

Cassowary Coast Regional Council Small Business Friendly Annual Report 2024



Growing Stronger Together



Cassowary Coast Regional Council

Small Business Friendly Annual Report

2024

Cassowary Coast Regional Council is committed to the growth of small businesses across the region. We understand that small businesses are the heart of our towns, helping to shape our community and drive our economy. Council even signed a Charter and became a Small Business Friendly Council. We believe it's more than an attractive label—it's a pledge that calls for action.

SHORT-TERM WINS



2024 Finalist
Regional Member of the Year
awarded to CCRC by the
Queensland Small
Business Commissioner



**\$2.8M increase in
Council spend with a
local business 22-23**
Councils procurement policy
has supported engagement
with 432 Local Suppliers



**Regional University
Study Hub**
Partnering with VPG to provide
Cassowary Coast residents access
to tertiary education. Providing
local businesses access to skilled
employees.



**Building small
business capability**
11 local small businesses
received over \$70k in funding
to support business growth
through the Small Business
DYJESBT Hubs

Our Commitments to Small Businesses

- ✓ Actively communicate and engage with small businesses
- ✓ Raise the profile and capability of small businesses
- ✓ Promote and showcase small businesses
- ✓ Develop and promote place-based programs for small businesses
- ✓ Simplify administration and regulation for small business
- ✓ Ensure fair procurement and prompt payment terms for small businesses
- ✓ Support small business resilience and recovery
- ✓ Measure and report on our performance

Growing Stronger Together

Council has the opportunity to engage with government and industry professionals to advocate on behalf of small businesses—but we need to hear from YOU first! We want to hear about your challenges, your wins, and your priorities, enabling us to support you whenever possible. When small businesses win, we all win. So, let's connect! Contact Council's Economic Development team at SBFC@ccrc.qld.gov.au to get the conversation started.



Council understands the importance of small businesses to our regional economy, as well as the impacts that it can have on the day-to-day lives of locals.

Find out more about how Council is supporting local small business, and discover investment and business resources at cassowarycoast.qld.gov.au/doingbusinessonthecassowarycoast.

CASSOWARY COAST SMALL BUSINESS



3,174

registered small businesses in region



97%

of the regions businesses are small enterprises.



8,000

representing the employment of over 8,000 locals

Charter Performance Measurements

ADVANCED FROM 'NOT YET ACHIEVED' TO 'IN PROGRESS'



ACHIEVED



IN PROGRESS



NOT YET ACHIEVED



NOT APPLICABLE



Actively communicate and engage with small businesses

- ✓ Actively engage and be mindful of small businesses, their issues and priorities when making decisions.
- ✓ Communicate clearly in a timely manner both formally and informally.
- ✓ Engage with statewide partners where appropriate on matters affecting small businesses.
- ✓ Publish clear service standards stating what small businesses can expect from Council.

Raise the profile and capability of small businesses

- ✓ Publicly recognise and value the importance of small businesses to our community and local economy.
- ✓ Encourage campaigns to promote small business and local spending.
- ✓ Help small businesses develop networks, access education, and increase their capabilities.
- ✓ Assist small businesses to access government, business and industry programs and resources.

Promote and showcase small businesses

- ✓ Encourage and promote small business engagement via marketing and communication channels.
- ✓ Create awareness by promoting the Small Business Friendly Councils (SBFC) program.
- ✓ Sharing successes, ideas and learnings with other Small Business Friendly Councils and other stakeholders.
- ✓ Allow the Queensland Small Business Commissioner to promote our SBFC activities & achievements.

Develop and promote place-based programs for small businesses

- ✓ Identify, develop, promote and deliver at least two existing or new place-based programs to support businesses to start, grow and become more resilient.

Simplify administration and regulation for small business

- ✓ Limit unnecessary administration and take steps to ensure continuous business improvement.
- ✓ Make it easier for small businesses to comply with administrative and/or regulatory requirements.
- ✓ Administer requirements in a consistent manner in collaboration with key stakeholders.
- ✓ Regularly review and streamline administrative and/or regulatory arrangements to reduce red tape.
- ✓ Maintain a simple, timely and cost-effective internal review and complaints management system.

Ensure fair procurement and prompt payment terms for small businesses

- ✓ Implement a procurement policy that gives small businesses a 'fair go' to supply goods and services.
- ✓ Help small businesses find local procurement opportunities and make tendering quick and easy.
- ✓ Pay all valid invoices from small business suppliers within a stated reasonable period.

Support small business resilience and recovery

- ✓ With support from statewide partners, deliver short, medium, and long-term activities to support small business recovery and resilience following significant business disruption and disasters.
- ✓ Implement policies and practices for managing business disruption.

Measure and report on our performance

- ✓ Seek regular feedback from small businesses to help drive continuous business improvement.
- ✓ Monitor our performance against this charter and ensure we are meeting our commitments.
- ✓ Publish a report about our performance in relation to this charter once every financial year.
- ✓ Complete the SBF Accelerator Pack within 6 months of signing the charter. (for new members after 28 April 2023)

Thank you

Thank you to all the small businesses in the region that continue to contribute towards the vibrant communities within the Cassowary Coast.

If you would like to speak with Council's Economic Development team about being part of future initiatives, please email us at SBFC@ccrc.qld.gov.au.

