

Douglas Shire Council Annual Report 2022-23

Member information

Details	
Organisation name:	Douglas Shire Council
Main address:	64-66 Front St Mossman
Main email:	Enquiries@douglas.qld.gov.au
Main phone:	07 4099 9444
Main website URL:	Douglas.qld.gov.au
ABN:	71241237800
Charter signing date:	04/11/2021

Authorised representatives

Authorised representative details	
Full name:	Emma Tunnock
Position:	Tourism and Economic Development Office
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Full name:	Renee Ker
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Report information

Details	
Report date:	28/09/2023
Prepared by:	Emma Tunnock, Tourism and Economic Development Officer
Stakeholders consulted:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Report published:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Report URL (if online):	

Charter performance

Actively communicate and engage with small businesses

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Actively engage and be mindful of small businesses, their issues and priorities when making decisions. (e.g., create a business advisory group).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Communicate clearly in a timely manner both formally and informally. (e.g., working at all levels to exceed your customers' expectations).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Engage with statewide partners where appropriate on matters affecting small businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) 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"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- Council Officers attend regular meetings with local business representatives, and membership organisations including Tourism Port Douglas Daintree and Douglas Chamber of Commerce (when they are active) and work closely with these stakeholders to drive initiatives to prioritise needs of small business, such as mental health initiatives for small business, capacity building workshops and networking opportunities,
- Do It In Douglas continues to provide important support as a key communication tool for the small business community. A monthly newsletter is distributed to 2,500 ABN holders across the Shire focusing on news, events, funding opportunities and other initiatives specifically relevant to small businesses in the Shire.
- 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 and industry workshops.
- Examples of specific engagement from Council staff:
 - Engagement with small business regarding accommodation shortage for seasonal workforce through calling, door knocking and distribution of a survey.
 - Engaged with small business and state-wide stakeholders to deliver "The Sustainability Story" event to encourage businesses to enhance their sustainability efforts

- Engagement with local businesses for the development of Do It In Douglas content
- Engaged local businesses in the development of the Douglas Shire Investment Prospectus for consultation and feedback
- Clear service statements are published on the Do It In Douglas website, Douglas, Shire Economic Development Strategy 2021-2024, and Douglas Shire Investment Prospectus.

Raise the profile and capability of small business

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

Summary of key activities and achievements in relation to this element:

- Small business are promoted through the *Do It In Douglas* Facebook Page and website.
- Do It In Douglas assets have been created for businesses to promote in their shops, show windows and on vehicles
- Hosted the Do It In Douglas inaugural breakfast event in August 2022 to encourage business owners to connect and collaborate. Keynote speakers focused on topics of mental health and digital marketing.
- Hosted the Do It In Douglas Sustainability Story event in May 2023 to celebrate the sustainability story and vision for the region with our small business community and connect small business owners with key organisations that can assist in their own sustainability journey and improving practices.
- Hosted a series of Do It In Douglas digital marketing conversion workshops in February-March facilitated by a local digital marketing specialist. Over 50 micro and small business owners took part in the ½ day workshops designed to help improve their online conversion rates.
- Hosted a series of Do It In Douglas Mental Health Awareness training sessions for small businesses across the Shire in March. The sessions were well attended and received with over 100 employers and employees attending sessions over the course of the month.



- Worked with the local cane farming industry to deliver a workshop around crop diversification and understanding the needs of our small business farming community to address issues concerning agronomic and economic implications of crop diversification and complimentary cropping activities.
- Grant and funding announcements are shared timely through the Do It In Douglas newsletter and/or to peak industry bodies/organisations where appropriate.

Promote and showcase small businesses

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) 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"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create awareness by promoting the Small Business Friendly Councils (SBFC) program (e.g., using the SBFC identifier online, in marketing collateral and in communication materials).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Sharing successes, ideas and learnings with other Small Business Friendly Councils and other stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Allow the Queensland Small Business Commissioner to promote our Small Business Friendly Council activities and achievements.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- Encourage and promote small business engagement – this is fundamental to Do IT In Douglas and inherent to what the platform represents and all its activities as outline above.
- Acknowledge that more could be done to create awareness of the SF program through use of more of the program’s branding elements.
- SBF monthly catch ups online provide a great platform to discuss progress and projects and Douglas initiatives have been shared,

Develop and promote place-based programs for small business

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Identify, develop, promote and deliver at least two existing or new placed-based programs to support businesses to start, grow and become more resilient.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element:

As outlined in Section 2:

- Hosted the Do It In Douglas inaugural breakfast event in August 2022 to encourage business owners to connect and collaborate. Keynote speakers focused on topics of mental health and digital marketing.
- Hosted the Do It In Douglas Sustainability Story event in May 2023 to celebrate the sustainability story and vision for the region with our small business community and connect small business owners with key organisations that can assist in their own sustainability journey and improving practices.
- Hosted a series of Do It In Douglas digital marketing conversion workshops in February-March facilitated by a local digital marketing specialist. Over 50 micro and small business owners took part in the ½ day workshops designed to help improve their online conversion rates.
- Hosted a series of Do It In Douglas Mental Health Awareness training sessions for small businesses across the Shire in March. The sessions were well attended and received with over 100 employers and employees attending sessions over the course of the month.

Simplify administration and regulation for small business (red tape reduction)

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

Summary of key 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 has launched a [Business Food Safety and Licensing](#) microsite to simplify information and processes for businesses around environmental health and regulations.
- Council has launched a [Sustainability for businesses](#) page to provide clear pathways for businesses to start/improve their sustainability journey.

Ensure fair procurement and prompt payment terms for small businesses

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Implement a procurement policy that gives small businesses a 'fair go' to supply goods and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Help small businesses find local procurement opportunities and make tendering quick and easy.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) 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"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key 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 host procurement information sessions for local businesses to discover more about the benefits of reinteresting as a Local Buy supplier and gaining access and visibility to opportunities to work with Councils across Queensland.

Support small business resilience and recovery

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) 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"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) 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"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- Our Local Disaster Management Group work 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

Measure and report on our performance

Commitments	Performance self-assessment			
	Not yet	In progress	Achieved	Very well achieved
a) Seek regular feedback from small businesses to help drive continuous business improvement (e.g., surveys, engagements, councillor walks etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Monitor our performance against this charter and ensure we are meeting our commitments.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Publish a report about our performance in relation to this charter once every financial year.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Complete the SBF Accelerator Pack within 6 months of signing the charter. (for new members after 28 April 2023).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element

- Through Do It In Douglas, collaborations with Douglas Chamber of Commerce (when active) and Tourism Port Douglas Daintree, and networking events and opportunities, small businesses are engaged with regularly at all levels across Council.
- Performance against the charter is being met.

Member requirements

Requirements	Performance self-assessment			
1. Authorised representative and proxy nominated and current.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		
2. For new members - Submitted Accelerator Action Plan to the QSBC within 6 months of joining the program.	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>	
3. Actively participated in at least four Roundtable meetings in the previous F.Y	0 <input type="checkbox"/>	1-2 <input type="checkbox"/>	3-4 <input type="checkbox"/>	>4 <input checked="" type="checkbox"/>
4. Actively participated in at least two online Community of Practice meetings in the previous FY.	0 <input type="checkbox"/>	1-2 <input type="checkbox"/>	3-4 <input type="checkbox"/>	>4 <input checked="" type="checkbox"/>
5. Provided at least one Showcase submission to the QSBC in the previous FY.	0 <input checked="" type="checkbox"/>	1-2 <input type="checkbox"/>	3-4 <input type="checkbox"/>	>4 <input type="checkbox"/>
6. Attended the Annual Conference in the previous FY.	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>		
7. Submitted Annual Report to the QSBC by 30 September for the previous FY.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		

Additional information

- <Add any supporting data, information and insights as appendices>
- <Add any Showcase submissions as appendices>



Do It In Douglas Inaugural Breakfast Networking Event, August 2022



Do It In Douglas Conversion Clinics, February and March 2023 (Port Douglas Clinic showcased here)



Do It In Douglas Sustainability Story Breakfast, May 2023

DO IT IN DOUGLAS

SEPTEMBER 2023

Welcome to your monthly *Do It In Douglas* news update. We're delighted to share news about current initiatives, events, grants and programs accessible to the business community in Douglas. We encourage you to share relevant information with your networks, and please get in touch if you would like further information.



LOCAL EVENTS

TEQ Event - Last Chance to Register!

Tourism and Events Queensland are coming to Douglas **this Thursday** to host their Conversations with Industry Event. This is a wonderful opportunity for any business involved in tourism and you don't have to be a member of a Tourism organisation to attend! There are limited tickets left and registration closes at 9am tomorrow (Wednesday September 6) so get in quick!

Do It In Douglas - Monthly Newsletter

SBF Program, Annual Report

Carnivale Feedback Session!

Last month's Port Douglas Carnivale Feedback Session was attended by local business and tourism industry representatives. The session generated great discussion and ideas which will contribute to the planning of the 30th anniversary in 2024! Thank you to all who volunteered their time and energy - it was well worth it!



NEW FUNDING OPPORTUNITIES

Business Boost Grant 2023 - Opens Tomorrow!

The Business Boost grants assists small businesses to enhance their efficiency and productivity.

This support includes funded activities in 3 project areas:

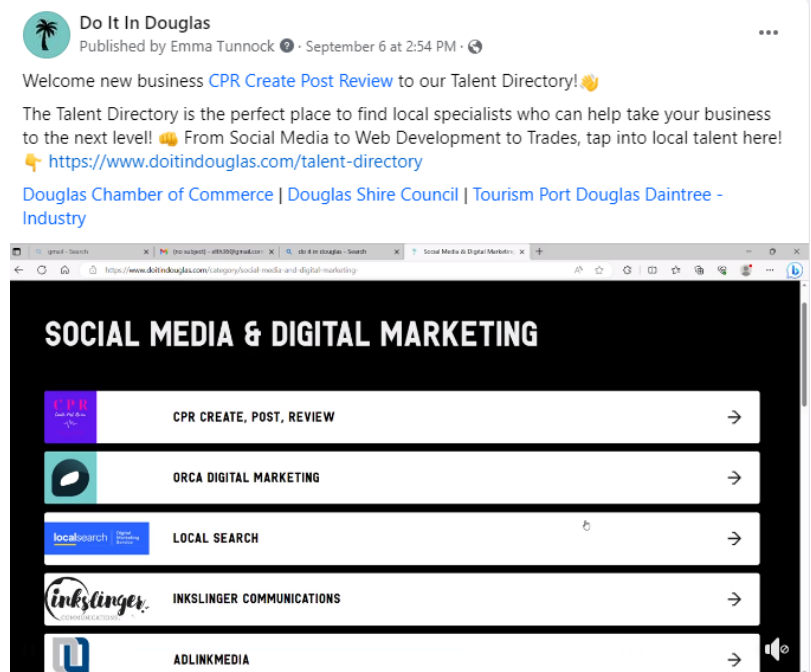
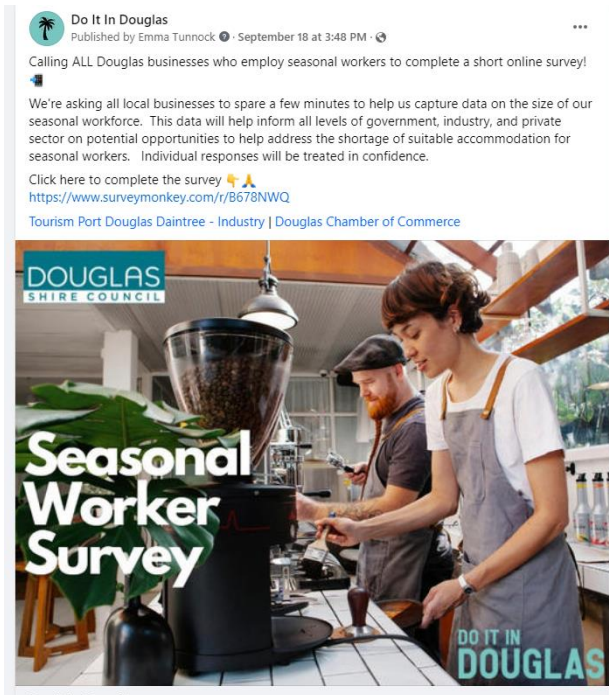
- Future planning
- Specialised and automated software
- Planning and systems for staff management and development.

Previous recipients of a Business Boost grant have used the funds to introduce an online booking system, redevelop their website, develop a customised workplace health and safety system or train their staff.

Program guidelines, FAQs and terms and conditions for the latest round are now available. Successful applicants must equally co-contribute towards the total project cost.

Opening Stage 1: Registration of Interest - 9AM, 6 September 2023
Closing Stage 1: Registration of interest - 5PM, 12 September 2023





Do It In Douglas Facebook page – celebrates, showcases and supports the local small business community



New web pages designed to provide information to small businesses is an efficient and straight forward manner and to help support and inspire.