



## 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 2019 and running through to 30 November 2019.

- What is the Shop Small map?

The [Shop Small map](#) displays the physical business location of eligible small businesses for the Shop Small American Express Card Member offer. Eligible businesses will be highlighted with a Shop Small logo.

### For American Express Card Members – Frequently Asked Questions

- What is the Shop Small Amex Offer?

American Express Card Members who spend \$20 or more in a single eligible transaction on their registered Card between 1 November 2019 and 30 November 2019 at participating small businesses will receive a \$10 credit. Card Members must save the offer on their Card before they spend to receive the credit. 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 100,000 Cards registered.

- How do I register my Card?

Simply login to your American Express account at <https://global.americanexpress.com/offers/eligible> between 1 November 2019 and 30 November 2019 and click “Save to Card” on the Shop Small Amex Offer. You can also save the offer on your mobile through the American Express app.

- Do I need to register my Card to receive the \$10 credit(s)?

Yes. To participate in the Card Member Offer and receive the \$10 credit(s) you must register an eligible American Express Card between 1st November and 30 November 2019,

- When will I receive my credit(s)?

Credit may take up to 90 days to appear on your account upon completion of an eligible transaction.

- Why can't I save the offer?

As per the Shop Small Amex Offer [Terms and Conditions](#), not all Cards are eligible for this offer. If your Card is not eligible, you will receive an error message and you will not be able to register for the offer. Corporate, business travel, government and store Cards are not eligible. Replacement Cards: If you are issued a replacement Card with a new Card number after registration, your participation in this offer will end & you will need to re-register for the offer.

To ensure you hear about future offers, please log on to your account at [www.americanexpress.com.au](http://www.americanexpress.com.au) and update your marketing preferences.

- What transactions are not eligible?

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 business (for example, if you buy the business' goods through a third party department store)
- Transactions processed through a third party payment processor
- Transactions that are subsequently cancelled or refunded
- Transactions where the business 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).
- Transactions where you do not spend directly with your Card to which the offer is
  - saved, in-store or online at a participating Shop Small Business.
- Excludes gift card purchases.

- How many times can I get the \$10 credit(s)?

Card Members who have registered their American Express Card can receive up to five \$10 credits. Offer can be redeemed only once per participating business.

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

To view participating Shop Small businesses where the offer can be redeemed in-store, please visit: [www.shopsmallaustralia.com/map](http://www.shopsmallaustralia.com/map). To view eligible online business where the offer can be redeemed online, please [click here](#).

- Where can I see the full terms and conditions?

Visit: [www.americanexpress.com/australia/shopsmallterms](http://www.americanexpress.com/australia/shopsmallterms).

### **For American Express Merchants – Frequently Asked Questions**

- What is an eligible American Express Card accepting small business?

The below is a guideline for an eligible Shop Small business:

- a. Classified as a 'Small Business' by American Express for the purpose of Shop Small.
- b. b) Classified as a 'Warmly Welcoming' business which means that you accept American Express Cards either with no surcharge or apply an equal surcharge to all cards.
- c. Have processed at least one American Express transaction before 30 September 2019.
- d. Are not operating in industries that are deemed not eligible for Shop Small.

- 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 Additional Cards eligible?

If the Additional Cards on your account have a separate Card number they must be registered for the Offer separately to be eligible.

- 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 eligible small businesses 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 an eligible small business and process at least one American Express transaction before 30 September 2019.

To view participating Shop Small businesses where the offer can be redeemed in-store, please visit: [www.shopsmallaustralia.com/map](http://www.shopsmallaustralia.com/map). To view eligible online business where the offer can be redeemed online, please [click here](#).

If you have processed a transaction between the above mentioned dates however 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 an eligible American Express Card accepting small business, you can update your business location(s) on the [Shop Small Map](#) by following these steps:

- Log into your American Express Merchant account [here](#) to update your business details.
- 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.
- 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 can take up to 48 hours to be reflected on the Shop Small map. Please call 1300 363 614 if you need further assistance.

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

- Log into your American Express Merchant Account [shopsmallaustralia.com/merchant](http://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 anytime.

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

Please note that you will not be eligible 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 need further assistance.

- I noticed on the Shop Small map that some businesses are highlighted as 2019 American Express Card Member Favorites. What does this mean?

To learn more about the American Express Card Member Favorite program, please visit <https://www.americanexpress.com/au/shop-small/members-favourites.html>

- My business does not currently accept American Express Cards. Where can I learn more about accepting American Express?

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.

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

Check for regular updates by visiting <https://www.americanexpress.com/au/shop-small/small-business.html>