



**Small Business  
Friendly Council**

AN INITIATIVE OF THE SOUTH AUSTRALIAN  
OFFICE OF THE SMALL BUSINESS COMMISSIONER



Small Business  
Commissioner SA



Local Government Association  
of South Australia

# SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE



## Small business owners and operators create local employment, provide essential goods and services and help create attractive, liveable communities.

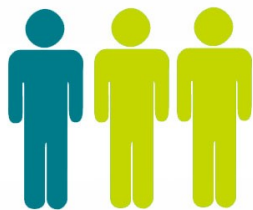
The right mix of small businesses can create a sense of vibrancy and attract people to live, work and visit.

Councils can have a significant influence over how attractive their area is for businesses to set up, and established enterprises to grow. They also play a key role in the lifecycle of a small business. Most of the interactions business owners have with government are at a local level.

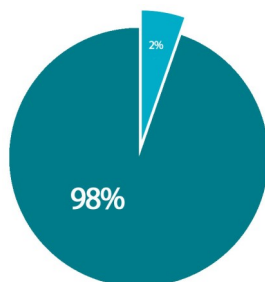
To help build stronger, more productive relationships between small business and council, the Office of the Small Business Commissioner (OSBC) has developed the Small Business Friendly Council Initiative. The Initiative aims to recognise councils that are working to support their small business communities.

Taking part in the initiative means your council has committed through the Charter Agreement to work with, and support, small businesses by adopting five required initiatives and three additional initiatives (which suit your particular council and community).

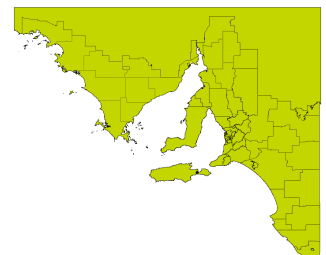
### IN SOUTH AUSTRALIA...



1/3 OF THE WORKFORCE ARE  
EMPLOYED BY SMALL BUSINESS



98% OF BUSINESSES EMPLOY  
FEWER THAN 20 STAFF



68 LOCAL COUNCILS IN SOUTH  
AUSTRALIA

Accounting for 98% of all businesses in South Australia, small business has a significant impact on our economy.

Small business is big business!

**To participate in the initiative, we ask you to sign a Charter Agreement to formally commit to the initiative and your small business community.**

- **COMMITMENT TO SMALL BUSINESS AND ECONOMIC DEVELOPMENT**
- **COMMITMENT TO CUSTOMER SERVICE**
- **COMMITMENT TO SIMPLIFYING ADMINISTRATION AND REGULATION**

## REQUIRED INITIATIVES

In response to some of the most common issues small business owners face in dealing with their Council, the Initiative involves engaging in required initiatives that include:

- implementing activities to improve the operating environment for small business within its area
- Establishing a business advisory group to assist council's understanding of small business needs in its local area
- implementing a procurement policy which recognises that local small business is a significant contributor to economic development and should be provided with fair opportunity to service council wherever possible
- adopting a policy to pay invoices from small business suppliers within 30 days
- introducing and promoting a timely and cost effective process to manage any disputes arising between your organisation and small business clients

## PROMOTING

After committing to the Initiative, it's your opportunity to let everyone know that you are 'small business friendly'. You will be able to use the Small Business Friendly Council logo on your print and online publications, and display a one page overview of the Charter, personalised for your council. We will also list your council on our website and in other marketing material associated with the Initiative.

## REPORTING

We understand there are many demands on your time, so reporting involves nothing more onerous than completing a simple report card twice a year.

## ADDITIONAL INITIATIVES

We understand that each Council area differs in size, demographics and geography, so you can choose three additional initiatives that best suit your circumstances. These may include, but are not limited to:

- surveying local small businesses to assess their needs
- accepting online payments
- introducing deemed approvals
- simplifying processes and forms
- providing more small business information on your website
- improving communication and customer service
- encouraging 'buy local' shopping campaigns
- supporting business incubators or start-up spaces
- offering contracts to local small business suppliers
- introducing an economic development team
- facilitating small business forums and events

Your selected initiatives need not necessarily impose an additional burden on your resources. We can help you to develop ideas that will work best for your council.



**THERE ARE MORE THAN 143,000  
SMALL BUSINESSES**



**COUNCIL AND BUSINESS  
WORKING TOGETHER**

## WHY YOU NEED TO BE INVOLVED

Being small business friendly can bring many benefits for your council and your community, including:

- creating a desirable location to live and to establish a business
- supporting your local economy, including providing employment opportunities
- building vibrancy in your community
- meeting the needs of ratepayers for local goods and services
- collaborating and sharing with other small business friendly councils

## YOUR NEXT STEPS

The Office of the Small Business Commissioner can answer any questions about the Initiative.

Phone: 08 8303 2026

Email: [sasbc@sa.gov.au](mailto:sasbc@sa.gov.au)



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Friendly Council**

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THE SMALL BUSINESS COMMISSIONER

*“A key role of the South Australian Office of the Small Business Commissioner is advocating on behalf of small business to all tiers of government. We value our relationship with SA Councils and we are keen to strengthen our engagement with this important sector.”*

John Chapman

Former Small Business Commissioner



**Local Government Association  
of South Australia**

January 2022