

An introduction to Digital Boost

We want to support more small business owners to digitally transform their operating models, not only through the adoption of digital hardware and software, but through process changes, new skills and capabilities, and having deeper insight into their business through data.

-  **Energise:** Small business owners are motivated to learn about digital business practices and tools.
-  **Educate:** Small business owners understand how digital tools and practices can enhance their business.
-  **Equip:** Small business owners can access a wide range of trusted and relevant digital tools and services.
-  **Embed:** Digital tools and practices are embedded into small business operations.



The Digital Boost Alliance is a joint initiative between public and private sector to motivate and inspire small businesses, communities and individuals to lift their use and knowledge of digital technology by providing free, discounted or subsidised digital offers.