

SFA Director's Report 2017



The Voice of Small Business

SFA Annual General Meeting 2017

Date: 29/11/2017
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Strategic Objectives

1. To be the first choice membership organisation for small business
2. To be a credible and trusted adviser to members
3. To provide thought leadership at government policy level
4. To be the hub for sharing, collaboration and networking for small business
5. To be the centre of excellence for learning and innovation amongst small businesses
6. To promote recognition of achievement, excellence and innovation in small business

Business-focused advice and insights

- + 53,247 enquiries from members – via email, phone, website
- + 79% employment law/HR management
- + SFA Employment Law Conferences: Dublin and Limerick
- + 732 direct consultations with members
- + Webinars and publications

Connecting members in a thriving community



- + Better Business: Winner of Customer Magazine of the Year (Irish Magazine Awards)
- + The Tuesday Edition: Weekly e-zine with news, info, advice
- + www.sfa.ie : Over 3,000,000 hits
- + Twitter @SFA_Irl: Over 7,300 followers
- + LinkedIn company page: Over 2,200 members
- + Facebook page: Growing engagement since launch in 2016
- + Over 60 events: Workshops, focus groups, B2B events, Christmas drinks
- + Business Bytes monthly seminars: Dublin and Galway
- + Training: 'Unlock your potential' suite of training programmes

SFA events



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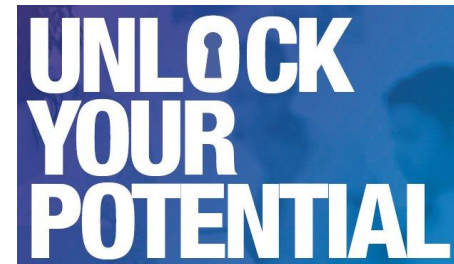
ANNUAL LUNCH 2017



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Webinars



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Voicing Small Firm Priorities to Government

Your input

- + Member surveys: business sentiment, cost of doing business, Brexit, conditions of employment, pay trends, exporting
- + 732 direct consultations with members
- + National Executive Council: meets 6 times per year
- + Affiliates Group: meets twice per year



Voicing small firm priorities in the media

- + 30 press releases issued
- + 596 TV/radio interviews and media mentions (national, local, online)
- + Special supplements in the Sunday Business Post and the Irish Independent



Voicing Small Firm Priorities to Government

- Meetings with Ministers, opposition party spokespeople, Data Protection Commissioner, senior department officials, TDs and Senators
- National Economic Dialogue, All-Island Civic Dialogue on Brexit
- 'Backbencher' newsletter sent to all Ministers, TDs, Senators and MEPs
- Presentations to Oireachtas Committees
- SFA represented on over 30 committees, working groups and focus groups
- 12 written submissions to government. Topics included: Budget 2018, Action Plan for Jobs 2018, National Minimum Wage, SME Test for new legislation, costs of doing business, Brexit, National Planning Framework, employment law, social welfare
- Meetings with Michel Barnier, EU Chief Negotiator on Brexit; European Commission; MEPs
- Participated in the SME Assembly in Tallinn, Estonia during EU SME Week
- Member of Business Europe

Your SFA Executive Team



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SFA Executive Team



Sven Spollen-Behrens
Director



Linda Barry
Assistant Director



Gillian O'Keefe
Executive



Helen Quinn
Executive



Vivienne McCarthy
Assistant

Thank you!



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