

Response to questions taken on notice

Service NSW

Information in response to information request from the Parliamentary Inquiry into Sydney's Night Time economy

Inquiry attendees:

Bridget Barrett, Executive Director, Service NSW for Business

Carmel Meznaric, Director, Engagement and Business Development, Service NSW for Business

Request: Additional information regarding Easy to do Business partnerships with councils

Easy to do Business reduces the time taken and complexity to start, run or grow a small business. It provides customers with one contact point for three levels of government and step-by-step support so business owners can spend more time on their business and less on paperwork.

Critical to the success of the program is our partnerships with councils. Formal partnerships have been completed with 114 of the 128 councils in the state, which accounts for over 90% of the population. These partnerships allow us to understand the regulations and processes in each of the LGAs and then assist small business customers to navigate these requirements quicker and easier. For councils, it means a reduced burden on customer service functions as initial inquiries can be dealt with by our team and customers are provided assistance to complete forms, to help ensure applications received by Council will be lodgement ready.

The offering:

- The Business Concierge, which has assisted over 3,500 customers, provides free, over the phone, personalised support and step-by-step guidance to help start, run or grow a small business. They assist with gaining the required approvals, licences and permits
- Digital platform, which has had over 190,000 visits, features:
 - How to guides providing industry specific information on the processes, regulations, time frames and costs associated with regulatory requirements
 - A personalised dashboard which outlines each step a business owner needs to take, links to relevant forms, and a tool to track progress

Customers have the confidence that they know what steps to take and when; access to a single source of truth for their regulatory requirements, presented in simple, easy to understand language; and personal assistance to help them each step of the way.