

# South Australia's Small Business Strategy 2023-2030





## Acknowledgement of Country

The Government of South Australia acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as the traditional owners and occupants of South Australian land and waters.

Artist: Jordan Lovegrove



**Government of  
South Australia**

# Message from the Minister



## Welcome to South Australia's Small Business Strategy 2023-2030

Having started a business of my own and built it from the ground up, I understand that success is vision, creativity, talent, and the persistence of owners and employees working together.

I understand the challenges, the long hours and the sheer hard work that it takes to build a thriving enterprise. We do it because running a small business can be exceptionally rewarding.

As the Minister for Small and Family Business, my job now is to help you to get on with business.

The South Australian Government launched the Office for Small and Family Business (OSFB) in 2022 as a new 'front door' for small business to access relevant government information, services, and tailored assistance.

One of our primary commitments was to develop a Small Business Strategy for South Australia.

Informed by one of the largest engagement exercises ever undertaken by government with the business community, we partnered with industry associations, chambers of commerce, Regional Development Australia, and councils to connect with businesses right across South Australia, in roundtables and one-on-one meetings. We also had more than 1,000 small business owners respond to a state-wide online survey.

We conducted this engagement through the lens of six themes of significance, and we will take action to address them with **20 initiatives** designed to help small and family businesses.

South Australia's Small Business Strategy 2023-2030 will guide the government's policies and programs to support and empower small businesses to 2030.

The world is changing, so this strategy is flexible to ensure we both deliver against our objectives and respond to new challenges as they emerge.

Ultimately, this strategy is designed to help create jobs, build our economy, and – most importantly – future-proof small businesses so you continue to be the foundation of our community.

A handwritten signature in black ink that reads "A. Michaels".

**Hon. Andrea Michaels MP**  
*Minister for Small and Family Business*

# South Australia's economic engine room

Generating more than \$49 billion during 2021-22, small businesses are the lifeblood of our community, creating jobs and supporting workers, suppliers and families across South Australia.

Every day, around 150,000 small businesses and their 300,000 staff deliver products and services throughout South Australia, the nation and the world. They invent and innovate; take risks and adapt; and are a binding force for our local community.

The profile of South Australia's small businesses reflects the evolving nature and diversity of our state.

The number of businesses owned by women has grown by more than the national average in recent years, small businesses are strongly represented in regional areas, and more than a quarter are owned and operated by our flourishing migrant population.

Social enterprises are an important contributor to South Australia's health, welfare, environment and economy. These small businesses can unlock unique economic and social value.

Family businesses can experience unique challenges relating to succession planning, implementation of structures and systems, and conflicts within the family. Strengthening capability in these areas will also assist family businesses to grow and succeed.



**150,000**  
**(98%)**

There are approximately 150,000 small businesses (0-19 full time employees), representing 98% of all business registrations in South Australia.<sup>1</sup>



**300,000**  
**(40%)**

More than 300,000 people are employed by small businesses, representing almost 40% of the total South Australian workforce.<sup>2</sup>



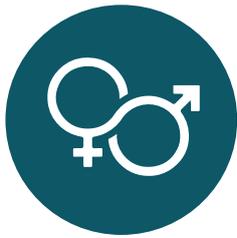
**\$49bn**  
**(38%)**

South Australia's small businesses contributed \$49 billion to the economy in 2021-2022, which equates to 38% of GSP.<sup>3</sup>



**851**

According to a recent report commissioned by Social Enterprise Australia, there are 851 social enterprises in South Australia alone, employing 14,590 people and contributing \$1.5 billion to the economy annually.<sup>4</sup>



**40%/60%**

40% of business owners in SA are female, and 60% are male.<sup>7</sup>

The number of female-owned businesses in South Australia grew more than the national average in 2019-20.



**27%**

27% of South Australia's small business owners were born overseas.<sup>8</sup>



**55.1%**

South Australia has the second highest survival rate for small businesses in Australia. Of the small businesses that entered the market in 2016-17 or 2017-18, 55.1% were still in business in 2020-21, higher than the national rate of 51.9%.<sup>9</sup>



**69%/31%**

69% of South Australia's small businesses (100,900) are metropolitan based, while 31% (44,750) are in regional areas.<sup>5</sup>

## South Australia's top small business industries<sup>6</sup>



**16.6%**

Construction



**12.5%**

Rental, hiring and real estate services



**11.0%**

Agriculture, forestry and fisheries



**10.4%**

Professional, scientific and technical services



**9.8%**

Retail trade, accommodation and food services

<sup>1</sup> ABS Counts of Australian Businesses, including Entries and Exits and the Department for Industry, Innovation and Science

<sup>2</sup> ABS Counts of Australian Businesses, including Entries and Exits, ABS Australian Industry, ABS Labour Force Survey, the Department of the Premier and Cabinet, and the Department for Industry, Innovation and Science

<sup>3</sup> ABS State Accounts, the Department of the Premier and Cabinet, and the Department for Industry, Innovation and Science

<sup>4</sup> [socialenterpriseaustralia.org.au](http://socialenterpriseaustralia.org.au)

<sup>5</sup> ABS Counts of Australian Businesses, including Entries and Exits, and the Department for Industry, Innovation and Science

<sup>6</sup> ABS Counts of Australian Businesses, including Entries and Exits, and the Department for Industry, Innovation and Science

<sup>7</sup> ABS Jobs In Australia, and the Department for Industry, Innovation and Science

<sup>8</sup> ABS Census

<sup>9</sup> ABS Counts of Australian Businesses, including Entries and Exits and the Department for Industry, Innovation and Science

# Our strategic objectives

South Australia's Small Business Strategy 2023-2030 is designed to support small businesses to adapt, grow and succeed, now and into the future.

Many of South Australia's small and family businesses have faced unprecedented challenges during the first three years of this decade. The COVID-19 pandemic, rising energy costs and interest rates, natural disasters and the impact of climate change, as well as the ongoing battle to attract and retain workers, have made it tough for small businesses.

We also acknowledge that South Australia's economy will grow through identifying and developing opportunities that improve our global competitiveness and help to create a persuasive value proposition for the state.

There remains an important need for South Australian businesses to recognise, and to be ready take advantage of, new opportunities as they are presented, particularly as we move towards a net zero future and as our world becomes increasingly connected and digitalised.

Under this Small Business Strategy 2023-2030, we will work with small and family businesses to support them to navigate their way through an increasingly complex economy.

Helping small businesses to build strong foundations to take advantage of new opportunities will ensure we have a productive small business sector.

The strategy and the initiatives are focused on the next three years. However, we will continue to develop further initiatives in future years until 2030.

The strategy has been developed and guided by four objectives:

- ▶ To increase the skills, capability and capacity of small business owners and their workforces to build sustainability and to take up new business opportunities.
- ▶ To drive jobs growth within small businesses.
- ▶ To provide small businesses with easier access to South Australian Government services, supports and programs.
- ▶ To help diversify the sector by supporting regional businesses and specific target groups, including First Nations people, women, business owners living with disability, and culturally and linguistically diverse (CALD) business owners.

# The voice of small business in South Australia

This strategy has been informed by input from more than 1,000 small business owners and industry representatives across South Australia.

During September and October 2022, the newly formed Office for Small and Family Business undertook significant engagement to better understand the needs of South Australia's small businesses.

This engagement included roundtable discussions, one-on-one in-depth conversations, and an online survey that was open to all South Australian small businesses.

**We asked businesses and industry questions such as:**

- ▶ What motivates you?
- ▶ What are the opportunities and challenges you face?
- ▶ What services and assistance do you need from government to succeed?



**Roundtable conversations**

- ▶ Covering 15 metropolitan and regional areas
- ▶ With representation from 15+ industry sectors



**In-depth interviews with key industry stakeholders**



**Survey respondents**

- ▶ 52% women / 48% men
- ▶ 60% employ 1-5 employees
- ▶ Survey responses from more than 20 industry sectors
- ▶ >40% have been in business for more than 10 years
- ▶ 17% of respondents were born outside of Australia

**A summary report from the engagement is available here** <https://business.sa.gov.au/strategy>

This extensive engagement process was guided by six emerging themes of significance for small business.

# Theme 1: Strengthening business capability

Research indicates the main reason for business failure in Australia is financial and business mismanagement.<sup>10</sup> Many Australian small businesses fail because they do not implement basic management principles such as financial management, strategic planning or investing in marketing.

Small business owners that actively build capability and confidence to manage cashflow, access capital, and attract and retain quality employees are more likely to survive and grow.

## What small businesses told us

Twenty per cent of South Australian small businesses are in a growth phase, while approximately one-third identify as being in survival phase. Small businesses are facing a variety of challenges restricting their ability to grow and increase profitability:

- ▶ Small business owners lack the time and/or resources to seek, understand and act on information that relates to strategy or growing their business.
- ▶ More than half of the businesses surveyed said that cashflow was the main constraint to business growth.

- ▶ More than a third of businesses indicated that access to capital limits business operations and performance.
- ▶ Many business owners indicated the need for an advisory function, such as a mentor, a coach or even a formal advisory board.
- ▶ Most small businesses say they are unlikely to consider exporting as a road to growth due to time, costs and risks associated with extra competition.
- ▶ Greater support for social enterprises, including increased recognition of the important work they do and helping open doors across government.

Small business owners indicated a preference for support that recognised the value of trusted face-to-face contact and networks.

## What we're doing

- ▶ Small Business Fundamentals Program (page 21)
- ▶ Annual Small Business Week (page 21)
- ▶ Dedicated Small Business Support Officers (page 23)
- ▶ Support for regional chambers of commerce (page 24)

<sup>10</sup> <https://www.pc.gov.au/research/supporting/business-failure/bfacaap.pdf>



"As a small business, it is difficult to be competent in all aspects of running a business. You have to learn to be competent in all of them."

**Gregory Bickford,**  
Antiques Down Under Productions

# Theme 2: Building skills and workforce

Being an employer of choice is important for businesses to attract and retain staff, and a readily available workforce with the right mix of skills is essential for any business looking to grow and compete.

Small business owners also have important industrial obligations to their employees, such as ensuring compliance with rates of pay, conditions and workplace safety requirements.

South Australian small businesses can take advantage of a range of existing support services to help improve the skills of their workforce and to ensure obligations are met. This includes advisory services, online resources, subsidised vocational training courses, support to employ an inclusive and diverse workforce and to engage an apprentice or trainee.

The South Australian Government is committed to supporting and strengthening TAFE SA as the public provider of vocational education and training. A 10-year roadmap for the future of TAFE SA has been developed, focusing on becoming a leader in quality training and upskilling for all South Australians, responding to current and emerging industry, business and community needs across the state.

The Office for Small and Family Business is also working with Skills SA and Australian Government agencies to ensure small businesses can access foundation skills programs, including literacy, numeracy, digital literacy and employability skills to support workers.

## What small businesses told us

- ▶ Attracting and retaining staff is one of the biggest challenges faced by small businesses across all industries and is impacting businesses' ability to grow and compete. Small businesses in regional areas are particularly affected, with limited recruitment pools and training options, lack of accommodation, and limited access to childcare and transport services.
  - ▶ Skilled migration is a major lever that the South Australian Government can use to address workforce shortages to support small businesses, including those in the regions, to access the workers they need to grow their businesses and to take advantage of the state's economic opportunities.
  - ▶ There is action underway across government to address these broader issues, including within the South Australian Government's *A Better Housing Future* plan. This includes the newly formed Office for Regional Housing, which will provide more new houses in regions and greater support for communities to pursue housing projects that meet their needs.
- ▶ Small businesses reported that they often need employees with a broad range of general skills, alongside industry-specific skills in sectors such as tourism and hospitality. The need for 'employability skills' such as adaptability, problem solving and communication were also highlighted.
- ▶ Attitudes and expectations of workers have changed in a way that is placing higher demands and expectations on employers. These challenges, alongside the increasing pressures of running a small business, are having an impact on the mental health of business owners and staff.

## What we're doing

- ▶ Small Business Fundamentals Program (page 21)
- ▶ Mental Health and Wellbeing Program (page 21)
- ▶ Workforce Planning and Development Toolkit (page 23)
- ▶ South Australian Skills Plan (page 23)
- ▶ Connect small businesses to skills programs (page 23)

“The food industry, including baking, needs promoting as a worthwhile career as it has a future with many career options.”

Sharon Sutton,  
Kytons Bakery Australia



# Theme 3: Navigating the digital environment

The digital environment includes both outward-facing technology such as websites, social media and e-commerce applications, as well as inward-facing technologies like cloud software, customer relationship management systems and business management systems.

Research shows that digitally engaged businesses are more successful, with higher revenue, productivity, growth and customer engagement. However, while the opportunities that arise from digital engagement are rapidly growing, so too are the threats of cyber attacks. Reports of cybercrime affecting small businesses in Australia are increasing, with each impacted small business suffering an average loss of nearly \$40,000 in 2021-22.<sup>11</sup>

## What small businesses told us

- ▶ One in three small businesses store their financial and administrative information digitally.
- ▶ Many small businesses would like to improve their digital literacy but are constrained by time and resources.
- ▶ Most businesses are not pursuing digital solutions due to their low digital literacy and perceptions of cost.
- ▶ While 70 per cent of South Australian small businesses understand the risks associated with cyber security, less than one third would know what to do if subjected to a cyber attack. Many small businesses do not see themselves as 'worthwhile' targets for cyber criminals.

Small businesses told us they want support and advice from trusted, neutral parties, and the South Australian Government is expected to play a role in delivering this.

## What we're doing

- ▶ Small Business Fundamentals Program (page 21)
- ▶ Small Business Digital Capability Program (page 21)

<sup>11</sup> <https://www.cyber.gov.au/sites/default/files/2022-11/ACSC-Annual-Cyber-Threat-Report-2022.pdf>



"If you're a sole trader,  
there's no helpdesk, no  
infrastructure or resources.  
We just muddle through."

Michelle Hendry,  
Conveyancing Matters

# Theme 4: Boosting business sustainability

Businesses that consider their impact on the environment and take action to address climate risks will be better prepared for the future and more able to secure existing markets, attract new customers, and attract and retain employees.

Banks and other finance providers are increasingly looking to transition their lending and investment portfolios by financing businesses with lower emissions.<sup>12</sup> Many large businesses around the world are setting targets to reduce emissions, which will require small businesses in their supply chains to be actively monitoring and addressing their carbon footprint, alongside other social impacts such as employee welfare.

As our climate changes, extreme weather-related events are predicted to become more frequent and severe. Improving business continuity planning and preparedness for disasters and other business disruptions will reduce both business losses and costs to the South Australian economy.

Succession planning is closely linked to preparing for disasters. As many as one in seven Australian businesses have never discussed succession planning, while many wait for a crisis or for the departure of key staff before considering these issues.<sup>13</sup> Succession planning can help small business owners to ensure their businesses have a long term future.

## What small businesses told us

There is increasing awareness of the need to be more environmentally and socially conscious. In fact, almost a third of small businesses say they are actively addressing environmental or social issues. However, many small businesses are uncertain about the subject of 'environmental sustainability'.

When thinking about broader issues of business sustainability and continuity, most South Australian small businesses are not addressing these opportunities either. Only 38 per cent of survey respondents indicated their businesses have, or are working on, a continuity plan in the event of a natural or other disaster.

To tackle these challenges, small business owners told us they would like:

- Easy-to-use tools and resources, such as checklists and planning tools
- Assistance in addressing the different areas of business sustainability, including emergency management (bushfires, floods etc.), succession planning (staff exits, family business succession), and business operations (staff sickness, technology failure etc.).

## What we're doing

- Small Business Fundamentals Program (page 21)
- Small Business Sustainability Support Program (page 22)

<sup>12</sup> <https://www.mckinsey.com/industries/financial-services/our-insights/managing-financed-emissions-how-banks-can-support-the-net-zero-transition>

<sup>13</sup> <https://www.smartcompany.com.au/people-human-resources/leadership/succession-planning-start-business-pandemic/>



"As a small business,  
it's challenging to  
balance the day-to-day  
demands of running a small  
business whilst applying for  
complex government tenders  
for business growth."

**Shirley Young,**  
**Two Worlds Consultancy**

# Theme 5: Embracing diversity

Encouraging and supporting more South Australians from diverse backgrounds to start and grow a small business can help unlock significant untapped economic potential for our state, create a more inclusive community, and improve the range of products and services available to all South Australians.

While the number of businesses owned by women in South Australia is growing, women are still under-represented among the small business owner population. Overcoming biases that make it more difficult for women business owners to access finance and skills can help increase the likelihood of women starting their own businesses.

A strong, sustainable and self-supporting Aboriginal business sector is essential to empowering First Nations people to generate and grow their economic prosperity. First Nations businesses are a source of great community pride and are significantly more likely to create jobs for Aboriginal people than non-Aboriginal businesses.<sup>15</sup> Working together with First Nations people to create sustainable business opportunities is a priority for the South Australian Government.

Migrant-owned small businesses also generate higher revenues, are more likely to employ staff<sup>16</sup>, and more likely to export than non-migrant-owned businesses, generating external income for the South Australian economy.

People living with disability face difficulty in participating in the South Australian economy, and owning a small business can provide a pathway to overcoming barriers to financial independence.<sup>14</sup>

## What small businesses told us

- Almost half of the women who responded to our online survey indicated there are specific barriers they face, from gender bias to difficulty accessing finance, and the challenges of operating in male-dominated industries. Feedback also highlighted that juggling family and business roles is a challenge distinctly felt by women.
- While many First Nations business owners identified the same issues in accessing government support as other small businesses, the challenges in addressing these gaps can be increased by the remoteness of many First Nations communities and an inability to access broadband internet and other tools.
- Responses from overseas-born business owners indicated they are more likely to be exporting goods and services than Australian-born business owners.

## What we're doing

- Small Business Fundamentals Program - This program will have a focus on supporting regional businesses and target specific groups, including First Nations, women, small business owners living with disability, and culturally and linguistically diverse (CALD) business owners (page 21)
- Women in Business Program (page 22)
- Information and resources in languages other than English (page 24)

<sup>14</sup> <https://www.uts.edu.au/sites/default/files/article/downloads/Darcy%20Collins%20%26%20Stronach%202021%20Report%202%20Policy%20%26%20Organisational%20Initiatives%20%5BPublic%20Version%5D.pdf>

<sup>15</sup> Indigenous businesses refer to businesses with majority Indigenous ownership. Centre for Aboriginal Economic Policy Research, ANU (2014): 'Indigenous employment and businesses: Whose business is it to employ indigenous workers?'

<sup>16</sup> <https://apo.org.au/sites/default/files/resource-files/2018-01/apo-nid128756.pdf>

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"As a founder of a high growth business, one of my biggest concerns is the widening gap in funding between men and women led ventures."

**Alice Fitch, Whola**

# Theme 6: Improving access to government services

Making it easier to engage with the South Australian Government will help businesses find the support they need when they need it.

Lowering the barriers to entry, raising awareness of the services that are available, and improving information sharing between government agencies and small businesses is an important step to ensure that small businesses can quickly find the right information for their needs.

We understand the challenges for small business and we are committed to simplifying language and having a small business friendly approach.

## What small businesses told us

- ▶ Many small businesses find it challenging to do business with the South Australian Government. Services can be inconsistent and hard to navigate, and accessing government support can be time consuming and confusing. Most small businesses aren't aware of the range of services and support available.
- ▶ Only 22 per cent of small businesses have tendered for South Australian Government projects, largely due to the time and complexity involved in completing a tender and the lack of knowledge about how to best prepare a response.

- ▶ Feedback suggested that the government does not need to directly provide services, but should facilitate partnerships with organisations that can provide services. Face-to-face support which can be tailored for the specific needs of each business is the preferred approach.

## What we're doing

- ▶ Help local businesses win more government work (page 22)
- ▶ Meet the Buyer events, Supply to Government and Tender Ready workshops (page 23)
- ▶ Dedicated Small Business Support Officers (page 23)
- ▶ Small business lens to government decisions (page 23)
- ▶ Improve government and industry collaboration (page 23)
- ▶ Export Ready support (page 24)
- ▶ Single source for government services (page 24)
- ▶ Direct engagement with businesses to raise awareness (page 24)
- ▶ Commitment to simplify forms and processes to make it easier for small business (page 24)

"A great strategy is an inclusive strategy."

Shane Hryhorec, Push Mobility



# How we will support small businesses to grow and succeed

This strategy has identified 20 initiatives that the South Australian Government will undertake over the next three years to help address the themes identified by small businesses. Additional initiatives may be developed in future years until 2030 as the needs of small businesses change.

We will implement the following key initiatives in collaboration with a broad range of partners, including local government, industry associations, chambers of commerce, not-for-profit organisations and private enterprises.

Image: Anthony Fulwood, GB Fulwood + Co

## Key initiatives

You can access South Australian Government programs and support for your small business across a range of focus areas.

Many initiatives are now open and available for you to participate in. You can also register online to receive updates when new programs are opened.

To find out more, visit [www.business.sa.gov.au](http://www.business.sa.gov.au), email [smallbusiness@sa.gov.au](mailto:smallbusiness@sa.gov.au) or call the Office for Small and Family Business on 8429 3801.

### 1 Small Business Fundamentals Program

The Small Business Fundamentals Program will support partner organisations to deliver business fundamentals and capability-building services such as:

- ▶ mentoring
- ▶ coaching
- ▶ legal and financial management
- ▶ human resources management
- ▶ workforce development and planning
- ▶ becoming an employer of choice
- ▶ transition or succession planning
- ▶ digital literacy and planning
- ▶ developing digital business models
- ▶ growth strategies
- ▶ strategic planning.

This program will have a focus on supporting regional businesses and specific target groups, including First Nations people, women, business owners living with disability, and culturally and linguistically diverse (CALD) business owners.

### 2 Annual Small Business Week

The Office for Small and Family Business will deliver an annual small business week to celebrate the contribution of small businesses to the economy and our community. Whether starting, running, or growing a business, this will provide the opportunity to connect, learn and grow.

### 3 Mental Health and Wellbeing Program

The Mental Health and Wellbeing Program will provide support for small businesses, including referrals to existing services and developing new targeted industry specific programs.

New programs may include collaborations with mental health service providers, local government, industry associations and small business groups to deliver targeted support for business owners experiencing mental health challenges, and to better support their workers with mental health concerns – including Mental Health First Aid Training.

### 4 Small Business Digital Capability Program

The Small Business Digital Capability Program will help businesses increase digital readiness and capability and help them protect their digital business assets through two elements:

- ▶ Digital Readiness - new online, digital readiness resources, including checklists and assessments for small businesses.
- ▶ Small Business Cyber Uplift Program – this program will provide small businesses with introductory cyber awareness training, support to evaluate and understand their cyber risk profile, education to help them understand the key areas of risk and simple mitigation strategies and solutions that they can implement.

## 5 Women in Business Program

The Women in Business Program is a \$4 million state government election commitment to support women-owned businesses in South Australia. The Women in Business Program addresses the specific challenges women face when starting, operating and growing a business:

- ▶ The Women in Business Foundations Program will deliver capability and skills development opportunities.
- ▶ The Women in Business Advisory Program will equip women leading high-growth businesses to establish best practice governance and strategic planning.

The Office for Small and Family Business will continue to work with industry and business partners to develop further programs under this initiative.

## 6 Small Business Sustainability Support Program

The Small Business Sustainability Support Program will assist small businesses to develop strategies to improve their environmental sustainability and climate resilience.

It will also build skills and capability to implement environmental, social and governance (ESG), net zero, circular economy and other sustainable business practices.



Image: Sneha Chaudhary and Harsh Mehta, Coffylosophy cafe

## 7 Helping local businesses win more government work

The South Australian Government has set a \$425 million per year target to increase government work awarded to local businesses through several measures:

- ▶ Local businesses are provided with assistance to become tender ready through regular, industry-specific workshops conducted by the Industry Advocate, helping more businesses win work.
- ▶ All contracts worth more than \$55,000 must be awarded to South Australian businesses or require an explanation from the department's Chief Executive as to why the work could not be done locally.
- ▶ Government projects worth more than \$55,000 must use local project managers, architects, designers, engineers, surveyors, planners, and other professional service providers.
- ▶ A broad market assessment will be undertaken to identify South Australian businesses that can deliver projects, goods and services to government.
- ▶ An independent complaints process will be established for tenderers who feel they have unreasonably missed out on government work.
- ▶ An annual project pipeline will be published detailing upcoming infrastructure projects over \$10 million to enable lead contractors to prepare thoroughly.
- ▶ Public projects above \$500 million will be broken into smaller stages or components to allow multiple South Australian companies an opportunity to participate in projects, unless the nature of the project makes this unfeasible.
- ▶ South Australian workers must deliver a minimum 90 per cent of labour hours on major infrastructure projects worth more than \$50 million.
- ▶ 20 per cent of all labour hours on major projects must be delivered by apprentices, trainees, Aboriginal workers, or long-term unemployed.

## 8 Workforce Planning and Development Toolkit

The Workforce Planning and Development Toolkit will provide a suite of resources to guide businesses through understanding, planning and addressing their workforce needs to assist them to become an employer of choice.

## 9 South Australian Skills Plan

The South Australian Skills Plan being developed by Skills SA will aim to modernise and simplify the state's skills system to address skills shortages and meet the current and future skills needs of businesses and learners.

## 10 Connecting small businesses to skills programs

Programs that help small businesses address key skills and workforce shortages are critical to support growth and success. Small businesses will be connected to initiatives such as technical colleges, fee-free TAFE and vocational education and skills centres; and can connect to school students by promoting appropriate career and immersion opportunities through the Department for Education's Student Pathways website, and raise student awareness by working with the Industry Engagement team.

## 11 Improved government and industry collaboration

A program of regular engagement will be developed between the Office for Small and Family Business and key regional and local government business agencies, industry associations and chambers of commerce to facilitate improved collaboration, information sharing, and business capability building.

## 12 Small business lens to government decisions

The South Australian Small Business Commissioner will provide feedback on key government legislation, regulation, policies and cabinet decisions that impact small business.

## 13 Meet the Buyer events, Supply to Government and Tender Ready workshops

Meet the Buyer events provide businesses with an opportunity to raise their profile, match their product or service with the right state government buyer and receive updates on upcoming opportunities.

Supply to Government workshops are aimed at local businesses with little to no experience in tendering for government work, or have some experience but want to increase their success. These workshops cover:

- ▶ Knowing your customer
- ▶ Understanding the rules and processes
- ▶ Finding opportunities
- ▶ Building relationships.

Tender Ready workshops provide businesses the opportunity to:

- ▶ Identify how local businesses can deliver projects, goods or services to government
- ▶ Understand the government's procurement process
- ▶ Build positive relationships with head contractors.

## 14 Dedicated Small Business Support Officers

Dedicated Small Business Support Officers within the Office for Small and Family Business will provide consistent, in-person and online support to small businesses located in regional and metropolitan areas.

These support officers will consider the unique needs of each business to provide relevant information and facilitate connections to services and advice.

### 15 Support for regional chambers of commerce

Regional chambers of commerce are important in supporting local small businesses. They will be supported through dedicated Small Business Support Officers who will consider the unique needs of each region and provide relevant support.

### 16 Single source for government services

The Office for Small and Family Business will establish a single source for information and available services from all levels of government, including a directory of industry associations to point businesses to industry-specific support to help their businesses.

### 17 Commitment to simplify forms and processes to make it easier for small business

The Office for Small and Family Business will work with other government agencies to review forms and application processes to ensure that the least regulatory burden possible is placed on small and family businesses in South Australia.

### 18 Export Ready support

A range of supports are available to help small businesses explore, start and expand their exporting journey.

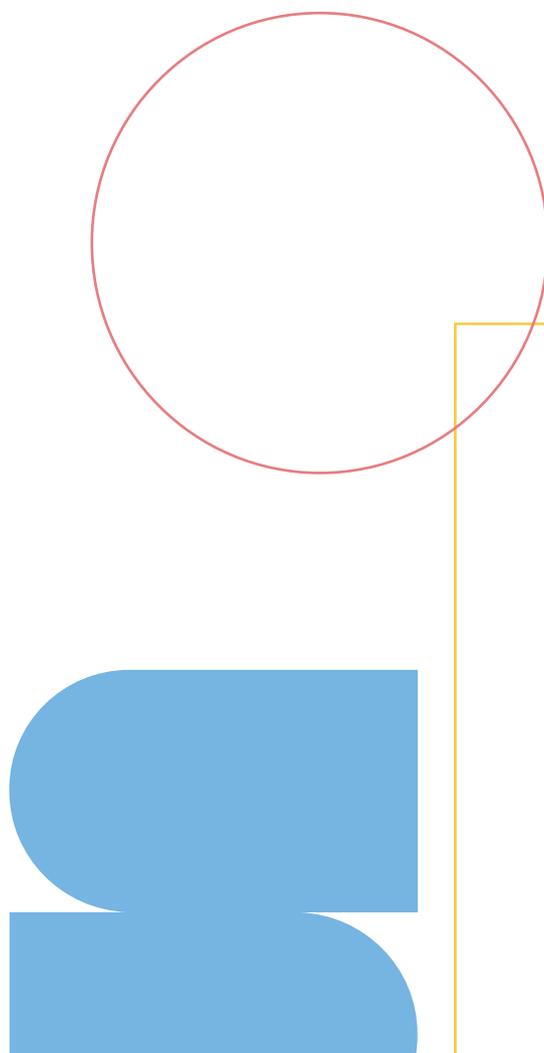
- ▶ Export 101 - are you ready to start exporting?
- ▶ Export ready - taking the next step to exporting
- ▶ Export expansion - growing your export business to the next level.

### 19 Direct engagement with businesses to raise awareness

We will embark on a series of workshops, networking opportunities, seminars and engagements across a range of topics, delivered direct to businesses in metropolitan and regional areas. Direct engagement with small businesses will improve awareness and uptake of new and existing support and services for small businesses.

### 20 Information and resources in languages other than English

The Office for Small and Family Business will develop and provide small business fact sheets and business information in languages other than English to support culturally and linguistically diverse business owners.



# How will we deliver these actions?

The Office for Small and Family Business was established in 2022 as a new 'front door' for small business to access relevant government information, services, and tailored assistance.

The Office for Small and Family Business will collaborate with South Australia's small businesses and other partners to ensure we achieve the goals set out in this Small Business Strategy.

We do not want to duplicate or replicate existing services. We want to help small businesses to access the services already available, provide easier access to government support, and work with our small business partners to develop new services and resources as needed.

## How to get involved

To find out more and register your interest in a program or initiative listed within this document, visit:

[www.business.sa.gov.au](http://www.business.sa.gov.au)

### Follow SA Small and Family Business:



### Talk to a Small Business Support Officer:

8429 3801

[smallbusiness@sa.gov.au](mailto:smallbusiness@sa.gov.au)

# Next steps and review

South Australia's Small Business Strategy 2023-2030 sets the focus and actions for the South Australian Government based on the feedback received from our state's small businesses.

We will continue to work in collaboration with stakeholders and delivery partners as we shift focus towards delivering on the key initiatives that meet the needs of small businesses and support them to succeed and grow.

We recognise the world is rapidly changing. New challenges and opportunities will arise, and the Small Business Strategy will be flexible in its ability to respond.

The Office for Small and Family Business will undertake periodic reviews of the Strategy to ensure it continues to be relevant and responsive to the needs of South Australia's small businesses.



Image: Sonya and Piper Morris, Limestone Coast Pantry.

# Key South Australian government agencies

## Office for Small and Family Business

**[business.sa.gov.au](https://business.sa.gov.au)**

The Office for Small and Family Business has been established by the South Australian Government to support small and family businesses in South Australia with information, tools and resources – but most importantly – to provide a connection to the array of government services available.

There are many ways the Office for Small and Family Business will help businesses grow and succeed, providing:

- ▶ a gateway for access to South Australian Government services and grants
- ▶ an in-house service to actively assist and support South Australia's small and family businesses
- ▶ a wide range of small business tools and resources – everything from tips on starting a business to accessing export markets, handling cyber security to employing staff, marketing plan templates to government grants
- ▶ the coordination of small business capability development programs
- ▶ connection to relevant Australian Government services, local government (council) services, industry associations, chambers of commerce and service providers
- ▶ policy across the whole of government to create programs that support small businesses to be successful.

The Office for Small and Family Business is here to support small and family businesses in South Australia.

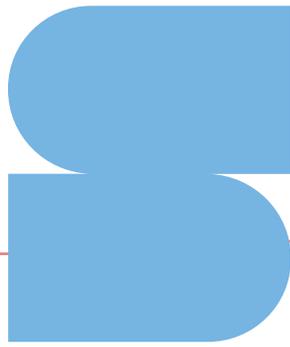
## South Australian Small Business Commissioner

**[sasbc.sa.gov.au](https://sasbc.sa.gov.au)**

The Office of the South Australian Small Business Commissioner (SASBC) plays a crucial role in supporting and advocating for South Australia's small businesses.

SASBC assists small business owners who face disputes with another business or encounter challenges when dealing with government departments or local councils. Through dispute resolution and mediation, experienced and impartial advisors are dedicated to helping parties find mutually agreeable solutions to resolve their dispute. SASBC provides valuable expertise and assistance without the need for costly and time-consuming legal proceedings, with empathetic and understanding advisors who aim to alleviate the burden and stress often associated with resolving business disputes. SASBC's goal is to help small business owners get back to business sooner.

The SASBC also plays a major role in advocating and championing the role of small businesses in South Australia. Through advocacy, the SASBC aims to improve business conditions for the sector. By reducing red tape and unnecessary bureaucracy, SASBC seeks to create the best environment for our small businesses to succeed.



## Consumer and Business Services

**[cbs.sa.gov.au](https://cbs.sa.gov.au)**

Consumer and Business Services' (CBS) purpose is to facilitate business, protect consumers and record life events.

CBS is the licensing authority for a huge range of licence categories operated by small and family businesses in South Australia. CBS can assist small businesses with advice about licensing requirements and also work with new businesses to obtain their initial licence or existing businesses seeking to expand their licence scope to take on new areas of work. Licence categories issued and administered by CBS include all licences in the building and construction industry, real estate agents and property managers, conveyancers, second-hand vehicle dealers, security agents, labour hire operators, tattoo parlours and hairdressers.

CBS also licences all hotels, bars, clubs and restaurants for the sale of alcohol as well as licensing and regulating all gambling, gaming and lottery activities in the state.

With a very broad portfolio that impacts on the operation of small and family businesses across South Australia, CBS works with industry participants and industry bodies to ensure that processes are as simple and streamlined as possible.

CBS' compliance and enforcement approach is aimed at ensuring that consumers are protected but also that an open and fair market exists in its regulated industries by ensuring that action is taken against unlicensed operators as well as against those traders that are putting consumers at risk of loss or harm.

## Office of the Industry Advocate

**[industryadvocate.sa.gov.au](https://industryadvocate.sa.gov.au)**

Through the application of the SA Industry Participation Policy, the Office of the Industry Advocate works to ensure that local South Australian businesses can make the most of opportunities to participate in and benefit from South Australian Government tenders and contracts.

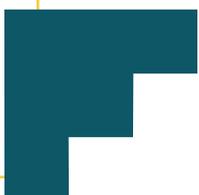
The Office of the Industry Advocate assists local businesses win more work through delivery of regular industry-specific workshops and Meet the Buyer events.

## Department for Industry, Innovation and Science (DIIS)

**[industry.sa.gov.au](https://industry.sa.gov.au)**

Young small businesses that are developing scalable new products and services for a global market - startups - are high-risk companies with the potential for high growth and/or high impact, and they are disproportionate contributors to economic complexity and economic growth.

The Department for Industry, Innovation and Science supports these innovative businesses and the entrepreneurs that run them through policies, programs and initiatives to create an environment that enables success.



# Acknowledgements

The South Australian Government would like to thank the following organisations for their support in developing South Australia's Small Business Strategy 2023-2030:

Adelaide Business Hub	City of Playford
Adelaide Central Market Authority	City of Port Adelaide Enfield
Adelaide Economic Development Agency	City of Prospect
Adelaide Farmers Markets	City of Salisbury
Adelaide Festival Centre	City of Unley
Adelaide Hills Council	City of Victor Harbor
Agribusiness Australia	City of West Torrens
Alexandrina Council	Civil Contractors Federation
Angove Family Winemakers	Construction Industry Training Board
Arts Industry Council of SA	Creative Industries Thinktank
Australian Centre for Business Growth (UniSA)	District Council of Loxton Waikerie
Australian Hotels Association SA	District Council of Yankalilla
Australian Institute of Conveyancers South Australia Chapter	Family Business Australia SA
Australian Small Business and Family Enterprise Ombudsman	Festival City Adelaide
Behind Closed Doors	Fleurieu Peninsula Tourism
Business Port Pirie	Food SA
Business SA	Guildhouse
Business Victor Harbor	Hen House/The Chooks
City of Burnside	Hospo Collective
City of Campbelltown	Housing Industry Association
City of Charles Sturt	Independent Brewers Association
City of Holdfast Bay	Indigenous Business Australia
City of Marion	Kangaroo Island Business & Brand Alliance
City of Mitcham	Kangaroo Island Business Hub
City of Onkaparinga	Kangaroo Island Council

Kangaroo Island Tourism Alliance Board
Law Society of South Australia
Legatus Group
Makesafe Traffic Management SA
Master Builders Association
Master Landscapers SA
Mt Barker District Council
Music SA
National Retail Association
Port Lincoln Chamber of Commerce and Tourism
Propel SA
Real Estate Institute of South Australia
Regional Development Australia - Adelaide Hills, Fleurieu and Kangaroo Island
Regional Development Australia - Barossa Gawler Light Adelaide Plains
Regional Development Australia - Eyre Peninsula
Regional Development Australia - Far North
Regional Development Australia - Limestone Coast
Regional Development Australia - Murraylands and Riverland
Regional Development Australia - Whyalla and Eyre Peninsula
Regional Development Australia - Yorke and Mid North
Regional Development Australia
Renmark Paringa Council
Renmark Paringa Network

Restaurant and Catering SA
Riverland West Chamber of Commerce
Rural City of Murray Bridge
South Australian Film Corporation
South Australian Forest Products Association
South Australian Spirit Producers' Association
South Australian Wine Industry Association
Stirling Business Association
Tourism Industry Council South Australia
Town of Walkerville
Urban Development Institute of Australia – SA Division
Woodside Commerce Association



Image: Adelaide West roundtable, courtesy of City of Charles Sturt

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