

partner+

**MIGHTY** Trade  
**REWARDS**

TRADE & BUILDER LOYALTY PROGRAM

# Kincumber Trade Rewards

A proposal to reward and grow Kincumber Mitre 10's trade and builder clientele

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PREPARED FOR

Matt Maclure — Kincumber Mitre 10

PREPARED BY

Caleb Harry, Partner — partner+

Status: Confidential — For Review

# Turning trade relationships into trade loyalty

Builders and tradies choose where to spend based on price, service and relationships — and right now, nothing formally rewards them for choosing Kincumber Mitre 10. A structured trade rewards program gives Mike a way to recognise loyal accounts, grow wallet share, and win business back from competitors who already run formal trade loyalty offers.

This proposal is designed so Kincumber can go first — with a program built to be adopted store-by-store as other Mitre 10 franchisees see it working.

+23%

Average trade client growth

30,000+

ITEM REWARDS  
CATALOGUE

6–8 wks

TO LAUNCH

# Trade clients have more choice than ever



## No reason to consolidate spend

Trade accounts split purchases across Kincumber, big-box chains and other independents — with nothing formally pulling them back.



## Competitors already reward loyalty

National trade programs (Bunnings Trade, Total Tools and others) offer points, perks and recognition — Kincumber currently doesn't.



## No visibility on trade spend behaviour

Without a program, there's no easy way to see who the top trade accounts are, or which ones are drifting.

# What success looks like for Matt

## TIER 1 - STATED

### Reward loyalty

Recognise and retain the trade accounts Kincumber already has, formally and consistently.

## TIER 2 - DISCOVERED

### Grow the account

Lift average trade spend and basket size per account through earning incentives.

## TIER 3 - STRATEGIC

### Win and scale

Attract new trade accounts from competitors, and prove a model the wider Mitre 10 network can adopt.



# Kincumber Trade Rewards, at a glance

Four simple steps — trade account holders register once, then earn, engage and redeem automatically.

1

## Register

Trade account holders join the program in a few clicks — no paperwork, no cost to join.

2

## Earn

Points accrue automatically on qualifying trade spend at Kincumber Mitre 10.

3

## Engage

Bonus points for referrals, training attendance, feedback and milestones.

4

## Redeem

Points convert instantly into rewards from a 30,000+ item catalogue.

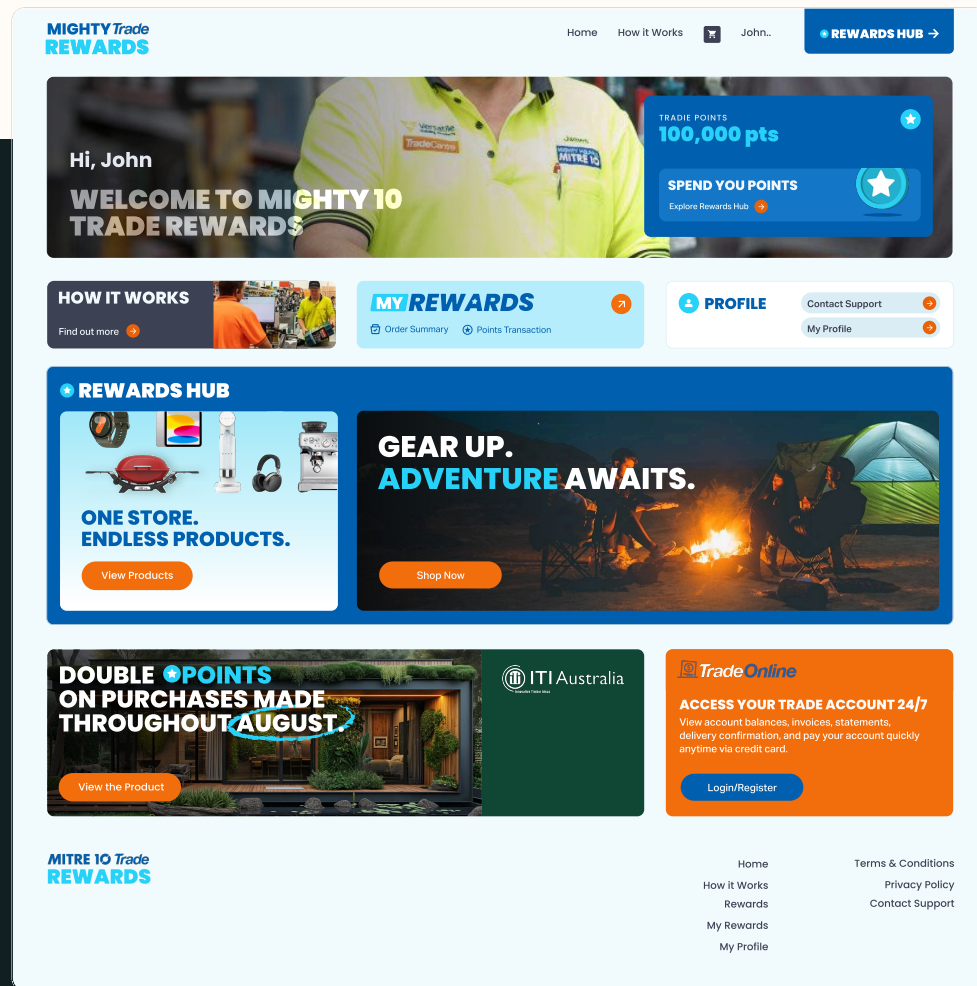
# Simple, transparent earning

An indicative structure — final rates and categories are set together with Mike before launch.

| Earning trigger        | How it works                                                                                   |
|------------------------|------------------------------------------------------------------------------------------------|
| Qualifying trade spend | Base points earned per dollar spent on qualifying trade purchases in-store.                    |
| Hero category bonus    | Multiplier points on nominated categories Kincumber wants to drive (e.g. timber, power tools). |
| Welcome bonus          | One-off bonus points when a trade account first registers for the program.                     |
| Referral bonus         | Bonus points when a trade account refers another business that signs up and spends.            |

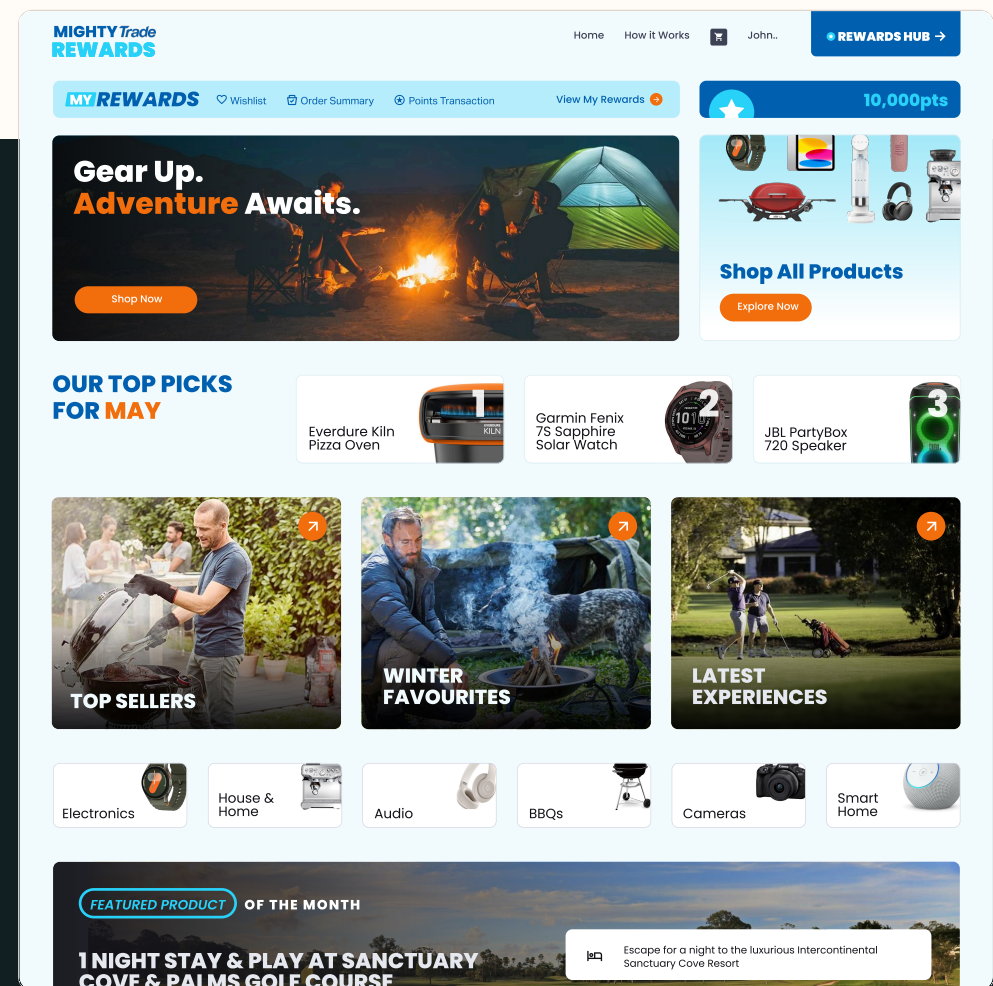
# Introducing Mighty Trade Rewards

A dedicated dashboard and reward hub bring the program to life — a trade-first spin on Mighty Rewards, the loyalty experience some Mitre 10 trade customers may already know. Members log in to track points, view real-time balances and browse the rewards catalogue from one branded, mobile-first hub.



Dashboard Home

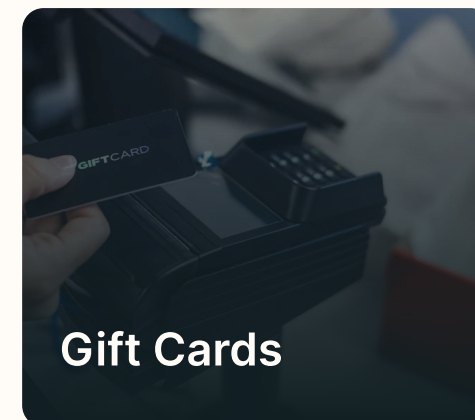
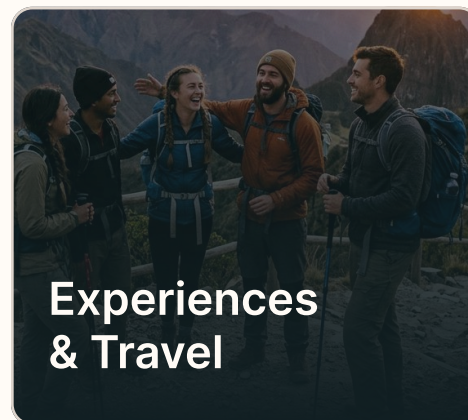
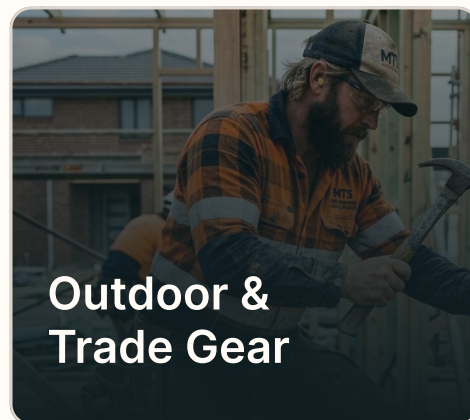
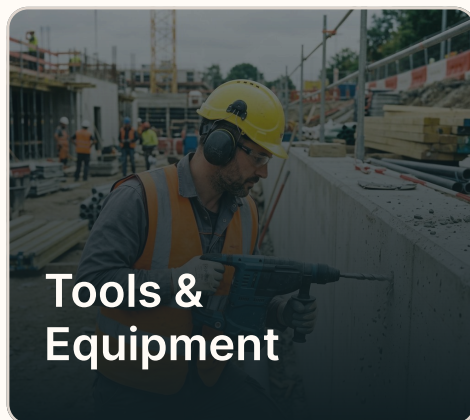
View Page →



Rewards Hub

View Page →

# A Catalogue That Matches Trade Lifestyles



**30,000+**

Products across every category — instant redemption, no waiting

# Always-on engagement, not a one-off launch



## EDM & SMS campaigns

Regular, branded comms keep the program front-of-mind between store visits.



## Milestone bonuses

Birthday, anniversary and spend-milestone bonus points reward ongoing relationships.



## Recognition

Leaderboards and top-account recognition make loyalty visible.



## Always-on app access

Members check balances and redeem rewards from their phone, any time.

Powered by **ademi**



### Mobile-first member portal

Trade accounts register, track points and redeem rewards from any device.



### Real-time balances

Points post automatically against qualifying spend  
— no manual reconciliation.



### SOC 2 compliant

Enterprise-grade security for account and transaction data.



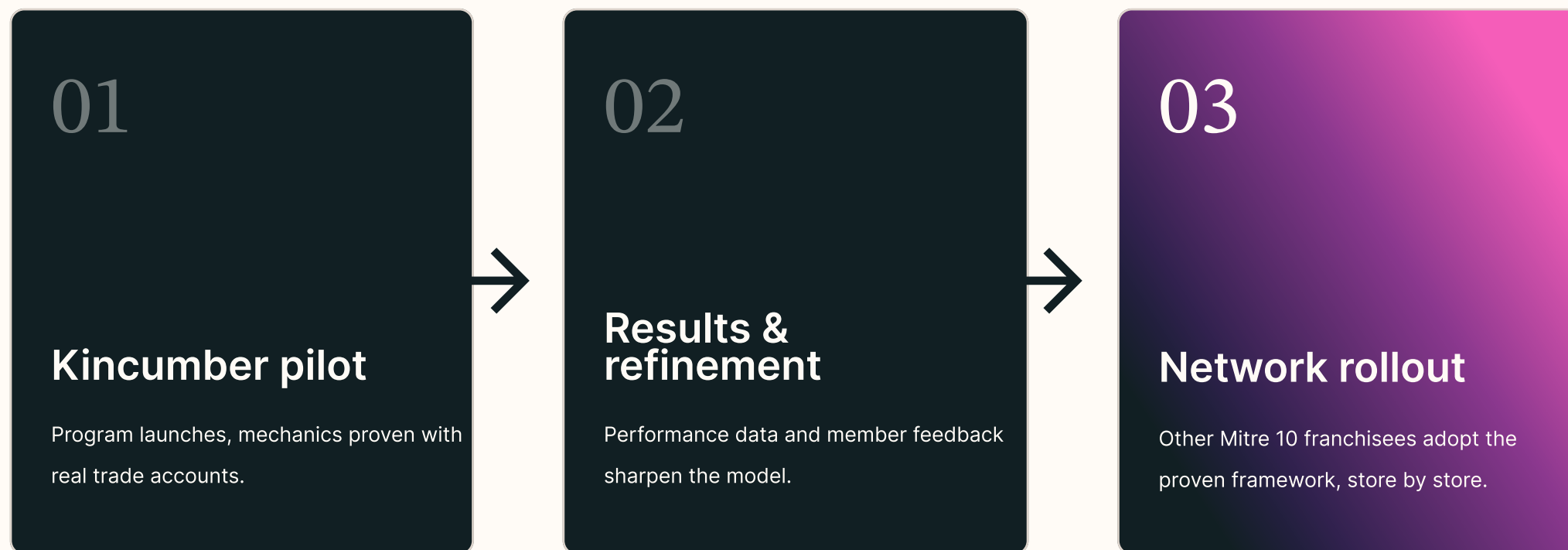
### A dashboard for Matt

Visibility on top trade accounts, redemption activity and spend trends.



# Start at Kincumber. Scale across the network.

Kincumber becomes the pilot site and reference story. The program, branding and Kademi platform are built so any other Mitre 10 store can adopt the same model independently — each store keeping local ownership of its own trade accounts, on shared technology.



# A dedicated team behind Matt

15 years AU/NZ experience — backed by a team that has run trade and dealer loyalty programs across the region.



## Account management

A named partner+ contact for Kincumber — not a shared support inbox.



## Dedicated data analyst

Ongoing reporting on trade spend, engagement and redemption trends.



## Marketing & concierge

Campaign content, comms and member support handled end-to-end.



## 15 years AU/NZ experience

Backed by a team that has run trade and dealer loyalty programs across the region.



## 6–8 weeks to launch

WKS 1–2

### Discovery & sign-off

Confirm mechanics, categories  
and program branding with Matt.

WKS 3–4

### Platform build

Kademi configured,  
branded and existing data  
uploaded.

WKS 5–6

### Trade onboarding

Existing accounts invited  
and registered; comms  
sequence begins

WKS 7–8

### Launch & optimise

Program goes live in-store,  
with early performance  
review.

## 15 years backing AU/NZ trade & loyalty programs

+23%

AVG. TRADE CLIENT  
GROWTH

15yrs

AU/NZ EXPERIENCE

30,000+

REWARDS  
CATALOGUE

6–8 wks

TYPICAL  
DEPLOYMENT

Unlike a generic points app, partner+ brings the platform, the content and the people — including dedicated marketing, concierge and data support most single-site trade programs never get.

# Let's build Kincumber's trade advantage

- 01 Confirm program mechanics and approach with Matt
- 02 Kademi platform setup, branding and data connection
- 03 Launch to existing trade accounts and begin engagement

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FOR KINCUMBER MITRE 10

Matt Maclure - Kincumber Mitre 10

FROM PARTNER+

Caleb Harry — Partner

[partnerplus.com.au](https://partnerplus.com.au)