

Partnership Proposal

For more than two decades the Business Centre Pilbara has been assisting small business owners and operators with advice and guidance to grow their business. Our service support has focussed mainly on new start-ups and existing small business reflecting our contract to deliver the business advisory service on behalf of state government. Following a change in service providers, we are now strategically planning a future that avoids duplication and meets specific demand for professional development in the small business sector.

Through discussions with the newly appointed Business Local (Small Business Development Corporation) service provider, we can confirm that we will be working together in our scheduling of training and professional development programs so as to avoid any unnecessary duplication. It is our assessment that the Home Based Business program has always been a training support that adds value to the generic SBDC Business Advisory Service (now contracted to RSM Bird Cameron) and there are no risks of duplication. As this is a service that is not provided by any other service contracted to SBDC, we do not believe that any other service provider will provide workshops tailored to Home Based Businesses if the City does not support this existing program.

Having secured ongoing funding from Chevron Australia to provide our one-to-one business advisory services, our commitment is to continue supporting the small business sector and also to extend our service to assist a broader section of small to medium enterprise. Our operational methods will be adapted to accommodate a more mobile service delivering tailored services that are fit for purpose. This progression will be further complimented by strengthening our engagement with local Aboriginal Associations and their members offering assistance to small business clients. In considering our point of difference now that we are freed from the confines of SBDC funding requirements, we recognise a significant opportunity to expand our service delivery and better meet local business training and support needs.

This proposal seeks to extend the existing partnership between the City of Karratha and the Business Centre Pilbara to deliver a home based business support program and deliver a new value add service by developing and implementing a West Pilbara Business Confidence survey. Our successful track record in delivering the existing program is measured not only by the number of new small business start-ups and jobs created, but also for its contribution to local economic and social investment. The Business Confidence survey will seek to investigate issues and barriers affecting local small business, examine their response and report our findings.

Business Centre Obligations

In reference to section 8 of the 2014/15 partnership agreement '*Business Centre Obligations*', we propose to continue with our obligations as listed below. In addition we propose to include the following new obligations which will add value to our joint efforts in supporting small business development through improved training and research.

Existing Obligations

Small business support and research

- Facilitate a minimum of four Home Based Business Workshops on behalf of the City with relevant presentations and content
- Provide data on a number of small businesses that enter and exit the City. The data to be gathered by a process of ongoing surveying of business clients to ascertain business progress and growth since their initial visit to the Business Centre, as well as determining what, if any, further assistance may be required to support the business.
- Provide data and database of home based businesses that the Business Centre becomes aware of during its workshops and day to day client contact sessions.
- Enhance the home based business resource section of the Business Centre website.

Marketing and Promotion Requirements

- Display City of Karratha logo as a sponsor on weekly newsletter
- Display City of Karratha banner at all functions and events associated with this sponsorship
- Place the City of Karratha organisation description and website link on the Business Centre website sponsorship page
- Display the City of Karratha logo at the Business Centre reception
- Display the City of Karratha logo on all Business Confidence survey material and publications.

Compliance

- a. Produce an annual report for the City of Karratha outlining;
 - The number of new and existing business clients sessions with details of industry type as per ANZSIC classification
 - A list of business names/operator details and addresses relating to home based businesses
 - Local business survival rates data
 - The number of jobs created from new or existing businesses
 - A summary of common business issues
 - Commentary on how the City of Karratha has been acknowledged as a corporate sponsor
- b. Attend a bi-annual meeting with a designated city officer to provide and report on the abovementioned information

Additional New Obligations

1. To complement the Home Based Business workshop program, we will engage a support service from key local businesses. This will extend the workshop content to include current business specific advice. For example, RSM Bird Cameron have delivered a session on “Cloud Based Accounting”, KPMG have delivered expert advice on “Appropriate Business Structures”. The overarching goal is to better collaborate with external expertise, engage other local business support and add value to clients accessing the service. In addition, we will trial delivering morning and evening workshops to determine participant’s preference and availability and potentially run a second round of ‘core competency’ workshops which will better support new business intenders starting later in the year. It is anticipated that this approach will significantly increase the overall attendance numbers.
2. The Client Survey Report will be further improved to ensure it addresses changing issues that impact local small business development and survival rates. It will do this by increasing the number of questions to include specific qualitative analysis associated with recognising barriers to success.

3. We will develop a **new** bi-annual 'Business Confidence Survey'. This will build on existing survey efforts of the Small Business Development Corporation in their 'Business Expectations Survey 2015'. The surveys will be conducted during February and August and be open for a month. Please refer to the attached "Sunshine Coast – Business Confidence Survey" by way of an example for what and how we propose to develop and manage this survey. It will be conducted locally seeking responses from all businesses operating in the City of Karratha.

The Business Centre sees the Business Confidence Survey and future expansion into business research as a significant opportunity to expand our services and provide additional value to the Business sector in the Pilbara while filling a gap that is not currently serviced.

The City will have the opportunity to request a particular avenue of research to be undertaking in questions accompanying the survey such as Training, Collaboration, Innovation, Digital Technology or Tourism.

The Business Centre is willing to demonstrate the value available to the City by covering the cost of the development and running of the survey for the first year (ie initial survey in February 2016) and then provide an updated value proposal for budget consideration for the 2016-2017 year with the first survey report in April 2016.

4. As the Business Centre increases its advertising and marketing, the Home Based Business Program partnership will be promoted more widely. In addition we will endeavour to report more 'personalised' case studies that demonstrate the valued outcomes of the program.

It is hoped that our determinations in supporting home based business and in conducting business focussed surveys, will demonstrate our partnering abilities with the view to considering a longer term funding partnership that goes beyond 12 months. Listed below is an indicative budget pertaining to this partnership funding proposal.

City of Karratha Home Based Business Support Program Costing 2015-2016

Current level of funding to deliver existing program 2014-2015	\$20,000.00
Anticipated costs to deliver revised program 2015-2016	\$20,000.00

Provision of Services under the Program

Item		Hours	Qty	Cost
Workshop development, delivery and promotion				
1	Develop workshop program content and materials	22	4	\$ 7,076.62
2	Deliver workshops (setup, delivery, network and packup)	4.5	8	\$ 2,894.98
3	Administration Costs	3.5	8	\$ 1,350.99
4	Marketing Costs		8	\$ 1,600.00
	Workshop Cost sub total			\$ 12,922.59
Client Survey - 6 Monthly survey of clients				
5	Survey Monkey - development & analysis	16	2	\$ 2,573.32
6	Follow up of clients who don't respond to Survey Monkey	20	2	\$ 3,216.65
7	Statistical analysis and report production costs		1	\$ 2,000.00
	Survey & Report Cost sub total			\$ 7,789.96
Business Confidence Survey				
8	Research & develop survey	16	1	\$ 1,286.66
9	Develop Survey Monkey template	8	1	\$ 643.33
10	Write publicity material to promote survey	4	1	\$ 321.66
11	Publicity	8	1	\$ 386.00
12	Organise survey prize - admin	4	1	\$ 193.00
13	Collate survey data	8	1	\$ 643.33
14	Write survey report	16	1	\$ 1,286.66
15	Desktop report - admin	16	1	\$ 772.00
16	Publicise Survey results and data	10	1	\$ 804.16
	Business Confidence Survey cost sub total			\$ 6,336.79
17	Cost of programs			\$ 27,049.35
18	Less: Business Centre Pilbara Contribution			\$ 7,049.35
Net cost of programs to City of Karratha				\$ 20,000.00