



## SHOP LOCAL THIS CHRISTMAS SEASON AND KEEP THE COIN IN TOWN

Mayor of Dubbo Councillor Ben Shields is encouraging everyone to keep in mind the benefits of shopping local this Christmas.

“We are fortunate to live in a thriving regional area and it is important that the community get behind our local businesses, particularly at this time of year, so we can continue to enjoy a robust retail sector well into the future,” Cllr Shields said.

“It is not just the business owner who benefits from people shopping local, there are benefits for the whole community,” he said.

“The snow on effects of spending locally is seen by everyone as all industries benefit through additional jobs, services and demand,” he said.

“For every \$1 spent in retail including all direct, industrial and consumption effects, it is estimated to increase up to \$1.885,”

“A key propulsive sector for the Dubbo Region in terms of its employment, retail is the second highest employer with the total employment estimate for Dubbo Regional LGA at 19,217 jobs, with 2,467 being in retail,” he said.

“It also contributes \$303.106 million of total output, or gross revenue, of the Dubbo Regional LGA,” he said.

“Council is committed to making shopping locally a more appealing through initiatives such as the Ignite program which is building the profile of our local retailers within the community and is supporting over 70 local businesses throughout the City via a marketing campaign encouraging locals to shop local this Christmas,”

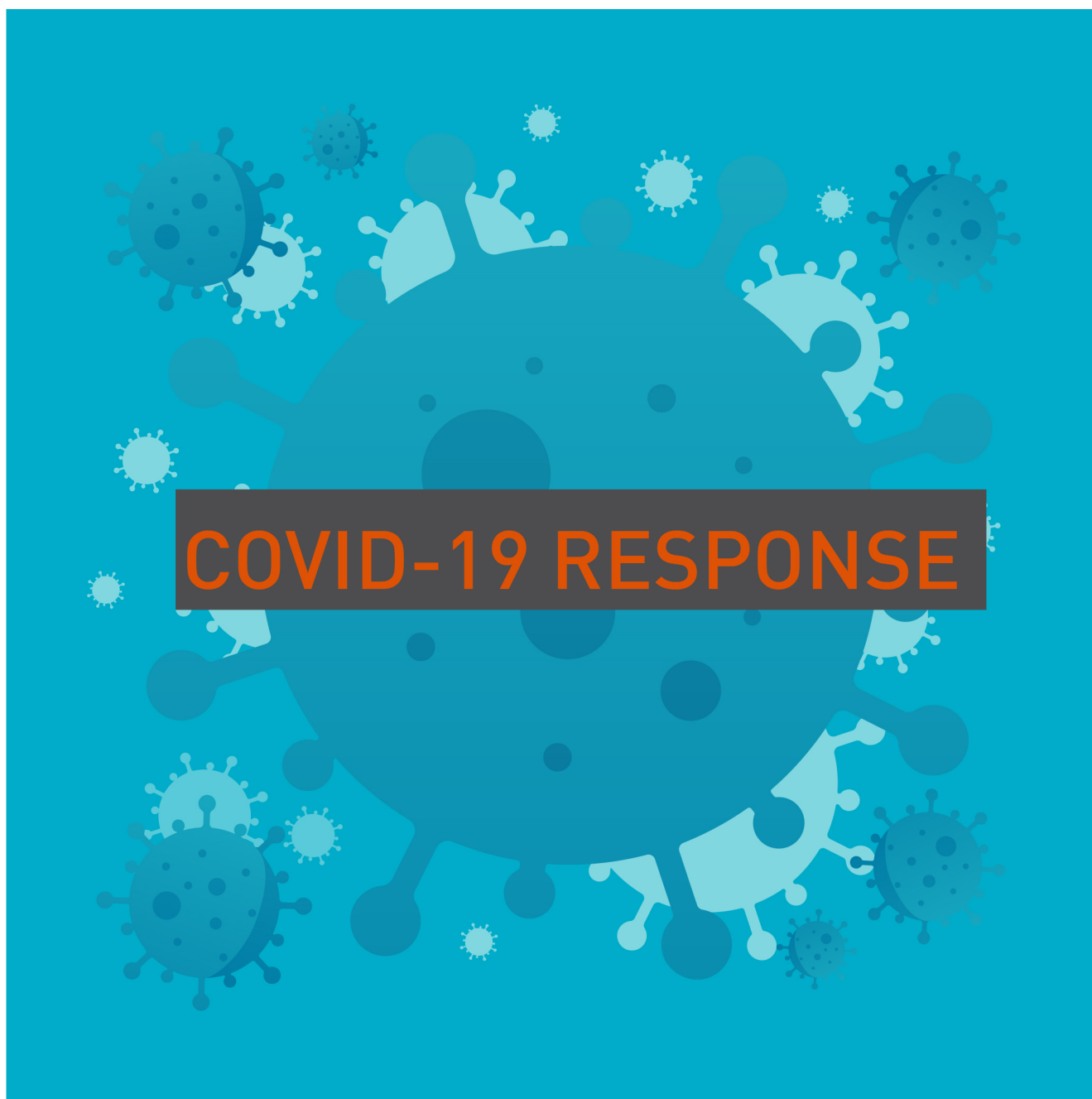
“There is an absolute smorgasbord of shops throughout the region to cater for every taste, from the mall, to the CBD there are chain store, boutiques and local artisans selling their wares, so look around before you look online,” he said.

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