

Building digital confidence for business prosperity

The Digital Inclusion for SME project (ClickRegion) will further establish and expand a dedicated online portal with customised digital training for solo to medium enterprises (SMEs). It will:

Be easy-to-use and customised to the unique needs of regional businesses (particularly the 78% with less than five employees).

Be coupled with face to face, place-based support and mentoring.

Have feedback processes to ensure the content remains current as digital needs expand.

Include a membership subscription to ensure it is self-sustaining beyond the establishment funding.

ABOUT THE PROJECT

The Digital Inclusion for SMEs project (ClickRegion) will provide businesses with support on the digital issues they identify, when they need it, delivered in bite size clips of 5–10 minutes.

This project is built on evidence from two projects funded by the Victorian Government's Regional Digital Fund:

- Measuring Digital Inclusion of North East Victorian SMEs – ADII & Startup Shakeup (2022)
- Online Digital Learning Hubs for SMEs (funded via Benalla Rural City RDF project: Buy From NE Vic).

The research work included conversations with over 1,700 SMEs and provided a detailed understanding of the attitudinal barriers, lack of confidence and skills, the concerns of solo to medium businesses and the risks these present to their business and the Ovens Murray region.

The ADII NE study (with 401 responses) details the nature of digital inclusion across different industry types, sizes and local government areas in the region.

WHAT IT WILL ACHIEVE

Closing the digital divide is key to social and economic development and is a priority of the Victorian Government (Digital Strategy 2021–2026) and the Ovens Murray Regional Partnership.

The project will:

- increase turnover by 5% p.a.;
- generate \$12.9 million over two years;
- create 136 new jobs; and
- create \$25.15 million indirect benefit.

This project fills an evidenced gap and demand for a regionally based, trusted resource for all solo to medium businesses to access digital training and support when they need it and how they need it.

Through digital inclusion and optimisation the project will support businesses to compete effectively online, making the most of consumer trends, whilst building economic resilience and prosperity for the business community and the Ovens and Murray region.

GOVERNMENT ASK

\$350,000 investment over two years, which includes program facilitator, marketing, website app development, program management and administration.

PROJECT OWNER

Startup Shakeup

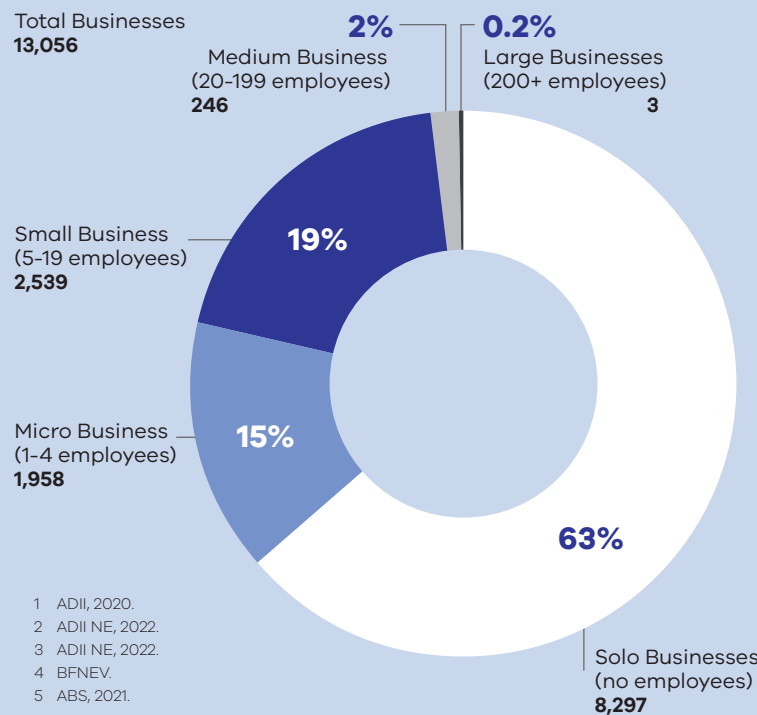
SOME KEY FACTS



Limited digital literacy and confidence of solo to medium business operators is impacting the region's ability to realise its potential economic resilience and success.

The Ovens Murray has:

- One of the **lowest levels of digital inclusion** in Victoria.¹
- The SME workforce have an overall Digital Inclusion Index score of 63.9 – **9.9 points lower** than metropolitan Melbourne.²
- The **lowest digital ability in the SME workforce** is found in businesses with small to moderate income (<\$75,000 or \$150,000 – \$1m) and small staff size (2 – 4 staff), both of which affect their ability to expand.³
- Only **10% of SMEs in the region** identify as being digitally skilled.⁴
- **78% of businesses employing less than 5 staff.**⁵



FURTHER INFORMATION / LINKS

Available on request:

- Measuring Digital Inclusion in North East Victorian SMEs – ADII & Startup Shakeup (Feb 2022).
- Buy From North East Vic Project Report – Benalla Rural City (June 2020).

OMRP CONTACT

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