

# Project Controls

## Master Specification

## PC-CS2 Small Business Support

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## PC-CS2 Small Business Support

### 1 General

- 1.1 The Contractor must perform its obligations regarding supporting local businesses in accordance with the Contract.
- 1.2 The Department's commitment to work with small business is detailed within [https://www.dpti.sa.gov.au/data/assets/pdf\\_file/0010/450856/R2P\\_Small\\_Business\\_Fact\\_Sheet.pdf](https://www.dpti.sa.gov.au/data/assets/pdf_file/0010/450856/R2P_Small_Business_Fact_Sheet.pdf).

### 2 Small Business Advisor

- 2.1 The Commissioner's Representative will engage an independent Small Business Advisor on an as needs basis, to be determined by the Representative for example, but not limited to:
  - a) beginning of the project;
  - b) during the works (i.e. shutdowns); and
  - c) as specific issues arise and are escalated.
- 2.2 Engagement of an Advisor will be influenced by the severity of the expected impact (e.g. extended or regular road closure, etc.) and be the responsibility of the Commissioner's Representative.
- 2.3 The Small Business Advisor will not be part of the team, but will work closely with the Project team to :
  - a) provide a direct and independent link between the Project and the Business;
  - b) act as an advocate for the small business; and
  - c) assist business plan for construction and work with the Project to minimise impact.

#### Role of the Small Business Advisor

- 2.4 The role of the Small Business Advisor is to:
  - a) assist businesses to continue to trade during construction, with as little disruption as practicable, and suggest strategies for the businesses to implement;
  - b) act as an advocate for local businesses, working with the Project team on ways to minimise disruptions where possible; and
  - c) provide advice or a plan to assist a precinct or 'collection' of businesses that are impacted by the same event.
- 2.5 Assistance will not be targeted nor individual advice provided, however, with assistance from the Small Business Commissioner, businesses can be referred to appropriate resources.

### 3 Communication Strategy

- 3.1 A communication strategy will be developed by the Contractor prior to the commencement of the project.
- 3.2 The communication strategy will incorporate input from local businesses to determine the approach throughout construction.
- 3.3 The Commissioner's Community Engagement Representative will work with the Contractor to ensure that they have comprehensive knowledge of each business including, but not limited to:
  - a) location of businesses;
  - b) business operating hours;
  - c) contact details;

- d) preferred method of contact (e.g. phone, written, face to face, etc.);
- e) peak periods for trade (operating hours);
- f) how would the business prefer to receive notifications (e.g. road closures, changes to traffic conditions);
- g) access requirements for the business (e.g. local access, pedestrian access, etc.);
- h) what assistance the businesses like assistance with providing information to their customers;
- i) key events for the business; and
- j) parking requirements.

## 4 Small Business Support Strategy

- 4.1 Where specified in the Contract Documents, the Contractor shall develop a Small Business Support Strategy detailing the strategy and measures proposed to support Business through the Construction of the Works.
- 4.2 The Small Business Support Strategy shall be based on the information gathered and communication strategy developed by the Contractor and further developed to incorporate the project specific construction methodology including but not limited to:
  - a) construction staging and impacts to traffic flow (e.g. speed / lane restrictions);
  - b) working hours and impact on businesses trading and operating hours;
  - c) any restrictions or change(s) to vehicular and car parking (including impact for customers, deliveries and employees);
  - d) any restrictions or change(s) to pedestrian access or access from public transport;
  - e) noise and vibration and light spill from the proposed construction methodology;
  - f) loss of visibility to passing traffic or pedestrians due to construction activities and plant;
  - g) other impacts the business might encounter.
- 4.3 The Small Business Support Strategy shall document:
  - a) the measures proposed to support small business for;
  - b) the business precinct or distinct groups;
  - c) tailored support for individual businesses within the precinct;
  - d) the contact person for the businesses to contact;
  - e) how the Contractor will minimise the impacts to small business;
  - f) the strategy to communicate with small business; and
  - g) any recommendations from the Small Business Advisor and how they will be addressed.
- 4.4 Submission and acceptance of the Small Business Support Strategy shall constitute a **Hold Point**.

### Eligibility

- 4.5 The Small Business Support Policy applies to businesses that may be impacted by construction works associated with a project being delivered by the Project.
- 4.6 The Contractor shall assess the extent of businesses impacted and submit to the Commissioner's Community Engagement Representative. The extent will generally include those businesses that are likely to be affected by noise, dust, vibration or property access changes and in particular any impacts on customers.
- 4.7 Submission and acceptance of the extent of businesses impacted shall constitute a **Hold Point**.

## 5 Communication with Small Business

- 5.1 The Contractor will liaise regularly with businesses throughout the project and provide timely information as relevant to the business.
- 5.2 General Communication with small business shall be integrated with the Community and Stakeholder engagement and include targeted information pertinent to small business.
- 5.3 Communication methods with small business (e.g. face-to-face, email, phone etc.) shall be undertaken based on the individual small businesses advised preferred method.

### Pre-construction Communication

- 5.4 Prior to the commencement of construction, the Contractor shall provide communications with business including but not limited to:
  - a) Business interview(s);
  - b) Design briefing(s);
  - c) Schedule briefing(s)
- 5.5 Business interview(s) are to build on the information gathered by the Commissioner's Community Engagement Representative and incorporate detail of construction program and methodology and proposed support measures tailored to that business and the Small Business Support Strategy for the entire business precinct or distinct groups.
- 5.6 Design briefing(s) are to be provided during the early stages of the design process to identify potential issues or concerns and at the finalisation of the design to communicate the final design and how issues have been addressed.
- 5.7 Schedule briefing(s) are to be provided to detail the proposed scheduling strategy and identify any issues or concerns that may need to be considered, particularly in relation to specific construction activity, events, peak trading times and deliveries.

### Construction Phase Communication

- 5.8 Following commencement of construction the Contractor shall provide construction phase communications to advise small business of activities that may impact their business including but not limited to:
  - a) Personalised works notifications for all upcoming works that are likely to have an impact (depending on the businesses' communication preferences);
  - b) Construction briefing(s) to discuss upcoming works, impacts and potential support measures.

## 6 Support Measures

- 6.1 The Contractor shall work with affected businesses to identify and put in place support measures designed to mitigate the impacts of construction on businesses.
- 6.2 Support measures will vary on a case-by-case basis depending on the type of business involved, the likely extent of impact and type of impacts.
- 6.3 Measures will be identified in collaboration with affected businesses at the first business interview and will be documented in the Small Business Support Strategy.

### Media & Advertising Campaigns

- 6.4 Media and advertising campaign(s) to reinforce the Open for Business messaging may be recommended to support small business. This may include, but not be limited to, radio, print media, social media.
- 6.5 The Minister may require such media campaigns when the works are deemed to be adversely impacting traffic flow in the vicinity of local business or access to businesses.

- 6.6 The Contractor must plan and provide draft materials suitable for newspaper and radio etc. upon request by the Commissioner's Representative. Any media campaigns reflect a precinct wide focus.
- 6.7 Provision of information to support a media and advertising campaign shall constitute a **Hold Point**.

## Business Promotional Signage

- 6.8 The Contractor must provide Open for Business signage and ensure that signage is prominent within Project sites.
- 6.9 The Contractor must erect and maintain the accuracy of advisory signposting that is required to provide information to businesses and residents regarding traffic arrangements including signage for businesses affected by road closures and roadworks in the vicinity.
- 6.10 This signage must be approved as part of a traffic management plan and be compliant with Disability Discrimination Act (DDA) and the Department's Style Guide.

## Business Precinct Advice

- 6.11 In addition to individual business support, a business precinct or group of businesses may be eligible to receive additional independent advice to assist in developing strategies to help mitigate specific works that are likely to impact on business viability such as during extended road closures.
- 6.12 The Department will engage a Small Business Advisor in accordance with Clause 2.
- 6.13 The Contractor shall work closely with the Small Business Advisor to facilitate precinct-based engagement with businesses and incorporate within the Small Business Support measures.

## Local Procurement

- 6.14 The Contractor shall investigate the opportunity for procurement of goods and services from small businesses impacted by the Works.
- 6.15 Key opportunities for local procurement may include the use of local restaurants for catering, the hire of local venues for training or workshops, or the purchase of supplies, services or materials.

## Wayfinding Signs

- 6.16 Where the project requires changes to pedestrian, cyclist, vehicular or public transport access, the support measures shall provide wayfinding signage at key locations to assist customers find their way to affected business areas.

## Customer Communications

- 6.17 Businesses that rely on regular customers, may need additional support assisting customers to plan access ahead of time, particularly if there is a change in access and particularly where the business is holding an event.
- 6.18 The Contractor shall support small business through the development of customer communications including hard copy or electronic instructions and maps to assist customers to find their way to the business.

## Cleaning

- 6.19 The Contractor shall manage dust in accordance with the EPA and Environmental Requirements. In addition, the Contractor shall review the specific impact to business from the creation of dust.
- 6.20 For some food and businesses, dust can also present a health issue and / or impact on food health licences. In these situations, the Contractor will need to work closely with environmental services at the local Council.
- 6.21 Outdoor display yards and service trade operations such as car yards, boat yards, garden centres or hire yards can also be sensitive to dust. For these types of sensitive businesses, the management of dust will need to be on a case-by-case to ensure a balance between the needs of the business and the cost to the project.

## Amenity improvements

- 6.22 The Project may provide assistance to businesses or groups of businesses to help activate places during the construction period.
- 6.23 These measures should be designed to present an appealing place to attract customers and should help alleviate some of the negative amenity impacts of construction as well as promote businesses to the local community.

## 7 Complaints Management

- 7.1 Complaints shall be managed in accordance with the PC-CS1 “Community Engagement and Media Management”.

## 8 Hold Points

- 8.1 The following is a summary of Hold Points referenced in this Part:

Document Ref.	Hold point	Response time
4.4	Small Business Support Strategy	10 Days
6.7	Information to support a media and advertising campaign	10 Days