

Go local to grow local



Promotional kit
for businesses



northern
beaches
council

Go local to grow local

Northern Beaches locals currently spend over \$3.6 billion outside of our area - \$238 million was spent last year in Chatswood and a whopping \$390 million in Sydney CBD. Over \$6 billion was spent online (Spendmapp data).

Council is looking to reverse this trend by launching a marketing campaign *Go local to grow local*, promoting the benefits of shopping local and supporting local businesses on the Northern Beaches.

As a local business, we would love for you to get involved and share the message of supporting local. To make it easier for you to share the campaign, we've provided some images, and sample content for your social media channels and newsletters below.

Social media tiles and images

We have [provided a file](#) that contains the following design assets that can be used on your social posts and/or website to promote the *Go local to grow local* message..

- A range of *Go local to grow local* social tiles sized for posts and stories
- A range of campaign images of local Northern Beaches businesses. Please credit: Katherine Griffiths if you use these images.

If you require any further collateral for your website, email or any other communications, please contact marcomms@northernbeaches.nsw.gov.au and we will do our best to accommodate you.

Template social media posts

Please feel free to use the following template social media posts on your social media accounts. Edit the posts to suit your specific business and don't forget to tag [@beachescouncil](#).

- We're proud to call the Northern Beaches home, and we're even prouder to be a part of this vibrant community! When you choose to shop local, you're not just making a purchase – you're investing in the future of our area. Thank you for supporting us and our fellow local businesses. [#GoLocaltoGrowLocal](#)
- As a local business, we pour our hearts into serving our community every day. When you choose to shop with us, you're not just making a purchase – you're supporting a dream. Please keep supporting us and other great local Northern Beaches businesses. [#GoLocaltoGrowLocal](#)
- Just a little reminder to think locally for every purchase! Whether you're grabbing a coffee, shopping for gifts, or seeking out services, search locally first. [#GoLocaltoGrowLocal](#)
- Join us in celebrating all that makes the Northern Beaches so special – our local businesses! When you shop local, you're not just getting great products and services – you're also supporting your friends, family and neighbours. So next time you're out and about, remember to choose local first. [#GoLocaltoGrowLocal](#)
- Supporting local businesses like us is simple! Here's how:
 - Shop local
 - Leave a Google review
 - Engage on social media
 - Spread the word
 Let's keep the Northern Beaches thriving together! [#GoLocaltoGrowLocal](#)
- Before you click 'check out' online, stop and think – could you buy what you need in our own backyard? Northern Beaches locals are currently spending \$3.6 billion outside our area. Search 'near me' to find a local product or service, or have a search on social media. [#GoLocaltoGrowLocal](#)

Ideas for social media posts

Use the list below to help find ideas to spread the Go local to grow local message on your social media channels. Remember to tag us @beachescouncil so we can share your great content!

- Film a member of staff sharing why you love being part of your local Northern Beaches community, and why you think it's important to go local to grow local.
- Collaborate with other local businesses: This can include sharing each other's social media posts, hosting joint events or promotions, and collectively promoting the benefits of shopping local.
- Q&A with a regular customer: If you have a regular customer who is happy to be filmed, ask them why they love visiting your business and why they like to support local businesses.
- Behind the scenes sneak peek - Share behind-the-scenes content on social media to give customers a glimpse into your operations. This can include photos or videos of staff members, the production process, or the day-to-day workings of your business. Showing the human side of your business can help build connections with customers and encourage them to support local.



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