

Free course to boost web skills

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By GREG ELLIS

UP to 700 small and home-based businesses are set to benefit from a free internet training program being rolled out in 70 courses across the Illawarra over the next 12 months.

The program provides small businesses with the opportunity to significantly increase their web presence and confidently engage in eBusiness strategies.

The CleverLink Connect 700 in 70 program is being run by Corral-based technology service provider CleverLink.

Wollongong's Grants and Funding Institute helped secure funding for the free training under the Australian Government's Small Business Online program.

The first sessions are in Wollongong today, on June 24 and 29, and in Shellharbour today, Kiama on June 25 and Thirroul on June 30.

PCL Money managing director Martin Anstee said the training would fill a real need for internet training and support.

"Quite often learning how to complete new tasks online is difficult without the coaching of an IT professional, which takes up valuable time and can be costly," he said.

"We have also found it difficult to learn about how new online technologies can assist us to grow our business."

Cleverlink founder Camtu Pham is the project co-ordinator for the CleverLink Connect 700 in 70 program.

Mrs Pham said she and her experienced team were passionate about helping small businesses get online.

"I am very pleased that CleverLink can roll out this project, thanks to the support from AusIndustry," she said.

"We would like to invite businesses to become actively in-



Excited: Camtu Pham's business CleverLink has been asked to run a new internet training program throughout the Illawarra. Picture: GREG ELLIS

involved in this program."

More specialist trainers have been recruited from across the Illawarra and Sydney for the training.

They all have particular experience in helping small businesses learn effective eBusiness and online tools.

Particular emphasis is being placed on e-commerce tools such as online payment options and shopping carts, CRM, website development and enhancement.

A range of flexible training options is available when registering at www.cleverlinktraining.com.au.