

Hello Hobart Gift Card Program Guidelines

OVERVIEW

The Hello Hobart Gift Card Program is designed to keep money circulating within the Hobart local economy by encouraging residents and businesses to shop locally. Participating businesses will accept Hello Hobart branded gift cards, available in both physical and digital formats, redeemable only at approved businesses within the Hobart Local Government Area.

BENEFITS OF JOINING

- Attract new customers and increase repeat visits
- May be featured in Hello Hobart marketing campaigns and storytelling content
- Access data insights on consumer spending patterns
- Support the local economy and strengthen community connections

ELIGIBILITY

To participate, businesses must be an individual, partnership, company or trust that:

- is independently owned and operated
- holds an active ABN registered in Tasmania for the entity that is to take part in the program
- Currently be operating within the Hobart LGA

Ineligible:

- Businesses that have overdue payments or outstanding compliance issues with the City of Hobart

HOW DOES THE PROGRAM WORK?

- Businesses complete the online registration form and are onboarded to the program
- The POS terminals, as nominated by each business, are activated remotely to accept the Hello Hobart Gift Card
- Customers purchase gift cards online or at a participating seller
- Cards are redeemed at participating businesses for goods and services
- Businesses receive full payment for transactions via their payment terminal

ONBOARDING PROCESS

- Complete the online registration form
- Agree to the program's terms and conditions
- Your POS terminal is remotely activated to accept the Hello Hobart gift card

MARKETING SUPPORT

- Inclusion in Hello Hobart's promotional campaigns (at the discretion of the City of Hobart)
- Access to branded posters, flyers, and digital assets
- Opportunities to feature in storytelling content and local business spotlights (at the discretion of the City of Hobart)

TERMS AND CONDITIONS

- Businesses must accept both physical and digital gift cards
- No surcharges or restrictions on gift card use
- No cash out
- Notify WLT of any changes to business details or POS terminals in writing within 5 business days
- Comply with branding and promotional guidelines

FREQUENTLY ASKED QUESTIONS

Where do customers buy the cards?

Online via www.whyleavetown/cityofhobart, at the City of Hobart Customer Service Centre and

selected participating stores.

Is there a fee to participate?

No. The City of Hobart covers the program costs. Merchant fees may apply as per your existing POS agreement.

Do I need to do anything to register my POS terminal?

No. Your terminal will be registered remotely using the information that you provide in the online registration form.

Can we restrict categories or apply surcharges?

No. Cards must be accepted for normal goods/services without surcharges or category restrictions (except where legally required).

What does 'independently owned and operated' mean?

- the business is not owned by a large corporation, chain, or government body
- the owners are responsible for day-to-day decisions, management, and operations
- it does not rely on corporate parent funding or control
- all profits and risks belong to the owner(s)

How do I feature in Hello Hobart promotions?

Complete your business profile and opt-in for storytelling campaigns when invited. You will be contacted if your business is selected to be featured.

Can businesses purchase cards in bulk for corporate rewards?

Yes. Corporate and community groups can order bulk cards via the WLT portal or by contacting us at business@hobartcity.com.au.

INFORMATION AND ENQUIRIES

The Economic Development Team
Phone: 03 6238 2711

Email: business@hobartcity.com.au

Accessibility

If you can't access the online form or documents for this grant, please contact us to discuss how it can be adapted to suit your needs.



City of **HOBART**