World-renowned Territory comedienne Fiona O’Loughlin will be on hand to help Minister for Business Paul Henderson launch October Business Month in Alice Springs today.

The jam-packed month dedicated to helping budding and established Territory businesses thrive, will be officially opened by Mr Henderson at the Alice Springs Desert Park today.

Mr Henderson said this year successful keynote speakers will feature at a range of seminars focussing on key business areas, including marketing, finance, eBusiness, workplace risk assessment and human resource management.

"October Business Month is an important avenue for business training throughout the Territory," Mr Henderson said.

"Small business is the backbone of the Territory’s economy, accounting for 93% of total businesses and 56% of employment in the Northern Territory.

"The NT Government is committed to supporting small business and helping it grow through a range of programs and services, and October Business Month is one way that Government aims to support and encourage business by providing this wealth of information."

Mr Henderson said more than 500 people had already registered to attend functions and events throughout the Territory.

"During October there will be a series of events that aim to meet the needs of business by focusing on the key training areas of human resources.

"There is still plenty of availability so I encourage everyone who is in business, or perhaps even thinking of starting up a business to register in some of the seminars. Register online for your chance to win a Palm Pilot valued at $1000."

For more information, or to register for October Business Month activities, check out the Department of Business, Industry and Resource Development’s website at www.betterBiz.nt.gov.au or telephone free call 1800 193 111.