TCF AUSTRALIA ONLINE TRAINING & MENTORING PROJECT

TCF Australia Online Training & Mentoring Project will provide eCommerce business workshops, online mentoring, forums and helpline access to small businesses operating in the textile, clothing, footwear & leather industry across Australia. The project will improve skills in website development, web marketing strategies and online sales tools that will assist to increase brand exposure, increase sales & profitability. The project will also provide access to network linkages and supply chain databases. Project focus will include Indigenous and culturally diverse small business across Australia including remote and regional locations, and online.

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.

Supported by

An Australian Government Initiative

AusIndustry

TCF Australia Online Training & Mentoring Project
Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCFWA)
PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888
Email info@tcfaustralia.com www.tcfaustralia.com
www.tcfwa.com www.tcfglobal.com www.designedge.net.au www.belmontbec.com

Do you belong to the TCF Industry?

TCF Industry includes 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
- Intimate Apparel, Interior Textiles, Health, Grading, Girlswear, Dancewear
- Leather, Luggage, Handbags, Felts, Knitwear, Homewares, Hats, Flags
- Millinery, Maternity, Lifejackets, Lace, Industrial Textiles, Insulation
- Menswear, Manufacturers CMT, Marine, Mattresses, Paper Machine Clothing
- Rugs, Ropes, Pet Accessories, Patternmaking, Tanneries, Non Woven Textiles
- Sporting Wear, Socks, Skins, Seat Belts, Schoolwear, Ski wear, Saddlery
- Swimwear, Surfwear, Soft Toys, Safety, Sails, Sandals, Tablecloths, Sleepwear
- Textiles, Fibres, Towels, Tents, Sportswear, Tourist Souvenirs, Textile Artists
- Women's Wear, Wallets, Wool, Wetsuits, Workwear, Uniforms, Underwear, Yarns

TCF AUSTRALIA ONLINE TRAINING & MENTORING PROJECT
www.tcfaustralia.com

Expression of Interest

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Register your interest in any aspect of the TCF Australia Online Training & Mentoring project below
You will receive our email updates when workshops, forums will be held in your region or state
Register your interest online www.tcfaustralia.com/online
Phone 08 9479 3777 Fax 08 9479 3888 Mobile 0433 349 521

TCF ONLINE PROJECT - EXPRESSION OF INTEREST (Tick your area of interest)	YES	NO	MAYBE
TCF Online FREE Workshops: - Topics will be held based on demand			
1) Website Development - domains, building a website, design specifications, web hosting, emails			
2) Content Development/SEO - building content, site optimisation, meta tags, branding, going live			
3) Website Marketing - website launch, online promotions, search engines (SEM), performance management			
4) Online Shopping sites - building shops, secure ordering, merchant banking, charge backs, inventory, terms, privacy			
5) Building Customer bases - customer relationship management (CRM), databases, live chat, exporting, networks			
6) Understanding Technology - reduce costs, software, hardware, virus, backup, VPN's, servers			
7) Mobile Technology Solutions - utilise mobile phone technology to improve your business			
TCF Online FREE Forums: - Topics will be held based on demand			
1) 'Ask an Expert' Forums - network with a range of IT, ecommerce & business specialists			
2) TCF Australia Networks - locate suppliers, identify competitors & linkages in your state			
3) TCF Global Networks - source suppliers, supply chain linkages in the TCF Global industry networks			
4) Trend Development - identify new industry trends and locate new market opportunities			
5) Social Media Networks - evaluate online networks and using blogs in marketing strategies			
TCF Online FREE Mentoring Topics: - Register your interest			
Web Site Mentoring - would you like 1hr general web site mentoring support?			
Web Marketing Mentoring - would you like 1hr strategic marketing web support?			
Online Shop Mentoring - would you like 1hr online shop mentoring support?			
Understanding Technology Mentoring - would you like 1hr IT technology mentoring support?			
TCF Global Network Mentoring - would you like global supply chain research & sourcing mentoring?			
Other TCF ONLINE Project: register your interest			
Email & Phone Help Line - would you like to register for our e-commerce/web site Help Line?			
Register for TCF Australia ONLINE Directory - would you like to be included in our FREE TCF directory?			
Register for TCF Global linking - would you like to source suppliers, manufacturers & global fashion networks?			
Register for value adding to Australian Wool - do you want to develop a new product using wool?			
Designedge Fashion Incubators - would you like an 'online' retail fashion incubator in your state / region?			
Interested in a "Virtual" TCF Support Centre being established for your state?			

FAX COMPLETED FORM TO 08 9479 3888 or email info@tcfaustralia.com OR post form Reply Paid, TCFWA PO Box 370, Cloverdale, WA 6985

TCF Australia Online Training & Mentoring Project – Expression of Interest

Contact Person: _____ Business Name: _____ Business ABN: _____

Description of Business: _____ Label Name/s: _____

Business Address: _____ State _____ P/Code _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____ Web Site: _____ Year Web Site started: _____

TCF INDUSTRY SECTOR Note: You are part of the TCFL Industry if you are involved in any aspect of the design and manufacturing process.

Tick below which aspects apply to your firm and its products: (you may tick multiple boxes)

❑ Designer Fashion ❑ Design ❑ Manufacture ❑ Wholesale ❑ Retail ❑ Direct Sell ❑ Import ❑ Export

Main product/services _____ ASIC Code/s _____

Other products/services _____ ASIC Code/s _____

Is your business homebased? ❑ Yes ❑ No No. of employees _____ F/T _____ P/T

Is your business located in regional or isolated Australia? ❑ Yes ❑ No Are you Indigenous? ❑ Yes ❑ No Multicultural? ❑ Yes ❑ No

Do you agree to participate in a survey in order to evaluate the Small Business Online program? ❑ Yes ❑ No

Do you agree to be listed in the FREE TCF Industry ONLINE Directory? ❑ Yes ❑ No

Signature: _____ Position _____ Date _____