

Getting Behind, and Backing, Small Business

- Supporting Tasmanian retailers

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The Plan to make Tasmania attractive
for investment, and to create jobs

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\$1m. to Support Tasmanian retailers

A majority Liberal Government will provide \$1m to Tasmania's retail sector to assist it to adapt to the changing retail environment.

The Liberals' Plan for Tasmanian retailers comprises:

- 1) \$240,000 for a Tasmanian Retailer Development Program;
- 2) \$800,000 to enhance the Digital Ready for retailers program.

Tasmania's retail sector is doing it tough.

Retailers still haven't recovered from the Labor-Green recession that hit in 2012.

Recent surveys have shown that Tasmanian businesses lack confidence in the Labor-Green Government. They don't trust Labor or the Greens to do the right thing by their business and for good reason. When Labor and the Greens shut down the forestry industry, the retail sector was hit hard. Shops in rural and regional areas were wiped out, virtually overnight. The knock-on effects were felt right around the State.

And when Labor and the Greens drove the economy into recession, Tasmanians stopped spending because they didn't feel confident enough about their job or the economy to spend on anything but the essentials.

A majority Hodgman Liberal Government will, first and foremost, restore confidence. Tasmanians will know they have a strong Government with a clear voice and a single direction. We won't be at the mercy of the Greens or any other political party.

Tasmanian Retailer Development Program

To provide Tasmanian retailers with the information and tools they require to innovate, lift productivity levels, and ultimately continue to operate, a majority Hodgman Liberal Government will provide \$120,000 a year for two years to develop and establish a Tasmanian Retailer Development Program.

At a time when retailers are doing it tough, the **Tasmanian Retailer Development Program**, to be delivered in partnership with local government and local Chambers of Commerce, will provide Tasmanian retailers across all sectors with the skills and knowledge required to run successful and viable businesses that are profitable, perform and provide a point of difference to their customers.

Delivered by leading retail consultants and educators, and tailored to meet the needs of the local retail community, the Retailer Development Program will include:

- Retail Excellence Workshops - on topics such as customer service, financial control, visual merchandising and digital marketing;
- An Auditing and Benchmarking tool, with results to be used throughout duration of the program; and
- Consulting and Mentoring – providing specialist consultants and mentors to work with businesses to put workshop learnings into practice.

Digital Ready for Retail Program

This Program will work alongside our previously announced commitment to provide **\$800,000 over four years to enhance the existing Digital Ready for Retail program** (funded under the small business policy) and develop a strategic retail ready for business policy to aggressively target Tasmanian retail businesses that want to understand and find out more about how to operate online.

The enhanced program will provide Tasmanian retailers with the information and tools they require to make the most of online services and the opportunities that are available to them.

Costings

\$240,000 over two years (note the \$800,000 Digital Ready for Retail program will be funded under the Small Business policy).

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