



Fast Facts

- FlyBuys is a joint venture between Wesfarmers Limited and National Australia Bank (NAB), managed by Melbourne-based Loyalty Pacific Pty Ltd
- FlyBuys is Australia's first and largest shopping rewards program
- Launched in August 1994, FlyBuys signed up 1 million households in its first 6 weeks of operation
- More than 8 million people across Australia are cardholders
- More than 5 million Australian households (60%+) are members
- Fourth largest coalition loyalty program in the world after Payback (Germany), Nectar (UK) and Air Miles (Canada)
- Membership is free and there are no annual fees
- Shoppers are rewarded for their everyday purchases, collecting points for supermarket shopping, fuel purchases, financial services, liquor and a range of other retail activities.
- 72% of members are female and 28% are male
- Average member age is 46 years
- About 40,000 FlyBuys points are issued each minute
- Around 16,000 new members join monthly
- About 1.5 million members redeem each year
- About \$24 billion is spent via FlyBuys annually
- More than 8 million rewards have been redeemed
- FlyBuys features regular bonus point offers at participating businesses with earnings of up to 10,000 points on one-off purchases e.g. booking a holiday
- Members can redeem rewards as soon as they have collected 2500 points
- More than 800 rewards are available, including gift cards, NAB credit card payments, charitable donations, accommodation, car rental, dining, flights and merchandise
- Points are valid for 3 years
- Up to 4 people in a household can be cardholders under one membership
- Point collecting capacity can be substantially boosted by linking a FlyBuys membership with selected NAB credit cards or Coles Group Source MasterCard.