

MEDIA RELEASE

Small Businesses in Australia only have until June 30 to access FREE online e-Commerce training

Via support from the Australian Government's Small Business Online program, the TCF Australia Online Training and Mentoring Project offers *free* training to small businesses in areas such as eCommerce, web site and social media business workshops, webinars and online mentoring. All small businesses with less than 20 employees with a current ABN are invited to take part in the training activities.

In Australia, only 36% of Small to Medium Businesses have an online presence, and this is well below international levels (source: ABS Cat No. 9129.0 Business use of Technology, 2007 – 2008). It is important that Australian small businesses do consider their current eCommerce strategies because 96.2% of people with internet access search the internet for businesses and services (source: Nielsen NetView).

TCF Australia is providing 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 has been a fantastic way for all small business owners to engage and hone their skills in e-Commerce. For those who haven't participated yet, there's still time! We will be running a range of webinars and workshops until June 30, 2011'.

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

W| www.tcfaustralia.com/workshops E| info@tcfaustralia.com
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About Us – TCF Australia

TCF WA / 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.

TCF Australia Online Training Mentoring Project is providing 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.

TCF Australia Online Training and 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 and Professional Women WA (BPW), Hong Kong Trade Development Council (HKTDC), Australian Network Management, One IT, sponsors, supporters and volunteers.



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

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