

## **MEDIA RELEASE**

Page 1 of 2

### **2010 DESIGNEDGE INNOVATION FESTIVAL**

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.

The Designedge Festival event, which is part of the Australian Innovation Festival will launch on the 29<sup>th</sup> of April at the Civic Centre, City of Belmont. Belmont BEC Chair Tim Hammond and MC for the night said "It will be an action packed launch featuring guest speakers and displays and will be launched by WA Opposition Leader, Hon Eric Ripper MLA, Member for Belmont".

The Minister for Small Business, Hon Dr Craig Emerson will launch the TCF Australia Online Training & Mentoring Project which 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, foot wear 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.

**MEDIA RELEASE**

Page 2 of 2

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](http://www.belmontbec.com/2010innovation) or contact Belmont BEC 08 94793777

**Designedge Innovation Festival**

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