



# MEDIA RELEASE

## SENATOR THE HON NICK SHERRY

Minister for Small Business  
Minister Assisting on Deregulation and Public Sector Superannuation  
Minister Assisting on Tourism

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### **NEW IPAD APP HELPS SHIELD BUSINESSES FROM EMERGENCIES**

The Australian Government has launched its first iPad app for business, MyBizShield.

The Minister for Small Business, Senator Nick Sherry, says the MyBizShield iPad app gives business owners access to emergency planning information anytime, anywhere.

“MyBizShield makes it easier for small business owners to protect their livelihood from any emergency, whether it’s a bushfire or burglary,” Senator Sherry said.

“Most small businesses are too busy with the demanding day-to-day task of running a small business to think about planning for unpredictable events.

”This interactive tool uses prompts and handy tips to help small business owners create an emergency plan tailored to their business.”

Senator Sherry says the application helps small businesses prepare for the worst, rather than hope for the best.

“MyBizShield will help small businesses before, during and after an emergency,” Senator Sherry said.

“It includes practical steps such as backing up data and maintaining accurate insurance claim records.”

The iPad app follows the success of business.gov.au’s iPhone app, which was launched in late 2010 and has been downloaded more than 5,000 times.

Senator Sherry says that these tools are also important in keeping the Australian Government connected with small business.

“From web conferencing to running meetings ‘on the go’, small businesses are embracing new technologies to improve the way they operate,” Senator Sherry said.

“The team at business.gov.au is leading the way in developing new technologies to better deliver services from the Government to small business.”

To download the MyBizShield iPad app, visit: [www.business.gov.au/mybizshield](http://www.business.gov.au/mybizshield)

Small business owners who don’t own an iPad can create an emergency plan by downloading the template and guide at [business.gov.au/emergency](http://business.gov.au/emergency)

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