



Media Release

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ANZ collaborates with start-up Honcho to help small businesses get started in just one day

ANZ has today announced its collaboration with Honcho by Business Switch, an online platform offering customers the opportunity to set up their small business in one day, along with tools to help their business grow.

Using the tool, Business Ready powered by Honcho, customers can register their ABN, business and domain name, set up a simple website, email addresses and ANZ business bank accounts without having to visit multiple websites and suppliers.

ANZ Managing Director Corporate and Commercial Banking Mark Hand said: "Each year in Australia around 300,000 small businesses are set up and one of the biggest frustrations our customers have is it takes weeks to get started and they often don't know what steps to take next. This tool is a simple, efficient and cost effective solution that guides customers through the process.

"Combined with our \$2 billion dollar pledge for new small businesses and discounted banking packages, our Business Ready initiative is another way ANZ is providing ongoing support from the start-up phase through to the growth phase and beyond," Mr Hand said.

Honcho Chief Executive Officer Matthew Abrahams said: "We chose to work with ANZ because of its commitment to small businesses and our shared goal of making life easier for small business owners.

"The single biggest issue that new small businesses face is time. Being able to fast track starting up a business from weeks to hours with only a small capital outlay enables people to start earning revenue faster and to concentrate on building their customer base," Mr Abrahams said.

Business Ready powered by Honcho offers small businesses a range of monthly subscriptions from less than \$30 per month. Services include:

- Registrations: One simple form to get an ABN, business and domain name
- Marketing: Start promoting your new business with a webpage and logo creator
- Finance: Set up an ANZ business bank account, create and send out invoices
- Documents: Store important documents safely and securely

For more on Business Ready powered by Honcho visit <https://businessready.honcho.com.au>

Business Switch was founded in 2008 and since then it's helped start more than 200,000 Australian businesses. For more visit <http://www.business-switch.com.au>

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