



PARTNERSHIP APPROACH TO ENCOURAGE LOCAL SPEND

A partnered approach with the local business community and Dubbo Regional Council (DRC) to encourage the community to shop local is delivering positive results, with the ongoing uptake of MyDubbo Region cards continuing to inject money directly back into the local economy.

Over 150 businesses from Dubbo, Wellington and the surrounding villages are participating in the free MyDubbo Region card program to encourage locals to spend local.

The partnered approach means Council undertake the promotion of the program and assists businesses to administer the program, be that selling or receiving cards through the business.

“Businesses in our community have said that in the world of online shopping, it’s more important than ever to keep locals shopping locally.

“These sorts of programs will help keep dollars in our community and with the MyDubbo Region card surpassing the \$200,000 loading mark since its inception it shows how supportive our community is,”

Economic Development & Visitor Services Team Leader Tim Nichols said.

“The concept of the program is simple. Residents and visitors can purchase a MyDubbo Region card from a number of locations and load a value that suits them. They then have a great gift for that special someone but also know they are committed to supporting local businesses,” Mr Nichols said.

The MyDubbo Region card program is just one initiative being undertaken by Council to encourage local spend.

“Council is keen to continue to work with the local business community and will be looking to deliver a number of activities.

“In the coming months there will be marketing activities centred around Small Business month, the Christmas period and targeted online promotion throughout the year to encourage local spend.

“Council also actively monitors trends and consumer behaviours and shares this with industry as part of the ongoing partnership with businesses. Trends and consumer behaviour allows Council to identify spend leakage and support potential solutions to try and keep spend within our regional community,” Mr Nichols said.

Community can find out where to buy or redeem a MyDubbo Region card by visiting dubbo.com.au/shop.

Businesses looking to join the program should contact Council at ecdev@dubbo.nsw.gov.au.

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