



**Strathalbyn
District
Commerce
Association**

P.O. Box 645
Strathalbyn
S.A. 5255

May 2010

Bulletin and Strath Card Winter Offers

Welcome to new members for this 2010/11 year. SDCA financial year is from April 2010 to March 2011. New and renewed memberships have been good this year with about forty businesses financial already. Businesses that wish to participate in Strath Card must be financial members. This bulletin has been posted to current members and last years members but future mail out / emails will only be sent to financial members. So to make sure that you don't miss out by checking that your membership is current.

SDCA AGM was held in March and a new committee was formed. If you have any matters that you need to be raised through our association you can approach any of the committee members, please make representation in writing so that it can be presented at the next committee meeting. Committee meetings are held on the second Monday of every month and members are welcome to attend to represent matters themselves.

SDCA Committee 2010/11:-

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|---------------------------------|---------------------------------|
| Ivan Stone.....President | Tony Anderson.....Committee |
| Kate Walters.....Vice President | Carol Cooney.....Committee |
| Sally Rusby.....Secretary | Meredith Shaddick.....Committee |
| Kim Quarrington.....Treasurer | Kate Van Dyck.....Committee |
| | Tracey Barnes.....Committee |
| | Sharon Bremner.....Committee |

South Australian Tourism Commission (SATC) proposed to change the name of our region from 'Fleurieu Peninsula' to 'McLaren Vale an Fleurieu Peninsula'. A vote conducted at the AGM resulted in a unanimous decision against the proposed name change. An article in the Courier newspaper followed to heighten public awareness of our association's position. A letter has been sent to the Minister of Tourism.

Planning for SDCA community Christmas event is well underway. To match last years 'Christmas were the Angus Flows' is going to require a mammoth fund raising effort. Thanks to the businesses that have submitted sponsorship already, your support will be recognised on the big screen video display at this years Christmas event.

The Winter Strath Card offers are currently being compiled in time to meet printing and distribution deadlines. To make sure your business is involved you must lodge your registration of offer form by C.O.B 7th May 2010. Strath Card has been well supported by retail businesses with only a few service and trade businesses involved. If your business is service or trade based you are encouraged to give Strath Card a go, it is a very economical advertising opportunity.

To participate in the next Strath Card promotion complete the 'Registration of Offer' form and return before C.O.B. 7/5/2010.



Once you have lodged the Registration of Offer form SDCA will send Strath Card promotional material to be displayed at point of sale or place of business. You will be expected to display all promotional material .

Strath card offer brochure will be distributed to residential post office boxes and letter boxes in the 5255 post code area reaching more than 2400 households. The mail out will again coincide with a colour feature in The Southern Argus. This is an opportunity to advertise in colour at a highly discounted price.

How do I decide what our business should offer?

There are plenty of examples of offers in the current Strath Card Offer list, refer to a brochure or on the web at www.strathalbyn.biz for ideas

What Terms and Conditions will apply to the customer?

To simplify the wording used in your offer, all Strath Card offers will be subject to Terms and Conditions printed on the 'Strath Card' brochure as follows;

Terms and Conditions.

*Offers listed not available with any other special or offer. Offers are valid for the period 1st June 2010 to 31st August 2010 inclusive. Every effort has been made to ensure that the offer list is true and correct, any errors and or omissions will be rectified in the on line version of this document. On line version can be reviewed on the web at www.strathalbyn.biz . Strathalbyn District Commerce Association reserves the right to withdraw any individual offer. Participating businesses may impose further conditions in relation to their offer, such terms and conditions will be displayed at the participating business premise.

What terms and conditions apply to participating businesses?

Your offer must represent genuine value to the customer, Strathalbyn District Commerce Association (SDCA) reserve the right to exclude non-genuine offers.

Your offer must survive the 3 month offer period being June 2010 to August 2010 inclusive, not withstanding exceptional circumstances.

You are obliged to display and promote Strath Card promotional material including competition forms at point of sale or place of business.

Advertising is always subject to State and Commonwealth laws, it remains your liability that your 'Strath Card' offer complies.

If your offer is conditional that the customer provides you with personal information your offer must include the statement "***customer registration required***".

Loyalty points based offers must include the statement "***ask in store for further detail***"

SDCA reserve the right to exclude offers that may be considered discriminative, offensive or compromises the integrity of the Strath Card campaign.

Your businesses must be a financial member of Strathalbyn District Commerce Association. Membership forms can be submitted with the Strath Card registration of offer form.

A \$25.00 participation fee applies. This fee covers

- your inclusion in the printed and distributed brochure.
- other point of sale promotional material.
- Strath Cards for issue at your point of sale.

SDCA continues to be involved with assisting the placement of apprentices/trainees. This activity benefits many parties. The obvious primary benefit is that local youths are employed in local businesses. It also attracts financial income for SDCA some of which has been presented to our local school to assist with funding of projects that prepare the students to enter the work place.

Geoff Harris of Fleurieu Link will be approaching Strathalbyn business soon to offer advertising in the local phone book/business directory 2010 edition. SDCA members are eligible to receive a 10% discount off the price for advertising in Fleurieu Link.

SDCA current members 2010/11

A Cut in Time	Regional Development Australia
Alexandrina Council	Smith Builders
Antique Bazaar of Strathalbyn	Space Craft Joinery
Bodysense by Shaz	Sprint Auto Parts Strathalbyn
Café 11	Stone Electronics
Changing Places Real Estate	Strath Motel Pty Ltd
Chris Rodgers	Strathalbyn Caravan Park
Christopher Cocks	Strathalbyn Churches Book Shop
Commercial Hotel	Strathalbyn Hire & Landscape Supplies
Commonwealth Bank	Strathalbyn Medical Clinic
Detail ID	Strathalbyn Natural Resource Centre
Dowling City Country	Strathalbyn Shopping Centre
Elders Rural Svces Aust Ltd	Strathalbyn Veterinary Clinic
Fleurieu Link	Strathbourne Accommodation
Fleurieu Pest & Weed Control	Strathfield Motors P/L
IGA Strathalbyn	Terminus Hotel
Kirkbride Quilting	The Hive
Langhorne Creek Wine Industry Council Inc	Townsend of Strathalbyn "Lewis Fields"
LJ Hooker Strathalbyn	Victoria Hotel-Strathalbyn
Pope Nitschke First National	
Raine & Horne	
Refresh with Shimeon & Maxine Lademan	



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Strath Card Registration of Offer Form

7th edition June 2010 to August 2010 inclusive
Registration closes C.O.B. 7/5/2010

Business Name: _____

Business Address: _____

Business Phone: _____ Fax: _____ Email: _____
Website: _____

Is this quarters offer worded exactly the same as last quarters offer ?

Detail No, wording is different of offer to Yes, wording is identical Custom-
ers for Publication if different than last quarter
(must be 50 words or less):

I have read and accept the terms and conditions that apply to participating businesses.

Signed: _____
Full Name: _____

\$25.00 Payment by cheque accompanies this form.
Payable to Strathalbyn District Commerce Association
Post to SDCA PO Box 645 Strathalbyn 5255

\$25.00 Payment made by direct deposit to BSB 085921 Account 799694321 NAB.
Business name **must** be entered in the reference field when paying by direct deposit
Post form or fax form to 85 363471

If you require any assistance or further information please phone 8536 3300