

## IMPROVE YOUR DIGITAL SAVVINESS

Your online presence is often your customers first impression of your business.



## SCENIC RIM DIGITAL AND E-COMMERCE GRANT PROGRAM

### Ready to take your online presence to the next level?

Sole traders and small- to medium-sized businesses are encouraged to access digital technologies and services to help them work smarter, engage with the global economy and make the most of online business opportunities arising from digital disruption.

Improve your online and e-commerce activities by applying for matched funding, with a maximum Council contribution of up to \$2,000. Total project costs may exceed \$2,000, with businesses providing additional funding above Council's contribution.

Applications open 13 October 2020 and close on 31 December 2020, with approvals being progressively rolled out as applications are received.

The scheme may close earlier should all funding be allocated ahead of the closing date.

Applicants must complete all proposed work within four months of signing a letter of agreement with Council.

### What can I apply for?

- website design and development
- e-commerce platforms
- online content development
- digital marketing and promotion
- development of online marketing plan
- supporting hardware and/or software
- mentoring and/or training in online and e-commerce activities.

## FOR EXAMPLE...

*Noel has a boutique high-end jewellery shop on Tamborine and has relied on customers purchasing items directly in the store. Noel wants to increase sales and is investigating selling his jewellery safely online. He already has a website, but no e-commerce capability built in. Noel has priced an e-commerce platform for selling online and receiving payments. The quote for the plug in e-commerce system is \$4,750. Under the scheme, Noel would be eligible for a \$2,000 rebate.*

*Susan has a homewares store in Kalbar. She would like to develop her online presence with a website and social media campaigns. Susan has sourced a local who can take high quality photos and write engaging content for the various online platforms for a fee of \$1,500. Under the scheme, Susan would be eligible for a \$1,500 rebate.*

*John is a local transport operator based in Gleneagle and has a high functioning website and online bookings have increased three-fold. John would like to recruit an additional team member to manage online enquiries. John has a budget for wages and has sourced a quote for the additional hardware and software required including desk top computer, printer, scanner and 12 months Microsoft Office Suite subscription. The quote comes in at \$510. John would be eligible for a \$510 rebate.*

### Further information and support

Detailed guidelines and application form are available at [scenicrim.qld.gov.au/covid-19/for-businesses](https://scenicrim.qld.gov.au/covid-19/for-businesses) If you wish to discuss the Scenic Rim **Digital and E-commerce Grant Program** or need assistance with completing the application, please contact Scenic Rim Regional Council's Regional Prosperity team on 07 5540 5111 or [prosperity@scenicrim.qld.gov.au](mailto:prosperity@scenicrim.qld.gov.au)

