



MEDIA RELEASE

Chamber launches new loyalty card for members

The new Chamber Loyalty card was developed to promote the advantages and rewards that being a member of Chamber offers, encouraging loyalty from existing and new Chamber members.

Chamber President Gary Scott says "Locals supporting locals is a strong Chamber value and one of the ways we promote this is through the new Kempsey Chamber Loyalty Card".

Participation is voluntary and open to all financial members of Kempsey & District Chamber of Commerce & Industry (KDCOC). Each member will be supplied with an individually numbered card, which will be valid for the duration of KDCOC membership.

"All the members need to do is decide what promotions and benefits they would like to make available and we will advertise this on the Chamber website, Facebook page and in our newsletter", Mr Scott said.

As well as discounts, business may offer service benefits as well. This may be something that you already do but do not promote: a prize draw or personal invitations to special events - it is entirely up to each business.

Now that the Cards are ready, KDCOC will be also be producing a sticker you can use in your business to promote the card.

Just email your offer to our Executive Officer at admin@kempseychamber.com.au and let us to the rest.

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