



MEDIA RELEASE

1 December 2020

myAlice call-out for businesses

Alice Springs Town Council is pleased to advise it is now calling for expressions of interest from local businesses to participate in the myAlice voucher scheme.

"I'm very pleased to advise, Council is now able to introduce the myAlice scheme to the community, starting with a call out to local businesses to participate from Friday 4 December. It's great news that the scheme will be available for customers to sign up from Friday 11 December," said Mayor Ryan.

Minister for Local Government Chansey Paech, who is also the Minister for Central Australian Economic Reconstruction, applauded the initiative. *"This is a great way to encourage locals to buy local this Christmas,"* he said.

"The NT Government knows how important it is to boost local businesses, especially at the end of such a tough year, and that's why we are working with the Alice Springs Town Council to promote spending at participating businesses. Every single time the vouchers are used, local jobs are supported so here's a big shout out to the Alice Springs community to get on board with this scheme."

The myAlice scheme is a buy-local incentive designed to stimulate the local economy that directly sustains both the community and local business – and participation is free for businesses and consumers!

How businesses can be involved from 4 December:

Council is encouraging local businesses to email myalice@astc.nt.gov.au to register their expression of interest, and to be advised of further details and eligibility criteria. Businesses can sign up from 4 December, or later as the scheme progresses.

How consumers can be involved from 11 December:

Customers are asked to go to the website – www.myalice.me – from 11 December to register and are able to use their vouchers from that date.

Once open, consumers simply log in to the website to access the Council-subsidised discount vouchers, offered by participating businesses. Every registered user will have \$40 worth of myAlice Discounts available per day until the program funds are all redeemed. Daily discounts are not accumulative.

Discount amounts are available in:

- 2 x \$2.50 discount - receive \$2.50 discount on minimum spend \$10
- 1 x \$5 discount voucher - receive \$5 discount on minimum spend \$20
- 1 x \$10 discount voucher - receive \$10 discount on minimum spend \$40
- 1 x \$20 discount voucher - receive \$20 discount on minimum spend \$80

Each business receiving a consumer's myAlice discount voucher will be reimbursed the equivalent value of the discount issued, until the myAlice funding is fully expended.

MyAlice is made possible with funding from the NT Government of \$200,000, and matched by Council's contribution of a further \$200,000. The total amount going back into our local economy is in excess of \$400,000. Council also acknowledges its local government partner, the City of Darwin, for sharing their knowledge and expertise in instigating the myDarwin voucher scheme.

For further information contact:

Mayor Ryan: 0428 825 392 or **Claire Ashard** (Media & Communications): 0439 815 315

Attached image: (L to R) Minister Chansey Paech, local business owner Pearl from Piccolo's Café and Mayor Ryan