

## Shop Local South Gippsland

South Gippsland residents are being encouraged to shop and eat local as part of the relaunch of Council's 'Shop Local, Eat Local' marketing campaign.

The campaign aims to support local businesses by promoting positive Shop Local and Eat Local messaging. It also serves as a friendly reminder that most local businesses are owned and operated by local people—many of them family-run—who actively support our schools, sporting clubs, and community groups. When residents choose to spend locally, the entire community benefits.

The campaign includes a series of social media posts, along with branded stickers, coasters, and building vinyls featuring the 'Shop Local, Eat Local' message. These materials will be distributed to local businesses, who will also be encouraged to share and promote the message with their customers. The campaign aims to serve as a friendly reminder for residents to support local businesses rather than shopping online or at metropolitan retail centres.

To find out more about the campaign, please visit: [www.southgippsland.vic.gov.au/shoplocal](http://www.southgippsland.vic.gov.au/shoplocal)

### ***Quote attributable to Cr John Schelling - Mayor South Gippsland Shire Council***

*"Supporting local business is important for every community. When you shop local, you not only help a business thrive, but you also strengthen the entire local economy and help to create jobs. Together, we can ensure South Gippsland continues to grow and prosper."*

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