

TWO WORDS. SUPPORT LOCAL



AUSTRALIA'S LARGEST SHOPPING PRECINCT LAUNCHES CRITICAL SURVIVAL CAMPAIGN TWO WORDS. SUPPORT LOCAL

August 27: Australia's largest retail, entertainment, dining and lifestyle precinct, Chapel Street Precinct, has launched its most important campaign in its history as it urges Melburnians to support local in order for its 2,200+ businesses to survive the COVID-19 economic downturn.

The campaign, **TWO WORDS. SUPPORT LOCAL** is a barebones, no frills push for Melburnians and Victoria to spend their money with independent local businesses.

"Support local is unapologetically simple, stripped back and straight to the point," said Chrissie Maus, General Manager of Chapel Street Precinct Association (CSPA). "It's black and white. If Melburnians do not support their local businesses now, then when? We need to get every business to the other side of this pandemic and we need our communities' help. This is a plea for Melburnians to do everything in their power to spend their money with local businesses that are independently owned and in dire need of support.

"We stress local rather than large chain stores because these other businesses benefit from income streams from other states not affected by Melbourne's strict stage four lockdown. They most often have other lifelines, our local (Mum and Dad) businesses do not. These small businesses are hanging from the fibre of a thread. Many are dipping into their superannuation and used what small income they made in lockdown number one to re-open, just to be shut down all over again."

"We, as a community of over 2,200+ small businesses are pleading with Melburnians - question where your money goes and which pockets it ends up in," said CSPA Chairperson Justin O'Donnell. "The truth behind most well-known delivery apps is they gouge as much as 35% from each restaurant's order, often higher than the restaurant's profit margin. The small businesses of Chapel Street Precinct, like all small businesses around Australia, are owned by hard-working people who are on their knees and right now, every dollar counts.

"Let the following sink in and hopefully this will affect your purchasing decision: in 2018 Uber barely paid [1% company tax](#) in Australia; only \$8.5 million of its whopping \$785 million-dollar income was handed over to the government. Rather than having your food delivered by these faceless corporations, support local restaurants that do their own home delivery - often the delivery people are their own waiters and bar staff trying to earn a living."

Retail is another area to focus the Support Local message - opt for boutique stores over chain stores. Check to see what your favourite fashion spot is doing for click & collect or delivery. Retail has been knocked out in two rounds toe to toe with shutdowns, we must be doing everything to ensure they stay in the ring," said Justin O'Donnell.

Chapel Street has revitalised its [Chap Drive Thru](#) 2.0 campaign in conjunction with Support Local by extending the variety of businesses in the directory. The directory, which initially offered local takeaway options, now highlights retail, lifestyle, fitness and other businesses as well that can be picked up and taken home.

For more information on Chapel Street Precinct's 'Two Words. Support Local' campaign, visit: chapelstreet.com.au/two-words

MEDIA INFORMATION

Drew Lambert - 0425 200 606

And for Melburnians who have fallen on hard times and are trying to minimise their spending, Chapel Street Precinct offers the following advice on how to support local businesses, for free!!

HOW TO SUPPORT A FRIEND'S SMALL BUSINESS FOR FREE

Share A Post	\$0.00
Like A Post	\$0.00
Repost	\$0.00
Tag A Friend	\$0.00
Comment A Nice Word	\$0.00
Comment An Emoji	\$0.00
Post A Pic	\$0.00
Shout Them Out	\$0.00
Refrain From Negativity	\$0.00
Write A 5 Star Review	\$0.00
Register For Their Newsletter	\$0.00

ChapelStreet.com.au