

For immediate release

24 January, 2017

Shop True Blue and support local businesses on Australia Day

- ➔ 3.5 million Aussies don't care or don't know if they are buying from a local business
- ➔ finder.com.au unites retailers for the True Blue Sale, a 48-hour online event
- ➔ Top ways you can support Aussie businesses

24 January, 2017, Sydney, Australia – finder.com.au, Australia's most visited comparison site¹, is urging Aussie consumers to support local businesses this Australia Day by bringing back the [True Blue Sale™](#).

The True Blue initiative is an online event featuring over 60 offers, including exclusive deals, from over local retailers. Running for 48 hours, the sale starts at 5pm on Wednesday, 25th of January.

Among the retailers who have signed up are fashion and sportswear retailer **THE ICONIC**, Sydney-based retailer **Showpo**, and **SurfStitch**.

Nude by Nature, Specsavers, SABA, Aussie Farmers Direct, Bondi Bather, The Academy Brand, Mosmann, Pacifico Optical, MINKPINK, Vinomofu, STA Travel and **Cellarmasters** are among the other names showing their support of the Australian retail industry this True Blue.

The sale was developed in response to an astounding amount of Australian's heading to international retailers for their shopping needs.

In fact a recent finder.com.au survey reveals that one in five (19%) Australians -- equivalent to 3.5 million Aussies -- either don't care or don't know if they are buying from a local business.

Research also shows Australian businesses are missing out on over \$4.2 billion dollars annually due to consumers purchasing from overseas websites.

¹ Experian Hitwise since 2015

Angus Kidman, editor-in-chief at finder.com.au, warns we need to adopt a 'buy Australian' mentality, and be more conscious of what we're purchasing and from who.

"It's time for Aussies to get into the habit of actively looking for local options if we want to keep those dollars in our own backyard," says Mr Kidman.

More than 60% of businesses shut down operation within the first three years of opening, and Australia lost over 11,000 businesses between 2011 and 2015.

"If we don't support our retail industry we could potentially see the loss of Aussie jobs, which would be detrimental to the Australian economy," he adds.

"For those swapping beach cricket for shopping, it means you can bag a bargain without even leaving the couch!!", says Mr Kidman.

The True Blue Sale starts at 5pm on Wednesday, 25th of January. All deals and offers will be live then at www.finder.com.au/true-blue

4 ways to support local businesses

1. Check online to see where they're based

In this day and age it's easy to jump online and search the background of a business. If you pull up a Wikipedia page, or even an 'About' page on the retailer's site, you'll likely come across where they were founded and where they're currently based. From there, it's not hard to alter your buying habits so that you purchase locally.

2. Eat what's in season

If you're grocery shopping check the food labels to see where it was made, or whether it's made from a local producer. Another good way to support the Australian industry, which is often overlooked, is to purchase what's in season. Instead of reaching for that Mexican Asparagus, opt for a bunch of Australian Broccoli instead.

3. Visit local markets

Whether it's an arts and crafts market or the local farmers', you're bound to pick up a few little treasures. Markets also afford a sustainable solution to your shopping needs with most stalls offering an array of vintage or secondhand items and clothing.

4. Tell a friend

If a retailer really stands out to you, tell your friends about them. As much as you may want to keep them a well kept secret, let your friends and family know so that they can also support the business. That way your favourite new boutique will stick around and stay open.

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