

SMALL BUSINESS

1,095

grants allocated to Queensland small businesses to the value of over \$6 million dollars

501

Mentoring for Growth chats and panels assisted Queensland small businesses

Advocating for small business by creating an environment where small businesses start and flourish

The Office of Small Business, through the *Advancing Small Business Queensland Strategy 2016–20* (the Strategy), is creating an environment for Queensland to be the place for small business to start, grow and employ. This includes being a stronger advocate for small business, simplifying service delivery and connecting small business to opportunities. The Strategy has three key themes - advocate, enable and empower.

Table 3. Small Business service standards

Service standards	Notes	2017–18 Target/Est.	2017–18 Actual
<i>Effectiveness measures</i>			
Customer Impact Index The level of customer value derived from using Business Queensland online which incorporates customer awareness, experience and satisfaction	1, 2	>65%	63%
Percentage of new or existing businesses reporting increased capability (including digital) as a direct result of participation in small business grant programs	3, 4	>75%	99.9%
Percentage of businesses assisted by small business programs that report after 12 months a minimum 10 per cent increase in employment, turnover or profitability	3, 5	90%	82%
<i>Efficiency measure</i>			
Average cost to DESBT to provide online services per customer visit to Business Queensland	6, 7, 8	\$0.60 - \$0.70	\$0.44

Notes:

1. The Customer Impact Index (CII) incorporates three elements - customer awareness, customer experience and customer satisfaction. This approach determines customer value by assessing the customer's perception of the usefulness and importance of the benefits received from the services which go beyond an estimate of time and effort saved. The assessment of the three elements better enables the targeting of service improvement areas based on direct customer feedback. It incorporates both qualitative data captured through direct customer complaints and complements feedback mechanisms, surveys, customer focus groups/observations and data from various quantitative data sources. Due to excessive cost and complexity to administer, this measure has been discontinued and replaced with a new effectiveness measure on the Customer Effort Score that captures "Average score out of 5 by customers for how easy it is to use the Business Queensland website".
2. The 2017–18 Target/Estimate is an overall average for the CII. It is calculated by an aggregation of customer feedback results across the three indices - customer awareness, customer experience and customer satisfaction. The target has been maintained at >60 per cent based on the 2015-16 actual result which is reported here against the 2016-17 Estimated Actual.
3. Innovation and technology are primary sources of competitive advantage for businesses in nearly all industries and environments. These elements also drive efficiency and higher productivity. The department gauges the success of its small business grant programs by the reported increase in capability (including digital), profitability, turnover and employment.
4. This measure assesses the effectiveness of a broad range of small business grant programs outlined in the *Advancing Small Business Queensland Strategy 2016–20* to increase the capability of small businesses in using digital technologies and implementing innovative solutions to improve their business. This measure has been discontinued due to a change in methodology. Small businesses were being surveyed 12 months after their participation in programs which is a less accurate account of the effectiveness of the programs. The new measure is a percentage of businesses assisted by small business programs that report a projected increase in either employment, turnover or profitability.
5. This measure incorporates the Small Business grants and *Mentoring for Growth* programs under the *Advancing Small Business Queensland Strategy 2016–20*. The Actuals for 2017–18 include the *Mentoring for Growth* and *Small Business Digital* grants round one. The other grants programs are still being rolled out and are not due to commence providing 12-month post participation reports until the 2018–19 financial year.
6. Average cost to DESBT to provide online services per customer visit is the average cost to the department to provide the online service to each customer, and is defined by using a customer session (which is a group of interactions undertaken on a website). This may include viewing a number of different web pages, completing an online application form or making a payment.
7. The variance is due largely to increases in the number of visitor sessions to the Business Queensland website. Visitor sessions have increased by over 1.3 million sessions above the target baseline. Efficiencies gained through a restructure of the divisions in 2016 also contributed to improved performance.
8. The Target/Estimate for 2017–18 has been adjusted to reflect the trend of lower average costs to provide online services per customer visit.

CASE STUDY: SMALL BUSINESS

**“WITH ADVICE
AND SUPPORT
JUAN WAS ABLE
TO GROW HIS
BUSINESS.”**

Juan Walker’s Indigenous tourism business in Far North Queensland is offering Australian and international visitors an authentic and unique tour experience.

Starting small, Juan self-funded the beginnings of Walkabout Cultural Adventures. He now offers cultural and sightseeing tours, with options for private and tailor-made tours to provide flexibility for visitors. Carefully managing business growth, Juan has developed strong international business relationships with tour wholesalers. His passion comes from sharing his Aboriginal culture, which has proved the foundation for his great reviews, word-of-mouth bookings and business growth. Juan’s goal is to further develop his business and employ other Aboriginal people in his community.

Walkabout Cultural Adventures has been recognised as an outstanding Aboriginal business, selected for Tourism Australia’s Signature Experience collective, *Discover Aboriginal Experiences*.



image: Juan Walker, Walkabout Cultural Adventures

CASE STUDY: SMALL BUSINESS

**“DANIEL HAS
GROWN HIS
SOCIAL MEDIA
AND ONLINE
PRESENCE WITH
GREAT REVIEWS.”**

The Walker family faced a difficult future in 2014 after prolonged drought forced them to completely destock their property. With tourism the region's second biggest industry, Daniel decided to jump on board to ensure the property's viability through tours and unique visitor experiences.

Daniel spent the 2014 'off-season' researching and preparing for tourists with the Camden Park Station officially opened to visitors in 2015.

It offers visitors the opportunity to experience a working property as well as other historic and natural attractions on the property. With over 3000 visitors to the station in 2017, the business was awarded an Outback Mates Award at the Outback Queensland Tourism Awards. With help from a *Small Business Digital Grant*, their social media and online presence has grown with great reviews.



image: Daniel Walker, Camden Park Station

Supporting small business owners in driving innovation and growth

Advocacy for small business is delivered through the Queensland Small Business Champion, the Queensland Small Business Advisory Council and the Better Regulation Taskforce.

The Office of Small Business supports Queensland small business owners to develop skills and access the networks needed to drive innovation, stronger business, growth and employment. The range of programs delivered by the Office of Small Business includes mentoring and grants programs, the annual *Queensland Small Business Week* celebration and the *Advancing Women in Business* and *Advancing Indigenous Business* programs.

The Business Queensland website, www.business.qld.gov.au connects business owners to these opportunities and provides a single source of information for small businesses.