

MEDIA RELEASE

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Small Retailers in Australia Can Access FREE Training to Set Up an Online Presence

Australian consumers are urging retailers to provide them an integrated multi-channel experience, that is not necessarily based on the location of the sale, but on the consumer experience, whether that be online or in store.

For those Retail businesses that are not up to speed on their ecommerce options, an Australian Government funded initiative is currently offering free workshops and webinars to Retailers with less than 20 staff through the Small Business Online program.

TCF Australia is able to provide workshops in areas such as online shopping sites, eCommerce, IT, web sites, email and social media. Businesses can register in the project to receive:

- Free Workshops plus mentoring in – website development, search engine optimisation, online shopping sites, customer relationship management, social media networks, social media in retail and building your customer databases online
- Free Email and Phone help line on any IT, email or web site issue
- Webinars that they can participate at either day or evening hours
- 'Ask an Expert' Forums with networking opportunities to meet IT experts and business marketing advisors

After attending the workshop or webinar, attendees can also apply for free mentoring according to their needs. Workshops and webinars can be delivered across Australia in metropolitan, regional & remote locations.

Manager of TCF Australia, Carol Hanlon said, "The TCF Australia Online Training and Mentoring Project, is a great way for smaller retailers to learn how to use online tools to their advantage, no matter where they are located".

The Australian online retail market is set to reach AU\$36.8 billion by 2013, up from a forecasted figure of AU\$26.86 billion for calendar year 2010 according to PayPal's 'eCommerce: Secure Insight' report from Forrester Research and The Leading Edge. Source: <http://www.dynamicbusiness.com.au/articles/articles-news/online-shopping-statistics-australia-paypal-ara-2210.html>

For small businesses across Australia wishing to register their interest and to receive information about using the internet to increase their sales;

W| www.tcfaustralia.com/online E| info@tcfaustralia.com P| TCF Australia (08) 94793777.

TCF Australia Media Contact: Carol Hanlon or Carol Wallbank
Ph: (08) 94793777 | Mob: 0417 963 231 | Mobile 0408201610
Email: carol.hanlon@tcfwa.com

About Us – TCF Australia

TCF Australia is a not for profit organisation that provides support and assistance to the fashion and the textile, clothing, footwear and leather (TCFL) industry of Australia through development and delivery of services and national projects to assist with fashion and TCFL small business growth and development.



Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCFWA)

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888

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