



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Alliance For Virtual Businesses Launches Virtual Assistants Chapter In Australia

On Friday 20 May 2011, International Virtual Assistants Day, Sharon Williams, founder of the Alliance for Virtual Businesses (A4VB) located in the USA, announced the opening of its Australian Chapter, A4VBAU.

On Friday, 20 May 2011, Virtual Assistants from around the globe celebrated International Virtual Assistants Day, the annual day of recognition of the VA industry. During the celebration, Sharon Williams, founder of [The Alliance for Virtual Businesses](#) (A4VB), a US-based Virtual Assistants organization whose mission is to spread the word about the benefits of working with professional virtual assistants and to advocate globally on behalf of the industry, announced the formation of the [Alliance for Virtual Businesses-Australia Chapter](#) (A4VBAU) whose mission is to educate, network, and increase industry awareness in Australia amongst small businesses, entrepreneurs and solopreneurs.

Lyn Prowse-Bishop, a Queensland-based VA industry leader stated, "This is exciting news for the Australian VA industry as the Alliance is THE premier advocacy organisation for the global VA industry. The Chapter now enables Australian VAs to tap into years of expertise, plenty of resources and learning, mentoring and business growth opportunities, but in Australian time".

A4VB defines Virtual Assistants (VAs) as "independent entrepreneurs providing professional administrative, creative, managerial, technical, business office and/or personal support services. VAs use the most advanced means of communication, and the newest and most efficient and time saving office products and work delivery, regardless of geographic boundaries. Virtual Assistants work from their own offices, on a contractual basis, and abide by an established Code of Ethics requiring integrity, honesty and due diligence."

It is reported that more than 400 professional virtual assistants currently reside in Australia and the A4VBAU Chapter will be a place where existing business owners can find their perfect match when looking to fulfill their virtual business and outsourcing needs.

Now more than ever before, states Williams, "VAs are a necessity for small business owners, entrepreneurs and solopreneurs who have found that it makes good economic sense to outsource support services and the running of their businesses."

The role of A4VBAU is to provide a local support base for its Australian members and serve as a connector for business owners seeking to partner with VAs. This expansion has also created a huge opportunity for virtual businesses to share and benefit from the expertise,

knowledge and resources of the host membership organisation. A4VB will also provide appropriate information, education, coaching, training, networking and mentoring for up and coming and established virtual businesses.

The Australian Chapter is lead by eight Australian VAs, representing several States of Australia, who have provided administrative and Internet-based support services for a wide variety of clients. All aspiring, emerging or seasoned virtual business owners are invited to join the A4VB community and share their knowledge, experience and expertise with other dynamic entrepreneurs.

For more information about the A4VB and its new Australian Chapter and to register, log on to www.a4vb.com.au.

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About Alliance For Virtual Businesses

The [Alliance for Virtual Businesses](http://www.a4vb.com.au) 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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