

RAA More For Members

A partnership that takes your business further



 **RAA**

Growing your business with RAA

At RAA, we exist to make life better for our members and for our community, and we're always looking for new ways to do that.

By partnering with trusted brands, we increase the value we provide to our members, while giving our partners the opportunity to grow their customer base.



A powerful partnership

Since 1903, RAA has been a trusted brand in South Australia. A brand that now serves over 800,000 members, covering 70% of SA households.

More For Members gives businesses an opportunity to present their brand and offer to our members.

And for us? We're adding value and delivering everyday relevance for our members to encourage acquisition and retention. Everyone wins.

How does the program work?

1

You'll offer exclusive discounts and/or benefits to RAA members.



2

We'll work together to develop marketing activity to promote your offer to our membership base



3

RAA members will simply provide their membership card or number at the point of purchase (either in-store or online) to redeem the discount.



RAA members save 5% every day at Repco, plus get access to exclusive offers and extra sales

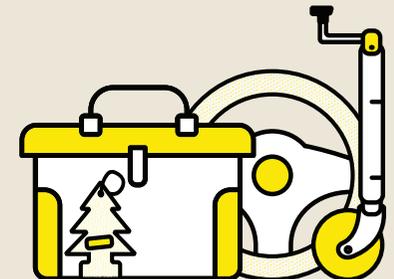
Repco

“Our partnership with RAA brings new customers to Repco, rewarding RAA members with our great offers and keeping Repco front of mind. At Repco we value RAA members, and create exclusive offers, events and competitions for them.

RAA actively generate engaging and relevant content for their members to promote Repco, including videos using Repco products to inspire and educate.

RAA are imaginative and always keen to try new ways to market, increasing awareness of Repco to members, and we value our partnership with the team.”

Scott W, General Manager Retail, Repco



Benefits to your business

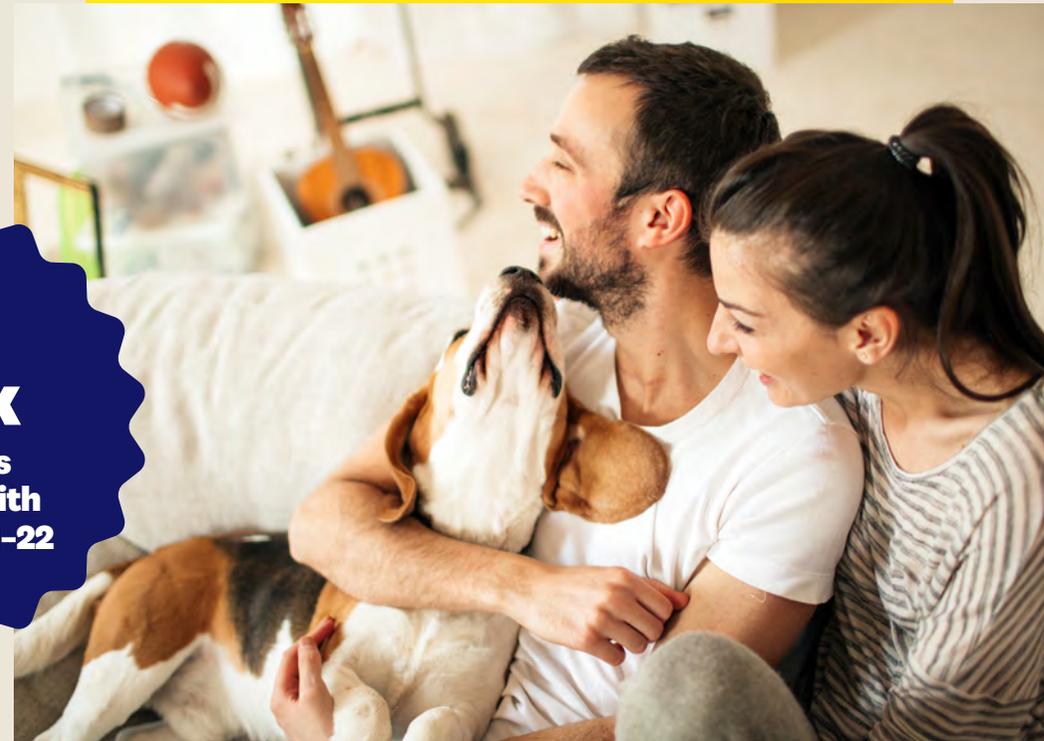
- No joining or ongoing participation fees
- Exposure to one of the largest, demographically diverse member bases in South Australia
- Increase your market share with a point of difference over your competitors
- Increase your transaction value and volume
- Promotion of your offer through relevant RAA marketing channels
- Receive endorsement from a collective of well-known and trusted brands
- Receive monthly reports direct to your inbox
- Enhance credibility of your offer with RAA co-branding.

HCF

“HCF has enjoyed a highly valued partnership with RAA for over a decade. Right now, thousands of RAA members trust HCF with their health and as Australia’s largest not-for-profit health fund, we’re proud of our shared commitment to putting people before profits. Partnering with a trusted, like-minded organisation that shares our vision, values and passion has been essential to our growth in South Australia. By championing the ‘member first’ approach, the RAA Member Benefits team genuinely cares about delivering real benefits and savings to members, while ensuring our partnership is widely communicated to their members through all available channels and touchpoints”.

Elias Zogabe | Head of Corporate Sales, HCF

15k
members
engaged with
HCF in FY21-22

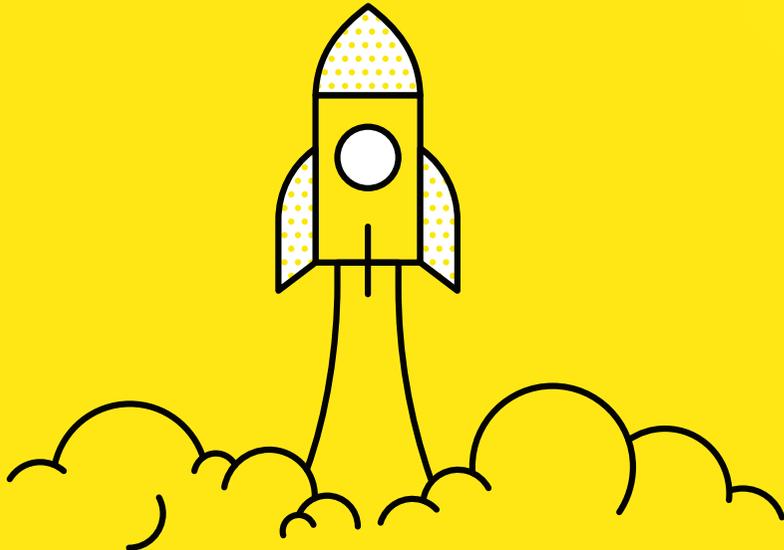


Results that keep moving up

Our valued partners have seen some amazing results through their partnership with us. Here are some program highlights from FY22-23.

\$288m

spent with program partners



44%

Members engaged with the program

358k

engaged members

1.6m

member transactions

\$30m

member savings

18%

YoY increase in engaged members over the past 5 years

91%

YoY growth in member spend over the past 5 years

7.4%

YoY growth in member savings over the past 5 years

We know and love SA

We're proud to serve more than

810,000

South Australians

That's a big number. But we also know and understand our members well - so we can target your message to meet their needs.

We're for members

RAA is one of the most iconic service organisations in South Australia.

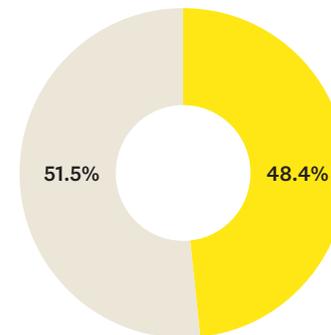
7 in 10

Our services reach 70% of SA homes.

85%

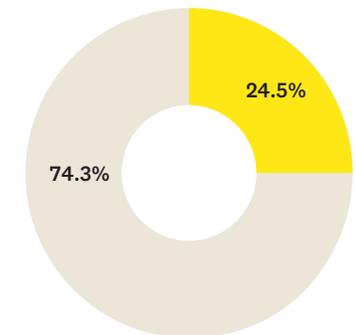
Our member-satisfaction rate for 2022-23.

Gender split



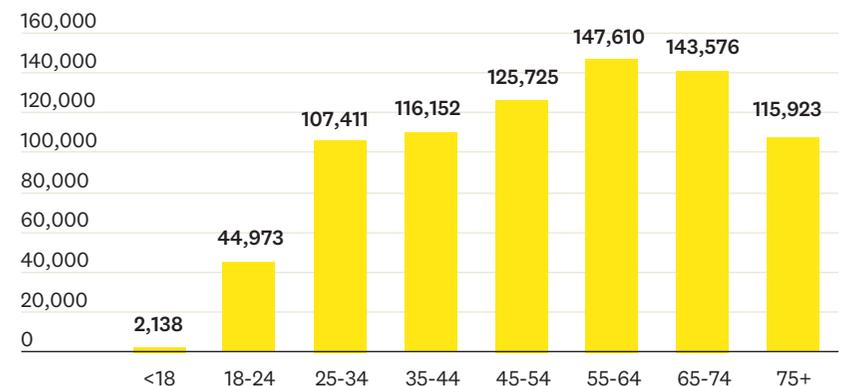
● Females ● Males

Geographic split



● Metro ● Regional

RAA members age breakdown



● Total members within age bracket

Getting your message out

We aim to make life easier for our members and that includes letting them know about the great benefits and discounts they can access. Here are just a few ways we do that.



samove magazine

361,354

circulation – the largest circulating publication in South Australia.

Plus, an online edition that gets more than

62,000

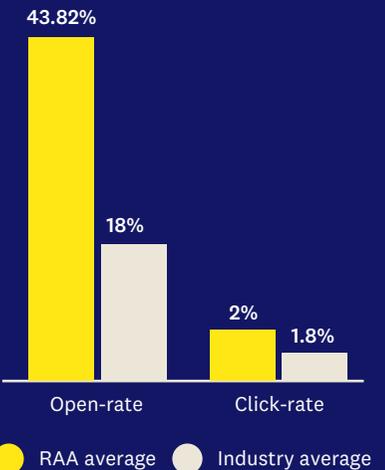
monthly page views.

eNews

More than

211,000

subscribers



Social media

We aim to deliver engaging and useful content, encourage a two-way conversation and help our members and the SA community.

Our social media platforms have a reach of

87,451

We tailor our communication to members to suit each partnership and meet our members' interests.

Direct marketing mailers

Some exclusive deals, just between us.

It pays to be a member

- Over the past year alone, we've saved over 350,000 members millions of dollars.
- Enjoy deals on a range of categories like health, entertainment, home and garden, dining and more.
- No wallet, no problem! Simply flash your digital card, available in the RAA app.

We think you'll enjoy

EVENT WALLIS Cinema
HOYTS CAPRI*

Catch a movie from **\$12***

South Road billboard

Kick, jump, climb and save!

Q RAA AFL Max

RAA AFL MAX

Terms and conditions apply.

Push notification

tra Wi-Fi

11:54
Thursday, 18 November

Save up to 20% at Repco in Novem...
Find the perfect Christmas gift for the car lover in your life, with 15-20% off almost everything at Repco for RAA members this November. See offer.

eNews

RAA Motor | Home | Travel
Member benefits

Get spring ready

It's time to say goodbye to the beanie and scarf and hello to blue skies and balmy BBQ nights.

Spring is here, and we've got great member offers to get your home ready for the warmer weather, and ways to keep the kids entertained too.

Retail therapy
From fashion and homewares, to toys for the kids, BIG W has the family sorted for the change of season. Enjoy up to 5% off BIG W store eGift Cards.
[Show now](#)

Indoor adventure
Funtopia's 5-storey playground needs to be seen to be believed. Get 20% off passes to Climbing World and Playground World.
[Play on](#)

Fun to the max
Planning a birthday, or just want to get

Picture-perfect home
Make your home picture-perfect in

RAA Shop Digital POS

Members get 30% off paints and 15% off accessories in September

Shop at Wattyl Paints, in-store and online.*

Q RAA Wattyl Paints

RAA wattyl

*Terms and conditions apply

eNews banner

Get 30% off paint at Wattyl

Get your game on

Ready to make the most of your membership?

Postage paid AUSTRALIA

Your ticket to a **Winter of Adventure**

RAA Motor | Home | Travel

[SendLabel], brace yourself for a winter like no other.

As a member, you get exclusive discounts on South Australia's biggest entertainment offerings. So, get out and about this winter and warm up to some great savings.

The brighter side of winter
RAA is the presenting partner of Illumina Adelaide. Experience a fusion of light, art and technology in the city this July.

Take your footy love to the max
Whether your kids love to climb, tackle, bounce, dribble or kick - take them to the field at JFC. Meet an ultimate Aussie Rugby entertainment and development centre.
Get 10% off two-hour group games and birthday party packages.

Let's go to the movies
Go movie on a cold night with the latest blockbusters at Regal Cinemas. Don't forget your popcorn!
Get movie tickets for just \$12.

Cook up a feast
Whether it's a show or a delicious dining treat, Tantalum Family is your go-to destination for the finest Australian meat. Order online for free home delivery this season!
Get free home delivery with this promo code: "RAAMeatmore".

Measuring success

Tracking each member transaction is essential to measuring success for your business, RAA and our members.

Here's how it helps:



Your business

- You'll get monthly analytics direct to your inbox
- Data insights will allow us to target members who haven't used your offer before, growing awareness of your offer and encouraging new member transactions.

RAA

- Tracking allows us to identify new opportunities to grow program engagement
- We can target the right offers to the right members at the right time.

Members

- Members get relevant, helpful information taking some of the hassle out of life
- Our members can easily view their savings online or in the myRAA app. This also helps reinforce your brand, increase repeat purchases and encourage loyalty.

Handcrafted loyalty program

Our members' interests champion every decision we make and we handpick our partnerships with that in mind.



Your eligibility:

- ✓ Design an offer that's the best in market and stays competitive and unique for our members.
- ✓ Have strong market share and experience in the SA market.
- ✓ Offer a suitable geographic footprint across SA and/or or a strong online presence.
- ✓ Provide first-class customer service.
- ✓ Adhere to tracking member transactions and savings through our approved platform.
- ✓ Have a flexible and collaborative approach to achieving mutual success.
- ✓ Aligned to our program offering by delivering everyday relevance to our members.

In good company

Here are a few of our trusted partners:



OPSM



Check out all our partners and their offers [here](#).

Let's get this partnership moving

We're here to help

Araluen Villis – Partner Acquisition Specialist

moreformembers@raa.com.au

raa.com.au/partner-with-us

[Motor](#) | [Home](#) | [Travel](#)

