

Celebrate Local – Terms and Conditions

City of Holdfast Bay Shop Local Program

Commencement Date: 4 August 2025

1. Program Overview

Celebrate Local is a resident-focused shop local campaign delivered by the City of Holdfast Bay. Piloted in the Jetty Road Glenelg precinct, the initiative encourages residents to support local businesses through exclusive offers, events, and promotions. The program aims to strengthen community identity, increase local spending, and support economic sustainability during periods of change and growth.

2. Eligibility

Businesses:

- Must operate within the City of Holdfast Bay and be listed in the Holdfast Bay or Jetty Road Glenelg business directories.
- Must register their offer via the official business offer registration form.
- Must honour the offer as promoted and clearly communicate any exclusions or limitations to customers.

Residents:

- Must reside within the City of Holdfast Bay.
- Must present valid proof of residency (driver's licence or rates notice/utility bill with photo ID) at participating businesses to access offers.
- Offers are for personal use only and may not be resold, transferred, or used for commercial purposes.

3. Participation

- Participation is voluntary for both residents and businesses.
- Businesses or residents do not pay Council to participate in the program.
- Offers are subject to change or withdrawal at any time at the discretion of the business or Council.
- Offers may include discounts, bundled packages, VIP events, limited-time promotions, and other added-value incentives.
- An electronic wallet or online system may be introduced pending review of pilot program feedback.

4. Pilot Program – Jetty Road Glenelg

- The program will initially be piloted in Jetty Road Glenelg, with the intention to expand to other suburbs if deemed successful.
- Participating businesses will be featured on a dedicated “Celebrate Local” offers page linked to the Jetty Road and Holdfast Bay websites.
- Businesses not in Jetty Road may still opt-in and will be featured in the general Holdfast Bay directory.

5. Promotion and Distribution

- A campaign mailout will be distributed to residents informing them of the initiative.
- Promotion will occur via social media, business directory websites, and local print publications such as the Jetty Road LOCAL magazine.
- Offers will be showcased through a streamlined, searchable platform rather than through individual directory searches.

6. Resident Responsibilities

- Residents must verify eligibility before redeeming offers.
- Misuse of offers or falsified information may result in disqualification from the program.
- Feedback from residents may be requested to help evaluate the pilot and inform future phases.

7. Business Responsibilities

- Businesses must ensure all submitted offers are valid, clearly described, and regularly updated.
- Participating businesses are responsible for verifying resident eligibility (e.g., proof of address) at the point of redemption.
- Businesses are encouraged to align offers with the campaign’s goals: personalised, community-first, and mutually rewarding.

8. Council Rights and Disclaimers

- The City of Holdfast Bay reserves the right to amend, suspend, or terminate the program at any time.
- Council is not liable for any disputes, loss, or damages resulting from participation in this campaign.
- Participation does not imply endorsement of any particular business, product, or service by the Council.

9. Privacy

- Resident and business information will be collected and used in accordance with the City of Holdfast Bay's Privacy Policy.
- Personal information will only be used to administer the program and will not be shared with third parties without consent.