

21 February 2020

CONSULTATION ON A NEW DIGITAL TECHNOLOGY HUB – SUBMISSION FROM REGIONAL DEVELOPMENT AUSTRALIA (RDA) BRISBANE INC

RDA Brisbane welcomes the opportunity to provide input to this consultation.

Through a third-party arrangement with Business Station, RDA Brisbane is delivering the Australian Government's Small Business Advisory Services ([ASBAS](#)) Digital Solutions program throughout Queensland – in metropolitan, regional and remote areas.

The ASBAS Digital Solutions program provides small businesses (with 0-19 full-time equivalent employees) across Australia with low cost, high quality advice on a range of digital solutions to help them meet their business needs and grow their digital capabilities, across four priority areas:

- websites and selling online
- social media and digital marketing
- using small business software
- online security and data privacy

Services are being delivered through a mix of one-to-one and group formats, including face-to-face and online. The term of the program is July 2018 to June 2021.

RDA Brisbane is harnessing the Queensland RDA network and regional partners (mainly local councils) to promote and co-host ASBAS workshops and consultations, and we currently have 37 Digital [Advisors](#) servicing Queensland.

We believe it is important that the Digital Technology Hub references and promotes the services currently provided under the [ASBAS Digital Solutions program](#), and doesn't duplicate these with new services.

ASBAS Digital Solutions is ideally suited for regional, rural and remote delivery, as one-to-one consultations and interactive virtual workshops (webinars) are delivered via online



platforms (RDA Brisbane uses Zoom). With online servicing, there is the added benefit of the participant being provided with a recording of the session for ongoing or future reference. This is of course dependent on businesses in these regional, rural and remote communities having access to a reliable internet connection. The Remote Area Planning & Development Board (RAPAD) has developed [Outback Hubs](#) in remote towns in Central Western Queensland where facilities with reliable internet access have been set up for community access, thereby enabling easy access for businesses to virtual workshops, training, meetings and co-working space.

In raising awareness of the Digital Technology Hub, the RDA network is well situated to promote within their regions. RDA Brisbane in particular can disseminate information to our stakeholders and ASBAS clients via our website, social media channels and Digital Advisors.

If you would like further information or clarification of anything in this submission, please do not hesitate to contact me.



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