



KaLIBA - a powerful, independent voice for Kentish and Latrobe businesses

KaLIBA Board of Management
BOARD MEETING HIGHLIGHTS REPORT
November 2023 6pm

This document is for general distribution to inform interested stakeholders on KaLIBA Board Meetings and its progress in delivering benefits to the Kentish and Latrobe Business Community

Current action items and specific updates are highlighted in **YELLOW**
Items completed are highlighted in **GREEN**

KaLIBA acknowledges the valuable support of Kentish and Latrobe Councils and the Tasmanian Government

Meeting Attendance – KaLIBA Board, Contributors, Guests and Officers:

Nick Hutchinson, Chair: Attended
Lesley Young, Treasurer: Attended
Kate Haberle: Attended
Tyson Huber: Attended
Eric Smith: Attended
Michelle Smith: Attended
Martin Sullivan: Attended
Matthew Jordan: Attended
Vonette Mead, Observer/Contributor: Attended
Gordon Williams – Chief Executive: Attended
Greg Fenwick – Observer/Contributor – Attended
Nicole Schultz – Events & Communications Coordinator – Apologies

Invited Guests:

Melissa Britt – **Agri Labour** – Apology, will attend next meeting
Trish Davies - **Wattle Hill Olives** - Apology, will attend next meeting
Jayne Marks - **Oakstone Studios** – Apology, will attend next meeting

Purpose of this Monthly Report:

KaLIBA Board meeting Minutes are now Confidential and not to be distributed beyond the Board due to the potential for them to contain sensitive information and other items that are Commercial-in-Confidence.

This Board Highlights Report is intended to inform stakeholders, including general membership and councils, of up-to-date key performance measures, progress and issues addressed at KaLIBA Board meetings.

Board Vacancies and Recruitment:

KaLIBA is actively promoting additional nominations for membership on the Board, to maximise its representation and diversity. KaLIBA currently has 4 Board vacancies from its maximum of 12.

Three additional local business people have expressed interest in attending the January KaLIBA meeting with a view to considering nominating for inclusion on the Board.

The Board noted with huge thanks the contribution of Board member Tyson Huber who resigned at this meeting due to taking on a new career position in Canberra.

Finances:

Action items and Key Points:
<p>General Expenses</p> <ul style="list-style-type: none"> • Communications & Events Coordinators • CEO Services • Event Venues and Catering • Computer software and subscriptions
<p>FY24 Council Funding:</p> <ul style="list-style-type: none"> • KaLIBA will produce a report to councils in December to demonstrate the effective use of the funding they provide to the benefit of the business community. If approved, this report will enable the second tranche of support funds for FY23/24
<p>Other Pending Income:</p> <ul style="list-style-type: none"> • State Chamber Grant – Payment 2 of 5 • State Chamber Grant – Payment 3 of 5
<p>Revenue from Advertising and Promotions Packages for Local Businesses</p>

KaLIBA will always provide full benefits to all businesses across the Kentish and Latrobe municipalities at no cost.

Now that there are almost 3,000 businesses and key stakeholders that KaLIBA regularly communicates and engages with, plus the launch of the Kentish and Latrobe Online Business Directory with around 500 local businesses featured, some members may choose to pay KaLIBA for promoting their business to this audience.

The aim of the Board is for this promotional and advertising revenue to eventually reduce the Association's dependence on other sources of funding.

The Board approved a proposal for businesses to take on optional paid membership which will deliver high-value, low-cost promotional benefits to them as follows:

Leading Business Members – Promotional Benefits

- 2 x Feature Articles per year in the KALIBA E-News Bulletin (normally \$250 per article)
- 3 x Standard Ads per year in KALIBA E-News Bulletin (normally \$70 per ad)
- Your business name listed in all KALIBA E-News Bulletins
- Feature on KALIBA website as a Leading Business
- Feature on KALIBA Facebook as a Leading Business
- Premium Listing in the KaLIBA Online Business Directory, including 500 words and 5 photographs to promote your business
- Absolute top of list in KaLIBA Online Business Directory
- Advertising space on prominent digital Billboard at entrance to Launceston Airport (10 spots per day)
- Free entry to all KaLIBA events for your staff and 2 guests per event

Cost \$690 per year

Professional Business Members – Promotional Benefits

- 1 x Feature Article per year in the KALIBA E-News Bulletin (normally \$250 per article)
- 2 x Standard Ads per year in KALIBA E-News Bulletin (normally \$70 per ad)
- Your business name listed in all KALIBA E-News Bulletins
- Feature on KALIBA Facebook as a Professional Business
- Premium Listing in the KaLIBA Online Business Directory, including 200 words and 2 photographs to promote your business
- Top of list in KaLIBA Online Business Directory (below Leading Business members)
- Advertising space on prominent digital Billboard at entrance to Launceston Airport (5 spots per day)
- Free entry to all KaLIBA events for your staff

Cost \$290 per year

Associate Members – Promotional Benefits

- Listing in the KALIBA Online Business Directory with photo and 100 words
- Top of list in KaLIBA Online Business Directory (below Leading Business and Professional members)
- 2 Free tickets to each KaLIBA event
- 1 x Standard Ad per year in KALIBA E-News Bulletin (normally \$70 per ad)

Cost \$60 per year

Free Members – Promotional Benefits

- Listing in KaLIBA Online Business Directory (below Leading Business, Professional and Associate members)
- Nominal fee to attend KaLIBA events

KaLIBA Core Principles and Positioning Message:

The Board reviewed the KaLIBA Key Positioning Message and Core Principles as follows:

KaLIBA - a powerful, independent voice for Kentish and Latrobe businesses

- **KaLIBA** represents and supports **EVERY business** across the Kentish and Latrobe municipalities, regardless of industry, size, or location
- **KaLIBA** is **independent**, while **collaborating and cooperating** with all tiers of government, industry associations, and other relevant organisations
- **KaLIBA** is focused on the **needs of all local businesses** to support their **wellbeing and prosperity**
- **KaLIBA** delivers **business support, engagement, education, promotion, lobbying, networking, and mentoring**
- **KaLIBA** engages with **all Kentish and Latrobe businesses** to create a **united voice** that fosters increased economic activity, for the **benefit** of businesses and communities

KaLIBA Plan - Programs, Projects, Priorities, and Progress:

KaLIBA has 5 main priority program areas, driven by input from the local business community:

KaLIBA Priority 1: Small business regulation and process reform

Background & Description:

- Businesses should be encouraged to put in place improvements, expansion, and new initiatives
- Virtually all of these changes result in some level of interaction with government, utilities, and statutory agencies
- This program will directly help businesses navigating these interactions and actively propose and lobby for reforms that reduce the regulatory hurdles, barriers, time, and complication

Key Benefits:

- Encourage business development, growth, and new initiatives
- Reduce the delays, cost, re-work, and complication in obtaining various approvals to implement expansion projects and new business initiatives

CURRENT ACTIVITY PROGRESS AND UPDATES:

- **Major Success:** The Board discussed that KaLIBA has being recognised by the Tasmanian Government as “joint architect” in a major new small business reform initiative. This was launched at a media event featuring KaLIBA, new Small Business Minister Nick Duigan, and MP and new Parliamentary Secretary for Small Business Simon Wood, on 25 October.

The first phase of the project is targetted for completion in March 2024. This Tasmanian Government small business reform project includes the specific recommendations and lobbying by KaLIBA which was further supported by the success of KaLIBA’s recent Red Tape Forum event, which put local business people providing direct input to the reform project.

Key aspects of the Small Business Red Tape Reform Project put forward by KaLIBA and now adopted by the Tasmanian Government, are:

1/ To map all of the estimated 700 “touch points” where small businesses interact and require some form of permit, approval or process with government

2/ To provide regulated time and service quality guarantees on each of these touch points and process for continually improving them, with approvals “deemed approved” if these time limits are exceeded

3/ To provide easy to understand information for businesses on these interactions and the service guarantees

4/ To provide the government Red Tape Reform Commissioner with additional resources including possibly a team of troubleshooters to engage with small businesses on specific red tape issues

At the November KaLIBA Board meeting it was advised and determined that:

- Secretaries or Directors of all Tasmanian Government entities have been notified that they have to complete identification of “touch points” and proposed guaranteed fulfillment times by end March 2024
- Business Tasmania is preparing a communications pack for government agencies to understand and complete their part of the project
- At KaLIBA’s suggestion, consulting firms have been suggested to provide training or assistance to agencies on how to implement red tape reforms
- At KaLIBA’s suggestion, the government’s Small Business Advocate will provide regular updates for KaLIBA to distribute to local businesses as well as further opportunities to provide feedback on red tape issues they are facing
- KaLIBA will coordinate an event in March 2024 to inform and local businesses on progress with the red tape reform project

KaLIBA Priority 2: Employment: skills, retention, recruitment, young people careers and entrepreneurship

Background & Description:

- Businesses are competing for scarce people resources both within and outside the local community
- Many businesses would benefit from information and education on best practice in recruitment and employment
- Local young people would benefit from practical exposure to local businesses, career opportunities within the local areas, and understanding of starting and operating a business

Key Benefits:

- Improve local business ability to attract, develop, retain, and manage employees
- Provide a source of motivation for young people to seek careers locally, improve their value to employers, and consider business ownership as a career option

CURRENT ACTIVITY PROGRESS AND UPDATES:

- The KaLIBA Board was advised that partner relationship with organisations that deliver education and support for local business employment, are working well. There was an excellent response and attendance at KaLIBA’s employment event featuring this partner.

KaLIBA Priority 3: Business resilience and adapting to change

Background & Description:

- Business owners are subjected to intense stress, exacerbated by issues such as costs, staff shortages, Covid-fallout, natural disasters, and other crisis in addition to the existing burdens of operating a business
- Business owners are subjected to information overload, and the complexity of regulations, governance, and compliance
- As a locally-based business organisation, KaLIBA is in the ideal position to cut through the confusion and directly address business information needs and concerns on an ongoing basis

Key Benefits:

- Reduce local business anxiety, hesitancy, confusion, and distraction of the various areas of business stress
- Provide communications and programs to boost understanding, improve mental health and resilience
- Directly represent business concerns and needs to government and propose promotion and recovery programs

CURRENT MAJOR ACTIVITY UPDATES:

- **Partner Program - Lifeline Tasmania.** KaLIBA has formed a working relationship with Lifeline Tasmania to provide education and communications ongoing including guest speakers for relevant KaLIBA events and mental health first aid training
- **Partner Program – West North West Working. West North West Working.** KaLIBA will continue to coordinate events and promotion of WNWV which has committed to be a guest speaker at future KaLIBA events. Ongoing engagement is taking place to offer local businesses with free courses and tools targeting recruitment and staff retention

KaLIBA Priority 4: Mobile and Internet infrastructure, online business capability, cyber security

Background & Description:

- Business prosperity increasingly depends on the ability to utilise information technology and participate in the global online economy
- Impediments to this potential include knowledge as well as physical limitations with mobile and internet access, and the increasing danger of cyber-attack
- Telecommunications infrastructure via mobile and NBN is also a critical factor in the ability of businesses to capitalise on this opportunity, expand, and attract new businesses

Key Benefits:

- Improve business access to mobile phone, data, and Internet services

- Provide support, information and education to local businesses to better capitalise on information technology and associated risks of cyber attack

CURRENT MAJOR ACTIVITY UPDATES:

- **Major Success:** Following KaLIBA lobbying and contribution to the Federal Government IMCR funding program submission, the Claude Road new mobile tower project has been approved and Telstra advises the project has been “fast-tracked”. It is one of only 7 Tasmanian projects approved, with 9 others outside Kentish and Latrobe being rejected. Telstra has also decided on upgrading the Sheffield area network to 5G. This major project is expected to be completed in the first half of 2024
- **Major Success:** KaLIBA chair Nick Hutchinson has commenced as the Kentish and Latrobe representative on Telstra’s new Community Digital and Connectivity Plan which will provide collaboration, funding, education and projects to Council, and the Business and General Communities. Kentish and Latrobe have now been approved as joint participants and only one region of 2 other municipalities in Tasmanian to be approved under the scheme.

KaLIBA Priority 5: Communication, consultation, support services, local business networking, lobbying

Background & Description:

The relevance and value delivered by KaLIBA is directly proportional to its effectiveness in:

- Communicating **to** the local business community
- Consultation with and input **from** the local business community
- Sharing of ideas, networking, resolving common issues, and new initiatives **across** the local business community
- Being the voice of local business **beyond** the local region

This priority area focuses both on the capability of KaLIBA to communicate effectively, and the outcomes of that communication

Key Benefits:

- Achieve the goal of universal engagement with every business across Kentish and Latrobe municipalities, so that no business is alienated
- Better informed and motivated business owners will improve retention of existing businesses and the attraction of new ones
- Greater cohesion and common purpose across the business community
- Delivery of benefits across the entire business community, to targeted groups within it, and as needed to individual businesses as needed

CURRENT MAJOR ACTIVITY UPDATES:

- **Email News Bulletins** continue to be improved each month. Currently distributed to nearly 3,000 stakeholders, with 98% delivery rate and minimum 65% read-rate. A technical project is underway to ensure these comply with the latest spam requirements to further boost successful receipt. The next enews bulletin in December will feature a summary of KaLIBA success stories and milestones for 2023. First newsletter for 2024 will be in February
- **Events** are being held each month with a mix of times, topic, venues and locations. Event Calendar for 2024 is being prepared with a mix of local content, inspirational speakers and educational opportunities
- **Networking and outreach** is currently targeting larger strategic businesses with phone calls and meetings to encourage their overall participation and also the pending launch of paid member advertising and promotional packages
- **Social Media:** The Board acknowledged the outstanding work on the KaLIBA Facebook presence with cross linking to local business Facebook pages, and almost daily postings
- **Restructuring Outreach and Communications activities.** As described in Finance section, the new team structure of Nicole Schultz and Amanda Sutherland continues to drive events, communications, and education, with producing improved results and overall cost savings
- **Major Announcement KaLIBA Online:** The KaLIBA website and business directory are now live at www.kaliba.org.au This includes a comprehensive Kentish and Latrobe Online Business directory and search engine to encourage the public and businesses to buy locally.

Round Table and New Business

A key aspect of each KaLIBA Board meeting is a round table where news, issues and potential new programs are discussed; typically from direct feedback from the local business community.

The Round Table at this KaLIBA Board meeting including discussions that included:

- Supporting an increasing variety of local venues through holding KaLIBA seminars, networking meetings, and other events
- Better communicating that while KaLIBA received valuable financial support from Councils and the Tasmanian Government, that it is strongly independent and represents only the local business community
- A strong push for KaLIBA to capitalise on its success of funding for new mobile phone towers, better connectivity and digital initiatives
- A commitment to drive the success of the new Small Business Red Tape Reform program with increased consultation on the issues and experiences of local businesses, and lobbying for the program to target resolving these issues
- Support to promote Christmas late night trading
- Research to investigate demand for a potential rural cooperative organisation
- Renewed outreach for KaLIBA to speak with main street businesses in each town, as well as its ongoing engagement with other businesses and identifying new ones moving to the municipalities

Date for next meeting:

**Fourth Tuesday of each month
6pm 23 January 2024**