

# Northam Dollars

An initiative by the Northam Chamber of Commerce (NCC) to encourage people to buy locally, supporting businesses within the Northam shire.

The campaign will be promoted to the Northam community, all Northam businesses, service and sporting clubs, the Shire and other relevant organisations.

The NCC is asking all of its members whether participating or not to “Tell 5” spreading the word and increase public awareness of the overall ‘buy local’ message and to encourage Northam dollars into circulation.

## WHO CAN BUY THEM?

Anyone can buy Northam Dollars.



## WHAT ARE THEY FOR?

They are useful for anyone who would normally offer or buy a gift voucher. The difference is these ensure the dollars are spent in Northam. They can be offered as promotions, gifts, prizes or incentives. The recipients of these Northam Dollars can then spend them at any of the participating Northam businesses on a straight dollar for dollar basis.

## WHERE CAN I BUY THEM?

Northam dollars can be bought in \$10 AND \$20 denominations at the Northam branches of Bendigo Bank and Commonwealth Bank.

## WHAT IS THE COST TO BUSINESSES?

There is NO COST for a Northam based business to join the program, they just need to be a member of the NCC.

Window stickers are provided to participating businesses to indicate their involvement in the program and raise awareness.

## WHICH BUSINESSES ARE PARTICIPATING?

The NCC website will carry the names of all participating Northam businesses, so recipients or holders of these dollars can see where they can spend them, or they can look for the sticker on the store window.

## AS A BUSINESS WHAT IS THE PROCESS?



1. First you register as a participating business by sending in an email to the NCC at [info@northamchamber.com.au](mailto:info@northamchamber.com.au)
2. You will be then sent a window decal to display.
3. After accepting the Northam dollars you complete an online claim form for immediate payment into your business's nominated bank account
4. Redeemed Northam Dollars are also to be returned to the NCC.

## **COUNTERFEITING CONCERNS**

Each dollar has a unique serial number and the NCC has taken special precautions to minimise counterfeiting which will be advised to each participating business.

## **THE DETAIL**

- Northam dollars are valid for 3 years from the point of sale.
- Northam dollars cannot be exchanged for cash.
- Every Northam dollar must be redeemed in full at one store only.
- Change/credit given is at the store's sole discretion if the full amount is not redeemed.
- We recommend stores/businesses provide a credit arrangement for the unredeemed portion however the denominations have been set as \$10 / \$20 only to minimise the need for credit.

## **NORTHAM BUYLOCAL**

A Facebook group (Northam BuyLocal) has been created to provide local people information about what is available in local shops.

In these days of Facebook activity declining on business pages it provides an opportunity for businesses to advertise to specifically those who ARE interested in buying local. We encourage you to advertise and post as many pictures of your business as you wish in this group.

It is very simple and provides an additional platform for local businesses to advertise their special offers or new products and/or services.

## **FURTHER QUESTIONS**

Contact Executive officer at [info@northamchamber.com.au](mailto:info@northamchamber.com.au) or 0427 472 729 if you have further questions.