CHECKLIST · AI AT WORK

Is ChatGPT Plus worth it for a small business?

Published 20 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/chatgpt-plus-worth-it-small-business/

- [ ] **Note where the free plan stops you.** List the last three times ChatGPT hit a limit, then find the plan that lifts each one on OpenAI's pricing page.
- [ ] **Price Go before Plus.** Go is A$13 a month and may include ads. Plus is A$30 and adds the advanced reasoning models.
- [ ] **Count who will use it.** Plus is designed for one person. For two or more staff, price ChatGPT Business at A$28 a seat a month billed annually or A$35 monthly, with a two-seat minimum.
- [ ] **Opt out of model training on a personal plan.** On Free, Go, Plus and Pro, your content can train OpenAI's models unless you opt out.
- [ ] **Check your receipt for GST.** OpenAI's Australian pricing page doesn't say whether its prices include GST.
- [ ] **Don't buy Plus for dots.** OpenAI's always-on agents need Pro, a Business Premium seat or Enterprise.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.