

GO SOUTH — GO LOCAL

FREQUENTLY ASKED QUESTIONS



Q1. I want to support my local business community. Are there tips on what I can do to assist?

Yes, supporting local businesses is key to helping the economy get back on track and grow, beyond the current crisis we are facing. For tips on how you can get involved, visit the [City of Onkaparinga](#) website.

Q2. I own a local business and I'm keen to get involved. How do I sign up to be part of the Go South Go Local Campaign?

You can begin using the Campaign assets immediately by going to the [Go South Go Local](#) page on the ON Business Partner Program website, and clicking on all the downloadable files that are appropriate for your businesses digital platforms. Below are some extra steps you can take to be involved in the Campaign:

- Contact the [ON Business Team](#) if you would like to receive an introductory pack which includes detailed information on the Campaign and in-store displays for your office, shop, food van or car.
- List your business on our FREE online [business directory](#) so you can be found by our local residents who are looking to shop locally. You will then receive access to all our networking and education events, business advice, offers and promotions. To sign up go to [ON Business Partner Program](#), create an account and list your business.

Q3. Are there instructions to help me use the digital campaign material effectively?

An easy-to-use guide is currently being developed and will be available soon on the ON Business Partner Program, [Go South Go Local](#) webpage.

Q4. Is any digital training or support in the use of the assets available to businesses?

Yes. We will be running a series of free digital training sessions for businesses. Details will be available on the ON Business Partner Program, [Go South Go Local](#) webpage.

Q5. What are my obligations as a business or community member in relation to the use of the Go South Go Local brand and digital assets?

We have included advice around the use of our brand and digital assets, which can be found on both the [City of Onkaparinga](#) and ON Business Partner Program [Go South Go Local](#) website pages.

Q6. Will the campaign support all businesses in the City of Onkaparinga including large multi-nationals?

Yes. This campaign is designed to support all businesses in the City of Onkaparinga. The larger companies in our region provide employment for our local residents, who in turn spend money in our economy. We support all economic activity and job creation in our region.

Q7. How will we know the campaign is working and what will success look like?

The success of this campaign hinges on widespread adoption by local businesses as well as Business and Tourism Associations, and it is with their support that the Campaign will continue to build momentum and stay successful over time. We will be releasing a series of surveys to our community throughout the next 12 months and will also assess our digital platform data to see how the Campaign is tracking.

Q8. How will this campaign complement other buy local campaigns, so together we all benefit?

We are looking into ways we can work with some state campaigns, including 'I Choose SA' and 'Eat Local SA', as well as the recently launched national campaign 'Go Local First'. We will share more information on this.

Q9. Who do I contact should I need assistance with the use of campaign digital material?

We encourage you to contact the ON Business Partner Program team at onbusiness@onkaparinga.sa.gov.au or 8384 0666 for any assistance relating to the Campaign.