

Program Guidelines

Small Business Digital Adaptation

4 April 2022

Program summary

The *Small Business Digital Adaptation Program* helps Victorian sole traders, micro and small businesses adapt to a digital operating environment. The current \$5 million round was announced on 21 February 2022 and builds on the \$20 million program announced in September 2020.

The program is open to Victorian businesses from all industry sectors and places are limited. Through the Business Victoria website, businesses can trial selected digital products on offer. Available digital products include online website, e-commerce, finance and business management tools.

Businesses can also attend free online digital adaptation workshops offered by Business Victoria and its program partners.

Businesses must purchase a digital product available under this program before applying for a rebate. Businesses will be asked to provide evidence of purchase dated between 4 April 2022 and 18 July 2022 as part of the application process.

Applicants will be contacted via email six weeks after advice of a successful rebate application to ensure their business has established product use and begun its digital adaptation journey. This is a mandatory step to claim the rebate.

Applicants who confirm continued use will receive a purchase rebate of \$1200 to cover 12 months' access to their chosen product. Businesses will pay the ongoing costs of access to their digital product after fully utilising the rebate.

How the program works

Businesses that participate in this program will progress through three key steps:

- Step 1 – Complete product trials and optional workshops through one of the 14 approved suppliers
- Step 2 – Sign up for their preferred digital product available under this program
- Step 3 – Apply for a purchase rebate of \$1200¹ to cover 12 months' free access.

¹ Purchase rebate is equivalent to at least 12 months' access to a mid-range digital product available under this program. Access costs for foreign currency and sales percentage products will vary depending on exchange rates and use.

1 Step 1 – Complete product trials and optional workshops through one of the 14 approved suppliers

- 1.1 Businesses can visit the program website to trial digital products available through the program including online website, e-commerce, finance and business management tools.
- 1.2 Businesses can trial products free for up to one month, depending on the trial offered by each supplier, up until 19 June 2022.
- 1.3 Businesses can participate in free online digital adaptation workshops and training as shown on the program website. Businesses will need to register for workshops of their choice.
- 1.4 Product specific support and training will be provided by participating digital product suppliers.

2 Step 2 – Sign up for their preferred digital product available under this program

- 2.1 Businesses should use the online ABN Checker before making a purchase to ensure their ABN (Australian Business Number) is valid for this program.
- 2.2 Businesses must purchase a digital product available under this program before applying for a purchase rebate.
- 2.3 Businesses must complete their product purchase between 4 April 2022 and 18 July 2022.

3 Step 3 – Apply for a purchase rebate of \$1200 to cover 12 months' free access

- 3.1 Businesses must complete an online application for a purchase rebate of \$1200 to cover 12 months' access to an available digital product.
- 3.2 Evidence of an available product purchase dated between 4 April 2022 and 18 July 2022 will be required at the time of application for a rebate. Evidence must reflect the applicant's business name associated with the ABN.
- 3.3 All application form questions must be completed to ensure timely assessment.
- 3.4 Businesses will be notified of the outcome of their rebate application by email.
- 3.5 Businesses will be contacted via email six weeks after advice of a successful rebate application to verify they have begun to adapt their business to a digital operating environment and established product use.
- 3.6 The Victorian Government will pay the business within 20 working days of receiving its confirmation of continued product use.

- 3.7 Businesses will pay the ongoing costs of access to their digital product after fully utilising the rebate.
- 3.8 Rebate applications will reopen from 4 April 2022 to 18 July 2022, or until funds are exhausted.

4 Eligibility criteria

- 4.1 The Small Business Digital Adaptation Program is designed for sole trader, micro and small businesses. To be eligible for the program an applicant must:
 - a) have operated a business located in Victoria since 28 March 2021 or before
 - b) have continuously held an ABN since 28 March 2021 or before.
- 4.2 Applicants must meet the eligibility criteria and attest that they are currently operating and intend to adapt their business to a digital operating environment.
- 4.3 To qualify for a purchase rebate the business must purchase a digital product available under the program and be the licence or subscription holder.
- 4.4 Evidence of product purchase must be dated between 4 April 2022 and 18 July 2022.
- 4.5 An eligible business, as defined by its ABN, can only receive one purchase rebate of \$1200 during all program operating dates since 15 November 2020.

5 Eligible activities

- 5.1 Program support under the Small Business Digital Adaptation Program will assist businesses adapt to a digital operating environment by trialling and adopting digital tools. The digital suppliers participating in this program are listed on the Business Victoria website.
- 5.2 Products chosen by eligible businesses must include:
 - a) a new product that is not currently used by the business, or
 - b) upgrading an existing product with additional product features that provide specific digital adaptation capability (example: upgrading an existing website to an e-commerce site), or
 - c) a product available under the program that has been used by the business before (more than one year ago) that it would like to resume using.

Hardware associated with products from any of the approved vendors (or approved product on-seller) is eligible, providing a business purchases the relevant digital licence or subscription.

- 5.3 The Small Business Digital Adaptation Program will not cover the cost of:
 - a) renewals of existing product or software licences, or
 - b) minor updates to existing products (example: software version update), or

- c) products that are not available under the program
- d) products purchased through a third party and are not licenced to the applicant for its own use.

5.4 Businesses can participate in free training and workshops shown in the training calendar published to the program website.

6 Businesses that have existing products and software purchased outside of this program are also able to attend workshops promoted via the Business Victoria website.

7 Who can make an application and claim?

7.1 The business owner or an authorised person for that business can apply for a rebate on behalf of the business.

7.2 To confirm the identity of the applicant, one of the following current proof of identity documents must be provided:

- a driver license or learner permit issued in any Australian jurisdiction; or
- an Australian Passport; or
- a Medicare Card; or
- a foreign passport for those issued with an Australian Visa.

8 Assessment process

8.1 Proof of product purchase and other business information provided by applicants will be subject to validation with other government agencies (example: Australian Business Register).

8.2 Businesses that have received assistance through the Business Support Fund, Sole Trader Support Fund, Business Costs Assistance Package, payroll tax rebate/waiver, or other COVID-19 programs (including hospitality programs) can also apply for support under this program.

8.3 Any of the following circumstances may be considered when approving applications:

- a) any adverse findings by a government agency regarding the business
- b) a business is placed under external administration
- c) there is a petition to wind up or deregister a company or business
- d) the business is or becomes deregistered or unregistered (including cancellation or lapse in registration).

9 Compliance with laws and regulations

9.1 Businesses participating in the program must comply with all Commonwealth and State financial regulations, privacy laws and consumer laws and regulations.

- 9.2 Applicants agree that relevant information, including name and contact details, may be shared with the training providers they select for the purpose of participating in this program.

10 Program duration and key dates

- 10.1 The Small Business Digital Adaptation Program will reopen from 4 April 2022 to 18 July 2022, or until funds are exhausted.
- 10.2 Digital product trials will be open until 19 June 2022.
- 10.3 Workshops and training will be delivered by Business Victoria, its partners and suppliers to the program from 4 April 2022 to 18 July 2022.
- 10.4 Applications for purchase rebates of \$1200 to cover 12 months' access to available digital products will reopen from 4 April 2022 to 11:59pm on 18 July 2022, or until funds are exhausted.
- 10.5 Further information may be found at business.vic.gov.au, through the Business Victoria Hotline at 13 22 15.

11 Post project evaluation

- 11.1 All rebate recipients agree to comply with the Department of Jobs, Precincts and Regions' performance monitoring and evaluation regime including participating in evaluation surveys.
- 11.2 Evaluation surveys to assess the effectiveness/impact of the program will be required at six and 12 months following successful application approval. This is a non-negotiable requirement for all program participants. Non-compliance could impact future applications to Department of Jobs, Precincts and Regions' programs. Program outcomes and participant experience may be used in program evaluation reviews and departmental marketing material.

12 Compliance and audit

- 12.1 Businesses will be ineligible for the program if any information in their application is found to be false or misleading.
- 12.2 If any information in the application is found to be false or misleading, or funds are not applied for the purposes of the business in accordance with the terms of funding as set out in these guidelines and the application, the rebate will be repayable on demand.

13 Privacy Statement

- 13.1 Information provided for this program will be used by the Department for the purposes of assessment of eligibility, program administration and program review. In

registering for a rebate, the applicant applying on behalf of the entity consents to the sharing of information as outlined in Section 8 above.

- 13.2 If there is an intention to include personal information about a third party in the application, the applicant applying must ensure the third party is aware of and consents to the contents of this privacy statement.
- 13.3 Any personal information about the applicant applying or a third party will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic) and other applicable laws. Enquiries about the privacy of personal information and the Department's privacy policy can be emailed to the Department's Privacy Unit at: privacy@ecodev.vic.gov.au.

14 Other information about this program

- 14.1 The Department of Jobs, Precincts and Regions reserves the right to amend these guidelines and application terms at any time.
- 14.2 The Department of Jobs, Precincts and Regions will endeavour to notify all businesses of the outcome of their application within 20 business days.
- 14.3 Rebate recipients agree that de-identified statistical information will be shared by digital product suppliers to enable the Department of Jobs, Precincts and Regions to measure program success.