

# Small Business Friendly Program

## Douglas Shire Council charter performance report 2021/2022



### Organisation details

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### Report details

Report details	
Report date:	Click or tap to enter a date.
Report type:	<input checked="" type="checkbox"/> 6-month report (for new SBF members only) <input checked="" type="checkbox"/> Annual report for 2021/2022
Prepared by:	Emma Tunnock
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# Charter performance

## Element 1: Actively communicate and engage with small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
1. Actively engage and be mindful of small businesses, their issues and priorities when making decisions.	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: teal;">●</span> Very well achieved
2. Communicate clearly in a timely manner both formally and informally. (e.g., working at all levels to exceed your customers' expectations)	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: teal;">●</span> Very well achieved
3. Engage with statewide partners where appropriate on matters affecting small businesses.	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: teal;">●</span> Very well achieved
4. Publish clear service standards stating what small businesses can expect from us. (e.g., in service charter, economic strategy, annual plan, etc.)	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: teal;">●</span> Very well achieved

Summary of activities and achievements in relation to this element:

- Council Officers attend monthly Douglas Chamber of Commerce meetings and work closely with the Committee to drive initiatives to prioritise needs of small business, such as COVID-19 response, mental health initiatives for small business, capacity building workshops and networking opportunities.
- *Do It In Douglas* has been implemented as a program to celebrate and support small business in the Douglas Shire. *Do It In Douglas* offers an important communication platform for the business community through the website, social media and EDMs.
- Councillors and Council staff engage directly with small businesses through formal channels (ie. community engagement) and informal avenues (ie. networking, event attendance, door knocking) and via Douglas Chamber of Commerce and Tourism Port Douglas Daintree to stay close to issues affecting the business community.
- Council staff maintain a close relationship with Tourism Port Douglas Daintree to understand the needs and concerns of tourism operators and engage directly with tourism operators at networking functions, including a presentation to stakeholders from the local tourism industry to introduce *Do It In Douglas*.
- Examples of specific engagement from Council staff:
  - Engaged with Chamber of Commerce and Industry Queensland, Tourism Port Douglas Daintree and Douglas Chamber of Commerce in the lead up to the implementation of COVID-19 vaccination requirements to publish a resource page on Council's website to help assist businesses navigate the implementation of the requirements. Council's Tourism and Economic Development Officer responded directly to questions that arose from the enquiries form uploaded to the webpage.
  - Engaged with local small businesses to create a series of social media videos to help support the vaccination message in the lead up to the borders opening, and to help get the community on board to drive vaccination rates prior to borders opening.

- Engaged with FNQ Food Incubator Hub to host a tour of the region with FNQ Food Incubator Hub's CEO and Business Development Manager to help support and build capacity for local growers, food producers, and micro-small businesses involved in the Douglas Food Story.
- Engaged local businesses in the development of the Douglas Shire Investment Prospectus (in draft) for consultation and feedback
- Engaged local businesses for the development of *Do It in Douglas* content
- Clear service statements are published on the Do It In Douglas website, Douglas Shire Economic Development Strategy 2021-2024, and Douglas Shire Investment Prospectus (currently in draft).
- Together with Tourism Port Douglas Daintree, Council's Tourism and Economic Development Officer met with businesses north of the Daintree River to discuss the Tourism Strategy for the Daintree region and key priorities for businesses. Having a Council Officer participate in the strategy discussion was well received by local businesses and will lead to further ongoing and productive discussions to help support businesses operating in this remote location.

## Element 2: Raise the profile and capability of small business

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
5. Publicly recognise and value the importance of small businesses to our community and local economy.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
6. Encourage campaigns to promote small business and local spending. (e.g., buy local)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
7. Help small businesses develop networks, access education, and increase their capabilities.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
8. Assist small businesses to access government, business and industry programs and resources.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation this element:

- Small businesses are promoted through the *Do It In Douglas* Facebook Page and website
- *Do It In Douglas* assets created for businesses to promote in their shops, shop windows and vehicles – see attached presentation
- A series of *Local Buy* presentations were held in March by Douglas Shire Council's procurement team to educate businesses on the value of the Local Buy procurement system, and encourage greater uptake by local businesses.
- The FNQ Food Incubator tour was designed to help food businesses build their capabilities through understanding investment opportunities, scalability, networking, and the importance of business plans and marketing plans.
- Douglas Shire Council hosted an e-commerce photography workshop with a local photographer, Tracey Jones Photography – who has recently graduated from the JCU Ideas Lab in Cairns. The 2-hour workshop provided local artisans with an opportunity to learn important tips and practises in product photography for the purpose of elevating their

businesses on e-commerce platforms and helping to encourage digital sales conversion. It also provided an important networking opportunity for micro businesses.

- Promoted the Cairns Regional Council “Meet The Buyer” events to encourage local businesses to connect with regional buyers and seek regional opportunities.
- The French Ambassador recently visited the region with the Tropical North Queensland Regional Food Network (TNQRFN). Through consultation with Douglas Shire Council the French Ambassador met with a series of small businesses within the agriculture, aquaculture and food sectors, giving these businesses an opportunity to promote themselves and showcase their unique point of difference.

### Element 3: Promote and showcase small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
9. Encourage and promote small business engagement via marketing and communication channels (e.g., engaging with local small businesses, collaborating with local chambers of commerce, industry groups etc.).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
10. Create awareness by promoting the Small Business Friendly (SBF) program (e.g., using the SBF identifier online, in marketing collateral and in communication materials).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
11. Sharing successes, ideas and learnings with Small Business Friendly members and other stakeholders.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
12. Allow the Queensland Small Business Commissioner to promote our Small Business Friendly activities and achievements.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Small businesses are promoted through the purpose-built *Do It In Douglas* platform which celebrates and showcases businesses in the Douglas Shire.
- Whilst the SBF program is promoted through the *Do It In Douglas* website and social media posts, we recognise further opportunities exist to help drive awareness of the SBF program through *Do It In Douglas* comms and will include the SBF identifier in more future posts.
- SBF member monthly catch ups on Teams provide a great platform to discuss progress and projects and Douglas initiatives have been shared including *Do It In Douglas*, with great feedback and follow up.
- The Office of the Queensland Small Business Commissioner has promoted our local initiative of hosting tech classes in libraries to help community members download the Qld Health App and Vaccination Check . We have requested promotion of *Do It In Douglas*.

### Element 4: Develop and promote place-based programs for small business

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
13. Identify, develop, promote and deliver at least two existing or new place-based programs to support businesses to start, grow and become more resilient	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved

Summary of activities and achievements in relation to this element:

- FNQ Food Incubator Hub tour of Douglas:** Douglas Shire Council facilitated a 2-day tour of food businesses in the region with FNQ Food Incubator Hub based in Cairns. The Incubator Hub have a commercial kitchen facility available for businesses to test and prove concepts and scalability with volume processing. The Food Incubator Hub also provide business development and mentorship support, and have a solid network of regional small and micro businesses as customers of the hub who are seeking to scale up and expand operations. The tour involved compiling an itinerary with personal outreach to local growers and producers and was promoted through *Do It In Douglas*. Each meeting was positively received with productive discussions around the Incubator Hub and services, business and marketing vision, and collaborations to assist with capacity building.
- Local Buy Sessions** – Council’s procurement team hosted 2 procurement information sessions in March for local businesses to discover more about the benefits of registering as a *Local Buy* supplier and gaining access and visibility to opportunities to work with Councils across Queensland. The sessions were promoted through *Do It In Douglas* and were well received and attended.
- Product Photography workshop** – With a large number of micro businesses and artisans in the Shire, Council hosted a free product photography workshop with a local photographer and trainer, Tracey Jones Photography. The 2-hour workshop provided local artisans with an opportunity to learn important tips and practises in product photography for the purpose of elevating their businesses on e-commerce platforms and helping to encourage digital sales conversion. It also provided an important networking opportunity for micro businesses
- Do It In Douglas** – The platform represents a significant contribution as a place-based program to celebrate and support businesses in the Shire, particularly through the Talent Directory, Resources page, social media promotions, and monthly newsletter.

## Element 5: Simplify administration and regulation for small business (red tape reduction)

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
14. Limit unnecessary administration and take steps to ensure continuous business improvement.	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved
15. Make it easier for small businesses to comply with administrative and/or regulatory requirements.	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved
16. Administer requirements in a consistent manner in collaboration with key stakeholders.	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved
17. Regularly review and streamline administrative and/or regulatory arrangements to reduce red tape. (e.g., digitisation projects, process improvement)	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved
18. Maintain a simple, timely and cost-effective internal review and complaints management system. (e.g., actioning feedback, reviewing practices)	<input type="checkbox"/> <span style="color: red;">●</span> Not achieved	<input type="checkbox"/> <span style="color: orange;">●</span> In progress	<input checked="" type="checkbox"/> <span style="color: green;">●</span> Achieved	<input type="checkbox"/> <span style="color: green;">●</span> Very well achieved

Summary of activities and achievements in relation to this element:

- *Do It In Douglas* is designed as a one-stop shop for all things business in the Shire. The Resources Page is designed to provide businesses with efficient and easy access to tools and resources, including links to permits, local organisations, support resources, industry links, and strategic documents.
- Council Officers have conducted a review of all Local Laws permit forms and consolidated forms to make processes more efficient for customers. One example is event-related forms – a number of event-related forms previously existed to cover use of Council land, food permits, entertainment related permits, serving of alcohol, and fees and charges. Event related forms have now been consolidated into two forms – *Low Impact Activity or Event* and *Medium/High Impact Activity or Event* and now cover all aspects of the event to streamline the process.
- There is now one point of contact for “prescribed activity forms” to ensure greater efficiency in the application and approval process.
- Plans are being made to transfer PDF forms to an online system to create greater efficiencies and ease of use for customers.
- Through relationships with Tourism Port Douglas Daintree and Douglas Chamber of Commerce businesses are encouraged to make contact with Council Officers in relevant instances where Council can be of assistance and encourage a closer connection with the community.
- Douglas Shire Council maintains a CRM system to capture, review and track feedback.

## Element 6: Ensure fair procurement and prompt payment terms for small businesses

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
19. Implement a procurement policy that gives small businesses a 'fair go' to supply goods and services.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
20. Help small businesses find local procurement opportunities and make tendering quick and easy.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
21. Pay all valid invoices from small business suppliers within a stated reasonable period. (e.g., 20 calendar days from receipt of invoice)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- An objective in Council's Procurement Policy is to "provide reasonable opportunity for competitive local businesses that comply with relevant legislation to supply to Council."
- If a tender or quotation is evaluated using selection criteria then **a local preference selection criteria with a weighting up to 20%** (of the selection criteria total) may be utilised in the evaluation process
- Payment terms are 30 days from date of invoice, however this can often occur sooner
- **Local Buy Sessions** – Council's procurement team hosted 2 procurement information sessions in March for local businesses to discover more about the benefits of registering as a *Local Buy* supplier and gaining access and visibility to opportunities to work with Councils across Queensland. The sessions were promoted through *Do It In Douglas* and were well received and attended.

## Element 7: Support small business resilience and recovery

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
22. 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.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
23. Implement policies and practices for managing business disruption (e.g., supporting and working with small businesses to minimise disruption during capital works projects, transformational change etc).	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Our Local Disaster Management Group works with key stakeholders to proactively plan for disaster response and recovery – refer to the [Douglas Shire Local Disaster Management Plan](#) which includes considerations and recommendations for business owners.
- Douglas Shire Council teamed up with *Complete Business Solutions* to run a "Get Ready Small Business Expo" in November 2022. The business community were invited to attend the event at the Port Douglas Community Hall which included a series of key note addresses from Business specialists with topics focused around business disaster resilience and



mitigation. The agenda covered COVID-19 health response and recovery and impacts on business, and natural disaster preparation and resilience building, and provided the opportunity for networking with business specialists.

- Douglas Shire Council has a close relationship with *Articulous* who were commissioned by the Queensland Government to create the *Small Business Disaster Hub*, and run the *Tourism Crisis Communication Exercises*. Douglas Shire Council have worked with *Articulous* to provide feedback on the Disaster Hub to help ensure it is as user friendly as possible for small business owners.
- Council maintains a Community Engagement Policy. Businesses are engaged with a friendly, direct and open approach regarding any works programs that are scheduled to have an impact on businesses.
- In late 2021 Tourism Port Douglas Daintree (TPDD) along with Douglas Shire Council and the Douglas Chamber of Commerce launched assets for businesses to display to promote employees who are vaccinated and if they are a 100% vaccinated business, this material was designed to provide clarity and confidence to business owners, employees and visitors.

## Element 8: Measure and report on our performance

Performance self-assessment in relation to this element:

Charter commitment	Performance self-assessment			
24. Seek regular feedback from small businesses to help drive continuous business improvement. (e.g., surveys, engagements, councillor walks etc.)	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
25. Monitor our performance against this charter and ensure we are meeting our commitments.	<input type="checkbox"/> ● Not achieved	<input type="checkbox"/> ● In progress	<input checked="" type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved
26. Publish a report about our performance in relation to this charter within six months of signing the Charter and once every financial year thereafter.	<input type="checkbox"/> ● Not achieved	<input checked="" type="checkbox"/> ● In progress	<input type="checkbox"/> ● Achieved	<input type="checkbox"/> ● Very well achieved

Summary of activities and achievements in relation to this element:

- Through *Do It In Douglas*, collaborations with Douglas Chamber of Commerce and Tourism Port Douglas Daintree, and networking events and opportunities, small businesses are engaged with regularly at a Councillor, Management and Officer level.
- A survey is being planned for *Do It In Douglas* to help understand how the tool is performing and how it can be more meaningful to small businesses.
- Performance against the charter is being met.

## Showcase opportunities

Small business friendly activities or achievements that could be added to the SBF showcase:

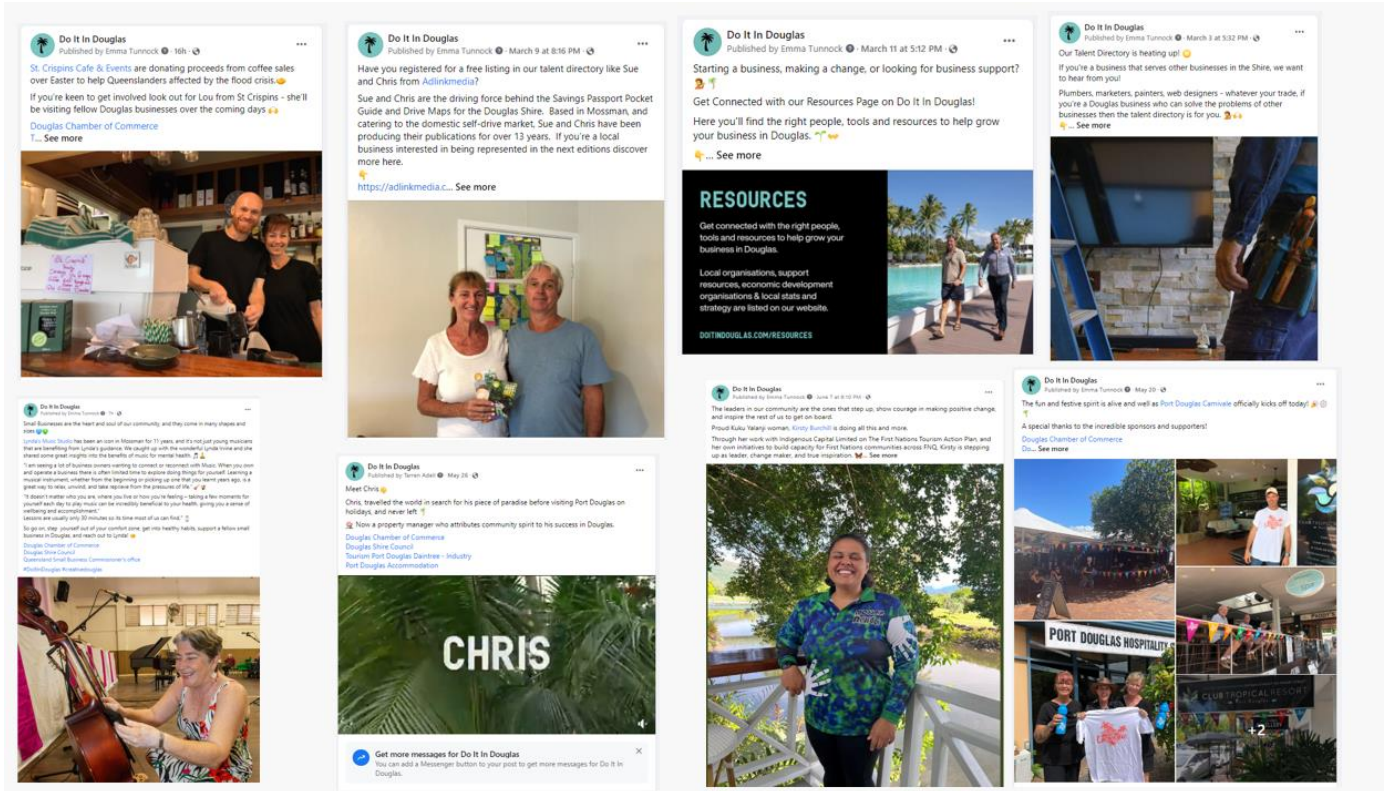
- See attached Do It In Douglas Presentation

See below highlights:

- *Do It Douglas* Facebook page celebrating the contributions of small businesses and the people behind them
- *Do It In Douglas* "About Page" highlighting our status as a SBF Council
- French Ambassador Tour



- FNQ Food Incubator Hub Tour



# DO IT IN DOUGLAS

Where lifestyle meets livelihood

Think of us your Douglas business concierge where you can access key resources, discover local stories, find local talent, and join the network of Douglas businesses and entrepreneurs.

Do It In Douglas is a collaboration between Douglas Shire Council, Douglas Chamber of Commerce and Tourism Port Douglas Daintree. The project is jointly funded by the Australian and Queensland Governments under the Disaster Recovery Funding Arrangements (DRFA).

We recognise the importance of celebrating dynamic local talent, fostering a culture of innovation, and helping to facilitate opportunities for learning, promotion, and investment. We understand the importance of being connected with the right tools, resources, and people to help your business flourish in Douglas.

Douglas Shire Council is recognised as a Small Business Friendly Council through the Office of the Queensland Small Business Commissioner. The Small Business Friendly (SBF) program aims to reduce barriers between large organisations and small businesses and to enhance the operating environment for small businesses. Discover more [here](#).

**GET INVOLVED, GET CONNECTED & REGISTER YOUR SERVICE BUSINESS OR START-UP NOW!**

