

# VISITOR ECONOMY: Innovative New Ventures

## CASE STUDY LIBRARY

### OVERVIEW

## Is your new tourism venture been 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

The Innovative New Ventures pilot program will test ways we can 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 to make life easier for small businesses in their efforts to grow.

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, so your business can prosper.

#### Contribute to the new tourism ventures 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.

#### Potential benefits:

- Promotion of your new product
- Access to growing a library of case studies
- Share your experience and contribute to improving red tape processes
- A digital portal connecting regulatory tools and tips for tourism business.

#### Eligibility and Process

***Have you had difficulty in getting your new tourism product onto the market in the past 18 months? We want to hear from you!***

#### 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.

Please complete the online Case Study form to register your interest to contribute. We will contact you upon receipt of your registration to discuss your contribution to the library.

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To access the Case Study registration form or for more information about this program please go to [www.business.vic.gov.au/INV](http://www.business.vic.gov.au/INV)

For details of SBRR reforms and latest updates visit <https://engage.vic.gov.au/smallbizreview>