

# Media Release

**The Hon Natalie Suleyman MP**

Minister for Veterans  
Minister for Small Business  
Minister for Youth



Wednesday, 4 December 2024

## SHOP LOCAL THIS CHRISTMAS AND SUPPORT SMALL BUSINESSES

It's beginning to look a lot like Christmas and the Allan Labor Government is encouraging people to shop local this festive season.

Minister for Small Business Natalie Suleyman is helping Victorians to shop local this festive season using the 2024 Business Victoria Christmas Gift Guide – which features 13 fantastic gift ideas from small businesses right across the state.

Now in its fifth year, the Christmas Gift Guide highlights the diversity and ingenuity of Victoria's small businesses, which are full of unique gifts with a distinctly Victorian flavour.

Businesses are featured from across metropolitan Melbourne and regional Victoria, with local manufacturers, First Nations businesses, women-led businesses and social enterprises all in the mix.

Ochre Dough is a First Nations owned business from Bangerang Country (Shepparton) that handmakes a range of playdough and crafts for children to connect to country and culture through play.

Owner Mikaela Egan is a proud Muthi Muthi/Gunditjmara woman, who is known to the little ones in her community as Aunty Maki began naturally dyeing playdough using ochre, and her unique product line has grown to now include bush tucker playdough and educational cultural kits.

Bouncee will help keep your drinks cool at the beach this summer with their collapsable cooler. Based in Tullamarine, Bouncee coolers are made locally in Australia from a material that is over 93 per cent air – which is recyclable, free from harmful chemicals and offers exceptional insulation so drinks stay cooler for longer.

And for those looking to get away this Christmas why not head out to Rosehaven Farms for the Ultimate Farm Experience for a fun day out. You get a hands-on tour where you can meet the local animals and soak in the beautiful countryside as well as a picnic option.

Victoria has always been known for its entrepreneurial spirit and the state is home to more than 700,000 small businesses – they play a critical part in our economy and provide employment to 42 per cent of our workforce.

Christmas is an ideal opportunity to shop local and back the wonderful small businesses we have operating across our state – strengthening local communities and boosting our economy.

To check out the 2024 Business Victoria Christmas Gift Guide, visit [business.vic.gov.au](https://business.vic.gov.au).

### Quotes attributable to Minister for Small Business Natalie Suleyman

*"From skincare to glassware, stylish socks to a native seed box - the 2024 Gift Guide has something for everyone."*

*"The best way to support local jobs and strengthen our local communities is by shopping local, and I encourage festive shoppers to check out what our amazing small businesses across the state have to offer."*

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