

THINK LOCAL ACT LOGAN

encouraging Logan residents
to support local business



Registration Form

What's it all about?

Think Local, Act Logan is an initiative of Logan City Council (through the Logan Office of Economic Development) in partnership with local Chambers of Commerce, 101FM and other key stakeholders from around the community.

We aim to create a program for Logan City that educates and encourages Logan residents about the importance of supporting local businesses and community organisations when sourcing products and services.

The program combines a wide range of events and activities designed to raise the profile of member organisations and emphasise the importance of supporting local operators to the local community.

What are the benefits of joining the Think Local, Act Logan program?

- It has the potential to increase the number of local consumers buying your products or services.
- It educates consumers about the importance of buying from locally owned businesses.
- You have the opportunity to participate in a range of events and activities specifically designed to promote your business to local consumers.
- You can attend member networking events.
- Get free listings in various newspaper and other media campaigns.
- Get free listing on the **Think Local, Act Logan** website (when developed).
- Each member will receive a **Think Local, Act Logan** marketing kit that will include a wide range of material to promote you as a local business and in the process help establish a point of difference for your business.
- It helps to create a proud, local, sustainable culture and vibrant local economy within Logan City, which leads to a greater sense of community.
- The program is all about keeping money locally. Several studies have shown that when you buy locally, more of your money is then used to make purchases from other local businesses.

2010 proposed calendar of events and activities

- Launch of the **Think Local, Act Logan** program at the 101FM Live and Local Expo - March 2010.
- Develop a **Local Rewards Card** program that will be distributed to all residents of Logan City. The card will provide local residents with access to special deals and offers from **Think Local, Act Logan** members.
- Monthly promotion of participants in local newspapers and on local radio.
- **Lucky Shopper** campaign run over a four week period (to be determined). This presents an opportunity for shoppers to win 'x' in the draw each week simply by supporting any of the businesses in the campaign. Details will be published in local papers to indicate who is involved and businesses will display posters in their windows to make them easily identifiable.
- Networking and information sessions including regular **Innovation Café** sessions for members and host onsite member visits so that businesses can network and learn from one another as to how they are using and benefiting from the program.
- Reward and recognition program for the business that demonstrates the most proactive support for the **Think Local, Act Logan** program.





Registration Form

Post your completed registration form to
Logan Office of Economic Development
PO Box 3226, Logan City DC Qld 4114

Business name: (ABN)

Contact name:

Position in business:

Industry:

Product/service description:

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.....

Address:

Phone: (w) (mob)

Email:

Website:

Signature: Date:

REWARDS CARD PROGRAM*

One exciting initiative of the **Think Local, Act Logan** program is a Logan City resident's rewards card. The idea of this card, similar to the whole program, is to generate significantly increased local traffic into local businesses, and a tried and proven way to do this is by using a rewards program. We want to avoid the term 'discount card' and focus heavily on the rewards program.

The Rewards Card Program will run from 22 March 2010 to 31 December 2010. We are inviting each business that is participating in the program to nominate here what they can offer to be part of the Rewards Card Program and for long and when it might run.

For example:

1. Company ABC will offer a 10% discount for their service every Friday for the length of the program.
2. Company XZY will offer a "buy one, get one free" opportunity for the month of May.

We want to develop a calendar of customer rewards that can be promoted extensively through the local media around Logan City that will ultimately generate significantly more interest and exposure for your business.

Note: The **Think Local, Act Logan** program will offer a wide range of other opportunities and events for businesses and consumers to participate in, but the Rewards Card Program is first priority.

Yes, I want to participate in the Rewards Card Program.

Please provide a summary below of the reward that you are willing to offer:

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.....
.....

What timeframe would you like this reward to be valid for:

The entire length of the program (22 Mar - 31 Dec 2010)

For other options (1 week, 1 month, etc) please nominate your preference below.

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Please return to Tony Chadwick of the Logan Office of Economic Development, PO Box 3226, Logan Central DC Qld 4114. For enquiries, please contact the Logan Office of Economic Development on (07) 3412 4888.

*Please see over for terms and conditions.
This is an initiative of Logan City Council working with the community.



TERMS & CONDITIONS

Please note that by submitting the **Think Local, Act Logan** registration form you give consent to the Logan Office of Economic Development (a division of Logan City Council) to perform a background investigation on your business.

Further to this, you release and hold the Logan Office of Economic Development and Logan City Council, and their respective officers, directors and employees harmless from any and all liability with respect to the investigation, verification and/or use of any information relevant to your registration.

Should this background investigation uncover information that may jeopardise the credibility of the program and/or Logan City Council, then the Logan Office of Economic Development will have the right to refuse your registration and you agree to accept this decision as final.

By agreeing to allow Logan Office of Economic Development and Logan City Council to gather this information, it is considered that you have given this permission on the understanding that this information will be used for no other purposes and on the understanding that the information gather is to remain in the strictest confidence.



LOGAN | CITY COUNCIL

www.logan.qld.gov.au