

Small Business Friendly Accelerator Blindspot Assessment



Objective: Circle the statement that best represents where your organisation is today for each of the Small Business Friendly Program charter.

| Charter element | Where is your organisation today? | | | | High performing |
|--|---|---|--|---|---|
| | Needs work | | | | |
| We actively communicate and engage with small businesses | We don't need to - we offer the services we offer and they can use them or not | Our customer-facing teams might engage a bit, but it's not something we actively pursue or focus on | Specific areas of the organisation deal with SB and service them directly. No one else has anything to do with them really | We consult with SB regularly on their problems and how we can solve them across the organisation. We have clear service standards | Everything we do is with consideration of SB - our policies, communications, service standards and advocacy efforts |
| We raise the profile and capability of small business | It's not our role to promote SB or invest in their operations as an organisation. They can access services like everyone else | We have tools that SB can access but we don't actively promote or help them. It's more of an accidental self service thing | Certain departments look after SB and do a good job of servicing their specific needs, but this is usually on a case by case basis | All areas of the organisation are advocates of SB and do their part to help support them, when they can. They're not top priority but definitely in the top 10 | Small business is the lifeblood of our community. Everything we do is focused on growing them, including education, networking and promotion |
| We promote and showcase small businesses | SB are not on our agenda, not with everything else we have on. We don't know about the SBFP . It's not something we focus on | We know SBs exist but they're not a focus. Most areas wouldn't see them as a customer and not a priority. We may have heard of being SBF in passing | We promote SB when we can, usually as part of an event or local initiative. We'd like to give them more focus. SBF is on our radar but not a high priority | We promote and showcase our SB and actively engage with them to raise their profile. We are active members of the SBF , engaging regularly with the tools active members of the SBFP | We are proud and active advocates of SB . We showcase them and share wins and learnings with our stakeholders. We're proactive members of SBF |
| We develop and promote place-based programs for small business | What is a place-based program? This is not something on our agenda or priority list for the foreseeable future | We have heard of place-based programs as a concept but have done little to investigate or invest in such programs for our area | We try to balance our processes with what's important to SB . We use customer feedback to improve where we can, but we're still constrained on many levels | We've developed and delivered (or are delivering) numerous place-based programs to encourage new SBs to open and to support existing | We have two or more ongoing formal place-based programs in existence today to support our SB long-term growth and development |
| We simplify administration and regulation for small business (red tape reduction) | Our admin, compliance, regulatory and complaints processes are as they are. We can't really change them and certainly not for specific customers | We're process focused, with little consideration for customer. Some teams try but we're constrained by rules, regulations and resources | We try to balance our processes with what's important to SB . We use customer feedback to improve where we can, but we're still constrained on many levels | Whilst not perfect, we make proactive efforts to make SB lives easier, including streamlining processes, proactive communications and alerts, and consistency of service | We do everything we can to take the burden off SB from admin and red tape to compliance and complaints, we consistently review and improve for SB |
| We ensure fair procurement and prompt payment terms for small businesses | Our procurement and payment terms are set and are difficult to change. They must be fair and equitable for all, so we can't show 'favour' for one business over another | Supporting SB is important, they should have equal opportunity for projects, however we aren't proactive in making this a reality | We consider SBs in tenders and make it easy for them to apply, but are constrained by set policies and procedures that make it hard | We conscientiously support SB procurement in our projects, advocating, improving and supporting SB through policies and procedures | We focus heavily on facilitating fair procurement for SB through intentionally designed guidelines, tender processes and payment terms to maximise opportunities |
| We support small business resilience and recovery | SB resilience and recovery is not our focus. We have disaster and disruption recovery plans that cover our community, of which SB is a part | We acknowledge that SB have specific needs in disaster and disruption, but we have no formal policy. Individuals take action on an ad hoc basis, as needed | SB needs are acknowledged in key areas of the organisation and efforts are being made to formalise disaster and disruption policy and process moving forward | We have a set of tools to support SB recovery and resilience in disasters, as well as policies and practices to manage business disruption | We have formalised short, medium and long-term plans and policies to support SB recovery and resilience during disasters and disruption, based on SB consultation and input |
| We measure and report on our performance | The charter is not currently a focus. We do not monitor our performance outside of the standard remit of our organisation | Some areas of the organisation have a sense of where we sit in terms of being SBF , but it is not formal nor communicated across functions | Being SBF is on the radar of key areas who monitor their efforts and record feedback. Whilst not formal, this provides basic focus and insight | We regularly monitor our performance, using informal SB feedback, results and crossfunction input to understand where we sit and where we can improve | We regularly monitor and formally report on our performance against the charter, and seek SB feedback to inform current and future plans |

- SB** small business
- SBs** small businesses
- SBF** Small Business Friendly
- SBFP** Small Business Friendly Program