



## **Australian Mothers Top Up Family Income by Running Online Businesses**

**Sydney, Australia – 5th May 2006** – OZtion, Australia's second largest online auction site ([www.oztion.com.au](http://www.oztion.com.au)) has today announced that more than 2000 Australian women are supplementing their weekly family income by running micro businesses that sell products online via [www.oztion.com.au](http://www.oztion.com.au).

In April 2006, approximately 58% of all micro businesses actively selling at OZtion were owned by women. During the corresponding period, 65% of all active buyers on the site were female.

Queensland women running micro businesses were the largest single group amongst all OZtion sellers in April 2006 (14% of all sellers), closely followed by New South Wales women. The third largest group was New South Wales men, with Victorian women the fourth largest group.

According to recent ABS Australian Labour Market Statistics (Cat No 6105.0 April 2006), women make up 71.6% of people in part time employment.

Philip Druce, Managing Director of OZtion commented, "OZtion makes it easy for anybody to make extra money by selling products online. Our site is friendly, safe, and easy to use. We have very active online forums, where our users can find help, swap ideas, get tips on how to sell online, or just chat with friends."

For Karien Marshall from Adelaide, looking after her two young children is a full time job. Finding traditional part time work is simply not a realistic option for this 31 year old mum, due to the enormous cost of childcare. To help cover family bills, Karien has established a part time business selling lingerie, fragrances, and second hand clothing.

Karien Marshall commented, "I have been selling online for more than a year now. After being burnt by terrible customer service at another online auction site, a friend suggested I give OZtion a try. I love the fact that OZtion only charges me when my product actually sells, and their forums are a great place to meet new friends. I now sell my products exclusively via OZtion."

Keeping on top of household bills is a challenge for Cheryl Dean, mother of 4 young children, from Proserpine in Queensland. This 38 year old supermum not only looks after her family, but also manages to work full time and run an online business at OZtion.



Cheryl Dean commented, "Every cent counts in our house. I sell items that let people make their own custom jewelry. Jewelry making is a hobby of mine. Selling via OZtion has helped me to meet many new friends that share my interest, as well as bring in extra money for the family. My online sales via OZtion have improved dramatically over the last few months."

Barbara Grosvenor from Brisbane is a 49 year old mother of 8. With two of her children still living at home, her business sells papercraft and new age items to supplement her family income. With years of experience selling online, her business is growing through her online sales at OZtion.

Barbara Grosvenor commented, "My business sells via several different online sites. I use OZtion because it is an Australian company, and they don't charge anything to list products online. It makes a huge difference to the profit I make from an online sale."

OZtion's online auction listings have grown 73% in the first quarter of 2006, currently averaging 81,600 simultaneous auctions.

OZtion's Zero Cost Listing service enables any Australian individual or business to advertise products online at no cost, with a very low fee being charged only in the event that the item is sold. OZtion's online tools also automatically track the sales process for the seller.

### **Background Information**

Commencing online on 1st January 2005, [www.oztion.com.au](http://www.oztion.com.au) is the result of a unique Australian online auction system. All research and development for the site is carried out in Melbourne.

All items listed for sale via OZtion are offered by Australian businesses or individuals that have been security verified by OZtion's unique seller verification process.

Membership at [www.oztion.com.au](http://www.oztion.com.au) is free.

OZtion has grown rapidly by offering Zero Cost Listings for items being sold online. This service is one of Australia's safest and cheapest methods for small businesses to sell goods online, with more than 4,200 Australian small businesses actively using OZtion to sell their products.

OZtion's Zero Cost Listing service enables any Australian individual or business to advertise their products online at no cost, with a very low fee being charged only in the event that the item is sold. The sale fee ranges from 1.5% to 3% of the sale price, with the fee capped at \$30.



The Zero Cost Listing service is a form of "Pay for Sale" online advertising. It is extremely simple to use, and allows businesses to greatly increase their Internet based product sales without wasting money paying for clicks from people that are merely window shopping.

In contrast, website based advertising offerings from most Australian online sites are priced based on the number of times an advertisement is shown, or on a "pay for click" basis.

### **About OZtion**

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously in 2005 to become the 2nd largest Australian online auction site. OZtion was recently voted Australia's best new website by the readers of Australian Netguide magazine. Visit [www.oztion.com.au](http://www.oztion.com.au) for more information.

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