

# CAMPAIGN TO SUPPORT LOCAL SMALL BUSINESS

# COVID-19 FACT SHEET

## Encouraging Aussies to buy from local small businesses to beat downturn.

The Australian Government has reaffirmed its strong commitment to small business with the announcement of \$5 million for a national campaign to encourage Australians to support their local small businesses.

The COVID-19 coronavirus pandemic has been devastating for many small businesses, and state and federal governments are working hard to help them survive this tough time.

With COVID-19 restrictions being gradually lifted across the country, small and family businesses need support from their local communities to continue trading or to re-open.

### FUTURE FOR BUSINESS

Now more than ever, it is important for Australians to get behind small businesses to support them as governments reopen the economy.

Small businesses play a vital role in Australia's economy with over 3.5 million small businesses across the country, making up nearly half the national workforce. They are a vital part of the COVID-19 recovery.

The Australian Government has enlisted the assistance of the Council of Small Business Organisations Australia (COSBOA) to run the national

campaign to foster an awareness of the important role of small business in the economy and community.

### BACKING LOCAL BUSINESS

A national campaign dedicated to encouraging support for small business was welcomed by the COSBOA.

Small businesses are the lifeblood of local communities – these are our brothers and sisters, our mums and dads, our friends. Encouraging Australians to buy and spend local, and get behind small business, is an important step on the road to recovery.

### OTHER MEASURES IN PLACE

The NSW Government is providing eligible small businesses that have been severely impacted by the COVID-19 outbreak with grants of \$10,000.

The Australian Government is boosting cash flow for eligible employers with a payment that provides between \$20,000 to \$100,000 to eligible small and medium-sized businesses, and not for profits.

There are a wide range of other business support measures in place.

## Fast facts...

- The Australian Government's response to the COVID-19 coronavirus pandemic totals \$320 billion across three packages.
- The NSW Government's response to the COVID-19 coronavirus pandemic totals \$8 billion across two packages.
- Small businesses are being supported with a wide range of measures from both state and federal governments to enable them to survive the downturn caused by the pandemic.
- A strong 'buy local' campaign will further encourage Australians to buy from local small businesses.
- Small businesses employ nearly half of all working Australians.