

My oh my Alice!

Thursday, 29 April 2021

With the final round of Alice Springs' MyAlice scheme wrapping up last month, Alice Springs Town Council are proud to announce the final results of the program.

Across three rounds of funding from December 2020 through to March 2021, a staggering total of \$2,744,468 was spent at local businesses through the MyAlice scheme.

The program was a resounding success with 123 local businesses registering and 10,338 customers signing up to access daily discounts across Alice Springs.

"MyAlice was a significant project to help rejuvenate our local economy following a tough 2020 with the Coronavirus pandemic, and Council could not be happier with the results," Mayor Damien Ryan said.

"This program showed the true Alice Springs spirit. Locals getting out and supporting other locals when they need it.

MyAlice was joint funded by Alice Springs Town Council and the NT Government with the NT Government fully matching Council's initial investment of \$200,000.

"The NT Government partnered with the Alice Springs Town Council to support the MyAlice voucher scheme because it was important to encourage spending at local businesses impacted by COVID-19," Minister for Central Australian Economic Reconstruction Chansey Paech said.

"We are pleased the scheme was such a success. It boosted the Alice Springs economy and helped to get the Territory back on its feet sooner than any other jurisdiction in Australia."

For further information please contact:

Mayor Damien Ryan – 0428 825 392
Anthony Geppa, Media Officer – 0439 815 315

P. (08) 8950 0500
F. (08) 8953 0558
E. astc@astc.nt.gov.au
PO Box 1071, Alice Springs
Northern Territory 0870
alicesprings.nt.gov.au