



Digital Economy Strategy

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Response 791664680

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☐ Include unanswered questions

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Introduction

Are you lodging a submission on behalf of an organisation?

Please select one item

☐ Yes

☐ No

What is your organisation?

Organisation

Breakthrough4Business - The Academy

Provide a comment

1. The digital economy

1. As a Company we deliver high level Business Education to Small Business Owners throughout Australia with a focus on regional Australia. The advances in digital technology mean that we can have a far greater reach to a wider audience by taking advantage of the high speed NBN that is being delivered throughout Australia. We can have a greater impact to a greater amount of people who need it the most - our Small Business Owners. 2. We believe that Australia in 5 years time will recognise that a Digital presence is essential to thrive in the 21st Century. We hope to see Australians embracing technology and utilising online programmes such as ours (www.b4b.academy) to upskill themselves rather than being intimidated by online tools that can help them run and

establish a more profitable business. We hope to see children who are coming out of High School and University with a full understanding of what a Digital Economy looks like and how they can fit into it. This also applies to our elderly citizens of Australia who are at times intimidated by the advancement of Digital Technology. We would hope to see in 5 years time that they have a greater knowledge and understand that they have the resources around them to help them. Moving forward, in 10 and 20 years time we hope to see that the platform that is being laid in the next 5 years will be built upon and all Australians have access to tools that they need to thrive. 3. We believe that the role of the Government is to acknowledge that the answers are not going to come internally and that they need to include the private sector and facilitate the conversation and make commercially strong decisions about the way forward. The request for outside input for this Digital Strategy is a fantastic idea and an opportunity for Businesses like ours to demonstrate competence and capacity to help the Australian people on a National level. We are at the coal face every day with the people that you are trying to help so the feedback you will receive from this survey will hopefully be a great guide when considering the way forward. 4. The key disruptive technologies that currently exist is probably Artificial Intelligence (AI). There will be major advances in AI in the next 5, 10 and 20 years which will see a change in the landscape in regards to jobs and communication. In the next 5, 10 and 20 years we will witness much more interaction in online experiences. With our industry of Small Business Education we are already seeing a shift of time poor Business Owners who are looking to take their Education online.

2. Enabling and supporting the digital economy

5. In our Industry of Small Business Education we believe that all Australians need access to an online resource that gives them the core components of our Business Model, Knowledge, Accountability, Community and Support. We have access to an amazing resource in the internet, it is imperative that we utilise this resource to greatly scale the reach that we have to help more people. Currently high level Business

Education is restricted to people who are in the Major Cities or can afford the time away from their Business to travel. Regional and remote areas of Australia either receive no level of Business Education or the educators that deliver the training are not of a standard to truly have an impact. 6. The greatest opportunity is to give all Australians access to knowledge that will help them grow. Through our Online Program we are able to have an impact on an unlimited amount of people at any one time. We help people understand what tools that are out there to help them and then go through the steps of showing them how they can use it. Our Small Business Owners are the foundation for so many things that contribute to the Australian economy. With 2.3 million Small Businesses throughout the Country we currently have programs in place that would benefit less than 15% of these. We need to deliver an online program like our Academy that can have a greater impact on more people.

9. The reality is that the majority of all Australians are using computers and have been exposed to cyber threats. I believe that the responsibility of the Government is to make Australians aware that there are threats and how they can prevent themselves for being exposed. 10. We believe that the role the Government should play is to keep Australians informed of what the threats are. There is enough software and information online for people to protect themselves once they have this information. Businesses however have the responsibility of only using online technology that helps protect the consumer. In the US they have Customer Relationship Management (CRM) software that has to meet a minimum criteria of being 'Safe Harbor Certified'. This is the highest level of protection to ensure that all data is protected. 11. At all stages of any online process the consumer has to be asked their permission to use their data for anything outside of that transaction and we believe that there are already guidelines around this. If these guidelines are not met and the data is abused then there has to be consequences for the Company that has done this. 12. We don't believe there are too many barriers for Business. By utilising the software that is available all Businesses can be protected from any malware attacks and viruses. 13. Consumers have been trading online for the past 5+ years with the expected increase in the coming years to drastically increase. In so far as integrity measures

that the Government needs to take, a possible guideline for all Australian Businesses that are trading online to abide by could be a way forward.

3. Building on our areas of competitive strength

14. Lack of understanding is what is holding Small Businesses across Australia back. They are not clear of what technology is out there that they can use, they don't know what it does, and they also don't know how to use it. There are hundreds of online tools that can help all Australian Small Businesses become more profitable but they just don't know about them. In our Online Program we go through many of the tools that can help Business Owners create their own website, set up a gmail accounts, and even post a video on YouTube and share it. The only thing that is holding Businesses back is that they don't have a resource to help them understand. 15. Our Online program called The Academy by Breakthrough4Business. I have already presented this to Michael McCormack (Minister for Small Business) and we believe that it is a 'World Best' solution. 16. In our Business we understand that there has already been a HUGE Digital shift. We will continue to deliver Small Business Workshops and Bootcamps to help educate our fellow Australian Small Businesses however we know that we can have a greater impact by delivering this online as well. Small Business Owners are getting busier as they are now competing on a global scale. They don't have the time (and often the money) to invest in their education and therefore continue to move backwards. We can help. 17. 18. All Australian Businesses should have their own Digital presence. Through a website, Facebook, LinkedIn, Shopify or YouTube the internet is now our 24/7 shopfront. The challenge for many Small Businesses is not only 'how to add more value to their existing customers', but how do they ATTRACT more customers. By having a strong online presence, this is the vehicle that will help them achieve that. Once again however it is the lack of knowledge that is holding people back. If you have run a Small Business (which I have for 15 years) you will understand that time pressure and cash flow are one of the major concerns for many. They know what the answer is but they just don't have the time to execute on the solution. Our

online program shows them HOW in simple to follow step-by-step processes that my 72 year old Mum can follow. 19.

4. Empowering all Australians through digital skills and inclusion

20. Let's give our Leaders of the future access to information that will give them a head start. Online technology is playing an increasing role in all Business so let's put a strategy in place to help them. We are looking to have discussions with High Schools that have Business Studies so that they can give all of their students access to our online program. This will give them access to the knowledge that will serve them well in their future. This is particularly important for our young Entrepreneurs who have innovative ideas. If many of them do not have access to these resources than their ideas will possibly not see the light of day. 21. Let's educate the people. Show them what is out there and how they work. Our online program is perfect for this because it slows the process down of learning online into small chunks so that the user will see the results. Once they see that they are achieving these results it gives them the confidence to try new things. We have to start at the foundation of what it is that is stopping people from engaging in Digital technology, and that is confusion. Once they have accomplished a satisfactory level in one online tool it will help them move onto the next. 22.

5. General comment

Do you have a comment that doesn't fit in the previous questions? Use the space below for your comment.

Our passion is to help all Australians embrace Digital Technology. We are falling behind as a Country and this is a wonderful initiative by the Government to confront this. We believe that we have a solution. It is already proven and having an impact. In the next few days we will post you further information on our online program called The Academy by

Breakthrough4Business. We have invested over 5 years into this project and it is currently the online learning platform for the Business Enterprise Centres (BEC's) across Australia.

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