

# BUSINESS SUPPORT POLICY

<b>QUALITY CONTROL</b>			
<b>TRIM REFERENCES</b>	11/407 – D21/17931		
<b>RESPONSIBLE POSITION</b>	Executive Manager Growth and Investment		
<b>APPROVED BY</b>	Council		
<b>REVIEW DATE</b>	November 2025	<b>REVISION NUMBER</b>	2
<b>EFFECTIVE DATE</b>	<b>ACTION</b>	<b>MINUTE NUMBER</b>	
28 April 2021	Public Exhibition	46508	
29 September 2021	Public Exhibition	46643	
24 November 2021	Adoption	46673	

## 1. INTRODUCTION

As a NSW small business friendly Council, Council facilitates business partnerships, participates in local, regional and State networks and undertakes co-operative research and planning in the identification of business opportunities.

In order to encourage diverse and innovative business initiatives in the City and surrounding region, Council may offer incentives and support through the Business Support Policy.

The policy aims to provide appropriate information, advocacy, and support to:

- An existing business, located within the City, to expand or promote its operations
- An existing business, located outside the City, to relocate or establish within the City: or
- A new business to establish within the City,

in the expectation that the business will directly or, in some agreed circumstances, indirectly provide an economic and / or social benefit for residents of Broken Hill.

This policy replaces the Business Development Policy.

## 2. POLICY OBJECTIVE

This policy outlines the principles and guidelines for Council to support business in Broken Hill to achieve a sustainable economy which is inclusive, equitable and diverse and where businesses are successful in achieving their vision.

### 3. POLICY SCOPE

Broken Hill City Council's role in economic development is to facilitate and plan for a robust local economy that generates employment opportunities, creates a liveable City and provides access to great services through long-term planning, leadership and advocacy by partnering with other agencies to facilitate, encourage and maximise sustainable development opportunities within the City of Broken Hill and surrounding region.

### 4. POLICY STATEMENT

Council in partnership with other community and economic development agencies and stakeholders will pursue activities to ensure that:

- Our economy is strong and diversified and attracts people to work, live and invest in Broken Hill.
- That we are a destination of choice and provide a real experience that encourages increased visitation.
- We have a supported and skilled workforce that provides strength and opportunity.

Council will collaborate with business and industry to advocate for and attract investment and:

- Provide short-term, no interest loans of up to \$2,000 during periods of extreme hardship as identified by the State or Federal Government (Example: drought, pandemic). These loans will be available to businesses unable to access alternate business support packages offered by State and / or Federal Government.
- Provide rates relief through agreed payment plans to businesses during periods of extreme hardship as identified by the State or Federal Government (Example: drought, pandemic). These loans will be available to businesses unable to access alternate business support packages offered by State and / or Federal Government.
- Support local business through Council procurement policies when considering the acquisition of goods and services. Council is committed to buying from local businesses where such purchases may be justified on Best Value for Money grounds. Wherever practicable, Council will fully examine the benefits available through purchasing goods, services or works from suppliers/contractors within the Broken Hill Local Government Area and seek from prospective suppliers/contractors where applicable what economic contribution they will make to the Broken Hill Local Government Area. All quotes should allow a ten percent (10%) evaluation allowance for local businesses. These measures can be considered by Council singularly or in combination on a case by case basis dependent on the merits of each case.
- Proactively promote the City as a destination for significant Government investment. (Example: Special Activation Precincts or City Deals).
- Liaise with regional stakeholders including regional development bodies and government agencies to ensure that the needs and aspirations of business and industry are addressed by planning for and providing regionally significant infrastructure in an informed, planned, and co-ordinated manner.
- Work with neighbouring local governments on economic development opportunities within the City and region.
- Participate in business and industry associations and organisations to discuss issues relevant to local businesses and economic development.
- Work with business and key stakeholders to address regional skill shortages.

- Identify and develop partnership opportunities with education and training service providers to increase participation.
- Collaborate with State Government to expand the industrial area in accordance with objectives in the Local Strategic Planning Statement.
- Host visits by key industry representatives.
- Provide information and support for business to attract funding and grants.
- Establish and maintain a database of local businesses and update Council's website to include information for new, expanding and potential businesses including specific information about starting or expanding businesses in heritage areas in Broken Hill.
- Provide a central point of contact (concierge) within Council for business owners to do business with Council and provide information to and introduce businesses to appropriate networks.
- Support buy local initiatives/campaigns.
- Continue Central Business District and city-wide activation projects by managing and developing public infrastructure to enhance economic opportunities.
- Collaborate with key stakeholders to provide opportunities for Business Forums to encourage engagement between the local business sector and Council. The forums would provide an opportunity to inform the business sector of Council's activities.
- Activate places across the community with events and activities.

## **5. IMPLEMENTATION**

### **5.1. Roles and Responsibilities**

The following Council officers are responsible for the implementation and the adherence to this policy:

- General Manager
- Executive Manager Growth and Investment

Authority for implementation of the Business Support Policy is delegated by Council to the General Manager in accordance with the *Local Government Act 1993*. The General Manager may delegate the policy functions to an authorised council employee. Delegated officers are required to acknowledge that they have received a copy of this policy which is in accordance with relevant regulations and legislations.

### **5.2. Communication**

This Policy will be communicated to the community and staff in accordance with Council's Policy, Procedure and Process Framework and Council's Business Paper process. Following adoption by Council the Policy will be made available on Council's website.

## **6. ASSOCIATED DOCUMENTS**

The following documentation is to be read in conjunction with this policy.

- sCommunity Strategic Plan 2033
- Procurement Framework and Policy
- Local Strategic Planning Statement
- Debt Recovery Policy

- Local Government Code of Accounting Practice and Financial reporting
- Australian Accounting Standards
- Department of Local Government Circulars
- Trade Practices Act 1974
- Australian Securities and Investments Commission Act 2001
- ACCC and ASIC Debt Collection Guideline for collectors and creditors
- Privacy and Personal Information Protection Act 1998
- Australian Communications Industry Forum – Guide for a Hardship Policy

## **7. REVIEW**

Review of this policy will incorporate relevant legislation, documentation released from relevant state agencies and best practice guidelines.

The standard review period will be within each term of Council following the Local Government Elections, or as required to ensure that it meets legislation requirements. The responsible Council officer will be notified of the review requirements three months prior to the expiry of this policy.

The Executive Manager Growth and Investment is responsible for the review of this policy every two years.

## **8. LEGISLATIVE AND LEGAL FRAMEWORK**

This policy is to be read in conjunction with the following:

- *Local Government Act 1993*
- Local Government (General) Regulation 2005

Council employees shall refrain from personal activities that would conflict with proper execution and management of Council's Business Support Policy. Council's Code of Conduct provides guidance for recognising and disclosing any conflicts of interest.

## **9. DEFINITIONS**

NIL