

VISITOR ECONOMY: Innovative New Ventures

OVERVIEW

Is your new tourism product caught up in red tape?

Context:

The Small Business Regulatory Review (SBRR) is part of the Victorian Government's commitment to making it easier to establish and grow a small business in Victoria.

The SBRR for the Visitor Economy identified five areas for reform:

- 1 Small events and festivals
- 2 Innovative New Ventures**
- 3 Tourist road signage
- 4 Tour operator licensing
- 5 Small visitor accommodating providers

We want to provide real benefits to small tourism businesses and increase new tourism products onto the market by making it easier for you to navigate the red tape.

The Innovative New Ventures pilot program will test ways we can help reduce the regulatory burden and help new ideas to grow. The pilot will also provide important insights for Governments (State and Local) to consider a range of improvements, in order to make life easier for small businesses in their efforts to grow and prosper.

What are we going to do?

1. Case management

We are running a trial to provide case management support for up to 15 small business projects to help them work through the regulatory requirements and help bring new products onto the market.

2. Building a case study library

We are seeking businesses to share their experiences and become part of a case study library. We will use this library to identify what holds small businesses back from delivering new products to market and to create better programs to support them.

3. Improved communication

We will make it easier for businesses to access support and improve education channels with local government and industry. This will ensure small businesses know where to get support and better understand regulation requirements.

Potential support

- Assistance in navigating government regulations
- Access to targeted government (local and state) advice and case management support
- Access to growing a library of case studies
- Promotion of your new product
- Access to information, tools and tips for tourism business.

Get involved

We are seeking eligible businesses to participate in the trial and provide information about your experiences.

To be eligible, applicants must:

- Operate in Victoria
- Be a small to medium enterprise
- Value of project must be up \$2 million
- Participate in future program evaluation.

How we define regulation

Regulation can be defined as a set of rules, requirements, or procedures imposed by governments which place restrictions or requirements on the behaviour and actions of private actors.

A primary focus for this program will be to support business trying to navigate all relevant statutory approvals required to implement their project. i.e. Planning, building, environmental. Food & Liquor, Health and Safety. This does not include financing.