



# Australian Small Business Advisory Services (ASBAS) Digital Solutions



Give your  
business  
a digital  
advantage

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CEO, Regional Development Australia (RDA) Brisbane



Regional  
Development  
*Australia*  
BRISBANE

# What does ASBAS Digital Solutions provide?

Small businesses around Australia have access to individual support to grow their digital capabilities through the **Australian Small Business Advisory Services (ASBAS) Digital Solutions** program.

This Aust Govt program delivers highly subsidised, high quality, digital advisory services to small businesses across four priority digital capabilities:

- **Websites and selling online**
- **Social media and digital marketing**
- **Using small business software**
- **Online security and data privacy**



**Australian  
Small Business  
Advisory Services**  
*DIGITAL SOLUTIONS*  
AN AUSTRALIAN GOVERNMENT INITIATIVE

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# What digital areas can I get help with?

Program Priorities  
*unpacked*

## Websites and selling online

- Choosing an appropriate online presence
- Creating and managing a website
- Assessing opportunities for online sales
- finding the right expertise

## Social media and digital marketing

- Choosing an appropriate social media presence
- Creating a social media account and content
- Developing digital marketing strategies for social media and web-based advertising
- finding the right expertise

## Using small business software

- Choosing the right software for managing sales, accounts and payroll, and customer relationships
- Maximising the benefits of management software
- Finding the right expertise

## Online security and data privacy

- Assessing and managing cyber security threats
- Meeting customer data privacy obligations
- Protecting customer data
- Finding the right expertise



## Who can benefit?

Small businesses with up to 19 full-time (or equivalent) employees as well as sole traders, family businesses and startups with an ABN can access ASBAS Digital Solutions services, at a highly subsidised rate, across all metropolitan and regional areas of Australia.

# How can I access these Digital Solutions for my business?



THE PROGRAM IS PRESENTED BY A TEAM OF EXPERIENCED AND QUALIFIED DIGITAL ADVISORS ACROSS QUEENSLAND WHO CAN PROVIDE YOU WITH ADVISORY SERVICES VIA **ONE-ON-ONE CONSULTATIONS OR “VIRTUAL” WORKSHOPS (WEBINARS)** – DELIVERED ANYWHERE ON-LINE.



THE SERVICES INCLUDE AN ASSESSMENT OF YOUR BUSINESS’S NEEDS, A TAILORED DIGITAL ENGAGEMENT PLAN, AND ADVISORY SUPPORT IN RELATION TO ONE OR MORE OF THE 4 PRIORITY DIGITAL CAPABILITIES.

- [https://www.employment.gov.au/videos/chozen-one?fbclid=IwAR0lZeFikUV27\\_IgNllozn00BzmknVwOcexeS2jSeZLq1\\_cZeyg665ZpHmLg](https://www.employment.gov.au/videos/chozen-one?fbclid=IwAR0lZeFikUV27_IgNllozn00BzmknVwOcexeS2jSeZLq1_cZeyg665ZpHmLg)

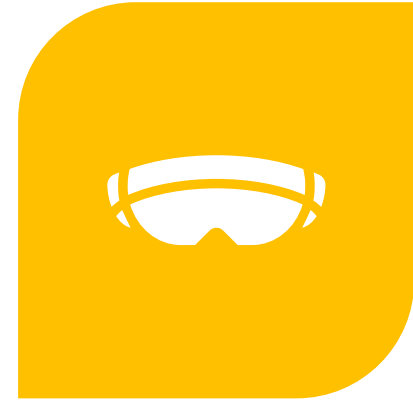
# What do the services \*cost?



ONE ON ONE  
CONSULTATIONS: FIRST  
SESSION \$44, 2<sup>ND</sup> AND  
SUBSEQUENT SESSIONS  
\$66



FACE TO FACE  
WORKSHOPS: \$33



VIRTUAL WORKSHOPS  
(OR WEBINARS): \$16.50

\*Plus booking fee



# New ASBAS Digital promotion coming in November



**\$2 Virtual  
Workshops in  
November**

Are you ready to get digital?

This November, we will be delivering industry experts to your living room or office for just \$2 in our virtual workshop series.

Learn skills like how to utilise social media effectively, improve your website or enhance your cyber security with Australia's leading digital experts.

# How to get involved with ASBAS Digital Solutions


Visit our website [asbas.rdabrisbane.org.au](https://asbas.rdabrisbane.org.au)

Join our Facebook page <https://www.facebook.com/ASBASDigitalQld/>



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