Coles Group & Myer Corporate Services
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F. 1300 721 361
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W. corporateservices.giftcards.com.au
Thousands of stores. Millions of gifts.
® is a registered trademark of Coles Group Limited
ABN 11 004 089 936
Recognise and reward your staff with Australia’s number one gift card

Engaging and motivating staff can make an enormous difference to your organisation’s ability to be productive and profitable over time. In fact, the right incentives can transform your business by ensuring that your employees feel rewarded and recognised.

Companies that build a recognition-rich culture report measurably lower staff turnover rates, when you consider the impact of the visible, as well as the hidden costs of turnover on the bottom line. It makes excellent business sense to invest in incentives that have proven credentials in building loyalty.

The Coles Group & Myer Corporate Gift Card is Australia’s number one gift card and is supported by a dedicated Corporate Services team that can work with your business to implement effective strategies and solutions for employee recognition.

Reward and recognition programmes, which may include the Coles Group & Myer Gift Card, have a proven track record in delivering long-term business results.

If you are looking for incentives that can transform your business by boosting productivity, safety, staff retention and profit, you should talk to us first.
The strength of numbers and the power of choice

With over 2900 retail stores nationally, a Coles Group & Myer Gift Card, or an individual brand gift card from one of your favourite brands, is the ultimate choice.

As one of Australia’s largest group of companies, this means that you have exceptional choice in terms of choosing a corporate gift card that matches your needs. The convenient and easy to use Coles Group & Myer Gift Card allows you to take advantage of all the wonderful retail opportunities that Coles Group & Myer offers all year round. This really enables you to provide genuine value in stretching your gift card benefit even further. In conjunction with our 2 year expiry period on all Coles Group & Myer Gift Cards, this allows your recipient to enjoy the benefits of the gift card again, and again, and again.

Whether your goal is to reward a client, congratulate a staff member, promote a product, or provide incentives for your sales force, Coles Group & Myer Gift Cards give you unmatched access to Australia’s market-leading retail brands.

Coles Group & Myer Gift Card participating stores:

Flexible solutions for all types of businesses

Whatever your industry, whatever the size of your business, the Coles Group & Myer Corporate Gift Card programme can provide a solution to meet your needs.

There are many ways to use Coles Group & Myer Gift Cards to help your organisation drive positive performance. Loaded with a value of your choice between $5-$4999, you have the flexibility to deliver rewards promptly and effectively.

Gift cards are also perfect for Christmas gifts, birthdays, thank you’s, bonuses and safety initiatives. The safety of employees and customers is paramount to any business and corporate gift cards serve as the perfect incentive to both promote and reward safe behaviour in the workplace.

We’re proud to have worked with a diverse range of clients and industry sectors including:

- Mining, Manufacturing, Construction & Development
- Automotive
- Gaming & Sporting Clubs
- Retail
- Incentive, Marketing Houses, Advertising, Media & Entertainment
- Telecommunications
- Banking & Financial Services
- Government
- Insurance
- Pharmaceuticals & Healthcare
- Not-for-Profit Organisations & Fund Raising Groups
Our range of individual gift cards

Thousands of stores. Millions of gifts. The Coles Group & Myer Gift Card is the ultimate gift card, as it offers unrivalled choice when it comes to rewarding and recognising your team members, colleagues and clients. The choice is yours!

Corporate

Pre-Denominated

Coles Group & Myer Gift Card
Coles Group & Myer Gift Card
Coles Group & Myer Gift Card

$10
$15
$20

Pre-Denominated
Pre-Denominated
Pre-Denominated

Coles Group & Myer Gift Card
Coles Group & Myer Gift Card
Coles Group & Myer Gift Card

$25
$50
$100

Pre-Denominated
Pre-Denominated
Pre-Denominated

Coles
Coles Express
Kmart

Officeworks

Liquor Group

1st Choice Liquor Superstore

Vintage Cellars
Order online and be rewarded

- We have an outstanding choice of gift card designs.
- All gift cards are delivered ready for full or partial order activation by the customer.
- We offer a full selection of payment methods including VISA, Master Card, Diners Club, American Express, Cheque and Direct Deposit.
- Our secure payment gateway ensures the highest standards in online fraud management solutions.
- We offer an online management service for balance enquiries and transaction history.

Thousands of stores. Millions of gifts.
The right tools for every business

Over many years, the Coles Group & Myer Corporate Services team has assisted businesses across most sectors and industries.

From blue-collar to blue chip, from small businesses to large corporations, Coles Group & Myer Gift Cards give you access to thousands of stores and millions of gifts, so there’s literally something for everyone.

We are always looking for opportunities to work with our clients to build new programmes that are specific to their needs. Whether you have an existing staff programme and are looking to extend it, or you are starting from scratch, we have the right tools.

Our team can assist you in all types of programmes, including:
- Loyalty, Reward & Incentives Programmes
- Customer and Trade Promotions
- Individual or Group Recognition
- Emergency Relief, Fund Raising, Art Unions and Welfare
- Membership Programmes and Social Clubs
- Individual or Group Recognition
- HR Programmes
- Christmas Gifts, Thank You and Congratulations
- Group Gifting

We have an outstanding choice of gift card designs.

All gift cards are delivered ready for full or partial order activation by the customer.

We offer a full selection of payment methods including VISA, Master Card, Diners Club, American Express, Cheque and Direct Deposit.

Our secure payment gateway ensures the highest standards in online fraud management solutions.

We offer an online management service for balance enquiries and transaction history.
Organisations now realise and appreciate the need to include a budget for successful, long-term incentives in the workplace. They understand that employee recognition is an investment, not an expense. In a recent US survey of 75 respondents, the findings include:\(^2\)

Today, there is a $46 billion market globally for employee recognition and companies are spending up to 2% of their payroll on incentives.\(^1\)

Why? It works. A recent US HR Management study found that organisations that used carefully selected and implemented incentive programmes were able to increase performance by an average of 22%. Team incentives also increased productivity as much as 44%.\(^3\)

Research shows that a correctly implemented incentive plan has the ability to increase productivity between 25% to 45%. When staff members were asked to rate the effectiveness of gift cards as part of a reward and recognition programme, they rated them as among the most effective.\(^2\)

Gift Cards are among the most effective ways to engage employees and improve performance\(^2\)

<table>
<thead>
<tr>
<th>Performance</th>
<th>Productivity</th>
<th>Retention</th>
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</table>

How do you rate the impact and effectiveness of gift cards in your R&R programme?\(^2\)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Highly effective</td>
<td>20.00%</td>
</tr>
<tr>
<td>Partially effective</td>
<td>5.33%</td>
</tr>
<tr>
<td>Not effective</td>
<td>17.33%</td>
</tr>
<tr>
<td>N/A</td>
<td>37.33%</td>
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</tbody>
</table>

If you have received a gift card at work as a reward recently, do you remember what you used it for?\(^2\)

<table>
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<tr>
<th>Use</th>
<th>Percentage</th>
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<tr>
<td>Yes and associate it with the giver</td>
<td>28.33%</td>
</tr>
<tr>
<td>Yes but associate it with the giver</td>
<td>11.67%</td>
</tr>
<tr>
<td>No</td>
<td>8.33%</td>
</tr>
<tr>
<td>N/A</td>
<td>35.33%</td>
</tr>
</tbody>
</table>

Research also shows that employees have strong preferences for cards over cash (and most other reward types).\(^2\) Not only can they proudly show them off but more importantly, there is a guilt-free opportunity to indulge. Organisations can brand and personalise corporate gift cards, and incentive planners can use them in thoughtful, personalised reward programmes. Unlike cash, gift cards can create an emotional connection when selected and presented thoughtfully. The ability for the recipient to indulge in their spending, creates memories and associations that may generate a positive return on investment from a gift card than its cash equivalent.\(^2\)

Just as importantly, employees had excellent recall of the reason for receiving the gift card and they clearly knew who had given it to them.\(^2\)
Key facts to consider

Types of incentive programmes

Employee incentive programmes
Designed to increase overall employee performance. These programmes have the potential to reduce turnover, boost morale and loyalty, improve employee wellness, increase retention and drive daily employee performance.

Customer incentive programmes
Customer programmes are becoming more widely used as more companies realise that existing customers can develop loyalty quickly and buy more over the long term.

Dealer incentive programmes
These programmes help companies capture market share, launch new products, reduce cost of sales, increase product adoption and ultimately drive sales.

Sales incentive programmes
Motivate sales people to achieve sales goals over a period of time. These are primarily used to drive sales, reduce sales costs, increase profitability, develop new territories and enhance margins.

Staff retention
Rewarding and recognising employees builds loyalty, one of the secrets of building a successful, productive workforce. The ‘visible’ cost of turnover, including recruitment, hiring, orientation and training sits somewhere between 50% and 150% of an individual’s salary.

However, the additional ‘hidden’ costs such as loss of expertise, reduced productivity, lower morale, the cost of the vacant position and the training of the new hire, means the true cost of turnover may be up to three times this amount.

Recognition programmes can have a huge impact on business performance. Companies that scored in the top 20% for building a ‘recognition rich culture’ actually had 54% lower voluntary turnover rates.

Employee satisfaction
US researchers have found that successful incentive programmes result in an increase in the value people assign to their work goals. Employees rewarded for exceeding their goals, value their work, increase their self-confidence and show greater loyalty to their employer.

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How it all works.
Some key features and benefits

You select the value
Our gift cards can be pre-assigned with any dollar amount from $5 to $4,999 per gift card.

Personalised presentation
To add a personal touch, you have the option of applying a special message to the complimentary presentation folder. Or if you prefer, you can elect to receive cards without a folder.

Activate as you need
For security reasons, all gift cards are delivered ‘inactive’ and are activated by the recipient. You may choose to either bulk activate your gift cards, or activate them in smaller groups as you require. This can be done either online or via telephone.

Partial activation
You also have the option of activating part of your order at different times, depending on your needs. For example, you can activate half on receipt, with the remainder at a later date.

Enhanced security processes
As the nominated contact placing the order, you will receive a confidential activation code. Orders are activated by using the Coles Group & Myer Gift Card telephone activation service or online at corporateservices.giftcards.com.au. Gift cards cannot be used until they are activated.

Payment options
You can pay for your gift cards by VISA, Master Card, Diners Club, American Express, Cheque and Direct Deposit. Once payment is received, you will be issued with a tax invoice and production of your gift card order begins.

Card delivery
All gift card orders are delivered directly to one nominated recipient and address. Once an order is delivered, it is the nominated contact’s responsibility to ensure that the gift cards are activated and distributed appropriately. Gift cards are delivered by secure courier throughout Australia.

Delivery time frame
Your gift cards will be delivered to the nominated address within 3 to 5 business days from receipt of payment.

How to order
Visit corporateservices.giftcards.com.au and enter in your details and order information. If you do not have a computer or internet access, contact Coles Group & Myer Corporate Services on 1300 725 159.

Contact details
For further information about our corporate gift card programme, visit corporateservices.giftcards.com.au. To speak to one of the Coles Group & Myer Corporate Services team, contact us on 1300 725 159 or via email at corporate.services@coles.com.au.

Address:
Coles Group & Myer Corporate Services
800 Toorak Road
Hawthorn East
Victoria 3123 Australia

More information
For more information about Coles Group & Myer Corporate Services, please refer to the Gift Card Order Terms & Conditions, and Gift Card Terms of Use available at corporateservices.giftcards.com.au

References

How it all works.