

Annual Plan Priorities

ASBFEO has adopted a [strategic framework](#) to guide its activities, from which an annual plan of priorities, levels of service and initiatives is determined taking account of available resourcing, changes to legislative and assigned functions and the evolving small and family business environment.

For 2025, ASBFEO's annual plan priorities include:

Assistance & Information	Advocacy	Data Analysis & Reporting	Communications	Enablement & Operations
<ul style="list-style-type: none">• Embedding new Code (Franchise, Food & Grocery, Horticulture and Oil) ADR facilitation function• Implement the extended small business dispute assist subsidised legal advice service for eligible small businesses• Develop, in collaboration with the ACCC, improved education resources for franchise participants• Enhance case management CRM and associated requests for assistance reporting• Pursue ISO credentials for dispute resolution processes and practices	<ul style="list-style-type: none">• Advocate ASBFEO's 14 steps to energise enterprise• Refine Policy Forum participation and process for seeking submission/engagement intention input• Examine practical measures to support 'right-sized' regulation for small business-led economic vitality• Devise ways to deliver low-cost and timely resolution of disputes, include by instituting a small business and codes list in the Federal Circuit and Family Court of Australia• Respond in a timely way to Ministerial referrals or requests for advice (if forthcoming)	<ul style="list-style-type: none">• Further refinement of case data management and reporting• Timely release and increased awareness of Small Business Pulse• Enhance the small business integrated data research in partnership with the ABS• Research the extent of 'unseen' entrepreneurship, formation and growth trajectory and contribution to the economy• Further develop data portal with additional scheduled releases	<ul style="list-style-type: none">• Refine sponsorship and conference/exhibition participation selection process including peer partnering• Implement better practice 'how to' webinar series around the 'business of running the business' involving peer agencies• Explore methods to significantly increase channel audiences and ASBFEO awareness• Expand 'earned media' avenues to raise sector profile, shape thinking and lead opinions• Increase utilisation of the ASBFEO website and channels to support small business owner awareness of support resources	<ul style="list-style-type: none">• Support ASBFEO (O'Connell) Review and implement agreed recommendations• Adjust resourcing, structure and staffing profile to reflect approved Budget• Regularise arrangements, user expectations and utilisation reporting for The Hub• Refine performance reporting• Optimise opportunities for staff career progression as an 'employer of choice'