



Weir in Business – Shop Local Voucher Book

Background

Aim of project: encourage the local community to support local business and 'shop local'.

The Mundaring Chamber of Commerce's vision is for the Shire of Mundaring to be a first-class community to live and do business. Our mission is; To make it easier to do business in the Shire of Mundaring to foster economic and social prosperity for the whole community.

With this in mind, the Chamber is proud to introduce a 'shop local' voucher book - offering discounts or savings to the public for businesses local to the Shire of Mundaring. The book, entitled "Weir in Business" will have several sections including health and beauty, retail, professional services, dining and takeaway, things to do, and trades and services, giving all businesses in the Shire of Mundaring the opportunity to participate.

The book will be sold via local distribution outlets by member businesses and the Shire of Mundaring in support of the initiative. Local school P&Cs have also been contacted to offer them the opportunity to fundraise through online sales of the book.

Books will be \$40 each and will be available for purchase either from a physical location (i.e. a shop) or online, through the Chamber's website. Online purchases will be connected to local school P&Cs and the Chamber will donate \$5 of each book sold to a participating local school P&C.

What's in it for you?

Reach new customers as they discover your business through the Weir in Business Book.

Grow your business - Discover the value of word of mouth marketing by placing a voucher in the Weir in Business Book. Once locals discover your business, and that they can purchase your product or service right on their doorstep, in their own community, they will shout about it and refer you to their friends, family and even complete strangers via social media.

Engage new customers - Through this book, local businesses are given a terrific opportunity to provide an introductory incentive to the public, in the area where they live, play and entertain their friends, family and guests.

Support your local community – The Weir in Business Book is giving the opportunity to school P&C's, based in the Shire of Mundaring, to raise much needed funds to support their school. If this first book is successful, the Chamber is planning on opening up fundraising opportunities to other eligible community groups.