

PAEC 2010-2011 Estimates Hearing

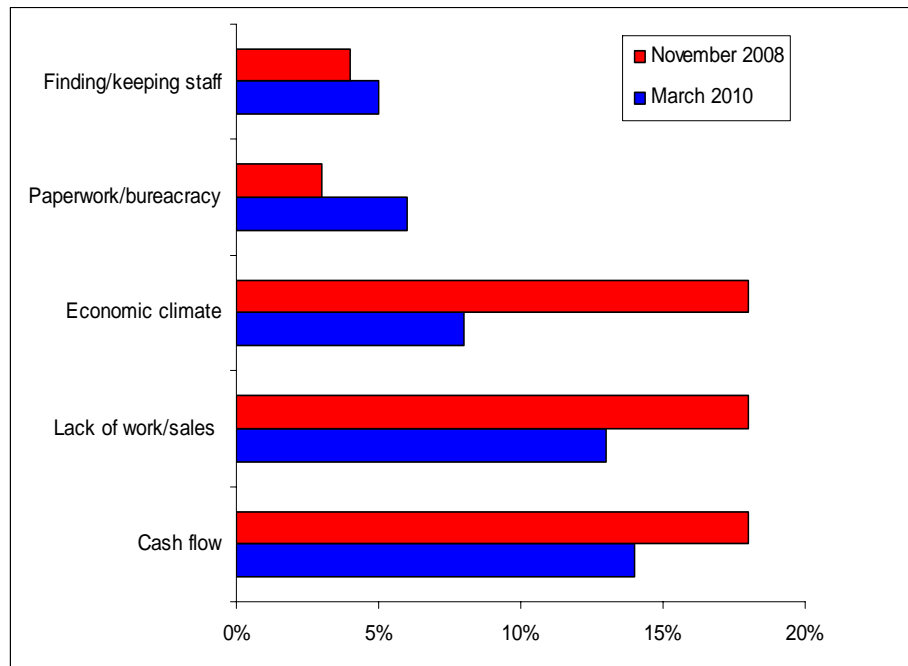


Department of Innovation, Industry and Regional Development

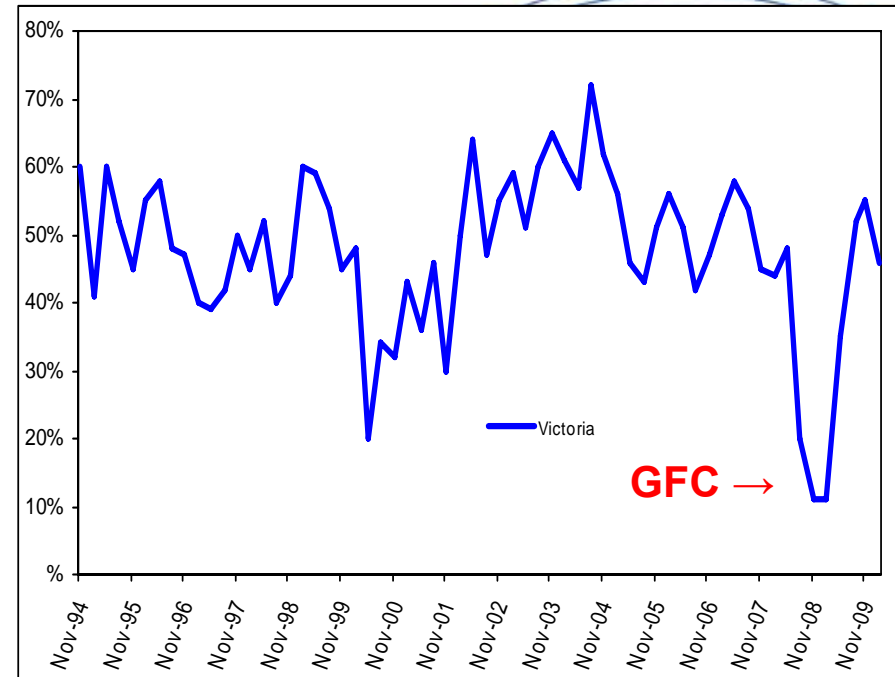
Minister for Small Business

The current challenges for small business

Changing concerns of SMEs
November 2008 - March 2010



Victorian SME confidence increased dramatically during 2009 in the wake of the GFC

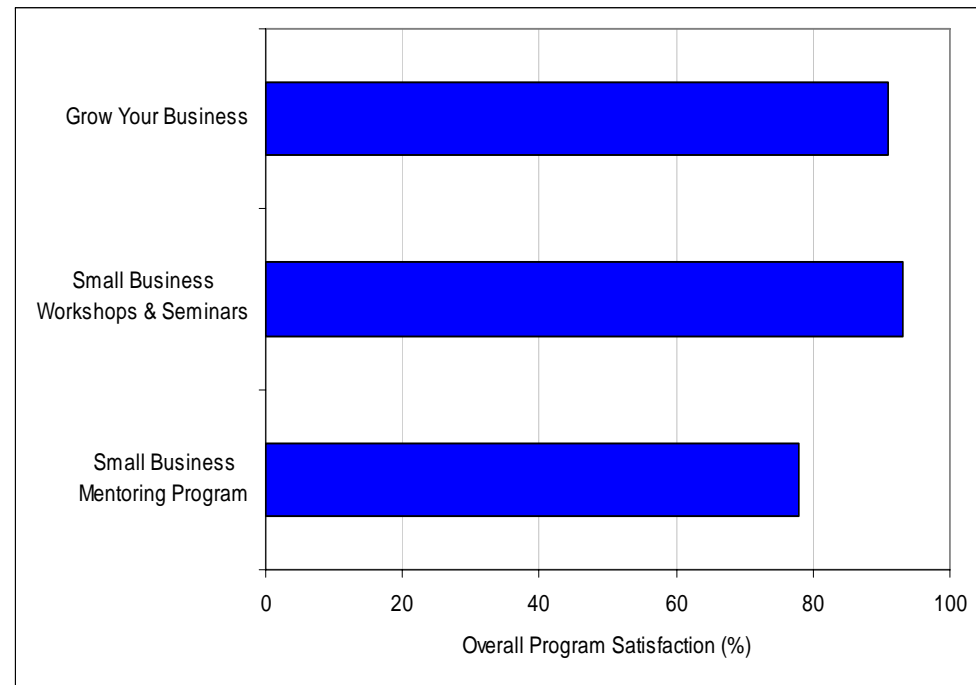


Achievements in 2009-10

Strong attendance in 2009-10

- Grow Your Business – 92 businesses assisted
- Workshops & Seminars – 2,495 participants
- Small Business Mentoring – 102 businesses assisted

High program satisfaction



Achievements in 2009-10

Case study – New Touch Laser

“The strategic planning aspect of the Grow Your Business program got the whole business focusing on the same goals and working together. This process led directly to setting up the new business, New Touch Fabrications, early in 2009”

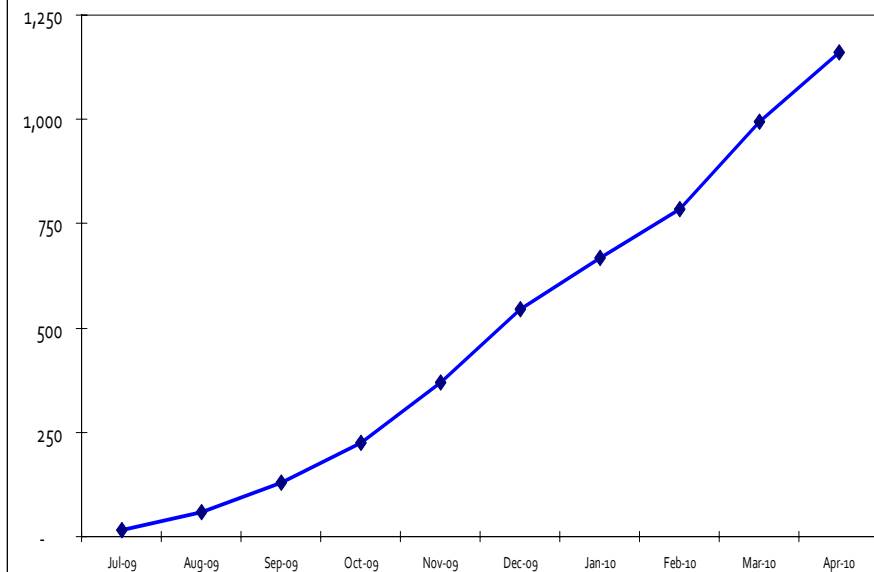
Brad, business owner



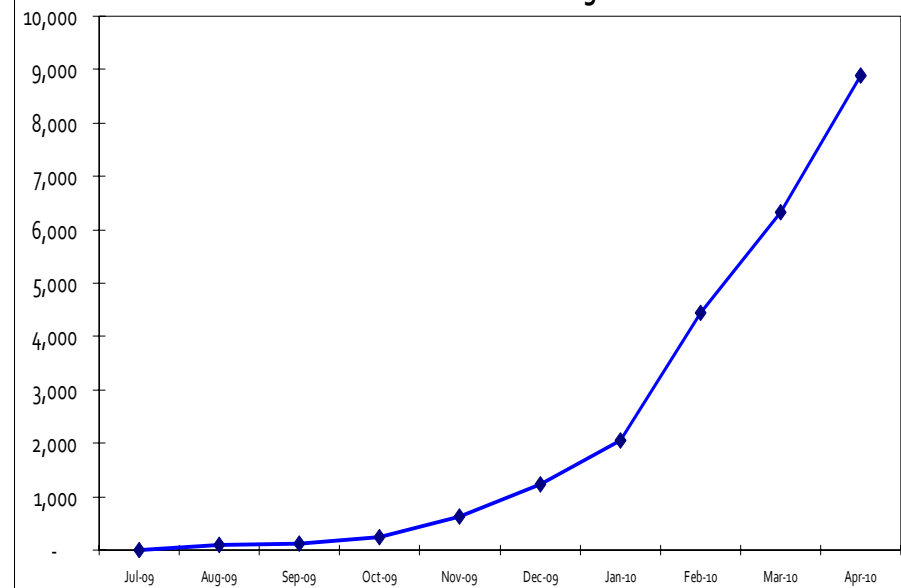
Achievements in 2009-10

Skills for Growth:
the Workforce Development Program

Completed Workforce Action Plans



Placements into Training



Achievements in 2009-10

Case study - Calder Property Services

“I am now able to focus on tendering for new jobs with confidence because my staff now have the credentials to carry out any work. This has alleviated the pressure and I can now focus more on the business”

Michael, business owner



Achievements in 2009-10



- 43 automotive component manufacturers
- Program will deliver around \$33 million in benefits

- Over 31,000 website hits since introduction (over half from interstate users)

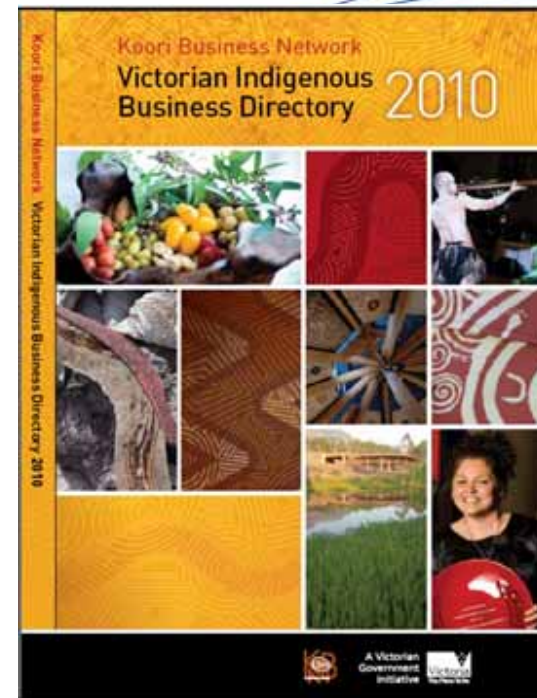


Achievements in 2009-10

50 per cent increase in the number of Aboriginal businesses listed since launch in 2008

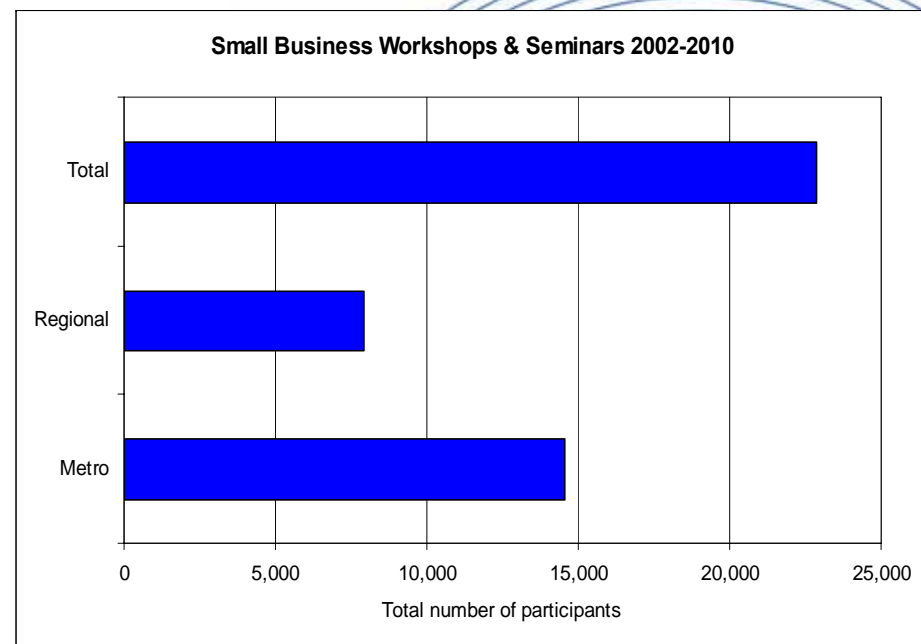
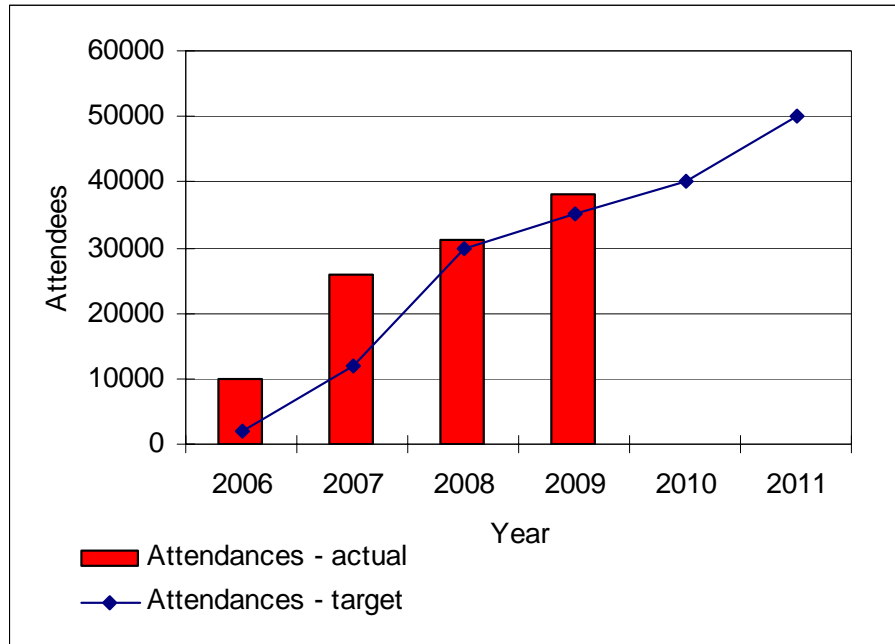


- 2009 the most successful festival to date
- Over 38,000 attendees – up 22 per cent on 2008
- Over 400 events delivered – up 24 per cent on 2008



Priorities in 2010-11

1. Start and run a successful small business



Priorities in 2010-11

2. Masterclass for Growth

- \$1.6 million provided in the 2010-11 Budget to pilot a new business development program for small businesses with growth potential
- Growth-oriented small businesses are more likely to employ, export and contribute to the economy
- Fills a service gap – currently unmet demand for skills and knowledge targeted at growing businesses

Priorities in 2010-11

3. Reducing the regulatory burden

- On average, users of Business Victoria services save 64 hours and \$3,800 per year in compliance costs



Big ideas. **Small business.**
Click here >>



The screenshot shows the Business Victoria website interface. At the top, there is a navigation bar with links for 'SKIP TO CONTENT', 'HOME', 'ABOUT US', 'CONTACT US', and 'SITE MAP'. A user is logged in as 'Georgina Luck'. Below the navigation bar is a blue banner with the text 'Welcome to Business Victoria' and a photo of three people. A sidebar on the left lists various business services such as 'Starting & Managing a Business', 'Licences, Regulations & Taxation', 'Export', 'Industries', 'Innovation & Commercialisation', 'Grants & Assistance', 'Workforce', 'Science and Technology', 'Regional Development', and 'Resource Centre'. The main content area features several promotional tiles: 'Thinking about opening a café?', 'RSVP to attend the 2010 Energise Enterprise Information Session', and 'Register with the Back to Work support service'. On the right side, there is a 'WELCOME GEORGINA' section with 'Logout' and 'Return to Your Account' links, a 'Current bushfire warnings' section with a 'FireReady' logo, and social media links for Facebook and Twitter.

Priorities in 2010-11

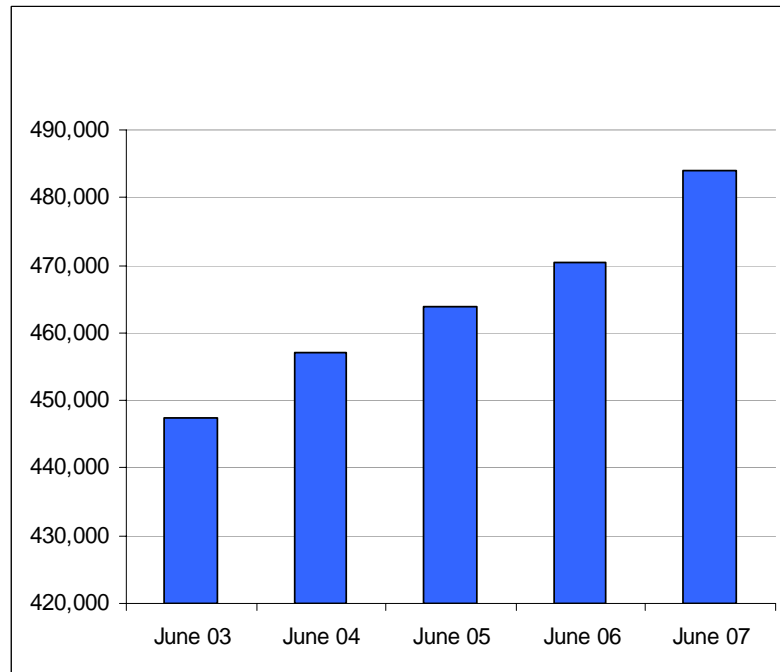
4. Koori Business Network

- Growth of Business Development and Support Program
- Establishment of the Young Indigenous Entrepreneurs' Program
- Further development of Kinaway - the first state-based Aboriginal Chamber of Commerce in Australia

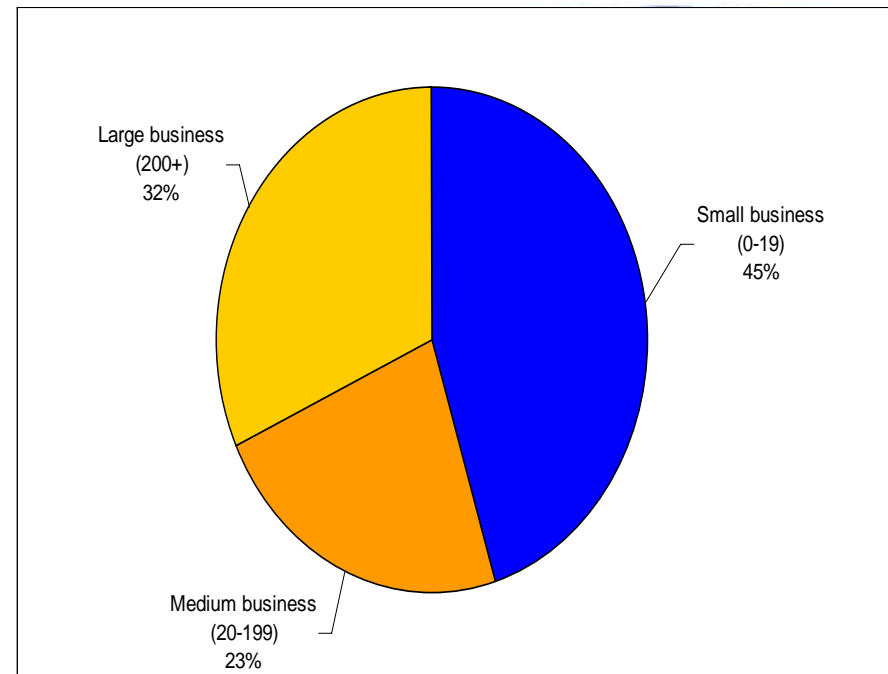


Appendix A - Small business sector

Over 480,000 Victorian small businesses



Small business accounts for 45 per cent of private sector employment

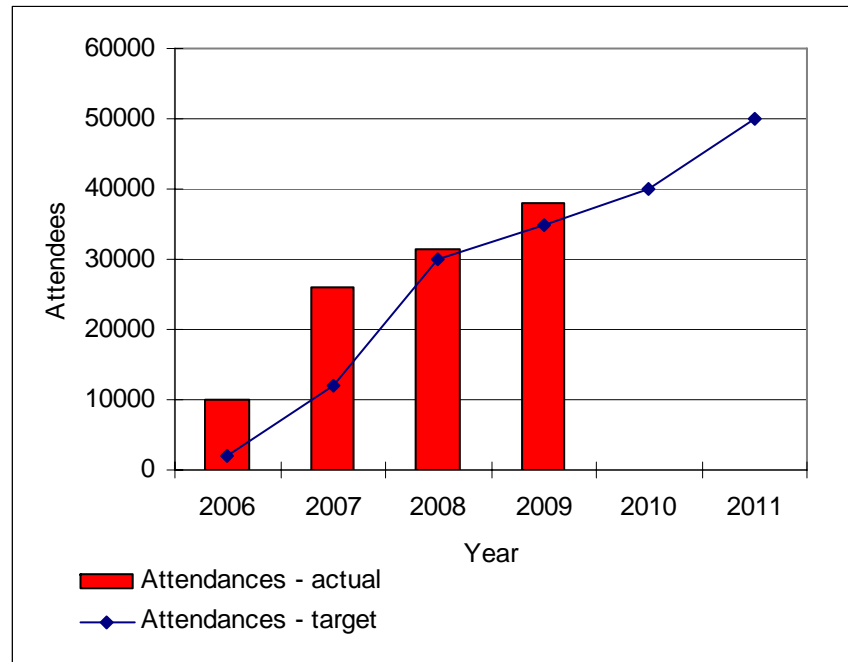


Appendix C -

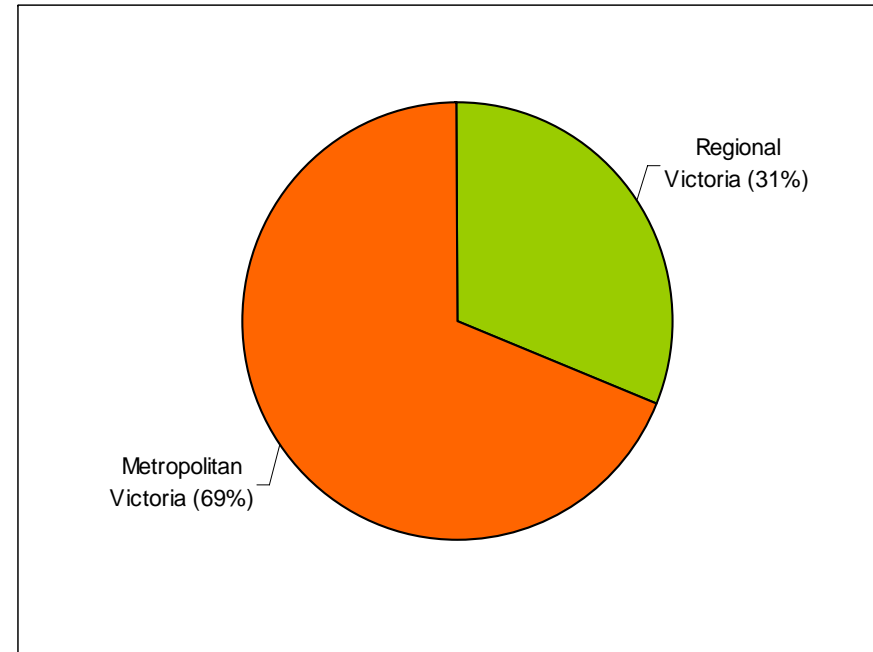


energise enterprise
VICTORIA'S SMALL BUSINESS FESTIVAL

Event attendance numbers up
22 per cent



Attendance from across the State



Appendix B – Communications expenditure

- Total communications, advertising and promotions expenditure for the Small Business portfolio approx. \$759,000
- Significant communications campaigns in 2009/10:
 - Business Victoria Online \$99,000
 - Energise Enterprise \$172,000
 - Small Business Workshops and Seminars Program \$92,000
 - Skills for Growth \$295,000
 - General portfolio marketing and communications \$101,000

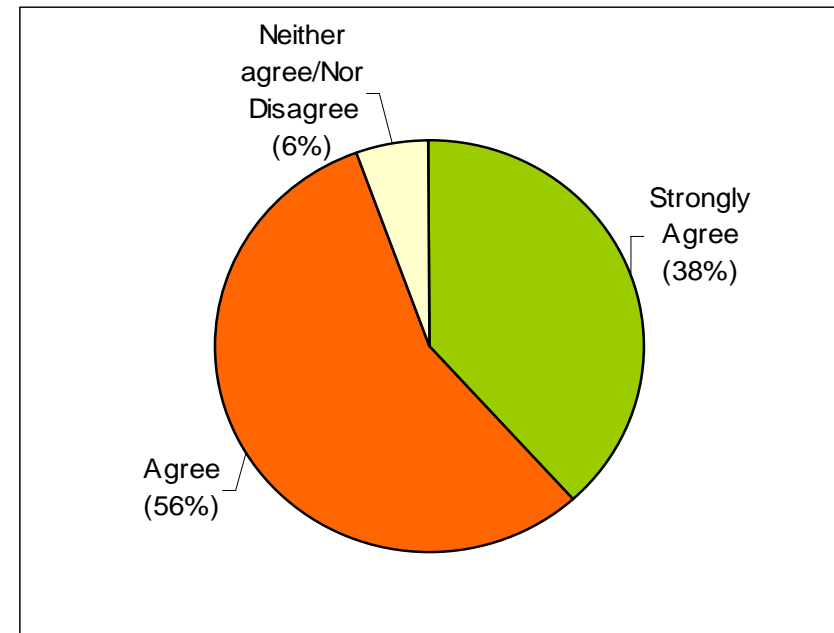
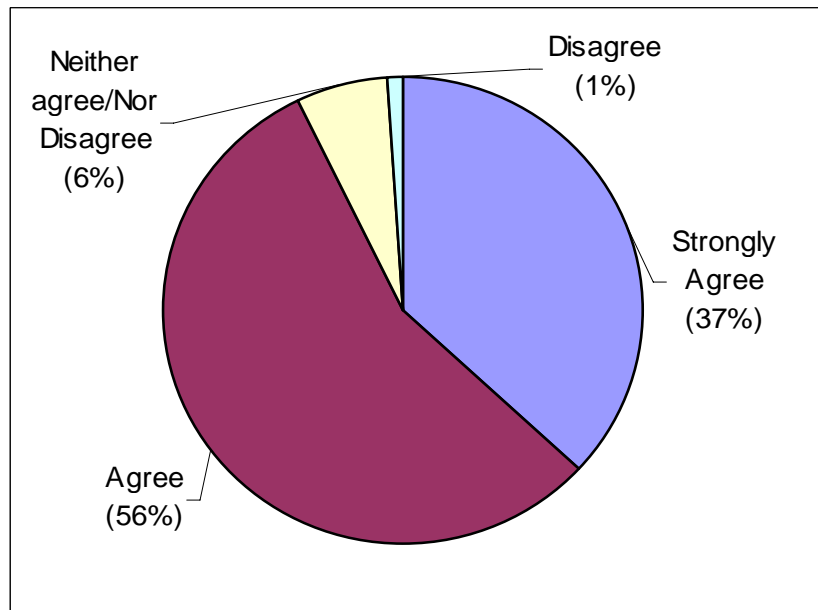
Appendix C -



energise enterprise
VICTORIA'S SMALL BUSINESS FESTIVAL

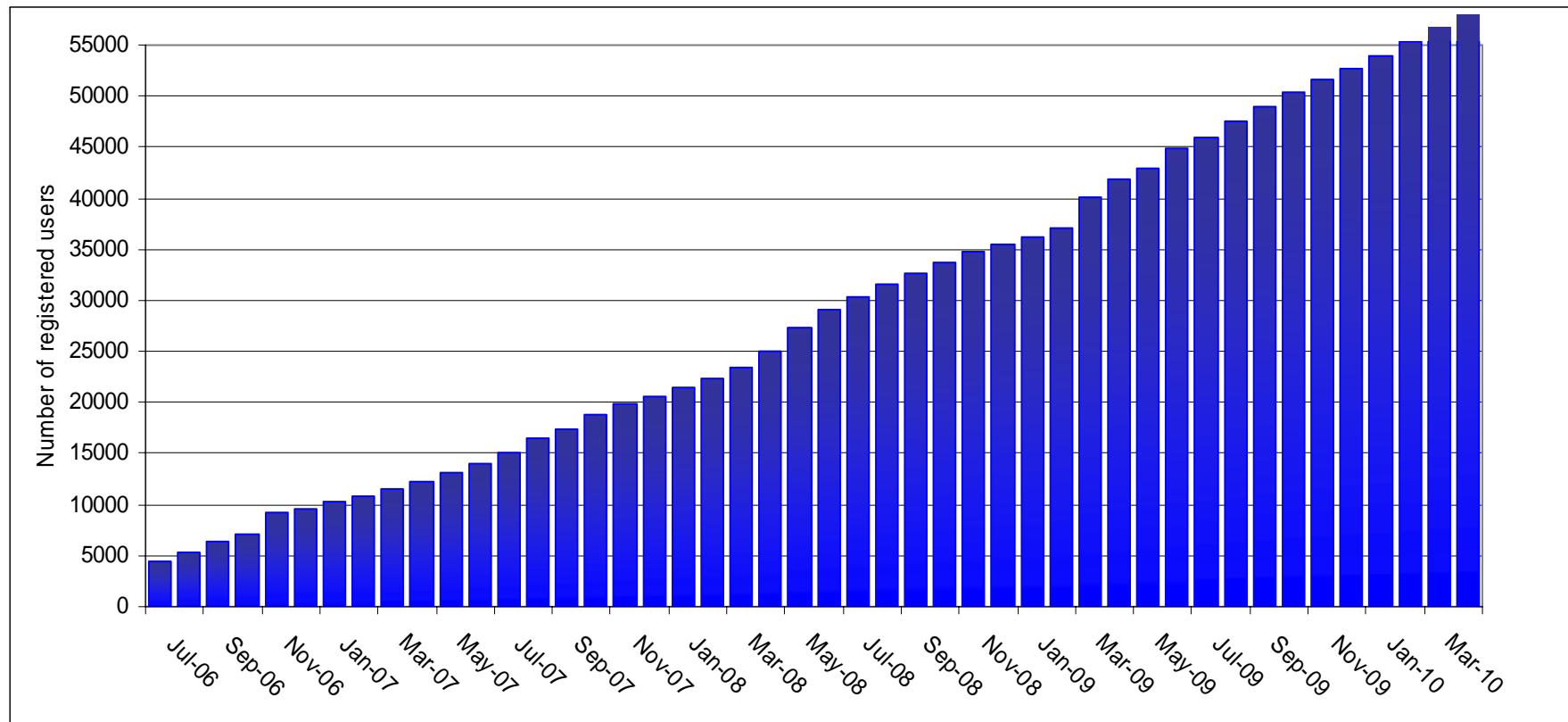
Additional skills gained from event

Events relevant to the needs of small business



Appendix D – World Class Service

Strong growth in Business Victoria registrations



Appendix D – Business Victoria website

Business Victoria website visits

