

This year's **Designedge Innovation Festival** includes workshops and forums being staged right across Australia and is expected to draw thousands of attendees passionate about innovation, eCommerce and development in the national fashion & TCF Industry to over 50 events.

Designedge Innovation Festival >

The Designedge Festival event, which is part of the Australian Innovation Festival will launch on the 29th of April at the Civic Centre, City of Belmont. It will be an action packed launch featuring fashion parade, guest speakers and include the TCF Australia Online Training & Mentoring Project to be officially launched by Federal Small Business Minister Dr Craig Emerson.

The TCF Australia Online Mentoring Project will provide free access to eCommerce business workshops, online web mentoring, 'Ask an Expert' forums and helpline access to small businesses operating in the textile, clothing, footwear and leather industry across Australia.

The project will help participants improve their skills in website development, web marketing strategies and online sales tools that will assist to increase brand exposure, increase sales & profitability. The exciting eCommerce support program will also provide access to network linkages and supply chain databases. Indigenous and culturally diverse small businesses across Australia including those located in remote and regional locations will be encouraged to participate.

TCF Australia Online Training & Mentoring Project is an Australian Government funded initiative under the Small Business Online program and is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA), Belmont BEC Inc. (BEC), designedge fashion incubator, Dept of Agriculture and Food WA - Wool Program (DAFWA), Business & Professional Women WA (BPW), Hong Kong Trade Development Council (HKTDC), Australian Network Management, Create Enterprises, One IT, sponsors, supporters & volunteers.

Carol Hanlon, Manager of the TCF Australia Online Training & Mentoring Project said, 'more than 2,000 small business participants across Australia will be able to benefit from the TCF Online Training & Mentoring project over the next 18 months which is a great boost to building their eCommerce business skills in a global industry. It's fantastic that we are launching this project as part of the 2010 Designedge Innovation Festival, and of course that is a cornerstone event in the annual Australian Innovation Festival'.

As a partner Festival within the Australian Innovation Festival, the 2010 Designedge Innovation Festival will offer networking 'Ask an Expert' forums for the WA small business community, 'Meet the Inventor' display events with many seminars centered on starting & growing your own small business, finding investors, finance, media & marketing, e-commerce, and importing & exporting.



Carol Hanlon
CEO
Belmont BEC & TCFWA

Additional workshops on offer this year will include: 'Starting a Fashion Label', 'Making Sales Through Your Website', 'How to Protect your Intellectual Property', and 'Converting Phone Enquiries into Profits'.

To find out more, log into www.belmontbec.com/2010innovation or contact Belmont BEC on 08 94793777.