

Media Release

The Hon Natalie Suleyman MP

Minister for Veterans
Minister for Small Business
Minister for Youth



Wednesday, 26 November 2025

SUPPORT VICTORIAN SMALL BUSINESSES THIS FESTIVE SEASON

The Allan Labor Government is encouraging Victorians to shop local and support small businesses this festive season with a new gift guide to help with gift ideas.

Minister for Small Business and Employment Natalie Suleyman this month launched the 2025 Business Victoria Christmas Gift Guide, which features 13 gift ideas from Victorian small businesses that will bring holiday joy across the state.

The Gift Guide celebrates the diversity and entrepreneurial spirit of Victoria's small businesses, offering a treasure trove of unique gifts with a distinctly Victorian flavour.

The Gift Guide promotes small businesses across Melbourne and regional Victoria – whether it's natural lip balm handmade in Mount Beauty to a collage kit featuring over 200 pages of ready-to-cut artwork by local artists, the guide has something for everyone.

If you've ever dreamed of matching with your pet, *BOIS The Label* has you covered – handmade in Melbourne, their cosy hoodies and adorable bucket hats are designed to fit dogs and humans of all shapes and sizes and \$2 from every item sold is donated to animal rescue charities.

Do you love chai but never have the time to make it? *Chai Addict* is a Melbourne-made, award-winning chai concentrate designed for busy people who want café-quality chai at home. Chai Addict is unsweetened and dairy-free, giving drinkers full control to choose the type of milk and sweetener to add.

And for those looking to get away this summer, why not head out to the *Edible Forest* in Dixons Creek for a delicious immersive experience. Enjoy the family-friendly guided tour, where you can explore over 300 edible and medical plants, taste seasonal herbs and learn how to grow your own edible garden at home.

The festive season is the perfect time for Victorians to support local small businesses, helping strengthen communities and fuel the state's economy. It also brings a welcome boost in trade, with turnover typically jumping more than 27 per cent in December compared with the monthly average.

Small businesses are the backbone of the economy, making up 97 per cent of all Victorian businesses. Victoria's 718,000 small businesses employ more than 1.3 million Victorians and contribute over \$417 billion annually to the state's economy.

To check out the 2025 Business Victoria Christmas Gift Guide, visit business.vic.gov.au.

Quotes attributable to Minister for Small Business and Employment Natalie Suleyman

"Small businesses are the heart and soul of Victorian communities."

"Christmas is the perfect time for everyone to show support by shopping local, and this guide displays the exceptional gift options available right across the state."