

Helping you get on with business.

South Australia's Small Business Strategy 2023-2030 outlines how the Malinauskas Government's policies and programs will support and empower you to take your small business to new heights.

This strategy aims to create jobs, build our economy and – most importantly – future-proof South Australia's 150,000 small businesses. 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.

There are 20 initiatives within six themes designed to support you to adapt, grow and succeed, help you respond to challenges and recover from adversity, and take advantage of new opportunities.

1. Helping you build a stronger future
2. Helping you build a team to grow with you
3. Helping your business in a digital world
4. Helping you create a greener future
5. Helping you support diversity in business
6. Helping you find what you need

Register your interest for initiatives at
<https://business.sa.gov.au>



Key initiatives

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.

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.