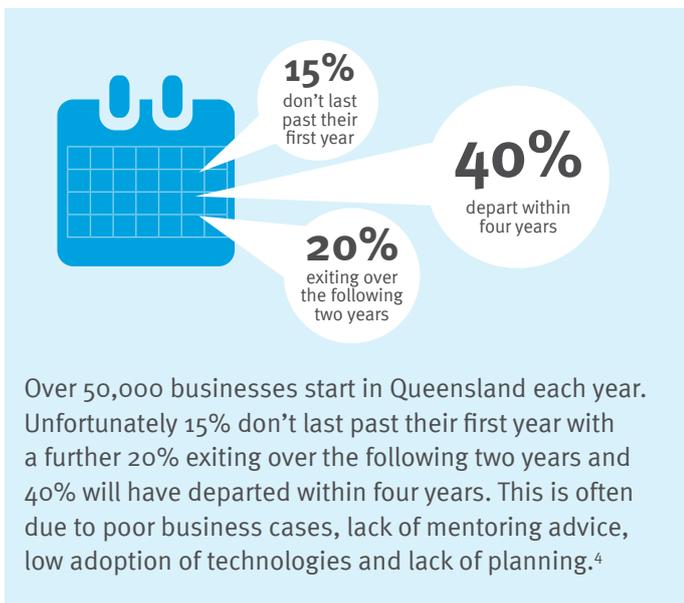


Small business in Queensland

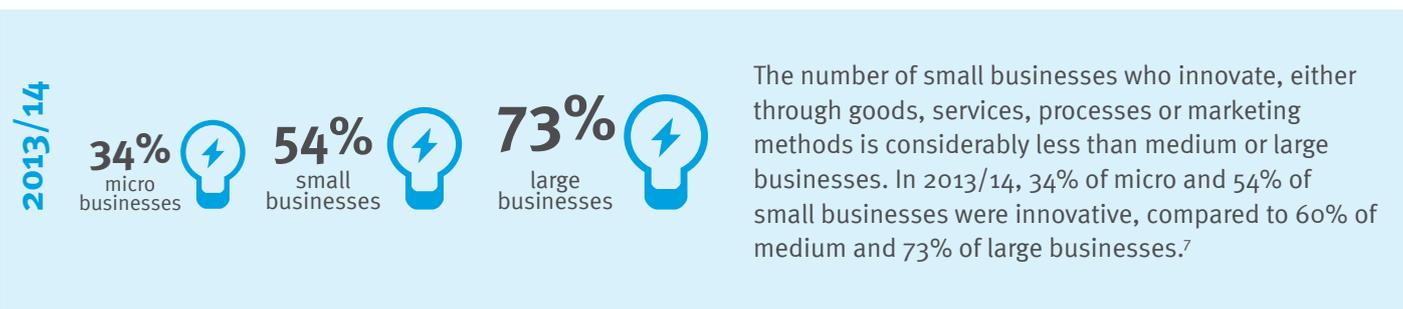
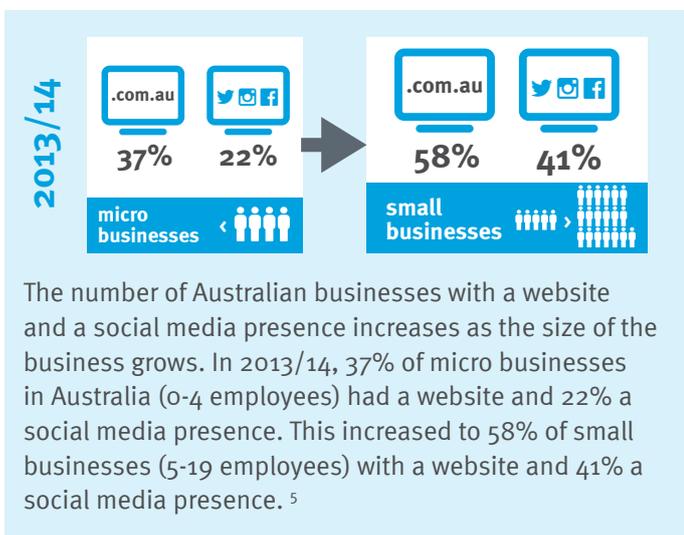
Small businesses make a major contribution to our economy:



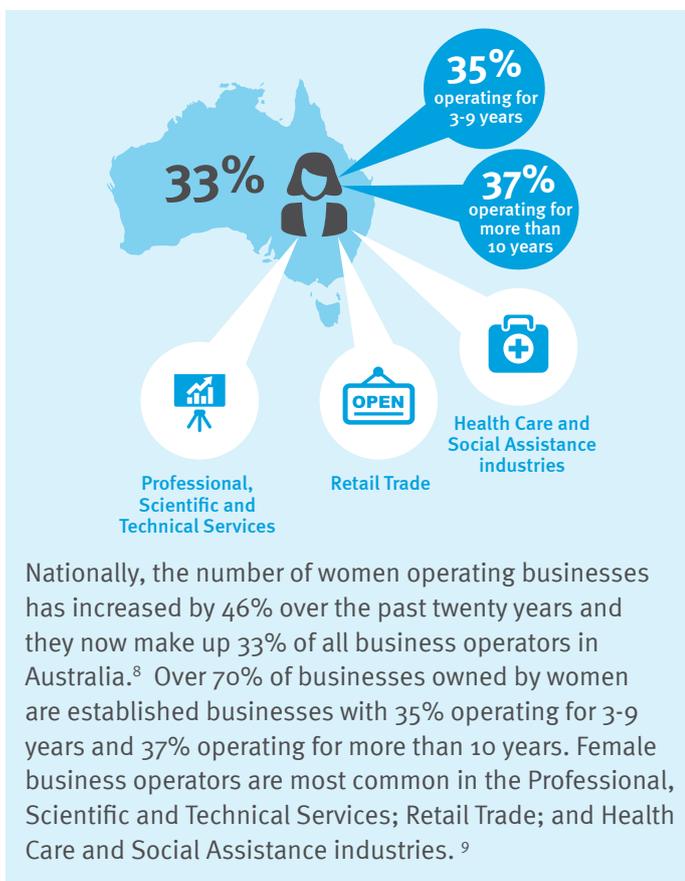
Unfortunately business survival rates in Queensland are lower than other states:



There is potential for our small businesses to work smarter:



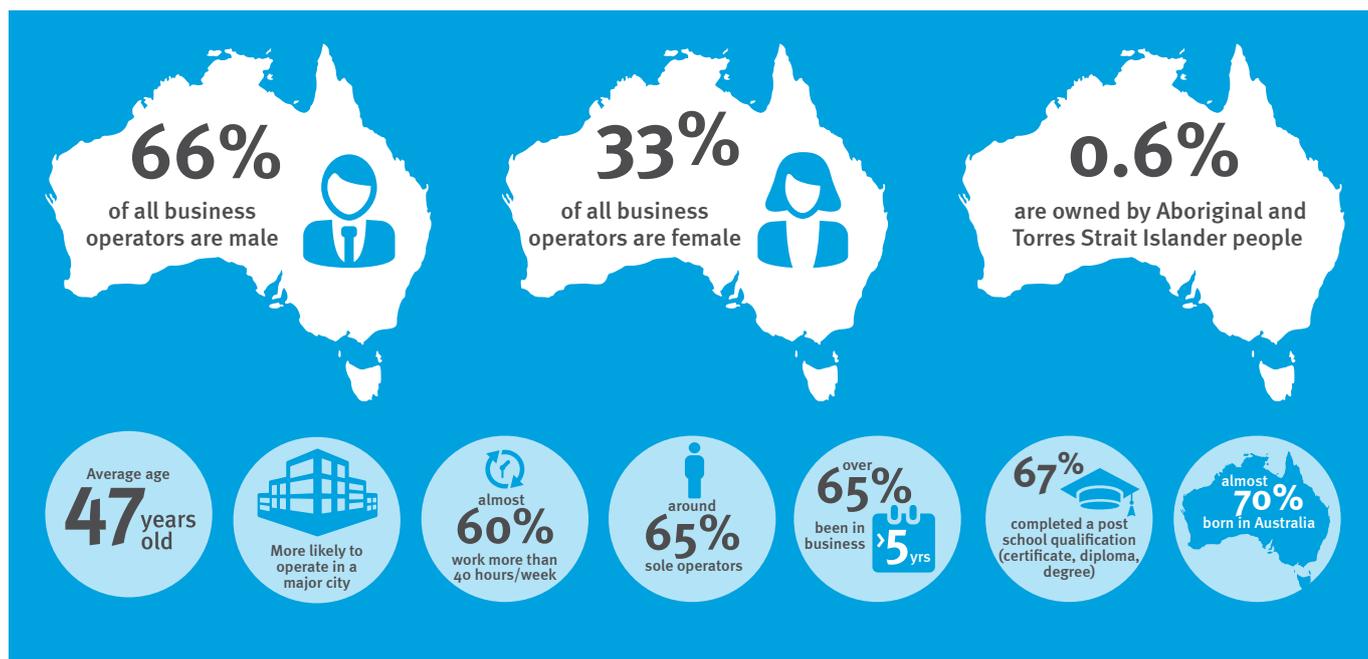
We want to encourage more women entrepreneurs:



We want to encourage growth in Aboriginal and Torres Strait Islander entrepreneurs:



The characteristics of an Australian small business owner¹²:





Drivers for a small business strategy

Small business owners are often time poor, low adopters of technology and may be unsure where to access 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:



Not all small businesses work their way around the wheel in a sequential fashion. Some may move from starting to growing and others from starting to selling.

There is an opportunity to improve the small business landscape by helping people bring their ideas forward and turn them into businesses, helping young firms with high growth aspirations to be sustainable and achieve that growth, and assisting businesses that are facing tough challenges to increase their resilience and likelihood of success.

Small businesses in Queensland can flourish in an environment that supports a better start, helps them be sustainable through the first four years, and facilitates high growth and employment. Such an environment can result in a lower attrition rate, an increasing number of high growth businesses, increased employment and higher productivity.

Many small businesses face competition from businesses across the world, through low-capital intensive e-commerce models. Through working smarter and linking businesses with high growth aspirations to export pathways such as e-commerce marketplaces, Queensland small businesses can be in a stronger position to respond to competition and grow into globally competitive businesses.



A vision for Queensland small business

By creating an environment for small businesses to start, grow and employ, Queensland's small business landscape could look different by 2020:

- more small businesses opening with a business plan for success
- business attrition rates in Queensland are one of the lowest in the country
- greater business survival via improved skills enabling smarter, more nimble decision making
- stronger growth and sustainability providing more jobs
- continued growth in medium-size businesses as this segment of the sector expands
- more small businesses are globally connected, through e-commerce, export and use of foreign investment and venture capital
- business owners have greater work life balance by working smarter
- small businesses are a strong contributor to regional economies
- Queensland Government red tape continues to be streamlined to reduce the compliance burden
- greater engagement with small businesses by the Queensland Government including improved levels of customer satisfaction and a greater return on investment by key agencies.

Strategic approach

We can achieve this vision through implementation of a strategy that is focused on three core themes:

1. **Advocate** for small business
2. **Enable**, by making it easier for small business to do business and engage with government
3. **Empower** businesses to drive innovation, growth and employment.

To **Advocate** is to provide a voice for Queensland small business, providing an interface between all three levels of government, and researching and addressing small business and red tape issues. The Advocate program could include initiatives such as:

- › Appointment of a Small Business Advocate to provide a voice for Queensland's small businesses and act as the primary interface with the Federal Government.
- › Facilitating partnerships across all levels of government and with key stakeholders to encourage greater collaboration, knowledge sharing and joint delivery of programs.
- › Creating a knowledge and data hub to research key issues impacting on Queensland small businesses and draw on targeted research and publications across government.
- › Implementing initiatives to reduce red tape and make government compliance easier for small business.

To **Enable** connections between the government and business, as well as foster collaboration and information sharing across government agencies delivering small business programs. The Enable program could include initiatives such as:

- › Increased engagement with regional stakeholders and a coordinated approach in the delivery of programs and services to small businesses in regional areas.
- › Enhancement of the Queensland Government's Business and Industry Portal to ensure it continues to be customer focused, responsive and easy to use, and promoting the service to the wider business community.
- › Facilitating targeted interactions between businesses and government, whether it's a small, medium or large business.
- › Establishing a central hub to encourage collaboration and streamlining of programs, information and service delivery across the Queensland Government.

To **Empower** small business through drive innovation, business creation, sustainability and growth. The Empower program could include:

- › Encouraging more small businesses to adopt digital technologies and solutions to improve existing products and services as well as increase their online presence.
- › Encouraging small businesses to be more innovative with their processes, business model, products and services.
- › Encouraging our Entrepreneurs of Tomorrow to turn their ideas into a business and provide targeted information to women and Aboriginal and Torres Strait Islander entrepreneurs on starting and growing their businesses.
- › Expanding the Mentoring for Growth program to see more mentoring sessions delivered and greater representation of women, migrant and Aboriginal and Torres Strait Islander business owners on mentor panels.
- › Delivering programs to help new businesses survive their first five years and through times of adversity.
- › Delivering programs to provide targeted assistance for businesses with high growth aspirations.
- › Assist more small businesses to go international.
- › Providing advice on how to pursue opportunities to supply to major projects in Queensland, such as the Gold Coast 2018 Commonwealth Games, and pursue government procurement.



Have your say

You are invited to provide a submission on the questions listed below via the online survey on Get Involved.

Are you providing feedback as an:

- | | |
|--|---|
| <input type="checkbox"/> Individual | <input type="checkbox"/> Industry Group, Body or Association |
| <input type="checkbox"/> Small Business | <input type="checkbox"/> Business Group, Chamber or Association |
| <input type="checkbox"/> Government Agency (Federal, State or Local) | <input type="checkbox"/> Other Organisation |

1. Do you support the proposed direction for a new small business strategy for Queensland?

a. If not, please provide suggestions on a new direction.

2. Do you support the proposed vision for Queensland small business?

a. If not, please suggest a new or modified vision.

3. How can the Queensland Government make a difference through Advocacy?

a. Please provide your feedback or support on the suggested programs and/or suggest other programs for consideration.

4. How can the Queensland Government make it easier for small businesses to do business and engage with Government?

a. Please provide your feedback or support on the suggested programs and/or suggest other programs for consideration.

5. What services can the Queensland Government deliver and/or support to encourage the creation of new businesses and help businesses to be sustainable and grow?

a. Please provide your feedback or support on the suggested programs and/or suggest other programs for consideration.

6. From the following list, please rank the top 5 things the Queensland Government can do to make it easier for small businesses to start, grow and employ?

Assist businesses be more innovative

- Assist businesses to identify and use digital technologies
- Assist budding entrepreneurs to turn their idea into a business
- Assist businesses to adapt their business model to meet market demand or challenges
- Reduce or streamline red tape, making it easier for small businesses to comply with government regulations
- Deliver more business information and services online
- Deliver more business programs in regional Queensland
- Support small businesses to export or attract investment
- Provide businesses with the tools to grow and prosper
- Assist women to start and grow their business
- Assist Aboriginal and Torres Strait Islander people to start and grow their business
- Support businesses to survive their first five years
- Help businesses to pursue government procurement
- Help businesses to pursue opportunities related to the 2018 Commonwealth Games and other major projects
- Provide a voice for Queensland small businesses at a national level
- Better coordination of government services and programs
- Research issues impacting on small businesses and implement a plan to address them

7. What do you see is your role in the new small business strategy and how could you be involved in the development or delivery of initiatives?

8. Do you have any suggestions on how success of the new small business strategy could be measured?

9. Is there any other feedback you would like to provide?

The online survey will be available on Get Involved from 18 April to 2 May 2016.

www.getinvolved.qld.gov.au

If you would prefer to make a written submission addressing the above questions, please forward your submission to smallbusiness@dtesb.qld.gov.au before 3 May 2016.

Get involved

Endnotes

- 1 8165.0 Counts of Australian businesses, Australian Bureau Statistics, February 2016
- 2 Small Business Data Card, Australian Government Treasury, December 2014
- 3 8165.0 Counts of Australian businesses, Australian Bureau Statistics, February 2016
- 4 8165.0 Counts of Australian businesses, Australian Bureau Statistics, February 2016
- 5 8166.0 DO001 Summary of IT Use and Innovation in Australian Business, 2013-14, June 2015
- 6 E-Business Report, Sensis, 2015
- 7 8166.0 DO002 Summary of IT Use and Innovation in Australian Business, 2013-14, June 2015
- 8 Profile of Australian Women in Business, Office for Women, Australian Government, 2015
- 9 8175.0 Counts of Australian business operators, October 2013
- 10 Success factors for Indigenous entrepreneurs and community-based enterprises, Resource Sheet No. 30, produced for Closing the Gap Clearinghouse, Australian Government, 2014
- 11 Defining the Australian Aboriginal Business, Centre for Entrepreneurial Management & Innovation, November 2013
- 12 8175.0 Counts of Australian business operators, October 2013



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Business Queensland



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