

## TREASURER TOM KOUTSANTONIS

Thursday, 22 June 2017

### **I Choose SA campaign extended to support SA jobs**

An awareness campaign supporting local jobs will be extended by 12 months, giving local businesses more opportunities to grow and expand.

The 2017-18 State Budget includes \$2 million to double the duration of I Choose SA, which will now run until 30 June, 2018.

The program uses advertising and branding to inform consumers that when they purchase from South Australian companies they are supporting local jobs.

The investment in I Choose SA is part of the State Government's \$200 million Future Jobs Fund.

#### **Background**

The I Choose SA campaign was launched last August to help boost revenue for South Australian businesses, supporting local jobs and the economy.

As of the start of June, almost 3000 retailers and supporters had registered with the I Choose SA directory at [www.ichoosesa.com.au](http://www.ichoosesa.com.au)

Brand South Australia, which runs I Choose SA, has been working with retailers to help promote the message in their stores and identify the South Australian products on offer.

#### **Quotes attributable to Treasurer Tom Koutsantonis**

South Australians want to support local people and local businesses. We want to invest in South Australia.

The I Choose SA campaign gives consumers the information they need to do just that.

By choosing a South Australian product or service, we are supporting not just that company, but the people it employs and the wider supply chain.

We are giving local businesses a competitive edge so that they have every opportunity to succeed and grow.

I urge consumers to get behind the I Choose SA campaign and keep putting our state, our people and our jobs first.

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