



**Choose
CBR**

digital vouchers

ChooseCBR business factsheet

ChooseCBR – get more customers spending more.

Eligibility

To be eligible to participate in ChooseCBR, your business must:

- Operate in the ACT;
- Have less than \$10 million in turnover per annum; and
- Be a business that operates in the hospitality, retail, accommodation, personal services or arts and recreation sectors.

How do I register my business?

Go to <https://choosecbr.act.gov.au/form/business-user-registration> to register your business.

It only takes a couple of minutes.

To register you will need:

- Proof of business address (e.g. a utility bill); and
- Bank statement to confirm bank details.

How does it work?

If your business is participating in ChooseCBR, you will be able to increase sales and offer more to customers if they present a ChooseCBR voucher.

Customers will get vouchers each day, giving them:

- \$10 off when they spend \$20
- \$20 off when they spend \$40
- \$50 off when they spend \$100

Vouchers can be accepted from **Wednesday 9 June 2021**.

When you register your business, you will receive a Toolkit to support your business.

There are also digital resources, including social media tiles and translated resources, for businesses to download on the ChooseCBR website: www.choosecbr.act.gov.au.

The ChooseCBR program is a perfect opportunity for businesses to get more customers, spending more.



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How do I redeem vouchers?

1. Log into ChooseCBR on your device.

Once you've logged into your business profile, the redeem dashboard will appear.

2. Enter or scan the customer's ChooseCBR discount code.

Remember to check the customer has spent the minimum amount to be able to redeem that voucher.

3. Enter the total transaction amount and click 'redeem'. If successful, the screen will say 'voucher redeemed successfully'.

4. Offer the customer the discount on their purchase! The ACT Government will automatically reimburse your business within 14 business days.

Tips for participating in ChooseCBR

Participating in ChooseCBR is a great way to get more customers, spending more, and there are a few simple ways you can make the most of the program.

Tell your customers you are participating

With almost 50,000 people ready to spend at participating businesses, people want to know if you are participating when they visit your business.

Put up visible signage

Make sure when people walk into your shopfront (if you have one) or visit your website that it is obvious you are participating in ChooseCBR.

Consider packaging together goods or services to give customers an option to spend their vouchers

Consider offering specials or bundles that allow customers to spend the minimum amount required to use their voucher. For example, offer a \$40 lunch special for two people, which would allow them to use their \$20 voucher.

Tell your staff about the program and that you are participating

Your staff will be key to making sure you make the most of the program. Make sure you talk them through how it works, how to talk to customers about it, and how to redeem vouchers.