

Easy to do Business

NOROC Presentation

Program Overview

3 October 2017



Easy to do Business Program



- Bringing agencies, local councils and industry bodies together, to make the process of opening or expanding a small business simpler and faster
- An online, one-stop shop for business customers providing streamlined access to government licencing and approvals
- A joint initiative between the Department of Premier and Cabinet, the Customer Service Commissioner, the Office of the NSW Small Business Commissioner and Service NSW
- State priority: Make NSW the easiest state to start a business

Easy to do Business Program



The focus is small business, initially targeting solutions for the following highly regulated sub sectors:

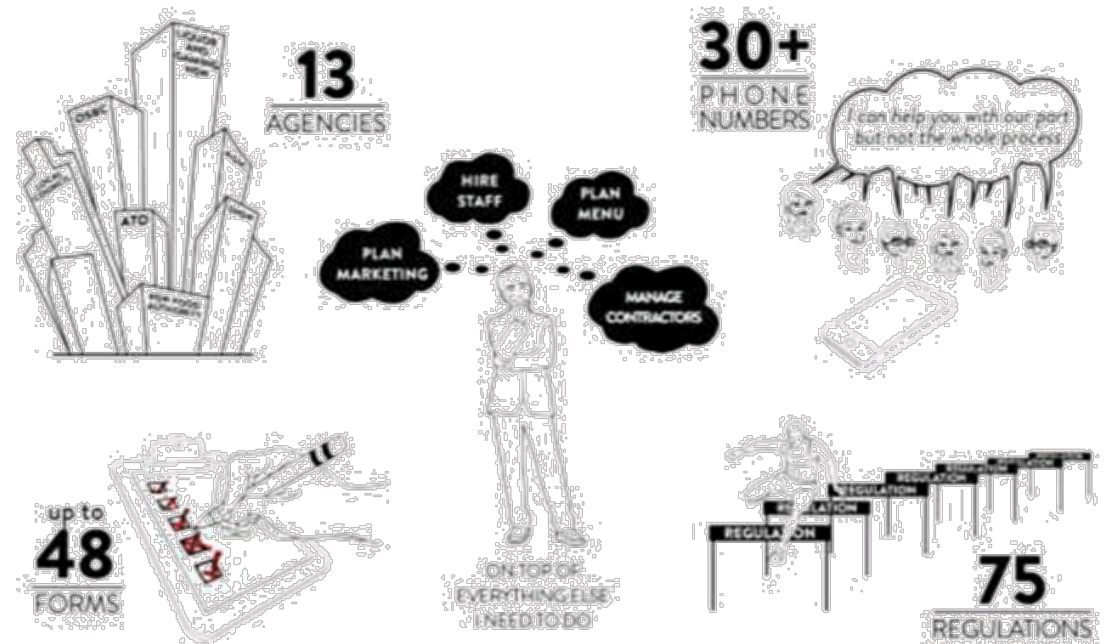
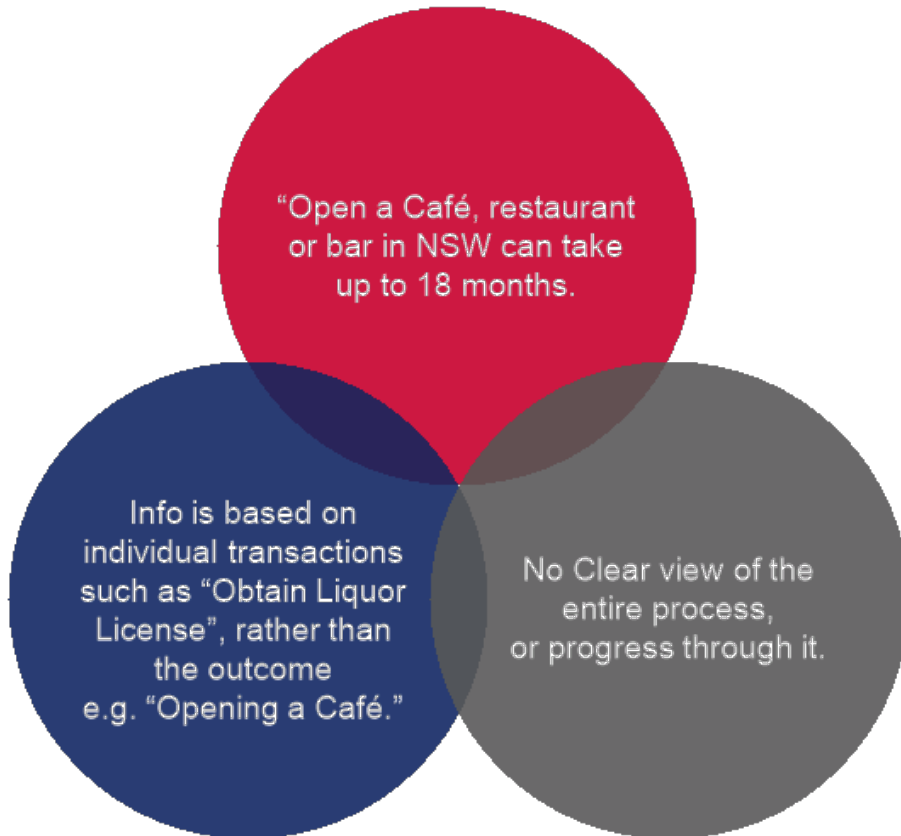
- Cafes, Small bars and Restaurants
- Housing Construction
- Clothing retail
- Road Freight
- Print Business

Progress to date

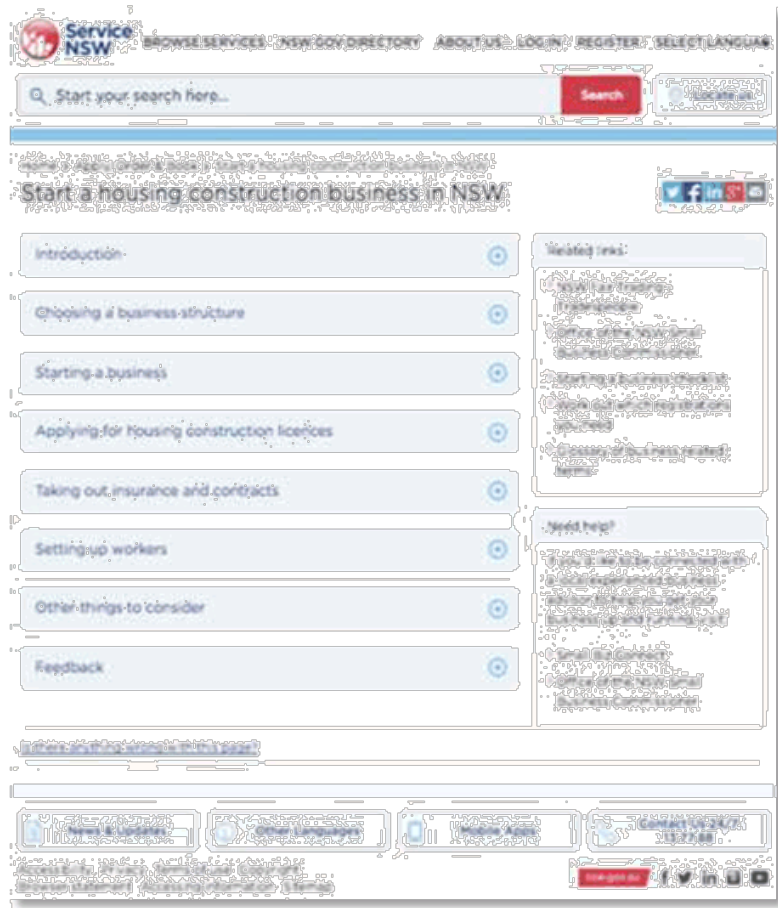


- Time to open a Café, Small bar or Restaurant **reduced from up to 18 months to < 90 days.**
- **One application replaces 30 forms** spanning 3 levels of government. Streamlined process with 43% reduction in customer data entry.
- **One web site, one phone number** for support (13 77 88).
- **Business Concierge team** provide proactive, supporting case management service.
- **Federal government integration** via ABR for customer ABN and business details and DIIS with Business Registration Services (9 federal forms)
- **Four participating councils** delivering benefits for their local communities – City of Parramatta, Dubbo Regional, Georges River and Northern Beaches

Café, Small bar and restaurant complexity



One Digital Portal



Creating Value
Quickly with Available
Capability

“How to” Guides
putting all the agency
information in one place -
based on outcome

One Digital Portal



Building Scalable New Capability

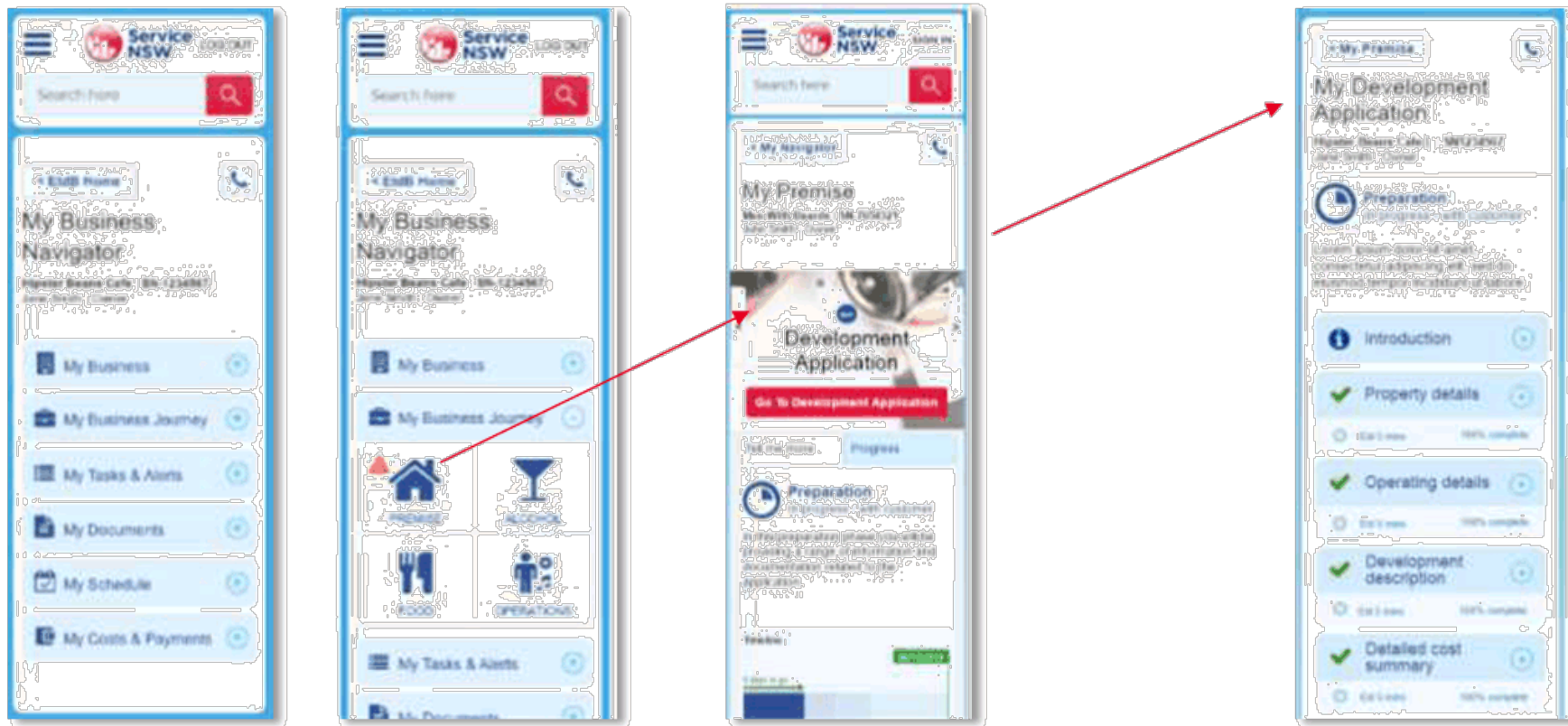
Business Navigator -
Single digital platform
addressing end to end
journey by sector



Business Navigator 2.0 – Example UIs



Single Digital Platform providing end to end support for business entrepreneurs starting or growing their business.



One point of contact

Our business concierge team supports small business at every stage

A personalized service including:

- A dedicated concierge for each customer
- Guidance and support across all levels of government
- Ongoing reviews to enable decision-ready applications



Lin - Coffee Stop

“The Business Concierge team saved me time, effort and energy. I found the process a lot easier with their help.”



Vinishia -
Business Concierge,
Service NSW

“I am passionate about helping customers achieve their goals faster.”

Benefits Summary



Participating Councils

City of Parramatta Council

Dubbo Regional Council

Georges River Council

Northern Beaches Council

Benefits - Outcomes / Opportunities - Café, Small Bar and Restaurant Sector

- 57 hours less “red tape” associated with opening a business
- 553,654 cumulative hours saved in government “red tape”
- \$15,379,055 cumulative dollars saved in effort
- \$9.7million in additional revenue through simplified steps to expand business operations
- 35% anticipated reduction in frontline agency effort in processing new applications
- 2,817+ new jobs created
- 5,228 jobs commence sooner

Local community benefits



Encouraging economic growth

- Single source of information on regulatory requirements – more clarity for Council staff and business customers and improved compliance.
- Local café, restaurant and small bar owners receive dedicated support from our business concierge team.
- Business customers provide Council with the right information at the start, speeding up approvals and reducing the need for Council to chase information.
- “Tell government once” approach reduces duplication and streamlines the process of opening or growing a business.

Onboarding approach



Step	Activity	Description
1	Senior Stakeholder Engagement & Sign-Up	Direct engagement at ALGA National General Assembly Meetings with or presentations to council Mayors, CEO's / GM's to further engage, address outstanding queries and confirm council participation
2	Operational Engagement & Planning	Presentation / Workshop with council exec team including Planning, Customer Service, Economic Development and Marketing & Communications teams Joint agreement on the onboarding approach and timeline
3	Onboarding	Gap analysis of council forms and processes Update EtdB knowledge articles and marketing collateral Configuration of EtdB Solution (Add LGA postcodes and council specific links)
4	Pre Launch	Finalise operating model, council resolution and service partnership agreement Circulate staff and customer collateral Brief council staff
5	Launch	Activation of EtdB solution and council web page Council media announcement
6	Post Launch	Business Engagement Officers generating leads in each LGA community Targeted events in key LGA areas (eg Community or Chamber event) Social media Engagement of all local channels – Business chambers, local advisors & professional services



Program Feedback

Customer feedback

“This is a fantastic free service to help me get my liquor licence sooner” Bo Hinzack, Showbox Coffee, Manly

Showbox coffee is a café with an industrial vibe in the heart of Manly.



■ Easy to do Business - Program Overview



Bo's journey

To grow his existing business we have helped him with:

- Liaison with Northern Beaches Council on required applications
- Assistance completing his section 96 modification
- Guidance through the process for a liquor licence
- Support for a Primary Service Authorisation to serve alcohol without food
- Checks on DA consent, lease agreement and Council zoning.

Council feedback



Dubbo Regional

- Good experience working with Service NSW. Helped to understand the business processes within council.
- Enables economic activity; to attract people as part of a modern, vibrant city; with far reaching economic benefits.
- Information given to entrepreneurs to allow more planning upfront is a major enabler. In the past, entrepreneurs had a series of big hurdles; now it's helping alleviate the blockages.

Georges River

- Aligns well with council's strategy to improve customer service
- Quick and easy to grow the service into something for the future within council
- More likely to have people opening small businesses – and to have them meet all the compliance/regulatory requirements – which leads to better quality of services in the LGA

Council feedback



City of Parramatta

- 'We can't go back to the old way of doing things'.
- Bringing investment in and 'business friendly government' aligns with council strategy
- Not just better service capabilities; it's easier to do business here – helps to take the hassle out of the process.
- Identifying whether an application is complete or not has changed the approval process because it requires less time chasing follow up information. Makes it easier and has 'significant benefits for council'.

Northern Beaches

- 'We would absolutely recommend the EtdB Program to other councils.'
- Looking to expand the concept to council owned business services.
- Benefits to local economy; reduction in downtime from vacant premises; downstream community benefits
- Shorter and more certain timeframe is a huge benefit to entrepreneurs – reduction in downtime is money in their hand; it's the difference between opening for summer (busiest time of year) or not.





Opening and running a café, restaurant or small bar just got easier



We're working with the Office of the NSW Small Business Commissioner to make it easier to do business.

Previously, cafes, small bars and restaurants would have to deal with up to 13 agencies, 75 regulations, up to 30 phone numbers and complete 48 forms, taking as long as 18 months to navigate. Our program has seen this reduced to one digital application and one phone number, reducing the opening time for businesses to 90 days or less.

We are creating a brand new way for businesses to interact with government through one online portal. Businesses in your community will receive step-by-step guidance and support across local, state and federal government requirements, whether they wish to open, grow or finalise their business.

Benefits for Councils include:

- Increased productivity with 'decision ready' applications and reduced transaction costs
- Effective tools to help boost your local economy, enabling more jobs in your region - and assisting Council to deliver on its strategic plan

You can also become a member of the Office of the NSW Small Business Commissioner Small Business Friendly Council initiative that supports Councils with information and resources, access to a networking group and free conferences to help build small business friendly capability.

With new sectors such as housing and construction being added in the near future, we are working hard to make it easier to do business in NSW.

For more information visit service.nsw.gov.au/business

service.nsw.gov.au • 13 77 88



23000 10/12/17 A