



## MEDIA RELEASE

Tuesday 7 July 2026

### **Facial Recognition Technology now live in all New Zealand Bunnings stores to keep team and customers safe**

#### **KEY ELEMENTS:**

- FRT now operating in all New Zealand Bunnings retail stores
- Final rollout phase completed in South Island stores
- 69% of team members say it has improved safety
- 87% of team members are positive about the use of FRT in their store

Bunnings has completed the nationwide rollout of facial recognition technology (FRT) across all New Zealand retail stores, reinforcing its ongoing investment in protecting team members and customers from rising incidents of retail crime, violence and abuse.

FRT is now operating in Bunnings' South Island stores, following the earlier phased rollout across the North Island.

Threatening incidents in Bunnings stores have more than doubled over the last four years. FRT is being used alongside a range of tools to help identify repeat, serious offenders and protect team and customers from harm.

Bunnings General Manager New Zealand, Melissa Haines, said the milestone marked an important step in responding to the increase of retail crime.

"Every member of our team deserves to come to work knowing they'll be safe. While most customers do the right thing, we continue to see incidents of violence, aggression and abuse that simply aren't acceptable.

"Independent team member research conducted during the first two phases of the rollout has shown 69 per cent of team members say FRT has improved safety for the team, and 87 per cent are positive about the use of FRT in their store.

"Our team have told us that knowing FRT is in place helps them feel safer.

"Facial recognition technology allows us to identify people who have previously engaged in serious violent or threatening behaviour so our teams can prepare appropriately and help prevent situations from escalating," Ms Haines said.

The phased implementation has allowed Bunnings to progressively assess its team training, governance processes and privacy safeguards while incorporating feedback from team members, customers and the community.

"The completion of the rollout isn't the end of the work for us. We'll continue to review how the technology is operating with privacy safeguards and governance processes as part of our commitment to responsible use," Ms Haines said.



More information is available at [Facial Recognition Technology - Bunnings New Zealand](#)

*Research conducted in May 2026 by independent research agency, Insightfully, on behalf of Bunnings. Based on a representative sample size of n=150 team members (18 years and over). Surveys were completed across 24 North Island Bunnings Warehouse stores.*

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