

# Case study

## Public sector small business support

### Challenge

The client, a public sector organisation tasked with providing assistance to small business, identified the need to support local Exporting Businesses through the impacts of Covid-19, including responding to the immediate restrictions on air travel and freight.

The organisation partnered with Deloitte to provide a program that supports each business to develop a tailored road-map to recovery.

### Solution

Any Exporting Business approaching the public sector organisation for support is referred into the program following completion of an online diagnostic, and an initial assessment conversation to understand their individual needs and the impacts of Covid-19. These details are provided to the Deloitte team when the business is assessed as appropriate for support. The Deloitte team connects directly with the business and guides them through the following program activities:

1. Scoping call – deep dive conversation to understand the businesses key issues within the scope of the Enterprise Value Map and identification of the areas requiring immediate attention and action.
2. Virtual workshop – using Zoom and Miro, the Deloitte team runs individual workshops for each business to develop a 100 day action plan, with key recommendations to guide their response to the crisis. The 3 hour workshops are designed to address the critical areas of focus identified in the scoping call and are supported by appropriate sector and industry SMEs engaged from around Deloitte Australia.
3. Follow up / Closing call – the local team maintains on-going communication with the business to understand progress against the plan and feedback on the process.

### Impact

Businesses participating in the program have found the end to end process beneficial. Their feedback so far has included:

“The project helped provide structure and an implementation plan in addition to just recommendations. This has helped me understand the way forward for my business.”

“The project gave me time to think about what I want my business direction to be. There was nothing revelatory in the project, it was all things I knew I needed to do wanted to do. This project gave me the time to get away from the day-to-day operations of my business and really think strategically about where I want to be.”

### Sample outputs



Introduction



Macro Update



Actions and Opportunities



Recovery Value Map



Focus Activity



100 Day Action Plan & Roadmap