



New South Wales Department of
State and Regional Development

A Guide to Services and Support



Sydney: a leading Asia Pacific business location



Our offices in New South Wales, Australia



New South Wales Department of State and Regional Development

Our services for business

Sydney and New South Wales are Australia's economic powerhouses.

From start-ups to multinationals, people wishing to do business in Sydney and the State of New South Wales (NSW) go first to the NSW Department of State and Regional Development.

We encourage investment and business development in the State's key industries while assisting innovation and diversification into new markets.

We also help in connecting people to new business networks and making strategic introductions.

This is a guide to our business services and advice in the following areas:

Investment

Small and medium business

Export

Regional business

Industry.

1.0 Investment Services

The NSW Department of State and Regional Development supports investment business from a range of industries, with initiatives targeting firms from start-up to full-scale operation.



The NSW Department of State and Regional Development has done a defining job on this project (Woolworth's decision to establish a \$100 million distribution centre at Wyong, north of Sydney). The Department makes a great contribution to this State.

If it wasn't for the goodwill of the NSW Government, this could not have been possible. Business can't do something like this without a relationship with government.

**Roger Corbett, CEO
Woolworths**

The Department facilitated 148 investment projects across New South Wales worth around \$1 billion in 2001/02, which helped to secure more than 6,200 jobs.

The NSW Department of State and Regional Development (DSRD) supports investment business from a range of industries, with initiatives targeting firms from start-up to full-scale operation.

Competitive edge

As a leading Asia Pacific business location, Sydney and the State of New South Wales offer companies a highly competitive base from which to do business in the world's fastest growing region.

Over 550 international companies have chosen Sydney as their regional office/headquarters, and it is easy to see why. A time zone straddling the US and Europe, one of the best performing economies in the world, a highly skilled and multilingual workforce, sophisticated physical and communications technology infrastructure in a low cost environment make a compelling business case.

Working with business

We are actively seeking new investment and business opportunities for Sydney and New South Wales. Our professional staff can assist you with your new expansion or investment.

Services available include:

Planning

Advice on strategic issues, information to assist benchmarking, feasibility studies, business plans and help with site selection.

Connections

Co-ordination and advocacy within all levels of Government and intermediary support with telecommunications service providers, energy distributors, property agents, and management, legal and financial services firms. Other forms of support to help implement your investment are negotiated on a case-by-case basis.

Business facilities

We can provide world-class facilities that showcase Sydney for your next board meeting or business functions and meetings. Workstations are also available for business people visiting Sydney.

Business information

A wide range of information is available published and on-line about the economic and business environment, including the NSW Competitiveness Report. Briefings on doing business in Sydney and New South Wales can also be arranged for you or your clients.

Contact Us

We welcome the opportunity to discuss your future investment and business expansion plans.

Visit our website at:
www.business.nsw.gov.au

Or contact:
Warwick Glenn,
Executive Director Investment
+61 2 9338 6634
warwick.glenn@business.nsw.gov.au

2.0 Services for Small and Medium Business

The NSW Department of State and Regional Development supports business from a range of industries, with initiatives targeting firms from start-up to full-scale operation.



We were presented with new ideas and developed growth strategies and I just ran with them. It has made such a difference to my business.

**Terry Good
Goodies Computers**

Sales grew by an average of 16% in 2001/02 among firms that had accessed the Department's business development services.

The NSW Department of State and Regional Development supports business from a range of industries, with initiatives targeting firms from start-up to full-scale operation.

Starting a business

Help to get started

Fifty Business Advisory Services centres throughout New South Wales provide support for people wishing to start a business. These offer low-cost training workshops, confidential business counselling and assistance with business plans.

Specialised services

We offer services tailored for:

- Women starting out in business
- indigenous people starting or operating in business
- business migrants seeking to establish new businesses
- home-based business operators.

Building a business

Business expansion

We provide established entrepreneurs with support for their company's strategy to innovate and grow through the *Small Business Expansion Program*.

High growth

Rapidly developing businesses that are expanding their workforce and exports can receive tailored services under the *High Growth Business Program*.

Innovation

The Department is committed to supporting innovation in businesses. It offers a range of services to help make business ideas more marketable and profitable through *Innovation Advisory Centres*.

New technology

The Department works with companies to adopt new technologies and e-commerce through the Technology Diffusion Program.

Retail leasing

The New South Wales Retail Tenancy Unit provides advice and mediation for landlords and retail tenants of commercial properties.

Contact Us

Whether you are starting out or set to expand, we welcome the opportunity to help you develop your business.

Contact: Director Small Business
02 9338 6684
first@business.nsw.gov.au

3.0 Export Services

The Department provides advice and support to help New South Wales businesses prepare for export and seek out new international market opportunities.



This assistance has given us the ability and confidence to seek substantial expansion of our business in markets outside Australia.

**Colin Leaves
Aymroo Pty Ltd**

Exporting companies helped by the Department achieved an average of \$1.9 million in exports sales and 19% growth in export earnings in 2001/02.

The Department provides advice and support to help New South Wales businesses prepare for export and seek out new international market opportunities.

Analysis and planning

The High Growth Business Program assists with export skills development, export market research, and planning and re-engineering of business processes for export.

Missions and visits

For companies that are export-ready, there is an extensive program of international trade missions and market visits, both inbound and outbound, covering a broad range of sectors and countries.

Networking

The NSW Exporters' Network links exporters with one another across the State, and through the Department's interactive website at www.nswexport.nsw.gov.au to share information on all aspects of exporting.

Export advice

Seven specialist export advisers located in Western Sydney and other regional areas of NSW deliver comprehensive and ongoing expert advisory services to regional firms.

Overseas network

The Department's offices in London and Tokyo are available to assist NSW companies with information or when visiting these markets. DSRD also maintains a network of relationships with cities, states and provinces in countries including China, Korea, Indonesia, Germany, Wales, and the USA.

Contact Us

Find out how our advisors can help your business to enter new export markets.

Contact: Director Trade
02 9338 6965
first@business.nsw.gov.au

4.0 Regional Business

The Department has a strong presence in the regional areas of New South Wales where it works to encourage investment, expand business and support regional communities.



The assistance from the NSW Department of State and Regional Development has secured our operation in Orange as a domestic producer — and helped to create a base for export. If the Department had not helped Electrolux in making this investment, we would have become an importer of refrigerators. Instead, we are building new, high-end product and competing in the toughest of export markets.

**Trevor Carroll, Managing Director
Electrolux**

The Department facilitated investment of \$787 million in regional New South Wales in 2001/02, which helped to secure more than 3,950 jobs.

The Department has a strong presence in the regional areas of New South Wales where it works to encourage investment, expand business and support regional communities.

Attracting new business activity

We provide a range of services to help your investment in the regions. This includes advice, information and contacts relevant to your location options as well as practical help to assist the establishment or expansion project of your business.

Helping business grow

Throughout the Department's regional office network we offer a range of services to help grow your business, recognising that expansion of existing business is a key platform for growth of regional economies.

We provide export advice, programs to access new markets, services to assist capital raising, and seminars on pertinent business matters through our office network.

Promoting regional NSW

We organise a range of events and activities to promote regional New South Wales as a viable location for business.

Business growth in regional communities

A range of programs and services are provided to assist towns and regions build their capability to attract and sustain business growth.

Sydney venue to showcase regional NSW

The Country Embassy at Grosvenor Place in Sydney's Central Business District provides a high quality setting for regional firms and organisations to promote their capabilities to clients.

One stop shop

The Department's regional office network provides a one stop-shop to access organisations such as the Industry Capability Network, Austrade, AusIndustry and local regional development boards in addition to its own services.

Contact Us

Speak to your nearest regional business adviser to find out more about the programs and services available to help your business or community to grow.

Or contact:
Director Operations and Strategy
02 9338 6719
regional@business.gov.nsw.au

5.0 Industry Services

The Department works in partnership with business and other government agencies to build on the State's competitive advantages and achieve sustainable growth.



The Australian Technology Showcase has been of immense assistance in improving the business growth of Eco Air. It has increased its credibility in the market place and supported its attendance at overseas trade shows, which in turn has resulted in export contracts.

**John Cusack, Managing Director
Eco Air Pty Ltd**

NSW participants in CeBIT Australia, the major international ICT trade event supported by the Department, gained \$900,000 in extra sales with a further \$1.6 million forecast over the next year.

The Department works in partnership with business and other government agencies to build on the State's competitive advantages and achieve sustainable growth.

Sectoral activities

The Department works with industry partners to identify development opportunities in key sectors, such as agribusiness, forestry, aquaculture, biotechnology, information technology and telecommunications, building and construction, film and multimedia, defence and health.

We organise and support industry forums, workshops and seminars, industry promotional events, industry-based policy development and facilitation for key projects.

Major and special events

The Department works with key allies such as the Sydney Convention and Visitors Bureau and industry associations to attract major and special events to NSW, particularly those offering industry development opportunities.

Olympic-related business opportunities

Through numerous initiatives, including trade missions and workshops, the Department helps local companies to access business opportunities related to future Olympics and major international sporting events.

Technology and innovation

We offer membership of the Australian Technology Showcase, an initiative to promote New South Wales and Australian innovations to local and international markets (www.ats.business.gov.au).

The Department assists research and development projects and the commercialisation of technology. We promote NSW businesses internationally in sectors such as biotechnology to enhance the adoption of innovation in business.

Made in New South Wales

We work to replace imports with products made in New South Wales by matching the needs of purchasers to the capability of the State's manufacturing.

Contact Us

Speak to our business specialists to discover the wide range of services and support we offer industry clients.

Contact: Senior Manager Industry
02 9338 6984
bob.moes@business.nsw.gov.au



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Ballina NSW 2478
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F 02 6686 3508

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235 Russell Street
PO Box 160
Bathurst NSW 2795
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F 02 6332 1129

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F 08 8088 5100

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Buronga NSW 2739
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F 03 5023 8441

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36-38 Harbour Drive
PO Box 1028
Coffs Harbour NSW 2450
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F 02 6658 0352

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Level 1
47-59 Wingewarra Street
PO Box 1039
Dubbo NSW 2830
T 02 6882 8744
F 02 6882 9112

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Level 3
131 Donnison Street
PO Box 996
Gosford NSW 2250
T 02 4337 2300
F 02 4324 2698

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39 Goldsmith Street
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Goulburn NSW 2580
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F 02 4821 8650

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50 Victoria Street
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Grafton NSW 2460
T 02 6642 6511
F 02 6642 6021

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F 02 4929 7096

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Nowra NSW 2541
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F 02 4423 7957

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F 02 6361 2400

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North Parramatta NSW 2151
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Parramatta NSW 2124
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F 02 9890 9552

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133-137 Gordon Street
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Port Macquarie NSW 2444
T 02 6583 5647
F 02 6583 5285

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Tamworth NSW 2340
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F 02 6766 1378

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Tweed Heads NSW 2485
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F 07 5599 3354

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48 Fitzmaurice Street
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F 02 6921 0780

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Suite 1, Terrace Level, Crown Tower
200 Crown Mall
PO Box 5106
Wollongong NSW 2520
T 02 4225 9055
F 02 4225 9056

www.business.nsw.gov.au

Related websites:

Small Business Website
www.smallbiz.nsw.gov.au

Australian Technology Showcase
www.ats.business.gov.au

Aboutfood
www.aboutfood.nsw.gov.au

Regional Communities
www.regionalcommunities.nsw.gov.au

Salinity
www.salinitybiz.nsw.gov.au

Retail Tenancy
www.retailtenancy.nsw.gov.au

NSW Innovation Council
www.innovation.nsw.gov.au



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