

# Media Release

The Hon Daniel Andrews MP  
Premier



Sunday, 23 August 2020

## **‘CLICK FOR VIC’ TO SUPPORT LOCAL BUSINESSES AND LOCAL JOBS**

As we stay home to stay safe, a new campaign will encourage Victorians to experience some of our state’s best produce and products – right from the comfort of their own home.

Premier Daniel Andrews today launched ‘Click for Vic’, a new campaign to connect Victorians with local producers, creators and businesses across the state.

Victoria is home to some of the best fresh food, wine, galleries and homewares in the world – but the coronavirus pandemic has hit many small producers hard.

The new website – backed by a major new campaign that will be rolled out across television, print, radio, digital and social media channels – will encourage Victorians to support these hard-working local businesses, which are vital to so many local communities.

Even as we drive case numbers down, and as we’ve seen around the world, without a vaccine – the incredibly infectious nature of coronavirus will mean it will continue to be an ever-present threat. That means small but simple things like wearing a mask, washing your hands, keeping your distance – and getting tested if you have symptoms – will be important for a while to come.

But it also means we need to keep finding new and innovative ways to connect with – and support – local producers and creators.

By Clicking for Vic, Victorians will be connected to online offerings from the Victorian Country Market, Providoor, Co-Lab Pantry and many more.

Some of our best producers will also be highlighted in the campaign, including Sallie Jones of Gippsland Jersey, Nathan Cowan of Billson’s Brewery in Beechworth and Gabrielle Moore of Sailors Grave Brewing in Orbost.

Victorian Country Market – a digital version of your favourite country market – is home to more than 250 stalls including fresh produce, drinks, arts, crafts and homewares from across regional Victoria. Not only is the Market helping regional producers survive the economic impacts of the pandemic, it’s also supporting the music industry by providing opportunities to out-of-work music staff for home deliveries.

Providoor, founded by Melbourne chef Shane Delia, has joined with the city’s best restaurants to offer a chef-prepared, finish-at-home delivery service. Recently launched Co-Lab Pantry - an online retail hub offering pantry staples, meals, drinks and experiences from Victoria’s most-loved restaurants, bars, cafes, brands and producers.

Farm-gate producers will also benefit from a \$1.5 million e-commerce and marketplace transition package unveiled today, helping Victorian farmers and producers to diversify into online markets by providing training and support to help them build a sustainable online presence.

Go to [visitvictoria.com/clickforvic](https://visitvictoria.com/clickforvic) to discover how to bring the best of Victoria into your very own home.

**Quotes attributable to Premier Daniel Andrews**

*“Without a vaccine, coronavirus will mean we have to find new ways to innovate and adapt. But by Clicking for Vic, we can support these local businesses – all from the comfort of our own lounge rooms.”*

*“Buying local is always the best policy, but it’s particularly important right now. By backing our local producers, we’re also backing the jobs and communities they support.”*

**Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula**

*“We’re bringing the country road trip into people’s homes, to help local businesses survive and rebuild from the pandemic.”*

*“From delicious produce to art and craft and famous wineries, our makers and creators are the best in the nation – and we want all Victorians to support them by Clicking for Vic.”*