



PARLIAMENT OF AUSTRALIA  
HOUSE OF REPRESENTATIVES

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## Media Release

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# Is your business “Online” yet? You could be missing opportunities - Help is available

Technology may have introduced new jargon into our language but it has also introduced new opportunities for business and organisations wanting to promote their products or services to a wider market according to the Independent Member for New England, Tony Windsor.

Mr Windsor is encouraging business and other service providers to learn more about doing their business “online” via an Australian Government funded initiative under the “Small Business Online” Program.

The program will be delivered at workshops in Tamworth, Walcha, Armidale, Guyra, Glen Innes, Tenterfield, Inverell and Warialda by 44 Gallons Training ([www.44gallonstraining.com](http://www.44gallonstraining.com))

“The internet is still a mystery to many people and particularly to older business people.

“Unfortunately this may be limiting the opportunities of these people and their businesses to grow or at least stay afloat.

“The free workshops being offered will help people to discover the mysteries of doing business online and help them get up and going in a new era where customers or clients don’t just walk in off the street but could come from the other side of the world and without ever being met personally.

“It’s not rocket science but it could give a country business the boost that it needs to be successful in a very competitive marketplace.

“With the National Broadband Network starting with Armidale as a first release site, the best technology is becoming available very close by and will quickly expand.

“Business and other service providers need to be ready to take advantage of this impending leap in local technology and if they don’t know how, attend these workshops and get help.

“I encourage people to attend the workshops and make the most of the opportunities that are opening up ‘Online’”, Mr Windsor said.

More information is available “Online” at [www.44gallonstraining.com](http://www.44gallonstraining.com) or by calling 02 8214 6344 or 1300 212 484.

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