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## MEDIA RELEASE

19<sup>th</sup> November 2021

### Shop local this Christmas

This Christmas, Huon Valley businesses are calling on our community to consider supporting local, with the launch of the online 'Shop Local This Christmas' campaign. A campaign that is being led by the Huon Valley Brand marketing program.

Every month Huon Valley residents spend around \$6.6 million on non-essential items and in December this figure increases to over \$7.9 million.

Unfortunately, only a small portion - 16 per cent - is being spent within the Valley. So, of the additional \$1.1 million that is spent during December local businesses are only getting \$200,000. Every dollar spent locally contributes to local employment and the wellbeing of the community.

A key part of the campaign is the creation of an online shopping portal that brings together a variety of products, services and experience offerings from across the Valley and presenting them in one convenient location.

"We want to see more spending going to Huon Valley businesses and selecting a local business to purchase gifts for your loved ones will be like giving two presents in one," Mayor Bec Enders said.

The key message to everyone is to shop early, come to the portal at [www.huonvalleytas.com/shop](http://www.huonvalleytas.com/shop) and find something unique for your loved ones.

"The bushfires of 2019 and the COVID-19 pandemic have presented a whole range of challenges for the Valley. We are calling on our community to consider where their money is being spent and think about the broad benefits that shopping locally can bring to the community because every dollar spent locally contributes to local employment and the wellbeing of our community," Mayor Enders said.

So far, the online shopping portal has over 70 businesses registered and over 100 products listed.

Giuliana, from The Farmhouse Kitchen Tasmania, said she is wrapped to be a part of the initiative.

**Communications & Media Officer**

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“Running a small business and living in the Huon Valley is a real treat. I love the way our local council supports and promotes our small businesses and creates opportunities for people to discover the hidden gem that is the Huon,” Giuliana said.

Register your business for free now. If you are a business and would like to get involved please contact Council’s Economic Development team on 6264 0300 or by email: [ecodev@huonvalley.tas.gov.au](mailto:ecodev@huonvalley.tas.gov.au)

**For more information: Mayor Bec Enders (03) 6264 0300**