



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

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WEB HELP BOOST FOR QLD SMALL BUSINESSES

Around 400 Queensland small businesses will benefit from a training program that will help them get online, build their e-business capability and cut operating costs.

Small Business Minister, Senator Nick Sherry, officially launched *E-Nable*, the *Enhancing Online Business Opportunities* initiative in Brisbane today.

The Business Success Group has received a grant of \$452,000 under the Australian Government's Small Business Online program to implement the project.

"The E-Nable program will help small businesses from Brisbane to Bundaberg and Cairns develop skills to enhance their web presence and e-business capabilities," Senator Sherry said.

"The learning modules are aimed at helping small businesses through 'self-creation' web design tools."

"These tools will allow businesses to integrate online functions such as marketing the business, promoting products and streamlining e-business transactions."

"They will be able to make better use of online tools such as PayPal for online payments and Google Analytics to track website visitor behaviour."

"It will also give them an insight into the advantages of knowing how to use social media sites such as Facebook and Twitter."

"The Gillard Government understands the growing impact and importance of online trading and the new National Broadband Network (NBN) will also give businesses a vehicle to capitalise on their creativity and innovation," Senator Sherry said.

"It will provide small businesses with opportunities to compete in international markets and make it easier for them to establish extensive business networks for sharing information, collaborating and exploring new business opportunities."

The Australian Government's \$14 million Small Business Online program has been set up to help more than 50,000 small businesses make their presence felt on the web. A total of 47 organisations have been selected to provide the program Australia-wide.

For information on the Small Business Online program and other Australian Government small business assistance measures visit www.ausindustry.gov.au, email hotline@ausindustry.gov.au or call the AusIndustry Hotline on 13 28 46.

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