

Shop Local South Gippsland

Local residents are being encouraged to shop local as part of a new marketing campaign called 'Shop Local South Gippsland'.

The campaign aims to support local businesses by helping to promote Shop Local and Eat Local messaging. It is a reminder that these businesses are mostly owned and operated by local people. Many are family businesses who contribute to local schools, sporting clubs and community groups. By supporting local businesses, the whole community benefits. This messaging is particularly important right now as many businesses continue to be impacted by often sudden COVID-19 restrictions.

The campaign features advertising, shop signage, posters, a social media campaign, and reusable bags featuring the Shop Local South Gippsland branding that will be available through many local businesses. It is anticipated that this consistent messaging will become familiar with residents, and be a friendly reminder to support our businesses by shopping local instead of online or in metro-based shopping centres.

The campaign has been assisted by a number of local business and community associations who have been distributing materials to retailers in their respective towns.

The Shop Local South Gippsland promotion has been developed as part of South Gippsland Shire Council's COVID-19 Community Support Package.

Quote attributable to Renae Littlejohn, Director Economy and Community South Gippsland Shire Council:

"Shopping and eating local means so much to our businesses and it will continue to be important in the weeks, months and years to come. COVID-19 has been incredibly difficult for many industries – it would be great if we could increase the amount of support for our local retailers and eateries by residents and visitors. As we all know local businesses employ local people and use local services. Shopping local is easy to do and the benefits can be enormous. We really hope that everyone will get behind this campaign."

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I certify that the attached material is suitable for printing, publishing or distributing on behalf of South Gippsland Shire Council and that it is not considered to be "electoral matter" in accordance with the Local Government Act 2020 and permit this item to be produced for the purpose of allowing ordinary business to continue within South Gippsland Shire Council." CEO – Kerryn Ellis