

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business



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## SOFTWARE BOOST FOR VICTORIA'S SMALL BUSINESSES

Local hospitality tech startup Mr Yum has won a place alongside global software giants Square and Shopify in an Andrews Labor Government program that will give Victorian businesses emerging from the pandemic a major digital boost.

Collingwood-based Mr Yum provides digital menus and ordering for restaurants, cafes and bars and its services will now be available to fellow Victorian businesses as part of unique rebate program launched today.

The *Small Business Digital Adaptation Program* will help eligible sole traders and micro and small businesses in all sectors to build digital capability and support their day-to-day business operations.

Businesses can trial selected digital products including website, e-commerce, finance and business management products and will be able to sign up for one of the available products with a rebate of up to \$1,200 available for 12 months' access.

Software applications offered by Mr Yum, Square, Shopify, Squarespace, MYOB and XERO are part of the program.

Mr Yum has experienced significant growth as more businesses adapt to online and contactless practices – the company, established in 2018, now has more than a million users a month and 1,000 participating hospitality venues on its books.

Hospitality venues Welcome to Thornbury in Northcote and The National Hotel in Richmond have both been using Mr Yum as they reopen following the easing of restrictions, making their premises safer for customers and staff.

Software providers will give businesses access to product-specific support and training during the trial period and once the product is purchased under the rebate program. Businesses will also be able to participate in free digital workshops offered through Small Business Victoria and in face-to-face workshops once it is safe to do so.

The *Small Business Digital Adaptation Program* is part of the Labor Government's commitment to help businesses build their digital capability which will be essential as we continue to move towards COVID Normal.

For more information on the Small Business Digital Adaptation Program, visit [business.vic.gov.au](https://business.vic.gov.au).

### Quotes attributable to Minister for Small Business Jaala Pulford

*"We're giving businesses the chance to get a tech edge they might not otherwise have had, which will help operators adapt, recover and grow."*

*"It's fantastic that Mr Yum is on board to provide its digital products to hospitality businesses adapting to new ways of doing business."*

### Quote attributable to Mr Yum co-founder and CEO Kim Teo

*"It's so exciting to be part of this program, helping hospitality venues across Victoria adapt the latest digital menu, ordering and payment technology, to make them safer and boost their bottom line."*

**Media contact:** Tom Whitty 0488 084 717 | [tom.whitty@minstaff.vic.gov.au](mailto:tom.whitty@minstaff.vic.gov.au)