

Strategic Plan 2023-2026



Small Business
Development Corporation



Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of Aboriginal communities and their cultures; and to Elders past and present, and emerging leaders.

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Strategic Plan 2023-2026

Our vision

For a strong and enterprising small business sector in Western Australia

Our mission

Deliver and facilitate relevant, practical support to small businesses and advocate on their behalf

Our values

Enterprise — we value a solution-focused and inventive culture

Collaboration — we actively work with others to achieve shared goals

Integrity — we act with courage, honesty and respect



Who we are

The Small Business Development Corporation (SBDC) is an independent statutory authority, established in 1984 under the *Small Business Development Corporation Act 1983*.

The primary role of the SBDC is to encourage, promote, facilitate and assist the establishment, growth and development of small business in Western Australia. This is achieved by providing practical advice, information, and guidance to small business owners.

The SBDC also offers a dispute resolution service, delivers skills development workshops for existing and aspiring small business operators and investigates unfair practices that impact small business. The Corporation provides advice and support to the Minister for Small Business on matters affecting the sector, advocates for policies that nurture the growth and diversity of the sector and raises awareness of the importance of small business to the economy.



**Small Business
Development Corporation**

Our purpose

Unleashing Western Australians' enterprising business spirit.

We know just how critical the small business sector is to our state's economy. Without it, our lives in Western Australia would look very different.

When it comes to small business, we believe in the people who have self-selected themselves for the challenge of running their own business.

At the SBDC, we're working for a reality where the spirit it takes to own and operate a small business is free to flourish - day in, day out, week after week, and for the years ahead.

It takes a steely determination to start. And it takes an enterprising business spirit to succeed. That's us.

Unleashing Western Australians' enterprising business spirit.

**"We are a people of endeavour.
Recognising that it is those
we serve that matter most."**



Our Strategic Plan 2023-26

We understand that the COVID-19 pandemic has had a profound impact on small businesses in Australia and has radically changed the global landscape in which we all work.

As the Western Australian Government's key agency delivering services to and advocating for the needs of the small business sector, we recognise the benefit of reviewing and refreshing our strategic plan, to ensure it meets the evolving priorities of our clients, stakeholders and our state.

Our plan over the next three years is built on the following five strategic objectives:

Serve

Offer contemporary and practical services across WA, including ensuring services and programs address small business and State Government priorities, including diversifying the economy and creating jobs.

Evolve

Evolve our business to be agile, future-focused, effective and efficient, including building a skilled, motivated, resilient and diverse workforce and ensuring the agency delivers value for money, accountability and efficiency.

Strengthen

Drive improvements to the operating environment for small business, including addressing activities that adversely impact small businesses, undertaking targeted inquiries and investigations, and proactively working with other government agencies to improve the operating environment for small business.

Connect

Build and leverage strategic alliances and partnerships, including offering expertise across government in the development of policies and programs that impact on and benefit small businesses.

Grow

Contribute to the growth and diversity of the WA economy, including delivering and leveraging business migration to attract economic investment in the state.





Serve

Offer contemporary and practical services across Western Australia

Our focus for the next three years

- Refine our knowledge of key target segments and their needs.
- Ensure our services and programs address small business and State Government priorities.
- Develop our platforms, channels and networks to deliver against identified needs and priorities.



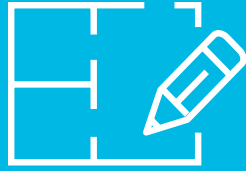
How we will serve

We will work to understand who the diverse small business operators and owners are in our state, what support they require, how they prefer to receive it, and how best to reach them, in order to serve them more effectively.

We will also target our services to strongly contribute to the priority goals of the State Government, including diversifying the economy and supporting small businesses to grow and employ.

We will review our service delivery platforms and channels to ensure they cost effectively maximise our reach and impact, by delivering more services to more clients more efficiently, wherever they are located and on the channel of their choice. This includes using integrated digital channels to scale our service delivery to reach significantly more small businesses in Western Australia.





Evolve

Evolve our business to be agile, future focused, effective and efficient

Our focus for the next three years

- Implement, evolve and adapt a more collaborative, agile and future focused business model.
- Ensure our agency delivers value for money, accountability and efficiency.
- Evolve our technological (ICT), and data analytics capabilities to meet current and future business requirements.
- Build a skilled, motivated, resilient and diverse workforce.

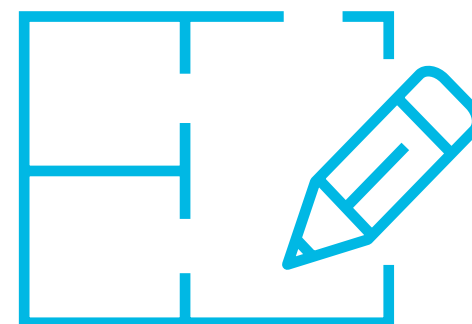


How we will evolve

We will invest in our people, systems and technology to ensure the agency has the appropriate capabilities and capacity to deliver this strategic plan and that we can underpin the foundations of our organisation as we grow.

Combined with the changing needs of our clients, including an increased willingness and preference to receive services through digital channels, and the need to reduce cyber security and data risks, investing in our people, systems and processes is imperative. This includes building a diverse and dedicated workforce who are skilled and resourced to deliver our ambitious goals.

We will strengthen the Small Business Commissioner's Office to ensure this independent role can work effectively to improve the business operating environment in Western Australia, including investigating and addressing behaviours that adversely impact on the commercial activity of small businesses.



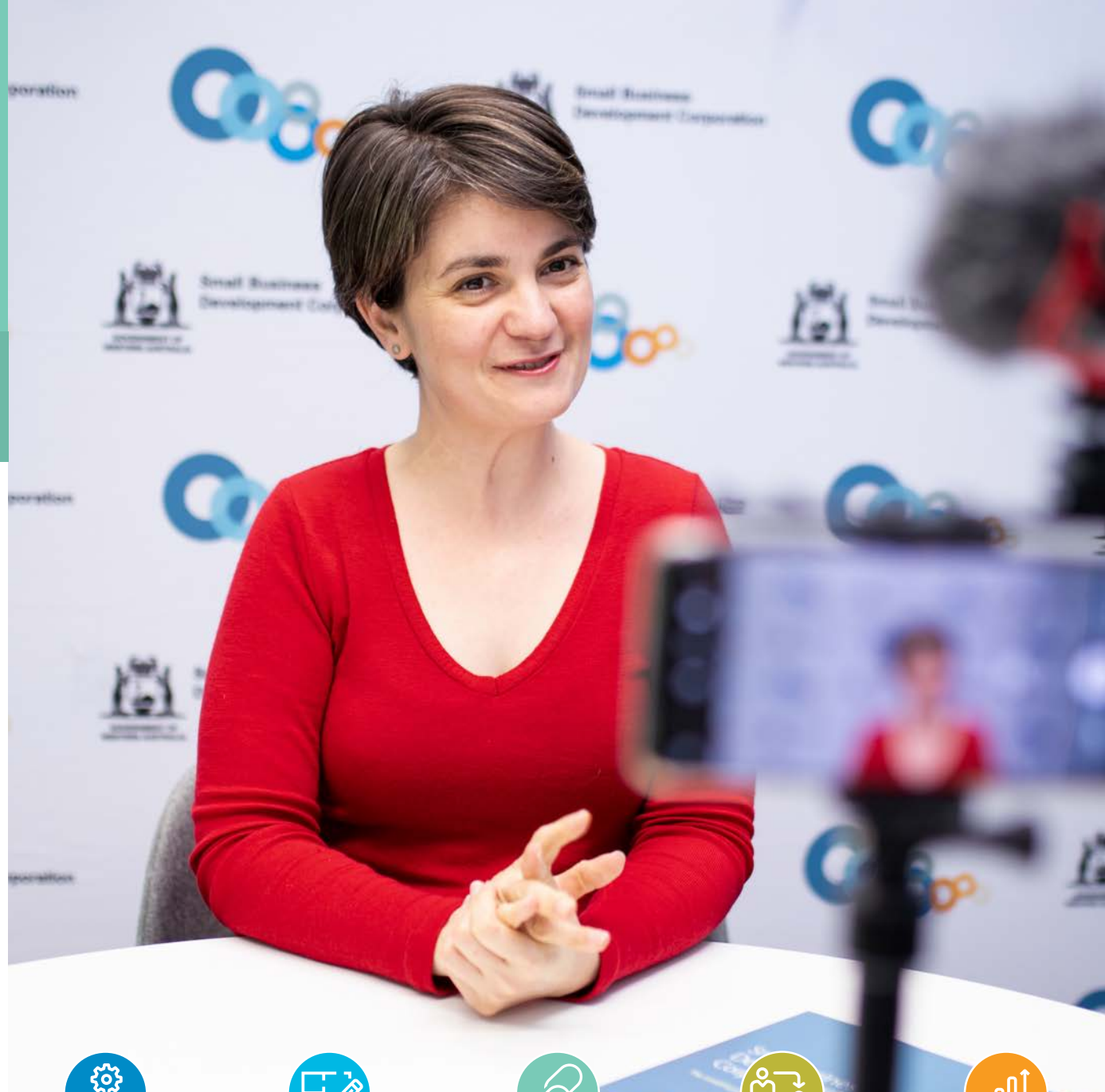


Strengthen

Drive improvements to the operating environment for small business

Our focus for the next three years

- Prioritise and pursue a focused advocacy agenda to address activities that adversely impact small businesses.
- Undertake targeted inquiries and investigations, to expose activities that have a detrimental and unfair impact on small businesses.
- Proactively work with other Government agencies to improve the operating environment for small businesses.



How we will strengthen

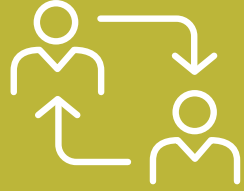
With 97 per cent of businesses in Western Australia defined as small businesses, their success makes a big impact on the state's economy.

Our work to advocate for and represent the interests of small business is an essential part of ensuring Western Australians can start and grow their businesses in a fair operating environment, that gives them the opportunity to succeed and grow.

Our investigations and inquiry capacity will be used to collect evidence, take action and ultimately protect more businesses from the impacts of adverse behaviours towards them by other businesses or government entities.

Exposing these activities including poor payment and contracting practice, will be a key focus of the Small Business Commissioner.



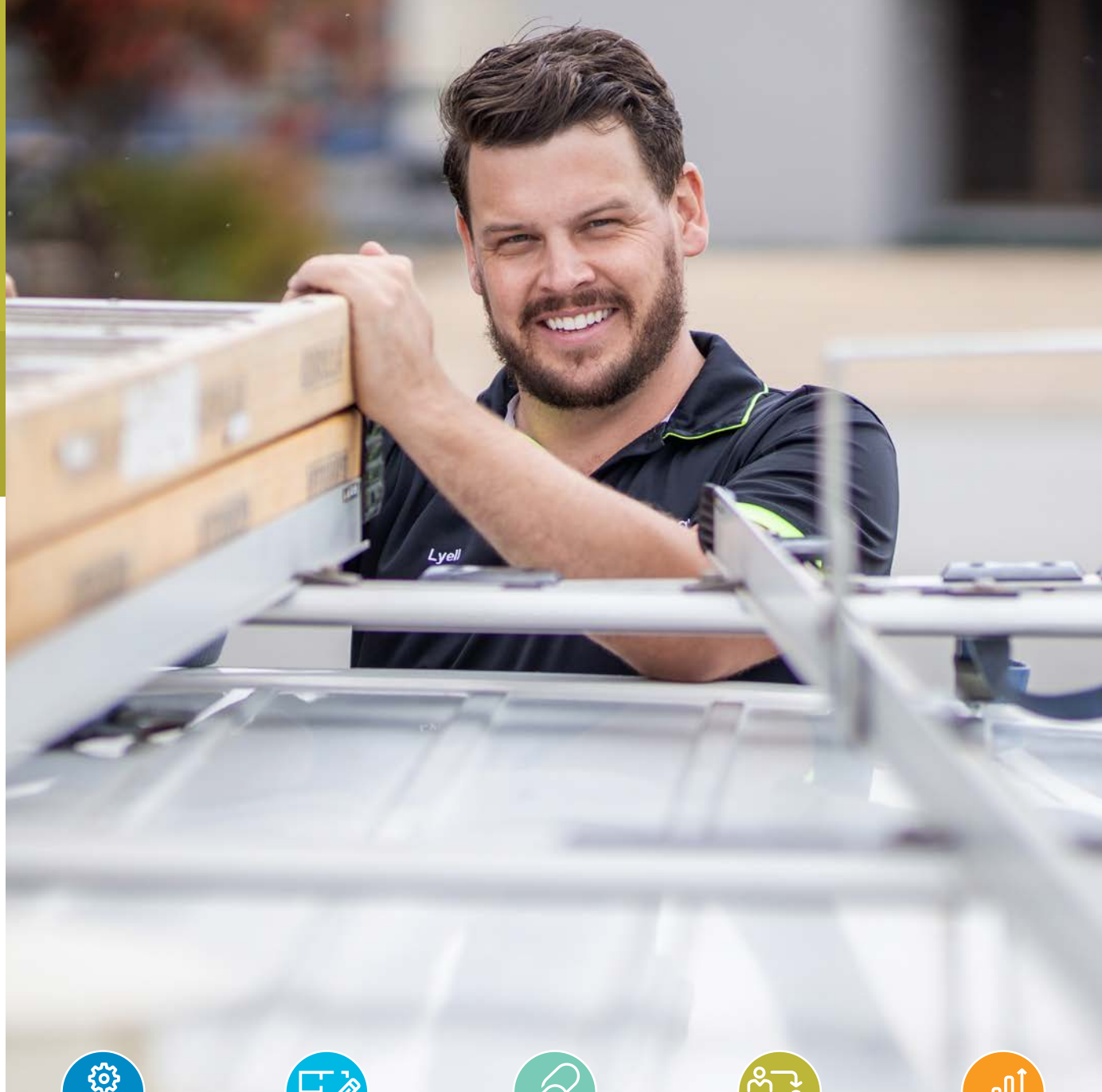


Connect

Build and leverage strategic alliances and partnerships

Our focus for the next three years

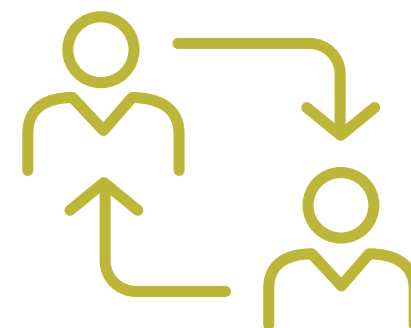
- Develop and implement a stakeholder management framework to leverage shared goals.
- Build alliances and partnerships to expand the reach and impact of the SBDC.
- Offer expertise across government in the development of policies and programs that impact on and benefit small businesses.



How we will connect

As a small but dynamic agency, we know that we can amplify our work and make it stronger by partnering with others. We will focus on building and strengthening our relationships with a variety of stakeholders and partners to unearth opportunities to work together to help our business sector.

In particular, we will work closely with fellow key State Government agencies to leverage and maximise existing business support programs and provide insight and leadership to whole-of-government programs where the SBDC has the knowledge and expertise to represent the needs of small businesses.





Grow

Contribute to the growth and diversity of the Western Australian economy

Our focus for the next three years

- Measure the efficacy of our services and programs in delivering economic value and diversity to Western Australia.
- Deliver and leverage business migration to attract economic investment in Western Australia.



How we will grow

We understand that the work we do must directly contribute to the WA Government's priorities to grow jobs and diversify our economy. As part of this objective we will look to more clearly define, measure and communicate the benefits of this work in supporting the small business sector.

Business migration, managed by the SBDC as the State Business Migration Centre, is an important economic contributor to Western Australia. We will develop a specific program of work around a refreshed Business Migration program to effectively leverage inbound migration activity in consultation with the Invest and Trade portfolio.



Strategic Plan 2023-2026



Our roadmap

2023

Stabilise

the organisation post-COVID:
people, systems and processes

2024

Accelerate

our impact, across service delivery
and advocacy (including the Commissioner)

2025 - 2026

Consolidate

to ensure our growth is sustainable



Where to find us

Our central office is located at 140 William Street in Perth and we are proud to work on Whadjuk Noongar Boodja (land).

Our people are committed to a strong and enterprising small business sector, through the delivery and facilitation of relevant and practical advice and guidance to small business operators throughout Western Australia, providing information, referral, business support services, and programs tailored to the specific needs of the small business sector, regardless of their cultural background.

Follow our progress or keep in touch at smallbusiness.wa.gov.au







MAY23/003

Strategic Plan 2023-2026

Contact Us

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(Access from William Street)

Business advisory service
(Western Australian based businesses only):
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Call our office: (08) 6552 3300

Opening hours: 8.30am - 4.30pm, Monday to Friday.



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