

## Online Expertise Now Available For Textile, Clothing & Footwear Industry

TCF Australia Online Training 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 & 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'

Topics for Textile, Clothing and Footwear (TCF) industry participants will include education, workshops and mentoring in the areas of website development, search engine optimization, customer relationship management and social media networks.

The TCF Industry includes (but is not limited to) the design & manufacture process of the following industry sectors:

- Bridal Wear, Baby Wear, Boy's Wear, Blinds, Awnings, Beading, Automotive
- Children's Wear, Caps, Curtains, Carpets, Corporate Wear, Canvas, Active wear
- Designer Fashion, Designers, Collars, Cushions, Belts, Boots, Banners
- Footwear, Equestrian, Furnishings, Eveningwear, Embroidery, Cloth Rags
- Menswear, Manufacturers CMT, Marine, Mattresses, Paper Machine Clothing

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For TCFL small businesses wishing to register their interest to access free ecommerce workshops, forums and mentoring visit [www.tcfaustralia.com/online](http://www.tcfaustralia.com/online) or phone TCFWA 08 94793777

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### **TCF Australia Online Training & Mentoring Project**

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