



# GIVE YOUR BUSINESS

# THE EDGE

## Digital Ready Program

With more and more of us working online, the importance of embracing digital transformation, skills and security has never been so critical to the ongoing success of businesses in the City of Joondalup.

The Digital Ready Program will provide participants with digital industry expertise to showcase their business online, review how their services are delivered to reduce cost and maximise profit, scale their social media activities and cyber safeguard the business.

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.

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.

Silvana is a 'go to' specialist in cyber security and delivered the City's inaugural Digital Ready Program in 2020 to eight Joondalup businesses.

AustCyber, the Australian cyber security growth network, was created 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.



Western  
Australia  
Innovation Hub

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### Business Ready Program Information Session

- The City is hosting a sundowner-style networking event at Joondalup Reception Centre on **Thursday 8 April 2021 from 4.00pm – 6.00pm.** This event will showcase the Business Ready Programs (Digital Ready, Global Ready and Destination Ready) and provide information on what you can expect from participating.
- Meet the facilitators of the Business Ready Program.
- Hear feedback from businesses who participated in the Business Ready Program in 2020.
- Network with fellow Joondalup Businesses

**Dates:** 8 sessions in May 2021

**Delivery:** Sessions will be conducted online via video conference and in person at an agreed venue.

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

For more information or to apply, contact the City's Economic Development team at **9400 4253** or **business@joondalup.wa.gov.au**, or visit the City's website, **joondalup.wa.gov.au**

Register now at [joondalup.wa.gov.au](https://joondalup.wa.gov.au)

### Digital Ready Program

#### Session Topics:

- **Current state and what the future holds.** Understand where you are at and where you want to be.
- How to manage your **digital reputation**
- How to handle a **cyber-attack** (business email compromise and ransomware)
- **Web Mastery.** How to securely use analytics/insights to assess performance.
- **Online Vulnerability Assessments.** Participating businesses are taken through their online (publicly available data) vulnerability assessment in a one-on-one session.
- **Art of online sales.** Creating a successful online brand, online elevator pitch for business, how to ask for/write/publish an effective business case study.
- **Essential 8 of Cyber** for businesses, visit (virtual/live) to the Joint Cyber Security Centre in a secret location in the centre of Perth. Participants are taught 8 key elements of keeping themselves, their business, and their loved ones at home safe online.
- **The value of gamification.** Using online gaming tools such as Kahoots to revise what has been learned throughout the Digital Ready Program.
- Wrap up: Fully Catered **Graduation Celebration**