



# MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

## Council encourages Cooktown to Go Local First

27 November 2020

**COOKTOWN**

Cook Shire Council and the Cooktown Chamber of Commerce are encouraging residents and visitors in Cooktown to GO LOCAL FIRST in order to support small local businesses, grow the community and recover from COVID-19.

The GO LOCAL FIRST campaign is a national initiative of the Council of Small Business Organisations Australia (COSBOA) that encourages Australians to choose local businesses first when they are purchasing products and services.

"In a community like Cooktown, local business owners are our neighbours, our friends and associates. We see them at the supermarket, or dropping their kids at school," said Cook Shire Mayor, Peter Scott. "Now the Cape is open for business again after lockdown, it's crucial that we go local first before giving our business to competitors in bigger cities and towns."

The first phase of the Cooktown GO LOCAL FIRST campaign leverages off an extensive television, radio and social media campaign by COSBOA to promote the GO LOCAL FIRST message and raise awareness of the wide variety of businesses, products and services in Cooktown. Locally, the campaign also 'stars' the familiar faces of some of Cooktown's small business owners and operators.

"Council is proud to be partnering with the Chamber for this campaign. Having awarded almost \$24 million in contracts to local Cooktown and Cape York suppliers in the first quarter of the 2020-21 financial year, we are committed to continuing to support local operators by going local first at every opportunity we can," said Cr Scott.

The campaign will roll out across Cooktown from Monday 30 November 2020, with local businesses easily identified by showcasing the GO LOCAL FIRST branding and collateral.

For more information contact Cook Shire Council via email at [mail@cook.qld.gov.au](mailto:mail@cook.qld.gov.au) or by phone on 4082 0500.

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