

# Media Release

## Nail it with points: Flybuys members can redeem points for instant money off their in-store shop at Bunnings

*Flybuys launches new in-store redemption at Bunnings stores across Australia*

**Tuesday 19 August, 2025** – Flybuys, Australia's favourite loyalty program, has today announced the national launch of a new in-store redemption experience at **Bunnings** stores across the country, following a successful trial in Western Australia.

From today, Flybuys members can get instant money off their in-store shop at Bunnings by redeeming their points at checkout when they scan their Flybuys or linked Bunnings QR code, making their next D.I.Y project even better.

Whether it's potting mix, power tools, or prepping for a weekend DIY project, members can unlock value when they shop in-store, with every 2,000 points equivalent to \$10 off, applied directly at the checkout<sup>1</sup>. Flybuys members can choose from the set increments presented at checkout, ranging from as little as \$10 off up to \$200 off per transaction, depending on their total spend and available points balance<sup>2</sup>.

The nationwide launch is a major milestone in Flybuys' mission to provide more flexible, seamless, and member-led ways to use points across its partner network. It follows the success of the 'Instant \$10 off shop' in-store redemption model at Coles, First Choice Liquor Market and Liquorland and strengthens Flybuys' unique coalition proposition, giving members the ability to move effortlessly between grocery and general retail redemptions.

"We know value and flexibility matter more than ever to our members." said **Deidre Boyle, Chief Member Experience Officer at Flybuys**. "Being able to walk into a Bunnings store and use your points on the spot, without needing to plan ahead, is a real game-changer. Feedback from our members in WA about the experience has been overwhelmingly positive and we're thrilled to now roll this out nationally, making our member's shops just that little bit more remarkable."

During the WA trial, Bunnings insights<sup>3</sup> revealed that 87% of members who redeemed their points at the checkout found the new experience easy to use, while 63% said it would encourage them to shop and redeem points at Bunnings again.

**Rachael McVitty, Chief Customer Officer at Bunnings**, said: "At Bunnings, we are always looking for new ways to deliver more value to our customers. By strengthening our partnership with Flybuys, we aim to make their shopping experience easier, more flexible and more rewarding. Customers can now experience the benefit of their

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<sup>1</sup> Exclusions apply: Mobile POS, Mobile docket and Customer Ordering Systems (CSO) such as Hire-Shop, In-Store Deliveries and Services/Installations excluded.

<sup>2</sup> Every 2,000 Flybuys points equates to \$10 off the shop. Flybuys members can choose to redeem in values of \$10, \$20, \$50 and \$100 off their shop after savings and discounts, with a maximum of \$200 redeemed in one transaction. Redemption code required for certain transactions. Flybuys cannot be used in conjunction with PowerPass at Bunnings Trade Centre. Full T&Cs, Exclusions apply.

<sup>3</sup> Insights based on Bunnings post purchase consumer survey of 288 members who redeemed points at Bunnings during the WA trial.

ongoing spend across the Flybuys network and can choose to use their points to get money off their shop for those handy home improvement projects – no matter how big or small.”

The in-store redemption experience is available to all Flybuys members with a minimum of 2,000 points, who scan their Flybuys at the checkout on a purchase of at least \$10. Members can select how many points they'd like to redeem during checkout within certain parameters. Redemptions over \$100 off or multiple redemptions on the same day will require a secure one-time-use redemption code available via the Flybuys app.

This rollout is designed as a digital-first experience. There's no need for a physical Flybuys card, members can view their points balance, scan their Flybuys card or digital card, and access their unique redemption code all within the Flybuys Wallet in the most recent version of the app.

The in-store redemption experience is available in all Bunnings locations from today. Members can download the Flybuys app or visit [flybuys.com.au](https://flybuys.com.au) to find out more.

### **Notes to Editors:**

Accompanying photography available on request.

<sup>1</sup> Scan your Flybuys in-store at Bunnings POS checkout to use your points to get money off your shop after savings and discounts. Every 2,000 points equates to \$10 off your shop. Must have min. 2,000 Flybuys points. Minimum \$10 Spend. Maximum redemption is \$200 off shop, subject to transaction amount and points balance. Excludes online purchases or with Powerpass. Flybuys Redemption Code required for over \$100 off or additional daily transactions. Full T&Cs, Exclusions apply, please see [LINK](#)

### **About Flybuys:**

Established in 1994, Flybuys is Australia's most popular loyalty program, helping Australians to enjoy a wide range of rewards and benefits when they shop. Flybuys is committed to serving its 9.9 million active members (an active member is a member who has either collected or redeemed points within a 12-month period) with new and exciting ways to engage with the program. Flybuys points can be collected across 20+ partners including some of Australia's largest retailers like Coles, Kmart, Target, Bunnings, Officeworks and Optus. Members can also collect points completing surveys through the Flybuys' website or app, and via Flybuys' financial, insurance and travel services partners. Flybuys is a joint venture between Wesfarmers and Coles. For more information, visit [flybuys.com.au](https://flybuys.com.au).

### **About Bunnings:**

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network is made up of 286 large warehouse stores, 65 smaller format stores, 31 trade centres and 7 frame & truss sites. In April 2020, Bunnings acquired South Australian retailer Adelaide Tools (now Tool Kit Depot), which now has 16 stores, and acquired Beaumont Tiles in November 2021 which has 116 stores.