



30 OCT, 2019

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Northern Daily Leader, Tamworth

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BUSINESS

BY JAMIESON MURPHY

BUSINESSES are being urged to register for campaigns that encourage people from across the nation to buy their Christmas gifts from regional areas, to provide drought-affected towns with a much needed boost.

The Buy from the Bush initiative has gone gang busters on Instagram, with businesses and customers from across the state jumping on board the campaign, while NSW Liberal senator and former Moree resident Hollie Hughes is pushing the Go Country for Christmas campaign.

Tamworth Business Chamber president Jye Segboer encouraged businesses to sign up to the "great initiatives".

"The more we can encourage people from the city to buy from regional areas, the more it will help those economies, particularly through this devastating drought that seems relentless and not giving in any time soon," Mr Segboer said.

"It's a real opportunity because people are growing more interested in buying from regional areas and supporting Australian-made products.

Magic Pudding owner Sara Winston-Smith has registered for both campaigns and has already noticed an increase in sales.

"We had a boost when

the Buy from the Bush campaign launched and it hasn't stopped," Ms Winston-Smith said.

"We've had a sales boost in the last week and I believe it's a direct result of that."

She said tagging Buy from the Bush and using the campaign's hashtag had been particularly effective.

"There is a lot of good will out there with people being put in touch with these businesses," Ms Winston-Smith said.

BooBooAway Bears owner Emily Walker, who is based in Dungowan, signed up to Go Country For Christmas.

"I really support this - coming in to Christmas, for small businesses, this is what keeps food on the table, pays for a little girl's dance lessons and a little boy's football boots," Ms Walker said.

"People are moving away from the big chain stores and looking to smaller business, because of the quality and uniqueness they offer."



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GOING LOCAL: Magic Pudding owner Sara Winston-Smith has already seen a sales boost from the campaigns. **Photo: Jamieson Murphy**