

MEDIA RELEASE

Small Businesses Across Australia Are Enjoying FREE WEBSITE Business Assistance

The TCF Australia Online Training Mentoring Project provides FREE access to eCommerce, web site and social media business workshops, webinars, online mentoring, 'Ask an Expert' forums and a helpline for all small businesses with less than 20 employees.

The project is helping participants improve their skills in website development, web marketing strategies and can provide online sales tools that will assist to increase brand exposure, increase sales & profitability. The exciting ecommerce and web site support program also provides access to network linkages and supply chain databases and improve understanding of how to use social media to drive your business networks and sales.

Indigenous and culturally diverse small businesses across Australia including those located in remote and regional locations are also 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 and a range of other volunteers.

Carol Hanlon, Manager of the TCF Australia Online Training & Mentoring Project said, 'over 1,500 participants across Australia will be able to benefit from the TCF Online Training & Mentoring project which will run until June 2011. This is a great boost to building their eCommerce and web site business skills in a global industry. We have received fantastic feedback from those who have utilised the free services so far.'

Some of the topics that participants can receive mentoring in include;

- website development
- search engine optimisation (SEO)
- online shopping sites
- customer relationship management
- social media networks

For small businesses across Australia wishing to register their interest to access free ecommerce workshops, forums and mentoring please visit W| www.tcfaustralia.com/online E| info@tcfaustralia.com P| TCF Australia 08 94793777

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About Us - TCFWA

The Textile, Clothing and Footwear Resource Centre of Western Australia Inc (TCFWA) provide a valuable resource for the design industry. Since being established in 1998, the centre has been so successful, that it now receives requests from across Australia and overseas, from organisations and designers wishing to be involved.

Providing business skills and industry mentoring, a helpline service and development of specialised industry workshops to better equip those operating in the industry is one of the main areas that TCFWA has been recognised as a leader and role model organisation across Australia an overseas.



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

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