



Senator the Hon Michaelia Cash
MINISTER FOR EMPLOYMENT, SKILLS, SMALL AND FAMILY BUSINESS
SENATOR FOR WESTERN AUSTRALIA

MEDIA RELEASE

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‘GO LOCAL FIRST’ NATIONAL CAMPAIGN TO SUPPORT SMALL BUSINESSES

A national campaign launched today will support the recovery of Australia’s small businesses by calling on all Australians to ‘Go Local First’.

Funded by the Morrison Government, the campaign led by the Council of Small Business Organisations Australia (COSBOA) will urge Australians to ‘Go Local First’ when they are purchasing products and services to help the small business sector get back on its feet.

The campaign will highlight the vital role of small businesses in our nation’s economic recovery from COVID-19.

Minister for Small and Family Business, Senator the Hon Michaelia Cash said now more than ever Australian small businesses need local communities to back them and support their recovery by choosing to shop with them either in-person or online.

“Australians know when they make the choice to go to their local small businesses, they are supporting their local community.”

The “Go Local First” campaign will feature numerous small businesses from across Australia including cafes, chemists, retailers, trades, hairdressers, butchers, accountants and bookkeepers.

“Spending with local small businesses keeps money within our communities, helping the local economy thrive.”

“The resourcefulness of Australians working together will see us emerge stronger on the other side. I encourage everyone in our local community to actively support this campaign and do whatever you can to back our fantastic small and family businesses and *Go Local First*.”

Over the coming months, Australians will see the ‘Go Local First’ message on TV, radio, online and in their community. For more information on the campaign visit:

www.golocalfirst.com.au

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