



## Go Local champions and celebrates local small business state-wide. By Going Local, you are directly investing in the future of your local community.

More Queenslanders are carefully considering the economic, social and environmental impacts of their purchases. They are actively seeking purchasing experiences that align with their personal values.

Every dollar spent by Queenslanders who Go Local is a direct investment in the local area – its economic future, jobs, human connections and the growth of the community.

Go Local promotes our State's small businesses and reminds Queenslanders to take the time to think about what's in their own backyard.

Small business is the backbone of the Queensland economy representing over 97.5% of all businesses in Queensland.

Queensland's more than 426,000 small businesses employ around 44% of the State's private sector workforce and span every industry sector.

Queenslanders have told us they Go Local because:

- going local helps to support small businesses
- local small businesses are accessible
- profit from small business is directly spent back in the community
- small businesses tend to employ people around the area
- when small business grows, the community grows.

Go Local encourages all Queenslanders to Go Local and make a direct investment in the future of their local economy, local jobs and their local communities.

**#GoLocalQld**

**[www.business.qld.gov.au/golocal](http://www.business.qld.gov.au/golocal)**

An initiative of the Queensland Government



**Queensland  
Government**



# HOW TO GO LOCAL.

By Going Local, you help small businesses to grow, create local jobs and support your community.

Here are some ideas to get you started:

## PROMOTIONS

- Put up stickers and posters to show you're a Go Local champion
- Distribute the Go Local postcards to your local small businesses.

## SOCIAL MEDIA

- Include a Go Local update in your newsletter and email communications
- Start your own Go Local page or Go Local gallery on your website
- Share your Go Local stories through your social media using the **#GoLocalQld** hashtag.

## BUILDING A GO LOCAL COMMUNITY

- Promote the benefits of the Go Local initiative to your stakeholders
- Host an event (e.g. business breakfast, conference or workshop) to recognise local small businesses
- Explore Go Local partnerships with your local chamber of commerce, community organisations and schools
- Buy Local wherever possible.

WHEN YOU

**GO**  
**LOCAL**

YOU

**GROW LOCAL**

**#GoLocalQld**

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