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## The Great Awakening - Love Local

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# The Great Awakening - Love Local

## **MICHAEL BARNETT**

**D**idn't we do well as the team of five million crushing the Coronavirus curve? And aren't we doing well now we're out and about?

We cluster joyfully, noisily and safely brunching in our local cafes or wining and dining at the local restaurant and bar. We shop at the local butcher, greengrocer, hardware store and dairy, finally get the long-delayed check-up at the local medical centre and replenish the overdue essentials at the pharmacy. Best of all, we are happy to look back and laugh together with our unmasked hairdresser at the remnants of a Covid home cut and colour.

We are awake to rediscovering our local community, appreciating its character, unique personality, history and value as a destination. Snaking along mainstreet are cobblers, beauticians, accountants, fast food joints, home decorators, book shops, grocers, mechanics, funeral parlours, florists, and any number of local enterprises, reassuringly catering to every need or whim for life as we know it.

Our local community is a hub, feeding our need for face to face social connection and conversation, providing succour

and comfort in a world of uncertainty.

We know the owner, they know us. They give us great service, stock our favourite products, add new menu items and make my hot chocolate just the way I want. We chat, laugh, swap gossip, dreams and plans. Best of all we know in our heart that we are all in this together with a value we share of loving living, working and playing in our own community.

This doesn't mean building a protective wall, shunning

supermarkets or every big box megastore. Those enterprises also employ and support local. And it's your choice how and where you use your discretionary dollar.

Margaret Thatcher, Britain's Iron Lady, got it right when she celebrated being a grocer's daughter in a nation of shopkeepers. She understood that successful societies put their energy into preserving freedom and security so people like us can run our own businesses and live our own lives our way.

We've got a job to do then to support our local businesses so they thrive, remembering that what goes round comes round.

When we buy and promote local, we're helping save a job, a supplier, a business owner who also has a family to provide for and a contribution to make to the recovery of our economic wellbeing.

We're also showing by loving local that as a nation we get behind our homegrown innovators, entrepreneurs, producers, manufacturers and risk takers, the people with the new ideas that are creating the future so we all enjoy new opportunities and a better life and livelihood.

When communities succeed so does the nation.



## **We're supporting our local businesses**

Stuff is joining with 2degrees Business which is offering five \$20,000 advertising packages to support local businesses in Auckland, Waikato and Bay of Plenty. Businesses are invited to enter and a judging panel will decide on four of the winning businesses, the fifth will be decided by a People's Choice vote. For a chance to win, enter at: [2degrees.nz/shoplocal](https://2degrees.nz/shoplocal)