

**NORTHERN MIDLANDS COUNCIL**  
**HUMAN RESOURCES POLICIES & PROCEDURES**



Policy Name:	Hygiene Policy
Policy Owner:	People & Culture Business Partner
Originated Date:	July 2020
Amended Date/s:	
Review Date:	This Policy should be reviewed as required and/or as legislation changes
Applicable Legislation:	<i>Age Discrimination Act 2004 (Cth)</i> <i>Anti-Discrimination Act 1998 (TAS)</i> <i>Australian Human Rights Commission Act 1986 (Cth)</i> <i>Disability Discrimination Act 1992 (Cth)</i> <i>Fair Work Act 2009 (Cth)</i> <i>Local Government Act 1993 (TAS)</i> <i>Racial Discrimination Act 1975 (Cth)</i> <i>Sex Discrimination Act 1984 (Cth)</i> <i>Work Health &amp; Safety Act 2012 (TAS)</i> <i>Workers Rehabilitation &amp; Compensation Act 1988 (TAS)</i>
Publication Sources:	ECM - 15/013 - Human Resources Policies & Procedures LivePro / HR / HR Policies Works Depot, Childcare Facility & Pool Locations

## 1. AUTHORITY & APPLICATION:

This Policy should be considered in the context of the following policies and procedures:

- Employee Code of Conduct
- Fitness for Work
- Issue Resolution
- Manual Handling & Personal Protective Equipment (PPE)
- Motor Vehicle
- Performance Management
- Work Health & Safety
- Workplace Behaviour

### **Definitions**

**Council** - Northern Midlands Council.

**Councillor** - an elected member of Council known as a Councillor or Alderman or otherwise meeting the definition of a Councillor as defined under section 3 of the *Local Government Act 1993 (TAS)*.

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**COVID-19** – is a global pandemic. An outbreak of disease caused by a new SARS-CoV-19 virus.

**Employee** - a person who carries out work for Council as an employee of Council.

**General Manager** - the General Manager of Council as appointed under section 61 of the *Local Government Act 1993 (TAS)*.

**Industrial Instrument** – an instrument recognised under the *Fair Work Act 2009* that has legal application with respect to minimum entitlements to those employees covered within its scope (e.g. Award or Enterprise Agreement).

**Manager/Supervisor** - a person at the workplace who is appointed to a position that has management/supervisory responsibilities for others or their appropriately nominated or authorised delegate.

**Other Persons at the Workplace** - any person at the workplace who is not a worker including visitors and ratepayers.

**Physical Distancing** – also referred to as ‘social distancing’. Refers to the requirement that people must distance themselves from others. The current advice from the Director of Public Health is that everyone must keep at least 1.5 metres from others (outside of their family unit) where possible. In addition, in a given space, there must be 4 square metres of space per person where possible.

**Policy** - this Policy including the Authority and Application.

**Procedure** – the Disciplinary Procedure including the Authority and Application.

**Worker** - a person who carries out work in any capacity for Council, including work as:

- an employee
- a contractor or subcontractor
- an employee of a contractor or subcontractor
- an employee of a labour hire company who has been assigned to work at Council
- an outworker
- an apprentice or trainee
- a student gaining work experience
- a volunteer
- Councillor

**Workplace** - a place where work is carried out for Council.



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***Training***

Council will provide all persons covered by this Policy with the appropriate training, so they are made aware of their responsibilities and obligations under the Policy.

***Amendment***

Council retains the sole discretion to reasonably vary, terminate or replace this Policy from time to time. Council will consult before amendments are made and will notify and train those the amendments apply to.

***Interpretation of Policy***

The singular includes the plural and vice versa.

A reference to any legislation includes all delegated legislation made under it and amendments, consolidations, replacement, or re-enactments of any of them.

A reference to a policy or procedure means any approved policies or procedures of Council unless otherwise stated.

'Including' and similar expressions are not words of limitation.

A reference to a document (including this document) is to that document as amended, novated, or replaced unless otherwise stated.

Where a word or expression is given a particular meaning, other parts of speech and grammatical forms of that work or expression have a corresponding meaning.

Examples used in this Policy are for illustrative purposes only and are not intended to be exhaustive.

Unless expressly provided for, this Policy is not in any way incorporated as part of any enterprise agreement and does not form part of any employee's contract of employment and any applicable enterprise agreement or contract of employment will prevail over this Policy to the extent of any inconsistency.

It is not intended that this Policy impose any obligations on the Council or those covered by it that are unreasonable or contrary to the operation of applicable laws. Any obligation, direction, instruction or responsibility imposed by this Policy must be carried out in a manner that an objective third party would consider to be fair and reasonable taking into account and in the context of all the relevant applicable laws, operational and personal circumstances.

Questions relating to the interpretation, application or enforcement of this Policy should be directed to the person's manager/supervisor or the People & Culture Business Partner.

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### ***Reporting of Breaches***

Persons covered under the paragraph 'Coverage' must reasonably report breaches of this Policy as follows:

For breaches by:

- an employee (other than the General Manager or other workers) the report must go to the reporting person's applicable manager/supervisor
- the General Manager the report must go to the Mayor (or if unavailable to the next appropriately delegated Councillor) and

as otherwise required or permitted by applicable laws.

### ***Breach of this Policy***

Persons covered under the paragraph 'Coverage' who breach this Policy may be subject to the appropriate disciplinary action in accordance with the Disciplinary Policy and Procedure or removal from the workplace or termination of services (workers, other than employees and other persons at the workplace).

## **2. PURPOSE:**

COVID-19 has been declared a global pandemic, which has resulted in considerable social disruption within the community and to workplaces. Whilst Council moved quickly to protect the health and safety of workers with a range of measures when the COVID-19 threat became apparent, the health, safety and wellbeing of our workers and the community continues to be our primary focus during this unprecedented time and into the future.

Accordingly, the guidelines provided in this Policy are based on advice from the Department of Public Health, Safe Work Australia and WorkSafe Tasmania, and consistent with the legislated minimum standards for workplaces to be COVID safe.

This Policy will outline the measures and actions required to ensure our workers and community members are kept safe and the spread of COVID-19 is minimised and/or eliminated as far as practically possible.

## **3. COVERAGE:**

This Policy applies to all workers of the Northern Midlands Council.

For the avoidance of doubt, this Policy does not cover or apply to a Councillor.



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**4. REQUIREMENTS:**

Workers must comply with this policy.

Manager's/Supervisor's must communicate and implement this policy within their area of responsibility.

**5. HANDWASHING AND HYGIENE:**

Workers should frequently wash their hands with soap and water for at least twenty seconds, or use alcohol based sanitiser where soap and warm water are not available. Particular attention should also be paid to good hygiene practices when using the toilet and before preparing and eating food.

Sanitising stations have been installed at entry points and prominent places throughout the workplace. Amenities have been well stocked with soap and paper towel and these will be regularly refilled. Signage has also been placed throughout the workplace with instructions on how to correctly wash your hands or use sanitiser.

Workers are being regularly reminded of other ways to limit the spread of germs, including sneezing or coughing into a tissue or their elbow; disposing of the tissue immediately and using alcohol based hand sanitiser afterwards; not touching their face, and staying at home if they feel unwell.

**6. PHYSICAL DISTANCING:**

Signs have been placed at entry and exit points of the workplace, as well as throughout the building reminding workers (and visitors) to maintain 1.5 metres distance between people. In addition to this, social distancing markers have been placed on the floor in areas where customers may be visiting the workplace, to ensure they comply with physical distancing requirements.

Workers are being instructed to limit contact with others where they possibly can. This includes no face to face meetings unless necessary and instead, workers participating in meetings by phone or online platforms. Workers are not to shake hands, hug or engage in other close contact with other persons in the workplace.

Council has also moved workstations, tables, and chairs further apart, where necessary to ensure compliance with physical distancing.

**7. CLEANING:**

Council workplaces are cleaned by an external provider, and a more frequent cleaning regime has been confirmed which includes:

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- areas frequented by workers and others visiting the workplace being cleaned and disinfected at least daily with the appropriate cleaning products
- surfaces and objects that are often touched (i.e. tables, counter tops, doorknobs, light switches, kitchen appliances etc.) being cleaned frequently with the appropriate cleaning products
- infection control measures being reviewed regularly with Council.

Workers are also being reminded to clean areas and objects that they touch often on and around their desks, including personal property such as mobile phones with disinfectant or sanitised wipes.

**8. STAY INFORMED:**

Council will ensure they remain abreast of information and directions from the Department of Public Health and State and Federal Government, so they can regularly review the effectiveness of these control measures and update or change them as and when needed or necessary.

To ensure workers keep up to date, with advice on controls to prevent the spread of COVID-19, including any restrictions, they can access [www.coronavirus.tas.gov.au](http://www.coronavirus.tas.gov.au)

Any employee found to be in breach of this Hygiene Policy may be subject to disciplinary action, up to and including termination of employment.



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**Appendix A: Guidelines for Responding to COVID-19 in the Workplace**

Council must be prepared for the possibility that there may be cases of COVID-19 in the workplace and must be ready to respond immediately, appropriately, and effectively with advice from the relevant health authorities when required.

These guidelines are based on advice provided by the Department of Public Health, Safe Work Australia and WorkSafe Tasmania.

Workers are being advised to stay at home if they are sick and not to come to the workplace. If they have any of the following symptoms: fever, coughing, sore throat, fatigue, or shortness of breath, they are to immediately contact their doctor or the Tasmanian Public Health Hotline on **1800 671 738**, as well as contact their manager/supervisor.

Workers must also advise their manager/supervisor if they have been in contact with someone who has or is suspected to have COVID-19.

Workers must advise their manager/supervisor immediately if they develop any of the above symptoms during their time at work.

Council must always continue to meet its WHS responsibilities and obligations. This may mean taking steps above and beyond public health requirements to eliminate, so far as is reasonably practicable, the risk to workers and others in the workplace of contracting COVID-19.

If Council or workers reasonably suspect someone in the workplace could have the virus, or has been exposed, this creates a workplace health risk and the following steps will need to be followed as a matter of priority:

**Isolate:**

Prevent the spread of the virus by isolating the person from others. A disposable mask (for the person to wear), hand sanitiser and tissues will be provided to the person.

**Seek Advice and Assess the Risks:**

To determine if it is reasonable to suspect the person may have COVID-19, talk to the worker about the concerns and see what they say.

The affected person should telephone the Tasmanian Public Health Hotline and follow the advice of the public health officials.

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Ensure that Council has obtained current contact details for the person and make a note about the areas in the workplace they have visited, who they have been in close contact

with in the workplace and for how long. This will inform Council regarding the risks to others and areas that will need to be cleaned and disinfected.

**Transport:**

Council will ensure the worker has transport to their home or to the medical facility, if necessary and that the person feels well enough to drive. The person should use their own mode of transport to minimise any exposure to others.

**Clean:**

The areas where the person has been should be closed off to others and not used until they have been thoroughly cleaned and disinfected. Where possible, and after cleaning, windows and doors should be opened to allow for increased air flow throughout the area.

Cleaners must wear the appropriate personal protective equipment (PPE) when cleaning these areas.

**Identify and Inform:**

Consider who the person has had close contact with. If instructed by public health officials, tell close contacts they may have been exposed and for them to follow quarantine requirements. Privacy of all persons involved must be maintained.

Council must establish the areas in the workplace that close contacts have been, as this will inform possible risks to others and additional areas that may also need to be cleaned and disinfected.

Where the person you are concerned about was recently at the workplace, the following steps will need to be followed:

**Seek Advice and Assess the Risks:**

To determine if it is reasonable to suspect the person may have COVID-19, talk to the person about the concerns Council has and see what they say. Council does not have to do this if the person has already informed Council that they have or may potentially have COVID-19.

Call the Tasmanian Public Health Hotline and follow the advice of the public health officials.

Ensure that Council has obtained current contact details for the person and make a note about the areas in the workplace they have visited, who they have been in close contact



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with in the workplace and for how long. This will inform Council regarding the risks to others and areas that will also need to be cleaned and disinfected.

**Identify and Inform:**

The Department of Public Health will identify close contacts of a confirmed COVID-19 case and provide them with instructions, i.e. in relation to quarantine requirements.

In the meantime, and for the purpose of undertaking a workplace risk assessment to assist the Department of Public Health, identify who at the workplace may have had close contact with the affected person. If instructed by public health officials, tell close contacts they may have been exposed and to COVID-19 and the requirements for quarantine. Privacy of all persons involved must be maintained.

**Clean:**

The areas where the person has been and close contacts of the person, should be cleaned and disinfected. These areas should be closed off and not used until a thorough clean has been completed. Where possible, and after cleaning, windows and doors should be opened to allow for increased air flow throughout the area.

**Does Council need to close the workplace for cleaning?**

There is no automatic WHS requirement to close down the entire workplace, particularly if the person infected, or suspected to be infected, has only visited parts of the workplace or if advice from the Department of Public Health is that the risk of others being exposed is low.

Whether Council needs to suspend operations will depend on factors such as the size of the workplace, nature of work, number of people and suspected areas of contamination in the workplace.

**When can workers return to work following recovery from COVID-19?**

Workers who have been isolated after having tested positive for COVID-19 can return to work when they have fully recovered and have met the criteria for clearance from isolation. Clearance may be from the Department of Public Health or the persons treating doctor.

**When can workers return to work following quarantine?**

Workers who have completed a fourteen day quarantine period (either after returning from travel or because they were a close contact with a confirmed case), and who did not develop symptoms during quarantine, do not need a medical clearance to return to work.

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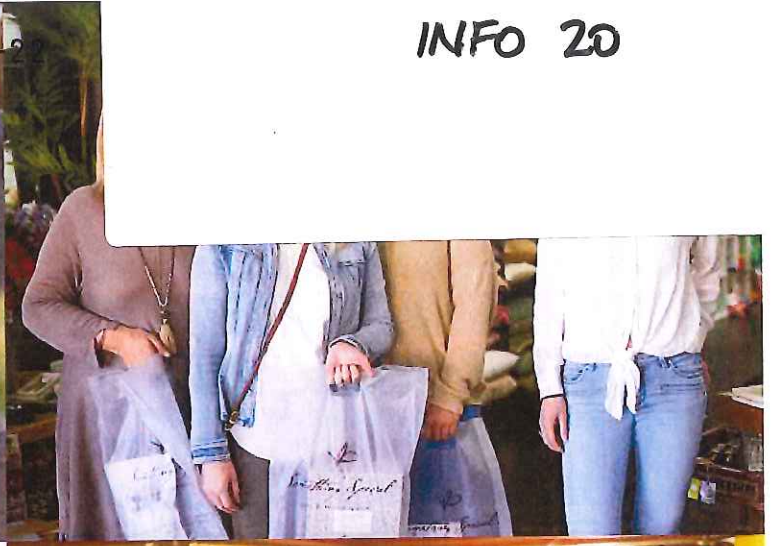


**Is my workers case of COVID-19 a notifiable incident?**

Council's WHS Officer or People & Culture Business Partner must notify WorkSafe Tasmania if it is confirmed that a person has contracted COVID-19 through carrying out work and if the person dies; or the person is required to have treatment as an in-patient in a hospital.

This notification is required regardless of whether the Tasmanian Department of Public Health is already aware of the case.

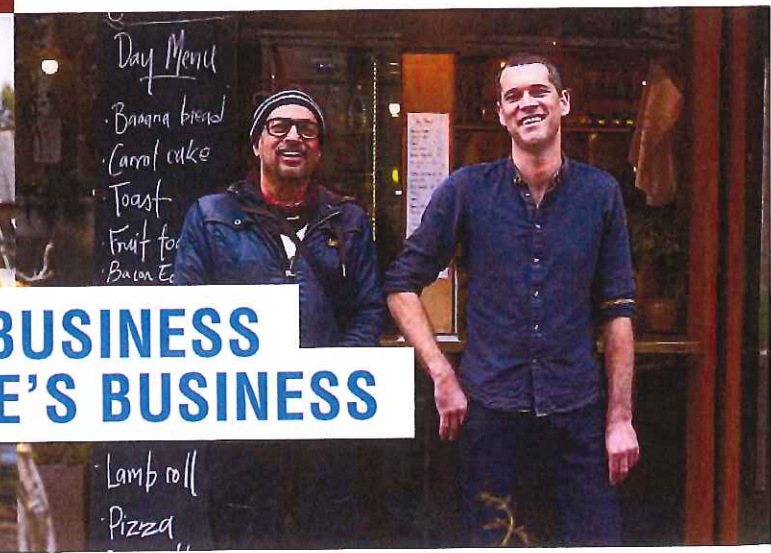




Get Australia going again.  
Choose small business.  
Support local jobs.



**GO LOCAL FIRST**



**SMALL BUSINESS IS EVERYONE'S BUSINESS**



GO LOCAL FIRST

# Elected Officials Campaign Toolkit

As an elected representative, either as a local Member of Parliament, Mayor or Councillor, or as a Senior Executive at a local government association, **the GO LOCAL FIRST campaign needs your support to encourage Australians to spend locally first** to keep small businesses going, keep people employed and keep local communities thriving.

This toolkit provides resources to help you and your team promote the GO LOCAL FIRST campaign in your electorate and local area. Included in this pack are tactics and tools to help you do this.





## INTRODUCTION

# WELCOME TO GO LOCAL FIRST

-  [golocalfirst.com.au](http://golocalfirst.com.au)
-  [facebook.com/localfirstAU](https://facebook.com/localfirstAU)
-  [@golocalfirst](https://www.instagram.com/golocalfirst)
-  [twitter.com/COSBOA](https://twitter.com/COSBOA)

Australian consumers are being urged to do their bit to help the economic recovery by buying locally from small businesses in their communities in a nationwide campaign being delivered by the Council of Small Business Organisations Australia (COSBOA).

GO LOCAL FIRST will encourage Australians to choose local small businesses when they are purchasing products and services to help get the sector back on its feet, keep Australians in jobs and money in local communities.

Australia's 3.5 million small businesses are the heartbeat of every postcode around the country. When they thrive, communities thrive, and the national economy prospers.

Throughout the Covid-19 pandemic, the nation's small businesses have done it tough and sadly some won't be reopening. For others, they have been able to adapt to serve customers and keep staff employed.

Australian small businesses need local communities to back them now by 'going local first' when buying a product or service.

The GO LOCAL FIRST campaign, launching on Friday 10 July, will be rolled out on outdoor, broadcast and digital advertising over the next six months with the simple call to action for Australians to spend locally first.

Future toolkits, digital tiles and pre-drafted content will be available via a closed 'GO LOCAL FIRST — Elected Representatives' Facebook Group.

To join this group and access campaign digital content and supporter material, please visit:  
[facebook.com/groups/576292053030982](https://facebook.com/groups/576292053030982)



GO LOCAL FIRST

# THANK YOU

GO LOCAL FIRST is a national campaign at a critical time for Australia.

We are a nation of close-knit communities and the importance of small local business in maintaining the strong bonds which bind our communities, large and small, together, cannot be overestimated.

Saving small businesses so they survive and continue to be the beating hearts of our towns and suburbs, means saving the character of local areas.

Your support for the campaign is vital to supporting all of our 3.5 million small businesses. We know they're doing it tough right now and we're here to support them.

At COSBOA we're always keen to learn and share so if you are already part of a local campaign that's working well, please send us a link to [golocalfirst@cosboa.org.au](mailto:golocalfirst@cosboa.org.au) and we will share it and promote it across our digital channels.

Thank you for helping COSBOA support small business.




**Peter Strong**  
Chief Executive Officer,  
**COSBOA**






 GO LOCAL FIRST

# HOW YOU CAN SUPPORT GO LOCAL FIRST



As an elected representative, either as a local Member of Parliament, Mayor or Councillor, or as a Senior Executive at a local government association, your leadership in supporting small businesses in your electorate or local area is vital as we emerge from the Covid-19 crisis.

As you are aware, there are many small businesses in your electorate or local area that are doing it tough. Local jobs are at stake. They might have survived lock-down but they also need to survive the next few months as the economy gradually starts to rebound.

It is not only your local shopkeepers who want to get back to work — it is the accountant, beauty therapist, plumber, dentist, carpenter, and the myriad of other service providers who keep your communities running.

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

The GO LOCAL FIRST campaign, funded by the Australian Government and delivered by the Council of Small Business Organisations Australia, will include digital and print advertising, extensive social media, and resources for small business.

We are inviting politicians from all levels of government to be part of the campaign to help consumers understand that if we buy

and spend locally, we keep local jobs, and we also help get Australia going again. As you know, small businesses are the heartbeat of our local communities and the backbone of our economy. Small and family businesses contribute over a third of Australia's GDP and employ nearly half of Australia's workforce.


Supporting small businesses through the current crisis and beyond, by buying from them, is vital to help stem the current economic downturn. When you spend locally, dollars stay locally.

We all know the enormous social contribution local small businesses make. They often give a local young person their first job or apprenticeship. They can give someone down on their luck another chance, provide a young mother with a pathway to return to the workforce, or give an older person the opportunity to keep going. Small businesses are great supporters of local charities and sporting clubs. They often donate prizes, sponsor teams, coach a side or join the management committee. Small business needs to survive and prosper, for all our sake.

Small businesses are the soul of our local communities and the backbone of our economy. Supporting these small businesses through the current crisis and beyond is vital to help stem the resulting economic downturn. For all these reasons small business needs to survive and prosper.


 GO LOCAL FIRST

# WHAT THE RESEARCH TELLS US



**COSBOA commissioned research into people's attitudes to small business and the degree of consumer support for buying from them. The results of the Australia-wide, regional and metropolitan survey are reflected in our campaign messages.**

- Small local businesses are viewed overwhelmingly positively by consumers.
- Although nearly three-quarters (73%) of the country consider small business owners to be hardworking, it is their community focus that moves Australians to spend more with them right now.
- Over a third of Australians say they have recently increased spending at local small businesses, but just 8% say it has increased significantly.
- The reasons for spending are keeping Australians in jobs, and money in local economies to help with the recovery, and ensuring that communities can thrive.
- Although cost and convenience are barriers to spending more with small businesses, for many they can be overcome through reminding Australians of the local economic contributions made and that if they don't support small businesses today they may not be there in future and our community life will suffer as a result.
- On a local tactical level, simply knowing what products and services are available from local small businesses is also influential in encouraging Australians to spend more.



## GO LOCAL FIRST

# HOW YOU CAN LEAD AND SUPPORT THE CAMPAIGN

There are many ways you can support the campaign. Here's a few ideas to get you started:



Encourage your locals or constituents to buy locally first.



When you or your staff buy from a small business, encourage others to do the same.



Post a tweet, or post and share on Facebook or Instagram using the GO LOCAL FIRST hashtag and tiles #golocalfirst.



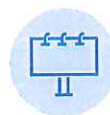
Create a media event or send out a local media release to launch the GO LOCAL FIRST campaign in your electorate / local area.



When visiting small businesses, or doing a street walk in your community, invite local media along and use the marketing materials available on our website.



Download the marketing materials from the website, print and display in your office windows, on your website and even on your letters to constituents.



Local councils and electorate offices are especially well-placed to help coordinate local signage campaigns and promotional activities.



Encourage your local business chambers and associated groups to join in with the campaign, engage others, provide marketing materials and form partnerships.

## GO LOCAL FIRST

# HOW YOU CAN LEAD AND SUPPORT THE CAMPAIGN

There are many ways you can support the campaign. Here's a few ideas to get you started:



Encourage local sporting organisations and charities to promote the small businesses who have supported them at #golocalfirst



Create a 'Local Heroes' section on your website to promote small local businesses in your area and share stories of small business resilience and innovation.



Write about the success of small business and the importance of buying locally in your constituent newsletters.



Talk about your local businesses in your parliamentary speeches and in media interviews.



Invite small businesses to provide you with their address and contact details as well as the nature of their businesses.



Collate a directory of local businesses to promote on your website, share with your local council or local business organisations so people know what is available locally.



COSBOA will be reaching out to your local small businesses through our member organisations to provide marketing materials they can use. You should also feel free to promote the campaign directly to small businesses and assist them with marketing materials either directly or by putting them in touch with us at [golocalfirst@cosboa.org.au](mailto:golocalfirst@cosboa.org.au)

We've included sample posts, copy for emails and other material as a part of the toolkit.



GO LOCAL FIRST

# TOOLKIT

There are several ways you can support and promote the GO LOCAL FIRST campaign:

**1**

By using your digital channels: Facebook, Instagram, Twitter or LinkedIn to like and share GO LOCAL FIRST posts, messages and advertising.

**2**

By highlighting and promoting small local businesses in your area, and the hero local business owners behind them. Use the hashtag #golocalfirst

**3**

Use the following examples for social media promotion. You could tailor your posts with a photograph or video of a small local business.



GO LOCAL FIRST

# SOCIAL MEDIA: FACEBOOK



## POST EXAMPLE 1

Australia has over 3.5 million small businesses. They are in each of our communities, from the local baker to the corner laundromat. Where would we be without the hardworking small businesses in (ELECTORATE/ LOCAL AREA) and all they do for the community?

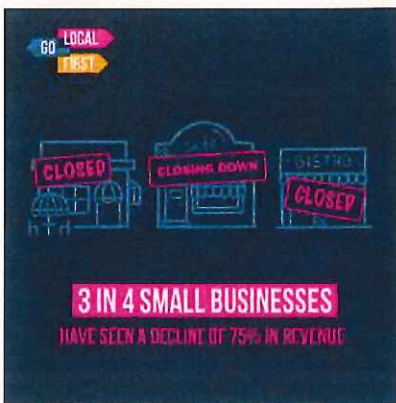
Support small business:

[www.golocalfirst.com.au](http://www.golocalfirst.com.au)



## POST EXAMPLE 2

We need to support our small local businesses through these tough times. Together, they go to make something far more valuable than anything they do or sell, they help build local communities. Support your small local business like (INSERT BUSINESS NAME + LOCATION) because when you spend local it stays local. [www.golocalfirst.com.au](http://www.golocalfirst.com.au)



## POST EXAMPLE 3

Three in four Australian businesses are doing it incredibly tough this year. The harder it is for them, the less likely they'll be able to employ, expand and invest in their communities. Why not pay your small local business, like (INSERT NAME) a visit? Create thriving communities, choose small business. [www.golocalfirst.com.au](http://www.golocalfirst.com.au)



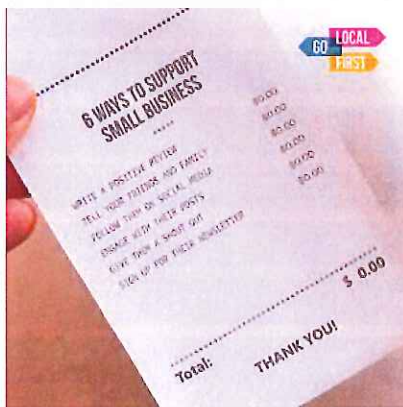
GO LOCAL FIRST

# SOCIAL MEDIA: INSTAGRAM



## POST EXAMPLE 1

Where would we be without hardworking small businesses in (ELECTORATE / LOCAL AREA). (INSERT BUSINESS NAME) is just one of many, why not pop in and support them. **#golocalfirst** and support our small local businesses.



## POST EXAMPLE 2

We need to support our small local businesses in these tough times so they can support our communities in the good times. (INSERT SMALL BUSINESS NAME and tag them) **#golocalfirst**

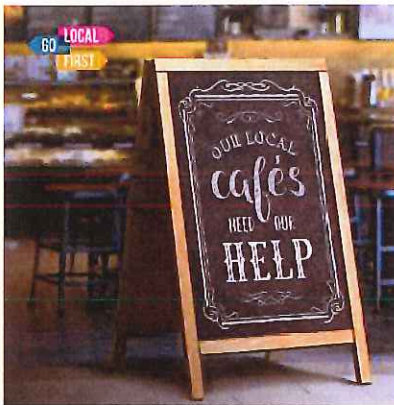


## POST EXAMPLE 3

Great to catch up with (INSERT PICTURE) + (INSERT NAME) of (LOCAL BUSINESS + TAG) this morning / today. So many hardworking local businesses in (ELECTORATE / LOCAL AREA) who keep our community going. Local business is everyone's business. **#golocalfirst**

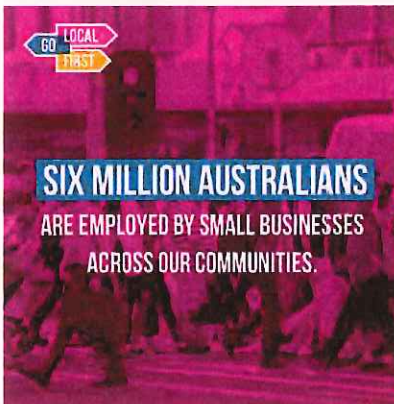
GO LOCAL FIRST

# SOCIAL MEDIA: TWITTER



## POST EXAMPLE 1

Local business is everyone's business. When you spend local it stays local. **#golocalfirst**



## POST EXAMPLE 2

The coronavirus pandemic has been tough on small business. Choose small business to keep and create local jobs. **#golocalfirst**



## POST EXAMPLE 3

Small businesses are the go-to-people for local jobs and the go-to-people creating thriving communities. **#golocalfirst**



## GO LOCAL FIRST

# CREATE YOUR OWN POST: LAUNCH STATS & MESSAGES

Choose small business.  
Create local jobs.

#golocalfirst  
golocalfirst.com.au

98 per cent of all  
businesses in Australia  
are small businesses.<sup>1</sup>

Small business is  
everyone's business.

#golocalfirst  
golocalfirst.com.au

Small businesses employ  
around 6 million Australians  
— about half of all people  
employed in the private sector.<sup>2</sup>

When you spend local,  
it stays local.

#golocalfirst  
golocalfirst.com.au

Between 2012-13 and  
2016-17, small business  
accounted for almost 60  
per cent of jobs growth.<sup>3</sup>

Create thriving communities,  
choose small business.

#golocalfirst  
golocalfirst.com.au

In 2017-18, a third of private  
sector output, more than  
\$410 billion dollars, came  
from small businesses.<sup>4</sup>

1) Australian Small Business and Family Enterprise Ombudsman, Small Business Counts 2019: <https://www.asbfeo.gov.au/sites/default/files/documents/ASBFEO-small-business-counts2019.pdf>

2) Treasury data

3, 4) Department of Parliamentary Services, Small business sector contribution to the Australian economy, 7 January 2020; [https://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/pubs/rp/rp1920/SmallBusinessSectorAustralianEconomy](https://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/rp1920/SmallBusinessSectorAustralianEconomy)

GO LOCAL FIRST

# JOIN THE CLOSED FACEBOOK GROUP

The Facebook group is where you can access updated toolkits, logos, pre-drafted content and posts to share and personalise.

Additional material and content, including profile images, cover photos, and other GO LOCAL FIRST content will be made available in this group along with new material and digital campaign features. This is also where you can access support for implementing this campaign locally.

Please join the GO LOCAL FIRST elected members Facebook group at [facebook.com/groups/576292053030982](https://facebook.com/groups/576292053030982)


Please enable notifications for the group for yourself, or the staff members responsible for promoting the campaign / digital channels in your team.






**GO LOCAL FIRST**

# TEMPLATE: WEBSITE, EMAIL OR NEWSLETTER



2020 will be remembered as one of the toughest years yet and I am proud of the way (INSERT NAME OF LOCAL AREA / ELECTORATE) has pulled together to come through it. But we're not out of it yet, there is more to do and local small businesses especially have hard times ahead.

Our small businesses are the go-to-people of our communities. They bring income to our towns and suburbs, provide local jobs, give our kids apprenticeships and work experience. They support local sporting teams, donate to local charities, work as volunteers.

Living through a pandemic makes it more important than ever to support local business. Our local accountants, tradies, shops and manufacturing businesses have always been there for us — now it's our turn to make sure they stay open and operating into the future. By spending locally, you support the local economy, and the local workforce.

Many of us started to buy more locally during the Covid-19 shutdown. If we continue to do so, and more of us do so, then we will keep our main streets busy, local economies strong and jobs going. Buying locally is good for small business and good for us.

Staying local a little longer will make a big difference. You might be surprised by how much your local businesses have to offer.

To keep our communities thriving and help our economy recover, choose small business — because it's everyone's business.

Good luck and stay safe

MP / ALGA SALUTATION.


**GO LOCAL FIRST**

# TEMPLATE: MEDIA RELEASE


***GO LOCAL FIRST CAMPAIGN TO SUPPORT (INSERT ELECTORATE / LOCAL AREA) SMALL BUSINESSES***

(Senator/ Member for State / Electorate/ Mayor/ Councillor) is encouraging (Location, State or Territory or Local Area) to show their support for small businesses in their local communities as a new nationwide campaign is launched today.

The "GO LOCAL FIRST" campaign, an initiative of the Council of Small Business Organisations Australia (COSBOA), will highlight the vital role of small businesses in our nation's economic recovery from Covid-19 and in keeping local communities thriving.

The campaign will encourage Australians to choose local small businesses when they are purchasing products and services to help get the economy back on its feet.

Small businesses account for just over one-third of Australia's GDP and an economic recovery will not be possible without small businesses trading and hiring people.

"Throughout this pandemic, small businesses have done it tough. Now is the time to be out supporting (insert location / area)'s local grocers, butchers, restaurants, cafes, accounting and legal firms, gardeners, tradespeople, and goods producers like wineries and farmers.

"Our local small businesses need our loyal communities to back them now, by 'going local first' when they need to buy a product or service.

"When you shop locally, your money stays in the community, meaning local jobs and local economies not just surviving, but helping them to thrive as we emerge from Covid-19,

"Australia's 3.5 million small businesses are the heartbeat of local communities, when they thrive, communities thrive, and the national economy prospers," Ms / Mr (Name) said.

Research commissioned by COSBOA shows Australians are spending more at local businesses since the Covid-19 lockdowns began earlier this year, but temporary and permanent closures are preventing them from doing more to support them.

The research finds Australians see broad economic improvements as the most important issues for the country, after managing the spread of the coronavirus.

The GO LOCAL FIRST campaign will be rolled out on outdoor, radio, and digital advertising over the next six months with a call to action to consumers to spend locally first.

For more information on the campaign or to be part of it, go to [www.golocalfirst.com.au](http://www.golocalfirst.com.au)



GO LOCAL FIRST

# GET AUSTRALIA GOING AGAIN AND KEEP SMALL BUSINESSES AND LOCAL JOBS ALIVE



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## SMALL BUSINESS IS EVERYONE'S BUSINESS

