



Customer
Service

Dine & Discover NSW

Council communications toolkit

February 2021

www.customerservice.nsw.gov.au

Dine & Discover NSW - introduction

- The NSW Government is launching Dine & Discover NSW to encourage the community to support dining, arts and tourism businesses and stimulate spending in the economy.
- Dine & Discover NSW will be tested with a small number of participants at The Rocks and Broken Hill in early February and then piloted with a larger group in Sydney CBD, Northern Beaches and Bega Valley from late February.
- The program will be rolled out across the state in March. Every NSW resident aged 18 and over will be eligible for four \$25 Dine & Discover NSW vouchers worth \$100 in total.
- Two Dine & Discover NSW vouchers can be used for eating in at restaurants, cafes, bars, pubs and clubs, and two vouchers can be used for entertainment and recreation, including cultural institutions, live music, and arts venues.
- Residents can use their vouchers to dine at businesses from Monday to Thursday, and seven days a week at businesses offering entertainment and recreation. Public holidays are excluded.
- Businesses can [register online](#) now to participate in the scheme. Vouchers will be distributed to NSW residents from early 2021, with some residents being the first to redeem their vouchers in selected trial locations prior to a state-wide rollout.
- Local government is eligible for the scheme. For example, in regional areas many arts and tourism attractions are run by Councils.

How does it work?

Businesses

- Businesses have been invited to register online.
- Businesses must be registered as COVID Safe and meet eligibility criteria to participate.
- Businesses need to download and install the Service NSW for Business app on their chosen smart device that will be used to scan customer vouchers.
- The app can be installed on multiple devices with a camera but will only work on Apple or Android.
- Businesses can [register online](#) now ahead of the statewide launch.

Customers

- Customers will need a MyServiceNSW Account to be issued with their digital vouchers.
- Customers can use their vouchers at participating businesses and venues.
- Vouchers will be distributed to NSW residents from early 2021, with some residents being the first to redeem their vouchers in selected pilot locations prior to a statewide rollout.

Which businesses can participate?

To be eligible, businesses must:

- Be operating in NSW
- Be operating in an eligible industry
- Be registered as a [COVID Safe business](#) and have a [COVID-19 Safety Plan](#). To register as COVID Safe go to nsw.gov.au

To apply, businesses will need:

- An active [MyServiceNSW](#) Account
- Two personal identity documents
- A valid business bank account
- An active Australian Business Number (ABN) and to be registered for GST. To be accepted into the scheme, registration information will be validated with the ABN. Businesses will need to ensure their details are correct and make any updates via the [Australian Business Register](#).

Vouchers can only be used with businesses that have implemented a [COVID-19 Safety Plan](#) and are registered as COVID Safe. Visit the nsw.gov.au website for more information.

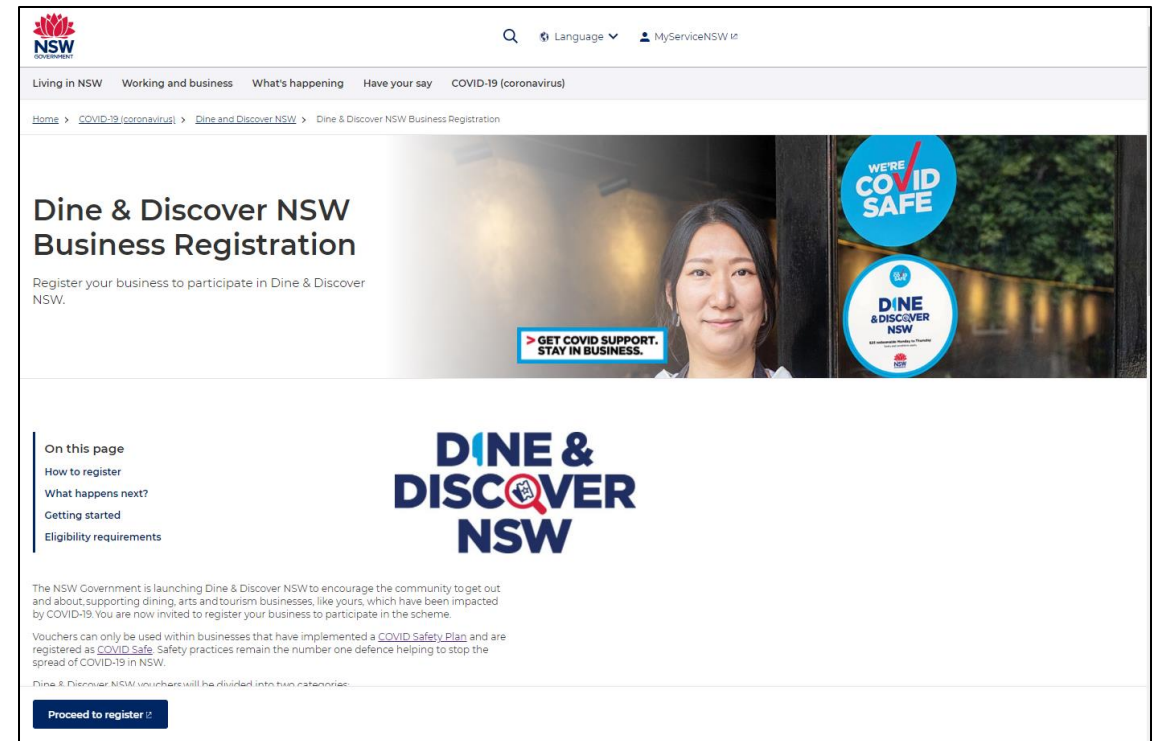
**DINE &
DISCOVER
NSW**

**DINE
& DISCOVER
NSW**

**DINE &
DISCOVER
NSW**

Business registration – NSW Government website

- NSW Government landing page for businesses
- This landing page links to a Service NSW transaction page where a business can complete their registration
- Live link:
<https://www.nsw.gov.au/dine-discover-register>



Promoting Dine & Discover NSW business registration - proposed website, email or newsletter copy

Dine & Discover NSW to help boost the economy

Dine & Discover NSW is helping businesses across the hospitality, arts and tourism industries by encouraging consumer spending at COVID Safe dining, entertainment and recreation venues.

Dine & Discover NSW will be tested with a small number of participants at The Rocks and Broken Hill in early February and then piloted with a larger group in Sydney CBD, Northern Beaches and Bega Valley from late February.

The program will be rolled out across the state in March 2021. Every NSW resident aged 18 and over will be eligible for four \$25 Dine & Discover NSW vouchers worth \$100 in total.

Two vouchers can be used for dining out at restaurants, cafes, bars, pubs and clubs, and two vouchers can be used for entertainment and recreation, including cultural institutions, live music, and arts venues.

Residents can use their vouchers to dine at businesses from Monday to Thursday, and spend on activities at arts, entertainment and tourism businesses, seven days a week (excluding public holidays).

Businesses can [register online](#) to participate in **Dine & Discover NSW**. Vouchers will be distributed to NSW residents from early 2021, with some residents being the first to redeem their vouchers in selected trial locations prior to a statewide rollout.

For more information about Dine & Discover NSW, call Service NSW now on 13 77 88 or [book a free call](#) with a Business Concierge. You can also find out more on the Dine & Discover NSW page at nsw.gov.au.

Promoting Dine & Discover NSW business registration - social posts with supporting copy



The NSW Government is launching Dine & Discover NSW to encourage the community to get out and about, supporting dining, arts and tourism businesses and stimulating spending in the economy. If your business would like to participate, please check the eligibility requirements and [register](#) today.

My Business Profile – promotional toolkit and instructional collateral

Eligible, registered and approved businesses will be able to download these assets from their Service NSW My Business Profile to display in their business premises promoting their participation in the scheme.

SHOPFRONT BADGES



POINT OF SALE A4 POSTERS



My Business Profile – promotional toolkit and instructional collateral

Eligible, registered and approved businesses will be able to download these assets from their Service NSW My Business Profile to guide staff on how to redeem vouchers.

HOW TO GUIDES

A4 DETAILED GUIDE

DINE & DISCOVER NSW HOW TO SCAN AND REDEEM VOUCHERS

- 1 Download the Service NSW for Business app & connect your devices**
To start scanning and accepting voucher payments, you'll need to download the app and link your devices with a unique code. You can find your 6-digit unique code in your Service NSW Business Profile.
- 2 Your customer presents a voucher**
Your customer will present their voucher either on their device or as a printed version.
- 3 Scan the voucher QR code**
Open the Service NSW for Business app and scan the voucher's QR code.
- 4 Enter the total transaction amount**
Enter the total amount that your customer spends. Show your customer the amount before you redeem the voucher. If your customer spends more than the voucher value, they'll need to pay you the difference. If your customer spends less than the voucher value, enter that amount. You can only claim the amount they spend, up to \$25. Your customer can only redeem one voucher at your business, per day.
- 5 Payment**
The voucher payment will be deposited into your nominated business bank account within 5 working days. You can view and download transactions within your Service NSW Business Profile.

For more information go to nsw.gov.au or call 13 77 88.

WE'RE COVID SAFE NSW GOVERNMENT

DL POINT OF SALE LEAFLET

DINE & DISCOVER NSW HOW TO SCAN AND REDEEM VOUCHERS

- 1 Your customer presents a digital or paper voucher**
- 2 Open the Service NSW for Business App and scan the voucher QR Code**
- 3 Enter the total transaction amount**
Show your customer the amount before you redeem the voucher. If your customer spends more than the voucher amount, they'll need to pay the difference.

For more information go to nsw.gov.au or call 13 77 88.

WE'RE COVID SAFE NSW GOVERNMENT

Translations will be available in Arabic, Simplified Chinese, Traditional Chinese, Korean, Thai and Vietnamese.

My Business Profile – promotional toolkit and instructional collateral

Eligible, registered and approved businesses will be able to download these assets from their Service NSW My Business Profile to add to their website, social and other digital channels encouraging consumers to redeem their vouchers at their business.

DIGITAL/ SOCIAL TILES TARGETING CONSUMERS



More information

Where businesses can go for information and support

- Service NSW Business Concierge and customer service teams are available on 13 77 88 to support businesses with timely information.

Business will be provided with materials to promote their participation

- A Dine & Discover NSW online promotional kit, including how-to guides, poster, badges for venues and digital channels will be sent to all participating businesses.
- A how-to instructional video.
- Newsletter content for you to share with your relevant members, businesses and staff.
- Businesses will be listed in an online directory that voucher holders can use to find participating businesses.

NSW Government advertising campaign will promote the scheme

- A NSW Government advertising campaign will encourage businesses and consumers to participate in the program.
- The campaign will launch in early 2021.

Registration process

- There is an online registration process for eligible businesses.
- We recognise that larger organisations may have different needs. For queries about registering multi-site businesses, please contact Service NSW Business Concierge on 13 77 88.

Visit the [nsw.gov.au](https://www.nsw.gov.au) website for more information



Customer
Service



www.customerservice.nsw.gov.au