



Frome Electorate Office

Hon Geoff Brock MP, Member for Frome



MEDIA RELEASE

15 February 2019

Shopping local for vibrant communities

The health and wellbeing of rural communities is reliant on the local economy, which is why encouraging residents to consider purchasing from local businesses and suppliers is important, said Member for Frome Geoff Brock.

Mr Brock has praised the efforts of the Clare traders in their recent shop local campaign and their initiative in developing a loyalty card framework to attract shoppers.

"It's amazing what you can purchase in local businesses and I think sometimes we forget what we have on our own doorstep – I encourage everyone to explore what's available from within their own or surrounding towns," Mr Brock said.

"The Clare Traders have shown great leadership in developing a campaign to encourage local shopping and have backed that up with a loyalty card system to encourage foot traffic and repeat customers."

Mr Brock said the feedback he had been receiving about the Clare CBD's campaign was providing inspiration for other regional towns.

"I commend the initiative and the support Regional Development Australia Yorke and Mid North have been giving to it.

"The more regional communities work together, the better the outcomes for everyone."

Mr Brock said he would be pleased to hear from regional businesses about issues which affect them and their ongoing viability.

Media Contact: Yvonne Begg - Frome Electorate Office

Frome Electorate Office - Shop C, Ellen Centre, Port Pirie

www.geoffbrock.com.au



Postal Address: PO Box 519, Port Pirie SA 5540

Ph: 08 8633 1210 Fax: 08 8633 1758 Email: frome@parliament.sa.gov.au