# Video Transcript - Digital Inclusion for SMEs (ClickRegion)

**Jon:** The Ovens Murray region has some of the lowest of digital inclusion levels across the state of Victoria.

[On-screen text: Naomi Ingleton, Oner Operator Farmacy Co]

**Naomi:** When I’m talking to other business owners in the region about digital strategy, I find that there’s a sense of overwhelm. They don’t know who to trust, they don’t know where to go and they don’t know how to get the information to pull all of their digital strategies together for their business. But they see that they need to.

**Jon:** Digital inclusion includes access, affordability, and literacy.

[On-screen text: Access, Affordability, Literacy]

**Jon:** In the Ovens Murray region, there are 13,000 businesses. Ninety-eight percent of these are solo to medium size businesses, seventy-eight percent employ less than five staff, and only ten percent of these businesses are reporting having digital confidence.

[On-screen text: Businesses in Ovens Murray. 13,000 Businesses. 98% Solo to medium size. 78% employ <5. Only 10% Digital confidence.]

[On-screen text: Jon Hutchins, Ovens Murray Regional Partnership]

**Jon:** Our research has shown that the lowest digital confidence occurs in businesses with moderate income and small staff sizes. This effects their ability to expand and their resilience.

[On-screen text: Ilena Young, Managing Director, Startup Shakeup]

**Ilena:** The digital literacy project is about giving small business access to a trusted, easy to use advisory service that’s available to them here in the region.

What we’ll do is build an educational platform, a dedicated portal that gives them digital literacy training and skills in small bite size chunks and is available to all industry sectors across the region.

What makes this project so unique is that we are building it on the research we have done about what businesses need and want to learn about and it gives them a trusted resource that we will be building out with them. They can learn digital skills and they can learn to operate their business more effectively.

**Naomi:** Digital literacy has helped me define my customer base and helped reach my customer base wherever they are in the world.

**Jon:** It is really clear that the lack of digital literacy and confidence of our small business operators is really affecting our region.

This project, endorsed by the Ovens Murray Regional Partnership, will be delivered by Startup Shakeup, well known for fostering innovation and entrepreneurship in the region. The project will be self-sustaining with a membership-based model.

Our world is becoming more and more digitally focussed. Digital literacy training will enable our small to medium sized enterprises to compete and thrive.

**Camilla:** With an investment of $350,000 over two years, we estimate this project will increase turnover of small business in the region by five percent per annum generating $12.9m over two years with the potential to create 136 new jobs and creating $25m in indirect benefits.

[On-screen text: $350,000 over two years. 5% increase per annum. Generating $12,900,000 over two years. 136 new jobs. $25,000,000 indirect benefits.]

[On-screen text: Regional Partnerships Ovens Murray, Victoria State Government]