

Gold Coasters' PLAY MONEY REWARDS

DESTINATION
GOLDCOAST. Queensland
Government

Unite & Recover

EXPERIENCE **OZ**

3 NOVEMBER 2021

NEW ROUND OF PLAY MONEY REWARDS LAUNCHED TO SUPPORT SOUTHERN GOLD COAST

Destination Gold Coast CEO Patricia O'Callaghan said the program will strengthen Gold Coast's economic recovery.

"We acknowledge the State Government's \$1 million in funding to support southern Gold Coast businesses impacted by the border closure.

"The southern end of the Gold Coast is filled with some of the country's best accommodation, attractions, retailers, restaurants and bars. Play Money Rewards allows locals to enjoy these popular spots at half the cost, while pumping money into the local economy.

"Gold Coasters showed overwhelming support for the first iteration of Play Money Rewards and we have no doubt they'll get out again for another round of fun with this border zone program."



Media release

Minister for Employment and Small Business and Minister for Training and Skills
Development

The Honourable Di Farmer

[New Play Money vouchers launched to support border businesses](#)

The Palaszczuk Government has launched \$1 million dollars' worth of new Play Money Reward vouchers for Gold Coast residents to support border zone businesses and tourism operators.

Delivered in partnership with Destination Gold Coast, the vouchers are part of the Palaszczuk Government's \$14.55 million support package for businesses on the Queensland - New South Wales border.

Minister for Employment and Small Business Di Farmer said nearly 150 local businesses have registered to participate in this latest round of Play Money vouchers.

“With more businesses taking part than ever before, the program has been extended to include hairdressing, gyms and wider range of retail,” Minister Farmer said.

“Gold Coast residents will score \$50 back when they spend \$100 with a participating business or \$100 back when they spend \$200 or more on accommodation.

“Play Money vouchers are available from today and can be used throughout the school holidays, so there’s never been a better time to get behind your favourite border businesses.”

Ms Farmer said although these businesses have not been in lockdown, the reduction in cross-border trade has been especially challenging.

“We know that Coolangatta, Currumbin, Tugun and Currumbin Waters have suffered from a big drop in local foot traffic and patronage because they’re essentially one community split across two states.

“That’s why backing small business is at the heart of our \$14.5 billion COVID-19 Economic Recovery Plan and why we are delivering this third round of Play Money Rewards.”

Coolangatta boutique owner Philippa King has registered as a business where people can spend their Play Money Rewards.

The owner of Olive and Vern said she’s told her customers they can apply for vouchers to spend in the store and is ‘super excited’ about the initiative.

“I’m just really, really stoked!” she said.

“We did really well when we took part in the last round of Play Money Rewards and it has helped so much.

“I also received a COVID-19 Business Support Grant and the face-to-face support from a Department of Employment, Small Business and Training Officer has been amazing.

“I can’t thank them enough – this support came at the best possible time, it helped massively and I can’t thank them enough.”

The Palaszczuk Government has also provided funding to border zone businesses for:

- \$700,000 worth of mental health services
- \$50,000 in financial support for marketing campaigns such as 'Essentially Cooly'
- Joint Queensland-Australian Government-funded COVID-19 Border Business Zone Hardship Grants of \$1,000 - \$5,000, which businesses qualify for if they have already received a COVID-19 Business Support Grant (businesses are contacted directly about this).

Destination Gold Coast CEO Patricia O’Callaghan welcomed the new round of Play Money Rewards, saying it will help support southern Gold Coast businesses who’ve been hit hard by the border closure.

“This is a great strategy. We know it works and will help to stimulate economic recovery following COVID-19 restrictions,” Ms O’Callaghan said.

"It's an opportunity for people to have a bit of fun after a tough year, with each Gold Coast resident eligible for up to five Play Money Reward vouchers.

"Tourism and hospitality businesses have been especially impacted in the past 18 months, and I hope this program signals the beginning of greater economic activity in the region as restrictions ease and our border opens up.

"We believe this round of Play Money Rewards has the potential to provide more than \$2 million directly to local border businesses," Ms O'Callaghan said.

Play Money Rewards can be redeemed at participating Border Business Zone attractions including arts and culture experiences, accommodation, restaurants, and local retail businesses.

For more information, visit the Destination Gold Coast [website](#).

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How to use Play Money Rewards

Gold Coast locals can get up to \$50 off* participating retail, dining, services and experiences, or \$100 off* accommodation in the Border Business Zone (Coolangatta, Currumbin–Tugun and Currumbin Waters).

1. From 9am, Wed 3 November, go to www.destinationgoldcoast.com/playmoneyrewards.
2. Select your favourite eligible tour, attraction, retail product, or accommodation.
3. For tours, attractions, retail and dining, use the promo code PLAYMONEY and you'll then receive \$50* off your purchase of \$100 or more.
4. For accommodation use the promo code PLAYMONEYSTAYS, and you'll receive \$100* off your accommodation purchase of \$200 or more.

*Limited number of offers available until sold out. Play Money Rewards are subject to terms and conditions. See website for details. Play Money Rewards will be valid for redemption until 31 January 2022.

ENDS

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