

# Workforce Australia Guideline

## Part B: Entrepreneurship Facilitators

### Disclaimer

This Guideline is not a stand-alone document and does not contain the entirety of Provider obligations. It must be read in conjunction with the Workforce Australia - Entrepreneurship Facilitator Program Deed 2022-2025 (the **Deed**), including any relevant Guidelines and reference material issued by the Department of Employment and Workplace Relations under or in connection with the Deed.

This Guideline is not legal advice and the Commonwealth accepts no liability for any action purportedly taken in reliance upon it and assumes no responsibility for the delivery of the Services. This Guideline does not reduce the obligation of Providers to comply with their relevant legal obligations and, to the extent that this Guideline is inconsistent with obligations under the Privacy Act, Social Security Law, the WHS Laws or any other legislation or laws relevant to the respective jurisdictions in which Providers operate, the relevant legislation or laws will prevail.

### Version History

**Version 1.2**                      **Published on:** 13 December 2022    **Effective from:** 1 January 2023

In this version of the Guideline, the following Chapters have been updated:

- Work Plans, reporting and feedback, and
- Performance framework and Payments

A full version history of this Guideline can be found on the [Archived Guidelines page on the Provider Portal](#).

# Contents

<b>Guideline Interpretation and Glossary</b>	<b>3</b>
<b>Chapter 1. Services to be delivered</b>	<b>4</b>
<b>Chapter 2. Servicing arrangements</b>	<b>7</b>
<b>Chapter 3. Work Plans, reporting and feedback</b>	<b>9</b>
<b>Chapter 4. Performance framework and Payments</b>	<b>13</b>

# Guideline Interpretation and Glossary

## Reading Notes

In this Guideline, 'must' means that compliance is mandatory and 'should' means that compliance represents best practice for Providers and is expected by the Department.

## Glossary

All capitalised terms in this Guideline have the same meaning as in the Deed unless otherwise defined below.

# Chapter 1. Services to be delivered

## 1.1. Chapter overview

This chapter outlines the Services the Provider is required to deliver via the nominated Workforce Australia Entrepreneurship Facilitator (Facilitator) in each Entrepreneurship Facilitator Region (EFR). Facilitator Services provide information to Participants interested in self-employment and assistance, Participants seeking to start a business and existing micro-businesses who are at risk of not being commercially viable.

## 1.2. Promote entrepreneurship and self-employment

The Facilitator must promote opportunities for entrepreneurship and self-employment throughout their contracted EFRs.

The Facilitator must provide current and relevant information and advice about starting and running a small business to aspiring and existing entrepreneurs and Stakeholders.

The Facilitator must promote self-employment and entrepreneurship through a range of communication channels to potential Participants in the EFR by organising promotional activities, such as holding information sessions, networking events, workshops, social media campaigns, direct and local marketing, and hosting or presenting at media events. They must also proactively engage with local Stakeholders to promote and raise awareness of Entrepreneurship Facilitator Services and to develop the local entrepreneurial ecosystem.

(Deed Reference(s): Clause 79.2)

## 1.3. Tailor Services

The Facilitator must provide tailored information to eligible Participants across the EFR who are interested in starting or are already running their own micro-business and need assistance with making their business financially viable.

For Participants considering self-employment or for existing micro-businesses, the assistance could include advice on:

- the benefits and challenges of self-employment
- self-employment opportunities that align with the Participant's skills, experience and interests
- self-employment opportunities in the EFR
- starting a business and key start up information
- financial viability
- identifying knowledge gaps
- development opportunities
- referral to other small business support programs, particularly Self-Employment Assistance for Participants who require more comprehensive support
- referral to other support services.

The Facilitator must deliver this support by organising and/or delivering information and advice through group support and networking events, including light touch individual support.

### 1.3.1. Deliver core entrepreneurship workshops

The Facilitator must deliver each of the core entrepreneurship workshops identified in Table 1 to Participants at least once per calendar year. The Department may amend and/or change the topic of the core entrepreneurship workshops to ensure they remain relevant to Participants and small businesses.

The Provider must ensure that Participants who access core entrepreneurship workshops are given the opportunity to achieve the relevant learning outcomes identified in Table 1.

**Table 1-A: core entrepreneurship workshops**

Workshop Name	Learning Outcomes
<b>Financial Literacy</b>	<ul style="list-style-type: none"> <li>• the importance of financial literacy</li> <li>• the value of understanding taxation obligations</li> <li>• good bookkeeping practices</li> <li>• cashflow planning and forecasting</li> </ul>
<b>Surviving and Thriving</b>	<ul style="list-style-type: none"> <li>• understanding innovation and developing a unique selling proposition</li> <li>• focusing on strengths and knowing the market</li> <li>• strategies for managing challenging times, such as diversifying to find new markets for the business.</li> </ul>
<b>Digital Marketing and Leveraging Success</b>	<ul style="list-style-type: none"> <li>• digital marketing</li> <li>• creating and building networks</li> <li>• generating referrals, reviews and customer loyalty</li> </ul>
<b>Time Management to Get Things Done</b>	<ul style="list-style-type: none"> <li>• maintaining work-life balance</li> <li>• developing and implementing strategies to stay focussed, productive and on-task</li> <li>• maintaining an awareness of physical and mental health while running a business.</li> </ul>

(Deed Reference(s): Clause 81.2(b))

### 1.4. Connect and refer Participants to appropriate services

The Facilitator must:

- work closely with Workforce Australia - Self-Employment Assistance Providers to ensure Participants benefit from more comprehensive services
- link and refer Participants to business and general support services that will help them start and run their business services
- maintain an understanding of the support services that are available in and around the EFR, including Australian, state/territory and local government funded programs and accelerator

and incubator services, co-working spaces and enterprise hubs, non-government funding and other support services

- maintain an understanding of the industry and business opportunities in and around the EFR, to help Participants to generate and implement business ideas that meet areas of demand
- develop and maintain productive working relationships with Stakeholders delivering support services to facilitate referrals and tailored servicing for Participants
- make Participants aware of any potential costs associated with accessing a service prior to issuing a referral
- not accept payments from a Third Party for referring a Participant to their services.

(Deed Reference(s): Clause 71, Clause 79.3)

## **1.5. Collaboration with other Stakeholders**

The Facilitator must develop strong collaborative partnerships with local Stakeholders to understand program connections, build networks and develop the local entrepreneurial ecosystem to ensure the delivery of Services that are of most benefit to the Participant. These Stakeholders include, but are not limited to:

- Self-Employment Assistance Providers – to maintain strong positive connections with this program
- Workforce Australia program providers such as Enhanced Services, Career Transition Assistance Providers, and Regional Development Australia and AusIndustry services and programs
- business chambers, state and local governments, financial service providers, training institutions, non-government Stakeholders and other complimentary service organisations
- non-vocational service providers, such as Headspace, Beyond Blue, Lifeline and Men’s Sheds.
- Facilitators are also encouraged to work collaboratively with Facilitators in other EFRs to maximise the benefits of the Services provided to all Participants.

(Deed Reference(s): Clause 79.2 and Clause 82)

## **1.6. Participant eligibility**

Anyone considering entrepreneurship or self-employment is able to access Facilitator Services.

The Facilitator must target Services to assist Participants who are:

- interested in starting a new business or learning more about entrepreneurship
- subject to Entrepreneurship Barriers (such as a lack of access to expert advice or finances, or cultural factors)
- existing entrepreneurs who started their business within the past 2 years, or
- operating a small or micro-business at risk of not being commercially viable.

(Deed Reference(s): Clause 79.1)

## Chapter 2. Servicing arrangements

### 2.1. Chapter Overview

This chapter outlines how the Provider must deliver Services in their EFR including Site, website and Personnel requirements.

### 2.2. Physical location and Service coverage

The Provider must maintain at least one physical Site as specified in its Deed in each EFR to deliver the Services. There must be dedicated Facilitator office premises at each Site specified in the Work Plan to enable the delivery of face-to-face services to Participants. The operating hours for each Site must be agreed by the Department and detailed in the relevant [Work Plan](#).

The Provider must advertise its Site(s) to potential Participants and Stakeholders and deliver Services from those Site(s). Providers must provide full coverage of their contracted EFRs including services at locations other than the Site(s). To enable the delivery of the Services, the Facilitator must have a current and valid driver's licence.

The Facilitator must provide Services through a range of methods, including face-to-face, telephone, and video conferencing while taking into consideration each Participant's individual needs. When selecting a location to deliver face-to-face services, Providers should consider the appropriateness of the location by assessing its accessibility and considering the needs of attending Participants.

The Facilitator may deliver Services outside the Provider's contracted EFR where there is demand for Services. This may include referring Participants to relevant services located outside the EFR. Facilitators must ensure out-of-area servicing does not affect the quality of Services delivered in their contracted EFR and does not duplicate existing services available in the out-of-EFR location.

### 2.3. Personnel

The Provider must comply with all Deed requirements in relation to Personnel, including in relation to the Facilitator.

The Provider must appoint at least one Facilitator to deliver Services in each EFR and Notify the Department of the appointment of each Facilitator within 10 Business Days of their appointment by providing the Facilitator's:

- curriculum vitae
- referees
- contact details
- biography

The Provider must immediately Notify the Department if a Facilitator is unable to deliver the Services.

The Department may terminate the Deed if the Provider is unable to nominate a replacement Facilitator who is acceptable to the Department.

The Department may at its discretion:

- interview a Facilitator and/or contact the Facilitator’s referees to ensure the Facilitator meets the required criteria outlined in the Deed
- contact Stakeholders and/or Participants at any time throughout the Term of the Deed to ensure the Facilitator is delivering appropriate, high-quality Services.

Facilitators must Notify the Department of all annual/personal leave periods that are 5 or more days in duration. Facilitators should provide notification as soon as they become aware of the leave.

The Department may require the Provider to arrange for alternative Personnel to provide the Services for extended leave periods.

(Deed Reference(s): Clauses 47, 71 and 84)

## **2.4. Website**

The Provider must maintain a dedicated website or web page that clearly articulates the full range of Services provided under the Entrepreneurship Facilitator Program. The website or web page must:

- use the branding specified by the Department
- display the Facilitator’s contact details (including a name, phone number and email address)
- be prominent and accessible from the relevant website’s home page
- provide information about the Provider’s complaints and feedback process.

The website or web page should include other features/information, such as:

- an online appointment booking form
- advertising for local events such as workshops and information sessions
- online workshop registration capabilities
- blogs/news items, success stories and small business-related resources and downloads; and
- links to other services or information that may also be of benefit to Participants and/or Stakeholders.

(Deed Reference(s): Clause 81)

## **2.5. Participant information and collection of data**

The Provider, including its Facilitator(s) must adhere to the requirements in the Deed and Guidelines for handling personal and Protected Information.

Facilitators may be required to collect and retain, use and/or disclose information, including Personal and Protected information. The [Part A Guidelines: Records Management Instructions Chapter](#) outline the Provider’s obligations in relation to records management and the collection, retention, use and/or disclosure of personal information and how to deal with unsolicited personal information.

(Deed Reference(s): Clause 34)

### **2.5.1. Participant confidential information**

The Provider must treat commercial information and any other information disclosed by the Participant about their business or potential business as Confidential as outlined in the Deed.

(Deed Reference(s): Clause 80)



## Chapter 3. Work Plans, reporting and feedback

### Supporting Documents for this Chapter:

- [Publicity Consent Form](#)
- [Work Plan Template](#)
- [Quarterly Services Report Template](#)
- [Monthly Data Report Template](#)

### 3.1. Chapter overview

This chapter outlines the Provider's reporting requirements in relation to Work Plans, Quarterly Services Reports and Monthly Data Reports.

### 3.2. Work Plan development

The Provider must develop an annual Work Plan for each EFR in which they are contracted to deliver the Services. The Work Plan is the overarching plan that outlines the Provider's strategy and approach to meeting the program's Objectives under the Deed. The Work Plan must detail the Services the Provider will deliver in the relevant Financial Year and must include the deliverables outlined in the Provider's response to the Request for Tender for the Entrepreneurship Facilitator Program 2022–25.

The Provider must complete a draft Work Plan using the [template](#) provided by Department. The template must not be altered and should be provided to the Department by the due date in Microsoft Word format.

The Provider must work with the Department to revise and resubmit their draft Work Plan until the Department notifies them that the draft Work Plan has been approved. The Provider must respond to any Departmental feedback within 10 Business Days.

Delivery of commitments in the Work Plan forms part of the Provider's performance assessment under the performance framework.

(Deed Reference(s): Clause 83)

#### 3.2.1. Work Plan submission and content

The Provider must develop and submit a draft Work Plan to the Department for each Financial Year:

- for the first year, within 20 Business Days after the Service Start Date, and
- for subsequent years, no later than 1 June in each year, other than in the Final Financial Year.

The draft Work Plan must contain the following information:

- details of how the Provider will undertake the Services to be Delivered ([Services to be delivered](#)) on a Full-Time basis, noting that this must include deliverables consistent with, or exceeding the commitments made in the Provider's response to the Request for Tender for Entrepreneurship Facilitator Services 2022–2025
- a proposed timetable for delivering the Services, in particular events, information sessions and other key milestones

- a calendar of activities clearly describing the Facilitator’s involvement as leading, participating or contributing to the activity or event
- a summary of the relevant key Stakeholders identified and details of how the Provider will develop and maintain productive working relationships with Stakeholders
- a strategy to ensure the Services do not duplicate other available services
- service delivery risks, including risks related to service continuity and the Work, Health and Safety of Participants and Stakeholders and outline how these risks will be mitigated
- service continuity arrangements that outline how delivery of Services will continue when faced with unexpected disruptions, such as natural disasters
- details of how feedback and complaints will be managed, including how feedback will be used to inform and improve service delivery methods
- the operating hours and address of its Site(s) in the EFR
- details of actual or perceived conflicts of interest, including details of strategies to mitigate the actual or perceived risk (if applicable)
- estimation of the Provider’s expenditure to deliver Services, including the remuneration of each Facilitator.

The Provider must:

- implement the services outlined in each approved Work Plan
- provide a minimum level of Services regardless of whether an approved Work Plan is in place
- provide the Department with a [Quarterly Services Report](#) and [Monthly Data Report](#).

(Deed Reference(s): Clause 83)

### **3.2.2. Additional requirements for Entrepreneurship Facilitator Providers in the four regions with two EFRs**

The Providers delivering Entrepreneurship Facilitator Services in EFRs in the Richmond—Tweed, Sydney—South West, Melbourne—South East or Wide Bay regions must work collaboratively with the other Workforce Australia Entrepreneurship Facilitator Providers engaged in the same region to:

- ensure full coverage of Services across both EFRs in the region
- avoid duplication of Services between the two Facilitators in the region.

Providers must outline their mutually agreed strategies for ensuring they satisfy these requirements in their proposed Work Plans.

### **3.2.3. Out of schedule revisions to the approved Work Plan**

The Provider may submit proposed amendments to their Work Plan for consideration by the Department at any time. The Provider can make amendments by submitting an updated draft Work Plan, or by proposing changes to future Work Plan deliverables in a Quarterly Services Report.

The Department must agree in writing to any proposed changes before being incorporated into the updated Work Plan, noting delivery of the minimum level of Services is required, regardless of whether an approved Work Plan is in place.

### 3.3. Quarterly Services Report

The Provider must submit Quarterly Services Reports for each EFR in which they are contracted to deliver Services, using the [Quarterly Services Report template](#) provided by the Department, within 10 Business Days after the end of each Financial Quarter.

Each Quarterly Services Report must include:

- the Provider's activities and achievements in implementing the [Services to be Delivered](#), as outlined in their agreed Work Plan
- concise explanations for any changes to activities or events committed to in the Work Plan
- details of any other services the Provider has delivered and would like to draw to the Department's attention, and
- one case study the Department can use (with a signed [Publicity Consent Form](#)), submitted in the [Case Study Template](#) provided by the Department. Case studies can be written about a Participant, business, Stakeholder or initiative. Case studies must describe the nature of the Facilitator's support and/or involvement, the outcome achieved and how the situation aligned with the program's Objectives.

The Department may seek clarification or additional information from the Provider when reviewing a Quarterly Services Report.

(Deed Reference(s): Clause 85)

### 3.4. Monthly Data Report

The Provider must submit the Monthly Data Report to the Department within 10 Business Days of the end of each month. The Provider must use the [Monthly Data Report Template](#) provided by the Department. The Provider must follow the guidance provided in the Monthly Data Report Template including detailing the number of Participants they have assisted in each of their contracted EFRs.

Submitted Monthly Data Reports will not be accepted by the Department if the Template's format has been changed in any way. If the Provider requires assistance completing the report, they should contact their Provider Lead or email the Entrepreneurship Facilitator mailbox – [entrepreneurship@dewr.gov.au](mailto:entrepreneurship@dewr.gov.au).

(Deed Reference(s): Clause 86)

### 3.5. Participant and Stakeholder feedback

The Provider must establish and publicise to Participants and Stakeholders the details of their feedback and complaints process.

The feedback and complaints system must:

- be visible, user centred, simple to access and easy to use
- support the early resolution of complaints
- be integrated into the overall corporate structure of the Provider's organisation
- clearly describe the feedback and complaints process, including confirming complaints lodged will be investigated by a senior staff member
- be recorded in an electronic system capable of producing complaint insights.

The Facilitator must refer individuals that make a complaint to the Department's [National Customer Service Line](#) for further investigation if the individual is dissatisfied with the result of the feedback process.

(Deed Reference(s): Clause 29)

### **3.6. Participant surveys**

Facilitators must distribute the Department's survey to all Participants who receive Services. Surveys can be provided through an online link (preferred method) or by distributing a hardcopy of the survey to Participants.

When a Participant opts to complete a hard copy of the Participant survey, the Facilitator must send the completed survey to the Department's Entrepreneurship Facilitator mailbox – [entrepreneurship@dewr.gov.au](mailto:entrepreneurship@dewr.gov.au).

The Department will collate responses to Participant surveys for internal Departmental reporting purposes. Surveys may be used to measure Provider performance and to give regular feedback to promote continuous improvement in the delivery of Services.

The content of the Participant survey and the process used to distribute and collect the Participant survey may be varied at any time and at the Department's absolute discretion.

# Chapter 4. Performance framework and Payments

## Supporting Documents for this Chapter:

- [Entrepreneurship Facilitator Performance Matrix](#)

### 4.1. Chapter Overview

The Entrepreneurship Facilitators Program is underpinned by a performance framework that is based on the principles of effectiveness, efficiency, quality, and assurance. The Department will give feedback to the Provider regarding their performance against these principles twice per financial year. Where relevant, the Department will work with the Provider to address any performance issues.

This chapter outlines the performance framework under which the Department will assess the Provider's delivery of the Services and outlines the payments the Department will make to the Provider for the delivery of the Services.

Note: All Payment amounts in this Guideline are inclusive of GST.

### 4.2. The performance framework

The performance framework has two key performance elements (KPIs).

#### 4.2.1. KPI 1 – efficiency and effectiveness

The Department will assess the Provider's efficiency and effectiveness based on their achievement of the program's Objective and implementation of their Work Plan, as well as the number and nature of the outcomes achieved by Participants accessing the Services.

This will include consideration of:

- whether the Provider executed the strategies identified in their Work Plan
- whether the Provider delivered the specific activities that were identified in their Work Plan
- where the Provider failed to deliver a specific activity or execute an identified strategy, did they adequately outline the reasons why and explain how they have delivered alternative services
- the extent of the Provider's coverage of their contracted EFR
- whether Participants have used the information and resources provided by the Provider
- whether the minimum elements of the Services (as identified in clause 81.2 of the Deed) have been carried out
- the extent and successes of the Provider's Stakeholder engagement
- the number of referrals of Participants to relevant business support programs, such as the Self-Employment Assistance program.

#### 4.2.2. KPI 2 – quality and assurance

The Department will assess the Provider's performance under KPI 2 based on the quality of the Provider's service delivery and their level of compliance with the Deed and Guidelines.

This will include consideration of:

- the Provider's compliance with the timeframes specified in the Deed regarding the provision of required reporting and documentation
- the content, quality, timeliness and appropriateness of Work Plans, Quarterly Services Reports and Monthly Data Reports
- the Provider's complaints and feedback processes, the number and nature of the feedback received through the processes, and the Provider's response to feedback and complaints
- feedback received by the Department from Participants and Stakeholders regarding quality of the Provider's service delivery
- the quality of referrals to key Stakeholders and other business support services
- any other material obtained or produced as a result of monitoring activities.

### **4.3. Assessment under the performance framework**

The Department will assess the Provider's performance under the Entrepreneurship Facilitator Program performance framework twice per financial year. The Provider's performance under each KPI will be assessed to determine an overall rating using the following descriptors:

- exceeds objectives
- successfully achieves objectives
- partially meets objectives
- does not meet objectives.

After each performance assessment, the Department will present the Provider with:

- the outcomes of the assessment process
- a brief, written summary of their performance, and
- suggestions that support opportunities for ongoing improvement in the Provider's performance.

(Deed Reference(s): Clause 90.5)

### **4.4. Actions about performance**

Where the Department has concerns regarding the Provider's performance, the Department may at any time require the Provider to:

- work with the Department to develop and carry out an action plan approved by the Department
- update the Work Plan, and/or
- participate in interim performance assessments with the Department to measure progress/improvement.

The Department may take further action at any time under the Deed where the Provider's performance is consistently below an acceptable standard or Services are not being delivered. This could include withholding payments, issuing a show cause or breach notice, and/or contract termination.

(Deed Reference(s): Clause 90.5)

## 4.5. Payment types

The Department will make Payments to the Provider via the Department's IT Systems once it is satisfied that the relevant obligations in the Deed and Guidelines have been fulfilled.

The three Payment types for each EFR are:

- Establishment Fee (\$50,000 GST Inclusive)—payable on or after the Deed Commencement Date
- Work Plan Payment (\$55,000 GST Inclusive)—payable on approval of the initial Work Plan and then on approval of the Work Plan for each subsequent Financial Year
- Quarterly Services Payment (\$53,350 GST Inclusive)
  - 50 per cent of the first Quarterly Services Payment on the Services Start Date and the remaining 50 per cent of the first Quarterly Services Payment after the Department has approved the first Quarterly Services Report
  - thereafter, a Quarterly Services Payment after the Department has approved each Quarterly Services Report
  - the first Quarterly Services Payment will be on a pro-rata basis where the Services Start Date of the Deed is not 1 July of the relevant year.

The Payments cover all costs, expenses, duties, and taxes associated with delivery of the Services. No expenses will be separately reimbursed under the Deed.

(Deed Reference(s): Clauses 87, 88 and 89)

## 4.6. Double Payments

The Provider and/or its Related Entities must declare any financial or in-kind arrangements with other bodies for services that are the same or similar to the Services delivered under the Deed. This includes receiving payments from Australian Government, state/territory or local government organisations or non-government bodies for the same or similar Services.

Further, the Provider must Notify the Department if it intends to apply for any funding or pursue any opportunity to deliver services that are, or could be perceived to be, the same as or similar to, any Services provided under this Deed.

(Deed Reference(s): Clauses 22, 23, 87, 88, and 89)

## 4.7. Conflicts of interest

The Provider must Notify the Department of any known, perceived or potential conflicts of interest as they arise, throughout the term of the Deed.

This includes but is not limited to:

- any Stakeholders and/or referral sources known personally by, or related to, the Facilitator and/or the Provider
- any income that is generated or likely to be generated for the Provider and/or Facilitator directly through the promotion or delivery of the Services
- any Services related activities and/or events that are used to promote other brands, programs, services or activities delivered by the Provider or Facilitator.

(Deed Reference(s): Clause 62)