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MEDIA RELEASE

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## **New design gives businesses fast access to key info**

Small businesses on the Bellarine will have faster, easier and simpler access to key information for running their business with the redevelopment of the Business Victoria website. The website has been redesigned for optimal use on all devices including mobiles, tablets and desktop computers so information can be accessed anywhere, anytime.

Member for Western Victoria David Koch said the newly designed website at [business.vic.gov.au](http://business.vic.gov.au) will make it easier for Bellarine small businesses to access information for growing their business, solving problems and making regulatory compliance easier.

“Accessing the new website is a great way for hard working local businesses or people thinking about starting up a small business to quickly find practical advice.

“Many business operators use the internet for gaining immediate access to business information and this updated site will make it easier to get the information they want and need to successfully operate their business,” Mr Koch said.

Business owners want a website that provides up-to-the minute information and one that works well in the office, on the road, 24 hours a day.

“I congratulate workshop attendees who provided valuable assistance in the redevelopment of the website including Phillippa Bakes of Ocean Grove whose Business Advisory Service helps with business startups and exits,” Mr Koch said.

The Victorian Government has responded by partnering with an innovative, local web design company ‘*Studio Thick*’, to produce a hi-tech website that is simpler, easier, faster and is a leader in its field.

Customer demand for online services provided by Business Victoria is growing rapidly with smartphone and tablet usage increasing by more than 450 per cent in the last year,

More than 35 per cent of Business Victoria customers now use smartphones and tablets to access content from the website originally designed for desktop computer use. The website is designed to respond to user behaviour by providing information in a way that is friendly for all platforms, whether from mobile devices or the home computer.

It is anticipated the new Business Victoria website will have more than four million web visits this year, over 71,000 social media interactions, 75,000 online subscribers and more than 30,000 emails and phone calls through the Business Victoria Contact Centre.

The Victorian Coalition Government is strongly committed to building a better environment that supports small businesses to boost their productivity and competitiveness.

Small businesses are often time-poor and resource light. The new website will mean small businesses can get the information they need anywhere, anytime and with minimal time and effort.

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