

Small business strategy



Small business plays a vital role in Australia's economy. When it comes to managing workplace relations, the Fair Work Ombudsman (FWO) understands small businesses want to do the right thing but are often unable to source expert human resource support; are pressured for time; and may need additional assistance to understand their workplace obligations.

As part of FWO's commitment to small business employers (including franchisees) and employees we invest heavily in making our services accessible to them including a dedicated Small Business Helpline, **Small Business Showcase** and **Employer Advisory Service**.

Guided by our **Role and purpose, Compliance and Enforcement Policy**, and **Priorities** the Small Business Strategy informs our small business work and activity.

Awareness and Engagement

Objective 1: Promote FWO's role and increase uptake of our small business offerings.

We have a wide range of services, tools and resources to make it easy for small business to understand their workplace obligations. Through our stakeholders, external communication channels and advice services, we will increase awareness of the FWO and uptake of our small business offerings.

Targeted Support

Objective 2: Appropriately target our small business service offerings, supports and initiatives.

We will continue to consider the needs and circumstances of different groups to tailor and target our advice, educational support and initiatives where they are needed the most.



Aim of the Small Business Strategy

Australian small businesses are aware of the role of the Fair Work Ombudsman, use our tools and resources and access our advice services to promote harmonious, productive, cooperative and compliant workplace relations.

Responsive to Small Business

Objective 3: Ensure we maintain a strong small business focus and our services continue to meet the needs of small business employers and employees.

Our small business activities will continue to be informed by the small business environment, data and learnings gathered from our advice services and our stakeholders.

Helping small business comply

Objective 4: Provide practical and clear information to help small business comply with the Fair Work Act 2009.

Through our dedicated small business channels, we will provide advice about workplace obligations, information about our compliance and enforcement approach, and work with small business to address possible contraventions in accordance with our Compliance and Enforcement policy.