

RAC Member Benefits Program



For the better

About the RAC



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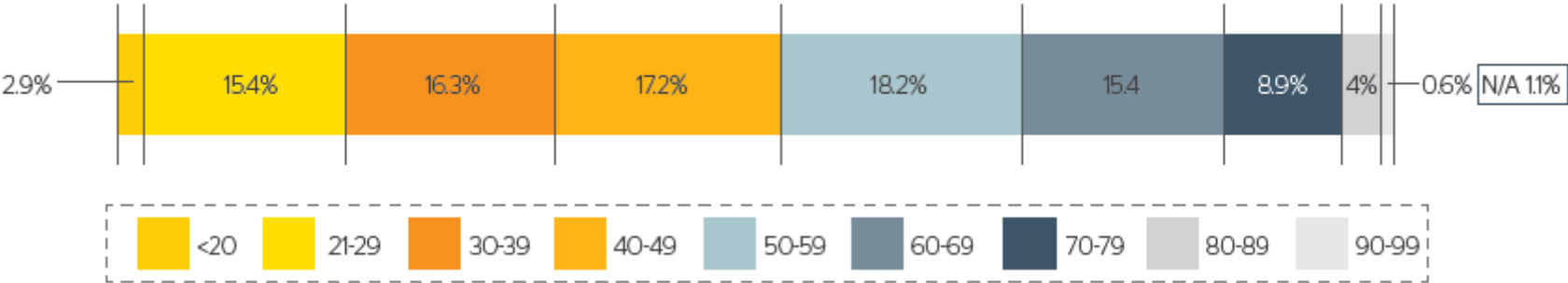
- The Royal Automobile Club of WA (RAC) was formed in 1905.
- Unlike public companies who deliver profits and dividends to their shareholders, we serve to protect and enhance the lifestyle of our members.
- As a member based organisation and a mutual, we've proudly been reinvesting our profits back to our members and into the community to help to make a better WA.
- As the independent voice for road users in WA, we're concerned with all aspects of road and community safety.
- We have the State's largest roadside assistance network and are WA's largest private car and home insurer.
- We also offer motoring services and advice, insurance, travel services, finance and exclusive benefits to our members.



Demographics

- 925,000 members across WA

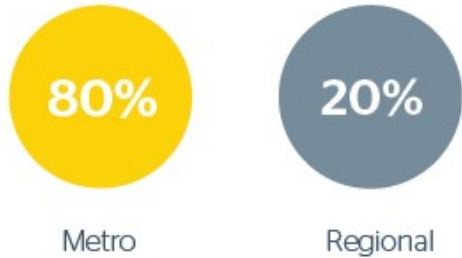
Club membership by age group (yrs)



Gender



Geographic location (WA)



Member Benefits program

- The RAC Member Benefits program offers RAC members exclusive access to discounts and added benefits from a variety of national and state based organisations.
- The program encourages customer loyalty, retention, increased growth and revenue for partners.
- Partner offers are redeemed by members displaying their membership card in-store or entering their member number online at the point of purchase.



Why join our program?

- Access to one of the largest and demographically diverse customer bases in Western Australia.
- Opportunity to increase brand recognition, sales revenue and customer base.
- Multiple engagement channels to communicate to members across the state including print, digital and point of sale.
- Aggregated reporting and analytics on member activity and spend to provide insights into product offerings.
- Dual branding to enhance credibility of the offer.
- Potential for special event and activation opportunities.



BGCCCI and RAC joint initiative

RAC and the Bunbury Geographe Chamber of Commerce and Industry (BGCCI) have formed a partnership which will see RAC's Member Benefit offering in the region expand over the next 12 months.

The initiative provides BGCCI members an opportunity to join the RAC Member Benefit Program which includes over 500 retail and travel partners.

Our regional offering has always been very light, this partnership will allow us to bolster RAC's program in the South West and provide value back to members who live locally, through trusted local brands.



RAC and BGCCI partners

All RAC members will enjoy discounts at local providers on products and services ranging from automotive and electrical goods, accommodation and dining, to driver training and experiences.

Some of the initial businesses to the partnership are:



Existing RAC partners

RAC members can access discounts at over 500 partner stores across WA by using their RAC membership. Below are just a few others in the South West.

Puma Energy

Save 4 cents per litre off fuel



St John Ambulance

Save 15% on First Aid Training and Kits



Woolworths

Save 5% off WISH Gift Cards



Specsavers

Save on a range of offers



Thrifty

15% off car hire and more



Repco

Save 10%* off the full retail price



Marketing and promotions



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Marketing support

What's in it for BGCCI members:

- Association with RAC's iconic brand trusted in WA for over 105 years
- Increased presence and awareness of your company
- Promotion locally via press
- Inclusion in RAC's digital and member channels – eDM, app, website and social
- POS material to display in your store
- Customer insights
- Power of Membership – 30sec TVC

POS

Show your RAC member card here and save

rac.com.au/BGCCCI
Terms and conditions apply

BUNBURY GEORAPHE CHAMBER OF COMMERCE AND INDUSTRY

RAC For the better

Press

Shop local and save

RAC has partnered with the Bunbury Geographe Chamber of Commerce and Industry to deliver great local savings to members.

Plus don't forget everyday savings at -

rac.com.au/BGCCCI

BUNBURY GEORAPHE CHAMBER OF COMMERCE AND INDUSTRY

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Measuring success

Results will be tracked via the Member Benefits Transactional NPS survey and partner tracking either manually or through partner POS.



Partner selection

To become a partner of the RAC Member Benefits program through your membership with the BGCCI, an organisation must exhibit:

- a genuine and exclusive offer to RAC members that will remain market competitive
(a 10% discount minimum can be used as a guide dependent on your type of business)
- first class customer service
- sufficient financial strength
- agreed level of advertising/promotional activity via your own channels/ POS
- commitment to training your staff around the RAC MB offer
- Suitable geographic spread / coverage of the South West market or a strong online store presence
- suitable tracking metrics (Ability to report to the BGCCI on a monthly basis)



Interested in becoming a partner?

To maximise this opportunity, outlined below are a list of guidelines outlining what is required to become a partner of the program:

- A unique and best in market offer that provides real and measurable value for RAC members that remains market competitive for the duration of the partnership.
- Allocated and budgeted financial commitment to promoting the offer via your own marketing channels.
- Joint branding on suitable marketing channels including advertising and point of sale.
- Ability to employ suitable tracking metrics to report on member transactions on a regular basis.
- A commitment to train front line staff on member product offerings.



Next steps



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Next Steps

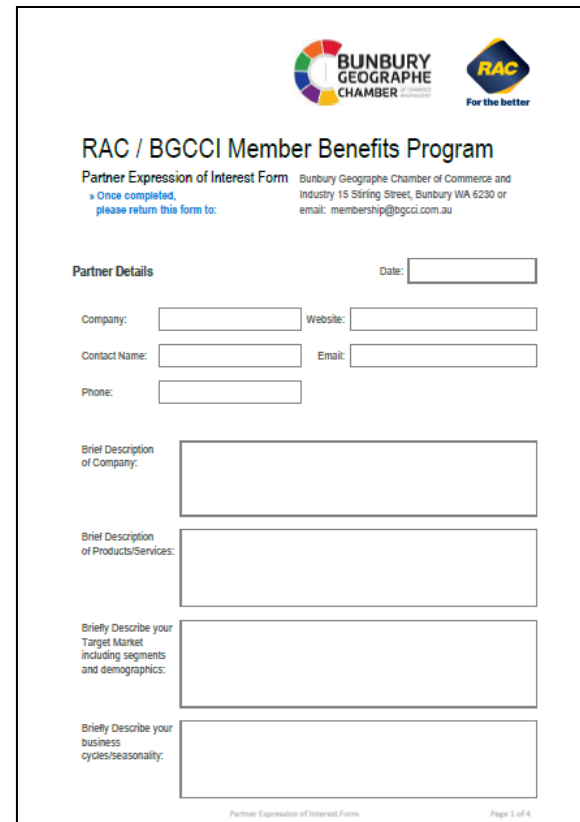
Application Process

BGCCCI members will need to complete an Expression of Interest (EOI) form and provide this to the BGCCI who will then discuss your offer with RAC for consideration.

Contact BGCCI at: membership@bgcci.com.au or visit www.bgcci.com.au

It is expected that new offers will launch each quarter

- July
- October
- January
- April



The form is titled "RAC / BGCCI Member Benefits Program Partner Expression of Interest Form". It features the logos for Bunbury Geopraphe Chamber and RAC. The form includes fields for Partner Details (Company, Website, Contact Name, Email, Phone, Date), Brief Description of Company, Brief Description of Products/Services, Briefly Describe your Target Market, and Briefly Describe your business cycles/seasonality. The footer indicates it is Page 1 of 4.

BUNBURY GEOGRAPHE CHAMBER **RAC**
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RAC / BGCCI Member Benefits Program
Partner Expression of Interest Form
Once completed, please return this form to:
Bunbury Geopraphe Chamber of Commerce and Industry 15 Stirling Street, Bunbury WA 6230 or email: membership@bgcci.com.au

Partner Details Date:

Company: Website:

Contact Name: Email:

Phone:

Brief Description of Company:

Brief Description of Products/Services:

Briefly Describe your Target Market including segments and demographics:

Briefly Describe your business cycles/seasonality:

Partner Expression of Interest Form Page 1 of 4

