

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing

Acting Minister for Employment
Acting Minister for Innovation, Medical
Research and the Digital Economy
Acting Minister for Small Business
Acting Minister for Resources



Friday, 22 April 2022

SUPPORTING SMALL BUSINESSES TO TAP INTO TECH

The Andrews Labor Government is backing small and family businesses to upgrade their digital systems to attract more customers and improve efficiency.

Acting Minister for Small Business Martin Pakula today confirmed \$5 million in rebates is available in the latest round of the successful *Small Business Digital Adaptation Program*.

The program has so far supported more than 10,000 Victorian businesses to build their digital presence, streamline services and reach new customers.

Small businesses can apply for \$1,200 rebates to access a range of digital tools to make improvements to websites, online marketing, project management and stocktake systems and cash flow services.

Great Coffee Moments café in Port Fairy has gone from strength to strength since embarking on its digital transition in 2021, with support from the program.

Having operated for seven years without an online presence, Great Coffee Moments now has a website, integrated booking system, online store and active social media accounts.

This online adaptation means customers can now buy coffee beans online throughout the year and positive reviews have also driven strong growth and an expansion of their catering business.

Popular software applications available as part of the program include Mr Yum, Square, Shopify, Squarespace, MYOB and XERO.

Once business owners have implemented the new technology, further assistance is also available through the program to support a successful digital transition in addition to free digital workshops through Business Victoria.

The new round of the Small Business Digital Adaptation Program closes on 18 July 2022.

More information including eligibility requirements for the *Small Business Digital Adaptation Program* visit business.vic.gov.au.

Quotes attributable to Acting Minister for Small Business Martin Pakula

"This program offers small businesses advice and support to upgrade their digital systems to improve efficiency and attract more customers."

"We're backing small businesses across the state through programs like this because we know the critical role they play in creating jobs for Victorians."

Quotes attributable to Great Coffee Moments café owner Sam Love

"I have been pushed out of my comfort zone to learn new technologies and am slowly developing competence and confidence in the digital commerce space."

"Overall we are very proud of the product we have created and would not have been able to achieve this without the assistance of the digital adaptation program."

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