



## **OZtion Offers Helping Hand to Thousands of Australian Charities and Church Groups via Zero Cost Internet Fund Raising Shops**

**Sydney, Australia – 18th Oct 2006** – OZtion, Australia's second largest online auction site ([www.oztion.com.au](http://www.oztion.com.au)), has today announced that they are offering registered Australian charities the ability to setup and maintain a fully featured online shop for zero cost.

Philip Druce, Managing Director for OZtion commented, "OZtion is now offering any registered Australian charity the ability to setup and maintain a complete Internet shop for zero cost, advertising both their cause and fund raising items to the millions of visitors to [www.oztion.com.au](http://www.oztion.com.au). This is a great way to raise money and awareness for your cause, and takes less effort than the traditional lamington drive. You don't even need to be a computer expert, as a standard OZtion vShop can be easily setup by a computer novice in 10 minutes."

OZtion's new vShop service allows any organisation to establish a fully branded, easy to setup and maintain Internet shop. Each vShop is created within the OZtion site, and benefits from the millions of visitors to [www.oztion.com.au](http://www.oztion.com.au).

Registered Australian charities wishing to use the vShop service will be able to setup and maintain their online shopping site at zero cost. Within their vShop, charities can choose to promote their cause, as well as offer items for sale using OZtion's Zero Cost Listing service, which is a form of "pay for sale" advertising. The vShop can also be used to directly source cash donations.

The Hope Cottage project has chosen to use OZtion's vShop service to supplement their fund raising activities. The goal of Hope Cottage is to establish a series of specifically designed Australian holiday retreats that cater to the special needs of seriously ill children.

Thera Ramage, founder of the Hope Cottage project explained, "Fund raising is a constant struggle for dollars. We are always looking for new low cost ways to raise awareness and bring in donations. OZtion's new charity vShop service will definitely help our fund raising efforts."

Thera Ramage continued, "The idea for Hope Cottage was inspired by my ten year old daughter, Chaianne, who was diagnosed in March 2004 with Acute Myeloid Leukemia M5 and also suffered countless strokes. After undergoing exhausting and grueling chemotherapy for four months and then a bone marrow transplant on the 9th July 2004, we felt there was a very real need for somewhere that we could escape to and recover from some of the



ravages that we, as a family, had suffered. This is when the Hope Cottage project was born."

There is no charge to place a standard item listing within a vShop, with only a very low fee of between 1.5% and 3% of the final sale price charged in the event the item is sold. A typical total fee for the sale of a \$10 item would be 30 cents, regardless of how long it was advertised.

OZtion vShops allow resource strapped charities and church groups to automate online transaction processing for fund raising. Inventory levels, order progress tracking, and the production of invoices are all handled automatically.

Items within a vShop are sold using fixed prices, rather than using auction based pricing. OZtion automatically provides a system wide shopping basket system, so that people can purchase items from multiple vShops in a single process. Shopping carts can also be saved by shoppers and retrieved at a later time, if they need to interrupt their purchase.

In addition, OZtion offers extensive online safety features, including in-depth identity verification measures:

- extensive identity checks for businesses, organisations, and individuals wishing to setup vShops at OZtion
- identity verification for all individual sellers
- optional identity verification for buyers
- easy to understand icons to indicate identity verification levels achieved for every user of the site

Membership at OZtion is free. Anybody can join and purchase products.

OZtion's online product listings have grown 418% since Jan 2006, currently averaging 245,000 simultaneous items for sale.

### **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 ecommerce 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.

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 to become the 2nd largest Australian online auction site. OZtion was recently voted Australia's best new website by the readers of Australian Netquide magazine. Visit [www.oztion.com.au](http://www.oztion.com.au) for more information.

#### **About Hope Cottage**

The goal of Hope Cottage is to establish a series of specially designed holiday retreats that cater specifically to the needs of seriously ill children. The Hope Cottage project is the brainchild of the Chianne Ramage Foundation, an Australian charity.

#### **Media Contact:**

Sebastian Rice,  
Silverspan, 02 9959 1991, [seb@silverspan.com](mailto:seb@silverspan.com),  
[www.silverspan.com](http://www.silverspan.com)