



MEDIA RELEASE

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Australian Alliance for Virtual Businesses Chapter Launches 1st Industry Survey

Alliance for Virtual Businesses Australian Chapter (A4VBAU) conducts first national comprehensive study of the Australian Virtual Assistant industry to document its development, growth and impact on small businesses, entrepreneurs and solopreneurs.

One of the fastest growing work-from-home phenomena in Australia is the Virtual Assistance industry. Currently, it is reported that over 400 professional, self-employed Virtual Assistants provide remote business support services, mostly from their home offices, for entrepreneurs, small businesses and solopreneurs. Beginning Tuesday, June 15 through Friday, June 30, 2011, the Alliance for Virtual Businesses Australian Chapter ([A4VBAU](#)) will conduct the first nationwide comprehensive Virtual Assistant (VA) industry survey. The study will collect statistical data on these independent contractors' best practices, operations and procedures used in running a successful VA business.

Ms. Lyn Prowse-Bishop, chair of the A4VBAU steering committee reports, "Survey results will provide a national benchmark for practicing and future professional VAs. It will document industry demographics, marketing, technology, compensation, and prospective niche categories, as well as provide a thorough snapshot of services offered by industry professionals."

Sharon Williams, chairperson of the [A4VB](#), the Australian chapter's parent organization states, "Our ongoing mission is to facilitate the growth of the industry, educate members and promote the benefits of working with VAs both locally and worldwide." Williams also reported, "The results will offer an important reference document for VAs, the media and businesses seeking documented data on one of the fastest growing 'work from home' industries, worldwide."

For more information about the A4VB, its new Australian Chapter or to participate in the survey, log on to www.a4vb.com.au. After the data has been compiled, the results will be released during an online Chapter launch party. To obtain a copy of the report summary and subsequent publication, contact media@a4vb.com.au.

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About Alliance For Virtual Businesses

The [Alliance for Virtual Businesses](#) is a volunteer-directed organisation, whose primary mission is to advocate globally on behalf of the virtual assistance industry and to promote the growth of free enterprise between virtual assistants, entrepreneurs, small businesses, corporations, associations and other business entities. The Alliance IS the leader in promoting the VA Industry. They communicate a unified VA message around the globe, via web 2.0, print media, TV, internet, presentations and other modalities. Their ongoing mission is to facilitate the growth of the industry, educate members and promote the benefits of working with VAs both locally and worldwide.

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