

Small Business Friendly Program

Sunshine Coast Council charter performance report 2021/22



Organisation details

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Report details

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Charter performance

Element 1: Actively communicate and engage with small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
1. Actively engage and be mindful of small businesses, their issues and priorities when making decisions.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
2. Communicate clearly in a timely manner both formally and informally. (e.g., working at all levels to exceed your customers' expectations)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
3. Engage with statewide partners where appropriate on matters affecting small businesses.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
4. Publish clear service standards stating what small businesses can expect from us. (e.g., in service charter, economic strategy, annual plan, etc.)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Sunshine Coast Council has a strong engagement program with business and industry across the region and continues to seek feedback and market intelligence from the business community to help inform Council of current and future trends, challenges and opportunities.
- Council has a set of values that permeate throughout the organisation including Respect for each other, Being our best, Working as one team, High standards, and Service Excellence. In addition, the Economic Development Branch has a customer service charter that outlines our approach to servicing the business community.
- Council regularly meets with a range of State and Federal Government departments and agencies to advocate for and grow business and industry on the Sunshine Coast.
- Council has a range of business databases and networks that are used to communicate effectively with the business community including a fortnightly e-newsletter which is distributed to more than 2,700 people.
- The Sunshine Coast Regional Economic Development Strategy 2013 – 2033 outlines the vision to grow the economy over a 20-year period. In addition, the REDS Implementation Plan 2019 – 2023 provides a detailed overview of the key actions and outcomes for the current period.

Element 2: Raise the profile and capability of small business

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
5. Publicly recognise and value the importance of small businesses to our community and local economy.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
6. Encourage campaigns to promote small business and local spending. (e.g., buy local)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
7. Help small businesses develop networks, access education, and increase their capabilities.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
8. Assist small businesses to access government, business and industry programs and resources.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation this element:

Local Business Support Program

The Local Business Support Program delivered tailored and specialist advice to 613 businesses and organisation across the region. There were 41 events delivered in support of the REDS involving 3,393 participants.

Thriving Through Change Business Resilience Expo

- More than 400 people attended a free Thriving Through Change Business Resilience and Growth Expo on 28 October 2021. The event connected them to the many business tools and resources available to support them during disruptions such as COVID-19, weather events, environmental impacts, cyber-attacks, or construction and road upgrades.

Jobs Fair

- Council partnered with the Australian Government to host two Jobs Fairs which attracted 845 job seekers, and more than 50 local employers offering 900 jobs.

Small Business Friendly Program

- Council has signed the charter which recognises local governments and organisations that actively support small businesses in their community.

Buy Local Sunshine Coast

- Four campaigns delivered which called on the region's community to support local businesses through the message: Money spent locally is money well spent and directly supports local families, jobs and economy.
- Two Buy Local Win Local competitions between September and December 2021 received 5,594 entries which captured \$543,768 of spend locally.

Build a Better Business Program

- TAFE Queensland mentors supported business owners to create a focused business action plan that includes a finance plan, marketing plan, and implementation plan.
- Council has supported more than 140 businesses through this program. Successful participants receive a Certificate IV in Entrepreneurship and New Business.

Gap Year Sunshine Coast

- Implemented in partnership with the Queensland Government and Visit Sunshine Coast to attract more workers to the region to take up vacant hospitality and tourism jobs.

Migrant Business Ready Program

The Migrant Business Ready Program offered scholarships to eight local migrants and is designed to give a helping hand to people looking to develop and grow their small business. The participants are taken through six business ready workshops and two personal coaching sessions to connect with the Sunshine Coast business community.

Meet the Makers 2022

- Sunshine Coast, Noosa, Moreton Bay and Gympie products and produce showcased to more than 400 local, state and national buyers, supporters and stakeholders.
- 220 buyers and 97 exhibitors, including 50 Sunshine Coast Food and Agribusiness Network members (up from 35 in 2019).

Craft Brewery Best Practice Tour

- 19 local brewing representatives attended the tour to Brisbane's XXXX Brewery. The tour explored world class best practices across business components, such as sustainability, safety practices, automation and high-speed packaging operations.

ASPIRE - business to business circular economy platform

- 144 businesses registered
- 383.49t diverted from landfill
- 234.03t embedded carbon savings
- \$82,096 revenue saved (2021-2022).

Advanced Manufacturing Best Practice Tour

- 20 manufacturers attended workshops and tours of two Brisbane facilities: Australian Robotics for Manufacturing to discuss robotics integration into regional manufacturing business, and the Urban Art Projects facility for insights about robotics and multiple design/tool methods.

Manufacturing Excellence Forum

- The industry group hosted 13 learning and networking events to more than 1000 attendees.
- 30 workshop groups and 40 guest speakers/panellists.
- 25 jobs filled for members
- 5 members received more than \$500,000 in government grants.

Turbine project support

- Funding arrangements are being negotiated and finalised.
- Stage one is due to begin in the first quarter of 2023.
- The project is estimated to create 580 local jobs, 161 construction jobs, \$300 million revenue, and \$134 million in exports.

SunRamp Health Tech Accelerator program

- 12 businesses participated in the program's second cohort. The program, a subsidiary of the proven US program UpRamp, leverages the international broadband submarine cable and is funded by Council and the Advance Queensland.

Export capability program

- Delivered four Intellectual Property Law and Trademarks workshops to 30 registered attendees and two e-Commerce workshops to 24 registered attendees
- Presented two market briefings on Japan (40 registered attendees) and South Korea (45 registered attendees) as potential key export markets delivered by the Brisbane based Consul-Generals, TIQ Commissioners in each country, local exporters and bi-lateral Chamber partners.
- Two industry specific export development programs delivered in partnership with the Food and Agribusiness Network and Export Connect to 13 registered local businesses.

Industry events

- Four Business Breakfasts: Collaboration is the future, Human capital, Thriving through change, Tech futures.

Increasing Industry Collaboration

- Supported, funded and drove the successful growth of key industry groups and associated initiatives – Food and Agribusiness Network (FAN), Manufacturing Excellence Forum SC (MEFSC), Cleantech Industries Sunshine Coast (CISC), Sunshine Coast Tech Industry Alliance (SCTechIA), Sunshine Coast Screen Collective, Sunshine Coast Events Industry, Visit Sunshine Coast (VSC), and Study Sunshine Coast (SSC).
- Sunshine Coast Tech Industry Alliance (SCTechIA) and NEXTDC SC1 Data Centre launched.
- Six Future Industries videos developed to showcase our region’s growing tech capability, infrastructure, ecosystem and talent. They are used across multiple council and SCTechIA digital channels targeting local, national and international audiences.

Element 3: Promote and showcase small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
9. Encourage and promote small business engagement via marketing and communication channels (e.g., engaging with local small businesses, collaborating with local chambers of commerce, industry groups etc.).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
10. Create awareness by promoting the Small Business Friendly (SBF) program (e.g., using the SBF identifier online, in marketing collateral and in communication materials).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
11. Sharing successes, ideas and learnings with Small Business Friendly members and other stakeholders.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
12. Allow the Queensland Small Business Commissioner to promote our Small Business Friendly activities and achievements.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

Local Business Champions

- Eight businesses showcased in the ongoing Local Business Champions series, focused on: Locals supporting locals.

Business Awards

- 850 business leaders attended the 2021 Sunshine Coast Business Awards Gala Dinner. Council is a major sponsor of the event which promotes regional excellence.

Sunshine Coast Innovation Day eBook

- Showcases innovative digital solutions, products and services that would provide larger businesses, corporations and institutions with operational improvements. The eBook supports local innovation and connections to potential buyers globally.

Chambers of Commerce and Industry Groups

- Supported Chambers of Commerce and Industry Groups through a range of promotional and support initiatives including Community Grants Program, participation in Small Business

Friendly Program Charter signing, connectivity to resources and opportunities and information dissemination.

Element 4: Develop and promote place-based programs for small business

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
13. Identify, develop, promote and deliver at least two existing or new place-based programs to support businesses to start, grow and become more resilient	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

Place Activation Program

- Council worked with key industry groups in Mooloolaba, Caloundra and Coolum to deliver events, activities and campaigns including Caloundra Beachfest activations, the Hot Weekend in Mooloolaba, and Spring into Spring events in Peregrian Springs.
- More than 15,000 people attended events and programs supported and leveraged by the Place Activation Program
- Consumer spending in our region for the last financial year ending June 2022 is up 10% delivering 5.35% annualised growth with all areas showing growth in consumer spending compared to Covid impacted financial year ending June 2020.

Element 5: Simplify administration and regulation for small business (red tape reduction)

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
14. Limit unnecessary administration and take steps to ensure continuous business improvement.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
15. Make it easier for small businesses to comply with administrative and/or regulatory requirements.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
16. Administer requirements in a consistent manner in collaboration with key stakeholders.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
17. Regularly review and streamline administrative and/or regulatory arrangements to reduce red tape. (e.g., digitisation projects, process improvement)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
18. Maintain a simple, timely and cost-effective internal review and complaints management system. (e.g., actioning feedback, reviewing practices)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Sunshine Coast Council is focussed on continuous improvement and innovation and the Economic Development branch continues to work with relevant branches across the organisation to ensure support for business is front of mind.

- Council's Permits team regularly undertake system and process reviews to ensure the best result for the organisation and the community.
- Council's Development Services team provided relevant and timely advice and information to the community.

Element 6: Ensure fair procurement and prompt payment terms for small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
19. Implement a procurement policy that gives small businesses a 'fair go' to supply goods and services.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
20. Help small businesses find local procurement opportunities and make tendering quick and easy.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
21. Pay all valid invoices from small business suppliers within a stated reasonable period. (e.g., 20 calendar days from receipt of invoice)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Sunshine Coast Council's Procurement Policy includes requirements for ensuring local businesses are considered as a priority and a 20% weighting is applied for local businesses as part of the Tender process.
- Council delivers an annual Supplier Briefing which connects and informs local businesses about the upcoming capital works and procurement contracts for the coming financial year.
- Council endeavours to pay all invoices within the terms outlined and during COVID-19 paid all invoices within 7-days to ensure money could continue to flow quickly into the economy.

Element 7: Support small business resilience and recovery

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
22. With support from statewide partners, deliver short, medium, and long-term activities to support small business recovery and resilience following significant business disruption and disasters.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
23. Implement policies and practices for managing business disruption (e.g., supporting and working with small businesses to minimise disruption during capital works projects, transformational change etc).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Council has facilitated several workshops as part of the development of a Risk Resilience Plan which will provide guidance on how the region can prepare and respond to major weather events and climate change

- Council facilitates Economic Recovery meetings and initiatives in collaboration with local industry representatives and relevant local, state, and federal government agencies following major weather events and the impacts of climate change
- More than 400 people attended a free Thriving Through Change Business Resilience and Growth Expo on 28 October 2021. The event connected them to the many business tools and resources available to support them during disruptions such as COVID-19, weather events, environmental impacts, cyber-attacks, or construction and road upgrades.

Element 8: Measure and report on our performance

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
24. Seek regular feedback from small businesses to help drive continuous business improvement. (e.g., surveys, engagements, councillor walks etc.)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
25. Monitor our performance against this charter and ensure we are meeting our commitments.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved
26. Publish a report about our performance in relation to this charter within six months of signing the Charter and once every financial year thereafter.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input checked="" type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Sunshine Coast Council continues to seek feedback and input from local businesses, Chambers of Commerce, and Industry Groups to help inform the programming and support provided by Council and understand key challenges and opportunities.
- Sunshine Coast Council was the first local government in Australia to develop and implement the 'Business Walks' program which is an opportunity for the Economic Development team and the relevant Divisional Councillor to meet with local business owners in identified localities or precincts. Four Business Walks were conducted during the year which assisted in gathering valuable market intelligence and support for local businesses.
- Sunshine Coast Council promotes and distributes the CCIQ Pulse Survey to ensure Sunshine Coast businesses contribute to the data gathering and advocacy facilitated by CCIQ.
- Sunshine Coast Council supports the Small Business Friendly Program and demonstrates the good will and outcomes identified within the intent of the Charter.
- Sunshine Coast Council Regional Economic Development Strategy Implementation Plan Annual Report for 2021/22 will completed and uploaded in September.

Showcase opportunities

Small business friendly activities or achievements that could be added to the SBF showcase:

- Thriving Through Change Business Resilience Expo which is held annually

Additional information

Additional supporting information for this report:

- Sunshine Coast Council Regional Economic Development Strategy Implementation Plan Annual Report for 2021/22 will completed and uploaded in September.