



27 August 2020

RACT working with local businesses to cut the cost of living

The RACT has been part of the Tasmanian community for over 95 years and understands the massive impact that COVID-19 is having on the household budget.

Since June, the RACT has been offering every Tasmanian the chance to join the Rewards program for free, even if they're not a member of Roadside Assist or have RACT Insurance. Given the fantastic response to date, RACT has decided to extend the offer until the end of September.

Chief Member Experience Officer, Stacey Pennicott, said that every little bit helps during these difficult times.

"By signing up for free to the RACT Rewards program Tasmanians will get access to discounts from over 200 businesses on everything from food to fuel to power bills," Ms Pennicott said.

"It's just a taste of the benefits of being a member, but it could help many Tasmanians during these difficult times.

"Since June, 2,172 new members have signed up and are making savings on the cost of living and we're encouraging more Tasmanians to take advantage of this offer before it closes at the end of next month.

"Importantly, we're helping Tasmanians buy local too. We've also made it free for any Tasmanian business to partner with us and with over 200,000 RACT members it's a great way for local businesses to tap into new markets."

One of the new businesses to sign up is Intersport in Hobart and Kingston. Business owner Hank Rietveld said that joining the RACT Rewards program helped him reach out to new customers.

"COVID has affected every business and the retail sector has been hit particularly hard, especially during the lockdown. We've focused on giving great customer support and after-sales care, especially with so many people looking to set up home gyms. Partnering with RACT means that we are able to offer a ten per cent discount to Rewards members, which has been a great way for us to find new customers and reward our regulars," Mr Rietveld said.

"I've been amazed at how much the community has stuck together over the past few months and one of the best things we can all do is shop local. The RACT Rewards program really supports that buy local ethos and I would encourage people to sign up, support local business and save money at the same time."

Full details for becoming an RACT Rewards member or to register your business are available at www.ract.com.au or by calling 13 27 22.