

LOVE LOCAL GIFT CARD PROGRAM

What is the Love Local Gift Card Program?

The objective of the Love Local Gift Card Program is to drive sales into our Shire's drought-affected retail sector by local residents and their friends and family that live outside of the Shire, bringing external cash into our local economy.

The Program centres around a "Love Local Gift Card" which works as a normal EFTPOS card, however can only be redeemed in participating retailers located within the Moree Plains Shire who have signed up to be part of the Program.



Where can the cards be purchased?

The cards will be available for purchase at select "load-up stores" within the Shire. Additionally, friends and family from outside the Shire can purchase the cards online and have them shipped to the recipient for a small fee.

What do local businesses need in order to participate?

The costs for businesses to participate in the Program is being fully funded by Council. There are no costs to your business to participate. All that your business needs to participate is:

- An Australian Business Number (ABN)
- A functional EFTPOS facility. (Unfortunately the program cannot function on the *Square* Point of Sale system. Our service provider is working on resolving this issue.)
- Your business must offer some sort of retail product or service. We hope to have all manner of businesses included, so that the recipient can choose to spend it on whatever they need, from a pampering in one of our beauty salons to food for their pooch from an ag supplies retailer.

What value will be on the cards?

In-store customers can select any amount to be loaded to the cards, whether it be \$15 or \$500, up to \$1000. Online customers can purchase cards in the following denominations: \$25, \$50, \$100, \$200.

Can customers spend the card value in numerous stores?

Yes! Cards can be used across the participating stores until their value has been expended. I.e. for a \$50 card, \$5 in one store, \$45 in another.

When do the cards expire?

The cards expire three years from date of purchase.

When will the program commence?

The program is being officially launched Wednesday, 6 November 2019 in time for the Christmas shopping period. Participating stores will be setup in stores from Friday, 1 November 2019. Setup on your EFTPOS machine only takes a few minutes.

What promotional support is being provided?

Council will be providing the following to support the Program:

- Local radio advertising on 2VM/NowFM commencing 7 November 2019 and concluding 24 December 2019
- Regular front page advertising and digital advertising in the Moree Champion commencing 7 November 2019 and concluding 24 December 2019
- Print materials for use in store including flyers, posters and window stickers
- Social media image package for businesses to utilise on their own social media pages
- Facebook advertising across Council's social media accounts including the Moree Plains Shire Council and My Moree pages
- Web promotion on the Moree Plains Shire Council page, as well as the Why Leave Town page where the cards can be purchased.

How do I sign up?

To submit an Expression of Interest to participate as a redemption and/or load-up store, business owners must complete the online form available at <https://www.surveymonkey.com/r/77CH5K5> or complete the hard-copy form and return to Council at Level 2, The Max Centre by 5pm Wednesday, 23 October 2019. Council will then be in touch regarding the steps required before your business is setup on or around 1 November 2019.

My business is in a village, not Moree, can I join the Program?

Absolutely. We hope to have coverage across the Shire, including all villages.

For more information, contact Council's Economic Development team on 6757 3222.