City of Joondalup

GIVE YOUR
BUSINESS
THE EDGE

Boost your business with the City of Joondalup's Digital Ready Program

A business-ready program to embrace digital transformation and cyber resilience.

Working in one of the most connected populations in the world, the importance of digital infrastructure, skills and security has never been so apparent to the Australian business community. In 2018 related losses exceeding $7.2 million were noted – a 53 per cent increase compared to previous year, and 2019 is reported to have been worse[1].

The City of Joondalup and the WA AustCyber Innovation Hub invite small to medium-sized business with zero to 10 employees to participate in the Digital Ready Program. The Program will provide you with industry expertise to review how your services are delivered, inspire your social media activities and cyber safeguard your business.

This program is tailored to individual business needs and will see participants sharing knowledge and learning from peers. It includes one-on-one coaching, interactive workshops and inspiring experts in technical applications and cyber security to support your learning.

The program's outcomes are focused on:
- Increasing revenue
- Reducing costs
- Widening your online audience
- Improving your business resilience
- Preparing for disaster recovery
- Enhancing business success
- Collaborating with experts in the field and your own local business community.

Facilitator and Presenters

Silvana Macri has managed ground-breaking digital infrastructure projects and programming for small to medium-sized businesses and for state and federal governments.

Cyber Security experts, leading graduates and students in relevant fields will also be engaged.

AustCyber, the Australian cyber security growth network, is funded by the federal government to grow the Australian cyber security ecosystem and make Australia the leading centre for cyber education. The WA AustCyber Innovation Hub is based in the Joondalup Innovation Hub at ECU's Joondalup campus.

AustCyber
Australian Cyber Security Growth Network

Western Australia
Innovation Hub

[1]ACCC Targeting scams report (April 2019)

joondalup.wa.gov.au

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Digital Ready Program details

Week One — **Understand where you are at and where you want to be** (Current state and what the future holds)

1.5 hour coaching (one-on-one)

Week Two — **Digital Transformation and Business Buddies**

1.5 hour group accountability mentoring (two sessions available in the week, including one after hours)

Week Three — **What else can I do Online? Cloud platforms, on-demand services**

1.5 hour coaching (one-on-one)

Week Four — **Digital Transformation and Business Buddies**

1.5 hour group accountability mentoring (two sessions available in the week, including one after hours)

Week Five — **Leveraging the Freelancer World**

1.5 hour coaching (one-on-one)

Week Six — **Bringing it all Together to make a Positive Difference**

1.5 hour group accountability mentoring (two sessions available in the week)

Week Seven — **Pitch Perfect**

2.5 hour group accountability mentoring (two sessions available in the week)

Final — **Graduation and Pitch**
12.00noon – 2.00pm celebration

(includes lunch 'graduation' celebration for participants plus a guest, at Joondalup Resort)

Date: Seven sessions between March – May 2020.

Venue: A mutually convenient location will be agreed for one-on-one sessions. Group sessions will take place at a local venue in Joondalup.

Cost: This Program is funded by the City of Joondalup and WA AustCyber. There is no cost to businesses to participate.

Places are limited. To express your interest, please complete the set of qualifying questions in the application form to ensure this is the right program for your business.

For more information or to apply, contact the City's Economic Development team on **9400 4564,** email **business@joondalup.wa.gov.au**, or visit the City's website, **joondalup.wa.gov.au**