Gold Coasters'

PLAY MONEY REWARDS

BUSINESS HANDBOOK

DESTINATION GOLDCOAST. | EXPERIENCE QZ

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ABOUT THE PLAY MONEY REWARDS PROGRAM

The City of Gold Coast is investing $3 million into a Play Money Rewards program to support the city's tourism, dining, retail, and arts/culture industries. The program is being facilitated by Destination Gold Coast.

The Play Money Rewards program is available to Gold Coast residents with 60,000 rewards of $50 each on offer. Play Money Rewards will be activated when the purchase is $100 or more.

As an eligible business you will have your own individual listing (or listings) on the Play Money Rewards campaign website www.destinationgoldcoast.com/playmoneyrewards

A limit of one Play Money Reward will be available to Gold Coast residents aged 18 years or over from 9.00am AEST on Thursday, 16 September 2021 until the maximum allocation of 60,000 Play Money Rewards have been exhausted. All Play Money Rewards must be used by 11.59pm AEST on Friday, 31 December 2021.

HOW WILL PLAY MONEY REWARDS WORK?

Destination Gold Coast will support the Play Money Rewards program with a local marketing campaign. The marketing will be active from Thursday, 16th September 2021, with the intent to ensure that all Gold Coast residents aged 18 years and over are aware of Play Money Rewards.

The marketing will include a strong digital push, including social media and display advertising to drive visits to the Play Money Rewards landing page. This will be supplemented with press ads and radio. Participating businesses can also play a key role in marketing the program. See page 8 for details of how you can leverage this campaign.

Play Money Rewards will launch at 9.00am AEST on Thursday, 16 September 2021. The following page outlines the consumer journey. We recommend that you have a good understanding of this.

CONSUMER JOURNEY

STEP 1

Interested consumers will visit the Play Money Rewards website from 9.00am AEST Thursday, 16 September 2021 and will be able to browse the Play Money Rewards options by industry sector including tours/attractions, accommodation, dining, or retail.

Consumers can then browse a list of included businesses in their chosen category.

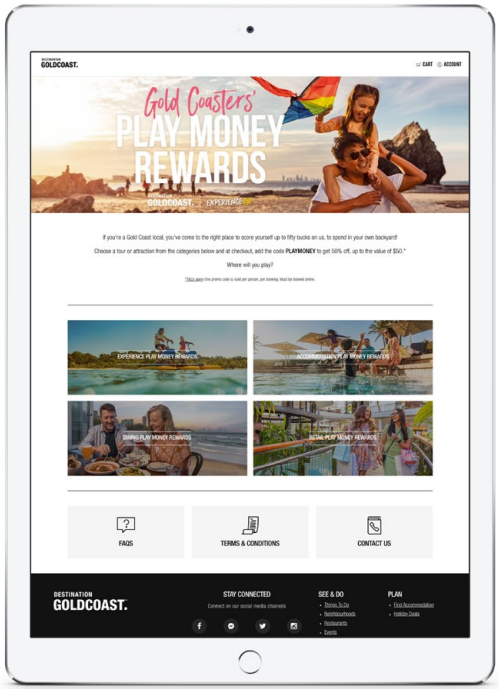
STEP 2

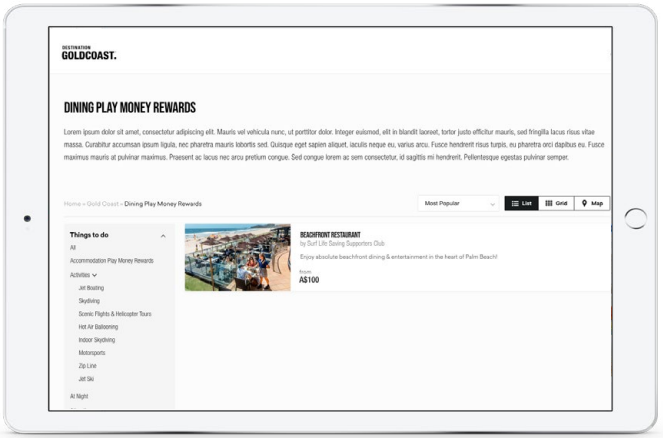
A consumer can then choose to purchase a $100 Play Money Reward for a Gold Coast business. The consumer will be required to enter in their details (including payment details) and agree to the terms and conditions.

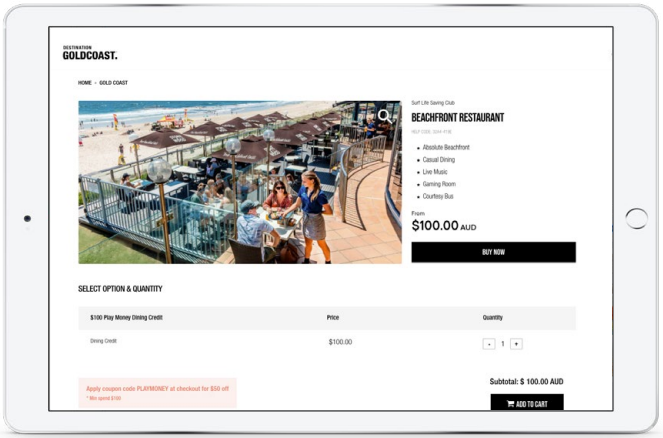
STEP 3

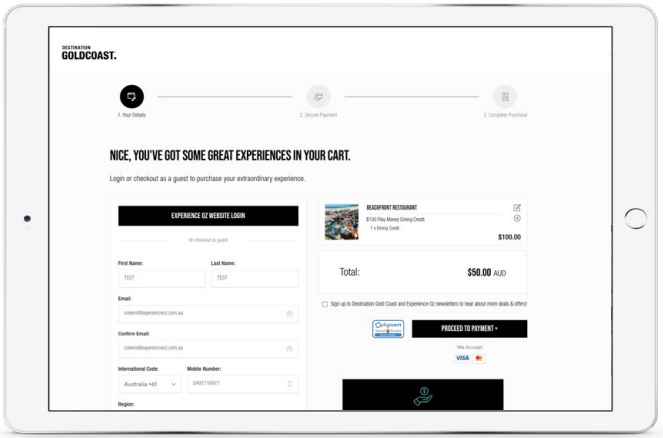
The consumer confirms the purchase of a $100 Play Money Reward for $50 and receives a Play Money Reward via email that they can then redeem directly with your business. Each Play Money Reward will feature a unique code and pin.

*Images shown are mock ups only









HOW WILL IT WORK FOR MY BUSINESS?

All eligible business listings will be loaded on to the Play Money Rewards website between 6-13 September 2021.

Eligible businesses will receive an email from Experience Oz (Destination Gold Coast's booking partner), containing individual log in details to your Play Money Rewards admin page. The email will also include a step by step guide on how to validate and redeem Play Money Rewards.

Your individual Play Money Rewards admin page is where businesses can redeem and keep track of Play Money Rewards that have been redeemed at your business. Businesses will need to validate all Play Money Rewards that are redeemed. We strongly recommend that you do this whilst the customer is present, to ensure that it is a valid Play Money Rewards. Any amount over the $100 Play Money Rewards value will need to be settled directly with your business.

Destination Gold Coast launches the Play Money Rewards campaign from 9.00am AEST on Thursday, 16 September 2021 to Gold Coast residents and Play Money Rewards can be redeemed at your business from this day. All Play Money Rewards must be used by and will expire at 11.59pm AEST on Friday, 31 December 2021.

WHEN WILL I RECEIVE PAYMENT FOR REDEEMED PLAY MONEY REWARDS?

Businesses will be reimbursed within five to ten (5-10) days from the date of the Play Money Reward being redeemed in the business portal. Full payment of $100 (inclusive of GST) per redeemed Play Money Reward will be paid via EFT from Destination Gold Coast into the nominated bank account that was supplied by your business within the expression of interest form.

You can keep track of your redeemed Rewards via the Play Money Rewards redemption business portal. Your unique log in details for this portal will be provided to you by Experience Oz.

OTHER BUSINESSES CONSIDERATIONS

1. It is recommended that businesses share this handbook with their staff and provide an overview of the program and training to ensure a positive customer experience.
2. Business owners should consider how you are going to implement a $100 Play Money Rewards discount code into your point of sale systems when it is time for customers to pay.
3. Businesses should consider having a tablet or computer with internet access near their point of sale system to be able to login to their business portal and validate Play Money Rewards.
4. Be sure to bookmark or keep the business portal admin tab open for all staff to access.
5. Keep a printed copy of the Play Money Rewards redemption instructions near the point of sale for easy reference. This will be sent by Experience Oz along with your business portal login details.

HOW TO LEVERAGE PLAY MONEY REWARDS

Gold Coast businesses can leverage the 2021 Play Money Rewards campaign in a number of ways to maximise sales.
These include:

1. Download free media assets, social media tiles and campaign images from Destination Gold Coast's image gallery here.
2. Use the key messages from the 2021 Play Money Rewards campaign in your own marketing activity.
3. Share your product or experience with Destination Gold Coast to be considered for future promotion to our social media channels by using the hashtag #PlayGoldCoast. Images selected will be credited and tagged in any content shared by DGC.
   Instagram: @destinationgoldcoast
   Facebook: @DestinationGoldCoast
   Twitter: @destgc
4. Follow Destination Gold Coast's corporate LinkedIn page for campaign and corporate news.
5. Maximise your Destination Gold Coast Membership or contact our team to ask about a membership package.
6. Connect with Destination Gold Coast and keep up-to-date with destination and corporate news here.

WHAT ARE THE KEY MESSAGES?

- We're spreading the local love as part of Play Money Rewards. The Play Money Rewards program is available to Gold Coast residents aged 18 years or over with 60,000 rewards of $50 each on offer. The Play Money Reward will be activated when the purchase is $100 or more on local tours, attractions, accommodation, retail and dining. Visit www.destinationgoldcoast.com/playmoneyrewards to claim your Play Money Reward.
- It's good to be a Gold Coaster! Lucky locals can score a Play Money Reward that will save them $50 off Gold Coast tours and attractions, culture experiences, accommodation, dining and retail when the purchase is $100 or more. Head to www.destinationgoldcoast.com/playmoneyrewards and purchase your $100 Play Money Reward for only $50! Where will you play?
- Hey Gold Coast - here's your chance to support local businesses and be a tourist in your hometown. With Play Money Rewards, you'll get $50 off participating tours, attractions, accommodation and retail when the purchase is $100 or more. So which Gold Coast experience have you always wanted to try? Conquer the SkyPoint Climb, enjoy a long lunch at HOTA Gallery's rooftop bar, stay in that fancy hotel you've been dreaming about or take to the seas on a whale watching tour. Get amongst it Gold Coast!
- There's no better time for Gold Coast locals to book in some fun with Play Money Rewards. Get $50 off Gold Coast accommodation, dining, retail, tours and attractions, when the purchase is $100 or more. Visit www.destinationgoldcoast.com/playmoneyrewards to find out more.

MEDIA ASSETS & CAMPAIGN IMAGES

If you'd like to share our media assets and campaign images across your own channels to align with campaign activity and increase exposure, please feel free to download assets here. Please note the terms and conditions - assets must only be used in the positive promotion of the Gold Coast.

The creative campaign assets have been designed to suit specific channels. Each asset will be most effective if used in the intended way, for example, the square images are for use on Instagram. Please follow the labelling to ensure assets are used correctly across your own channels.

YOUR BUSINESS ON DISPLAY

If you need help with how your business is being promoted across the Experience Oz platform throughout the campaign, please contact Experience Oz on 07 5592 2233 or email playmoneysupport@experienceoz.com.au.

FREQUENTLY ASKED QUESTIONS

When can I start accepting and redeeming Play Money Rewards?
Play Money Rewards can be redeemed from 9.00am AEST on 16 September 2021 and are valid for redemption until 11.59pm AEST on Friday, 31 December 2021.

What days can I accept Play Money Rewards?
You can accept Play Money Rewards 7 days a week, including public holidays.

If a customer presents a Play Money Reward after 31 December 2021, can I accept it?
No, Play Money Rewards is only valid until 11.59pm AEST on Friday, 31 December 2021.

How can I accept Play Money Rewards?
Your customer may present a Play Money Reward to you:

- On their mobile as a digital Play Money Reward with a unique code and pin
- As a printed voucher with a unique Play Money Reward code and pin

How do I redeem a Play Money Reward?
We recommend you redeem the Play Money Reward during transaction with the customer present to ensure the Play Money Reward is valid. Once you are registered as an eligible business for Play Money Rewards, you will be sent unique business login details for the Play Money Rewards redemption portal. You will need to login to your business page and enter the unique Play Money Reward code and pin in the “redeem your voucher” area of the portal. You will also be able to view Play Money Reward codes that you have already redeemed in the portal. Destination Gold Coast will not be liable to honour any invalid or previously used Play Money Rewards.

How do I check if a Play Money Reward is valid?
The Play Money Rewards redemption portal will only accept vouchers that are valid.

Can I accept more than one Play Money Reward for the same bill?
Yes, customers can combine their Play Money Rewards towards the same bill (if the business allows bill-splitting). However, each customer can only redeem one Play Money Reward at your business per day.

What do I do if the customer bill is less than the $100 value of the Play Money Reward?
No change should be given on Play Money Rewards.

Can I offer a gift voucher in exchange for a Play Money Reward?
Businesses cannot offer cash, a gift voucher or a credit note in exchange for a Play Money Reward.

HELP

How do I ask a question or provide feedback?

If you have a question or you'd like to provide feedback, you can contact Destination Gold Coast on:

Email: playmoney@destinationgoldcoast.com
Phone: 1300 209 035

Or you can contact Experience Oz on:

Email: playmoneysupport@experienceoz.com.au
Phone: 07 5592 2233

How do I report a person or a business for suspected fraudulent activity?

Call Destination Gold Coast on 1300 209 035 if you suspect that a person or business associated with the Play Money Reward program, is involved in fraudulent activity.

Destination Gold Coast will investigate the allegations based on all the available details. Please provide as much information as possible, including:

- The name of the person or business
- The date of the incident
- A summary of the allegation you're reporting
- Your contact details (you can remain anonymous, if preferred)
- Your information will remain confidential (unless sharing is required by law).

If evidence of criminal behaviour is identified, we may pass this information to the QLD Police for further investigation.

CONTACT US

Destination Gold Coast

Email: playmoney@destinationgoldcoast.com
Phone: 1300 209 035

Experience Oz

Email: playmoneysupport@experienceoz.com.au
Phone: 07 5592 2233

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