

1. Strategy at a Glance 2017-2020

Creating a fair and competitive environment for Victorian small business to operate, grow and prosper

GOALS

- Connect with the small business community and key stakeholders by delivering a marketing program to raise awareness of the VSBC and its services
- Educate small business on business practices and behaviours to promote informed decision making

ENGAGE

Connect with the small business community to promote VSBC services and encourage informed decision making

GOALS

- Advocate for Victorian small business
- Establish and raise awareness of the advocacy function
- Provide advocacy leadership at a national level on key issues

ADVOCATE

Advocate on issues affecting small businesses and their operating environment

MONITOR

Monitor the impact of market trends, legislation and government policies on small business

GOALS

- Review the potential impact of legislation and policy
- Improve data analysis to report on market practices and emerging issues
- Contribute to business reviews

DISPUTE RESOLUTION

Provide an efficient and low cost small business dispute resolution service

GOALS

- Improve outcomes at the first point of contact in the dispute resolution process
- Increase the number of disputes resolved by Dispute Management Officers
- Improve the timeliness and efficiency of the dispute resolution process
- Continually improve the quality of mediation services
- Explore new forms of dispute resolution



2. Actions at a Glance

ACTIONS

- Effectively communicate on relevant issues
- Collaborate with relevant agencies to inform small business of VSBC services
- Deliver programs to educate small business on better business practices
- Raise the profile of the Small Business Commission

Headline Indicators

- Increased enquiries and brand awareness
- Small business engagement
- Satisfaction ratings
- · Delivery of education programs
- Stakeholder feedback

ACTIONS

- Effectively establish advocacy function
- Understand and prioritise issues to inform advocacy function
- Identify national issues and contribute to reviews

Headline Indicators

- Advocacy function successfully established
- Advocacy on appropriate issues reported
- Stakeholder feedback

Advocate on issues affecting small business

Monitor the small business environment

Engage with the small

business

community

ACTIONS

- Recommend, report and advocate change where appropriate
- Report on key issues

Headline Indicators

- Small business impact statement developed
- Key issues identified, escalated and reported
- Contribute to relevant reviews

Provide Dispute Resolution Services

ACTIONS

- Understand and measure the customer experience at ALL stages of the dispute resolution process, including first point of contact
- Support continuing professional development for mediators
- Scope and assess alternate forms of dispute resolution
- Implement determination pilot for smash repair industry
- Understand the small business journey in order to enhance the process

Headline Indicators

- High level of client satisfaction from first point of contact to mediation
- Reduced call answer and email response times
- Website ease of use
- Smash repair determination pilot implemented
- Time from application to outcome reduced

Our Enablers

- Our people
- Our partners and stakeholders
- Operating under a fit for purpose model