

Small Business Friendly Councils (SBFC)

October 2019



- ▶ **Small businesses** make a valuable contribution to the NSW economy and are a **key driver of economic growth, innovation** and **regional development** across the state.



- ▶ **Local government has a key role in ensuring a friendly and supportive environment** for small businesses to start and grow in their communities.

The NSW Small Business Commission (NSWSBC) has developed the **Small Business Friendly Councils (SBFC)** program to partner with NSW Councils and provide them with information, initiatives and resources to support their local businesses to start and grow. SBFC identifies emerging issues or barriers for small businesses and provides solutions to help make it easier for businesses to thrive in NSW. SBFC resources and initiatives are open to all Councils in NSW, free of charge.

We're collaborating with Councils on a range of exciting initiatives including:

- ▶ Making Business Easier by partnering with Service NSW to deliver free, personalised support to for small business owners looking to start or grow a café, restaurant, small bar, or housing construction business
- ▶ sharing case studies showcasing successful Council initiatives supporting small business
- ▶ developing fact sheets and resources for Councils and their small businesses
- ▶ creating reference groups to share information and collaborate on solutions to common issues
- ▶ running conferences, webinars and workshops for Councils providing practical advice from industry experts, training opportunities, sharing knowledge and workshopping solutions



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An integral part of SBFC is the NSW Government's **Making Business Easier** initiative, providing Councils with a digital platform and state-wide policy solutions reducing red tape and paperwork. Not only does it enable small businesses to access streamlined and faster application processes, it provides Councils with lodgement-ready applications which can result in significant efficiency gains.

NSWSBC has played a key role in making it easier for businesses and Councils across the state.

Current streams of work which are Making Business Easier are:

- ▶ **Local Procurement Toolkit:** making it easier for local small businesses to be procurement ready and win new work with their local Council. The toolkit has guides, templates and resources for both Councils and small businesses.
- ▶ **Agritourism Pilot:** making it easier for farmers in NSW to start and run an agritourism business.
- ▶ **Emergency Management Recovery Toolkit:** building small business resilience by providing:
 - Recovery Guide to manage disaster or disruption
 - Business Continuity Plan Template to prepare for disruption
 - Guide on Insurance Claims for small business after disruption
- ▶ **Home businesses:** online resource and checklist for small businesses on how to start and run a home-based business. Factsheet for Councils on how to start a home business.
- ▶ **Outdoor Dining:** making it easier for cafes and restaurants to offer outdoor dining on the footpath. Using a digital platform, business concierge support and a self-assessment model, outdoor dining is now approved in 2 business days instead of up to six months (only in participating LGAs).
- ▶ **Visual Merchandising upskilling:** A guide and e-learning module for Councils to share with local retailers to enhance the presentation of their products to entice customers and maximise sales.

For more information:



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