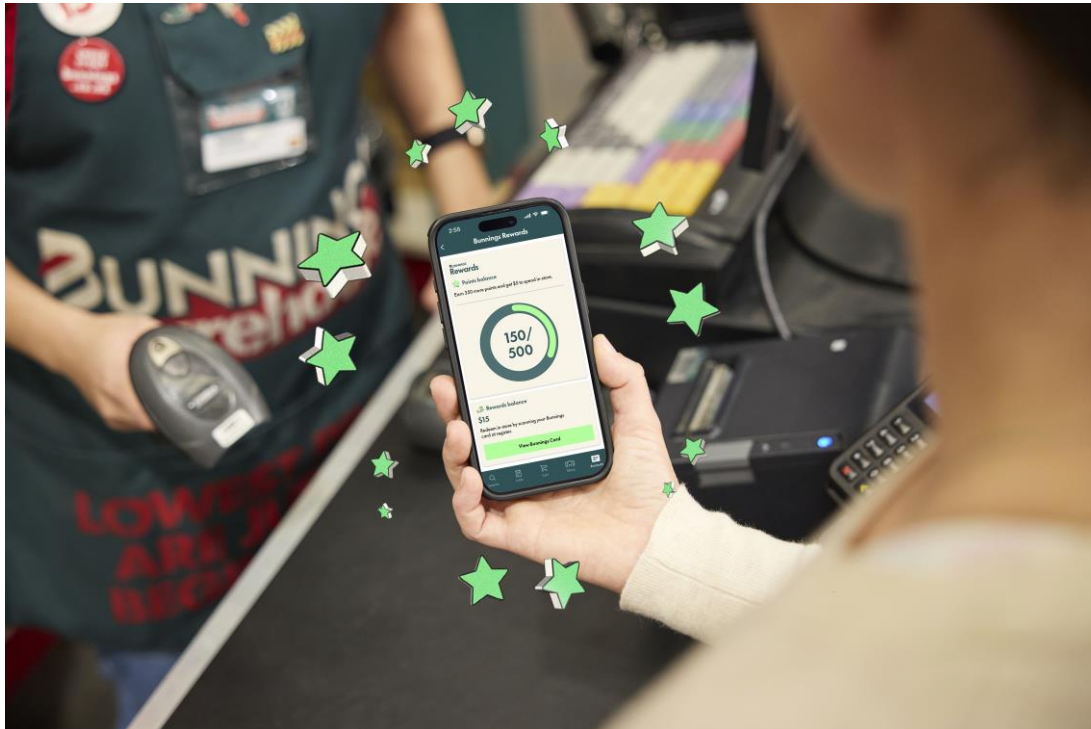


Bunnings launches its first-ever retail loyalty programme in New Zealand



New Bunnings Rewards gives customers more value when they shop, with rewards, exclusive member benefits and the opportunity to support community groups.

As Kiwis continue to look for ways to make their household budgets go further, Bunnings is giving customers a new way to get more value from their shop with the launch of Bunnings Rewards on September 1, the retailer's first-ever loyalty programme for retail customers in New Zealand.

Free to join, Bunnings Rewards allows members to earn Bunnings Rewards points on eligible purchases in-store and online, with points converted into rewards dollars. Members can track their rewards points and rewards dollars through the Bunnings app and website.

The programme will be available across Bunnings stores nationwide from 1 September, with members able to join and view their Bunnings Rewards points and rewards dollars through the Bunnings app and website. Members earn 1 point for every \$1 spent in-store and online and receive \$5 in rewards dollars for every 500 points earned. *

In addition to rewarding customers, Bunnings Rewards also extends support to communities across New Zealand through *Show Your Manaaki*, a community giving initiative where members help direct funding to not-for-profit groups making a positive difference in Aotearoa.

Members who shop in-store can collect a token from the Bunnings team and show their manaaki by placing their token in the collection box for the community group that matters most to them.



Over a 12-month period, Bunnings will contribute more than \$100,000 to 18 community groups nationwide, helping them access funding to continue the important work they do for communities.

The launch marks a significant milestone for Bunnings New Zealand, giving customers access to a dedicated retail loyalty programme for the first time. Designed around everyday value, the programme rewards customers for shopping across Bunnings' network of stores and online channels, helping every dollar spent go a little further.

Melissa Haines, General Manager of Bunnings New Zealand, said the programme was designed around feedback from customers wanting more value from their everyday shopping experiences.

"We know Kiwi households are keeping a close eye on their budgets right now, and customers have told us they want that reflected in how they shop with us. Bunnings Rewards is our answer to that. A simple way to be recognised for the shopping people are already doing, whether that's tackling a DIY project, improving their garden or planning a renovation.

"What makes this different is that it's not just about individual value. When someone shops with Bunnings Rewards, they can also choose to support a community group through Show Your Manaaki, so the benefit reaches further than their own trolley. We're proud to launch a programme that rewards our customers while giving back to the communities we're proud to serve."

Members can join and view their Bunnings Rewards points and rewards dollars through the Bunnings app and website, making it easy to track their progress.

- ENDS -

*T&Cs and exclusions apply. Visit bunnings.co.nz/rewards-terms.

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About Bunnings Rewards

- Join Bunnings Rewards online for free.
- Bunnings Rewards is our new loyalty programme that rewards members when they shop.
- Earn 1 point for every \$1 spent in-store and online.
- Receive \$5 in Bunnings Rewards dollars to spend in-store for every 500 points earned
- Enjoy exclusive membership offers
- Scan your digital Bunnings card when shopping in-store and collect a token from the team.
- Bunnings Rewards gives you the opportunity to support your community when you shop in-store.
- Every two months, we donate a share of \$18,000 to each community group. The group with the most tokens receives the largest share.
- Get more rewarded for everyday projects with Bunnings Rewards.



Bunnings is a 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 in New Zealand is made up of 51 locations, comprising Bunnings Warehouses, smaller format stores and trade centres. This physical network is supported by a growing e-commerce ecosystem and supply chain network. Bunnings employs more than 5,000 team members across the country.

Supporting Material

Overviews and quotes from our first three community groups part of *Show Your Manaaki*

- [Te Kohanga Te Reo](#)
- [Garden to Table](#)
- [Graeme Dingle Foundation](#)

The Graeme Dingle Foundation is a leading youth development charity dedicated to helping young people across Aotearoa realise potential and build positive futures. Founded in 1995 by Sir Graeme Dingle and Jo-anne Wilkinson, Lady Dingle, the Foundation works with tamariki and rangatahi through proven, evidence-based programmes delivered in schools and communities nationwide. Our programmes support young people at key stages of their development, helping them build confidence, resilience, connection and life skills. From primary school through to young adulthood, we provide consistent support, positive role models and opportunities for young people to overcome obstacles and discover what they are capable of.

Our vision is simple: Aotearoa will be the best place in the world to be young. Today, our programmes support thousands of young people each year, building stronger individuals, whānau and communities for the future.

QUOTES

“Looking out for others isn't an abstract idea for us. It's what our young people practise every week, in our programmes in classrooms and communities up and down the country. So, there's an interconnectedness about a customer dropping a token in a box and, in doing that, backing a young person who is learning what it means to look after the people around them.”

- Vicki Nuttall, CEO, the Graeme Dingle Foundation.

“More than thirty years ago we set out to prove that young New Zealanders do better when their community shows up for them. A token in a box is a very simple way of showing up. We're grateful to every customer who does”

- Sir Graeme Dingle, Co-founder, the Graeme Dingle Foundation

Garden to Table is a nationwide charitable programme that teaches tamariki how to grow, harvest, cook and share fresh food. The real-world learning experience is curriculum-linked and helps teachers integrate the programme across subjects like maths, science, and literacy. Through practical garden and kitchen experiences, children develop valuable life skills, learn about sustainability and build a lifelong connection to healthy food. These positive impacts radiate far beyond the school gates - to whānau, the wider community, and the planet - ultimately enabling a



more sustainable, equitable and climate-friendly social and economic future. Garden to Table's dream is for all tamariki across Aotearoa to have the opportunity and resources to grow and share their own fresh kai as part of daily life. <https://gardentotable.org.nz/stories>

QUOTES

We're delighted to be part of Bunnings' Show Your Manaaki initiative. Through practical support and expert advice, Bunnings has helped schools across Aotearoa New Zealand create thriving food gardens, giving more tamariki opportunities to learn, grow and connect with kai, nature and their communities."

- Ani Brunet, CEO, Garden to Table

Te Kōhanga Reo is a whānau-led movement dedicated to revitalising and strengthening te reo Māori, tikanga and Māori cultural identity across Aotearoa. Through immersive early childhood education, Te Kōhanga Reo supports tamariki and their whānau in environments where language, culture and values are lived every day. For more than four decades, the movement has played a critical role in preserving and promoting te reo Māori, empowering whānau to be active participants in their children's learning and development. Through its network of kōhanga reo throughout New Zealand, Te Kōhanga Reo continues to nurture confident young learners, strengthen whānau connections and contribute to a thriving future for te ao Māori.

QUOTES

"For more than four decades, Te Kōhanga Reo has worked alongside whānau to nurture tamariki through te reo Māori, tikanga and cultural connection. Support through initiatives like Show Your Manaaki helps strengthen our ability to continue this important mahi and invest in the future of our communities."

- Angus Hartley - Tumu Whakarae, Te Kohanga Reo National Trust

