

MEDIA RELEASE

Utilising the internet to grow Retail Sales

The Council of Small Business Australia recently reported that retail sales in Australia have declined and this combined with increased shop rental costs, interest rates and wages does not auger well for retailers.

(source: <http://www.ewhost.com/incoming/ts.asp?ts=OTYxeGN4MTE4NTB4Y3gw>)

However, small businesses that are thriving are those taking advantage of online opportunities, and that are internet savvy. Last year internet sales went up 18% and 50% of all sales were from overseas businesses. It is projected that internet sales will increase by another 12% in the coming year.

The TCF Australia Online Training and Mentoring Project was set up to enable small business owners the opportunity to access FREE eCommerce, web site and social media business workshops, webinars, and online mentoring.

TCF Australia Online Training and Mentoring Project is an Australian Government funded initiative under the Small Business Online program and is supported by a range of other organisations including 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),

Carol Hanlon, Manager of the TCF Australia Online Training & Mentoring Project said, 'It's one thing for a small business owner knowing that they would like to use the internet to increase their sales, but it is another thing entirely for them to know how to use the internet effectively. Now small businesses have somewhere to gain in this area, for free'.

Some of the topics that are covered in the webinars and forums 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 and to receive information about using the internet to increase their sales please visit;

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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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