



Share N Learn Overview Notes

Shop Local Campaigns and Programs

Facilitated by Kitty Prodonovich

Tuesday 22nd February 2022

Kalgoorlie-Boulder CCI

- Kal \$ Vouchers, run similar to Collie \$. Cardboard voucher that are purchased from KBCCI that can only be sent at local stores
- They approached local stores to accept vouchers and store names are listed on voucher and on website
- Voucher is used at the shops and the shop redeems the voucher at the KBCCI and money is depositing back into their bank accounts within a week
- Where vouchers are spent is kept on a spreadsheet
- An emboss has been added as they are printed in house and stores understand they need to have an emboss
- Stickers have been printed for stores to stick in their window to show they accept vouchers
- Revenue from vouchers that have not been spent as they expire in 3 years
- Sold around \$20,000 a year
- Targeted at mining companies for rewards as well as rewards for staff, wedding presents, birthday presents etc.

Moora CRC

- 400 cards for \$100
- Purchase from CRC's
- Go to stores to activate terminals
- Becomes difficult when businesses do not renew membership
- \$7,000 - \$10,000 per year – Peter
- Money can be used in multiple transactions
- Christmas campaign – entry if you spend a minimum of \$30. Chamber members only
- CCI funds prize money (card for local spending)

Broome CCI

- Plastic card, similar to Coles and Myer
- Run through EFTPOS machine and conduct a refund from Chamber EFTPOS machine
- Small charge such as 10c per usage
- Issues when businesses upgrade EFTPOS machine
- No fee charged for activation
- No unused money is returned
- Shire has closed loop program and are their biggest competitor
- No tracking of serial numbers, administration etc.



Collie CCI

- Participating businesses contribute \$300 each (\$350 for a non-Chamber member)
- \$100 of that goes to the prize pool for the customer, (Chamber gift voucher only redeemed at participating stores) \$150 goes into the advertising component (which also works out to be the prize for the business) and \$50 to administration costs
- Advertisers, South Western Times, Collie Bulletin and Southern Cross Austereo do a contra deal for the Business prize, the Chamber pay them (\$150 from each participating business) and they donate the same value as a prize to the winning business, last year with 42 participating businesses they had \$6300 to spend they paid SCA S3040, Collie Bulletin \$1630 and SW Times \$1630. This then covers cost for advertising and the prize for the winning business at the end. (each ticket is individually numbers to track the winning business)
- The customer needs to spend \$50, if they spend \$100 they receive two tickets and so on
- Anything over \$1000 they ask the businesses to send them the customer name/amount/contact number and we enter through a mail merge

	2019	2020	2021
No. Participating Businesses	37	41	42
Total ticket Entries	28,310	52,133	50,279
Total local spend value	\$1,415,500	\$2,606,650	\$2,513,950

Narrogin CCI

- Christmas campaign – businesses pay to be a part of program
- Local caravan park guests get a \$10 local voucher - program funded by shire and businesses

Carnarvon CCI

- \$8,500 prize money (voucher) sponsored over 10-week period
- \$500 a week prize
- Only CCI businesses
- Final draw to main street Christmas party
- Minimum spend \$20 for an entry
- Cardboard vouchers
- Does not generate revenue
- Another general voucher, similar to KBCCI
- Purchased at local visitors centre
- Are currently looking into CARDS4ALL which outlines return of expired funds can be claimed within 30 days

Bunbury-Geographe CCI

- Run a promotion to cover whole Bunbury – Geographe region



- Run competition from start of March until end of April, however delayed due to lack of business until Christmas
- In interim, run a PR campaign to support consist messaging to drive local support and business
- Flyers with legally approved terms and conditions, liquor and gaming regulations etc.
- Campaign flyer with terms and condition can be viewed [here](#)

Albany CCI

- Yet to introduce shop local campaign and program
- Aim to work with the City to create a program or campaign
- Seeking digital base – QR codes

Margaret River CCI

- <https://mrcci.com.au/local-is-more/>