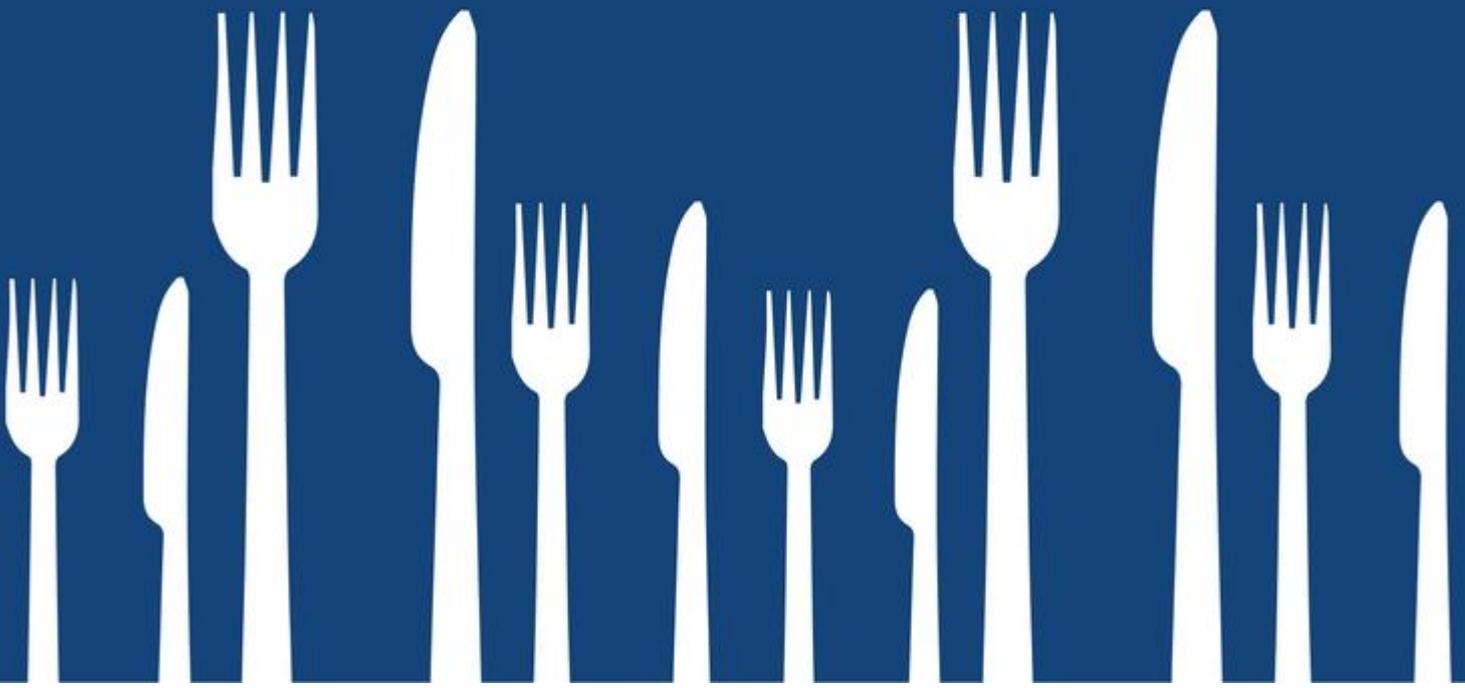
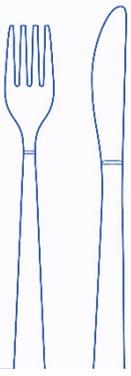




Restaurant
& Catering

Digital Business Kit





ABOUT THE DIGITAL BUSINESS KIT

WHAT IS THE DIGITAL BUSINESS KITS?

The aim of the Digital Business Kit (DBK) is to provide tailored and industry-specific resources to assist small businesses use digital and internet-enabled platforms to improve their restaurant, cafe and/or catering businesses.

The kit, which includes five video episodes, will help you build a successful online presence, and give you the skills to effectively engage in the digital economy.

Over 2015-2017, the project will also deliver subsequent teaching programs and educative material that will provide industry-specific 'how-to' guides on the use of digital technology.

The topics covered in the DBK program include:

- Social media and online viral campaigns to increase business exposure;
- Mobile application technology and how they affect your business;
- Case studies on successful businesses utilising technology;
- Food reviews and online blogging via text and videos; and
- How to use technology to attract and retain talent in your business.

EPISODES

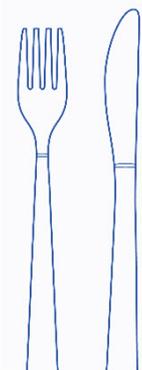
The DBK is broken into five simple and easy to follow videos:

Episode 1 – Broadband Technology

This episode is about the introduction of broadband internet and how technology can help a business grow and prosper. The episode shows how Restaurant & Catering member Pancake Parlour in Melbourne uses broadband technology to make profit and run their business day-to-day. The episode explores some of the technologies available today to help businesses succeed and secure incremental business.

Episode 2 – Teleworking

This episode is about how technology can help businesses utilise teleworking to their advantage. The episode shows how Restaurant & Catering members Garfish and Outback Steakhouse use technology to enable stakeholders to work remotely as well as providing the environment for customers to telework at their premises.



Digital Business Kit
Get your business up to speed

Telework is the practice of working remotely on a scheduled or regular basis while using ICT to stay connected to the office or business. In the restaurant and catering industry, teleworking will allow and enable business owners to remotely manage their businesses (in many cases, multiple sites across the nation) when not on site.

Episode 3 – Increasing customer spend

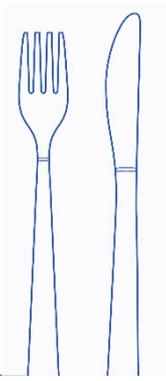
This episode explores how technology can help businesses increase customer spend. The episode shows how Restaurant & Catering member Mizuya Japanese Restaurant & Karaoke uses technology to attract and retain customers. You will be amazed at how innovative a business can be in this day and age.

Episode 4 – Business to Business

This episode highlights how technology can help businesses work with each other and create efficiency and competitive advantages. The episode shows how Restaurant & Catering member Sydney Fish Markets uses technology to enhance their relationship and process with their customers.

Episode 5 – Video Conferencing

This episode is about how video conferencing technology can help businesses. The episode shows how Restaurant & Catering member Sferas Group uses video conferencing technology to enable their customers to conduct business at their venue. At the end of the episode we will explore video conferencing technologies available now to help businesses in the restaurant and catering industry succeed.



Digital Business Kit
Get your business up to speed

PARTNERS, SUPPORTERS AND USEFUL LINKS



Digital Business Kit Trailer

R&CA has launched its five episodes to inspire you to gain a digital advantage over your competitors. For the full episodes and to find out more [click here.](#)



H&L Australia support your digital needs

Click on the blue picture to see how H&L Australia can delivery your digital needs with a range of products. For further information, [click here.](#)



Connect with your customers

Make sure your digital marketing strategies are in place and stand out from the crowd. Find out 11 tips to get more bums on seats by [clicking here.](#)



Don't Worry Be Appy!

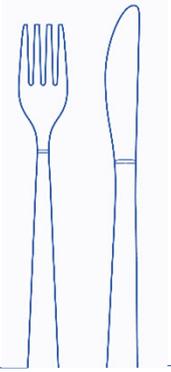
Find out how Bidvest can help you satisfy the growing demand for mobile ordering with the award winning Bidvest Direct App. Read more [here.](#)



CommonwealthBank

Use technology to improve customer experience

In a competitive market, customer service built on technology could be the key difference your business needs. Find out how you can gain a clear advantage over competitors with Commonwealth Bank. Read more [here.](#)

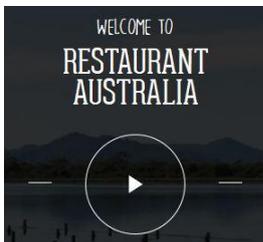


Digital Business Kit
Get your business up to speed

**Discover
Hospitality**

Discover Hospitality serves up staff, training & support

Discoverhospitality.com is a one-stop-shop for all of your staff and training needs. [Click here](#) to see what the re-vamped website can offer you, such as FREE advertisements to find the perfect staff member for your business.



Promote your business to the world!

More than 250 food and wine businesses have been profiled on the Restaurant Australia online hub. Don't miss your chance to showcase your business to a global audience of millions. Read more [here](#).



Free & easy marketing

Promote your business for FREE by following five simple steps on social media. Savour Australia and Tourism Australia are here to help you market your dining experiences for free and minimal effort! Read more [here](#).

FURTHER INFORMATION?

Visit www.rca.asn.au/digital-business-kits or please contact the association on 1300 722 878 or by emailing restncat@restaurantcater.asn.au

This Digital Business Kit is proudly sponsored by H&L Australia and AS Digital.



The project is funded by the Department of Communications.



Australian Government
Department of Communications