

PETER MALINAUSKAS MP
Labor Leader

ZOE BETTISON MP
Shadow Minister for Trade, Tourism and Investment

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'I Choose SA' faces axe, hurting 4,600+ SA businesses

The popular 'I Choose SA' campaign faces the axe, following the Marshall Liberal Government's decision to cut all funding for Brand South Australia.

The shock cut has been met with a negative reaction from South Australian businesses, which benefitted from Brand SA's operations.

Among Brand SA's most successful ventures is the 'I Choose SA' campaign, which encourages South Australians to support local businesses, including extensive promotion both in store and through advertising, as well as 'I Choose SA' Day every October.

More than 4,600 SA businesses are registered with 'I Choose SA'.

However, after the Opposition uncovered the \$1.6 million funding cut last week, Trade and Tourism Minister David Ridgway told media:

"We have decided to focus our state promotion efforts on interstate and international markets – rather than within the state itself."

Brand SA is due to close its operations on June 30.

Quotes attributable to Labor Leader Peter Malinauskas

Cutting all funding for Brand SA is clearly the wrong call – it hurts South Australian businesses, it hurts South Australian workers and ultimately it hurts South Australian shoppers.

We should be doing everything we can to support SA small businesses, and Brand SA does just that.

South Australian businesses aren't happy, and the Premier should listen to local businesses.

It's not too late, the Marshall Liberal Government should reverse this funding cut so Brand SA can continue doing their excellent work promoting our great state.

Quotes attributable to Shadow Minister for Trade and Investment Zoe Bettison

The popular 'I Choose SA' campaign is a successful way of encouraging South Australians to choose local businesses.

More than 4,600 local businesses are registered with I Choose SA, that speaks for itself.

Why is the Marshall Liberal Government abandoning local businesses and scrapping a program that works?

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