



In 2022, the *Murgon Business & Development Assoc. Inc.* (MBDA) launched the **Why Leave Town (WLT) Gift Card program** for Murgon and surrounds (postcode 4605).

- **Why Leave Town's (WLT) Gift Card** program is an **EFTPOS based system** aimed at keeping money within the local community by encouraging people to shop locally. It's the **ideal gift** for those 'hard to buy for' family and friends or as staff gifts.
- When a customer purchases a Why Leave Town gift card, the holder can **buy goods in any participating store** that's part of the program. (Redemption Stores). The gift cards can be used across multiple stores **in our town**. The cards cannot be used outside of the participating shops...they can only be spent locally.
- This means that every time a card is purchased, **the money stays local**.
- The perfect gift for those 'hard to buy for' friends and family members or as gifts for staff members of for Clubs to use as prizes.
- As little as **\$10 to as much as \$1000** can be loaded onto a single gift card. The card has **3 years** before it expires.
- **Murgon will have 4 Load-up Stores** where you can purchase the card. The 4 stores where you can purchase the card: *Murgon Amcal+ Pharmacy; Betta Home Living; Struddy's Sports Store; Murgon Home Décor & Gifts.*
- A bulk order for cards can also be **purchased online**...this would suit **larger Organisations, Clubs** (for raffles or prizes) **or for staff gifts**. It could also be useful for **Charitable organisations** that may wish to hand out cards as financial support in times of crisis...floods, fires, droughts etc. *Bulk orders can be placed online here: <https://www.whyleavetown.com/bulk-card-orders/>*

- We have **40 Murgon businesses** that have signed up to be Redemption Stores...which is where you can spend the money that's on your card.
- The gift card amount **can be spent a little at a time or all at once**. However, the cards can only be loaded once. This means that the initial value loaded onto the card cannot be added to.
- Purchasers are encouraged to [register the card](#) online in case it becomes lost. The balance of funds remaining on the card can be [checked online via the WLT website](#). It includes a statement of where and when the card has been used, and its expiry date.
- All **transactions work through Eftpos terminals** which means that redeeming goods and services with the WLT Gift Card is the same as making an Eftpos purchase with your regular savings or bank card. The card **has to be swiped** through the Eftpos terminal.
- The WLT program **has been around since 2010** particularly in NSW but has been expanding into QLD. over the last few years. We did our research and spoke to several of the Qld towns who all gave us positive feedback on the system. The program in most towns has been funded by either the local Chamber of Commerce or their local Council...or both.
- The participating stores are **listed on the website** www.whyleavetown.com and locally in various media outlets and on the MBDA website and Murgon Moments.
- There are **no costs to our local businesses**...all that is required is an **EFTPOS terminal that allows a card to be swiped**. The **MBDA will be financing** the set-up costs and the ongoing annual fee. We see this as being something that we can **give back to our MBDA Members and community from their annual membership fees**.
- The only stipulation that we have for local businesses to become a WLT Redemption Store, is that **they must be a member of the MBDA**. The annual fee is \$88 incl. gst.
- We would like to get as many of our local businesses involved as possible to help **keep those shopping dollars local** rather than seeing gift cards being given out for the big multinational stores.
- MBDA will receive monthly reports on how the local spending is going and where the cards are being used etc.
- There is a short a video online to learn more about Why Leave Town Cards (WLT Cards) through the website www.whyleavetown.com

- The Why Leave Town (WLT) Card is another tool to encourage people to consider shopping locally.
- Email murgonbusiness@bigpond.com for information on the WLT CARD or to list your store or for an MBDA Membership Application Form.
- All funds that are loaded onto the cards are **stored within a separate trust account**. No funds are held by Why Leave Town Promotions, the MBDA or the participating businesses. This is vital in protecting the value of the funds for the card holder. The trust account sits with Cuscal, the largest independent provider of payments solutions for the Australian financial services sector. The cards expire after 3 years from purchase, in line with government legislation requirements. 75% of any funds left on the card after expiry are returned to WLT (the remaining 25% go to the card providers that WLT use for this program). Of the 75% that is returned to WLT, 100% of these funds are passed back on to MBDA.

WLT HASH TAGS

[#whyleavetown](#) [#shoplocal](#) [#golocalfirst](#) [#shoplocallivelocal](#) [#buyfromthebush](#) [#buylocalorb](#)
[yelocal](#) [#locals4locals](#) [#keepingitlocal](#) [#murgonqld](#)



'Supporting those who support our community.'



- Bulk orders can be placed online here: <https://www.whyleavetown.com/bulk-card-orders/>

To add your business, contact us at murgonbusiness@bigpond.com to register.



Check out the list of Murgon businesses where you can spend your local MURGON GIFT CARD!

Brought to our community by the Murgon Business & Development Assoc. Inc.



why leave town

- ACKINCLOSE PLUMBING & IRRIGATION
- ALICIA'S SPA & HAIRWORX
- BARAMBAH MACHINERY
- CAFÉ MURGON
- CARNEY'S FEED STORE
- CENTRAL BALANCE MURGON
- CLIFTON MOTORS
- CLOVELY ESTATE
- COLLARDS FUEL SUPPLIES
- J A CARROLL-SOLICITORS
- LIGHTNING TREE WINES
- MARK SMITH MENSWEAR
- MURGON POST OFFICE

- MOFFATDALE RIDGE WINES
- **MURGON AMCAL+ PHARMACY**
- MURGON BAKERY
- **MURGON BETTA HOME LIVING**
- MURGON FRUIT MART
- MURGON FURNITURE ZONE
- MURGON GARDEN CENTRE
- MURGON GOLF CLUB
- **MURGON HOME DÉCOR & GIFTS**
- MURGON MITRE 10
- MURGON OUTDOOR EQUIPMENT
- MURGON PIZZA PERFECTION
- MURGON SAND & GRAVEL

- MURGON SERVICES CLUB
- MURGON TYRES & MORE
- NORCO RURAL - MURGON
- PRATT AGENCIES
- PURSERS COACHES/TRAVEL & CRUISE
- ROBINSONS NEWS & GIFTS - MURGON
- ROYAL HOTEL
- SOUTH BURNETT PCYC
- **STRUDDYS SPORTS MURGON**
- THE COFFEE BAR 4605
- WILEY'S BUTCHERY

*The Stores marked in red are where you can purchase... and spend your card