

## Support for Queensland fisher businesses in our new digital world

485 words

Words by Emily Mantilla, Learning and Engagement Director, Honey and Fox Pty Ltd



Our Queensland fishers can battle the toughest, stormiest seas but for many, the thought of taking their business completely online can seem fraught with danger and uncertainty.

A new project funded by the Fisheries R&D Corporation, being conducted by agribusiness marketing and education specialists Honey and Fox Pty Ltd, will take fishers through the first stepping stone of going online to build confidence and to streamline fisher business systems.

Building your online capability or “digital literacy” means having the skills you need to live, learn, and work in a world where communication and access to information is increasing through digital technologies like internet platforms, social media, and mobile devices.

As our modern business world is rapidly moving from paper-based systems to digital and online systems, the need to embrace and adopt digital technologies is now needed more than ever.

Using a combination of research and consultation, the team at Honey and Fox will ultimately use the gained knowledge gleaned in these two steps to develop a training and information program just for Queensland fishers.

The program is designed to be fun and will equip fishers with the skills and confidence in a number of carefully chosen business and communication systems that will make running a fishing business easier, cheaper and quicker.

Examples may include social media platforms and support apps, phone document scanners and secure signature functions, online meeting systems such as Skype and Zoom, cloud-based accounting systems and group messaging systems such as WhatsApp.

The project team have just completed an in-depth research focus about going online, where they have looked at success factors, other online programs in agriculture and non-agriculture sectors and the psychology behind positive digital uptake.

Soon they will be ready to talk to fishers and hear all about your experiences with all things digital.

The Honey and Fox research team will be keen to hear your stories about whether you embrace and adopt technology in your business straight away or whether you shy away from it, worried you might make a mistake or “stuff it up”?

Honey and Fox would love to chat with as many Queensland fishers as possible that fit into both categories – from digital amateur through to digital master (and everyone in between!).

When it comes to going online, it is important to recognise there is no right or wrong when it comes to the level you are currently at. In fact, it is very individualised and is often a function of

your environment, previous experience with technologies and digital platforms and whether you have digitally-savvy family and friends in your life!

Honey and Fox would also like to hear what business technologies and platforms you would love to learn in your business and why.

Contact Emily Mantilla for more information on the project, to register your interest in the training and to arrange a friendly chat about your needs on 0400 571 201 or at [emily@honeyandfox.com.au](mailto:emily@honeyandfox.com.au)



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