



Media release

Andrew Katos MP

Member for South Barwon

Friday, 19 September 2014

Celebrating the big difference small business makes

- **Geelong residents urged to get behind Support Small Business Day**
- **Napthine Government supporting small business and building better neighbourhoods**
- **Thousands of gift cards to be won to spend at local small businesses**

Geelong region residents are being urged to get behind local small businesses on Support Small Business Day on Saturday 4 October and celebrate the big contribution small businesses make to the economy and to local communities.

Member for South Barwon, Andrew Katos MP encouraged Victorians to explore and shop at their local small businesses on the second Support Small Business Day.

“The Napthine Government works hard to support small businesses because small businesses play a crucial role in keeping Victoria’s economy strong,” Mr Katos said.

“Whenever Victorians purchase from a small retail business, this helps to drive product diversity and innovation, create jobs in local communities and build stronger neighbourhoods.

“In fact research has shown that when \$100 is spent in a local small business, \$50 is retained in the local economy.

“I would urge all local residents to get involved in Support Small Business Day and to make connections with the local businesses that make such an important contribution to our community every day of the year.”

As part of the day Victorians have a chance to win gift cards that can be spent at participating businesses. There are thousands of gift cards up to \$100 to be won, provided by Principal Partner Bendigo Bank.

Shoppers who make a purchase at a participating local business and post a photo on social media of themselves with the purchase will also be in the running to win one of three \$100 gift vouchers.

The Minister for Small Business Russell Northe encouraged small businesses to register to participate on the day and welcome local shoppers through their doors on 4 October.

“In 2013 over 4,000 small businesses and consumers participated in the inaugural event and it would be great if we could boost those numbers this year,” Mr Northe said.

“Support Small Business Day also encourages business owners to explore the wide range of resources and information that Small Business Victoria delivers to businesses year round.

“There are 77,000 more jobs in small businesses across Victoria than there were in 2010. That’s because we are building a more productive Victoria by providing opportunities for small businesses to grow, reducing red tape and creating local jobs.”

To participate, small businesses and shoppers across the state can register at www.supportsmallbusinessday.vic.gov.au.

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