



23 January 2014

Mr Mark Brennan
Australian Small Business Commissioner
GPO Box 9839
CANBERRA CITY ACT 2601

By e-mail: enquiries@asbc.gov.au

Dear Commissioner,

I refer to your letter of 12 December 2013 requesting the NSW Business Chamber's in-principle support to a proposal to improve the quality of the Australian business environment by ensuring Government acts as a model business.

The Chamber is pleased to support this initiative. We have considered the short brief attached to your letter and provide our initial views on potential areas of focus below.

A model business actively engages with its customers

We live in the age of multi-channel communication. The best businesses are those that use these channels to proactively engage with their customers to build rapport and trust through communication that is open, transparent and understandable.

A model business aligns its goals with those of its customers

Connecting or aligning a business's mission and objectives with those of its customers better enables both to meet their goals and objectives. In this regard, the Chamber has welcomed the recent re-calibration of NSW Workcover's purpose to align its objectives to the businesses it regulates:

"Our purpose is to increase the competitiveness of the NSW economy through productive, healthy and safe workplaces. We are dedicated to promoting productive, healthy and safe workplaces for workers and employers in New South Wales"

A model business is outcomes driven and is prepared to face the brutal facts

Model businesses are not satisfied with business as usual and strive to continually improve processes to ensure they are delivering services as efficiently and as effectively as possible. They are prepared to face the "brutal facts" and adjust their strategies to best advantage.

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A model business is cognisant of the wider economic environment

A model business is constantly monitoring the operating environment and understands the pressures facing its customers. A model business is sufficiently flexible to adjust requirements (e.g. payment terms) in order to preserve an ongoing relationship with its customer when required.

Thank you for the opportunity to provide feedback on this important issue. If you have any further questions in relation to this correspondence, or would like to meet and discuss these matters in more detail, please feel free to contact Mr Luke Aitken, Senior Manager Policy on 9458 7582 or luke.aitken@nswbc.com.au who is happy to make such arrangements.

Yours sincerely



Stephen Cartwright
Chief Executive Officer