

GUIDELINES ROUND 2

COVID-19 Business Support Initiatives

E-Commerce Initiative:

Overview:

This grant program aims to provide 'quick response' assistance to businesses located in the Western Downs region that seek high quality advice on a range of digital solutions to help them meet their business needs and grow their digital capabilities.

Western Downs Regional Council will subsidize the Australian Small Business Advisory Services (ASBAS) program to ensure that Western Downs businesses can access free professional advice in the following areas:

- Websites and selling online;
- Digital marketing and social media;
- Software solutions for small businesses;
- Digital privacy and security;

Priorities:

The E-commerce Initiative supports businesses to access professional advice that contribute to one or more of the following:

- Enhance the digital capability of businesses located in the Western Downs region;
- Enable businesses to use e-commerce to continue to serve their customer needs.

Eligibility Criteria:

- Located in the Western Downs Regional Council Local Government Area (LGA);
- Operating for-profit and have 19 or less Full Time Equivalent employees. Sole traders can also access services;
- Businesses that received services under round 1 of this program are not eligible to participate in this second round.

Specific Program Guidelines:

- Applications will open on 4 January 2021 and will cease on 14 February 2021, unless funds are expended prior to this date.
- Eligible businesses will receive up to 5 hours of FREE one-on-one advice from a digital expert.
- Local businesses that are interested to participate in the program, can directly register their interest with Regional Development Australia who administer the ASBAS program:
<https://form.jotform.com/201191776610048>

Related documents:

Some relevant corporate documents include:

Customer Service **1300 728 500**

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- Western Downs Regional Council Corporate Plan