

Small Business Digital Champions

Industry Associations Project Guidelines

May 2019

Project Overview

Starting in late March, 100 Australian small businesses have been selected to receive a digital transformation for their business valued at up to \$20,000. Deloitte has been engaged as the Digital Transformation Provider (the Provider) to manage the project, including the 100 small businesses and their digital transformation. The Provider will undertake an initial digital needs assessment of the small business to collect key business information and identify the specific digital requirements of each small business. The Provider, in consultation with the small business, will determine which products or services will match their needs – up to the value of \$20,000. This includes up to \$1,500 of in-kind support provided by Corporate Partners in the form of hardware, software, online content development, or digital training.

**Digital
Transformation
Provider (DTP)**

Manages the project,
Matched small businesses to suitable products and services.

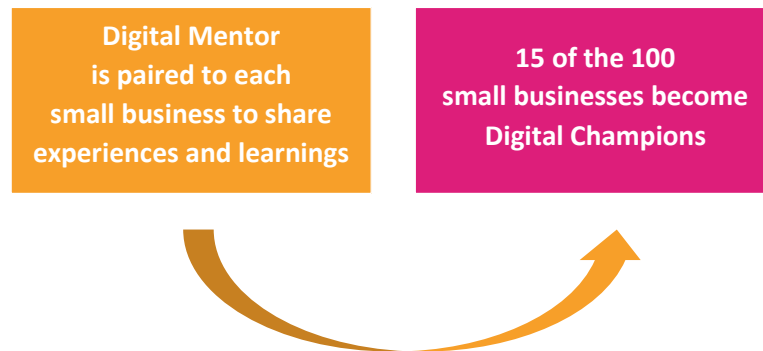


100 small businesses receive up to \$20,000



**15 of the 100
small businesses become
Digital Champions**

Fifteen of the 100 businesses have been selected to become [Digital Champions](#), each paired with a [Digital Mentor](#). The mentors have been selected based off their leadership and success in business or the demonstrated digital innovation represented within their organisations. Each Digital Mentor has leveraged technology to build their own success, and this knowledge along with their experiences and learnings will be shared with the Digital Champions.



As part of the Small Business Digital Champions Project, 15 [Industry Associations](#) will receive \$100,000 over a two-year period to establish a digital advice role within their organisation. Their role will be to provide sector-specific advice on how small business members can go digital and to showcase the interactive case studies of the Digital Champions and Mentors.



Small businesses across the country will be able to follow the 12-month journeys of the Digital Champions. The online, interactive case studies will provide the small business community with real-life insights into the practicalities and the business benefits of adopting digital technology.

Digital Champions

Produce online interactive case studies



**Australian small businesses view online content,
are inspired and instructed on digital transformation**

The power of digital transformation

Small businesses create the majority of our jobs and they drive the prosperity for future generations. In 2018, small businesses contributed \$393 billion to the Australian economy and that figure is growing.

Data from the Australian Bureau of Statistics shows that only 50 per cent of Australian businesses have a web presence, with even less using software for accounting and invoicing. But research demonstrates that when small businesses are digitally engaged, they are 50 per cent more likely to be growing revenue, eight times more likely to be creating jobs, seven times more likely to be exporting, and 14 times more likely to be innovating new products or services.

Digital technology is a powerful driving force, revolutionising business, lowering costs and extending reach. It can also help businesses deliver products and services faster, respond to changing consumer demands, and welcome new customers locally and internationally who want to buy online. For some businesses, however, grappling with new technology brings challenges, particularly for small business who are already time poor and stressed.

The Small Business Digital Champions Project will help small businesses to be more effective, competitive and ultimately, more profitable. Your role as an Industry Association is to use your resources and experience to guide small businesses through their digital transformation journey by providing sector specific advice. As an Industry Association, you hold an important position as the central hub for many individual businesses within your sector. This position will allow you to assist and provide practical, industry specific advice that will highlight the impacts going digital will have in helping small businesses reach their full potential.

The Industry Association Role

You have been selected as an Industry Association for the Small Business Digital Champions Project. Your role is to provide sector-specific advice and construct digital content on how your small business members can digitise their business practices. Over the two years, you are required to undertake, coordinate and deliver services which are tailored to your industry, and be up-to-date with digital and online best practice.

To provide consistent support to your small business members, services are to be delivered through a combination of channels and formats including face-to-face and remote/online delivery methods. These services are to be provided to your members at **no charge**.

Digital and online advice is required to be provided on the following topics:

- Technology trends and technology adoption
- Hardware
- Software
- Online content development
- Social media and digital marketing
- Websites
- Online security and data privacy
- Digital playbooks or digital best practice guides for the business sector
- Online digital planning
- Digital training
- Coaching and support for going online

As part of this service, you must promote the Small Business Digital Champions Project through your public channels from the date of the contract. This will include social media and project materials given to you by the Department.

As part of service delivery your organisation is also expected to prepare, construct and deliver website and online content that is about digital transformation throughout the term of your contract. This should focus on two key performance indicators:

1. Monthly outreach to all small business members
 - a. All of your small business members receive communication regarding digital advice (for example, via website updates, emails or social media platforms) once per month during the 24 months from the execution date of the contract.
2. The level of interactive services to small businesses.
 - a. A minimum of 200 of your small business members receive one-on-one interactive services (via face to face meetings/direct email/phone/live webchat/webinar/face to face workshops) during each six month period from the execution date of the contract.

In order to successfully meet these two performance indicators please keep in mind the following areas of project development:

- The number of face to face services your organisation provides throughout the reporting period. Face to face services are inclusive of phone, direct email conversations to individual members, webchat, interactive webinars, one-on-one meetings, face to face meetings, workshops and other interactive servicing.
- The topic areas of services provided and the evaluation of areas of digital need within your industry sector.
- The geographical location of members and/or locational access of services.
- The communication avenues, which your organisation has utilised to disseminate information, and the avenues which your members utilise to access project information.
- Your progress in delivering services for this project and any case studies you have developed from your own membership base throughout the project.

Reporting

During the two year period there will be five milestones. The milestones will require your organisation to construct a report on the progress and delivery of project content. Each report must include the following information:

- i. the results of your performance against the KPIs for the period of the report
- ii. the types of one-on-one services provided e.g. website updates, emails or social media platforms
- iii. how many of your members received one-on-one services
- iv. how many of your members obtained multiple services
- v. the total number of small businesses accessing services by State and Territory [only include jurisdictions applicable to your membership]
- vi. the topics of services provided
- vii. the number of times you have promoted the services to your small business members to ensure that they are aware of the services you are providing and the Small Business Digital Champions Project
- viii. the number of times you have promoted the Small Business Digital Champions Project publicly
- ix. the postcode of your members who received one-on-one services
- x. the number of communications regarding digital advice you have sent to at least 75% of your members
- xi. detailed information about how your small business members have benefited from receiving the services, and

- xii. examples of the benefits to your Small Business members of receiving the services.
Examples could include:
- A. improved business processes
 - B. expansion into new markets
 - C. attraction of additional customers, and
 - D. achievement of a better work/life balance while growing their business.

The first milestone is required at the three-month mark and will include an assessment of the digital needs of your organisation.

Milestone Timeframe

Services must be provided in accordance with the following table:

Milestone No.	Milestone Description	Date
1.	One-off initial three month report that includes an assessment of the digital needs of your industry (or industries).	Within 10 Business Days following three months from the date of the executed contract.
2.	Six month report on the delivery of services.	Within 10 Business Days following six months from the date of the executed contract.
3.	Six month report on the delivery of services.	Within 10 Business Days following 12 months from the date of the executed contract.
4.	Six month report on the delivery of services.	Within 10 Business Days following 18 months from the date of the executed contract.
5.	Final six month report on the delivery of the services.	Within 10 Business Days following 24 months from the date of the executed contract.

At each of these milestone points the Department will make contact with your representative to organise a meeting time to discuss the report content and next steps. If, for whatever reason, you are unable to meet the reporting deadline you must immediately make contact with the Department to discuss alternative arrangements for delivery. This is subject to the discretion of the Department.

Invoicing and payment

During the two-year period invoices are to be sent to the Project Team mailbox (SBassociations@jobs.gov.au) with the words “tax invoice” stated prominently. In order to process invoices efficiently the Department

requires the inclusion of your ABN, name, address, date of issue, contract title, contract number or purchase order number or date of execution, itemisation of fee details, total amount payable (inclusive of GST), and the GST amount shown separately.

From 1 July 2019, the Government has agreed to mandate a 20 calendar day payment time for non-corporate Commonwealth entities for contracts valued up to \$1 million. If this date falls outside of working business days, payment will be delivered on the next available business day. For more information on payment details and on the Department's position on recovering payments, please refer to your contract.

Contractual issues:

If for any reason you are unable to fulfil your role as an Industry Association, you are requested to advise the Project Team in writing as soon as possible. It is part of your contractual obligations to ensure your organisation and your personnel exercise skill, care and diligence and perform the services of this project to a high professional standard and in accordance with best practice, including any Commonwealth and Industry standards. If you breach any of your obligations, the Department has discretion to reduce the scope of the services or terminate the contract. For more information please refer to your contract.

The Mentor Role

Mentors have been selected based off their leadership and success in business or the demonstrated digital innovation represented within their organisations. Each Mentor has leveraged technology to build their own success, and this knowledge along with their experiences and learnings will be shared with the Digital Champions.

Mentors have been encouraged to seek advice from within their organisation, other Digital mentors and from relevant Industry Associations. It will be up to the selected Mentor to make contact with you if they are seeking content, advice or collaborative opportunities.

Digital Champions and Mentors will be filmed throughout the project and this will be used to form the basis of online content that will inspire and instruct other small businesses to undertake their own digital transformation. These interactive case studies will be provided to you, to distribute on your channels.

The Digital Champion Role

The 15 Digital Champions have been selected to represent the Australian small business community. The businesses vary in size, industry and digital maturity and will be filmed throughout the year.

You may identify opportunities for collaboration on the delivery of services between you and any of the 100 small businesses inclusive of the 15 Digital Champions participating in the Small Business Digital Champions Project. If so, you may liaise with the Digital Transformation Provider (**DTP**), who will be supporting the digital transformation of the 100 small businesses. This will allow opportunities for collaborative service delivery and cross-promotion between your members and the broader Small Business Digital Champions Project.

The Digital Transformation Provider (DTP) Role

The DTP, Deloitte, is contracted to support and lead the Digital Champions and all small businesses participating in the project. As part of this contract, all small businesses will receive a digital needs assessment to help them identify opportunities and inform their digital transformation plan.

The DTP will be your main contact point for engaging in any collaborative opportunities. To support responsive and holistic program delivery, you must promptly respond to any requests for information from the DTP regarding the services you are providing to your members. The Department will broker any request from the DTP to ensure that the requests are relevant to the services provided by your Industry.

Media and Public Statements

To market and promote the Small Business Digital Champions project the Department will provide you with social media products and content to use in the delivery of services to your members. Social media products can be accessed via the attachments. If you have any questions regarding promotion of content, please contact the Project or Media teams.

When speaking in a public forum where media could be present, Industry Associations and their representatives should consider themselves to be on the public record at all times and, potentially, quoted in the media.

When making statements to stakeholders about the Small Business Digital Champions project, industry associations should draw on the key messaging outlined below. Comments should be restricted to the Small Business Digital Champions project and the role of the industry associations – what it provides, how it operates etc.

Please ensure that any confidential and personal information of the industry association and Digital Transformation Provider and their personnel is kept confidential, including in accordance with the Australian Privacy Principles under the Privacy Act 1988 (Cth). Industry associations and the Digital Transformation Provider and any staff are similarly expected to keep your confidential and personal information confidential.

Any questions beyond those strictly relating to the operation and promotion of the Digital Champions project, for example, Government or Opposition policy regarding small business, or areas outside the specific Small Business portfolio, should either be directly declined or referred to the Department's Media Team (media@jobs.gov.au).

Questions of a political nature should be redirected to the relevant Minister's Office for a response. For example, you could say something along the lines of, "I'm here to talk about how businesses can transform themselves with digital solutions and those questions are outside of my role. Please refer further questions to the Minister/department media team."

Activities or events to promote the Small Business Digital Champions project are intended for the purposes of highlighting the project and the benefits of adopting digital technology.

Key messages

The Small Business Digital Champions project:

- The Small Business Digital Champions project is an Australian Government initiative.
- The Australian Government and industry associations want to make it easier for small businesses to engage with digital technology and unlock their potential, to help them be more effective, competitive and ultimately, more profitable.
- As part of the project, 100 small businesses have been selected to receive a digital transformation, with up to \$20,000 in digital support including products and services from the Corporate Partners.
- 15 of these small businesses have been selected to become Digital Champions, and paired with a high-profile Australian innovator or leader who will provide advice and guide them on their journey.
- These Digital Champions will have their journeys filmed and showcased as real-life stories to inspire and inform other small businesses across Australia.
- More information on the initiative, including the interactive case studies, can be found at digitalchampions.jobs.gov.au

Industry Association specific messaging:

- 15 small business industry associations have been selected to be part of the Small Business Digital Champions Project, and are being provided \$100,000 over two years to establish a digital advice role in their organisation.
- Each industry association will provide sector-specific advice on how members of their organisation can go digital in their own small business.
- We've been selected as one of the 15 industry associations, and we're excited to showcase to our members the interactive case studies of the Digital Champions and Mentors, and work with our members to achieve similar outcomes.
- For more information visit digitalchampions.jobs.gov.au

Benefits of digital transformation

- Around 99 per cent of all businesses are small, contributing \$393 billion annually to our economy. They employ around 5.7 million people which is about half of the Australian private sector workforce.
- Small business owners are time poor and often need a bit of extra help to embrace technology and reap the benefits.
- Deloitte's Access Economics Connected Small Businesses 2017 Report found when small businesses are digitally engaged, they are 50 per cent more likely to be growing revenue, eight times more likely to be creating jobs, seven times more likely to be exporting, and 14 times more likely to be innovating new products and services.
- ABS data shows that only 50 per cent of Australian businesses have a web presence, with even less of them using business processing software for accounting and invoicing.
- Using digital tools, such as online marketing or e-commerce, small businesses can expand into new markets, including overseas, and attract additional customers.
- Automating and digitising numerous processes not only frees up time for small business owners, it can lead to a reduction of stress and anxiety levels. These factors help small business owners put their full attention on what is important — spending time with their family and growing their business.

Restrictions on promoting the project during Election campaigns – caretaker conventions

It is agreed practice that during the period preceding a federal election and until an election result is clear the government assumes a ‘caretaker role’.

During this period, the business of government continues, but major policy decisions and promotion of government policies and projects cease.

Therefore, when an election is called we would ask you to avoid activities, such as media participation, advertising or active distribution of material that connects the Digital Champions project to the Government or any political candidate or party. We encourage you to inform your members about the availability of the services you’re providing as part of the project in whatever ways you deem appropriate, however this promotion must not be, or be seen to be, connected with any politician, candidate or political party.

Please feel free to contact the Digital Champions project team at SBassociations@jobs.gov.au with any questions you may have regarding the media guidelines or caretaker conventions.

Contacts

Small Business Digital Policy Team (Contract implementation, project guidelines, specific project queries, contract requirements, progress and evaluation)

Director: Sue Haddrick

Email: SBassociations@jobs.gov.au

Phone: (02) 6121 7757

Digital Transformation Provider (DTP)

Deloitte has been engaged to deliver digital transformation assistance to the 100 small businesses participating in the project.

Email: digitalchampions@deloitte.com.au

Project website

www.digitalchampions.jobs.gov.au

Department of Jobs and Small Business Media and Speechwriting Team (for media queries outside the scope of response by Industry Associations)

Email: media@jobs.gov.au

Media line: 02 6240 8667

After hours: 0402 070 369