

WINNING BUSINESS ONLINE



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Small Businesses Sign Up to Win Business Online

Small businesses around Australia are signing up to be part of the **Winning Business Online** Project, which is an Australian Government funded initiative under the Small Business Online program.

This program is assisting small businesses to successfully make the transition into the world of e-Commerce and build profitable online businesses through both their websites and savvy usage of the internet.

Around 90 per cent of Australian small businesses have access to the web – but only 31 per cent of micro businesses and 53 per cent of small businesses have a web presence. By the end of the program it is hoped that the number of small businesses with a website and utilising the internet for day to day business operations will be increased.

The **Winning Business Online** project contains something for all business owners, whether an online presence is established or not, and participants can log onto www.winningbusinessonline.com.au to complete the ten module program at times convenient to them. The program is structured so that one or all of the modules can be completed, allowing business owners to focus of the areas that are relevant to them.

No matter what stage your business is at, the **Winning Business Online** Project will contain tips, tricks and testimonials of action that can assist your business. Signing up will also give your business the opportunity to access news, information and opportunities to save money and maximise your business use of the internet.

The **Winning Business Online** project is a consortium effort between Business Enterprise Centres Australia (BEC), the University of Western Sydney and Sydney based production house Pinstripe Media, known for its creation of Network 7's popular small business television series and Yahoo!7's small business website Kochie's Business Builders.

For more information contact info@winningbusinessonline.com.au or phone 133 WBO (133 926).