



MEDIA RELEASE

SENATOR THE HON STEPHEN CONROY

Minister for Broadband, Communications
and the Digital Economy
Minister Assisting the Prime Minister on Digital Productivity
Deputy Leader of the Government in the Senate

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

\$12.4M TO SUPPORT BUSINESSES IN THE DIGITAL ECONOMY

The Australian Government has unveiled a \$12.4 million program to help small-to-medium businesses and not-for-profit organisations across Australia take advantage of the enormous online opportunities offered by the National Broadband Network (NBN).

The Digital Enterprises initiative is a key element of the National Digital Economy Strategy announced today by the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy.

“The program will provide advice to businesses in NBN early rollout areas on how to use the NBN to diversify their operations,” Senator Conroy said.

“This will assist them to improve their online presence, transact online, offer new products and services, expand their market, improve their competitiveness and increase their means of communicating with customers and suppliers.

“It will also assist not-for-profit organisations to engage online to expand their reach into the community and increase their donor pool.

“Maximising the benefit of the digital economy requires action by all levels of government, industry and the community as a whole – that is exactly what this program will help achieve.”

Small Business Minister, Senator Nick Sherry, said the program was another important step in Australia’s quest to be among the world’s leading digital economies by 2020 and reinforced the importance of small business in that vision.

“Australia’s future prosperity depends on a vibrant, dynamic and innovative small business sector,” Senator Sherry said.

“Taking full advantage of the opportunities offered by the NBN and the online environment is important to Australia and important for the small business sector.

“By embracing the digital economy small businesses can improve productivity and maintain their competitiveness both in Australia and internationally.”

CANBERRA

31 May 2011

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