



Shop Small® – Frequently Asked Questions

➤ What is Shop Small?

Shop Small is a nationwide movement dedicated to supporting the thousands of small businesses in Australia, who are the backbone of our community and economy. The movement brings together support from the business community, governments and consumers encouraging them to support small businesses in their communities.

➤ When is Shop Small?

We will be kicking off Shop Small on 1 November 2017 and running through to 30 November 2017.

What is the Shop Small map?

The Shop Small map displays the physical business location of qualifying small businesses eligible for the Shop Small American Express Card Member offer.

For American Express Card Members – Frequently Asked Questions

➤ What is the Card Member Offer?

American Express Card Members who spend \$20 or more in a single eligible transaction on their registered Card between 1 November 2017 and 30 November 2017 at participating small businesses will receive a \$10 credit on their account. The offer can be redeemed once per participating small business at up to 5 different participating small businesses, to get up to \$50 back.

This offer is limited to the first 118,000 Cards registered.

➤ How do I register my Card?

Simply go to shopsmallaustralia.com between 31 October 2017 and 30 November 2017 and hit "Register Card."

➤ When will I receive my credit?

Credit may take up to 90 days to be received to your account upon completion of an eligible transaction. Here is an example of how it will appear on a American Express Issued Card Member statement:

November 22	ROKUJUNI	10.00
	SHOP SMALL CR	CR

➤ Do I need to register my Card to receive the \$10 credits?

Yes. To participate in the Card Member Offer and receive the \$10 credit(s) you must register an eligible American Express Card at shopsmallaustralia.com between 31 October 2017 and 30 November 2017.

➤ **What American Express Cards are eligible?**

Please refer to our offer [Terms and Conditions](#) to understand if your card is eligible.

To ensure you hear about future offers, please log on to your account at www.americanexpress.com.au and update your marketing preferences.

➤ **What transactions are ineligible?**

The following transactions are not eligible and will not count towards your spend for the purposes of the offer:

- transactions where you do not spend directly with the merchant (for example, if you buy the merchant's goods through a third party department store);
- transactions processed through a third party payment processor (for example, PayPal);
- transactions that are subsequently cancelled or refunded;
- transactions where the merchant does not pass on the information we need to process it properly within the offer period (for example, when their payment systems are down and they cannot process the transaction electronically);

➤ **My Card was replaced; do I need to register again for Shop Small?**

Yes. If you are issued a replacement Card with a new Card number you will need to re-register for the offer with your new card.

➤ **Are my Supplementary Card Members eligible?**

Supplementary Cards must be registered for the Offer separately to be eligible. The Supplementary Card may also be eligible if it has the same Card number as the primary Card.

➤ **Are there any American Express Cards that are not eligible?**

The following are *not eligible Cards*: Corporate Cards, American Express Business Travel Accounts, Government Cards, Global Travel Cards, Business Cards that are affiliated with a wholesaler partner, Corporate Purchasing Cards, Corporate Meeting Cards and David Jones Storecards.

➤ **How many times can I get the \$10 credit?**

Card members who have registered their American Express Card can receive up to five \$10 credits by spending \$20 or more in single transaction. Offer can be redeemed only once per participating business.

- **How do I know who is a participating Shop Small Merchant?**

There is a map showing participating Shop Small Merchants at shopsmallaustralia.com/map

- **Where can I see the full terms and conditions?**

Visit: shopsmallaustralia.com/terms

For American Express Merchants – Frequently Asked Questions

- **What is a qualifying American Express Card accepting small Merchant?**

The below is a guideline for a qualifying Shop Small Merchant:

- a) Classified as a 'small Merchant' by American Express for the purpose of Shop Small. This is deemed to be any business location that has processed less than AU\$1,300,000 worth of American Express transactions for the 12 months prior to 1 November 2017; and
- b) Do not differentially surcharge American Express Card Members or discourage American Express Card Members from using American Express Cards; and
- c) Have processed at least one American Express transaction between 1 June 2017 and 31 August 2017; and
- d) Are not operating in industries that are deemed ineligible for Shop Small.

Small businesses who meet the qualifying criteria will automatically become a Shop Small Merchant, feature on the Shop Small map and will benefit from the Shop Small American Express Card Member offer.

- **Is there any cost to small businesses for taking part in Shop Small?**

There are no specific Shop Small costs. Resources for the Shop Small campaign are fully funded by American Express and are provided to qualifying small Merchants at no additional cost.

- **My business isn't appearing on the Shop Small map. Why not?**

In order for your business to be displayed on the Shop Small map, you must be a qualifying Small Business and process at least one American Express transaction between 1 June 2017 and 31 August 2017. If you are a qualifying small business and have processed a transaction between the above mentioned dates but are not appearing on the Shop Small Map, please call **1300 363 614**.

- **My business details are listed incorrectly on the Shop Small map. How can I update them?**

If you are a qualifying American Express Card accepting Small Merchant, you can update your business location(s) on the Shop Small Map (<https://maps.americanexpress.com/au/shop-small/>) by following these steps:

- Log into your Merchant account on shopsmallaustralia.com/merchant
- Click on your business location. A pop up window will display your business location information as it will be seen on our Shop Small Map and other marketing channels.
- Click the pencil icon in the pop up window to edit your business location information.
- Check to indicate you would like to receive complimentary exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
- Click the “Save Updates” button at the bottom of the pop up window to save your updates. You can update your details online any time.

Updates are automatic but can take up to 48 hours to be reflected on the Shop Small map.

Once you have verified and/or updated your business information and confirmed you would like your location(s) to be included on the Shop Small map and in other marketing channels, you can also create a personalised digital banner ad which will be displayed to potential customers in your service area.

Please call **1300 363 614** if you have any difficulties with the above steps.

➤ **How do I remove my business from the Shop Small map?**

- Log into your Merchant account shopsmallaustralia.com/merchant
- Click on your business location.
- Click the pencil icon in the pop up window to edit your business location information.
- Uncheck to confirm that you would not like to receive complimentary exposure for your business on our Shop Small Map and other marketing channels.
- Click the “Save Updates” button at the bottom of the pop up window to save your updates. You can update your preferences and details online any time.

Updates are automatic but can take up to 48 hours to be reflected on the Shop Small map.

Please note that you will not qualify to apply for complimentary online ads, and may not be included in various Shop Small Card Member offers if you uncheck the checkbox that allows us to include your public business information on the Shop Small map.

Please call **1300 363 614** if you have any difficulties with the above steps.

➤ **I noticed on the Shop Small map that some Merchants are highlighted as 2017 American Express Member Favourites. What does this mean?**

To learn more about the American Express Member Favourite program, please visit shopsmallaustralia.com/memberfavourite

- **My business does not currently accept American Express Cards. Where can I learn more about becoming an American Express Merchant?**

Learn more [here](#) or call **1300 363 614** (Monday-Friday, 8.00am-6.00pm).

- **I have a question that isn't addressed by the FAQs on this page. Where can I go for help?**

If the FAQs on this page do not address your questions, please feel free to call Merchant Services on **1300 363 614**. We are available Monday to Friday, 8.00am-6.00pm AEST/AEDT.

- **How can I keep up to date with Shop Small news and promotions as a Merchant?**

Update your marketing preferences and check for regular updates by logging into shopsmallaustralia.com/merchant.