

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



Thursday, 23 September 2021

BUY LOCAL CAMPAIGN SUPPORTS SMALL BUSINESSES

Small businesses will get a boost throughout spring, with a new *Buy Local this Weekend* campaign to call on Victorians to shop in their local communities.

Minister for Small Business Jaala Pulford today launched the campaign, encouraging Victorians to enjoy produce and products from their favourite local businesses this long weekend.

The Business Victoria campaign will run across digital media and features Victorian small business owners of different backgrounds, with messaging in English, Arabic, Chinese and Vietnamese.

As restrictions ease across the state in line with vaccination targets, weekends provide an ideal opportunity for Victorians to treat their friends, family or themselves to the best Victoria has to offer and support their community.

Across the state, thousands of small businesses are operating with COVIDSafe measures in place including takeaway, click-and-collect and home delivery options.

Whether it's freshly made pies from your local bakery, coffee beans roasted by your favourite café or a new novel delivered to your door, there are a wide range of goods available to suit your needs.

Victorians can show their support by sharing their experience of buying local with friends and family on social media, tagging the business they are supporting and using the #BuyLocalVic hashtag.

High-quality Victorian products can also be purchased by visiting *Click for Vic*. Since August 2020, *Click for Vic* has offered proudly made quality Victorian products and produce through a convenient online portal.

The Victorian Government has provided more than \$10 billion in direct economic support to business since the start of the pandemic, including \$4.2 billion in cash grants to 145,000 businesses since the May/June 2021 lockdown.

Support Victorian businesses this long weekend by shopping local or visit visitvictoria.com/clickforvic.

Quotes attributable to Minister for Small Business Jaala Pulford

"Throughout spring, we're encouraging Victorians to buy local. Treat yourself or your loved ones by enjoying incredible local products and celebrate Victorian small businesses."

"Whether you're making an early start on the Christmas shopping, sending a bunch of flowers to a dear friend or buying a gift voucher, supporting local businesses makes a big difference in our community."