



Driving Pittsworth's local economy through a shop local campaign

The Pittsworth District Alliance is proactively trying to drive the local economy through a shop local campaign. The program has emerged from the use of "Pittsworth Dollars" as prize money for local events in the past.

The program is simple, with stores or service providers signing up to accept the cards for a fee of \$100 for the year, the card works just the same as any other efpoc card through a standard eftpos machine, amounts loaded onto the card can vary from \$1 to \$5000. Although the card is considered a gift card it is not limited to this and can be used to pay for sponsorship or donations, or even used as a form of petty cash

The campaign mascot is a funky looking frog who has the catch phrase of "Leap in and shop local" A name for the frog will be determined through a public competition with \$100 "Pittsworth Dollars" going to the winner on its announcement at the campaign launch on 5th of Aug. Anyone wishing to go into the competition and nominate a name can email their suggestion to info@pittsworth.org.au

There will be a presentation to explain the concept at the Alliances next meeting coinciding with an address from Ian MacFarlane at the same meeting 6pm on the 22nd of May at the Pittsworth Motor Inn. If you are looking for more information on the program or you are wanting to sign up contact Alliance President Mark Droney or have a look on the Alliances Website at info@pittsworth.org.au

Initial conversations with business owners has been very positive, seeing it as a great community initiative. Annabelle Raff of Raff Group was very positive stating that her and Rob would definitely support the program and join up, any thing that helps drive the local economy and keeps money in our community is always a good thing for our town

Join us at the Pittsworth Motor Inn 6PM

***Thurs 22 May to find out more about this program
& to find out... why the FROG***