

5<sup>th</sup> September 2018

## **Small Business Friendly Initiative – Shire of Broome – Focus Group**

### **Suggestion listed in survey for activities the Shire could implement to benefit the small business community - grouped for clarity**

#### ***Improved Communication***

- Open day/market for businesses to provide information to community and other businesses about the service
- Introduce the Shire to all registered small business
- Have an open public meeting with small business
- Talk to us
- Regular small business forums
- Information exchange
- Recognise that small business is a client of the Shire and that they need to listen and respond to their clients
- Quarterly small business expos
- Help business owners to find what they are looking for not just refer them to the website
- Regular small business seminars
- Letting everyone know what the Shire's objectives are and where small business could fit in
- Better education on how the Shire can help small business
- More communication
- Small business workshops
- More social media
- Small business grants

## ***Support of Economic Development, inc Tourism***

- Change on perspective from not just a tourist town
  - Recognise small business outside of Tourism
  - Stop focusing on tourism during the off season and focus on small business
  - Look at providing seminars that are appropriate and relevant to small businesses other than tourism and having them in time slots that businesses can attend
- Improve tourism
- More facilities to make people want to come here
- Small business funding grants to make Broome more Tourist friendly: phone-charge stations, more seats and shade, better maps, super-user friendly website where you can search almost anything: from where to find a pair of thongs to the best sand-fly remedies to tour bookings and services such as mechanics; perhaps a 'shopping' experience tour bus that collects guests from the hotels and takes them to shopping hot spots like Dampier terrace and Chinatown. (Just raw thoughts)
- Advertising Broome to Australia and the World
- Keep the place looking tidy, parks pathways etc. are often a mess – not a good look for visitors
- Develop Cable Beach foreshore with restaurants

## ***Advocacy for Cheaper Airfares***

- Keep pushing for more accessible, cheaper flights
- QF airfares – big bang then nothing!!
- Get Virgin on board with their airfares as well
- Learn to treat Shire funds preciously as though they were their own funds. Not splash money on activities such as the Singapore flights and all the Broome Future projects with out tendering and governance procedures being followed.

## ***Improvement of Chinatown***

- Move the weekend markets into Chinatown
- Chinese type streetlights in Carnarvon St and Dampier Terrace
- Allow market stalls in Johnny Chi lane and buskers – brings business into Chinatown
- Arches at the entrance to Chinatown
- Daily yellow bin service in Chinatown
- Promote Chinatown as an event centre to stimulate consumer and trader interaction
- Organise and facilitate markets and street closures throughout Chinatown to support Cruise ship visits and other events without the unnecessary paperwork and regulatory directives

## ***Regulations***

- Review on regulations that impact on small business to see if they are necessary
- Reduce red tape, less regulation
- Complete review of fees of charges and transparency about how those fees and charges are determined
- Do not introduce regulations or practices without agreement of a small business advisory body
- Review unnecessary permits and regulations and streamline the process so that applications can be expedited in a timely and cost-effective manner
- Promote decisions on applications
- Apply regulations uniformly e.g. Air bnb
- Streamline approval process for events and encourage discussion and collaboration
- Ensure processes are the same for all businesses
- Don't make it so hard for small businesses to start up
- Less red tape when starting a small business, more encouragement and support
  - More incentive and subsidies
- The Council needs to be proactive in supporting initiatives, not reactive and negative as appears to be the case at present
- Look at zoning – current zoning is restricting business expansion
- Assist more with rate payer plans not charging a fee for each when there are multiple
- Stop discounting rates payable by Yawuru
- Reduce cost of blue street signs. Once they are up, why the annual rate?
- Regulate the rental fees on business premises – talk to the landowners
- Permit for visitors driving on Cable beach
- Enforce parking regulations
- Support business by enforcing bylaws more efficiently
- Lower rates - Reduce rates and charges to competitive levels

## ***Focus on Procurement and Support of Local Businesses***

- Use only local businesses and contractors for Shire works
- Modernise the buy local policy – local first
- Put tenders to local developed companies prior to newly transferred companies. Therefore, earnings from tenders stays in town and benefits the town
- Any large-scale development that is proposed within the Shire must be broken up into small portions to allow for multiple trades to be employed on the same project
- Don't think the same old contractor are the best option
- A fair tender processes
- Seek out more quotes

## ***Review of Shire Service Provision***

- A review of the services in the Shire deliver 'in house' to identify if local business can provide a financial benefit or level of service improvement
- One person to fast track and explain small business issues when they arise – single point of contact
  - Respond more quickly to enquiries
  - Offer an open door
- Support more business workshops – with flexible times
- Conduct a serious review of its own expenses, eliminating unnecessary executive level positions and perks, and activities, thereby reducing expenses, leading to reduced rates, and less onerous costs to small businesses
- Outsource professional services and save internal costs
- Don't compete for business (e.g. tenants) with developers
- Say yes to all business opportunities
- Installation of better street lights
- Be more flexible with people running business from home especially Artists Open Studios – always seems to be an issue with how many car parks are available when you have the whole street to park in
- Acknowledge that the Shire is not a stakeholder in most activities and is a supporting organisation. It has nothing on the line based on their decisions, it has nothing to lose yet it makes decisions where others can lose out because of their decision
- Think a bit outside of the box
- Don't charge a credit card fee
- Installation of designated smoking zone-places
- Accountability on failures

- Respond to queries – this has not been done

## ***Trust in the Shire***

- Change its culture
  - Go from a culture of authority to trying to assist people to make things happen
- Fill vacant positions with capable and competent staff
  - Reduce the focus on business and increase the focus on community and social issues
  - Event recycling
  - The Broome Shire needs a disability access and inclusion plan
    - The Broome Shire should support people with disabilities and events
- Any member of the Broome Shire has no business advising business entrepreneurs. With no accountability of results, constant available funds. Proven track record of misconduct with State funds there is absolutely no chance of individuals lasting in the private sector
  - Get the bureaucrats out from behind their desks and computer screens and out into the real world, to find out how this community really operates
  - Lower tax