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Gawler Connected Community App – First in Australia

Smartphone technology is driving the way we speak to each other, pointing us in new directions and giving greater scope to interact with Council, business and our community.

Now, community expectations are that government and business operates in a 24-hour fashion, available for customer engagement at any time, whether it be for paying bills, reporting concerns, buying clothes or booking dinner dates.

In 2018, Paypal reported that nine in 10 Australians over the age of 12 use smartphones, with 72 per cent of Australian mobile users shopping or making payments via their phone. In line with these ever-changing expectations, the Town of Gawler is about to launch its Gawler Connected Community App to improve economic development in the wider region and the liveability of Gawler overall.

Town of Gawler Mayor Karen Redman said “The Gawler Connected Community App will have significant benefits for Council, ratepayers and residents, local business and visitors in every part of Gawler.

The Town of Gawler’s mCommerce program has three aspects:

- Smart app;
- Free WiFi in the Murray Street precinct, Clonlea Park and around the Gawler Visitor Information Centre and Pioneer Park;
- Retail mCommerce opportunities across the entire town footprint

Mayor Redman said “The smart app means Council and business can be more responsive to the needs of local residents. The Gawler Connected Community App embraces savvy technology that is easy to use and has immediate benefits for all users, meaning our community can be better connected than ever before.”

Mayor Redman goes on to say, “With the use of smart phones continuing to evolve, it makes sense that the Town of Gawler would embrace this powerful tool to bring Council closer to its residents, while ensuring Gawler remains a great place to do business. The Town of Gawler is proud to be the first Council in Australia to have developed an App which is helping local business through an efficient and cost efficient means to engage in the digital economy. The App will help local and regional businesses grow, invest thereby creating more jobs. This is great news for our town”

The Gawler Connected Community App is the final element to be developed within Council’s Smart Cities Project that has been partly funded by the Australian Government’s Smart Cities and Suburbs Grant (\$250,000). This Project includes:
the purchase of digital wayfinding devices that will be installed at the Gawler Visitor Information Centre, Gawler Sport and Community Centre and Walker Place, Council’s Public Wi-Fi and audio visual integration with the Gawler Civic Centre.



What does the app do?

The Gawler Connected Community App provides users with a one-stop shop for multiple transactions, whether those interactions are with Council or local businesses. It allows residents and ratepayers to be notified of planned road works, pay Council rates and read meeting agendas, while customers can book appointments or buy from local businesses.

The Gawler Connected Community App offers ways to improve how local businesses function. The App is a secure mobile service that allows customers to order and pay for items and services and receive offers and loyalty rewards, all from their mobile devices. It's a positive way to transform local business while customers avoid queues, enjoy super-fast service and be rewarded in the process.

Businesses benefit from exposure to new digital markets, thriving customer relationships, stronger patronage, and enhanced customer loyalty.

For just \$20 (plus GST) per month the App provides local businesses with:

- The ability to sell products and services within the App.
- Two customer rewards programs:
 - o A digital stamp card; and
 - o Voucher campaigns (2 per month).
- Access to a web portal to load and maintain products or services that will be sold on the App.
- An upgraded merchant App that delivers notifications of orders and keeps track of sales.

The App will be available for download from the App Store and Google Play on smart devices from 16 February 2020 while being officially launched at the Gawler Fringe Opening Event.

For more information about the smart app, visit <https://www.gawler.sa.gov.au/your-council/connectedcommunity> or contact Andrew Morris via email Andrew@plutuscommerce.com or phone 0400 268 560.

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The media may make contact with Mayor Karen Redman on 0421 839 359,