

Small Business Growth Strategy Implementation Plan

JANUARY 2023 – JUNE 2024

Optimism.
Resilience.
Collaboration.
Innovation.

Department of State Growth



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We recognise the deep culture and history
of this island and acknowledge and pay
respect to the Tasmanian Aboriginal people;
the past and present custodians of this land.

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Introduction

The [Small Business Growth Strategy 2026](#) was publicly released in February 2023 following a comprehensive public consultation process throughout 2022.

The strategy aims to create a productive, connected and sustainable business environment for all Tasmanian businesses, one that enables all members of Tasmania's business community to grow their business in the way they choose.

The ideas, discussions and feedback gathered during the consultation process were grouped under the following four themes:



People and connections



Place



Enabling business



Technology

These themes highlight what's important to Tasmanian businesses and where challenges and opportunities lie.

The strategy also identifies a series of objectives for each theme that will guide the actions of the small business sector and the Tasmanian Government in responding to these challenges and opportunities.

Implementing the strategy

This Implementation Plan identifies the activities that will progress the objectives across the four themes of the strategy.

Since releasing the strategy, the Department of State Growth has been working across government and with our project partners, the Tasmanian Chamber of Commerce and Industry and the Tasmanian Small Business Council, to identify and begin delivery of a range of activities.

We are building upon activities that are already underway, as well as identifying new activities that will be developed for government, industry and the business community to facilitate business growth in whatever form businesses choose.

It is acknowledged that at different times over the course of implementing the strategy that more activities may be planned and delivered against some themes over others.

However, the intent is that by the end of 2026 a significant number of activities will have been delivered against all themes.

This plan is a living document covering the period January 2023 to 30 June 2024, and it will be updated to reflect the progress of the activities and initiatives listed throughout, and to add new activities as they become relevant.

We will engage with industry peak bodies, regional chambers and other key stakeholders from March 2024 about updates to the plan, with a focus on confirming whether the key themes of the strategy are still current.

This is an agile approach in line with the way Tasmanian businesses operate and will allow flexibility to adapt to changes in the business environment.

KTR People and connections

This theme encompasses the people who run our businesses, those who work in them and buy from them, and the importance and reliance of connections between these people, businesses and government.

Objective 1						
Facilitating, creating, strengthening, and participating in forums that enable networking and connections both within and across industries						
Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.1.1	Hold a minimum of four general business networking events per financial year to facilitate peer to peer mentoring and strategic business relationships. The events will be face-to-face events with guest speakers and case study presentations that are relevant to the current environment facing small businesses	State Growth (Small Business)	Yet to commence	Departmental resources	2023 – 24	Four networking events delivered
1.1.2	Develop an Aboriginal business community engagement program that includes a draft schedule for quarterly networking and information sharing forums	State Growth (Small Business)	Yet to commence	Departmental resources	September 2023 – June 2024	Draft program developed
1.1.3	Plan and deliver a 12-month program of activities for all member organisations in relation to topical HR issues and new legislation including workplace health and safety	Tasmanian Chamber of Commerce and Industry	In progress	Existing operational budget	January – December 2023	Four information sessions delivered
1.1.4	Plan and deliver phased and long-term strategic actions to support Tasmanian Aboriginal tourism. These actions will be led by and co-designed with Tasmanian Aboriginal people, businesses and organisations. These will include an environmental scan of Tasmanian Aboriginal tourism businesses and a grant program to support Tasmanian Aboriginal people to attend a summit in Perth, Western Australia	State Growth (Tourism and Hospitality)	In progress	Various	Ongoing	Delivery of the summit grant program

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.1.5	Initiate regular online member and stakeholder engagement sessions	Tasmanian Small Business Council	In progress	Existing operational budget	January to December 2023	Five sessions delivered
1.1.6	Hold four information sessions for the tourism and hospitality industry to empower operators in visa and migration pathways for their workforce	State Growth (Migration Tasmania / Tourism and Hospitality)	In progress	Departmental resources	May 2023	Minimum attendance of 30 operators per session

Objective 2:

Building on existing purchasing and procurement policies that support local suppliers, including options that increase flexibility and collaboration opportunities

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.2.1	Engage with Homes Tasmania to discuss how current procurement policies support local suppliers, with a focus on key worker accommodation	Office of the Coordinator-General	Yet to commence	Agency resources	2023 – 24	Engagement activities to commence
1.2.2	Support industry organisation, the Tasmanian Polar Network, to create opportunities for Tasmanian businesses to win Antarctic and Southern Ocean contracts as governments modernise Antarctic stations, infrastructure and build science and research capabilities	State Growth (Antarctic Tasmania)	In progress	\$25,000 per annum	Ongoing	Increase in Antarctic and Southern Ocean contracts awarded to Tasmanian businesses
1.2.3	Promote the Go Local First message developed by the Council of Small Business Organisations of Australia (COSBOA)	Tasmanian Small Business Council	In progress	Existing operational budget	January – December 2023	Increased visibility of logo
1.2.4	Work collaboratively with State Government to continue to implement the Buy Local Policy	Tasmanian Small Business Council	In progress	Existing operational budget	January – December 2023	Increased awareness of Buy Local Policy within business community

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.2.5	Continue to fund the Industry Capability Network Tasmania (ICN TAS) to connect businesses of all sizes to project opportunities across Australia and New Zealand	State Growth (Advanced Manufacturing and Defence Industries)	Ongoing	Departmental funding	2023 – 24	Projects are listed and businesses are registered

Objective 3:

Strengthening, prioritising and delivering needs-based programs that address staff, skills and training gaps and shortages

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.3.1	Design and deliver the Employer of Choice Advisory Program to support small businesses located in regional Tasmania with expert and tailored advice on: <ul style="list-style-type: none"> Workforce planning, attraction and retention strategies Staff engagement, culture and change management Creating workplaces that support diversity and inclusion 	State Growth (Jobs Tasmania)	In progress	\$200,000 per region over two years (\$800,000 in total)	Grant program closed on 30 March 2023	Advisory services commence 1 July 2023
1.3.2	Provide additional funding to Visitor Experience Training (VXT) to support training activity targeting areas of need for the hospitality and tourism sectors	State Growth (Tourism and Hospitality)	In progress	\$1 million over one year	2023	Delivery of 500 completed course places across the state
1.3.3	Deliver an accessible pipeline of investment in skills and training aligned with industry training needs	State Growth (Skills Tasmania)	Ongoing	Recurring training budget	Programs released periodically throughout the year	VET graduates employed after training or with improved employment outcomes
1.3.4	Undertake an engagement program to encourage take-up of the new Tasmanian Government Disability Employment Portal, established to support people with disability to learn about jobs within the Tasmanian State Service and provide information and support when applying for jobs	Department of Premier and Cabinet	In progress	Departmental resources	Ongoing throughout 2023	Increased number of people with disability working in the Tasmanian State Service
1.3.5	Support funding applications by member organisations	Tasmanian Small Business Council	In progress	Existing operational budget	January 2023 – June 2024	Number of applications that successfully receive funding

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.3.6	Continue to support Beacon Foundations High Impact Programs (HIPS) to build career readiness and secure job placements for students from low socioeconomic high schools in regional Tasmania	State Growth (Tourism and Hospitality)	In progress	\$100,000	June 2023	Number of student attendance and job outcomes for students
1.3.7	Continuing to support the Tasmanian Hospitality Association's Clubs Tasmania program to build capability of Tasmanian community clubs and RSL's in the areas of industrial relations and HR, hospitality training, budget, procurement and other operational practices	State Growth (Tourism and Hospitality)	In progress	\$1.15 million over three years	2022 – 25	Engagement with community, sporting and RSL Clubs in Tasmania
1.3.8	Continue the ongoing work of the Tasmanian Hospitality Association (THA) under the Hospitality 2030 Strategy, including regional industry engagement via the Regional Tourism Organisations, promoting the hospitality industry, supporting events, sustainability goals, workforce development and promoting hospitality careers pathways in schools	State Growth (Tourism and Hospitality)	In progress	\$2.25 million over three years	2022 – 23	Reach and analytics of relevant marketing campaigns; zero organic waste from Tasmanian hospitality venues going to landfill by 2030; number of student attendances at school career days, awareness sessions, and showcase; number of participants and exhibitors at external career expos
1.3.9	Continue the ongoing work of the Tasmanian Hospitality Association's (THA) Great Customer Experience Program that engages hospitality venues across the state, working with venue managers and staff to build their capacity, commitment and knowledge, with the overarching goals of improving business operations and elevating the customer experience	State Growth (Tourism and Hospitality)	In progress	\$2.4 million over three years	2022 – 25	Number of venues engaged; number of venue engagements; number of venue awareness sessions delivered and participants; number of skills sessions delivered and participants; quality of business health checks

Objective 4:**Fostering targeted population growth and maximising the opportunity and availability of key population cohorts, including older people and applicable visa holders, to participate in the Tasmanian workforce**

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.4.1	Undertake a refresh of Tasmania's Population Strategy	State Growth (Policy and Coordination)	In progress	Annual funding of \$200,000	January – December 2023	Refreshed Population Strategy released by the end of 2023
1.4.2	Work with Make it Tasmania to showcase small business success stories in order to encourage mainland residents to move to Tasmania and start, relocate, or expand a small business in Tasmania	State Growth (Policy and Coordination)	In progress	Annual funding of \$200,000 (part of the broader Population Strategy funding)	Ongoing	Increase in website visits and social media engagement
1.4.3	Continue to support a range of pathways for prospective skilled migrants through Tasmania's Skilled Migration State Nomination Program	State Growth (Global Education and Migration)	In progress	Departmental resources	Ongoing	Fill Tasmania's Skilled Migration State Nomination quota
1.4.4	Plan and deliver activities to connect international students and skilled migrants with employment opportunities and raise awareness of these cohorts with Tasmanian employers	State Growth (Global Education and Migration)	In progress	Departmental resources	2023 – 24	Target cohorts report increased knowledge and capacity to access employment opportunities
1.4.5	Participate as an active member of the Multicultural Council of Tasmania Employers Conference Steering Group to develop the 2023 conference content with a focus on showcasing Tasmanian businesses who have benefited from diversifying their workplace	Tasmanian Small Business Council	In progress	Existing operational budget	March – June 2023	Ongoing participation
1.4.6	Participate as an active member of the Council on the Ageing (COTA) Advisory Group	Tasmanian Small Business Council	In progress	Existing operational budget	January – December 2023	Ongoing participation

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.4.7	Continue to implement the Regional Jobs Hub Network to bring employers together with jobseekers by providing dedicated employment services including career advice, how to get job ready, and transport options to get to work and training	State Growth (Jobs Tasmania)	In progress	Various funding amounts across regionals Jobs Hubs	Various durations	Overarching evaluation underway on the Community Led Employment Model
1.4.8	Target population groups are supported through Jobs Tasmania's suite of employment and participation programs such as Dress for Success, National Disability Service, Fit For Work, and Career Connector	State Growth (Jobs Tasmania)	In progress	Various funding amounts across providers	Various durations	Various measures across programs
1.4.9	Continuing to support the Tasmanian Hospitality Industry's supporting women in leadership program to upskill, encourage and inspire women to undertake a role in leadership and ensure a greater representation of women in these roles in the hospitality industry	State Growth (Tourism and Hospitality)	In progress	\$600,000	2022 – 25	Attendance numbers at mentoring sessions and events

Objective 5:

Embracing and trialling innovative and coordinated solutions to the supply of housing for workers to ease pressure on small businesses and the communities that they operate within

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.5.1	Develop and launch Tasmania's first 20-year Housing Strategy to build a sustainable housing system for all Tasmanians. The draft strategy will be released for public consultation ahead of being finalised, and will consider demand and supply requirements of housing for key workers (for example for the nursing, teaching and other service sectors) as well as surge and seasonal workers (for example in the mining and renewable energy sector, and for the agriculture, tourism and hospitality sectors)	Homes Tasmania	In progress	Departmental resources	August 2023 (proposed strategy release)	Strategy is released in 2023
1.5.2	Investigate the potential of container-based accommodation pods to be used to provide hospitality/tourism worker accommodation in remote regional areas with high demand	Office of the Coordinator General	In progress	Departmental resources	August 2023	Completion of report

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
1.5.3	Investigate the development and/or use of an existing (or to develop a new) digital platform to match workers with available housing	State Growth (Tourism and Hospitality Support) and OCG	Yet to commence	Departmental resources	June 2023	Completion of feasibility study
1.5.4	Investigate the availability and use of University of Tasmania pods (180 beds) for short term lease for tourism and hospitality workers over summer in 2023-24 and 2024-25	State Growth (Tourism and Hospitality Support) and OCG	In progress	Departmental resources	Ongoing	Securing leases and providing short-term accommodation for seasonal hospitality workers
1.5.5	Facilitate local government/private enterprise partnerships to deliver staff (including essential worker) accommodation in regional areas. This includes identifying administrative/legislative barriers to partnership development and accommodation delivery	Office of the Coordinator General	In progress	Departmental resources	Ongoing	Regulatory change (if required)



Place

Tasmania has enormous appeal as a place to live, work and do business. Tasmania's drawcards are many, bringing tourists, entrepreneurs and new residents attracted by the lifestyle opportunities, natural environment and interconnected communities.

Objective 1:

Encouraging and helping businesses to align themselves to the Tasmanian brand to further enhance its strength and maximise leveraging opportunities

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.1.1	Work with Tasmanian tourism operators to encourage them to contribute to the Off Season 2023 campaign that will position Tasmania as a must-do winter experience and drive visitation over a traditionally quieter period.	Tourism Tasmania	In progress	Agency resources	Campaign to launch in key domestic markets in April 2023	Campaign successfully launched
2.1.2	Promote the Australian Tourism Data Warehouse (ATDW) as a free resource to eligible Tasmanian tourism businesses to broaden their digital channels and reach a wider online audience through listings on the Discover Tasmania website and App	Tourism Tasmania	In progress	Agency resources	Ongoing	Number of ATDW listings
2.1.3	Develop and launch the Discover Tasmania App, designed to enhance the on-ground experience of visitors by helping them discover things to do, events and services and connect to tourism and hospitality businesses in Tasmania	Tourism Tasmania	In progress	Agency resources	January – April 2023	App is launched to market in April
2.1.4	Provide free access to visitor survey data that profiles the characteristics, travel behaviour and expenditure of visitors through the Tasmanian Visitor Survey (TVS) Analyser and published reports available on the Tourism Tasmania website	Tourism Tasmania	Ongoing	Agency resources	Updated quarterly	Published visitor data reports

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.1.5	Work with the COSBOA Board as Australia's peak small business advocacy body to encourage the National Small Business Summit 2024 to be held in Tasmania	Tasmanian Small Business Council	In progress	Existing operational budget	March – December 2023	Agreement to hold the summit in Tasmania
2.1.6	Deliver the annual Tasmanian Export Awards program that grows, celebrates and promotes the state's export excellence, aligned to the national award framework	State Growth (Trade and International Relations)	In progress	Departmental resources	June – December 2023	An increase in the number of businesses provided with a service and / or support; an improvement in brand awareness in targeted markets; at least 80 per cent of businesses satisfied with the quality of services provided; an increase in the value of products or services sold by Tasmanian businesses to the domestic or international market, where these businesses have been supported through the Tasmanian Trade Strategy
2.1.7	Consideration of the Tasmanian Brand in the strategic visioning and future roadmap for the Heritage Sector with a particular focus on tourism and the visitor economy	Department of Natural Resources and Environment	In progress	Agency resources	30 June 2023	Sector Round Table held and agreed sector priority plan in development
2.1.8	Delivery of the Tradestart support service providing assistance to Tasmanian businesses/producers seeking to export to international markets or expand to new international markets	Tasmanian Chamber of Commerce and Industry	In progress	Austrade	30 June 2024	Businesses supported to enter or expand international export markets
2.1.9	Encouraging businesses to use and understand the Tasmanian brand through storytelling initiatives including a content project across a broad range of sectors and backgrounds	Brand Tasmania	In progress	Agency resources	Ongoing	A minimum of two new content creations every three months on the Brand Tasmania website and social media channels

Objective 2:

Playing to our strengths, continuing to increase business resilience, and improving processes to address challenges relating to our location and size, while celebrating and maximising the opportunities that the Tasmanian way of life presents, including Tasmania's vibrant arts and cultural activities

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.2.1	Design and deliver phase two of the Minding Your Business Mental Health Program, providing free and dedicated counselling for all small businesses and strengthening relationships between mental health organisations and key business stakeholder organisations	State Growth (Small Business) / Lifeline Tasmania	In progress	Up to \$400,000 over two years	January – December 2023	A minimum of 100 counselling sessions delivered between January and December 2023
2.2.2	Investigate new collaboration opportunities to provide additional mental health support for the small business sector	State Growth (Small Business)	In progress	Departmental resources	January – December 2023	At least one new support mechanism is delivered
2.2.3	Design and deliver a business emergency continuity online planning tool that enables any small business to develop a tailored action plan to prepare for natural disasters, a tailored response plan to use during an emergency event, and a recovery plan to move forward after the event has passed	State Growth (Small Business)	In progress	External grant (SES) and Departmental resources	April 2023 – June 2024	Online tool available on the Business Tasmania website
2.2.4	Plan and co-deliver capacity and capability building programs in governance, fundraising, intellectual property, digital transformation, and law for the cultural and creative sector (in partnership with the Tasmanian Symphony Orchestra, Arts Law Australia, Digital Ready, Creative Partnerships Australia and Creative Australia)	State Growth (Arts Tasmania)	In progress	Departmental resources	March 2023 – June 2024, with some programs offered annually through to 2026	Number of attendees. Improved governance capability for Tasmanian arts organisation, measured through board skills matrix and diversity
2.2.5	Implementation of a five-year Events Strategy that enhances Tasmania's events calendar and generates greater economic and cultural benefits for the people and businesses of Tasmania	State Growth (Events Tasmania)	In progress	Departmental resources	January – December 2023	Launch of strategy
2.2.6	Revise Screen Tasmania’s program guidelines to reduce the burden on industry, and better capitalise on the unique nature of the Tasmanian screen production sector	State Growth (Screen Tasmania)	In progress	Departmental resources	March – June 2023	Revised programs launched, formal industry feedback via survey of applicants

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.2.7	In accordance with the 'Cultural and Creative Industries Recovery Strategy: 2020 and Beyond', the agency will increase training and industry development opportunities for both the creative and practical elements of screen content-creation, therefore increasing the number of skilled practitioners in the state. This, in turn, makes Tasmania a more appealing location for productions, exporting Tasmanian stories and locations, and creating work for practitioners	State Growth (Screen Tasmania)	In progress	Departmental resources and external grant (Screen Australia)	January 2023 – June 2024	An increase of funded attachments and training placements both within Tasmania and the mainland for developing screen and production professionals
2.2.8	Facilitate collaboration with Brand Tasmania to promote the Antarctic brand as part of being Tasmanian to grow the Antarctic and Southern Ocean sector, strengthening employment opportunities and developing a capable local workforce	State Growth (Antarctic Tasmania)	In progress	Agency resources	Ongoing	Increase awareness of Antarctic sector opportunities
2.2.9	Continuing to work with the Tasmanian Hospitality Association to deliver the Mental Health and Wellbeing Support Program to deliver support and assistance services to hospitality business owners and staff	State Growth (Tourism and Hospitality)	In progress	\$600,000 over three years	2022 – 25	Participants at mental health workshops; reach and engagement with HOSPO Health resources; number of completions of the accredited mental health first aid courses
2.2.10	Supporting Tasmanian businesses through the Tourism Innovation Grant Program to develop new and improved tourism products and experiences that will generate visitation, create strategic benefit for the tourism and hospitality sectors and assist in the development of contemporary and competitive tourism offerings	State Growth (Tourism and Hospitality)	In progress	\$8 million	2022 – 24	Successful recipients of grant funding creating projects that increase and expand visitor demand to the broader benefit of the tourism and hospitality sector

Objective 3:

Continuing to be a leader in the global shift towards more sustainable practices and renewable energy by enabling, encouraging, and supporting businesses to participate in and leverage Tasmania's innovative solutions and approach

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.3.1	Implementation of Electric Vehicle ChargeSmart Grants: ChargeSmart grants support Tasmanian organisations to install electric vehicle charging stations. The current round of ChargeSmart Grants will result in the installation of 20 fast charging stations and 23 destination chargers across regional areas and tourism hotspots	State Growth (Renewables, Climate and Future Industries)	In progress	\$773,000	For completion in 2023	All charging stations installed
2.3.2	The <i>Climate Change (State Action) Act 2008</i> was amended in 2022 to include a provision requiring the government to prepare Emissions Reduction and Resilience Plans (the Plans) for sectors, including the transport sector. The Plans will be developed in consultation with business and industry	State Growth (Renewables, Climate and Future Industries)	In progress	Departmental resources	Through to November 2023	Plan to be delivered by November 2023
2.3.3	Deliver the Metro Tasmania Zero Emissions Bus Trial	Metro Tasmania with support from State Growth (Renewables, Climate and Future Industries)	In progress	\$6 million in equity for Metro for battery electric, \$11.3 million from the Renewable Hydrogen Industry Development Funding Program	2023 – 24	Buses on road; learnings for Metro from new technologies; demonstration of hydrogen project for industry development
2.3.4	Working with the Carbon Reduction Collective to encourage take-up of their platform-based emissions reduction plans for small businesses	Tasmanian Small Business Council	In progress	Existing operational budget	Ongoing	Platform deemed suitable and adoption by small businesses
2.3.5	Deliver the Business Resource Efficiency Program which aims to help small to medium sized businesses reduce their consumption of resources and minimise waste streams, reduce operating costs and drive productivity gains, and provide businesses with practical and tailored information about ways to improve their resource efficiency	State Growth (Renewables, Climate and Future Industries Tasmania)	In progress	\$200,000	2023	Participating businesses have a greater understanding of reducing their consumption of resources and improve resource efficiency

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
2.3.6	<p>Plan and begin delivery of four initiatives to build the capacity of tourism and hospitality businesses to undertake carbon reduction activities, increasing awareness and advocacy, and exploring policy options around visitor contributions:</p> <p>Activity 1 – Support for carbon audits</p> <p>Activity 2 – Support for tourism and hospitality operators for tailored carbon reduction activity</p> <p>Activity 3 – Storytelling</p> <p>Activity 4 – Contracted expertise for visitor contribution project</p>	State Growth (Tourism and Hospitality)	In progress	\$1.4 million	Over two years commencing May 2023	<p>Activity 1: Number of carbon auditing vouchers provided to industry and number of operators subscribed to carbon reduction plans; number of workshop and sessions run by Tourism Industry Council Tasmania</p> <p>Activity 2: Number of successful recipients of grant funds</p> <p>Activity 3: Number of carbon reduction stories used by Tourism Tasmania; engagement metrics on these stories</p> <p>Activity 4: Business case delivers insights to make decisions on visitor contribution</p>



Enabling business

Tasmania's geography, attributes and community provide a key point of difference for our products, services and experiences, but it also requires a different approach to supporting our businesses. Our businesses want flexible, innovative, and efficient policies, processes and approaches to assist them to reach their full potential and to grow in their own way.

Objective 1:

Modernising, revitalising and upgrading the business advice and support services that are available to new and existing Tasmanian businesses to ensure that they are accessible, fit for purpose and relevant to current and emerging business needs

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.1.1	Begin implementation of an updated business advice service model called the Tasmanian Business Advice Service (TBAS) that delivers on the findings and recommendations of the external review of the Enterprise Centres Tasmania Program undertaken in 2022	State Growth (Small Business)	In progress	Departmental resources	January 2023 – June 2024	All recommendations are implemented through a staged approach commencing 1 July 2023
3.1.2	Develop and deliver a new and contemporary online business advice platform to enable all Tasmanian businesses to access up-to-date, self-guided, ongoing business planning and support, in any stage of the business life-cycle, 24 hours a day, seven days a week. As an initial activity, undertake a public tender process to appoint a service provider with the necessary business advice and IT skills to design and deliver the online platform	State Growth (Small Business)	In progress	Departmental resources	January – December 2023	Tender process is delivered by June 2023
3.1.3	Appoint a pool of experienced, skilled, and diverse on-ground generalist business advisors to provide up to five hours of free advice to existing businesses. A grant program will be delivered to secure the new advisors	State Growth (Small Business)	In progress	\$1,714,000 over two years	July 2023 – June 2025	Grant program delivered and new services commence on 1 July 2023

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.1.4	Develop a staged plan for the implementation of specialist business advisors to complement the generalist business advisor services within the TBAS, with an initial focus on industry specialists for the Tourism and Hospitality sectors	State Growth (Small Business)	Yet to commence	\$500,000	From 1 July 2023	Plan developed by December 2023
3.1.5	Develop and deliver a program of industry-specific collaborative briefings for the TBAS on-ground advisors as part of ensuring best practice and professional development	State Growth (Small Business)	In progress	Departmental resources	From 1 July 2023	Quarterly briefings are delivered as planned
3.1.6	Rebrand and upgrade the Enterprise Centres Tasmania website in-line with the updated TBAS	State Growth (Small Business)	In progress	Departmental resources	April – June 2023	Updated website and brand goes live 1 July 2023
3.1.7	Design and deliver round three of the Business Advice and Financial Guidance Program to enable small businesses to access specialist financial services and business support to assist in recovery, transition, growth or application of other management strategies	State Growth (Small Business)	Yet to commence	\$525,000 (total funding pool)	17 July 2023 – 30 May 2024 unless fully prescribed beforehand	Round three opens by end July 2023
3.1.8	Continue to provide information relating to grants and support programs offered by government for the small business sector	State Growth (Small Business)	In progress	Departmental resources	Ongoing	Up to date information is hosted on the Business Tasmania website and included regularly in the Business Tasmania e-newsletter and social media channels
3.1.9	Upgrade the Business Tasmania website to ensure ongoing useability and functionality	State Growth (Small Business)	In progress	Departmental resources	July 2023 – June 2024	Updated content, menu improvements and functionality delivered by 30 June 2024
3.1.10	Work collaboratively with business advice and support suppliers to ensure they are aware of the capacity and capability of the Tasmanian Small Business Council to support and complement their activities	Tasmanian Small Business Council	In progress	Existing operational budget	Ongoing	Discussions with providers leading to increased knowledge and understanding

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.1.11	Deliver the Accelerating Trade Grant Program to assist eligible Tasmanian business to collaborate, expand their presence and introduce Tasmanian products and services to the world	State Growth (Trade and International Relations)	In progress	Departmental resources	Ongoing	An increase in the number of businesses provided with a service and / or support; an improvement in brand awareness in targeted markets; at least 80 per cent of businesses satisfied with the quality of services provided; an increase in the value of products or services sold by Tasmanian businesses to the domestic or international market, where these businesses have been supported through the Tasmanian Trade Strategy
3.1.12	Provide free information sessions and business advice, tailored to business size, industry and specific needs through the WHS Advisory Service	Tasmanian Chamber of Commerce and Industry	In progress	WorkCover Tasmania	30 December 2023	Six workshops delivered. Businesses access support to meet WHS compliance obligations

Objective 2:

Collaborating to ensure the Tasmanian entrepreneurial spirit is nurtured and new businesses that contribute to our brand, reputation, and appeal are supported

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.2.1	Develop and implement through a staged approach a new support pilot program for intenders, start-ups and new businesses	State Growth (Small Business)	In progress	Departmental resources	January 2023 – June 2024	Minimum two new tools available for use by 30 June 2024
3.2.2	Develop and deliver a grant program to appoint suitably qualified business advisors to provide up to two hours of free and independent business advice to new businesses as part of the new support pilot program	State Growth (Small Business)	In progress	Departmental resources	February 2023 – June 2024	Grant program delivered and new services commence on 1 July 2023
3.2.3	Develop and deliver the Unlocking Business Opportunities (UBO) tool that enables feasibility testing of business concepts	State Growth (Small Business)	In progress	Departmental resources	January – June 2023	UBO is available for use by 1 July 2023
3.2.4	Develop and deliver an annual program of face-to-face workshops and networking events, and online information sessions for business intenders, start-ups and new businesses	State Growth (Small Business)	In progress	Departmental resources	February 2023 – June 2024	Minimum of four events delivered by 30 June 2024
3.2.5	Update the <i>Starting a Small Business in Tasmania Guide</i> and associated tools to ensure ongoing currency and relevance of information	State Growth (Small Business)	Yet to commence	Departmental resources	April to July 2023	Updated guide is available from July 2023
3.2.6	Deliver round two of the Business Incubator and Accelerator Pilot Program to fund private-sector partners to aid the development of emerging and innovative business ideas across a variety of sectors	State Growth (Small Business)	In progress	Up to \$1 million	July 2023 – December 2025	A minimum of two new incubator or accelerator programs commence delivery by 1 July 2023
3.2.7	Continue to support the Tasmanian Hospitality Association's Great Customer Experience Program to create a free customised advice and support service with the aim of improving customer service in accommodation venues/hotels/restaurants and cafes within Tasmania	State Growth (Tourism and Hospitality)	In progress	\$2.4 million over three years	2022 – 25	Engagement with hospitality venues / engagement of staff

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.2.8	Continue to support and build the start-up ecosystem through the Enterprize innovation hubs in Launceston and Hobart that provide locations for training, mentoring and pre-start-up and early stage business activity. Extend the Enterprize operations to the North West Coast	Office of the Coordinator-General	In progress	\$278,000 per year Plus \$125,000 per year	Ongoing to 2024 – 25	Continued operation of innovation hubs in Launceston and Hobart. Established presence on the North West Coast
3.2.9	Support Tasmanian businesses to develop and commercialise new technology for Antarctic science and research	State Growth (Antarctic Tasmania)	In progress	Departmental resources	Ongoing	Increased in engagement of Tasmanian businesses in new technology for Antarctic science and research

Objective 3:

Working with various levels of government and key stakeholders to provide businesses with as much certainty as possible to meet the ongoing challenges that exist with the current and future operating environment

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.3.1	Work in partnership to monitor identified activities associated with the implementation of the Small Business Growth Strategy 2026	State Growth (Small Business) / Tasmanian Small Business Council / Tasmanian Chamber of Commerce and Industry	In progress	Existing budgets	Ongoing	Positive outcomes reported against published activities
3.3.2	Investigate the viability of adopting a Small Business Friendly Councils initiative as encouraged by the Australian Small Business and Family Enterprise Ombudsman	State Growth (Small Business)	Yet to commence	Departmental resources	Target commencement date of January 2024	Investigation commenced
3.3.3	Working closely with State Roads to better inform businesses in relation to road works that may impact operations, and how to prepare for planned disruptions	State Growth (Small Business)	In progress	Departmental resources	Ongoing	Increased engagement with department services to assist with continuity planning

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.3.4	Development and roll out of a program of meetings with key representative stakeholders to strengthen relationships and better understand industry sector challenges	State Growth (Small Business)	Yet to commence	Departmental resources	Ongoing	20 meetings delivered by 30 June 2024
3.3.5	Contribute to a coordinated and cooperative state-wide approach to mountain biking product development and management	State Growth (Tourism and Hospitality)	In progress	\$30,000	February – June 2023	Launch of a decision-making tool to enhance decision making
3.3.6	Partner with Tasmanian associations and business clusters to design, implement and broaden trade programs and initiatives to support market growth and stability against trade shocks	State Growth (Trade and International Relations)	In progress	Departmental resources	Ongoing	An increase in the number of businesses provided with a service and / or support; an improvement in brand awareness in targeted markets; at least 80 per cent of businesses satisfied with the quality of services provided; an increase in the value of products or services sold by Tasmanian businesses to the domestic or international market, where these businesses have been supported through the Tasmanian Trade Strategy
3.3.7	Design and deliver the Tasmanian Survey of Business Expectations	Tasmanian Chamber of Commerce and Industry	In progress	State Growth	30 June 2024	Four surveys of businesses per year. Results provided to State Growth

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.3.8	Design and deliver the Large Business Customer Electricity Support Scheme to provide a rebate of up to \$20,000 for eligible contracted entities that consume more than 150Wh of electricity per annum to assist offset higher electricity prices	State Growth (Commercial and Agribusiness Finance)	In progress	\$6 million	March – July 2023	Number of rebates provided
3.3.9	Design and deliver the Energy Saver Loan Scheme to help make small business (and households) more energy efficient by providing fee-free and interest-free loans of up to \$10,000 to fund the purchase price and installation of energy efficient products	State Growth (Renewables, Climate and Future Industries Tasmania)	In progress	Funding will support a total \$50 million in loan capital	Through to October 2025	Number of loans supported by the program, as a proxy for the energy savings captured by business

Objective 4:

Supporting businesses to meet increasing demand by working with the business community and representative organisations to address the barriers to scaling-up operations

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.4.1	Develop a program of information sessions and/or webinars that address the common barriers to scaling-up business operations	State Growth (Small Business)	Yet to commence	Departmental resources	February– June 2024	Program is developed by 30 June 2024
3.4.2	Design and deliver a Small Business Growth Strategy Grant Program that provides funding across multiple streams for small businesses or representative organisations to undertake projects that relate to one of the strategy's themes	State Growth (Small Business)	In progress	\$1 million	Round one opens 7 March, closes 4 April 2023	Funds are fully allocated
3.4.3	Update and digitise the Better Workplace Kit	State Growth (Jobs Tasmania)	Yet to commence	Departmental resources	30 June 2024	Kit is updated and available online by 30 June 2024
3.4.4	Design and deliver a grant program to support smaller Tasmanian-based emerging manufacturing enterprises to scale-up to better compete in national and international markets to improve their competitiveness and resilience	State Growth (Advanced Manufacturing and Defence Industries)	In progress	\$100,000 with grants of between \$2,000 and \$10,000	13 February – 10 March 2023	All applicants notified of outcomes by 31 March 2023

Objective 5:

Taking a holistic approach to red tape reduction, and continuing to streamline government processes to reduce and minimise bureaucracy and unnecessary barriers to business growth

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
3.5.1	Continue to consult with businesses and industry to nominate red tape issues to be addressed, and provide an annual update through the Tasmanian Red Tape Audit Report	Office of the Coordinator General (Red Tape Reduction Coordinator and Small Business Advocate)	In progress	Departmental resources	Ongoing	85% of all red tape issues raised are successfully resolved
3.5.2	Work collaboratively with the Red Tape Reduction Coordinator to support efforts to streamline processes across all levels of government and address identified red tape issues	Tasmanian Small Business Council	In progress	Existing operational budget	January – December 2023	Ongoing resolution of identified red tape issues
3.5.3	Continue to implement reforms to modernise the Tasmanian planning system and complete the transition of remaining councils to the new more flexible Tasmanian Planning Scheme	Department of Premier and Cabinet (State Planning Office)	In progress	Departmental resources	Ongoing	All councils using the Tasmanian Planning Scheme by June 2024
3.5.4	Adopt a best practise approach to public consultation through the development of a public engagement framework for the Small Business Unit. The framework will outline the standards, principles and expectations for quality engagement with the Tasmanian small business community	State Growth (Small Business)	Yet to commence	Departmental resources	Commence by 1 July 2023	Framework developed and adopted by June 2024



Technology

Technology is a vital and increasingly significant part of the modern business environment. This is especially true in Tasmania, where it can address challenges, increase productivity, open up new markets, and help businesses to be efficient and accessible.

Objective 1:

Continuing to improve and upgrade Tasmania's digital networks and infrastructure through significant investment to increase capacity, resilience and capability

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
4.1.1	Undertake a mapping exercise in relation to digital connectivity issues and coverage gaps for Tasmania, with the aim of identifying opportunities for investment and collaboration with the Australian Government under federally funded digital infrastructure programs	State Growth (Science and Technology)	In progress	Subject to available funding	January – July 2023	Mapping exercise is completed
4.1.2	Contribute to the upgrade of telecommunications on King Island to deliver improved transmission capacity to and from the Island, as well as several new 4G mobile sites and upgraded existing mobile network facilities – funded via the national Regional Connectivity Program	State Growth (Science and Technology)	In progress	Departmental resources	Target commissioning date of December 2023	Improved Telstra services on King Island
4.1.3	Deliver upgraded voice and data telecommunications services to defined North-West locations including Boat Harbour, Port Latta, Marawah/Redpa, Lower Scotchtown and Cradle Coast, as well as other rural locations including Deddington, Royal George, Lake Leake and Pelham	Federal Government / State Growth (Science and Technology)	In progress	Various	Target commissioning date of December 2024	Improved services across all nominated locations

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
4.1.4	Implementation of National Electronic Conveyancing and Lodgement in Tasmania	Department of Natural Resources and Environment	In progress	\$1 million	Ongoing	High volume Tasmanian land titles dealings available for lodgement via an Electronic Lodgement Network Operator
4.1.5	Continue to facilitate a positive working relationship with Telstra and Optus to support small businesses experiencing difficulty with mobile coverage	Tasmanian Small Business Council	In progress	Existing operational budget	Ongoing	Ongoing engagement and commitment for increased service provision
4.1.6	Continue to work collaboratively with NBN in Tasmania to identify bandwidth issues affecting small business connectivity	Tasmanian Small Business Council	In progress	Existing operational budget	Ongoing	Two meetings with Tasmanian NBN representatives
4.1.7	Service Tasmania Digital Portal: Launching in early 2024, myServiceTas will begin to deliver the Government's ambition for a single, secure and easy-to-use access point for government services. Phase one initially focuses on foundational capability to hold a digital account and undertake a range of transport transactions such as motor vehicle registrations and drivers licences. It will also include the ability to transact as an individual or as a business, meaning that over time agencies can bring a range of business-facing services into the digital environment (subject to further funding). This will help to reduce the administrative burden of transacting in person or over the phone, and make engaging with government more streamlined.	Service Tasmania – Department of Premier and Cabinet	In progress	Phase one funded through \$4.3 million commitment	Stage one launch in early 2024	KPIs under development

Objective 2:

Providing relevant and accessible training, knowledge and support to businesses and representative organisations to utilise digital platforms to access new markets and increase market share

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
4.2.1	Develop and deliver a new program of workshops relating to Storytelling on Facebook	Brand Tasmania / State Growth (Science and Technology)	In progress	Digital Ready Program funding	March – June 2023	Three workshops delivered (North, South, North-west)
4.2.2	Continued delivery of workshops “Brand Storytelling in the Digital Space”	Brand Tasmania / State Growth (Science and Technology)	In progress	Digital Ready Program funding	March – June 2023	Three workshops delivered (North, South, North-west)
4.2.3	Develop online content including fact sheets and blogs relating to various digital platforms to highlight the benefits they can provide to businesses as well as information on to how to get started. Potential categories include digital strategy, social media fundamentals, email marketing, digital content creation and distribution	State Growth (Science and Technology)	In progress	Digital Ready Program funding	Ongoing	Six to eight new resources developed monthly and available online via the Digital Ready website
4.2.4	Develop and deliver a series of video presentations with subject matter experts on various digital platform categories. Each session to be filmed with content hosted online to enable ongoing access for businesses. When appropriate this content will be provided to industry groups/councils etc and followed up with a relevant Q&A webinar or face to face group session with the SME	State Growth (Science and Technology)	In progress	Digital Ready Program funding	Ongoing	Approximately 20 video presentations to be filmed each year. In addition, 12-15 online or face to face follow up events will be scheduled

Objective 3:

Continuing to provide relevant, up to date and accessible support and tools to improve digital literacy and build an understanding of how technology can be maximised to support business growth in Tasmania

Activity		Lead organisation	Status	Funding	Timeframe	Measure of success
4.3.1	Ongoing delivery of the Digital Ready for Business digital coaching. A provision of up to four hours of free digital coaching per calendar year/per business. The aim is to empower Tasmanian small and medium businesses to have the confidence to manage their online presence and develop an online strategy to support their business growth. In addition to numerous online resources (such as fact sheets, blogs, podcasts, checklists) the Digital Ready website now includes a new online course titled 'Digital Ready Fundamentals'. This course provides Tasmanian small businesses with the ability to build and develop core digital skills	State Growth (Science and Technology)	In progress	Digital Ready Program funding	Ongoing	Up to 400 businesses to receive up to four hours of free digital coaching per calendar year
4.3.2	Investigate a shared promotional campaign with the Regional Tech Hub who provide independent, free advice about telecommunications services for regional, rural, and remote Australians, to raise awareness of the service availability in Tasmania	State Growth (Small Business)	Yet to commence	Departmental resources	From July 2023	Increased awareness of the Regional Tech Hub service amongst Tasmanian businesses
4.3.3	Work with local and national providers of cyber security training to deliver seminars and enable small businesses to better protect their online activities	Tasmanian Small Business Council	Yet to commence	Existing operational budget	April – December 2023	Three seminars delivered
4.3.4	Provide information to member businesses on the organisations best suited to provide cyber security training and support	Tasmanian Small Business Council	Yet to commence	Existing operational budget	April – December 2023	Advice delivered and discussed with member businesses
4.3.5	Deliver a cyber security event series featuring information sessions and promotion of collaboration opportunities with guest speakers sharing their experience after a cyber attack, as well as manufacturing industry experts sharing ways to minimise risks to businesses	State Growth (Advanced Manufacturing and Defence Industries)	Complete	Departmental resources	March 2023	Delivery of three events across the state
4.3.6	Develop and deliver a series of cyber security content for the Digital Ready for Business website – factsheets, blog posts and filmed content to enable ongoing access for businesses.	State Growth (Science and Technology)	Yet to commence	Digital Ready funding	From July 2023	Delivery of six new cyber security topics

