

MEDIA RELEASE

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FUEL DISCOUNTS, QANTAS POINTS AND EXCLUSIVE PERKS: BUNNINGS UNVEILS NEW LOYALTY PROGRAM

- *Tradies and businesses to unlock greater value and long-term benefits with PowerPass Pro Rewards.*
- *Bunnings to host major car park event to find Australia's PowerPass Pro on Saturday 25 July, with years' worth of fuel prizes and Qantas Points to be won.*

Bunnings has today launched **PowerPass Pro Rewards** – the biggest transformation of its PowerPass program since 2011, designed to help millions of tradies and small to medium-sized businesses get more value from every dollar they spend.

Launching across Australia and New Zealand, PowerPass Pro Rewards is a new tiered loyalty program that rewards customers with benefits that grow alongside their business. Shaped by extensive customer research and feedback, the program responds to rising cost pressures and increasing demand for greater value, flexibility and recognition.

Eligible members can earn Pro Rewards Dollars to spend at Bunnings, access fuel discounts through Shell Card Lite and earn Qantas Points through Qantas Business Rewards. Members can also unlock exclusive Bunnings merchandise, as well as partner offers and business tools designed to save time, reduce costs and support day-to-day business operations.

Members will receive \$100 in Pro Rewards Dollars when they spend \$2,000 and a further \$50 in Pro Rewards Dollars for every \$1,000 spent thereafter. And because every tradie knows a good day starts with a good coffee, members can also access a \$2 small coffee at Bunnings Cafés.

PowerPass Pro Rewards is underpinned by new digital capabilities in the PowerPass App, making it easier for customers to track their progress in real time, access rewards and engage with tailored offers.

Bunnings Managing Director Mike Schneider said PowerPass Pro Rewards reflects Bunnings' commitment to backing Australia's tradies and small to medium-sized businesses beyond the products they purchase at the trade counter.

"PowerPass Pro Rewards is about delivering greater value for our customers today, while creating a platform that allows us to better support them into the future. We've listened closely to our customers, who told us they wanted more than a discount at the register – they wanted to be recognised for their loyalty and rewarded in ways that genuinely support their business.

"With fuel discounts, travel rewards, Pro Rewards Dollars and benefits that grow over time, the program will help customers unlock more value from every dollar they spend and use it well beyond the jobsite," Schneider said.

PowerPass Pro Rewards introduces six membership tiers – starting with *Member*, *Essential*, *Plus*, *Elite*, *Ultimate* and up to *Black* – with members unlocking deeper rewards and benefits as their annual spend grows. A key feature of PowerPass Pro Rewards is the introduction of a new partner ecosystem, with launch partners including Shell Card and Qantas Business Rewards delivering the real-world value for trade and business customers.

Members who reach the Elite, Ultimate, and Black tiers will earn Qantas Points through their existing Qantas Business Rewards membership.

Qantas Loyalty and Customer CEO Andrew Glance said joining forces with Bunnings will make everyday spend more rewarding for millions of businesses that form the backbone of the economy.

"Our member base is incredibly diverse, ranging from tech startups to family-owned construction companies, all looking for ways to reduce their operating costs.



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"Construction, repair and maintenance businesses are already among the most engaged within our Qantas Business Rewards program. They earn 30 per cent more Qantas Points on average, generating most of these points on the ground with other partners.

"We expect most business members will use the points earned at Bunnings to offset future travel costs, or to reward their hard-working employees," Glance said.

Shell Card General Manager Payment and Cards, Ashley Harris said the new loyalty program reflects a shared commitment to supporting Australia's trade and small to medium-sized business community, with fuel discounts helping reduce operating costs for businesses.

"We're proud to be a foundation partner of PowerPass Pro Rewards, helping deliver discounts on one of the biggest day-to-day costs for many businesses. Together with Bunnings, we're making it easier for tradies and business owners to keep moving while being rewarded for the purchases they already make," Harris said.

In addition to tier rewards, all eligible members receive access to a range of offers and services from PowerPass Pro Rewards partners, including from Commonwealth Bank Australia, Ultra Tune, Zeller, Beaumont Tiles, InstantScripts, PointsBuild and MYOB.

BUNNINGS POWERPASS PRO CHALLENGE EVENT: ALEXANDRIA, SYDNEY

To mark the launch, Bunnings will host the **PowerPass Pro Challenge** at Bunnings Alexandria, Sydney on Saturday 25 July, where tradies and business owners will put their speed, precision and skills to the test across a series of practical heats for their chance to win one of three prizes of a year's worth of fuel vouchers [valued at \$10,000] from Shell Card Lite and a share of 900,000 Qantas Points.

Inspired by the new rewards program and participating partners, there will be three sessions of six heats: Scan & Go Sprint, What's In The Toolbox? Power Tools Precision Test, Paint Race, Qantas Travel Challenge and Shell Card Obstacle Course, as well as giveaways for all participants.

The Challenge begins with approximately 60 participants, with competitors progressively eliminated as the heats intensify. The fastest and most accurate will advance to the final showdown, where the remaining two participants will go head-to-head in the Shell Card Obstacle Course for the title of Bunnings PowerPass Pro Champion.

The event will bring the PowerPass Pro Rewards program to life while celebrating the skill, professionalism and ingenuity of Australia's trade and business communities.

Sydneysiders can register to participate in the Bunnings PowerPass Pro Challenge [here](#).

Eligible new or existing customers can sign up or convert to PowerPass Pro Rewards at <https://trade.bunnings.com.au/powerpass-pro-rewards>

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For media enquiries, contact:

Amila Pasanovic, 0405 443 166

Amila.Pasanovic@bunnings.com.au



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APPENDIX 1 – POWERPASS PRO REWARDS FAST FACTS

Member

\$0 - \$1,999 annual spend

- ✓ 5c/L off eligible fuel types at participating Shell Petrol Stations when you scan Shell Card Lite via the PowerPass App.^
- ✓ Earn Pro Rewards Dollars through limited-time offers
- ✓ Earn Qantas Points for your business during limited-time promotions~
- ✓ \$2 small barista made drinks at the Bunnings Cafe
- ✓ Access to the PowerPass App
- ✓ Unlock a range of benefits from our PowerPass perk providers
- ✓ Free Kitchen Design quotes in-store

Essential

\$2,000 - \$9,999 annual spend

- ✓ \$100 in Pro Rewards Dollars when you spend your first \$2,000 on eligible purchases
- ✓ \$50 in Pro Rewards Dollars for every \$1,000 of eligible purchases thereafter
- ✓ 5c/L off eligible fuel types at participating Shell Petrol Stations when you scan Shell Card Lite via the PowerPass App.^
- ✓ Includes all Member tier benefits

Plus

\$10,000 - \$24,999 annual spend

- ✓ \$50 in Pro Rewards Dollars for every \$1,000 of eligible purchases
- ✓ 6c/L off eligible fuel types at participating Shell Petrol Stations when you scan the PowerPass App via Shell Card Lite.^
- ✓ Level-up gift when reaching Plus tier
- ✓ Includes all Essential tier benefits

Elite

\$25,000 - \$49,999 annual spend

- ✓ \$50 in Pro Rewards Dollars for every \$1,000 of eligible purchases
- ✓ 7c/L off eligible fuel types at participating Shell Petrol Stations when you scan the PowerPass App via Shell Card Lite.^
- ✓ Level-up gift when you reach Elite
- ✓ Earn 15,000 Qantas Points for your business each year you achieve Elite tier qualifying annual spend.~
- ✓ Includes all Plus tier benefits

Ultimate

\$50,000 - \$99,999 annual spend

- ✓ \$50 in Pro Rewards Dollars for every \$1,000 of eligible purchases
- ✓ 7c/L off eligible fuel types at participating Shell Petrol Stations when you scan the PowerPass App via Shell Card Lite.^
- ✓ Level-up gift when you reach Ultimate
- ✓ Earn 25,000 additional Qantas Points for your business each year you achieve Ultimate tier qualifying spend, accumulating with all previous tiers~
- ✓ Includes all Elite tier benefits

Black

\$100,000+ annual spend

- ✓ \$50 in Pro Rewards Dollars for every \$1,000 of eligible purchases
- ✓ Up to 8c/L ongoing fuel discount via application for a Shell Card.+
- ✓ Level-up gift when you reach Black
- ✓ Earn 85,000 Qantas Points for your business each year you achieve Black tier qualifying spend, accumulating with all previous tiers~
- ✓ Plus, for every additional \$100,000 in qualifying spend after that in the same membership year, earn another 85,000 Qantas Points.~
- ✓ Includes all Ultimate tier benefits

^Shell Card Lite offer available to ABN holders and associated cardholders only. T&C, limits & exclusions apply. See [Shell Card Lite](#) for details.

~Qantas Points are only available to the ABN holder. T&C's, minimum spend & exclusions apply. See [Qantas Business Rewards](#) for details.

+Black Tier [Shell Card Offer](#) is only available to ABN holders only. T&Cs, maximum limits, fees & exclusions apply.

