

# Better Approvals Project

## Getting Started Checklist



OLIVIA SPRING  
— CAFE —  
Phở, Spring Rolls  
Almighty Salad Bowl  
Bánh Mì, Ildon, Soba  
Pickled Mushroom  
Cơm Tấm, Veggie Wrap  
Espresso Coffee  
Latte, Flat White  
Cappuccino, Macchiato  
Hot Chocolate, Mocha  
Vietnamese Coffee  
Specialty Chai Latte  
Matcha Latte  
Green Tea, Oolong  
French Earl Grey  
English Breakfast  
Organic

## **The Better Approvals project seeks to reduce the time taken to open a small business**

The Better Approvals project is a collaborative effort between local governments and the Department of Jobs, Precincts & Regions (DJPR) to make it easier to do business.

The project will implement reforms that were co-designed with local government and business as part of the Small Business Regulation Review (Retail Sector).

While a lot of work has gone into developing the scope of these reforms, there is still significant ability for local governments to tailor exactly how the reforms are implemented. For this reason, involvement of staff from each local government is key to the project's success. Expert design consultants and DJPR will guide each council through this process using a human centred design methodology.

The expected outcome is shorter, simpler approvals processes for new and expanding businesses in your area. The project also offers staff in local governments an opportunity to be heavily involved in designing and implementing change to further pursue the organisation's objectives.

This 'Getting Started Checklist' sets out the preparatory steps to help get the project off to a great start.

Thank you your involvement in the project and for pledging your energy, enthusiasm and expertise to making the approvals process better. We are really looking forward to working with you and we can't wait to get started.



## Getting started: the team

### Key contact

Identify someone with the right skills and influence to lead the project internally who will be the key contact for DJPR and the Consultant (i.e. Business Transformation or Economic Development Manager/Coordinator).

### Core team

Identify a mix of leaders and operational staff from each regulatory area who will work on the project for two days per week over six weeks.

- Economic Development
- Business Transformation
- Customer Service
- Planning
- Environmental Health
- Local Laws
- Information and Technology
- Communications and Marketing

### Subject matter experts

Identify subject matter experts who will be invited to the project room as required to provide ongoing advice and input to the project. These should be drawn from the areas above as well as:

- Events
- Building



## Getting started: key tasks

### Room Booking

Book a room with sufficient wall space where the whole team can work together for the duration of the project:

- Ensure there is Wi-Fi/Internet access available so all team members are connected.
- Have printing services available.

### Recruit for interviews

Identify staff and businesses for interviews:

- Recruit 10 staff members drawn from a range of roles (outside of the project team) for an individual 1 hour interview.
- Recruit 10 small businesses for an individual 1 hour interview. This is the most valuable part of the project for the project team as it helps build their understanding of the customer experience. Businesses should:
  - be a range of different types (eg Café, fitness, retail).
  - have applied for a mix of different permits, to ensure all departments/ permits processes are captured.
  - have applied for their permits directly with council not with a consultant. If a business haven't been highly involved in the process they struggle to provide accurate feedback

### Data collection

Collect and collate data to create a baseline to measure the positive impact of the project for small businesses and council (refer to page 5).

### Provide contact list

Provide full contact details to all team members of the project team to DJPR.

### About the council

Provide reports or insights that might help understand the organisational culture and how change works best in your council (e.g. staff engagement or climate surveys).



## A closer look at data

### Data Collection

We need permit approval data from each regulatory area for the last two years. This is only business data and shouldn't include residential permits. The data categories which must be included are listed below.

A baseline is created by using the property identification number (PIN) to cross-reference permits for businesses that have touched more than one regulatory area.

If a PIN is not available, please identify another data point that is used across departments to identify a single business E.g. A business address.

Minimum required information for Planning, Health, Local Laws and Building to be collected in an excel spreadsheet:

- Business name
- Business address
- Property Identification Number (PIN)\*
- Permit Description/ Type\*
- Date of application\*
- Date permit issued \*

\*Must provide

## How we will work together

**For many years public services have been designed in a way that is removed from the people who use them, creating processes that are difficult to navigate, complex and clunky to use. By applying human centred design methodology this project is going to turn that philosophy on its head.**

Throughout the project we will be talking and working with council staff and small business owners to design and test how practical reform might work.

We'll be working hard to understand what people really need and asking you to hold tightly to these insights as we move through a genuine co-design process.

As result there are some characteristics that define the approach and how we will be working together in the coming weeks.

Working on this project you will experience:

### **Co-design**

Inclusive co-design practice that will design, test and iterate new solutions with small business and councils every step of the way.

### **Collaboration**

Openness with process, tools, thinking, risks and issues as we work together to deliver a great outcome for your council.

### **Bringing different skills together**

Working together with a range of different skill sets that include service designers, regulatory experts, change managers and your own expertise of how things work in your council to lead implementation in your council.

### **Implementation at pace**

Using a blend of Sprint methodology, Agile and minimum viable product (MVP) approach to deliver solutions in iterations, fast.

## **Now more than ever delivery and implementation is everything**

As well as bringing the right combination of skills together the consultants and DJPR will provide a structured approach and expert support to guide councils through the reform design and implementation process. To be successful council staff need to be involved, driving, and leading reforms throughout the project.

This rapid approach is successful because staff will shape and understand design decisions as we go and experience the change as it progresses. This is different to a traditional consulting project where the outcome is a report. The outcome for this project is implemented change.

# An overview of the Better Approvals project life

To solve the problems identified by small business we will follow a tailored approach based on human centred design.

The approach is designed around four key stages: Discover, Define, Design and Deliver that will be covered within the six onsite weeks and project launch event.

## DISCOVER

### Weeks 1 and 2

The first stage is "Discover". This is an essential step when we first diverge and explore opportunities for innovation. This stage is about gathering information: insights, initial ideas, and understanding the experience small business owners have, as well as understanding the system, environment or service in which it all occurs.

## DEFINE and DESIGN

### Weeks 3 to 5

The second stage is known as "Define". In this stage, we deliberately start to make sense of what we learnt during the Discovery stage and converge our thinking. This helps us identify the key problems we are trying to solve, narrow our focus and generate ideas on how we can solve the problems.

The third stage is "Design". During this stage, we review the problem statements and initial ideas and testing, and think further for the different ways the reforms might be delivered. We will also consolidate the learning and feedback for the lead council.

## DELIVER

### Week 6

The fourth and final stage of the human centred design process is "Deliver". This is where we will implement the solutions and support the council staff in continuing the learning/ iteration cycle.

## EXTERNAL LAUNCH

Once the reforms are implemented, the project will go live on council's platforms and knowledge of the project will be widely publicised.

## Other useful resources to explore

### **The reforms are grounded in evidence**

Making it easier to do business in Victoria - The [Final Action Statement](#) outlines the reforms

[Nous Group](#) ran co-design sessions with small businesses, council staff and Victorian Government staff

[KPMG](#) engaged with small business to understand their regulation pain points

### **What is Service Design? A tale of two coffee shops**

*A 3.5 minute video on explaining service design, and human centred practice:*

<https://vimeo.com/212939377>