

## **Lyttelton Harbour Gift Voucher Initiative**

### **Information and Registration Form**

This initiative is collaboration between the Lyttelton Harbour Information Centre, the Lyttelton Harbour Business Association and Project Lyttelton.

#### **Purpose:**

The main purpose of this initiative is to strengthen the local economy and create awareness of the importance of buying locally to keep our businesses alive, vibrant and diverse. A healthy and vibrant local economy is seen as a cornerstone of an active and resilient community.

Gift vouchers are quite commonplace, especially in larger retail stores. They are essentially a prepay system for goods and services. Their aim is to attract more customers, improve customer loyalty and increase customer spending. The Lyttelton Harbour Voucher initiative is based on the same basic principle, but with the distinction that these vouchers can serve the whole of business community in the Harbour, rather than just one business entity.

We believe that this initiative will help generate more spending in the harbour by locals and others alike.

#### **Business Participation:**

Each business wishing to participate in the Lyttelton Harbour Gift Voucher initiative will be required to submit a signed registration form to the Lyttelton Harbour Information Centre.

There is no registration fee, however the registration is subject to some terms and conditions.

Registered businesses will receive a display poster, which will help costumers identify businesses where they can spend their vouchers. All participating businesses will be listed online for shoppers' convenience. The website link will be printed on every gift voucher and website information will be updated regularly.

#### **How it works:**

From November 2013 anyone can purchase Lyttelton Harbour Gift Vouchers.

Vouchers can be spent at any participating business in the Harbour. They will be available for purchase in \$20 denominations from the Lyttelton Harbour Information Centre either directly or by making a telephone order and direct debit payment.

Participating businesses will need to invoice the Lyttelton Harbour Information Centre for the vouchers they have redeemed at the end of each month. A pro-forma buyer-created invoice can be supplied. In order to be processed, each invoice will need to include redeemed vouchers. Invoices and vouchers can be submitted in person or via direct post to the Lyttelton Information Centre. Payment will then be made by the Information Centre by the 20<sup>th</sup> of the month following to a nominated back account.

The vouchers will be printed with secure printing, which means they will contain a number of safety features that will protect them against forgery.

The Lyttelton Harbour Voucher campaign is valid initially for twelve months.

Each voucher will expire six months after purchase.

### **The Cost**

Funds for marketing, design and implementation were received from Recover Canterbury and Community Development Scheme (Department of Internal Affairs). To cover ongoing costs, a small handling fee of 2.5% will apply for each voucher reconciliation. You will find this is less than the cost of the equivalent credit card transaction.

### **Benefits for business:**

Free promotion. Free gift vouchers. More customers. More spend.

Given that gift vouchers are known to be popular gifts for occasions such as Christmas, Birthdays, Weddings and Anniversaries, and are also often used as incentives and bonuses in the workplace, we are expecting Lyttelton Harbour Vouchers will support Harbour businesses by generating greater spending in our local economy.

## **Register my business to participate in the Lyttelton Harbour Gift Voucher initiative**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact No: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Email or fax your form by 1 November email: [nina@lyttelton.net.nz](mailto:nina@lyttelton.net.nz)  
fax: 03 328 9094 ph: 03 328 9093