



Support Dauncey Street – Go Local First

Council has teamed up with Dauncey Street traders to encourage patronage of small businesses between Commercial and Murray Streets. The “Go Local First” campaign kicks off on Friday, 25 November 2022 for the month of December 2022.

“Council has worked with traders on the campaign to support all small businesses across Kangaroo Island in the lead-up toward Christmas,” said Kangaroo Island Mayor Michael Pengilly. “The campaign’s purpose is to create a multiplier effect for shoppers so that every dollar spent in small businesses goes back into the local economy,” Mr Pengilly said.

“We welcome all traders on the affected section of Dauncey Street to be involved and participate,” he said.

Mayor Pengilly said Council is most aware of the disruption to Dauncey Street over the past several months.

“Council has made provisions for parking without penalty, including parking behind the Kingscote Town Hall in an effort to help traders,” Mr Pengilly said.

Mayor Pengilly also said the new public toilet in the car park behind the Kingscote Town Hall is now open to the public.

“The safety tape around the toilet will be removed when new handrails are installed, but the facility is now open to the public,” he said.

The Go Local First campaign is made up of three key components:

1. In-store discounts/vouchers

Council is contributing \$500 for each participating business to use as vouchers or in-store discounts.

See the list of participating trader discounts below:

2. Raffle Draw

First Prize - gift basket of local produce to the value of \$500

Second prize (four prizes) – a dozen bottles of local wines with a value of at least \$240

Third prize (six prizes) Local dining vouchers worth \$100

Consolation prizes (30 prizes) - \$20 off purchases in Dauncey Street over \$100

3. Video promotion

Council has engaged local media company Ninti Media to interview and showcase participating traders. These videos will be used to promote each store via digital and social media.

Traders participating in in-store discounts/vouchers from Friday, 25 November:

Ingram's Home Timber & Hardware

\$10 off purchases when you spend more than \$50 for the first 50 customers.

Salon 47

\$25 off an appointment for the first 20 customers.

Café Scrumptious

\$10 off a meal in December when you spend \$50 or more for the first 50 customers.

Kangashoes

Spend \$100 in a single transaction and receive a bonus \$10 voucher to redeem on your next purchase of \$100 or more prior to Christmas 2022. Vouchers can be used for any wearable product in store at the time of purchase, including markdowns. Vouchers cannot be used for SA Lotteries tickets and must be redeemed before **24 December 2022**.

Lighthouse Café

\$20 off a meal. Vouchers are given at the discretion of the owner.

Bella Café

\$10 off a meal in December when you spend \$50 or more for the first 50 customers.

Seaside Beauty

\$10 off organic skin care range Y Natural or Moo Goo skin care range for the first 50 customers from **16 December** to spend in January and February 2023. Y Natural customers will also receive a complementary organic single use clay mask.

15 Knots

\$25 off a massage for the first 20 customers.

The Bay Window Gifts and Craft

10% discount off homespun wool.

Fine Art Kangaroo Island Gallery

10% discount off any Fred Peters' silver jewellery.

Kingscote Gift Shop

\$10 off purchases over \$50 for the first 50 customers.

Terms and conditions for the raffle draw

Purchase an item or service from participating traders on Dauncey Street, between Commercial and Murray Streets, to enter.

Council is providing participating traders with raffle books and boxes for collection.

Enter your name and contact number on the raffle ticket to win.

You can enter multiple times when you purchase from participating traders. No minimum purchase is required.

The raffle draw will take place on Friday, **16 December 2022**, at 12 PM at Council Chambers, 43 Dauncey Street, Kingscote, 5223.