



Small Business Friendly

Charter

Cassowary Coast Regional Council

Small businesses are at the heart of the Queensland economy and our regional communities. They create local employment opportunities, provide essential goods and services and play a critical role in the social fabric of our regions.

This Small Business Friendly Councils (SBFC) initiative outlines the commitment between local councils, its partners and small businesses to support a prosperous and sustainable small business sector in communities across Queensland.

Our commitment to small business

- We will communicate and engage with small businesses
- We will raise the profile and capability of small businesses
- We will support small business resilience and recovery
- We will simplify administration and regulation for small business (red tape reduction)
- We will develop and promote place-based programs for small businesses
- We will ensure fair procurement and prompt payment terms for small businesses
- We will promote and showcase small businesses
- We will measure and report on our performance.

We agree to uphold the commitments set out in this Charter (stated above and detailed overleaf) and implement the SBFC initiative in our local government area in line with these commitments.

Cr Mark Nolan
Mayor

Dated: 29.04.2022

Maree Adshead
Queensland Small Business Commissioner

Dated: 29.04.2022

The Hon. Di Farmer MP
Minister for Employment and Small
Business and Minister for Training and
Skills Development

Dated: 29.04.2022

An initiative of the

Queensland
Small Business
Commissioner



Cassowary Coast
REGIONAL COUNCIL



Queensland
Government



What our commitments mean

We will communicate and engage with small businesses

- actively engage and be mindful of small businesses, their issues and priorities when decision-making
- communicate clearly in a timely manner both formally and informally
- engage with state-wide partners where appropriate on matters affecting small businesses
- publish clear service standards stating what small businesses can expect from us.

We will raise the profile and capability of small businesses

- recognise and value the importance of small businesses to our community and local economy
- encourage shopping locally and promote small business campaigns (e.g. 'buy local', 'go local first')
- help small businesses develop networks, access education and increase their capability
- assist small businesses to access government, business and industry programs and resources.

We will support small business resilience and recovery

- with support from state-wide partners deliver short, medium, long term activities to help with recovery and resilience building following disaster events or economic shocks
- adopt a business disruption management good practice guide (e.g. working with small business to minimise disruption during local capital works projects).

We will simplify administration and regulation for small business (red tape reduction)

- limit unnecessary administration and implement business improvement processes
- support small businesses to achieve regulatory compliance
- apply licences and regulations in a consistent manner in collaboration with other councils and relevant agencies
- regularly review administration and regulatory requirements, policies and procedures to reduce red tape
- maintain a timely and cost effective internal review and complaint process in relation to council decisions.

We will ensure fair procurement and prompt payment terms for small businesses

- implement a procurement policy that provides a fair opportunity to provide goods and services
- help find local council procurement opportunities to assist in tendering
- pay all valid invoices from small business suppliers within a stated reasonable period (e.g. 20 calendar days).

We will develop and promote place-based programs for small businesses

- identify, develop and promote a minimum of two place-based programs which are important for start-ups, growing businesses and building resilience (these may include existing or new programs).

We will promote and showcase small businesses

- promote participation via marketing and communication channels (e.g. in collaboration with local chamber of commerce)
- create awareness by promoting the SBFC initiative (e.g. SBFC branding online and across marketing and communication materials)
- sharing successes, ideas and learnings with other councils and partners
- allow the Queensland Small Business Commissioner to promote council programs and activities related to the SBFC initiative.

We will measure and report on our performance

- seek regular feedback from our small businesses to help drive business improvement
- monitoring the commitments in this Charter to ensure we fulfill these obligations
- publish a report in relation to council's performance in relation to the SBFC initiative within six months of signing the Charter and once every 12 months thereafter.

An initiative of the Queensland Small Business Commissioner