



# BURDEKIN REWARDS

Support local business

shop local +WIN!

Win 4x \$1000 Burdekin Gift Cards!  
Plus 10x \$50 Burdekin Gift Cards

Business in the Burdekin has taken an unprecedented financial and psychological hit in the past few months, but in the days after the initial economic downturn and COVID-19 containment precautions, we were quickly reminded of the vital role our local businesses play in the Burdekin. The coming months will be a critical time for rebuilding the local economy and business community. The Burdekin Rewards loyalty program is designed to support local small businesses pivot or recover by boosting awareness, supporting local jobs and rewarding loyalty. After all, Burdekin small business is too important to us all to let fail.

## WHO

Ayr Chamber of Commerce and Home Hill Chamber of Commerce, supported by the Burdekin Shire Council



## WHY

*Burdekin Rewards* shopper loyalty program is **designed to reward customers for shopping in the Burdekin**. The program aims to support local businesses achieve success, by encouraging spending during the present economic climate and beyond.

## WHAT

Shoppers will be presented with a *Burdekin Rewards* loyalty card with 28 squares on one side. Each time they shop at a participating business they receive one (1) stamp per \$100 spend, (e.g. a spend of \$5 will receive one stamp, a spend of \$101 receives two stamps) up to a maximum of \$2,800 (one full card) per transaction. The shoppers then write their name, phone and postcode on the reverse side and place the finished card in a barrel (at one of four collection points).

Each month cards will be collected from the barrels and up to ten (10) winners will be drawn. Each winner will receive a \$50 Burdekin Gift Card. All tickets will be retained for the *Burdekin Rewards Mega Draw* in December.

The *Burdekin Rewards Mega Draw*, drawn on 31st December, will consist of four prizes of a \$1,000 Burdekin Gift Card, plus a extra draws each for any vouchers donated by participating businesses throughout the year.

## WHEN

The *Burdekin Rewards* loyalty program will start on 1st September 2020, and run until 31st December 2021, with an option to extend based on popularity.

Each monthly draw will be drawn on the last day of the month, with results published on the facebook pages on the first Friday of the month.

The *Burdekin Rewards Mega Draw* will be drawn each December 31st.

## HOW MARKETING

*Burdekin Rewards* will be promoted on the Shop the Budekin and Ayr Chamber of Commerce facebook page, by email to members of the Ayr and Home Hill Chambers of Commerce, and instore of participating businesses.

## DISTRIBUTION

*Burdekin Rewards* loyalty cards will be distributed to participating businesses, to be handed out to shoppers.

## COLLECTION

Participants will be able to place their full *Burdekin Rewards* loyalty card in one of four collection barrels situated at Lucky Black Cat Newsagent, Helloworld and Woods News in Ayr, and Home Hill News in Home Hill.

## PRIZES

QTY		2020	2021
10/month	<b>Monthly Draw of \$50 Gift Card (except December)</b>	\$1,500	\$5,500
4/year	<b>Yearly Mega Draw of \$1000 Gift Card (in place of Dec. draw)</b>	\$4,000	\$4,000

## BURDEKIN REWARDS LOYALTY CARD – TERMS AND CONDITIONS OF ENTRY

**Program / Competition Name:** Burdekin Rewards Loyalty Card

**Promoter:** Ayr Chamber of Commerce & Home Hill Chamber of Commerce, supported by Burdekin Shire Council

**Entry:** Entry is open to Burdekin Residents who:

- Are at least 16 years of age
- Have a valid phone number

**Entry Restrictions:** Executive Members of the Ayr and Home Hill Chambers of Commerce, and related entities who are directly associated with the conduct of this competition are ineligible to enter the competition.

**Competition Period:** The competition begins on 1st September 2020. The competition is closed on 31st December 2021.

**Participating Businesses:** Any businesses wishing to participate must be a member of the Ayr Chamber of Commerce or the Home Hill Chamber of Commerce.

### Entry Details:

1. The Burdekin Rewards Loyalty Card program will commence on 1 September 2020 until 31 December 2021.
2. Shoppers will be presented with a Burdekin Rewards loyalty card with 28 squares on one side.
3. Each time the shopper makes a purchase at a participating business they receive one (1) stamp up to \$100 spend (eg. A spend of \$101 receives 2 stamps) up to a maximum of \$2,800 (one full card) per transaction.
4. Shoppers then write their name on the reverse side and place the finished card in a barrel at one of the collection points (TBA).
5. Each month cards will be collected from barrels and up to ten (10) winners will be drawn. Each winner will receive a \$50 Burdekin Gift Card.
6. All tickets will then be retained for the Burdekin Rewards Mega Draw in December for the same year. The Burdekin Rewards Mega Draw will consist of four (4) prizes of a \$1,000 Burdekin Gift Card plus any vouchers donated by businesses throughout the year.
7. The Burdekin Rewards Monthly draws (total of 14 draws) will take place on:
  - 30 September 2020 (September entries)
  - 31 October 2020 (October entries)
  - 30 November 2020 (November entries)
  - 31 January 2021 (January entries)
  - 28 February 2021 (February entries)
  - 31 March 2021 (March entries)
  - 30 April 2021 (April entries)
  - 31 May 2021 (May entries)
  - 30 June 2021 (June entries)
  - 31 July 2021 (July entries)
  - 31 August 2021 (August entries)
  - 30 September 2021 (September entries)
  - 31 October 2021 (October entries)
  - 30 November 2021 (November entries)
8. The Burdekin Rewards Mega draws (total of 2x4 draws) will take place on:
  - 31 December 2020 (entries from 1 September 2020 – 31 December 2020)
  - 31 December 2021 (entries from 1 January 2021 – 31 December 2021)
9. Results will be published on the Ayr Chamber of Commerce and Shop the Burdekin facebook pages on the first Friday of the following month, and in the monthly edition of the Home Hill News.

**Entry Details:** All entries must be submitted on the original loyalty card. Entry cards and data will be retained by the Ayr Chamber of Commerce for the mega draws.

**Winner Selection:** Up to ten (10) winners will be drawn in the monthly draws with each winner to receive a \$50 Burdekin Gift Card. If less than 10 entries are collected for the month then only that number of draws will take place. Entries will not be returned to the barrel after each draw, but all entries will be collected for the yearly Mega Draws. Up to four (4) winners will be drawn in the Burdekin Rewards Mega Draw in December with each winner to receive a \$1,000 Burdekin Gift Card. Results will be published on the Ayr Chamber of Commerce and Shop the Burdekin facebook pages on the first Friday of the following month, and in the monthly edition of the Home Hill News.

**Prize Claim:** The winning entrant will be notified by phone by the Ayr Chamber of Commerce. If no response is received after 4 weeks it will result in the prize being forfeited. No second chance draw will be completed.

**Prize Details:** The winners will receive: Monthly Draws - \$50 Burdekin Gift Card (up to 10 winners per month) Mega Draws - \$1,000 Burdekin Gift Card (up to 4 winners per year)

### General Terms & Conditions:

1. Entry into the Competition is deemed acceptance of these terms and conditions. Information relating to the Competition and the above Schedule form part of the terms and conditions for the Competition. The Promoter may vary these terms and conditions from time to time at its sole discretion.
2. Eligibility to enter the Competition is subject to the Entry Restrictions listed above.
3. To enter the Competition, entrants must complete the process outlined in the Entry Details during the Competition Period. Any entry received outside of the Competition Period will be deemed invalid.
4. Entrants may enter the Competition as many times as they wish. Each entry must be submitted separately and meet the eligibility requirements.
5. Incomprehensible and incomplete entries will be deemed invalid. No responsibility is accepted for late, lost, delayed or misdirected entries.
6. The Promoter reserves the right to request proof of identity, proof of Australian residency status at the nominated Prize delivery address and proof of entry validity, in order to claim a Prize. Acceptance of proof of eligibility is at the discretion of the Promoter. In the event that an entrant cannot provide proof, their entry will be deemed invalid.
7. All valid entries are automatically entered into the Winner Selection process, which will take place at the times and dates set out in the Schedule
8. The Promoter's decision is final and no correspondence will be entered into.
9. Winners will be notified in accordance with the Winner Selection.
10. All Prizes are as depicted or described in the Schedule and, unless otherwise specified, are not transferable or exchangeable and cannot be redeemed for cash. The Promoter is not responsible for any additional costs associated with use of the Prize.
11. The Promoter accepts no responsibility for any loss, damages, or injury incurred to enter the Competition or in connection with taking up the Prizes.
12. Once Prizes have left the Prize Supplier's premises, no responsibility is taken for Prizes damaged, delayed or lost in transit.
13. The Promoter will not be held liable for any loss, damage or injury that results directly or indirectly from the Winner taking part in any aspect of the Prize. Where relevant, the Winner agrees that they take full responsibility for any activities engaged in while travelling and engaging in the Prize package and will take out appropriate travel insurance as needed.
14. The Promoter reserves the right to disqualify any entrant submitting an entry which, in the Promoter's opinion, includes objectionable content.
15. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) including Burdekin Shire Council excludes all liability (including negligence), for any personal or permanent injury or loss of life; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
16. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction or unauthorised access to, or alterations of entries, and reserves the right to take any action that may be available. If for any reason this Competition is not capable of running as planned, due to causes including, but not limited to tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of the Promoter which corrupt or affect the administrative security, fairness, integrity or proper conduct of this Competition, the Promoter reserves the right in its sole discretion, to take any action that may be available to the fullest extent permitted by law, including to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Competition.
17. All entries become and remain the property of the Promoter.
18. Entrants consent to their full names, photos and/or their entries being used in all media by the Promoter. Entrants acknowledge and agree they may be required to participate in promotional activities while taking up the Prize.
19. The Promoter may use entrants' names and details for promotional, marketing and publicity purposes.
20. All details of the entrants will be used and preserved in accordance with the Australian Privacy Principles. Unless otherwise notified, the Promoter may use the entries and details of entrants for promotional and publicity purposes.
21. Entrants acknowledge this Competition is in no way associated with or sponsored or endorsed by Instagram and Facebook. Any information disclosed by entrants entering this Competition is not provided to Instagram or Facebook. Any questions, comments or complaints regarding this Competition must be directed to the Promoter and not to Instagram or Facebook.