

From: s 47F
Sent: Wed, 28 May 2014 15:37:14 +1000
To: s 47F
Subject: FWBC EBP
Attachments: FWBC [A] APR13-MAR14.pdf

Hi s 47F

It was great to see you yesterday, thank you again for your time and all of your support with the FWBC EBP.

Please see attached a copy of the report presented yesterday.

I am looking forward to the induction sessions for your new employees and the introduction of the electronic Woolworths Wish card to the suite of benefits on offer to FWBC employees.

Hope you enjoy the rest of the week.

Kind regards

s 47F

s 47F

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Australia's leading provider of employee benefits programs



April 2013 - March 2014

Employee Benefits

Program Report



Employee Benefits Program

assisting you to increase employee loyalty, engagement, retention and morale

Table of Contents

1. Executive Summary	3
2. Communications	5
2.1. FWBC Benefits Directory and ID Card	5
2.2. API <i>Lifestyle</i> magazine	6
2.3. <i>Lifestyle</i> Online.....	8
2.4. Email Blasts	9
2.5. Monthly Benefits Features	10
2.6. FWBC Branded APILifestyle Website & App	11
3. FWBC Workplace Servicing	14
4. Reportable Program Usage	15
4.1. FWBC APILifestyle Website.....	15
4.2. Top Website Visits by Page, Apr 13 - Mar 14.....	16
4.3. Reportable Program Usage.....	17
4.4. Flashcard benefits	22
5. New Benefits	23

1.Executive Summary

Implemented in early September 2006, the API Leisure & Lifestyle Program is designed to assist FWBC achieve its organisational goals by delivering a tailored Employee Benefits Program that provides FWBC employees with an innovative and extensive benefits range. Since inception FWBC's **overall reportable usage is \$372,383.**

Over the last 8 years FWBC employees have gained a high level of understanding and awareness of their employee benefits program and extensive benefits range. FWBC's utilisation of the program for the Apr 13 - Mar 14 reporting period represents **total reportable usage of \$51,430**. This equates to an **estimated \$214,292 on the total usage** of the entire API product range (see section 5.3 Reportable Program Usage for further details).

Program Success

In the reporting period the following successes were achieved:

- Total Reportable program usage for Apr 13 - Mar 14 - **\$51,430**
- Total Estimated total program usage for Apr 13 - Mar 14 - **\$214,292**
- **21% increase** in Total Reportable program usage above the previous 12 months
- **50% increase** in Retail Gift Cards purchases above the previous 12 months
- **16% of the reportable usage of \$51,430** is via Workplace Servicing

With over 2,000 benefits, accessible at over 90,000 locations nationally, the program has a high level of relevance to FWBC employee regardless of their demographic.

Program Developments in 2013/2014

API Leisure and Lifestyle is constantly developing the Employee Benefits Program to meet the needs of FWBC's employees.

- The API **Benefits App** allows employees to search benefits nearby; purchase products via the online shop and enter tips in the Footy Tipping Competition
 - 15% of web visits by FWBC employees are from a mobile device accessing the app
- The API **Benefits Video** has been added to the FWBC home webpage
 - An educational video outlining the extensive range of benefits available
- API has introduced **free postage** for all API products
 - This includes all registered post deliveries to ensure purchases are received safely
 - All orders placed before 1pm will be dispatched on the same day
- **David Jones** has been introduced to the program as an exclusive provider for API
 - FWBC employees receive a 10% discount on gift cards
- **e-Gift Cards** and **e-Movie Tickets** introduced to offer convenience at these major brands:
 - David Jones e-Gift Cards
 - Events and Hoyts e-Movie Tickets
 - JB Hi Fi e-Gift Cards
 - Woolworths Group.... e-Gift Cards Coming soon!

API is extremely pleased with FWBC's usage to date and is keen to continue working with the FWBC team to build on the programs ongoing success.

Benefits to FWBC

The FWBC Leisure & Lifestyle Program provides employees with significant lifestyle & financial benefits. It also provides extensive benefits to FWBC as an organisation including:

- Significant enhancement of FWBC's Employment Value Proposition
- A tool to assist to build employee morale and engagement
- Enhancing corporate goodwill and assisting to build a positive organisational culture
- Regular branded communications to reinforce FWBC's employment brand
- A marketing tool to further cement FWBC as a 'Preferred Employer'
- Attraction and retention of quality employees through the provision of a comprehensive range of tangible non-salaried benefits
- Regular branded communication to employees home, to ensure family wide support

All of these benefits work to assist and improve FWBC's bottom line. Shopping, dining, retail, travel benefits and preferential VIP services, such as the pre-release tickets create excitement and boost morale amongst FWBC employees. This assists FWBC with building a positive and productive cultural environment.

The highly branded program provides a tangible tool that FWBC recruiting managers can use during the recruitment process marketing FWBC as an organisation that values its employees highly enough to provide a wide range of value-added benefits.

As an outsourced solution that provides an extensive range of high quality benefits, ongoing promotions and customer service to employees, FWBC is able to focus on its core business competencies and objectives without additional administration.

Benefits to FWBC Employees

The FWBC Employee Benefits Program includes over 2,000 benefits that can be accessed at over 90,000 locations nationally. The benefits to employees are unlimited:

- **Savings** – employees enjoy ongoing and unlimited savings on their everyday groceries, petrol, dining and entertainment. With preliminary findings from the Working Australia Census 2011 showing the rising costs of living as key concerns of the average employee the significant savings offered by the API program, assists API's clients' employees to relieve some of the pressure of rising costs of living.
- **Preferential treatment** – exclusive access i.e. Pre-release/preferential seating at theatre, concert and sporting events
- **Time savings** – designed to free up employees leisure time i.e. Home shopping service for electrical and household products, automotive search, Online shop
- **Broad appeal** – the program offers relevant national and local benefits regardless of age, lifestyle, interests or budget
- **Ease of redemption** – is achieved via the phone, the interactive website with secure online shop, workplace servicing, identification card or API offices and shopfronts around Australia.

The program is designed to provide benefits not only to FWBC employees but also their immediate family, as a key support base for the employee. Family wide use is reinforced by the bi-monthly *Lifestyle Magazine* being delivered to home to keep the entire family up to date with the latest developments in the program.

2.Communications

Effective communication with FWBC employees is critical to engage employees and maximise return on investment of the FWBC employee benefits program.

The FWBC program maintains high visibility in the workplace through carefully designed and targeted communications which integrates a variety of communication channels including hard copy and electronic formats in line with internal communication objectives. API Lifestyle Benefits Program communications are designed to:

- Regularly and consistently engage employees through eye-catching, effective promotions
- Raise program awareness and maximise employee take-up of their benefits program
- Reach employees through a variety of media aligned with FWBC 's objectives
- Provide an effective mix that incorporates face to face, electronic copy and hard copy communications
- Develop and enhance FWBC 's internal brand
- Demonstrate flexibility in meeting individual employee needs, reaching beyond the workplace to engage the whole family

2.1. FWBC Benefits Directory and ID Card

The 2014 API Leisure & Lifestyle Directory was issued to all staff at the end of 2013. The directory is a comprehensive guide to all the major services in the program. It is a 288 page, sleek, glossy communication and provides a highly desirable tangible reference tool for employees.

The membership card is personalised for all employees and provides them with their unique membership number which enables employees to access the API Lifestyle website and all aspects of the API program.



The comprehensive guide to
all your benefits

2.2. API Lifestyle magazine

The FWBC branded Lifestyle magazine communication is distributed bi-monthly to FWBC employees' home residences.

Regular features include health, wellbeing, travel and financial articles, along with national productions such as King Kong, Grease, Les Miserables, Rocky Horror Pictures Show.



Apr/May 13 Lifestyle magazine featured:

- **NEW BENEFIT** – Rebel Sport Gift Card – **5% Discount**
- **SPECIAL OFFER** – Westfield 48-hour online sale – **Up to \$75 Bonus**
- **SPECIAL OFFER** – Medibank Corporate Health – **Save 8.3% + Free month**
- **SPECIAL OFFER** – API Holiday Homes *Tasmania* – **Save up to \$120**
- **SPECIAL EVENT** – API Opening Night Screening – *Star Trek Into Darkness*
- Lifestyle Magazine Competition – **Over \$2,100 worth of Prizes**
- API Wine Warehouse – **Save up to 60%**
- API Shopping Guide – **Save up to 60%** for Mother's Day Gifts



Jun/Jul 13 Lifestyle magazine featured:

- **NEW BENEFIT** – Baku Jewellery – **20% Discount**
- **NEW BENEFIT** – Farage – **10% Discount + an extra \$20**
- **SPECIAL OFFER** – SkincareStore – **20% Discount**
- **WIN!** – HOYTS – **Tickets for you and 20 friends**
- **WIN!** – WISH Gift Cards – **\$100 WISH Gift Card**
- Lifestyle Magazine Competition – **Over \$900 worth of Prizes**
- API Wine Warehouse – **Save up to 58%**
- API Shopping Guide – **Save up to 43%** – Winter Deals on appliances, gadgets, white goods and more.



Aug/Sep 13 Lifestyle magazine featured:

- **NEW BENEFIT** – OzForex Travel Card – **Save \$15**
- **NEW BENEFIT** – Storage King – **Free Month + 15% off materials**
- **SPECIAL OFFER** – RM Williams – **20% Bonus**
- **SPECIAL OFFER** – Sneaking Duck – **\$20 Discount**
- **WIN!** – Westfield Gift Card – **\$100 Gift Card & Stylist Session**
- Lifestyle Magazine Competition – **Over \$1,700 worth of Prizes**
- API Wine Warehouse – **Save up to 52% + Father's Day Gift**
- API Shopping Guide – **Save up to 48%** – Gear & Gadgets for Dad



Oct/Nov 13 Lifestyle magazine featured:

- **NEW BENEFIT** – Anytime Fitness – **50% discount on joining fee + 10% off membership**
- **NEW BENEFIT** – Lifespan Online – **Save 15% on selected items**
- **NEW BENEFIT** – Merlin Garage Door Openers – **10% discount + Free Open Door Monitor**
- **NEW BENEFIT** – PLUM Collections – **20% discount Online**
- **NEW BENEFIT** – QuickFlix – **10% discount**
- **SPECIAL PROMOTION** – Christmas WISH – **win a \$500 WISH Gift Card**
- **SPECIAL OFFER** – HOYTS Cine + Sizzle – **buy 10 get one free**
- Lifestyle Magazine Competition – **Over \$2,000 worth of Prizes**
- API Wine Warehouse – **Save up to 61%**
- API Shopping Guide – **Save up to 40%** –Kitchen appliances



Dec 13 / Jan 14 Lifestyle magazine featured:

- **NEW BENEFIT** – The Special Delivery Company – **10% discount**
- **NEW BENEFIT** – David Jones – **Save 10% on pre-purchased gift cards**
- **NEW BENEFIT** – Max Sparrow – **10% discount**
- Christmas party wine packs



Feb/Mar 14 Lifestyle magazine featured:

- **NEW FEATURE** – 2014 API Footy Tipping Competition – **Free to Join!**
- **NEW BENEFIT** – Gisele – **15% Discount**
- **NEW BENEFIT** – Underwear of Sweden – **Save 30%**
- **SPECIAL OFFER** – Reserved AFL Tickets – **Save \$25**
- Lifestyle Magazine Competition – **Over \$1200 worth of Prizes**
- API Wine Warehouse – **Save up to 55%**
- API Shopping Guide – **Save up to 40%** on Home wares, Cameras and Speaker Systems

Regular, informative and
entertaining

2.3. Lifestyle Online

The FWBC branded *Lifestyle* Online communication is distributed monthly to FWBC employees.

Lifestyle Online is informative, convenient and timely, increasing recognition and positively reinforcing the API employee benefits program. It is an effective tool to leverage the marketing efforts of the program and directs FWBC employees to access the FWBC branded APILifestyle website.

Lifestyle Online features last minute offers, national events and local state based benefits. Some of the benefits provided in *Lifestyle* Online during the reporting period were; New API Footy Tipping App, Qantas Club, Free Delivery and David Jones Gift Card.



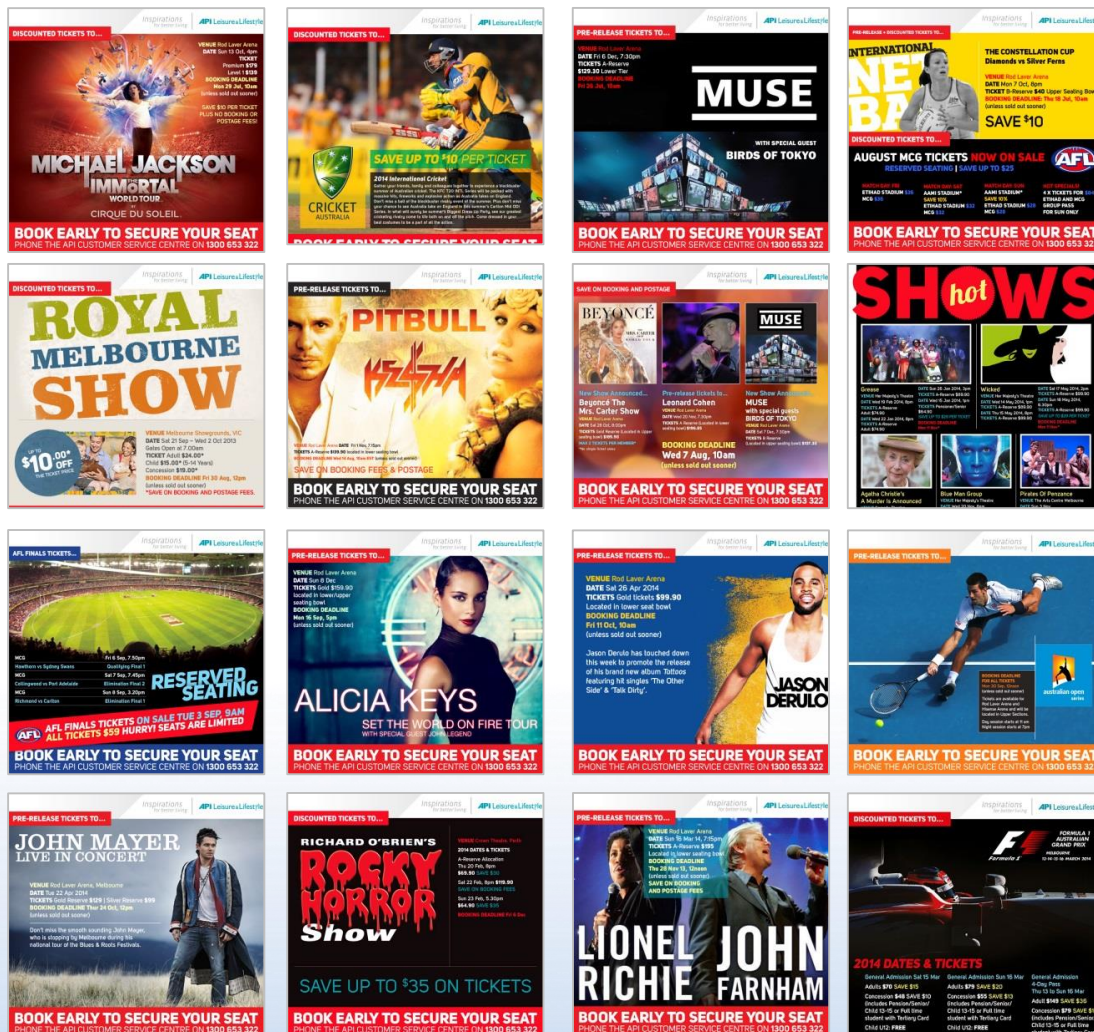
The latest online benefits delivered
direct to employees

2.4. Email Blasts

API email blasts are an effective and efficient means of communicating new promotions to FWBC employees. HTML email blasts are designed to attract FWBC employees' attention, bringing their employee benefits program front of mind.

Email blast communications ensure FWBC employees receive priority access to wide range of promotions on offer including pre-release tickets to major concerts, sporting tickets and events around the country.

A sample of some of the events and tickets to shows promoted to FWBC employees during the reporting period include:



VIP Access

2.5. Monthly Benefits Features

API creates additional Monthly Benefits Features to further enhance awareness of other benefits within the FWBC Benefits Program.

The Monthly Benefit Features are emailed direct to employees for immediate access and are supported by A3 colour posters to ensure visibility in the workplace.

A sample of some of the Benefits Features include:



Readily accessible workplace communications

2.6. FWBC Branded APILifestyle Website & App

The APILifestyle website and API App assists FWBC employees in making better lifestyle decisions all at their fingertips. These communication tools provide FWBC employees with convenient access to the full range of benefits wherever they are.

The APILifestyle is an interactive, user friendly and informative website. FWBC employees access the APILifestyle website for up-to-the-minute promotions on new product benefits, handy online forms, last minute deals, competitions and the complete listing of the Leisure & Lifestyle Directory.

APILifestyle website Key Features

- Enhanced search functionality – filter benefit searches by provider, suburb or postcode
- Expanded online shop with savings calculator
- Order by 1pm for same day dispatch (movie tickets and gift cards)

API App Key Features

- Available on both iPhone and Android
- Integrated with the new Lifestyle website to provide employees with quick access to API's popular benefits
- GPS-based mapping and navigation tools which identify benefits and special offers available within a local range from restaurants, attractions and flashcard shopping



Immediate access to all
your benefits

2.7. Tailored FWBC Welcome email for all new employees

The welcome email has been tailored to include an overview of the program along with login details for new employees. The welcome email allows FWBC employees immediate access to their API Leisure & Lifestyle Benefits.



Designing tailored solutions

2.8. API Program Developments e-Gift Cards and e-Movie tickets

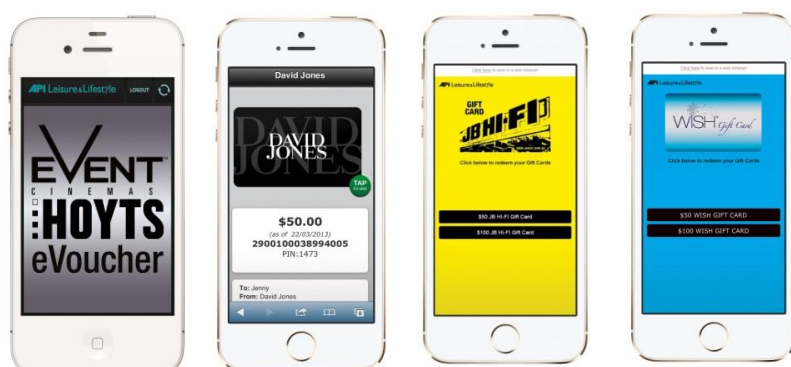
API Leisure & Lifestyle has invested a significant amount of resources to provide improved awareness of the program's benefits and take up. These new developments are available to FWBC and their employees without charge and will provide FWBC with an even greater return on their investment in the program.

e-Gift Cards and e-Movie Tickets

Electronic gift cards and movie tickets have now been added to the extensive benefits range allowing for even more convenience and immediate redemption. Examples include:

- **David Jones** (exclusive to API) – 10% discount on e-Gift cards
- **JB Hi Fi** – 5% discount on e-Gift cards
- **Hoyts** and **Event Cinema** –discounted e-Movie tickets
- **COMING SOON... WISH (Woolworths Group)** – 5% discount on e-Gift cards

FWBC employees can simply purchase their tickets online or via the benefits app and have the barcode or receipt sent to their smartphone, which is simply scanned direct at the cinema or presented in store for fast savings on the go.



3.FWBC Workplace Servicing

API Leisure & Lifestyle visits FWBC headoffice on a monthly basis. Workplace servicing provides staff with the opportunity to conveniently purchase discounted retail vouchers, cinema tickets and a range of API products as an additional point of access for their benefits program. Workplace servicing also provides a unique opportunity for FWBC employees to speak face-to-face with our customer service consultants, ask questions and increase their awareness of the broader program range.

FWBC

WHY PAY FULL PRICE?

WHEN Thursdays | 1.30pm to 2.30pm
DATES 16 Jan • 13 Feb • 13 Mar
 10 Apr • 8 May • 5 Jun

Come visit THE API SHOP

API 2014 WORKPLACE SERVICING

FOR EVERYDAY SAVE 5%	FOR STYLE SAVE 10%	FOR HOME SAVE 5-10%	FOR FUN SAVE UP TO \$8
Coles	David Jones	Supercheap Auto	AMF Bowling Centres
BIG W	Jay Jays	Sniggle	Event Cinemas, Greater Union,
BWS	The Athlete's Foot	Toys'R'Us	Village, Birch Carroll & Coyle,
Woolworths	Portmans	Catlas	HOVTS Cinemas, Grand and
Den Murphy's	R.M. Williams	Milne 10	AMV Palace Cinemas
Thomas Dux	Esprit	Masters Home Improvement	Adult \$11 • Child \$9
Oplus Pre-paid Recharge	Sussan	BCF	Gold Class \$21
Rebel Sport	Jacqui E	Dick Smith	La Premiere \$26
Ogimodis	Harris Scarfe	Oplus Pre-paid Recharge	
Cellar Masters	Just Jeans	JB Hi-Fi	
	Peter Alexander	ABC Shop	
	Westfield 5% BONUS GIFT CARD	Westfield 5% BONUS GIFT CARD	

DOWNLOAD YOUR BENEFITS APP TODAY AT APILIFESTYLE.COM.AU

NEARBY Locates the nearest benefits within your geographic location (with the help of Google maps)

SEARCH Click on SEARCH to find your favourite benefits by keyword

MAP Use MAP to search by suburb or postcode to find benefits in a radius, email Great when planning your next holiday or shopping trip!

API Leisure & Lifestyle P 1300 653 322 | W apilifestyle.com.au | follow us on twitter.com/APILeisureLifestyle inspirations for better living

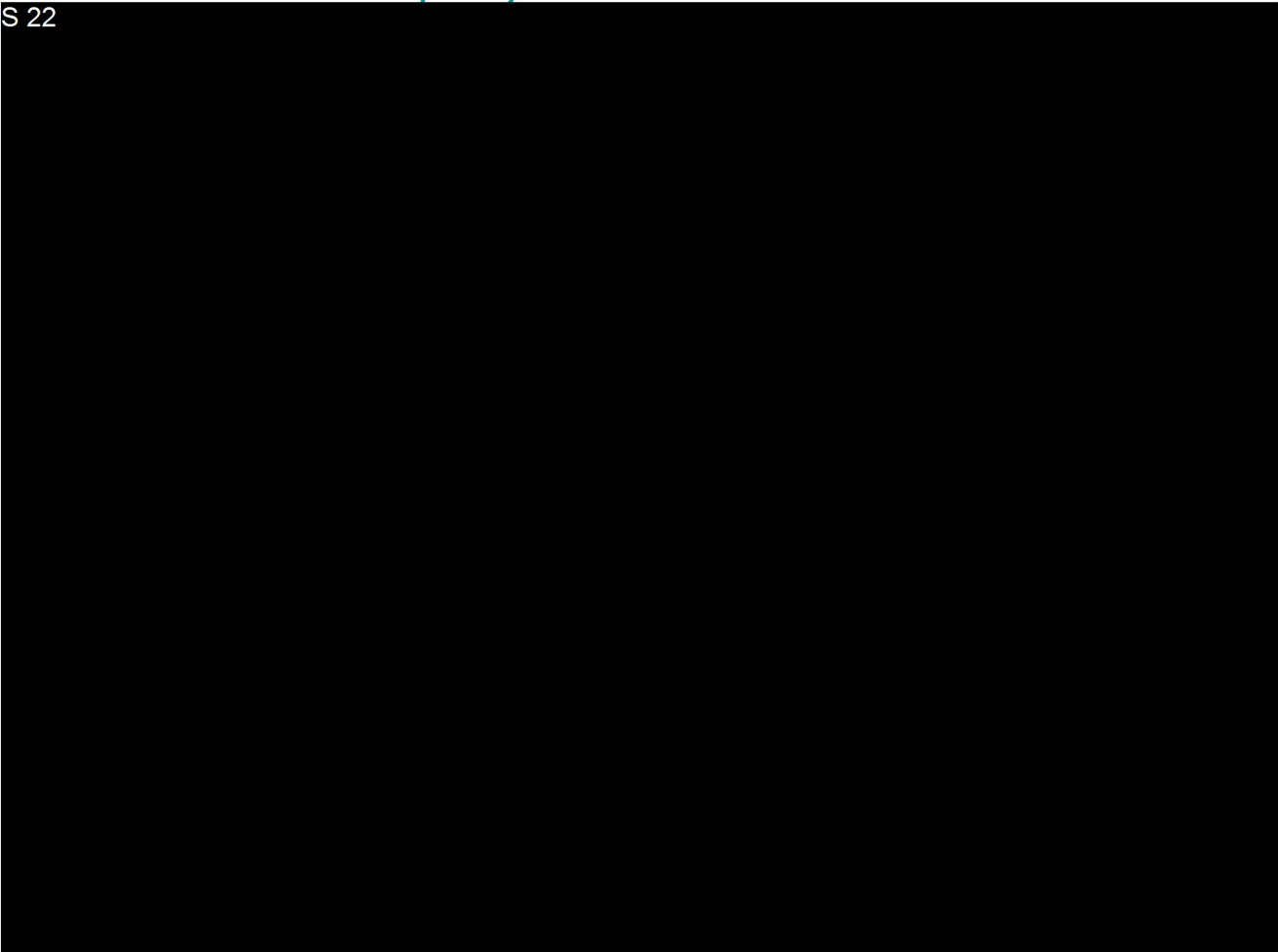
16% the total reportable usage in the reporting period was via workplace servicing.

Readily accessible workplace benefits

4.Reportable Program Usage

4.1. FWBC API Lifestyle Website

S 22



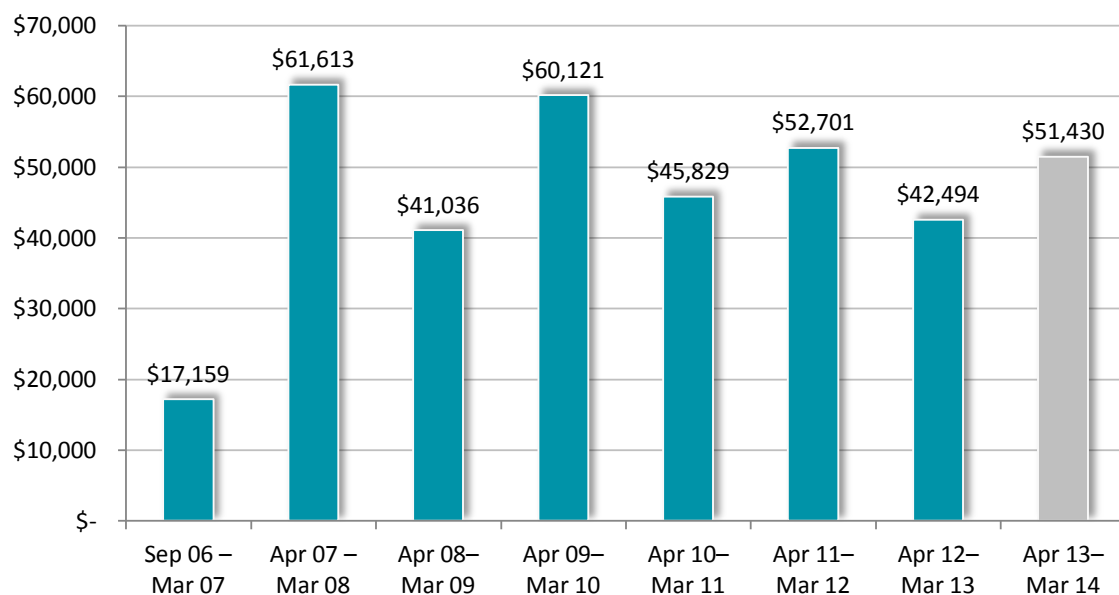
4.3. Reportable Program Usage

API provides over 2,000 benefits that can be accessed at over 90,000 locations around the country. Currently usage can be tracked on approximately 24% of the entire API product and service range due to limitations of suppliers' point of sale systems. The products where FWBC usage can be readily tracked include movie and attraction tickets, discounted gift cards, theatre, concert and sporting events and the home shopping service.

Total reportable usage for the reporting period was **\$51,430**. Following is a summary of the reportable usage by FWBC employees for Apr 13 - Mar 14:

Description	Sep 06 – Mar 07	Apr 07 – Mar 08	Apr 08 – Mar 09	Apr 09 – Mar 10	Apr 10 – Mar 11	Apr 11 – Mar 12	Apr 12 – Mar 13	Apr 13 – Mar 14	Total Qty	Total Value
Gift Cards	\$5,419	\$9,284	\$22,607	\$34,753	\$25,576	\$29,710	\$20,738	\$31,190	1,409	\$179,277
Movies	\$190	\$1,654	\$2,516	\$4,749	\$2,424	\$8,438	\$8,676	\$7,137	2,920	\$35,784
Concerts & Sports	\$1,539	\$5,585	\$4,922	\$5,825	\$2,507	\$3,353	\$4,678	\$2,790	464	\$31,199
API Services	\$10,011	\$45,090	\$10,991	\$14,794	\$15,322	\$11,200	\$8,402	\$10,313	1,145	\$126,123
TOTAL	\$17,159	\$61,613	\$41,036	\$60,121	\$45,829	\$52,701	\$42,494	\$51,430	5,938	\$372,383

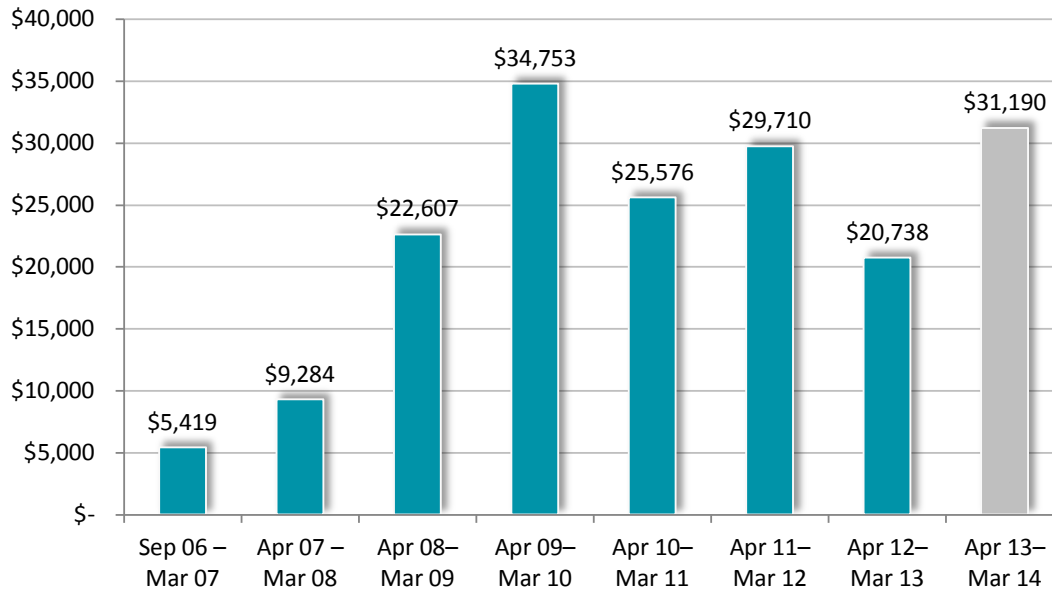
FWBC Year on Year Reportable Usage



There was a **21% increase** in Total Reportable Usage above the previous 12 months

4.3.1. Retail Gift Cards

On a family grocery and household spend of \$300 per week; an FWBC employee can save \$780 a year on groceries and household products alone.



There was a 50% increase in Retail Gift Card purchases above the previous 12 months

Retail Gift Cards provide savings to FWBC employees of between 5 – 20 % across department, retail and everyday grocery shopping.

There were a total of **224** retail cards at a discounted value of **\$31,190** purchased during the reporting period.

Gift cards are purchased via the API Customer Service Centre, secure online shop and Workplace Servicing. Discounted gift cards purchased during the reporting period include:

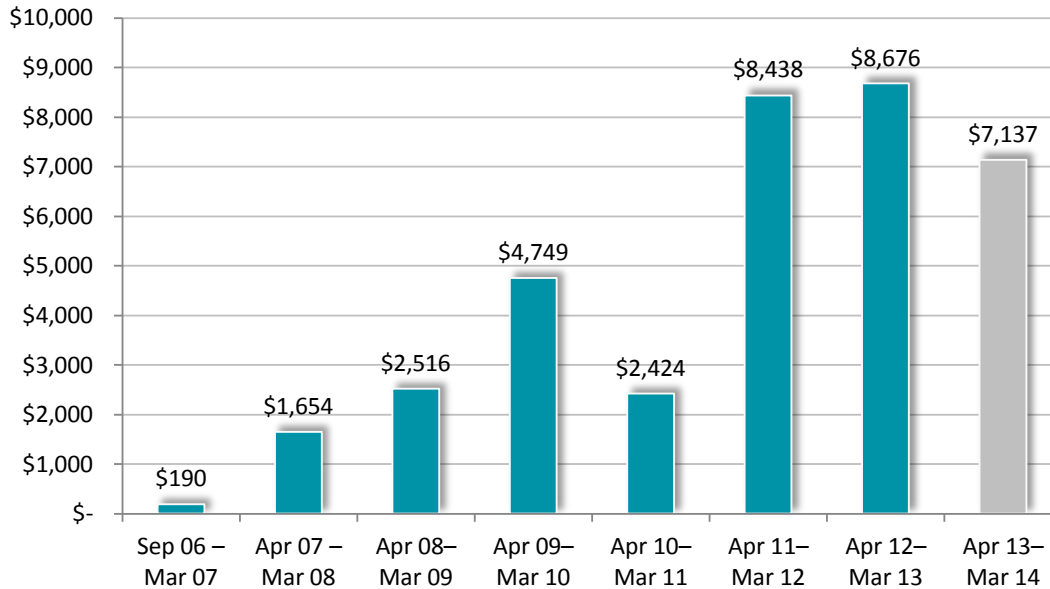
- ABC Gift Card
- BCF Gift Card
- Coles Gift Card
- David Jones Gift Card
- Harris Scarfe Gift Card
- JB Hi-Fi Gift Card
- Just Group Gift Card
- Mitre 10 Gift Card
- Rebel Sport Gift Card
- Supercheap Auto Gift Card
- Sussans Gift Card
- The Athlete's Foot Gift Card
- Wish Gift Card

With 'Wish Cards' Christmas becomes so much easier, taking the stress out of what to buy and the recipient gets to choose the gift they really want.

- John Scott Copeland

4.3.2. Movie and Attraction Tickets

*Standard price for two adults and three children: \$82.50.
FWBC employees pay: \$49 - **SAVE \$33.50.***

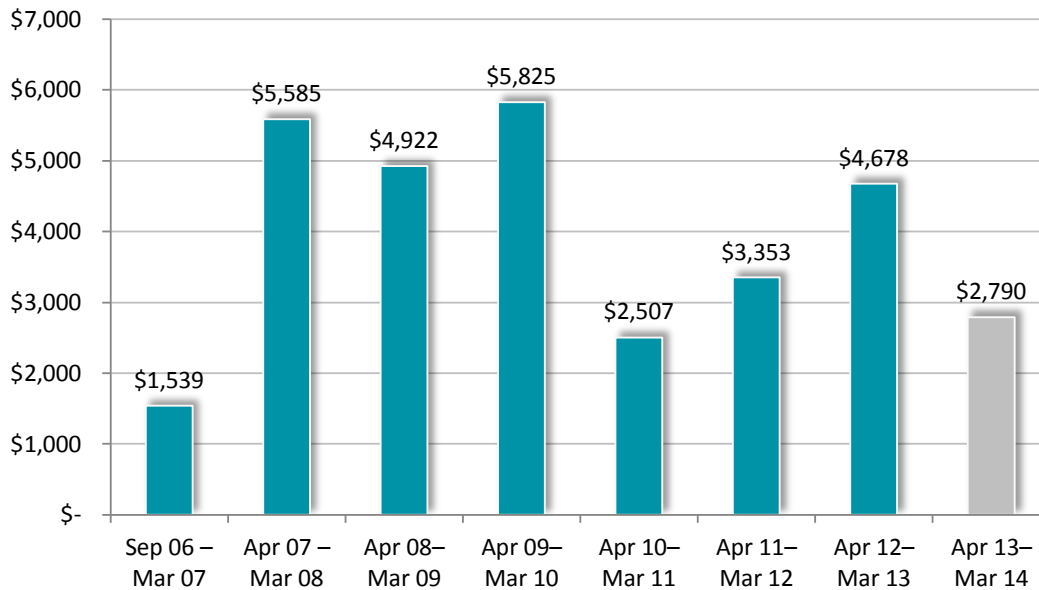


There were a total of **528** movie and attraction tickets at a discounted value of **\$7,137** purchased during the reporting period.

These figures are based on ticket purchases made by FWBC employees via the API Lifestyle website, the API Customer Service Centre and on-site visits. Discounted movie and attraction tickets purchased in reporting period included:

- Adventure World Ticket
- Australian Movie Voucher
- Event / Greater Union Adult Movie Ticket
- Event / Greater Union Children Movie Ticket
- Event / Greater Union Gold Pass
- Event / Greater Union eVoucher Adult
- Event / Greater Union eVoucher Child
- Hoyts Adult Movie Ticket
- Hoyts Adult Movie Ticket Buy 10 get 1 Free
- Hoyts Child Movie Ticket
- Hoyts Child Movie Ticket Buy 3 get 1 Free
- Hoyts Luxe Gift Pass
- Moonlight Cinema Ticket
- Taronga Zoo Adult Ticket
- Taronga Zoo Child Ticket

4.3.3. Theatre, Concert and Sporting Tickets



There were **32** Theatre, Concert and Sporting tickets purchased in the reporting period at a discounted value of **\$2,790**.

Pre-release Theatre, Concert and Sporting Tickets are available for FWBC employees. Employees enjoy preferential treatment, discounts and avoid the additional costs of booking fees, priority access fees and postage normally associated with event tickets.

Purchases during the reporting period included:

- AFL Reserve Seating – Etihad
- AFL Reserve Seating – MCG
- API Christmas Spectacular – VIC
- Fleetwood Mac – VIC
- Legally Blonde, The Musical - VIC
- Michael Jackson, The Immortal Tour – VIC
- Muse – VIC
- Pink – VIC
- Royal Easter Show - NSW
- Taylor Swift - VIC

Theatre, Concert & Sporting Ticket sales are heavily influenced seasonally in line with ticket releases.

4.3.4. API Services

API Services includes a number of products and services managed internally by API including a wide range of fragrances, holiday homes, fuel cards, electrical items, household and whitegoods. FWBC employees are able to enjoy significantly discounted prices with the added service of delivery straight to their door. API Services provides a fast, free and efficient way for employees to cost research before they purchase.

API Services utilised during this period included some of the following products:

- API Fuelcard
- API Holiday Homes
- API Partner Card
- API Wine Warehouse
- Men's and Women's Fragrances
- Dyson Vacuum Cleaner
- Electrolux Vacuum Cleaner
- Samsung Galaxy

4.4. Flashcard benefits

Flashcard benefits are extremely popular as they provide FWBC employees and their families with immediate access to a range of instant benefits including attractions, entertainment, fast food, accommodation and retail shopping. Due to the immediacies of the benefits, API does not receive reporting from the Flashcard Providers.

API Leisure & Lifestyle receives constant positive feedback regarding these flashcard services, in particular the popular API Dining Program. The **Frequent Values™** dining program, provides staff with an ongoing 20% off the total bill at any one of the 2,000 participating restaurants, cafés, bistros, and leading take away outlets nationally.

Here is a sample of other Flashcard benefits:

- AMF Bowling
- Archicentre
- Australia Zoo
- Bob Jane T-Marts
- Baskin-Robbins
- Campbells Wholesale
- Catherine Manuell Design
- Fitness First
- Essential Beauty
- Intrepid Travel
- Goodlife Health Clubs
- Europcar
- Golf World / Golf Mart
- ITP Tax
- LookSmart Alterations
- Luna Park Sydney
- M9 Laser Skirmish
- Marshall Batteries
- Medibank
- Madame Tussauds Sydney
- Novus
- Paintball Sports
- Ripley's Believe It or Not! Odditorium
- Rodney Clark
- Ron Bennett
- Roses Only
- Solomons Flooring
- Strandbags
- Strike Bowling Bar
- Sydney Aquarium
- Taubmans & White Knight Paints
- Taronga Zoo
- Tasmania Zoo
- Toni & Guy
- Ultra Tune
- Wallis Cinemas
- *and many more...*

Providing staff with 20% off the total bill at any one of the 1,500 participating restaurants.



5.New Benefits



Rebel Sport Gift Card

Australia's leading sporting and leisure goods retailer

- Launched April 2013
- Save 5% on pre-purchased Rebel Sport Gift Cards




Baku Jewellery

Rare, timeless and beautiful jewellery

- Launched June 2013
- Save 20% on the retail price in-store or by purchasing via API online




Farage

Men's and women's seasonal fashion

- Launched June 2013
- Save 10% on full priced products in-store or by purchasing online and entering the code




Ozforex Travel Card

Locked-in exchange rates for multiple currencies on one card

- Launched August 2013
- Save \$15 on initial currency load fee
- Save \$15 on international Money Transfer Fee for amounts under \$10,000



Storage King

Temporary or permanent storage solutions

- Launched August 2013
- Pay one month and get the second month free
- Save 15% on all packing materials



Anytime Fitness

Get fit with convenience all around the globe

- Launched October 2013
- Save 50% on Joining Fee
- Save 10% on Annual Membership when you join online




Plum Collection

Your one-stop babywear online retailer

- Launched October 2013
- 20% online discount



Lifespan Online / Lifespan Kids

Affordable quality fitness equipment

- Launched October 2013
- 10% online discount





Quick Flix

The largest range of movies and TV delivered or streamed



- Launched October 2013
- Exclusive to API
- Save 10% on a 6 month subscription
- Save 17% on 12 month subscription



Merlin Garage Door Openers

The world's largest manufacturer of garage door openers



- Launched October 2013
- 10% discount
- Free open door monitor



David Jones Gift Card

There's no other store



- Launched November 2013
- 10% discount



The Special Delivery Company

A unique online gifting experience



- Launched December 2013
- 10% discount

MAX SPARROW

Max Sparrow

Handcrafted, quality furniture from around the globe



- Launched December 2013
- 10% discount



Gisele

The latest fashion handbags and accessories



- Launched February 2014
- 15% discount

UNDERWEAR *of* SWEDEN

Underwear of Sweden

Stylish range of sleepwear, lingerie, rashies and swimwear



- Launched February 2014
- 30% discount