

## Announcement to all VIEW Members

We are excited to announce that today The Smith Family Retail business launches its new Loyalty Program to regular customers and VIEW in store.

### What does the launch of the new Loyalty Program mean within the Industry and for Retail?

The new Loyalty program enables The Smith Family to lead the 'op shop' industry, being the first to launch barcoded loyalty cards to customers, following the implementation of its new Point of Sale system. The new program has been designed to deliver on its strategic objectives to be 'customer centric' and 'build a strong retail evidence base' to increase its market share and profitability.

Today over 50% of our 8,000 regular weekly customers have signed up to join this new program.

### How you can be Rewarded with our New VIP Loyalty Program?



- The new Loyalty Program is a barcoded plastic card, linked to our customers details in our new Point Of Sale system.
  - There is a **Loyalty Card** for in store retail customers, and a **VIP Loyalty Card** for internal stakeholders (TSF employees, TSF Volunteers, Learning for Life Families and VIEW members).
  - **The new program is more flexible for our customers.** For every \$1 spent in our stores, our customers collect 1 loyalty point. Once they have accrued 400 points, a \$40 voucher is sent to them via email and is redeemable in any of our stores. Vouchers can be redeemed in multiple purchases, across multiple stores.
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- In addition to the above, **VIP Loyalty Cardholders** will receive a discount of 25% off the full sale price at the time of purchase.
  - **To be eligible for the New Loyalty Program**, you now need to sign up and provide details, such as name, postcode and email address.
  - **The Smith Family** we will launch **Loyalty program** to regular retail customers and VIEW. *To be eligible VIEW members will need to show their badge and ensure they have completed a customer card.*

If you are concerned with the storage and use of your information, please go to - [www.thesmithfamily.com.au/retail-privacy-policy](http://www.thesmithfamily.com.au/retail-privacy-policy).

I would also like to thank and acknowledge the hard work of our Retail team and also thank a number of teams that have assisted to make today possible; namely BIS, Finance, Legal, Digital, VIEW and Media.

Belinda Sullivan  
**Retail Manager** | The Smith Family Recycling Operation