



Shop in the Clarence Valley with a 'Load Local Love' gift card #ShopClarence

The perfect way to support Clarence Valley businesses



WLT FAST FACTS

In operation since 2007

A small business founded in Narrabri, NSW

Specialises in supporting LGAs and business chambers to promote local buying

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 to assist recovery from drought, bushfires and covid-19

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 'LOAD LOCAL LOVE' CARD?

The 'Load Local Love' is a Clarence Valley Council initiative to support local business.

Why Leave Town's (WLT) Gift Card Program is an EFTPOS based system (currently excludes SQUARE readers) aimed at keeping money within communities by encouraging people to shop locally in the Clarence Valley.

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 their 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 be used to make purchases in any participating store in the Clarence Valley.

The card will not be able to be used outside of the participating stores or the Clarence Valley region. This means that every time one of these cards is purchased, the MONEY STAYS LOCAL!

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!

'Load Local Love' is being sponsored by Clarence Valley Council for the first 3 years of operation, as well as a marketing campaign to promote usage.

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

To get involved in this program or to find out more information please contact Phil Nicholas on 0412 273 004, or email business@myclarencevalley.com

To register your initial interest: whyleavetown.com/register and select the Clarence Valley option in the drop down menu



WHAT YOU NEED TO PARTICIPATE:

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