

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



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## DIGITAL CHARGE: SOFTWARE BOOST FOR SMALL BUSINESSES

Thousands of small businesses around Victoria will have the chance to improve their online presence and arm themselves with more digital skills, with the *Small Business Digital Adaptation Program* reopening for applications.

The program provides \$1,200 rebates so small businesses can access a range of digital business tools to make improvements to things like websites, online marketing tools, cash flow services, jobs and project management and stocktake systems.

The program has been extended to offer additional support to Victorian businesses during the current lockdown and beyond. As part of the program, software providers will give businesses access to product-specific support and training during the trial period.

Once the trial period has finished, businesses can then use one or more of the digital products listed as part of the program and apply for a rebate of up to \$1,200, while continuing to receive product support and advice.

Software applications offered by Mr Yum, Square, Shopify, MYOB, XERO and Squarespace are some of the resources on offer as part of the program. Businesses will also be able to participate in free digital workshops offered through Small Business Victoria.

The first round of the program was launched in November 2020 and more than 8,000 successful applications were received.

Phoebe and Tim Simpson adopted Shopify for Hosea Store in Mornington with support from the *Small Business Digital Adaptation Program*. Shopify is helping the furniture and homewares business reach its target market and build a strong community.

Marky Gong has used the program to purchase and maintain a subscription to Xero for her Hawthorn cafe Alley Hens, providing important assistance with accounting, payroll and superannuation.

Applications for the second round of the *Small Business Digital Adaptation Program* will close on 5 December 2021. For more information, visit [business.vic.gov.au](https://business.vic.gov.au).

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

*"Gaining a tech edge and learning new digital skills can be a game-changer for small businesses, and that's exactly what this program provides."*

*"We're supporting investments in digital capability that might not otherwise be made, given the many other demands on cashflow in these extremely challenging times."*

### Quote attributable to Hosea Store co-owner Phoebe Simpson

*"It's a great space to get help, especially for someone learning to run a business. For people without that background experience, access to these tools is amazing."*

*"It was a really nice surprise to find that the support was there when and if we needed it."*

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