



Queensland
Small Business
Commissioner

Queensland Small Business Month

May 2025

Queensland small businesses



>495,000 small businesses in Queensland (Qld.)



>97% of all businesses in Qld. are small



~42% of private workforce (around 1 million people)



~\$120 billion contribution to Queensland



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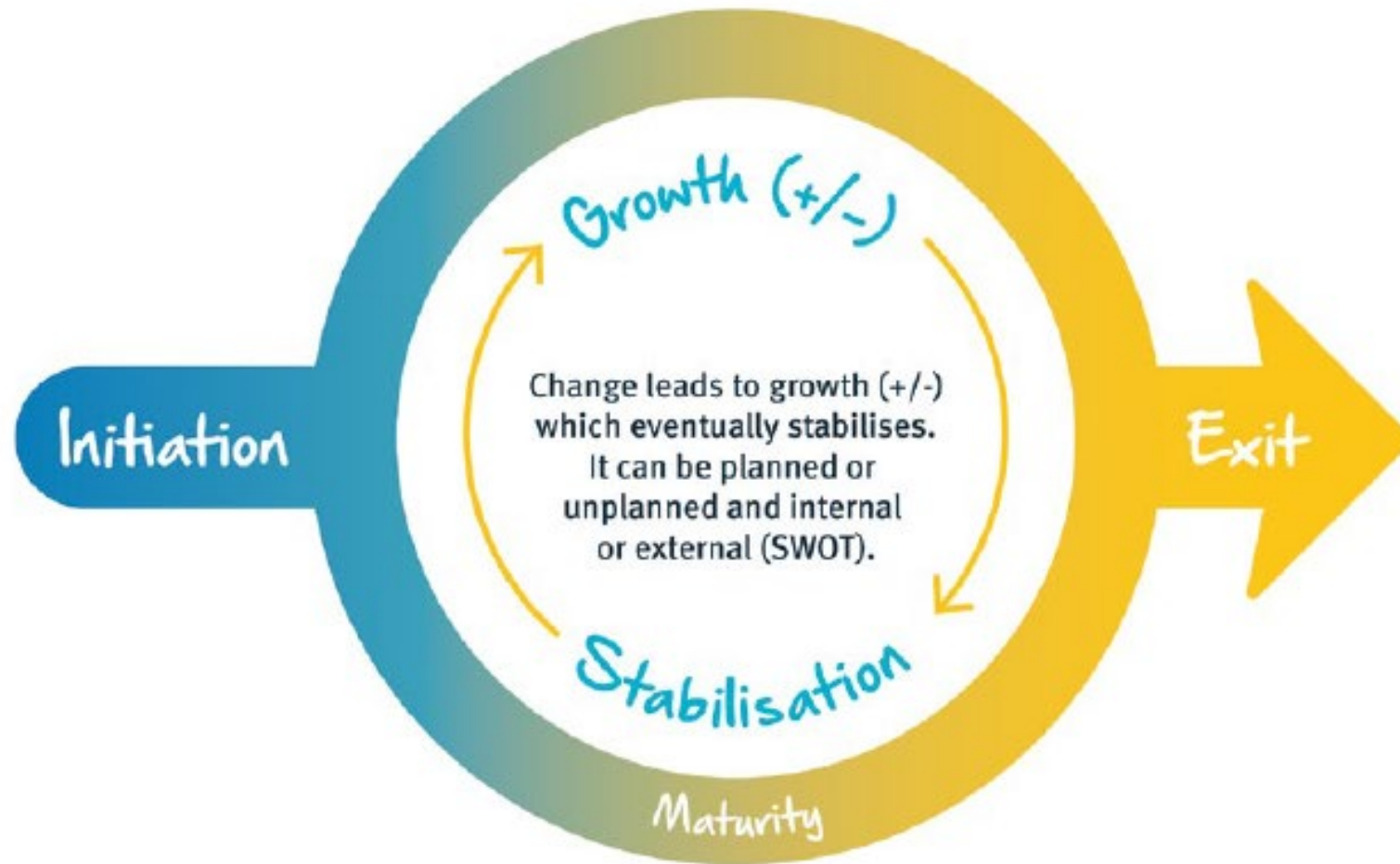
Your passion
is our business



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Small business life cycle



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Small business priorities

1



Small businesses are highly **customer-oriented**. Customers are valued and are their strongest priority.

4



They have a low appetite for risk—they tend to minimise **risk-taking**, even if there is a prospect of high returns.

2



They monitor and discuss their **competitors' offerings**, even if they do not always respond quickly to competitors' actions.

5



Most businesses are only mildly **proactive**. They are not all that interested in being the first to introduce new technologies, products and services.

3



They are open to **innovation** but are not highly enthusiastic about it, mostly preferring to stay within their comfort zone.

6



They do not get involved much in **analytics and research** to inform their decision-making and do not seek much external advice.

Understand your persona




The Competitor actively takes on competitors; takes a proactive approach rather than focusing on product or service innovation; and is willing to take on a challenge while controlling risk exposure.




The Traditionalist focuses largely on satisfying customers, such as by changing products and services to respond to customer needs; and has a low appetite for risk or innovation.




The Soloist focuses on keeping their own counsel and minding their own business; believes that if they improve their own game the rest will follow; and, while similar to the Traditionalist, has an even lower risk appetite and is less externally less focused.



The Entrepreneur embraces market information, seeking to understand and lead the market rather than follow; and is prepared to take calculated risks.



The Risk-taker is similar to the Entrepreneur but relies more on gut feel than analysis of market intelligence; and has a high risk appetite and often takes risks.



The Vigilant Operator is cautious; and examines the market but is unlikely to make sudden moves in response to perceived risks.



Office of the Queensland Small Business Commissioner

Services and support for small businesses



Assistance



Small
business help
& dispute
management



Facilitated
low-cost
mediation



Working
together with
support crew



Leasing
dispute
information



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Small business help

- Easy-to-understand factsheets on topics like leasing and dispute resolution
- Tailored support addressing common challenges faced by small businesses
- Accessible information that is printable and available in 150+ languages

qsbcc.qld.gov.au/factsheets/



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Dispute assistance

- Provides low-cost mediation to help small businesses and lessors resolve disputes
- Offers advice and resources on leasing rights and obligations
- Ensures small businesses can find equitable solutions

qsbcc.qld.gov.au/leasing-disputes/



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Advocacy



Advocacy,
insights and
raising
awareness



Roundtables

- Industry
- Regional
- Lessor



Small
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Friendly
Program



Identifying
red tape
reduction
opportunities



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Identifying red tape reduction opportunities

- Red tape often has a public benefit, but sometimes it is unnecessarily restrictive
- Improving our regulatory environment is good for everyone
- Tell us about your red tape examples and what solutions you think could work

qsbq.qld.gov.au/advocacy/red-tape-examples/



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Small Business Friendly Program

- Building stronger partnerships between small businesses and government
- Supporting local initiatives that help small businesses thrive
- Reducing barriers by streamlining processes and reducing red tape

qsbcc.qld.gov.au/sbf-program/



**Small
Business
Friendly**



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Other small business support

Information, support, and services



Business Queensland

- Information on starting, running, and growing a business in Queensland
- Tools, templates, and advice specific to industries and business needs
- Connects businesses to programs, grants, supply opportunities, and mentoring


business.qld.gov.au/



Mentoring for Growth

- Connects small business owners with experienced mentors
- Offers up to 90 minutes of confidential mentoring at no cost
- Helps businesses build confidence, solve problems, and unlock opportunities

business.qld.gov.au/mentoring



Mentoring for Growth

Register for a free and
confidential mentoring session today



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Financial counselling and wellness coaches

- Free, confidential advice to help small businesses manage financial challenges
- Access to wellness coaches to support small business owner's mental health
- Combines practical financial strategies with personal wellbeing support

business.qld.gov.au/running-business/support-services/programs-networks/support-network



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Small business grants

- Helps businesses adopt new technologies, improve operations, and build resilience
- Grants to support business basics, digital transformation, business growth
- Includes the business basics grant and extraordinary disaster recovery grants

grants.services.qld.gov.au/



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Australian Government

- Self-Employment Assistance program
dewr.gov.au/self-employment-assistance
- Industry Growth Program
business.gov.au/grants-and-programs/industry-growth-program
- Supply to the Australian Government
sellingtogov.finance.gov.au
- Introduction to Artificial course
tafensw.edu.au/product/introduction-to-artificial-intelligence



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