

# 2023 OECD

## Call for Innovations in Public Services

Support document :  
Small Business Friendly Approvals  
Program partner testimonials



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## Mark Irwin, Mayor

City of Stirling

“The City strongly support the Small Business Development Corporation (SBDC) including the City’s achievement in the Small Business Friendly Approvals Program in its submission.

Small Business is “big business” within the City with 98% of our 22,000 businesses being made up of small businesses. The local small business sector is greatly valued and I am pleased for the City’s achievements in the Small Business Friendly Approvals Pilot Project.

Working together with the external consultant provided as part of the Project enabled the City to develop its Small Business Friendly Approvals Project Action Plan. The Action Plan is centred around the key improvement areas of speed, service and simplicity and implementation has been very successful with all objectives either met or exceeded.

The City was honoured to receive the Improving Planning Processes and Practices Award and the Minister’s Award at the Planning Institute of Australia WA Awards for Planning Excellence in November 2020 for this Project.

Overall, the City’s involvement in the Small Business Friendly Approvals Program has been transformational. The completion of the Small Business Friendly Approvals Project Action Plan has played an important part in providing the catalyst for the City to improve and streamline its approvals process to customers. The City aims to build on these initial gains and is committed to further improvements to make it easier to do business within the City of Stirling.

I look forward to continued collaboration between the City and the Small Business Development Corporation and would like to take this opportunity to wish the Corporation every success with its submission.”

**Mark Irwin**

**MAYOR**



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# Mal Osborne, Chief Executive Officer

## City of Bunbury

“The City of Bunbury is thrilled to provide a testimonial for the Small Business Friendly Approvals Program. This initiative has truly transformed service delivery for our small business community, making it easier for them to navigate the regulatory landscape. Not only has the program improved service delivery, but it has also influenced internal improvements and efficiencies within our organisation. By working together as a multi-disciplinary team, we have successfully developed a series of reforms that directly contribute to our strategic community plan.

I am confident that showcasing our success through this submission that we will inspire other government departments and stakeholders to adopt similar approaches. The Small Business Friendly Approvals Program is a shining example of how collaboration, innovation, and a focus on customer-centric solutions can lead to substantial improvements in service delivery, internal efficiencies, and overall business friendly regulations.”

**Mal Osborne**

**CEO**



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# Wayne Jack, Chief Executive Officer

## City of Kwinana

“The Small Business Friendly Approvals Program facilitated by the Small Business Development Corporation (SBDC) provided a valuable framework for the City to examine how we support local businesses, where we can reduce red tape and how we can orient our approvals processes to be solution and customer focused.

Factors that contributed to success of this initiative include having staff from multiple business units in a week-long intensive workshop where issues were identified and resolved in session. The external facilitators provided by SBDC were extremely professional, knowledgeable, and able to dig into sticking points and push for innovative solutions, as well as provide a perspective on how other Local Governments had responded to similar challenges. Staff involved in the process also reported that hearing directly from local businesses was significant and inspired a reorientation of what ‘business as usual’ looks like at the City.

Another factor in the success of this program is the way in which City staff leant into the program and made the cultural shifts required to ensure administrative reforms were effective. The program was supported by Council and the Executive Leadership Team with the Director City Development and Sustainability directly participating in the program alongside officers and providing leadership. Staff involved in the program were supported through the additional workload required and maintained ongoing momentum to impellent the reforms. As a result, there have been a number of significant outcomes achieved through this program such as:

- an increase in staff morale,
- the establishment of a corporate culture that champions local business and positive customer feedback
- through regulatory reform and streamlined processes that has enabled small businesses to easily obtain appropriate advice and approval to get on with doing their business

The Small Business Friendly Approvals Program provides an excellent example of cross-sector government collaboration, drawing on state led resources and impetus along with local knowledge to achieve strong outcomes for the local business community and the City.”

**Wayne Jack**

**CEO**



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# Daniel Simms, Chief Executive Officer

## City of Wanneroo

"I take immense pride in the achievements of our partnership project and appreciate the exceptional efforts put forth by the Small Business Development Corporation (SBDC) to support local governments to identify and implement meaningful reforms aligned with the objectives of Streamline WA.

The outcomes of the Program are tangible and impactful. At the City we have witnessed smoother application processes across planning, building, and health, leading to substantial cost savings for our local business community and the City. Furthermore, the Program has driven the adoption of a customer-focussed approach, resulting in cultural shifts and improved business engagement.

The Program has been an exceptional collaboration between businesses, Local Government and State Government. It has brought about remarkable outcomes for our small business community through enhanced service delivery, influencing internal improvements and efficiencies, fostering cultural shifts, and directly contributing to achievement of the City's strategic goals. This Program aligns with and directly supports Streamline WA's objective of creating a more business-friendly environment through effective regulation.

I am immensely grateful for the support and funding provided by the SBDC and Streamline WA, which has been instrumental to the success of the City's participation in the Program and our ongoing implementation of reforms. I would like to take this opportunity to thank you and the SBDC Approvals Team for the ongoing commitment to supporting small business, and I look forward to continued collaboration in the future.

**Daniel Simms**

**CEO**



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