



'LOVING LOCAL' LISMORE GIFT CARD

an initiative to keep money locally ...

WHY LEAVE TOWN (WLT) FAST FACTS

- In Operation Since 2007
- A Small Business Founded In Narrabri, NSW
- Specialises In Supporting LGAs and Business Chambers To Promote Local Buy
- Operating In 70 Different Communities, Covering Over 200 Different Postcodes
- Over 200,000 Cards Sold
 - Over \$12M In Loaded Cards Sold—That's Over \$12M Injected Into Local Businesses!
- Over The Past 2 Years—In Excess Of \$5.1M Total
 - \$1.3M In Loaded Cards Were Sold In December 2020 Alone - That's \$40 Loaded Every Minute!
- In The Past 2 Years The WLT Network Has Also Distributed Relief Funds In Excess Of \$1M For Things Like Drought, Bushfires And COVID-19 relief.

SHOP LOCAL FACTS

- Every \$100 Spent Locally Has A Local Impact Of \$180
- Shopping Locally Helps To Generate Local Jobs, Build Local Infrastructure and Ensures Products Can Be Acquired Locally



WHAT IS THE LOVING LOCAL GIFT CARD?

The Loving Local Gift Card Program is an EFTPOS based system aimed at keeping money within our community by encouraging people to shop locally. Lismore City Council is collaborating with the Lismore Chamber of Commerce and Industry to pilot this program in Lismore.

Cards can be purchased at a select number of stores that we call "Load Up Stores". They can also be purchased online through the WLT website. There are no additional fees for businesses to participate, apart from your normal banking transaction fees.

When a customer decides how much money to load onto the card—anywhere between \$10 and \$1,000—this money can then be used to make purchases in any participating store in Lismore. The card will NOT be able to be used outside of the participating stores. This means that every time one of these cards is purchased, the money stays local!

WHAT DO YOU NEED TO PARTICIPATE:

All you need is an EFTPOS machine to reap the benefits. It's a normal EFTPOS transaction!

HOW DO I GET MY BUSINESS INVOLVED?

It's easy to become involved and the sooner you join, the sooner you reap the rewards of your community supporting local business. Everybody wins!

The Loving Local Gift Card forms part of a larger "Buy Local" program through partner Why Leave Town, who support businesses and councils around Australia by encouraging communities to think local first.

There will also be a wide range of marketing collateral available for you to download and use on social media or in your advertising campaigns.

HOW DO I REACH OUT?

To get involved in this program or to find out more information please contact Kathryn Gray, CBD Activation Officer on:

(02) 6625 0500 or
contact@lismore.nsw.gov.au

To register your initial interest, visit this link:

<https://www.whyleavetown.com/register>