

For immediate release

January 25, 2016

Top Australian brands unite in a finder.com.au 'True Blue' initiative

- ➔ finder.com.au launches the True Blue Sale, a 48-hour online event that kicks off on Australia Day
- ➔ More than 60 retailers participating with discounts of up to 56 percent on offer
- ➔ One online purchase per credit cardholder would inject more than \$2 billion into Aussie economy!
- ➔ Aussies urged to support local businesses and take advantage of exclusive offers and discounts

January 25, 2016, Sydney, Australia – One of Australia's biggest comparison websites, finder.com.au¹, is calling on Australians to get behind local retailers this Australia Day, with the launch of an exclusive online shopping event – the True Blue Sale – where shoppers can enjoy savings of up to 56 percent while supporting home-grown brands.

[The True Blue Sale](#), which starts at 12.01AM tomorrow (Tuesday 26 January 2016) and runs for 48 hours, will feature exclusive offers, discounts and deals from more than 60 top Australian retailers including **Bras N Things, Cotton On, General Pants, Rusty, Bondi Bather, City Beach**, as well as online-only sellers like **Booktopia, Showpo, SurfStitch** and **Zanui**.

Angus & Robertson, 99 Bikes, Typo, Tyroola, Modelco, Beginning Boutique, Van Heusen, Rubi Shoes, WorkwearHub and **Dissh** are also among the names to have signed up, with discounts, as well as gifts with purchase and free shipping, on offer.

Organiser and finder.com.au co-founder Fred Schebesta said the event was designed to support Australian retailers and encourage consumers to buy locally – all while bagging a bargain.

"The numbers are pretty mind boggling – Australians spent \$4.43 billion with non-Australian online retailers in 2015 which could ultimately lead to a loss of Aussie jobs," he says.

According to Australian Bureau of Statistics figures, more than half of Australian businesses will close down within the first three years of opening, with a recent survey showing one of the biggest challenges is overseas competition.

¹ Experian Hitwise since 2013

“The True Blue sale is a way of kickstarting a 'buy Australian' mentality, with the hope that it continues the habit year round,” Mr Schebesta says. "There'll be a lot of genuinely good discounts and we're very excited to provide a boost to fellow Australian businesses.”

It's the first year finder.com.au has run the much hyped two-day online sale event, with big Australian brands proud to lend their support.

Julie Hastings, General Manager of Retail Operations at **Bras N Things**, says taking part in the True Blue Sale this Australia Day was a no-brainer for the brand, which is “Australian designers creating for Australian women.

“Supporting Australian retailers like us will mean we'll be able to continue to deliver on-trend product that empowers women to feel beautiful from the inside out,” she says.

Founder of Australian swimwear label **Bondi Bather**, Kerry Cusack, says while competitive prices overseas may deter some from buying locally, we need to consider the flow-on effects of our spending decisions. “The more Australians can support local businesses, the more we hold on to things like local manufacturing and jobs. We need to support each other.”

Mr Schebesta agrees. “If every Australian credit card holder makes just one purchase online from an Australian retailer on Australia Day, it would inject more than \$2 billion into our economy. This means more jobs and more public funding.

“It's time for consumers to embrace Australian online retailers and keep those dollars in our own backyard.

“Most importantly, the True Blue Sale is a way to help fellow Australian businesses thrive, not just survive, in this ever-competitive market.

“In the true spirit of mateship this Australia Day, we're getting behind local businesses – and think the rest of Australia should too!”

[The True Blue Sale](#) starts at 12.01am on Australia Day (Tuesday 26 January 2016). Check out the full list of retailers and offers at www.finder.com.au/true-blue

5 ways to boost Australian businesses

1. Support the smaller players:

97 percent of Australian businesses are small businesses, however 60 percent of these are forced to close within the first three years of starting up. Purchasing products and produce from small businesses ensures that they'll receive the proceeds, as opposed to a giant corporation.

2. Travel local:

Tourism is an important market for economic growth. Australia is recognised internationally as a holiday destination, and just because you live here, shouldn't prevent you from sharing the perception. With a variety of landscapes, cities and beaches you can discover more about your country while supporting local businesses in other cities and states.

3. Let an Aussie entertain you:

Australia hoards an abundance of talent; ask around town and find out what entertainment is available in your area. Many pubs offer comedic sessions or acoustic sets while a stroll around your state city will see you huddled within a crowd, admiring the eclectic skills of a busker.

4. Explore local markets:

The markets are a great place to locate perfect one-off knick knacks and other treasures. Support your local community and the crafty individuals within. Is there anything better than strolling through stalls at brunch time with a homemade lemonade in hand?

5. Sponsoring:

If you're a member of a sporting club, scour local businesses for a sponsor. The business will cover the cost of items like team uniforms and in return, those will be branded to help the business advertise to the local community.

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