ADVOCACY PRIORITIES

Victorian Small Business Growth & Productivity Policy

A low-cost, high-impact productivity reform agenda to make Victoria easier, faster and cheaper for businesses to start, grow and invest in.

Small businesses are critical to Victoria's economy, employment and the strength of local communities. Yet unnecessary regulation, slow approvals, duplicated processes and fragmented government decision-making continue to increase the cost and complexity of doing business.

The Rural City of Wangaratta is seeking a Victorian Government commitment to establish a Victorian Small Business Growth and Productivity Policy focused on making Victoria easier, faster and cheaper to start, grow and invest in.

Rather than relying on large grant programs, the policy would focus government effort on removing barriers, improving certainty, coordinating agencies and creating the conditions for private sector investment and sustainable employment growth. This reflects the policy's central principle of facilitating rather than subsidising business growth

Advocacy Ask

Commit to a Victorian Small Business Growth and Productivity Policy that reduces red tape, accelerates approvals, improves government coordination and makes Victoria the easiest state in Australia to start and grow a business.

Four Year Outcome

Within four years, Victoria should aim to become the easiest state in Australia to start and grow a business, reduce regulatory costs for SMEs, increase private investment without dependence on large grant programs and improve regional competitiveness by removing barriers to investment

What will it achieve?

The policy would create a more efficient, responsive and predictable business environment, reducing unnecessary costs for businesses while improving Victoria's competitiveness.

The policy would:

- Reduce unnecessary red tape and duplicated regulation ✓
- Fast-track business approvals and improve decision-making timeframes ✓
- Provide businesses with a single point of contact to navigate government ✓
- Improve coordination across government agencies ✓
- Simplify and digitise licences, permits and business processes ✓
- Improve planning pathways for low-risk business investment ✓
- Increase opportunities for Victorian SMEs through government procurement ✓
- Better align skills and training with workforce shortages ✓
- Support regional investment, housing, enabling infrastructure and workforce attraction ✓
- Strengthen partnerships between the Victorian Government, local government and industry ✓

Key Figures / Headline Commitments

10% Reduction	**1** Government Contact	**10** Strategic Priorities	**Low Cost Reform**
Target reduction in business approval timeframes over four years	Case management for major business and investment proposals	Practical reforms to improve productivity and business growth	Focused on coordination, digital systems and regulatory reform rather than major grant programs

Key Policy Reforms

1	**Cut Red Tape**	Remove outdated regulations and duplicate approvals.
2	**Fast-Track Business Approvals**	Introduce service standards for business approvals.
3	**Small Business Concierge**	Create a single point of contact for business.
4	**Regional Growth Facilitation**	Position RDV as the lead regional investment facilitator.
5	**Digital Government**	Remove outdated regulations and duplicate approvals.
6	**Planning Reform**	Streamline approvals for low-risk developments.
7	**Procurement Reform**	Make government procurement more accessible for SMEs.
8	**Skills & Workforce**	Align training with regional workforce shortages.
9	**Energy Productivity**	Support businesses energy efficiency and investment
10	**Local Government Partnership**	Partner with councils on regional growth planning

How much will it cost?

This policy deliberately avoids major recurrent expenditure. Implementation would primarily rely on:

- Better use of existing government resources
- Improved coordination across agencies
- Digitisation of government processes
- Reduced duplication
- Simplified regulation
- More effective use of Regional Development Victoria

Who will help deliver it?

- **Victorian Government**
- **Regional Development Victoria**
- **Local government**
- **Small businesses and industry**
- **TAFEs and universities**
- **Relevant regulatory and approval agencies**