

A strong voice for our future

BRITTANY LAUGA MP

B Urb Dev (Urb&Reg Plan)(Hons), C.dec

**MEMBER FOR KEPPEL
AND ASSISTANT MINISTER
FOR EDUCATION**



MEDIA RELEASE

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Lauga urges to ‘Buy Local’

The Member for Keppel and Assistant Education Minister Brittany Lauga is urging the community to “Buy Local” to boost the economy, create jobs and celebrate the intrinsic value played by small businesses.

“Shopping for Christmas gifts, food and services with small businesses in Rockhampton and on the Capricorn Coast this year is crucial to the future of our commercial community which is being constantly eroded by national chains and online superstores.

“I’m also reinforcing the message on social media to re-direct Christmas shopping attention from online to on shore,” she said.

“The economic value for any community where its residents shop with local small businesses is well documented in a myriad surveys.”

She said a Small Shop Campaign study found 94 per cent of Australian consumers recognised the importance of small business to their local community, but admitted to forgetting to support them, with 90 per cent feeling “sadness, sympathy or disappointment” when small businesses close down in their community.

ELECTORATE OFFICE

Shop 6, Yeppoon Central Shopping Centre
42 Park Street, Yeppoon QLD 4703

POSTAL ADDRESS

Post Office Box 1474
Yeppoon QLD 4703

CONTACT

Phone: (07) 4913 1500 Fax: (07) 4913 1509
Email: keppel@parliament.qld.gov.au

WEBSITE

www.brittanylauga.com.au

“We can’t have it both ways.

“Bearing in mind it is up to small business owners to offer quality products at comparable prices, and excellent customer service (something the internet can never offer).

“It’s obvious that while we love our small businesses in Rockhampton and on the Capricorn Coast, we have to make a concerted effort to stick with them where we can.

“It’s no secret that the amount of money from each purchase recirculated (wages, business purchases) in local, independent stores is 48% compared to less than 14% in chain stores.

“Local farmers’ markets can act as hubs that enable social interaction between urban and rural residents and communities. We also know that there are environmental and health benefits to eating local food. Raising awareness of all the benefits of local food is a critical first step to a strong local food sector and realizing the key community benefits that result.

“Buy Local wherever you can, and make this community stronger today, and for the future,” said Ms Lauga.

ENDS

Contact John 0400787037