Business Growth Strategy
2019-2023

Supporting small business growth in Tasmania

TCCI
Tasmanian Small Business Council
Uniting Small Business
Tasmanian Government
We are living and conducting business in an exciting time in Tasmania.

Confidence is high, our economy is strong and opportunities abound. And to keep this going we are laying down strong foundations to give small business every opportunity to thrive.

Business thrives on certainty. It succeeds when confidence is high. It grows when the economy is strong, and importantly, it creates and sustains real jobs for Tasmanians.

We have been working to help our economy grow. That trend has been ongoing for the last five years, and this helps create that confidence.

Our 37,300 small businesses are key to getting and keeping Tasmanians in work and driving grassroots investment, which underpins our economy and helps our communities prosper.

Tasmanian small businesses have already shown they are more resilient than those in other states and territories, maintaining the highest long-term survival rate in the country.

This strategy is a true partnership between business and government.

It has brought together the best ideas from across the Tasmanian Chamber of Commerce and Industry and the Tasmanian Small Business Council as well as individual business and community leaders.

It outlines a bold vision to creating a competitive environment strengthened by services, market information and a skilled workforce that supports innovation, growth and creates jobs.

The Tasmanian Business Growth Strategy 2019-2023 is built on three key pillars: high levels of business confidence, taking advantage of emerging opportunities in our economy, and ensuring government policies are aligned with business and industry goals and targets. These support five action areas: programs and services for growth, fostering a business growth environment, red tape reduction and dispute resolution, capitalising on market expansion opportunities, and skill development and support.

I look forward to progressing this strategy side-by-side with our small business sector over the next five years to ensure we are moving in the right direction and the priorities continue to meet the needs of existing and emerging businesses.

Peter Gutwein
Minister for State Growth
Of the 38,300 businesses in Tasmania, small enterprises make up 97 per cent of Tasmania’s business community.

Tasmania has the highest business survival rate. Of the 37,000 Tasmanian businesses operating in June 2014, 68 per cent were still in business in 2018.

64 per cent of small businesses operate in six major industries*, employing almost half of Tasmania’s total private sector workforce.

Of the 97 per cent of small businesses in Tasmania, two thirds are self employing.
What small business looks like in Tasmania

Small businesses make a big contribution to our economy

From 2014-15 to 2017-18, Tasmania’s small business sector grew by 4.6 per cent – an additional 1,643 businesses.

* The six industries are as follows:
  • construction
  • agriculture, forestry and fishing
  • rental, hiring and real estate services
  • professional, scientific and technical services
  • financial and insurance services
  • retail trade

Source: ABS, Counts of Australian Businesses, including Entries and Exits, June 2014 to June 2018 Catalogue Number 8165.0
What Tasmania’s small businesses have said

In 2018 the Tasmanian Chamber of Commerce and Industry, the Tasmanian Small Business Council, and the Tasmanian Government listened to over 180 small businesses across urban, rural and remote areas of Tasmania. Businesses shared their views on:

"A vision for a Tasmania that best supports small business"

‘Increased infrastructure, employing locals and Tasmanian-based businesses.’

‘Where business can trade with support, but without interference and competition from government.’

‘A Tasmania that best supports small business would minimise regulation to that which is absolutely necessary, and have a public service that helps and assists small businesses navigate through the necessary red tape.’

"Their biggest barrier to growth"

‘Good financial support and having a reasonable business plan from the start up stage results in less financial risk and time wasting.’

‘Too many small businesses start with no clue as to how to manage their ATO, Fair Work and ASIC compliance and get themselves into trouble very quickly. That costs them dearly...this needs to be addressed for small businesses to not just survive but thrive in Tasmania and Australia.’

‘The lack of understanding of the digital disruption that is coming...a new approach to reaching the market is needed.’

"The government’s role in supporting Tasmania’s small business community"

‘Linking with mentors from different sectors. Access to national mentors to share experience across the greater business landscape.’

‘Supportive local and state government bureaucrats who give quality, timely and accurate advice that can be trusted...it is very expensive enduring delays.’

‘Tasmania needs to get the training structure right and this will provide the pathway to a strong business model. Small businesses will fall over if students aren’t prepared at an entry level start.’
Building on our robust foundations

Throughout 2018, the Tasmanian Government continued to build a solid track record of investing in and growing the small business sector:

• The Business Tasmania service supported Tasmanians to start, run or grow a business. Delivered through a range of traditional and online channels.

• The Enterprise Centres Tasmania program offered access to a state wide network of business advisors providing free business guidance and information.

• The Winning Government Business program supported small businesses to navigate both tendering and grant processes.

• The Digital Ready for Business program provided targeted assistance and advice to ensure Tasmanian small businesses are digitally literate and competitive in the digital economy.

• Businesses benefited from payroll tax reduction. Tasmania continued to have the most competitive payroll tax system in the country for payrolls up to $4 million. From 1 July 2018 payroll tax reduced from 6.1 per cent to 4.0 per cent on payrolls between $1.25 million and $2 million.

• Making business easier by reducing red tape, assisting small business navigate regulation and ensuring new regulation did not inhibit productivity, innovation and growth.

• Market expansion opportunities were delivered across different sectors to assist businesses to increase their capability and grow their markets both interstate and overseas.

• Access to finance assisted businesses to achieve growth under various loan schemes, grants such as the Tasmanian Energy Efficiency Loan Scheme, the No Interest Loan Scheme and support for sectors such as the screen industry and primary producers.

• Training and workforce development was supported by the Tasmanian Government investing more than $100 million annually in training and workforce development through Skills Tasmania, including programs that support small businesses in attracting apprentices and trainees.
The strategy development process

Development of the Business Growth Strategy commenced with the Tasmanian Government and industry engaging in roundtable conversations across the state. Over 70 Tasmanian businesses participated by sharing their ideas and identifying the key issues, challenges and opportunities to develop a way forward.

Businesses and the community were also encouraged to make public submissions, and over 110 submissions were received. The outcomes of the business and community consultation were then validated at an Industry Business Summit.

The following themes emerged relevant to business growth:

2. Knowledge, access to training and mentoring.
3. Employment.
4. Funding.
5. Business networking.
6. The cost of running a business.
7. Tasmania’s small population.
8. Tasmania’s isolation.

Validation with over 25 industry groups and Chambers of commerce identified these themes:

1. Government should continue to support businesses to start, grow and overcome barriers.
2. Industry associations and government need to help business find the support they need.
3. Support should be tailored to the stage of business – concept, starting, growing or closing.
4. Small businesses are time poor and need flexible access to information and support.
5. Business growth through skill development and support mechanisms.

Focused on the following questions:

1. What is your vision for a Tasmania that best supports small business?
2. What is the number one issue or key challenge impacting your capacity to grow?
3. What role should the Tasmanian Government provide in supporting Tasmanian small businesses?

90 per cent of businesses confirmed that the Tasmanian Government should provide services and assistance programs for small businesses to help them start, grow and overcome barriers to growth.
Action plan for government and industry

There is an opportunity to enhance Tasmania’s small business landscape by:

• helping people bring their ideas forward and turn them into businesses
• helping early stage businesses with high growth aspirations to be sustainable and achieve that growth
• supporting those businesses facing tough challenges to increase their resilience and likelihood of success.

Tasmania’s small business community can thrive in an environment that supports getting the best start possible, helps get businesses through the first four years, and facilitates high growth and employment. This will result in a higher survival rate, more high growth businesses, increased employment and higher productivity.

The global business landscape will evolve and continue to change by 2023 and beyond. By working smarter, together we can ensure Tasmania’s small business economy will be in a stronger position to respond to competition and grow into globally competitive businesses.

The Business Growth Strategy will focus on enabling a vibrant business community by carrying out the following initiatives. By developing initiatives in partnership with industry, we ensure that the Tasmanian Government provides services only where the businesses themselves are not well placed to do so.
1. Providing supportive programs and services to enable growth and increase productivity

Affordable, independent, professional business advice and access to information is critical for small businesses at all stages of growth.

The Tasmanian Government and industry will partner to build upon successful programs to ensure small business support is relevant, delivered to the highest standard, and available when and where business needs it.

1.1 Improve business advice and support services

The Business Tasmania service supports Tasmanians to start, run and grow their business by offering a personalised, consultative and first contact resolution service and referral to relevant government agencies.

Consultation with businesses identified that there is a need for services such as Business Tasmania, the Enterprise Centres Tasmania program and an independent mentoring program to continue. Undertaking a strategic review of these programs to maximise the value, relevance and accessibility was a common theme.

The following new actions will be undertaken to enhance business support programs:

• Establish a small business–to–business network program to improve business connectivity and build business capability and preparedness to adapt in a changing environment, in partnership with industry.

• Identify and deliver an enhanced online portal for all grant and funding opportunities accessible via the Business Tasmania website.

• Develop a new and innovative industry-focused coaching/mentoring program in association with Enterprise Centres Tasmania, Business Tasmania and industry.

1.2 Creating fair government procurement opportunities

The Winning Government Business program provides Tasmanian businesses with advice on how to be competitive in bidding on government tenders. This successful program is underpinned by the Tasmanian Government’s Buy Local Policy which increases awareness of the requirements for, and the benefits in buying locally and improving access to government contracts for small business.

The following actions have been taken to enhance the Winning Government Business program:

• A review was undertaken of the Tasmanian Government’s Buy Local Policy.

• For procurements valued at $50 000 or more, the mandatory minimum percentage to be attributed to the Local Benefits Test/Local Impact evaluation criterion was increased from 10 per cent to 20 per cent.
1.3 Equip small businesses to be digitally competitive

The Tasmanian Government’s Digital Ready for Business initiative provides targeted assistance and advice to ensure Tasmanian small businesses are digitally literate and competitive in the digital economy.

The following actions will be undertaken to enhance Digital Ready for Business:

- Continue to update the Digital Ready website, content and service offering.
- Hosting business workshops in partnership with industry bodies.
- Develop a new ‘Digital Check-up’ assessment tool which will identify the specific areas small businesses can improve their digital presence.

1.4 Leveraging the visitor economy

The visitor economy is a significant and growing contributor to the Tasmanian economy. Tasmania’s small business community plays a critical role in providing a positive visitor experience. Equally there is an opportunity for small businesses to leverage growth of Tasmania’s tourism industry.

The following actions will be undertaken to enhance small business’ contribution to Tasmania’s growing tourism industry:

- Development of tailored seminars to increase businesses’ knowledge of the visitor economy and help them leverage the value of online visitor platforms, in partnership with industry.
- Continue to support the Great Customer Experience Program to assist the tourism and hospitality industry in providing high quality customer experience.

1.5 Support entrepreneurial pathways

The global business landscape is evolving with traditional business models increasingly being disrupted, reinvented or reimagined. Increased disruption offers opportunity as much as risk; there has never been a better time to create new business models or reach national or global markets from Tasmania.

For Tasmanian business to remain relevant in the global economy, we must support entrepreneurs who are considering or actively starting a small business to participate in new ways of value creation.

The Tasmanian Government already financially supports Enterprize Hubs in Launceston and Hobart. In 2018 they were enhanced to support technology start-ups and pre-commercialisation stage proposals.

The following will occur to support Tasmanian entrepreneurs:

- Establish a targeted Start-Up Accelerator program to support and foster a culture of innovation and entrepreneurship.
- Work with the University of Tasmania, TasTAFE and other training providers to provide pathways between formal education/training and new business support programs.
1.6 New fundamental skill programs for business

There is strong business appetite for programs and tools for new business fundamentals, entering new markets and supporting growth and expansion. New programs will be developed and delivered with a focus on improving financial literacy for growth, branding and marketing skills.

A range of skills is required when starting, running and growing a business and having skilled business owners and staff is fundamental to success.

The following new business fundamental programs will be developed along with associated online tools and resources:

- A program that supports business growth through improved financial literacy for new business owners and those seeking expansion.
- A program to assist business branding and marketing to enable enhanced market penetration and growth.

1.7 Communication with the small business sector

The Tasmanian Government is focused on increasing the public profile of advice and support already available to small business. Businesses told us to engage with them more often and provide an opportunity to give feedback directly to government.

The Tasmanian Government will take the following actions to maintain strong communication with the small business sector:

- Improve the way in which fundamental business information and advice is provided to Tasmanians who are considering or actively starting their business.
- Partner with industry to deliver roundtable discussions with businesses.
- Deliver a regular small business summit to report on delivery and performance of actions in this strategy, and to seek feedback directly from small business to ensure these actions remain relevant.
- Develop and deliver a program of topical small business forums.
2. Enabling an operating environment for business growth

The Tasmanian Government and industry are committed to helping Tasmania’s growing small business sector to expand and invest, which will create more jobs for Tasmanians.

By creating the right economic conditions through legislative amendment and enabling access to finance, Tasmanian businesses will thrive, resulting in growing the economy and improving the lives of all Tasmanians.

2.1 Deliver payroll tax relief

A strong fiscal position has provided an opportunity for the the Tasmanian Government to reduce payroll tax for businesses. From 1 July 2018, the Tasmanian Government introduced additional benefits by changing thresholds and lowering tax rates:

• Businesses with total wages of less than $1.25 million will continue to pay no tax.
• Businesses with total wages of between $1.25 million and $2.0 million will pay tax at a rate of 4.0 per cent (reduced from 6.1 per cent).
• Businesses will pay tax at a rate of 6.1 per cent on wages above $2.0 million.
• Providing a three year payroll tax exemption for businesses that relocate from interstate to a regional area in Tasmania.

2.2 Payroll Tax Rebate Scheme

The Payroll Tax Rebate Scheme provides a payroll tax incentive for Tasmanian employers to help create additional employment for apprentices, trainees and youth employees.

For the period 1 July 2017 to 30 June 2019, the Payroll Tax Rebate Scheme offers a rebate to employers that pay payroll tax and employ eligible apprentices, trainees and youth employees.

For the period 1 July 2019 to 30 June 2021, the rebate will remain available for employers in the building and construction, tourism and hospitality and manufacturing industries that pay payroll tax and employ eligible apprentices and trainees.

2.3 Improve the operating environment for retailers

Under current laws, a retailer must employ a licensed security guard if they want to search a customer’s bag while inside their business premises.

For many businesses this is too costly and as a result, some retailers choose to employ retail staff in the role of “greeter”. Greeters are employed to discourage dishonest behaviour; but they do not have the power to search bags and many shoplifters are aware of this loophole.

Every Tasmanian business deserves to be able to trade safely and free from the impact of crime.

Working towards this goal the following actions include:

• Legislate to allow retailers, large or small to make it a condition of entry that a customer’s bags can be physically inspected by store personnel.
• Make it easier for businesses to lodge restraint orders against repeat thieves so their unlawful activity can be restricted. Tasmanian Police will offer advice and guidance on applying for restraint orders and pursuing offenders through the Courts.
• Increase Police presence in shopping precincts to support retailers.
2.4 Enhance Government procurement processes

The Tasmanian Government is committed to backing local businesses to create jobs and stimulate the economy to deliver growth. The Tasmanian Government’s Buy Local Policy aims to increase awareness of the requirements for, and benefits in, buying locally and improve access to government contracts for small businesses.

Government procurement presents opportunities for small business to work on projects of significance and raise the profile of their products and services, while creating local jobs and gaining the skills required to access future procurement opportunities.

The Tasmanian Government has undertaken and will continue the following actions to ensure fair procurement opportunities continue to exist and that small businesses are more informed and competitive when applying for government contracts:

- Reviewing the Tasmanian Government’s procurement system, including the Buy Local Policy, to develop initiatives that increase small business participation in government procurement.
- Increased transparency in relation to government procurement activities.
- Appoint a Small Business Advocate to create a more level playing field and assist small business in trying to resolve disputes with larger businesses, state government bodies and local councils.

2.5 Improve payment terms and practices for small business

Inability to access finance and maintain reliable cash flow is a common reason for business failure and a key barrier to innovation and maintaining viability for small business, particularly those operating in regional and remote areas.

As a major purchaser of goods and services from Tasmanian businesses, the Tasmanian Government recognises its role is to lead by example.

The following actions will be undertaken:

- By 1 July 2020, the Tasmanian Government will adopt 20 day payment terms as recommended by the Australian Government’s response to the Australian Small Business and Family Enterprise Ombudsman’s Payment times and Practices Enquiry 2018.
- Encourage local government to adopt 20 day payment terms as recommended by the Australian Government.
- Investigate the development of a Small Business Friendly Councils initiative to encourage local government to lift their small business procurement spend and to improve payment terms and practices to small businesses.
- Investigate a best practice payment policy to encourage key Tasmanian buyers to adopt payment times and practices that best support their small business supply chain.
2.7 Keeping Tasmanian businesses safe

High quality CCTV footage has revolutionised security systems around the world and plays a very important role in detection and prosecution. Furthermore, with most businesses relying heavily on information and communications technology, increased global cybersecurity threats are becoming a greater business risk.

The Tasmanian Government will undertake the following actions:

• To ensure Tasmanian businesses are safe we will provide funding to small businesses wanting to install good quality high-definition digital recording security cameras.

2.6 Access to finance

Consultation with businesses indicated that the Tasmanian Government should continue to provide business funding through financial schemes when there is an identified need and market failure.

The Tasmanian Government will continue to work with industry to identify and deliver targeted support by delivering the following actions:

• Deliver financial assistance programs to regions when a specific need has been identified, such as disaster response.

• Assist small businesses with the purchase of energy efficient products by continuing the Tasmanian Energy Efficiency Loan Scheme and AgriGrowth loans to support Tasmanian farm and agri-food businesses.

• Provide low income earners with access to the No Interest Loan Scheme to develop business opportunities.

• Continue to support primary producers to improve their energy efficiency.

• Funding support for the screen industry.
3. Enabling business growth through reducing compliance burden and dispute resolution

The Tasmanian Government and industry understands how small businesses can be disproportionately impacted by red tape and how this hinders their growth. Reducing the regulatory burden on business allows them to direct resources to more productive purposes resulting in greater investment, employment, innovation and growth.

Supporting businesses to resolve disputes outside the existing court system is also an important element for business growth as it saves time and money. Creating a level playing field and assisting small businesses in trying to resolve disputes with larger businesses, Tasmanian Government bodies and local government will provide the economic levers to further support growth.

3.1 Continue our focus on reducing of red tape

The Tasmanian Government is committed to reducing red tape and making Tasmania the best place in Australia in which to do business.

The role of the Red Tape Reduction Coordinator is considered pivotal to assisting small businesses navigate the governing regulations and guide them through the regulatory hurdles they may encounter. The Red Tape Reduction Coordinator consults extensively with businesses and industry and has a web portal for businesses to lodge red tape issues.

This is a position that will continue to work with regulators and industry to prevent the introduction of new regulations that will inhibit productivity, innovation and growth of small businesses.

To reduce unnecessary red tape further, the following actions will continue to be undertaken by the Red Tape Reduction Coordinator:

- Engage with small businesses and deliver red tape reforms, making it easier for Tasmanian businesses to become more productive.
- Consult with business and industry who live and work with regulation on a regular basis and work towards reducing the red tape burden.

3.2 The Small Business Advocate

It has long been recognised that there is a need in Tasmania to assist small businesses resolve disputes.

The Office of the Coordinator-General has appointed a Small Business Advocate to provide a central point of contact for dispute resolution and mediation for the small businesses sector.
4. Providing market expansion opportunities for businesses in growth

Market expansion opportunities are essential for Tasmania’s economic growth. With the Tasmanian Government and industry supporting businesses to be innovative, improve their efficiency and productivity plus increase their capacity and capability, we can create a successful competitive business landscape and platform for growth.

The Tasmanian Government’s Trade Strategy, Advanced Manufacturing Action Plan, Defence Industry Strategy and other sectoral strategies assist businesses to grow their capability and market expansion opportunities by fostering a productive, resilient and competitive business community.

4.1 Improve assistance to businesses seeking growth

Supporting innovation and continuous improvement for Tasmanian businesses is essential to encouraging exploration of new opportunities and markets. The following action will be undertaken:

• Streamline the application process for financial incentive programs for projects such as business innovation, growth strategies, and accessing new market opportunities.

4.2 Provide regional and remote market expansion opportunities

To ensure our regional and remote areas have access to outreach growth capabilities the following actions will be undertaken:

• The Department of State Growth to work with regional bodies to connect small business with market expansion and capability building opportunities.
• Continue to provide market development assistance for artists and galleries.
• Implement the cluster support programs outlined in the Tasmanian Trade Strategy 2019-2025.

4.3 Support freight and market access

The Tasmanian Government will provide advisory services on technical market access and logistics, and deliver a supply chain program that complements the existing Tasmanian Integrated Freight Strategy and infrastructure investment actions.

The following new actions will be undertaken and will be outlined in the Trade Strategy:

• Appoint a market access coordinator.
• Provide a freight expert advisory service.
• Develop and deliver a supply chain program to assist small business to enter the supply chains of major national and international buyers and primes.
5. Empowering business growth through skill development and support mechanisms

Supporting skilled and productive business owners and employees is fundamental to business growth and future economic prosperity.

The Tasmanian Government’s flagship strategies to support workforce skill development, and address skilled labour supply are:

• Training and workforce development – Government invests more than $100 million annually in training and workforce development through Skills Tasmania.
• Population strategy and skilled migration – Supporting, promoting and facilitating the attraction of skilled labour to meet the emerging skills needs of the economy.

Under each of these strategies is a suite of activity that supports businesses directly to connect and grow their workforce capability with support from industry.

5.1 Support for apprentice and trainees

The Tasmanian Government recognises the valuable investment that small business makes in training the next generation of Tasmanians. We want to make sure the sector is confident and prepared to take on more workers and give businesses the ability to grow their workforce.

The following actions commenced in 2018 and will continue in support of apprenticeships and traineeships:

• Subsidise the cost of traineeships and apprenticeships with private training providers through the Apprentice and Trainees Training Fund (User Choice).
• Provide assistance to TasTAFE to provide subsidised training for apprentices and trainees.
• Investment in the development of an Agricultural Centre of Excellence at Freer Farm near Bumie, Drysdale Centre of Excellence in Devonport and a Trades and Water Centre of Excellence in the south.
• Subsidise travel costs so businesses can send their apprentices and trainees to attend training.
• Support employers in specific areas of the economy, such as building and construction, tourism and hospitality, and manufacturing, to employ more apprentices and trainees by offering Small Business Grants and Payroll Tax Rebate program.
5.2 Support for staff and workforce development

The Tasmanian Government is committed to engagement with Tasmanian industries to build real skills for real jobs and growth. Through staff and workforce planning and development we aim to increase workforce participation and maximise the availability of appropriate skilled workers to meet current and forecast workforce needs.

The following actions will be undertaken:

- Continue to support regional and industry workforce planning and development under the Workforce Development Grant program.
- Continue to investigate career training pathway development and delivery in the fast growing aged and disability sector.
- Support small businesses to access apprentices through investment in the Launceston Apprenticeship Pipeline Project that will support the building and construction sector to respond to growth opportunities as a result of the Launceston City Deal.
- Continue to deliver the Tasmanian Employment Networking Services (TENS).

5.3 Enhancing business productivity

Supporting industry identified training needs for existing and new workers is essential for business productivity and growth. The following actions will be undertaken:

- Deliver the $10 million Skills Fund which will include funding for seasonal workers, visitor experience and customer service, and employer led pre-employment training.
- Continue to deliver the Employer of Choice program.

5.4 Address barriers to employment and business growth

Addressing barriers to employment and business growth will be undertaken through the following programs:

- The Jobs Action Package: Employment Partnership – a $4.1 million initiative in partnership with TasCOSS and the Tasmanian Chamber of Commerce and Industry to support local businesses to connect with local job seekers in four communities across the state.
- The Training and Work Pathways program supports innovative, targeted projects that address barriers to participation in education, training and employment.
- 26TEN and other programs aimed at improving literacy and numeracy skills.

5.5 Attracting a skilled workforce to Tasmania

Growing Tasmania’s population is a top priority of the Tasmanian Government as it is highly correlated with overall economic performance and business growth. Attracting a skilled workforce to the state is an essential element to achieving our goals and giving Tasmanian businesses the opportunity to grow.

The following actions will be undertaken:

- Promote the Make it Tasmania initiative and provide free promotion of successful Tasmanian businesses to raise awareness of the benefits of living and working in Tasmania.
- Support the growth of Tasmanian business and industry through selective nomination of prospective migrants in targeted occupational groups.
Delivery and performance

The Minister for State Growth will lead a coordinated approach, supported by the Department of State Growth, the Tasmanian Chamber of Commerce and Industry and the Tasmanian Small Business Council to facilitate the delivery and performance of the actions within this strategy.

A Small Business Advisory Group, including the Tasmanian Chamber of Commerce and Industry and the Tasmanian Small Business Council will be established to guide implementation of the strategy through development of annual action plans detailed below.

The Tasmanian Government will deliver regular roundtable sessions and an annual industry summit to report on delivery and performance in relation to the actions in this strategy, and to seek feedback directly from small business to ensure these actions remain relevant over time.

The key performance indicators to be measured across the life of the strategy

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>An increase year on year in the number of businesses provided with a service and/or support.</td>
<td>An 85 per cent clear-up rate on reported red tape by 2022.</td>
</tr>
<tr>
<td>An increase in awareness of small business support programs and services.</td>
<td>90 per cent of Tasmanian Government contracts being awarded to Tasmanian–based businesses by 2022.</td>
</tr>
<tr>
<td>At least 80 per cent of businesses satisfied with the quality of programs and services provided.</td>
<td>Reduce the unemployment rate to the best state in the country by 2022.</td>
</tr>
<tr>
<td>Continued increases in small business employment.</td>
<td>Delivery of annual action plans, roundtables and summit.</td>
</tr>
</tbody>
</table>

Tracking our progress – annual action plans

The Small Business Advisory Group will meet annually to review the progress of the strategy priorities. The group will deliver annual roundtable and summit discussions with industry representatives and small businesses to report the strategy progress.

Annual action plans will be developed to provide a flexible, but tailored approach to activities in accordance with overarching strategic priorities. Action plans will detail a full calendar of coordinated small business activities.

Annual action plans will also include reporting and analysis of performance for the previous year, including outcomes from associated activities.

Evaluation and review

The Department of State Growth will lead a comprehensive evaluation of the strategy in 2020-21 to consider the effectiveness and appropriateness of the existing goals and initiatives, and a final review in 2023.
Heads of Agreement

The Tasmanian Government, the Tasmanian Chamber of Commerce and Industry, and the Tasmanian Small Business Council

This Agreement forms the Business Growth Strategy partnership and provides an undertaking for the Tasmanian Government, the Tasmanian Chamber of Commerce and Industry (TCCI) and Tasmanian Small Business Council (TSBC), along with regional chambers and sector-specific associations, to work together to identify key areas for collaboration to drive small business growth in Tasmania.

Objective

The Business Growth Strategy provides a framework to identify agreed objectives and priorities to collaboratively undertake actions to support business growth in Tasmania. It will also provide a forum for regular engagement on emerging issues and opportunities, and strengthen partnerships between the Tasmanian Government and industry.

Vision

To work with businesses to establish and deliver a stronger economy, creating a competitive environment strengthened by services, market information and a skilled workforce that supports innovation and growth, and creates jobs.

Agreement

The Tasmanian Government, Tasmanian Chamber of Commerce and Industry, and the Tasmanian Small Business Council agree to progress the development and delivery of a Business Growth Strategy, as proposed through this Agreement.

The Hon Peter Gutwein MP
Treasurer
Minister for Local Government
Minister for State Growth

Ms Susan Parr
Chair
Tasmanian Chamber of Commerce and Industry

Mr Geoff Fader
Chair
Tasmanian Small Business Council
Supporting strategies

Other Tasmanian Government strategies supporting the growth of Tasmanian businesses

Advanced Manufacturing Action Plan
Agrivision 2050 Plan
Cultural and Creative Industries Strategy 2016-2018
Events Tasmania Strategy 2015-2020
Screen Tasmania Strategy 2017-2021
Strategic Growth Plan for the Tasmanian Forests, Fine Timber and Wood Fibre Industry
Tasmanian Defence Industry Strategy 2023

Tasmanian Energy Strategy
Tasmanian Integrated Freight Strategy
Tasmania’s Population Growth Strategy
Tasmania’s Sustainable Agri-Food Plan 2016-2018
Tasmanian Trade Strategy 2019-2025
Tasmanian Visitor Engagement Strategy
Transport Access Strategy
T21 Tasmanian Visitor Economy Strategy 2015-2020