

GO LOCAL FIRST



TOOLKIT 3

**SMALL BUSINESS
IS EVERYONE'S BUSINESS**

SMALL BUSINESS PARTNERS CAMPAIGN TOOLKIT 3

The GO LOCAL FIRST campaign needs your support to encourage Australians to spend locally first to keep small businesses going, keep people employed and keep local communities thriving.



This third toolkit provides new resources to help you and your organisation promote the GO LOCAL FIRST campaign among your networks and communities.

INTRODUCTION

ENCOURAGE AUSTRALIANS TO SPEND LOCALLY FIRST

 golocalfirst.com.au

 facebook.com/localfirstAU

 [@golocalfirst](https://www.instagram.com/golocalfirst)

 twitter.com/COSBOA

Thank you to all our partners and the small businesses who have already engaged with GO LOCAL FIRST.

Your support and stories of innovation and resilience are integral to encouraging Australians to spend locally to keep small businesses going, keep local people employed and keep local communities thriving.

This toolkit provides new resources and information to help you and your organisation promote GO LOCAL FIRST among your networks and communities and encourage them to actively support small businesses as well.

Together, we can make a real difference to Australia's 3.5 million small businesses.

Future toolkits, digital tiles and pre-drafted content will be available via a closed 'GO LOCAL FIRST — Small Business Partners Facebook Group.

To join this group and access campaign digital content and supporter material, visit:
facebook.com/groups/1203225493354365



PROMOTE YOUR BUSINESS ON SOCIAL MEDIA

Social Media is a great way to promote your business and encourage more people to support you. As we adjust to a different way of life, Australians are incredibly supportive of those who have experienced challenges and are increasingly open to supporting businesses in order to protect local communities.

Research shows that more and more Australians are concerned about the transmission of Covid-19 in the community and ensuring that the local community services, that we all rely on, survive the pandemic. These are two important considerations for businesses to use to promote yourselves during this crisis.

Businesses should post on social media and:

- Promote the ways in which they have adapted during the pandemic.
Example: A café shifting to takeaway and delivery
- Promote the ways in which your business is keeping patrons and shoppers safe from Covid-19.
Example: Social media posts on how you ensure that your business is Covid safe
- Reinforce the importance of your business to the community, through the services and support that you provide.
Example: Picture of local sporting clubs that are sponsored by your business

Social media can help you boost your business profile and enable people to understand what you do and how you are an important part of the community.

Join our closed Facebook group to learn about what other businesses are doing to promote themselves and the GO LOCAL FIRST Campaign. We have also made a number of social media tiles available for you to use to promote small business.

Join the Facebook group at facebook.com/groups/1203225493354365

HOW TO ORDER YOUR GO LOCAL FIRST COLLATERAL

GO LOCAL FIRST collateral is available for you and your business team to order and be delivered free of charge. To order go to **www.golocalfirst.com.au/order-collateral**

Available to order:

GO LOCAL FIRST Stickers

— 210mm (w) x 80mm (h)



GO LOCAL FIRST Posters

— A4: 210mm (w) x 297mm (h)

— A3: 297mm (w) x 420mm (h)



ORDER IN 5 EASY STEPS

1

Visit: **golocalfirst.com.au/order-collateral**

2

Click 'Order Collateral' to be redirected to the National Mail and Marketing hosted online ordering platform.

3

Choose the number of A3 posters, A4 posters, and bumper stickers to order.

4

Input your contact details into the form, including your customer type.

5

Click 'Submit Your Order'.

These requests will be reviewed by the GO LOCAL FIRST Team and processed as soon as possible. Please only order collateral you require, and please let us know if you have surplus stock left over that could be used by others to get Australians to GO LOCAL FIRST.

CONCLUSION

Please remember to join the GO LOCAL FIRST Small Business Partners Facebook group to continue to receive updates and additional material. You can join the group at: **facebook.com/groups/1203225493354365**

As Australia enters our first recession in 29 years, we need Australians to support small businesses to ensure that you overcome these challenges and come out stronger. If we keep small businesses going, we can get our economy going again and enter a phase of recovery.

Together, we can get more Australians to support small businesses and GO LOCAL FIRST.

If you require any additional material, please contact GO LOCAL FIRST at **golocalfirst@cosboa.org.au**

GET AUSTRALIA GOING
AGAIN AND KEEP SMALL
BUSINESSES AND LOCAL
JOBS ALIVE



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