



Supporting small businesses to go digital

The Government is continuing to invest in encouraging and supporting small businesses to adopt digital technology. As part of the JobMaker Digital Business Plan, over \$19.2 million in additional funding has been provided to support the expansion of the Australian Small Business Advisory Services – Digital Solutions (ASBAS Digital Solutions) program. Another \$5.4 million will support an industry-led Digital Skills Finder platform for people to learn world-leading software and digital tools, a Digital Readiness Assessment Tool and Digital Directors Training package.

Australian Small Business Advisory Services – Digital Solutions program

The ASBAS Digital Solutions program provides small businesses with high quality, low-cost, expert digital advice on technology in the areas of websites and selling online, social media and digital marketing, small business software, and online privacy and data security.

ASBAS-DS services are available across all metropolitan and regional areas with support provided through online webinars, group workshops and one-to-one consultations by qualified business advisers with at least two years experience.

Due to the impact of the COVID-19 pandemic, ASBAS Digital Solutions has broadened its service offering to include general business advice on business crisis management and continuity planning, financial management and boosting cash flow, staff management and creating a safe work environment, retaining and staying connected to customers, resilience and wellbeing, and COVID-19 stimulus packages for small business.

How can small businesses access ASBAS and what will it cost?

ASBAS Digital Solutions services are available now, and we are adding capacity to service an extra 10,000 more businesses from November 2020. Through this expansion, more businesses will be able to take advantage of emerging opportunities in the digital economy, helping small businesses remain viable, grow and contribute to Australia's future economic success.

New businesses accessing ASBAS Digital Solutions services will be offered an initial review of their needs and then provided with access to appropriate services. This could include webinars, workshops and one to one mentoring. Through these services, businesses will:

- be informed about how digital technology can help their business;
- complete a detailed digital assessment leading to a digital plan;
- receive ongoing support from their ASBAS Digital Solutions provider.

The first interaction with the new ASBAS Digital Solutions service will be provided free of charge. Small business operators who continue with the program can access a range of services for less than \$60.

Who is eligible for the ASBAS Digital Solutions program?

Australian small businesses with fewer than 20 full-time (or equivalent) employees, as well as sole traders, can access ASBAS Digital Solutions services in all metropolitan and regional areas.

More information about the ASBAS Digital Solutions program and finding your local provider is available at www.business.gov.au/asbas

Digital Skills Finder platform

The industry-led Digital Skills Finder platform brings together free and paid private sector digital skills training for individuals, in an easy-to-use portal. The Government is investing in this initiative to expand the platform, recruit more Australian training partners, and quality assure its offerings for small and medium enterprises.

The course offerings include skills development in areas such as cloud technologies, digital engagement technologies, website design and social media. The platform provides access to training offerings from global leading technology companies such as: Adobe, Atlassian, Amazon Web Services, Google, IBM, LinkedIn, Microsoft, Canva and Salesforce.

Digital Readiness Assessment Tool

The Digital Readiness Assessment Tool will help businesses self-assess their digital maturity, and provide them with tailored information about programs and resources available to help them adopt digital technology and be more competitive.

The Digital Readiness Assessment Tool will be hosted on business.gov.au, and on navii.com.au, the website created by the Empowering Business to Go Digital program based on the recommendation of the Small Business Digital Taskforce.

Digital Directors Training

The Department of Industry, Science, Energy and Resources will work with the Australian Institute of Company Directors to develop the Digital Directors Training package to ensure Australian boardrooms have the understanding and capability needed to better leverage key technological developments facing their organisations and sectors.

The training will help our business leaders and boards drive the digital transformation and competitiveness of our economy, and will be available to industry associations such as the Council of Small Business Organisations Australia, Business Council of Australia and the Australian Chamber of Commerce and Industry to promote with their members.