



An Australian Government Initiative



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Creative Industries Innovation Centre

ONLINE BUSINESS RESOURCES V10-1

Below are some useful sites that have relevant information and resources (and often industry leading thought) about modern business. Some of the sites have a particular focus (such as marketing) and some are slanted to the online world. Most offer a regular email you can subscribe to - some give away knowledge that is gold.

GOVERNMENT SITES

- www.business.gov.au is the Federal Government's business portal. It has a wealth of information (including information on all Federal, State and some local grants and assistance) and should be the starting point for all businesses.
- As part of the business site, the Small Business Support Line (SBSL) helps businesses by directly answering their questions on a wide range of business topics as well helping with information about Federal and State programs. Call 1800 777 275 between 8.00 am and 8.00 pm Monday to Friday or email sbsl@innovation.gov.au.
- www.business.vic.gov.au is the Victorian Government's business portal. Again, a wealth of business information relevant to Victorian businesses. Also check out the other state business sites (business.nsw.gov.au etc), which also have generic information useful to all business as well as specific state based info relevant if you are trading in that state.
- Most local government websites have some good information for business. They may also provide other resources that could be of use to your business. They will often support local business networks, some which are very active and well worth being part of for networking opportunities.

INFORMATION SITES

This is by no means an exhaustive list (and not in any particular order). There are heaps of resources out there. But the following have lasted the test of time so have earned some creds. All offer a newsletter and social media contact.

Australian:

- www.australiananthill.com - great for all businesses but targeted at entrepreneurs.
- www.crikey.com.au - the once bad boy of the media is positively mainstream now. A good business section, amongst others. Look at the bottom of their home page at 'Popular Partner Pages' for some good tools and info.
- www.smartcompany.com.au - part of the Crikey stable, packed with info for businesses. Has some great resources for business online. Look also at their stable mate www.startupsmart.com.au for great info for new businesses.
- <http://flyingsolo.com.au/> - specifically for Australian solo and micro businesses. A very strong, supportive community and a website with heaps of resources.
- www.dsbn.com.au - Dynamic Small Business Network is "a one-stop resource addressing the essential needs of small business."
- www.adnews.com.au and www.bandt.com.au - are the two main local advertising/media/comms magazines, with articles and resources relevant to business.

- www.Mumbrella.com.au is the new kid on the block in the ad and marketing info world. Started out as a blog but its influence has grown greatly.
- www.marketingmag.com.au - online version of Marketing magazine.
- www.businessresources.com.au - a commercial website, but still offers a lot of worthwhile resources and links to other information.
- www.smallbusinesshq.com.au - another commercial website with some good info and also listings (paid) of companies that can supply certain services.
- www.zdnet.com.au - technology focus – Aussie version of huge international (USA) site.
- <http://www.fairfax.com.au/network-map.aspx> - Fairfax digital has a wide range of news and info sites across many topics related to business. They also offer a range of newsletters.
- iwatch (subscribe at www.slatteryitconsulting.com.au) – a cross section of info on the Australian internet and technology scene – a definite technology slant
- <http://whirlpool.net.au/> - where technology buffs hang out.

Worldwide:

- <http://www.smartbrief.com/signup/index.jsp> Smartbrief publishes industry specific newsletters which aggregates relevant news stories from a myriad of worldwide sources. Sign up at the above link. They have many business titles, as well as advertising and 23 other industry categories. This is gold!!
- www.fastcompany.com - a myriad of info and resources for the switched-on business.
- www.marketingprofs.com - great marketing and comms info.
- <http://adage.com/> - Ad Age is the main US advertising magazine, but has lots of marketing and general business news and resources.
- www.brandweek.com - abundant news on marketing, branding, emarketing and general business.
- www.ted.com - "Riveting talks by remarkable people, free to the world." Where the real thought leaders hang out. Often big picture stuff, but can still have great business info.
- www.clickz.com – news and expert advice. Informative newsletters.
- www.emarketer.com - stats and research focussed.
- www.zdnet.com - technology focus (USA centric).
- www.imediaconnection.com/ - a great resource covering media, marketing, consumers (audience) and the wide gamut of online information.
- www.1to1media.com/ - concentrates of customer strategy, particularly online.
- www.mckinseyquarterly.com - a great general business resource as well wealth of high level business intelligence.
- www.strategy-business.com - is the intelligence site of Booz & Co.
- www.hbr.org - Harvard Business Review website has a lot of great resources, many free.
- www.innovationtools.com - InnovationTools is the world's largest website focused on business innovation, creativity and brainstorming.

Others worth looking at:

- <http://www.mashable.com> - the latest breaking online and technology news.
- www.iw.com/newsletters/subscribe.php - Internet Business provides news, analysis, opinion, research, and case studies about the world of Internet business.
- www.marketingvox.com comprehensive online marketing site.
- www.marketingnewz.com/ - internet marketing news.
- www.slideshare.net - a great resource where slide presentations are shared. It can be a rich source of prime information.
- <http://www.cnet.com/> and <http://news.cnet.com/> have vast information about the online world, usually with a technology slant.
- www.ecommercetimes.com - focuses on ecommerce.
- www.btobonline.com - emarketing news with a B2B slant.
- <http://www.streamingmedia.com/> - online video news.
- www.CRMDaily.com - focuses on customer relationship management.
- www.wilsonweb.com/ - one of the originals. Small business skew.
- www.dmnews.com/ - a great direct marketing resource.
- www.emailsherpa.com - email orientated.
- www.useit.com – Jakob Neilson is the godfather of website usability, and this is his official site.

- Internet Information Portal – www.internet.com
Includes a comprehensive list of internet.com newsletters:
<http://e-newsletters.internet.com/>
 - Some will be of specific interest to you.

BLOGS

Virtually all of the sites mentioned above have some form of blog as part of the site. Many, now, rely on the blog format as the main deliverer of news. On a different tack, according to the industry magazine, B&T, these are the top marketing/ advertising/ media/ PR/ communications/ blogs:

- www.Bannerblog.com.au
- www.Acidlabs.corg
- www.Servantofchaos.com
- www.Theinspirationroom.com/daily
- www.Marketingmag.com.au/blogs
- www.Laurelpapworth.com
- www.Youngie.prblogs.org
- www.Adspace-pioneers.blogspot.com
- www.Andrewgrill.com/blog

SOCIAL MEDIA

Most social media sites have interest groups you can join. You should lean more to the business orientated sites such as LinkedIn and Plaxo. Senior practitioners can be very generous with the knowledge they share in these interest groups. There are a myriad of groups that will be of relevance to your business. Don't just lurk – be active in the groups. What you put in you will get out!

NEWSGROUPS

Groups were the way people interacted before social media. There are still thousands of newsgroups on a huge range of topics, including ones relevant to your business. A good starting point to discover newsgroups is:

- <http://groups.google.com/>

RESEARCH

Sites which specialise on research, particularly online related matters.

- <http://www.clickz.com/stats/>
- www.emarketer.com
- www.forrester.com
- www.idc.com
- www.pewinternet.org
- www.aberdeen.com
- <http://internetworldstats.com/>
- www.upsdell.com/BrowserNews/stat.htm
- <http://www.thecounter.com/stats/>

Also, most of the major newsletters have a research section.

SEARCH ENGINES

You probably use Google as your primary search engine. You may also on occasions use Bing, yahoo!, Alta Vista, Excite, Lycos. But there are thousands of other search engines around, some of them industry or topic specific. A good listing can be found at:

- www.searchenginewatch.com/links/

INDUSTRY ASSOCIATIONS

It is worthwhile being a member of your industry association. Many have excellent business resources as well as running networking events and training. You don't need to be a member to attend training and events, so below are some associations that may run relevant activities to help improve your business. (They could also provide good networking opportunities and even a source of work.)

- www.aim.com.au - Australian Institute of Management has an extensive array of events and training aimed at improving business management and business itself.
- The Australian Institute of Company Directors www.companydirectors.com.au caters for the more senior manager.
- The Australian Marketing Institute <http://www.ami.org.au> has information and sessions on all things to do with marketing and emarketing.
- <http://www.communicationcouncil.org.au/> - the old Advertising Federation of Australia (AFA) has rebranded to represents the advertising industry as well as a wider slice of the communications industry.
- www.pria.com.au - the Public Relations Institute of Australia has a well resourced site.
- www.iabcvic.com.au - is the local chapter of the International Association of Business Communicators. The international site (<http://www.iabcvic.com.au/>) has good information.
- www.adma.com.au - ADMA (Australian Direct Marketing Association) encompasses all things to do with marketing directly to your customer both on and offline.
- <http://www.aimia.com.au> - AIMIA (Australian Interactive Media Industry Association) tends to focus more on creative and production business.
- <http://www.iiia.net.au> - IIA (Internet Industry Association) represents the internet industry, focussing on technology and internet policy.
- <http://www.aana.com.au/> - the Australian Association of National Advertisers represents 'clients' of the communications industry.
- Internationally (USA actually) there is <http://www.emarketingassociation.com> - may be worth joining for online forums.
- Local Chambers of Commerce can have great resources to assist you as well as offering good networking opportunities. For Melbourne and Victoria, check out www.vecci.org.au .
- And don't forget the myriad of groups on social networking sites - amazing info freely shared.