

# MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: MONDAY 12 JULY 2010

ATTENTION: Chiefs of Staff, News Directors

---



## Guide to starting and managing small business in Australia

Ever wondered how to get started in small business, where to get help, how to generate sales, how to plan operations and how to handle the finances?

*Managing a Small Business in Australia* is a new book written in Tasmania advising small businesses how to get the most out of their hard work.

It has been written by Jack English, Associate Professor in Entrepreneurship and Deputy Director of the Australian Innovation Research Centre (AIRC), and Tasmanian co-author Babette Moate.

“If you are standing on the sidelines and tempted to go into business, this book shows you what is involved,” Assoc. Prof English said.

“It is a guide for anyone who wants to build a future in their own small business.”

The authors have a unique blend of professional training and practical experience combined with skill in making information clear and understandable.

Assoc. Prof English’s role at the AIRC is to encourage the development of an enterprising culture in Tasmania. He serves on the Tasmanian Innovations Advisory Board and has developed and introduced a variety of programs around Australia focused on entrepreneurship, innovation and commercialisation. He is the author or co-author of 25 books.

Babette Moate is a Commerce/Law graduate of UTAS. Babette has worked in a variety of policy roles for the Tasmanian government.

“In 2001, the Department of Economic Development accepted a proposal from the Tasmanian Innovations Advisory Board to fund a new and innovative Entrepreneurship Major at UTAS,” Assoc. Prof English said.

“Since then, hundreds of students have completed degrees that focus on entrepreneurship, commercialisation, creativity and innovation in business. This has delivered a new generation of graduates capable of capitalising on the commercial opportunities available in Tasmania.”

*Managing a Small Business in Australia* is the companion book to *Discovering New Business Opportunities* launched last year.

## **Media Interview/Photo Opportunity**

*Managing a Small Business in Australia* will be officially launched TODAY.

**What:** Official launch of the new book *Managing a Small Business in Australia*

**When:** 5pm **MONDAY 12 July 2010**

**Where:** The Australian Innovation Research Centre, Level 5, Galleria Building, 33 Salamanca Place, Hobart

**Who:** Authors Associate Professor in Entrepreneurship and Deputy Director of the Australian Innovation Research Centre (AIRC) Jack English

**Assoc Prof English is available for interviews on (03) 6226 7387**

**Information Released by:**

UTAS Communications and Media, University of Tasmania

Phone: (03) 6226 8519 Mobile: 0418 510 121

Email: [Media.Office@utas.edu.au](mailto:Media.Office@utas.edu.au)