



Queensland  
**Small Business**  
Commissioner

*Making a difference,  
one conversation at a time*

# The Small Business Friendly Program

April 2025

# Queensland small businesses



**>497,000** small businesses in Queensland



**>97%** of businesses in Queensland are small

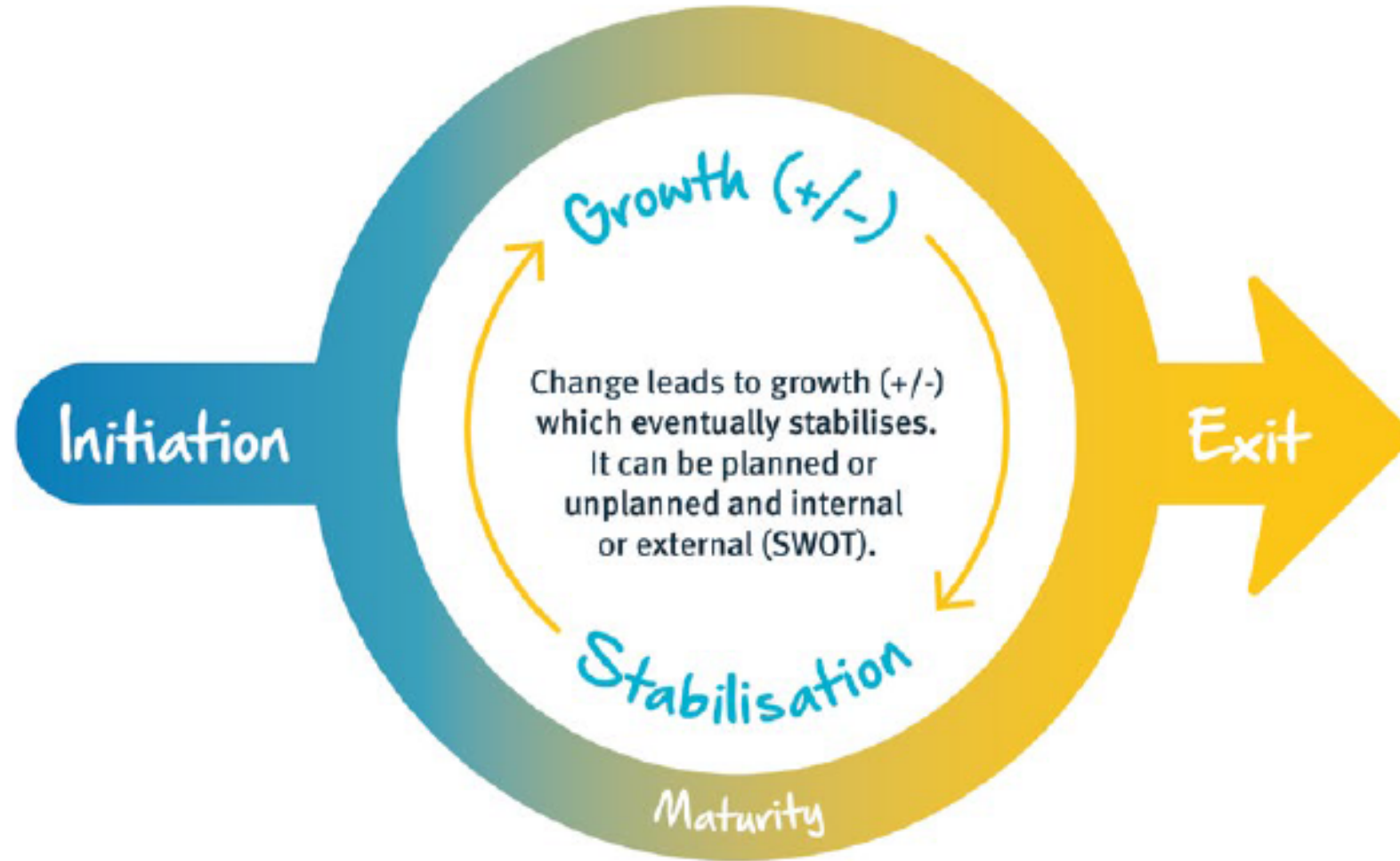


**>42%** of private workforce (>1 million people)



**\$117 billion** (AUD) contribution to our economy

# Small business life cycle



# Small business owner priorities

1



Small businesses are highly *customer-oriented*. Customers are valued and are their strongest priority.

4



They have a low appetite for risk—they tend to minimise *risk-taking*, even if there is a prospect of high returns.

2



They monitor and discuss their *competitors' offerings*, even if they do not always respond quickly to competitors' actions.

5



Most businesses are only mildly *proactive*. They are not all that interested in being the first to introduce new technologies, products and services.

3



They are open to *innovation* but are not highly enthusiastic about it, mostly preferring to stay within their comfort zone.

6



They do not get involved much in *analytics and research* to inform their decision-making and do not seek much external advice.

# About the QSBC



Assistance  
team



Small Business  
Commissioner



Advocacy  
team

# How we support small business

## Assistance



Dispute resolution and mediation



Easy to access information



Help navigating government



Translation services



Connecting to support crew

## Advocacy



Small business roundtables



Small Business Friendly program



Red tape reduction opportunities



Advocacy to government



Data, analytics and reports



# **The Small Business Friendly program**





## About the program

- Started in 2020
- Open to councils, Queensland Government agencies and large enterprise
- Human-centered design with online and face-to-face engagement across Queensland
- Flexible delivery model with a central commitment to small businesses signed by all members
- Leadership buy-in and change champions are key

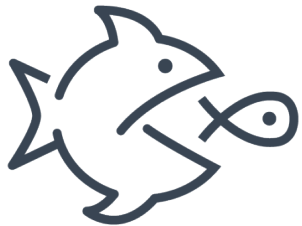
# Program intent



Providing **insights** and challenging assumptions



Helping create **places** that help small businesses thrive



Providing **economic** opportunities for small businesses



**Streamlining** services and support through human-centered design

# Membership

- 51 of 77 Queensland councils are currently members
- Members must:
  - ✓ Work collaboratively with small businesses, stakeholders, and other members
  - ✓ Meet or exceed the SBF Commitment
  - ✓ Fulfill member requirements (Small Business Action Plan, Roundtables, Conference, Annual Report)



# Challenges



- Government reach to small businesses is limited
- Capability and funding gaps exist across Queensland
- Government is often slow to adapt and change
- Low value policies and practices create a burden
- Limited coordination within and across government
- Local government not funded for economic development

# Opportunities



- Uplifting economic development across 51 councils helping local small businesses thrive
  - A trusted network sharing ideas and supporting small businesses across Queensland
  - Regular roundtables to share learnings and reduce duplication of effort
  - Improving local economic and place-making capability through hybrid conferences focused on best-practice
  - Growing connections between government and industry
- 

## Enhancing the program

- Transitioning from a 'Charter' to a simplified Small Business Friendly Commitment
- Introducing an annual Small Business Action Plan Stronger to provide a better platform for your initiatives
- Improving program data and metrics to enhance advocacy and support across government
- The program remains scalable and adaptable for the diverse range of our members across Queensland



# Small Business Action Plan

Year 1

- Gather insights about small businesses
- Get buy-in from leaders inside and out
- Conduct impact and options analysis



Use our template or yours.



**Considerations for  
action...**





# Enhancing the operating environment

- Tailor resources to suit time-poor small business owners
- Promote and support using trusted networks
- Provide intuitive tools to make data accessible
- Enable easier access to external advice
- Provide support for those approaching exit
- Improve engagement with existing businesses
- Adopt a human-centred design approach
- Use our small business personas to inform thinking
- Design services and support to provide stability



# Questions





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