

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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TRADIES PICK UP THE TECH TOOLS TO BUILD LOCAL BUSINESSES

A Melbourne-based app made by and for tradies to help manage their businesses is one of eight new providers to join the Andrews Labor Government's *Small Business Digital Adaptation Program*.

Trade Trak provides a cloud-based comprehensive tool for trades and services to manage onsite safety, job scheduling, quoting, invoicing and contractor management.

Burdens Plumbing Supplies has teamed with Trade Trak to allow small business customers to use the platform, giving them access to all its functionality live in the field.

Launched in November 2020, the *Small Business Digital Adaptation Program* helps eligible self-employed Victorians and micro and small businesses to build crucial digital capability to support their day-to-day operations by allowing them to access a free trial of selected digital products.

Participating businesses can then purchase approved products and apply for a rebate of \$1,200 to access it for 12 months, and participate in free training and workshops offered through Small Business Victoria.

The other new digital products available for local businesses to trial are provided by the Australian Good Food Guide, QuickBooks Online, Lawpath, Ecwid Inc, Reckon Limited, ServiceM8 and the Victorian Automobile Chamber of Commerce, supplying services ranging from accounting and job management to legal services and restaurant reservations and ordering.

These providers join software organisations Mr Yum, MYOB, XERO, Squarespace, Square and Shopify in the program, which has now seen more than 6,250 Victorian businesses sign up for free trials.

The *Small Business Digital Adaptation Program* is a key part of the Government's commitment to help businesses build their digital capability, which will be essential as Victoria continues to adapt to a COVIDNormal environment.

For more information on the *Small Business Digital Adaptation Program*, visit business.vic.gov.au/sbdap.

Quotes attributable to Minister for Small Business Jaala Pulford

"Digital capability is vital for many businesses and we know that not every operator can afford those initial outlays that might produce a significant return."

"I urge businesses to investigate if there is a product that can help them to do things better and reach more people."

Quote attributable to Member for Mount Waverley Matt Fregon

"Businesses that digitally adapt can greatly improve efficiency for owners and employees – the Small Business Digital Adaptation Program means that people can spend more time with their family."

Quote attributable to Trade Trak director Mark Mullinder

"We're thrilled to be participating in the Small Business Digital Adaptation Program, providing businesses with the opportunity to mitigate risks, streamline their operations and manage jobs with ease from start to finish."

Quote attributable to Burdens Plumbing Supplies director David Mills

"Burdens is very happy to be able to offer Trade Trak to our customers, which gives them the opportunity to strengthen and streamline their businesses. Strong trade businesses form the backbone of our great industry."

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