

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business



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LESS IS MORE – CENTRAL GOLDFIELDS SHIRE CUTS BUSINESS RED TAPE

Hundreds of businesses will benefit from more support and less red tape thanks to a new partnership between the Victorian Small Business Commission and the Central Goldfields Shire.

Minister for Small Business Jaala Pulford congratulated the Central Goldfields Shire for its commitment to local business operators and their workers at an online signing of the Small Business Friendly Council Charter with Shire Chief Administrator Noel Harvey and Victorian Small Business Commissioner Judy O’Connell.

Some 42 local councils across the state are now on board with the program. Launched in May 2019, the charter was backed by the Victorian Government to increase support for small businesses with councils committing to pay bills within 30 days, support local business networks and streamline business approvals.

Central Goldfields also completed the Government’s *Better Approvals Project* in May and June, allowing significant changes to the permit approvals process which has created savings for small businesses in time, money and stress when starting or expanding operations.

Reforms include the creation of a business concierge service and a dedicated business landing page on the Shire’s website consolidating permit information and forms.

Across Victoria, the Better Approvals Project has delivered a 73 per cent reduction in average approval times on multiple permit applications.

There are more than 800 small businesses in the Central Goldfields Shire. The Government has delivered more than \$1 million in *Business Support Fund* grants and around \$230,000 in payroll tax refunds to businesses in the region to help them to ride out the effects of the coronavirus pandemic.

More information about the Small Business Friendly Council initiative can be found at vsbc.vic.gov.au.

Quotes attributable to Minister for Small Business Jaala Pulford

“There are hundreds of small businesses in the Central Goldfields Shire and we know that they are all facing challenges they have never seen before.”

“We’re providing help through grants and initiatives like mental health support and mentoring – and cutting red tape will save many businesses time and money.”

Quote attributable to Victorian Small Business Commissioner Judy O’Connell

“I’m really pleased that Central Goldfields Shire is making the Small Business Friendly pledge and committing to work with us to respond to local needs and help local businesses to stay strong.”

Quote attributable to Central Goldfields Shire Chief Administrator Noel Harvey

“Our small businesses play a crucial role in providing jobs and boosting economic activity and we are committed to supporting this vital part of our community.”

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