Support Territory Business this Christmas

Local shopkeepers are gearing up for a bumper festive season, as Territory consumers buck the national trend and open their wallets this Christmas.

Minister for Business Delia Lawrie today urged Territorians to support Territory Businesses when they do their shopping this year.

“With ten days to go until Christmas, we want to see shopkeepers feeling a huge surge in traffic as Territorians wind down from a long year with some retail therapy,” Ms Lawrie said.

“Whether it is the latest gadgets, the best food and drink, artwork, fashion or a crocodile skin pen, local shops offer the complete experience and I encourage shoppers to get out and support local jobs by spending their money in Territory shops this Christmas.”

Approaching the busiest time of the year, the most recent ABS figures show retail sales in the Territory increased by 7.5 per cent in October 2011 in annual terms, the second highest growth rate of all the jurisdictions, while year on year it grew 1.3%.

“The recovery sets a perfect platform for a huge holiday season as traders bounce back from tough economic conditions just in time for Christmas,” Ms Lawrie said.

“Local businesses use other local goods and services, so where you can, choose a local alternative this Christmas and help to create and maintain jobs for Territorians.”

The Buy Territory Campaign features press, television and radio ads and a website at www.buyterritory.nt.gov.au

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