

SBDC Strategic Plan 2026-2030

Objectives



SERVE Offer contemporary and practical services and support for small businesses across Western Australia



GROW

Contribute to the growth and diversity of the Western Australian economy



STRENGTHEN

Drive improvements to the operating environment for small business



CONNECT

Build and leverage strategic alliances and partnerships



EVOLVE

Evolve our business to be agile, future-focused, effective and efficient

Initiatives

- 1.1 Enable and support activities that facilitate economic benefits for small businesses and the state.
- 1.2 Refine our knowledge of key target segments and their needs.
- 1.3 Ensure our services and programs address small business and State Government priorities.
- 1.4 Develop and leverage our platforms, channels and networks to support initiatives that foster growth and diversity in the small business sector.

- 2.1 Prioritise and pursue a focused advocacy agenda to address activities that adversely impact small businesses.
- 2.2 Undertake targeted inquiries and investigations, to identify activities that have a detrimental and unfair impact on small businesses.
- 2.3 Proactively collaborate with other government agencies to improve the operating environment for small businesses.

- 3.1 Embed and integrate the stakeholder management framework to leverage our shared goals and outcomes.
- 3.2 Build alliances and partnerships to expand the reach and impact of the SBDC.
- 3.3 Offer expertise across government in the development of policies and programs that impact on and benefit small businesses.

- 4.1 Implement, evolve and adapt a more collaborative, agile and future-focused operating model.
- 4.2 Ensure our agency delivers value for money, accountability and efficiency.
- 4.3 Evolve our technological (ICT) capabilities to meet current and future business requirements.
- 4.4 Support and develop our people to be a skilled, motivated, resilient and diverse workforce.
- 4.5 Strengthen our data analytics capability to anticipate and respond to emerging trends with greater efficiency and effectiveness.

Measures

- Extent to which guidance provided supported clients to start or buy a business
- New and returning clients
- Usefulness of information/guidance provided
- Customer experience rating

- Number of dispute resolution services delivered

- Number of stakeholder engagements

- Number of services delivered