

Supplementary Questions - SNSW Business Bureau response

1. What is the policy intent of the Business Concierge Service of Service NSW Business Bureau?

The overarching policy intent of the Service NSW Business Bureau is to provide front door access for businesses to Government information, services and support. Business Concierges are located across NSW to ensure that businesses are able to access support and navigational guidance in person or over the phone at a time and location that suits them. This includes providing information about services and financial support, guidance on regulatory requirements relevant to the business and warm referrals to Business Connect for independent advice. The Bureau was an election commitment of the current NSW Government and builds on the previous services provided by Service NSW for Business to provide additional focus on lifting export and procurement opportunities.

2. Ms Carroll gave evidence at the public hearing on 20 February 2024 that Service NSW Business Bureau hasn't had any involvement in promoting or working with stakeholders on RIAF and RJCF (page 18, uncorrected transcript). Does Service NSW Business Bureau provide assistance to other grant programs and, if so, what type of assistance is given?

The SNSW Business Bureau can work with partner agencies to either deliver grant programs on their behalf or provide a referral service. The Bureau's assistance includes:

- Business Concierge assistance with general inquiries, assisting the business make the application and case management to track provision of the grant
- Business Profile integration and tracking so businesses can manage their grant application within their own personalised digital business account
- Targeted EdMs and content on the Bureau's digital platform, including dedicated content hubs
- Liaison with councils and stakeholders to promote the grant program and outreach channels (eg. eDMs, council engagement).

Businesses are also made aware of the NSW grants and funding finder which they can use to search for relevant grants and funding for their business with the support of Business Concierges.

In the case of the two specific grants that are the subject of the inquiry, the SNSW Business Bureau was not involved in their delivery. This was largely due to the eligibility criteria not aligning with the Bureau's small business customer base eg the requirement for the business to

co-fund 50% of the total project cost is outside the capability of the majority of small businesses. The grant programs also excluded businesses which are the core remit of the Bureau, which includes hospitality, retail, trades, housing construction.

3. How effective is the Business Concierge Service in NSW compared to other states?

There has been no evaluation of Business Concierge services across Australia and comparison is not like for like. It is recognised that regular sharing of information and learnings between states and territories is beneficial. Regular Ministerial meetings have been set up to ensure this happens and the Bureau has recently initiated a new officer level forum to extend this sharing.

4. How do you ensure grant applicants are aware of the services you provide?

The first step in this process is working with partner agencies to ensure alignment between the target audience for the grant and the relevant channels for engagement. Where there is alignment, the SNSW Business Bureau will:

- promote the grant program through targeted communications and digital content
- conduct targeted outreach in relevant locations to ensure small businesses are aware of the grant and have the assistance to complete the application process
- integrate the grant program into the Business Profile so that small businesses can track their grant application
- work with other stakeholders including agencies and councils to promote the grant program at local events and forums

Service NSW has a centralised team to deal with issues and complaints.