

Business Expansion and Retention Program (BEAR)





South Gippsland Shire has a thriving economy of over 7,000 businesses including agricultural, manufacturing, construction, retail, education and health that contribute to an annual output of over \$3 billion.

Business Expansion and Retention (BEAR) Program

South Gippsland Shire Council is committed to supporting a prosperous business community. The Economic Development and Tourism unit's key focus is on jobs and investment growth in the region.

The Economic Development and Tourism unit can achieve this through the implementation of the Business Expansion and Retention (BEAR) Program.

The BEAR program aligns with Council's Economic Development and Tourism Strategy 2018-2020 ***Strategic Goal 1.1 Business Expansion and Retention Program*** which recognises that a majority of South Gippslands development is a result of growth of existing businesses.

The BEAR program takes a proactive approach to understanding and responding to the needs of the businesses who seek assistance.

Links and Networks



BEAR Model

The Business Expansion and Retention (BEAR) Model demonstrates a proactive and responsive approach to support new and existing businesses in South Gippsland. The diagram below outlines the programs, initiatives and communication methods that form the comprehensive support provided to the business community as part of BEAR.



BEAR Program - Action Plan

Actions	Implementation	Responsibility
Workshops	Develop calendar of Small Business Victoria workshops	Business Development Officer (BDO), Economic Development & Tourism Project Officer (EDTPO)
	Promote events with key stakeholders through Council's communications platforms	BDO, EDTPO
	Coordinate Small Business Festival key event	BDO, EDTPO
	Organise venue hire, catering and marketing and promotion to business community	BDO, EDTPO
Business Information & Enquires	Promote and distribute Business & Investment Guide to new and existing networks	BDO
	Inform and distribute Council's Business and Investment Guide	BDO, EDTPO
	Update Business section of Council website and internal department processes.	BDO, EDTPO, Manager Economic Development & Tourism (MEDT)
	Complete business enquiry template and update when required	Economic Develop & Tourism Team (EDT)
	Development of monthly E-Newsletter and manage contact database	BDO, EDTPO
	Update and promote business activities through Council's Facebook page	BDO, EDTPO

BEAR Program - Action Plan

Actions	Implementation	Responsibility
Business Mentoring	Book and promote Small Business Mentoring Service	BDO, EDTPO
	Book and promote Small Business Bus	BDO, EDTPO
Awards and Recognition	Sponsor and promote Gippsland Business Awards	(EDT)
Media Releases	Develop in consultation with Council's Communications team	EDT
Business Retention	Conduct strategic business meetings with relevant internal departments	MEDT
	Referrals to relevant agencies for further assistance	EDT
Business Visits	Undertake strategic business visitation program in conjunction with Regional Development Victoria (RDV)	BDO, EDTPO
	Attend regular Business & Tourism Associations meetings	BDO, EDTPO
	Conduct strategic meetings with local stakeholders, including Real Estate Agents, Accountants and infrastructure and service providers	CED, BDO
Networks	Identify Arts & Culture businesses in conjunction with Community Strengthening and connecting identified businesses with the BEAR program	BDO