



## RESIDENTS TO WIN A SHARE OF \$5,000 WITH LATEST BUY LOCAL CAMPAIGN

Wellington shoppers will have a chance to win a share in \$5,000, when the latest *#Buylocalorbyelocal* campaign is launched in the town. The competition is designed to keep more dollars circulating locally, bring some extra spending in from surrounding towns, build local pride and further stimulate the Wellington economy. All Wellington-based businesses have been invited to participate with Council, with the program supported by a targeted marketing campaign, targeting local residents and surrounding drive markets.

“All you have to do is make a minimum \$20 purchase from any participating business in Wellington, complete an entry ticket at the time of purchase, and then drop it in an entry box. You also have to keep your receipt as proof-of-purchase. It’s that simple to enter the competition,” said Mayor of the Dubbo Region, Councillor Ben Shields.

This program was highlighted as a ‘must have’ again through the Regional Economic Recovery Taskforce, identifying the need to help support local businesses, jobs and the community through the volatile economic landscape of COVID-19. The latest campaign has slightly changed, with all Wellington stores having an entry box available.

“The success of the 2019 program proved that by working together to deliver a comprehensive marketing campaign and competition, there was an increased awareness of goods and services available to purchase from Wellington-based businesses and subsequently, an increase in local spending. Residents were also rewarded for shopping locally – this year’s program has been opened up to include more businesses, giving more people a chance to submit their entry, and support even more local businesses,” said Councillor Shields.

Council staff have been busy pounding the pavement in Wellington to make sure that all businesses have the opportunity to be involved and the program, and supporting marketing campaign which will run for 6 weeks, leading into what’s hoped to be a positive Easter period

locally. Tim Simpson from Quains Liquor is just one store that has seen the significant positive flow-on effects of the Buy Local or Bye Local campaign

“It’s a really easy value-add offering to our retail experience, customers are really enthusiastic to sign up for a chance to win a share in \$5,000. And with that \$5,000 going back into the local economy, it’s a win-win,” said Mr Simpson.

Businesses will be provided with a #Buylocalorbyelocal Wellington competition branded entry tickets, an entry box, and information poster. The myDubbo Region Card will again be used as prizes for the competition, and are already very well supported across Wellington. However, if a local business is not yet a redemption store, Council staff are happy to assist with setting them up. The myDubbo Region card program is free for businesses to join and participate. There are 10 x \$500 myDubbo Region Shopping cards available for winning entrants. The competition starts on Tuesday 16 February, and runs until Sunday 28 March, 2021. For full terms and conditions, head to [visitwellington.com.au](http://visitwellington.com.au).

***Image caption:*** Tom Simpson, Jessica Gough from the Wellington Business Chamber, and Mayor of the Dubbo Region, Councillor Ben Shields with staff from the Wellington Visitor Information Centre – one of the load-up stores for the MyDubbo Region shopping cards.



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