

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



Wednesday, 8 December 2021

FESTIVE MOMENTUM DRIVES CONTINUED BUSINESS RECOVERY

Victorians are being encouraged to spend where it counts this festive season, backing businesses that are recovering after a tough 2021 by shopping locally for gifts, fresh produce and all holiday needs.

Minister for Small Business Jaala Pulford this week visited Gewürzhaus in Melbourne's Block Arcade as shoppers flocked to the CBD 18 days out from Christmas Day, highlighting the diverse offerings of small businesses and the benefits they bring to the community.

Gewürzhaus is a thriving herb and spice merchant and a great example of a family business that has found its place in the hearts of local shoppers.

In store, shoppers enjoy a full sensory experience with an array of delectable goods and gifts including over 350 single-origin herbs, spices and teas from around the world, with exclusive small-batch blends milled on site. Since opening its first store on Lygon Street in 2010, the Konecsny family has opened a further 10 stores across Australia.

Christmas and the summer months provide the ideal opportunity for Victorians to support their favourite local small businesses, strengthening local communities. Small businesses are the lifeblood of many communities and their ongoing success will contribute to the state's strong economic recovery into the new year.

The Andrews Labor Government has backed Victorian businesses throughout the pandemic, providing more than \$7 billion in cash payments to more than 180,000 businesses since June alone as the state charted a course through the Delta outbreak.

Business Victoria offers a range of programs to support small businesses to improve their operations, from marketing and digital engagement to finding new markets in Australia and overseas. This includes the popular Upskill My Business program, providing free workshops and training through some of Victoria's top education providers.

For more information on support available for Victorian small businesses, go to business.vic.gov.au.

Quotes attributable to Minister for Small Business Jaala Pulford

"When you buy from a small business, you're directly contributing to your local community. The benefits flow on not only to the business owner but also their employees, suppliers and delivery people – everyone in the supply chain."

"No matter where you live, whether you're in Melbourne, Macedon or Mallacoota, there are local businesses that could do with your support this Christmas."

Quotes attributable to Victorian Chamber of Commerce and Industry CEO Paul Guerra

"We know that the backbone of every city, suburb and town is their locally-owned and run businesses, and when you support one of them, you're supporting your hardworking neighbours and community members."

"This year has been particularly tough on our independent small business enterprises – please shop locally when you can this Christmas so our independent businesses will continue to be there when we need them."

Quote attributable to Gewürzhaus co-founder Eva Konecsny

"We are so thrilled to be open and welcoming our customers back into store after a really challenging two years – the next two weeks of trade are just so important for all small retailers."

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