



MEDIA RELEASE

NATIONAL PANEL PICK TOP TEN REGIONAL ONLINE HEROES FROM FIELD OF 170

The Regional Australia Institute (RAI) and Google's hunt for Australia's top ten Regional Online Heroes has entered its final stage, with the ten best entries selected by judges from a highly competitive field of 170 applicants.

These ten finalists will be flown to Google's Sydney HQ for a money-can't-buy growth masterclass on Monday 2 November, where they will learn new tools and methods to grow their businesses even further. At the conclusion of the masterclass one finalist will be announced as the overall winner, claiming the title of 'Australia's Regional Online Hero' at an exclusive cocktail celebration.

The top ten finalists were selected by a jury consisting of Deputy Prime Minister, the Hon. Warren Truss MP, digital entrepreneur and Birdsnest founder, Jane Cay, RAI CEO, Jack Archer and Head of Small Business at Google Australia, John Ball. Finalists were recognised for their outstanding use of the internet to grow their business, reach new customers and give back to the community.

The Deputy Prime Minister commended all the entrants for their outstanding entrepreneurship and skill, not only in establishing their individual businesses, but in using the internet to provide local and international benefits to their communities.

"The unique nature and creativity displayed in each business model is something that demonstrates what can be achieved with hard work and foresight for those running businesses in regional Australia," said the Deputy Prime Minister.

The full list of Regional Online Heroes finalists travelling to the masterclass in Sydney are:

4 Ingredients, Caloundra, QLD
Dingo Australia, Dalby, QLD
Farmanco, Katanning, WA
Knobel Honey, Clermont, QLD
Mind My Farm, Parkes, NSW

Outback Astronomy, Broken Hill, NSW
Tambo Teddies, Tambo, QLD
The Rural Woman, Lightning Ridge, NSW
Therapy Connect, Deniliquin, NSW
Wheatbelt Beads, Merredin, WA

The RAI's collaboration with Google to identify Australia's Regional Online Heroes is designed to give recognition to outstanding regional online innovators, and to encourage regional small and medium sized businesses around the country to realise the potential of mobile and internet technologies for growth.

The public announcement of which finalist will claim the ultimate title of 'Australia's Regional Online Hero' will be made on Tuesday 3 November.

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About the Regional Australia Institute

The Regional Australia Institute (RAI) is an independent policy think tank and research organisation. It's the vital link between research, policy and implementation. The RAI advocates for change to build a stronger economy and better quality of life in regional Australia – for the benefit of all Australians. For more information on the RAI go to www.regionalaustralia.org.au

To organise an interview or photo opportunity, please contact:
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