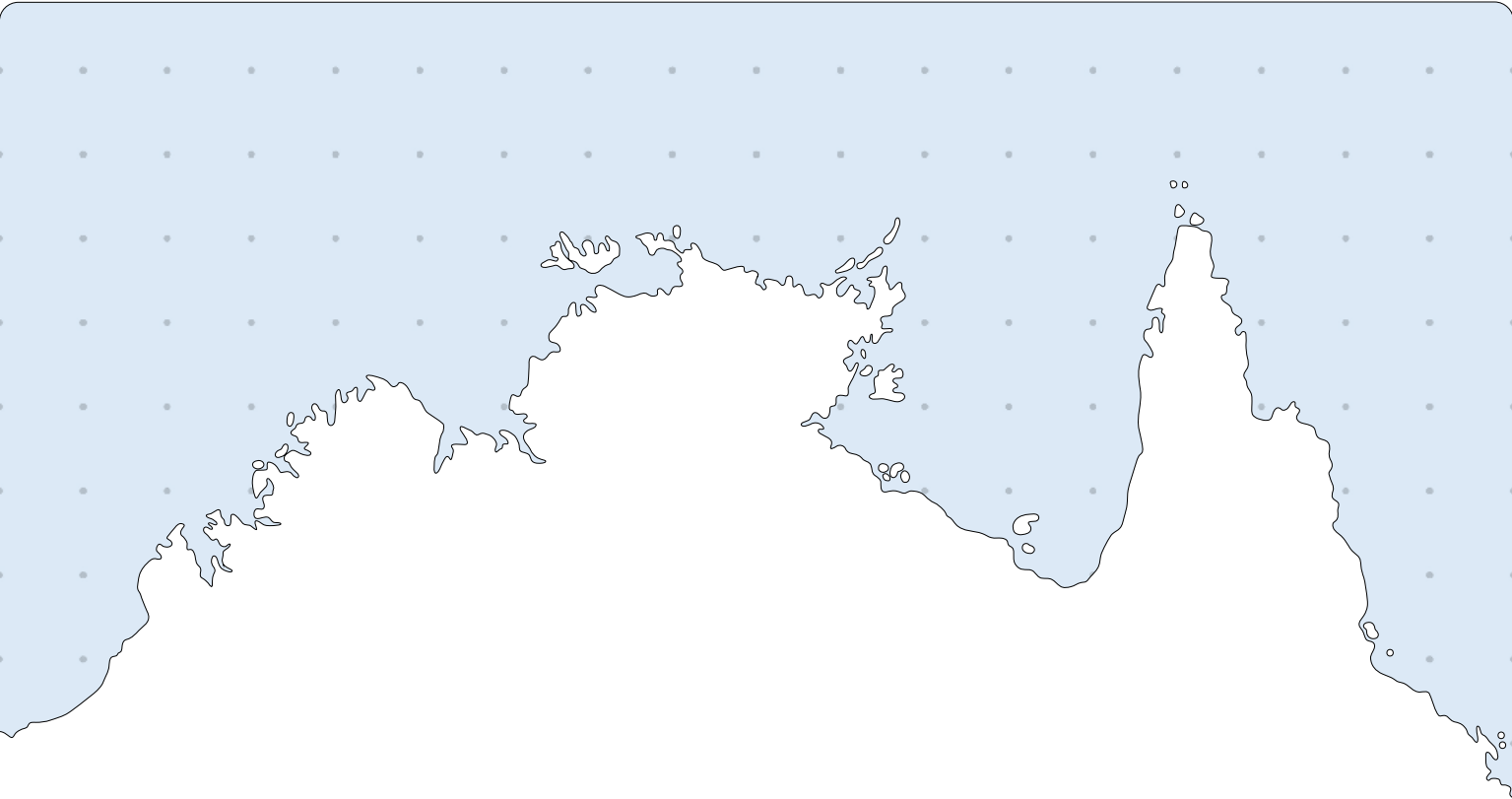


Making Loyalty Work For Small Businesses: Australia Edition, a PYMNTS and Pollinate collaboration, analyzes survey responses from a census-balanced panel of 1,051 Australian consumers as part of our broader study into the shopping habits of 4,519 consumers across Australia, Brazil, the U.K. and the U.S. to assess their desires to shop with local merchants, their appetites for the loyalty programs these merchants may offer and which types of institutions they would trust to administer and manage such programs. The Playbook examines why customization is appealing for these loyalty offerings and why banks appear particularly well-placed to deliver these programs.

■ JULY 2021

MAKING LOYALTY WORK FOR SMALL BUSINESSES

AUSTRALIA EDITION



MAKING LOYALTY WORK FOR SMALL BUSINESSES

AUSTRALIA EDITION

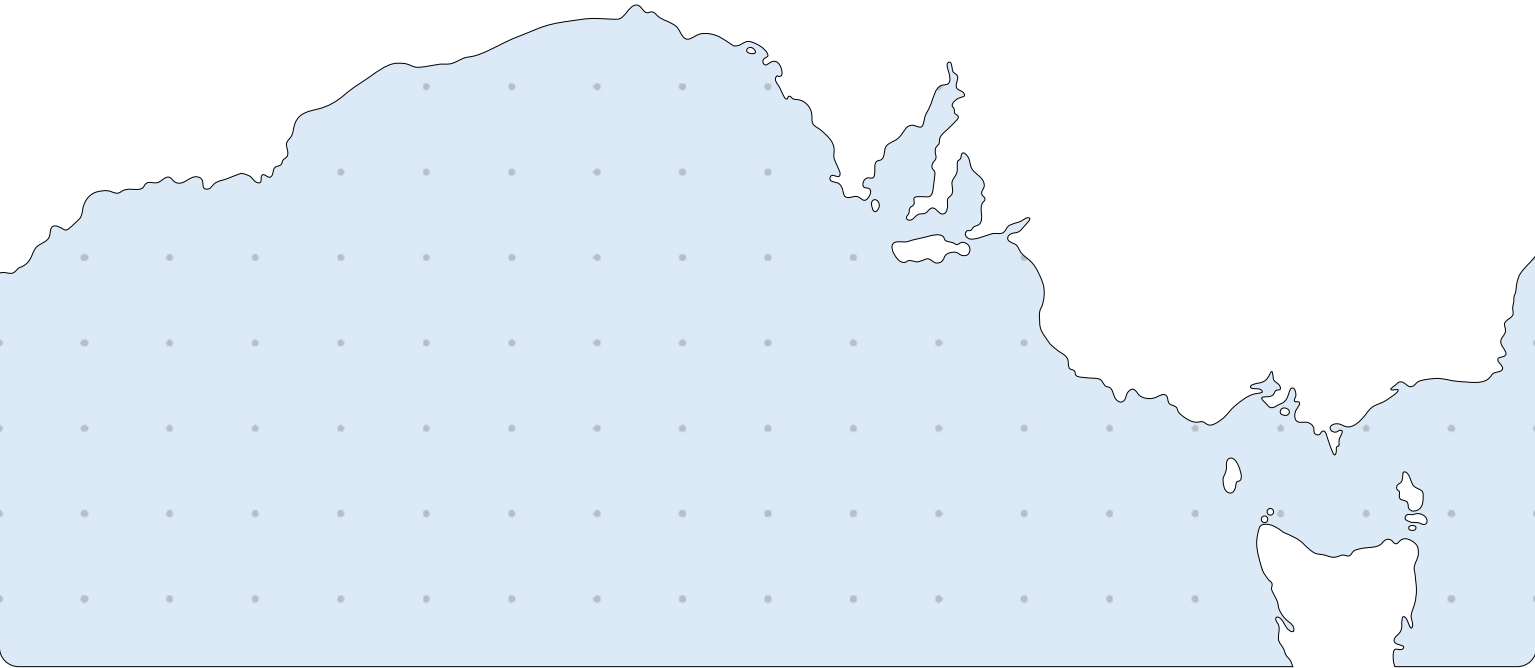


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Making Loyalty Work For Small Businesses was done in collaboration with Pollinate, and PYMNTS is grateful for the company's support and insight. PYMNTS.com retains full editorial control over the following findings, methodology and data analysis.

INTRODUCTION



Astrid Bierer-Cooper, Erica Cooper and Bertrand Hofman are three Australian entrepreneurs living very different lives. Bierer-Cooper is a marketing professional by trade. She lives in Stirling with her family and runs a consultancy firm, while Cooper is a textile artist who does alterations and teaches sewing classes from her business in Albany. Hofman lives and works in a suburb of Perth, where he runs a small patisserie that features the cakes, cookies and bonbons he spent years perfecting as a French pastry chef.¹

The one thing these three people have in common, apart from being citizens of Australia, is that they all launched their businesses after losing their previous jobs in the wake of the pandemic. Each

decided to take their loss as an opportunity to pursue their entrepreneurial ambitions, and now they are running the businesses of their dreams.

Different variations on this success story are springing up across the globe, propelled not only by a wave of entrepreneurial activity but also by an accompanying surge in consumers' interest in and awareness of the importance of small businesses and the role they play in communities the world over. PYMNTS' latest research, done in collaboration with Pollinate, shows that 53 percent of consumers in four key economies — Australia, Brazil, the United Kingdom and the United States — believe more strongly in supporting their local businesses now than before March 2020.

Local businesses are even more central to Australian consumers' everyday lives than most. Fifty-five percent of these consumers have made at least one purchase from this type of business within the last month alone — but there is still room for growth. Only 22 percent of Australian consumers see local businesses as their primary merchants, even though many more shop from them for specific products. This signals a strong demand for high-street commerce, one that local businesses across the nation have an opportunity to use to drive even more foot traffic.

Loyalty and discount programs could be a useful tool to help these high street businesses' consumer engagement strategies, but only if they deliver the loyalty experiences that Australian consumers want and expect.

Precisely what Australian consumers expect from their local loyalty programs is only one of the topics that PYMNTS and Pollinate sought to tackle in the Making Loyalty Work For Small Businesses Playbook: Australia Edition. We surveyed a census-balanced panel of 1,051 Australian consumers as part of our larger study on the loyalty program usage of 4,519 consumers across Australia, Brazil, the U.K. and the U.S. to find out which types of loyalty offerings would go the furthest in helping local businesses Down Under attract new customers.

This is what we learned.

¹ Shine, R. Coronavirus pandemic job losses create dream opportunity for budding small business owners. ABC. 2021. <https://www.abc.net.au/news/2020-08-29/coronavirus-sparks-small-business-surge-as-jobless-chase-dreams/12604514>. Accessed June 2021.

01

Fifty-five percent of Australian consumers regularly shop with local businesses.

This makes shopping local more common in Australia than shopping with either online retailers or even national chain stores.

Shopping with local businesses is more common Down Under than it is in other nations in our study. More Australian consumers per capita report shopping with local businesses than in either the U.S. or the U.K., in fact, with 55 percent (11 million) doing so. This is on par with the 55 percent of Brazilian consumers who shop with local businesses and far more than the 41 percent and 32 percent doing so in the U.S. and the U.K., respectively.

These numbers make Australia unique among the nations in our study as the country where consumers are least likely to see local commerce as important, but also where consumers are most likely to be making regular purchases from local businesses. Only 38 percent of Australian consumers say they consider shopping with local businesses to be either “very” or “extremely” important, yet 51 percent say that shopping with the businesses in their communities is more important now than it was prior to March 2020. It is therefore clear that, although buying locally is considered important in Australia, its importance is not the only factor driving these consumers to do so.

02

Convenient brick-and-mortar locations are one of Australian shoppers’ chief demands.

Forty-five percent of Aussies say they choose businesses in part because of their geographic locations — more than in Brazil, the U.K. or the U.S.

Australian consumers cite many of the same reasons as their Brazilian, U.K. and U.S. counterparts for wanting to shop locally, with economic factors being first and foremost. The difference is that even more Australian consumers cite these reasons. The two most common reasons Australian consumers give for shopping locally both go back to supporting their local economies. Fifty-four percent of Australian consumers who believe shopping with local businesses is important say it is because doing so helps keep money in their local communities, and 51 percent say it is because doing so helps reinvest in their local economies. These figures exceed the shares of consumers citing these reasons in the other nations in our study, though they are still in the top three for all four.

The real difference between Australian consumers and those in Brazil, the U.K. and the U.S. is that Australian consumers are far more likely to take geographic location into account when deciding where to shop. Forty-five percent of consumers in Australia say they choose businesses in part because of their locations, compared to just 34 percent of consumers in the other three nations studied, with 15 percent of Australian consumers saying it is the most important factor they consider when choosing where to shop. The only factor they cite more frequently is low prices, with 26 percent doing so.

03

Most Aussies already use loyalty and discount programs — just not for shopping on their local shopping strips.

Tapping into this market could help local businesses attract as many as 9 million new shoppers.

Loyalty programs are bigger in Australia than they are in any of the nations in our study. Australian consumers are just about tied with U.K. consumers in terms of loyalty program usage, with less than a percentage point of difference between them, but the Australian consumers who already use those programs tend to use more of them than those in the U.K. Our research shows that 75.6 percent of Australian consumers (15 million people) use at least one business's loyalty program, as do 76.4 percent of U.K. consumers (40 million people). Each Australian user is signed up for an average of three loyalty programs, however, while the typical U.K. user is signed up for an average of 2.6 programs. This means that there are roughly 44 million active loyalty programs in Australia at any given time.

The catch is that most of these loyalty program users are signed up for programs from large mass merchants rather than those offered by local businesses. Seventy-seven percent of all Australian consumers use at least one mass merchant's loyalty program, while 27 percent use at least one program from a local business. This means that for every one consumer who uses a local loyalty program, there are almost three who use a mass merchant's program.

This gap between Australian consumers' usage of mass merchant versus local loyalty programs is not from lack of consumer demand, however. Forty-eight percent of all Australian consumers say they would like to use loyalty programs when shopping locally, and among those who already use at least one business's loyalty program, the share is as high as 56 percent. This works out to roughly 9 million consumers across the nation whom local businesses could attract simply by offering loyalty and discount programs.

04

Aussies are five times more likely to trust banks over local businesses to handle their personal data.

This makes banks perfectly poised to create data-enabled loyalty and rewards programs for Australia's small businesses.













Australian consumers trust banks first when it comes to handling the sensitive data needed to provide personalized digital loyalty and rewards programs. Forty-one percent would trust banks to manage such data, which is 37 percent more than the share who say they would trust PayPal, their second-most trusted organization. It is also five times more than the share who would trust local businesses to manage their personal data. This underscores just how many potential customers local businesses could gain by offering rewards programs enabled by banks rather than keeping their loyalty and discount solutions in-house.

The trust that Australian consumers place in their banks is not the only factor that makes them ideally situated to deliver local loyalty programs. Data and trust issues aside, banks are Australian consumers' second choice when it comes to their preferred entity for managing local businesses' rewards and discount offerings. Forty-seven percent of Australian consumers say they would want banks to manage their local businesses' rewards programs, all other things being equal. The only entities they are more likely to name as their preferred enablers of such programs are the local businesses themselves. Fifty-eight percent of Australian consumers would theoretically want the businesses on their local shopping strips to manage their own loyalty and discount programs — but only if the trust factor is not taken into account.

MORE IMPORTANT THAN EVER

Australian consumers shop more with the businesses on their local shopping strips than most. Fifty-five percent of them say they purchased at least one item from a shop on their local strip in the past month — the same share as Brazilian consumers. Consumers in the U.S. and the U.K. are far less likely to have shopped with local businesses during that time, with 41 percent and 32 percent having done so, respectively.

TABLE 1:
The types of merchants with which consumers shop most
Portion of consumers who report shopping with select types of merchants in the last month and as their primary merchants, by country

				
	National chain	Online-only	Local retail store	National mass merchant
SHOPPING IN THE LAST MONTH				
 Australia	40.1%	38.2%	55.4%	61.7%
 United Kingdom	31.1%	43.1%	31.5%	64.6%
 United States	45.4%	42.3%	41.2%	75.2%
 Brazil	44.0%	49.4%	54.8%	54.8%
SELECT AS PRIMARY MERCHANTS				
 Australia	14.9%	12.7%	22.4%	46.5%
 United Kingdom	9.9%	22.3%	13.0%	52.4%
 United States	12.3%	13.8%	13.3%	58.0%
 Brazil	13.5%	28.3%	27.7%	28.1%

Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

22%

OF AUSTRALIAN CONSUMERS SAY
THEY SHOP WITH SMALL BUSINESSES
IN THEIR COMMUNITIES **MORE THAN
ANY OTHER TYPE OF RETAILER.**

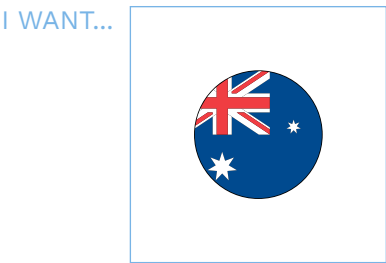
Australian consumers are also more likely than those in the U.S. or the U.K. to use local businesses as their primary retailers — those with which they shop most. Twenty-two percent of Aussies say they shop more with local businesses than with any other type of retailer, whether they are mass merchants like Coles and Woolworths or chain stores like Harvey Norman, Bing Lee and JB Hi-Fi. The only other nation where consumers are more likely to cite local businesses as their primary retailers is Brazil, where 28 percent of consumers report shopping with the businesses in their communities more than with any other type.

What makes Australian consumers’ relationships with their local businesses unique is that they are also the least likely

group to consider it “very” or “extremely” important to shop locally despite being the second-most likely to actually purchase from local businesses. Thirty-eight percent of Aussies consider it “very” or “extremely” important to shop with local businesses. This is a large chunk of the population, but it is also less than is seen among consumers in Brazil, the U.K. and the U.S. This could be a reflection of just how central local commerce is to many Australians’ lives. The small businesses in their communities are not seen as in need of particular support because so many local shoppers visit them nearly every day or every week.

This nationwide support for small, local businesses is nevertheless highly consistent among different demographic

groups, and especially among different age groups. Millennials are local Australian businesses’ biggest champions, with 41 percent believing it is “very” or “extremely” important to shop locally. Baby boomers and bridge millennials are not far behind. Forty percent of Australia’s baby boomers and seniors and 39 percent of its bridge millennials say they consider local commerce to be “very” or “extremely” important. Even among Generation X, 37 percent believe it is “very” or “extremely” important to shop locally.



"Cash back, [or to] earn points for future purchases or discounts. [The program] would be simple to use and [at] shops that I buy regularly from."



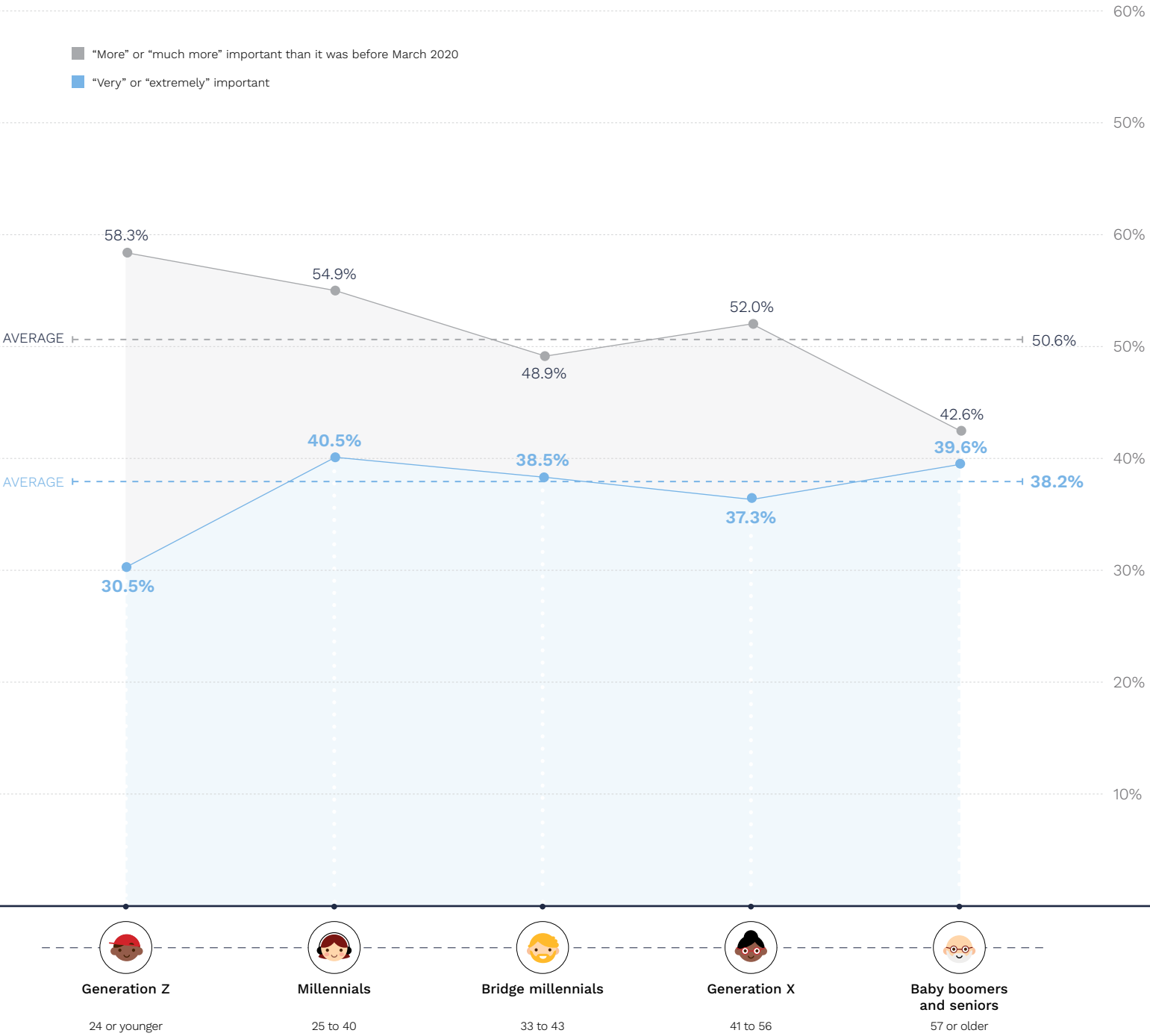
Generation Z is the only age group that is noticeably less likely to assign local commerce this level of importance, with 31 percent doing so.

Australian consumers’ affinity for local businesses nevertheless varies by generation. The younger their generation, the more likely Australian consumers are to say that local commerce is even more important now than it was before March 2020. Fifty-eight percent of Australian consumers in Gen Z believe shopping locally has become critical since the pandemic’s onset, compared to 43 percent of baby boomers and seniors who say the same.

BRIDGE MILLENNIALS

Bridge millennial consumers were born between 1978 and 1988, representing both younger members of Generation X and older millennials. They came of age having access to desktop and laptop computers in addition to smartphones and are comfortable using any of them to browse, shop and pay for products and services. Bridge millennials also tend to be farther along in their professional careers than other millennials and have the spending power that comes with higher incomes as a result. This makes them a powerful and important consumer segment that small and mid-sized merchants must consider when designing their loyalty program engagement strategies.

FIGURE 1:
How many Australian consumers of different ages believe it is critical to shop local
Portion of Australian consumers who believe it is important to shop with small businesses, by generation



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

GOING THE DISTANCE

WHY LOCATION MEANS MORE DOWN UNDER

54%

OF AUSTRALIAN
CONSUMERS
WHO BELIEVE IT
IS IMPORTANT TO
SHOP LOCALLY SAY
IT IS IMPORTANT
BECAUSE DOING SO
**HELPS KEEP
MONEY IN THEIR
COMMUNITIES.**

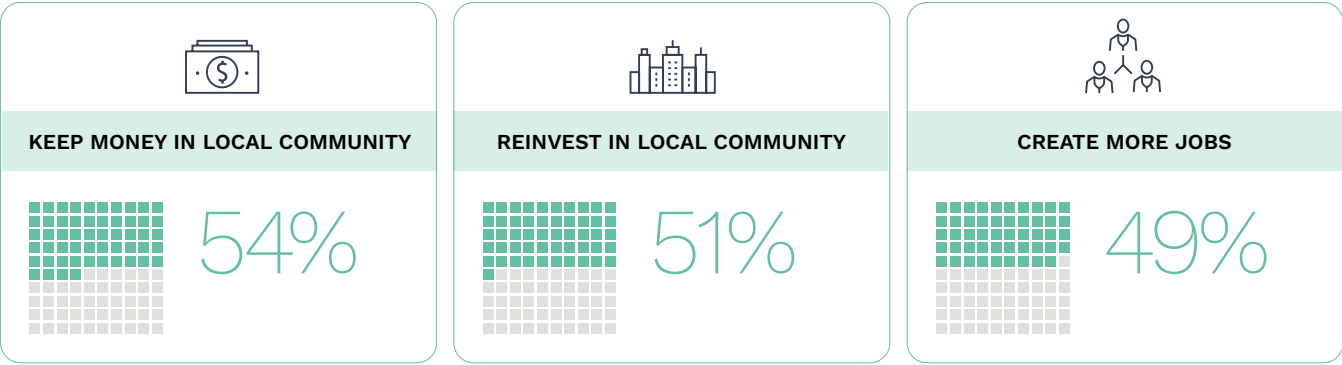
Australia’s high street shoppers are generally motivated by a desire to support their local economies. The top three most common reasons they give for believing in the importance of local commerce all pertain to their communities’ economic well-being, as is the case among consumers from Brazil, the U.K. and the U.S.

Australian consumers nevertheless stand out for being the most likely of all to believe that shopping locally is important because it helps keep money in their communities and reinvests in their local economies. Fifty-four percent and 51 percent of Aussies say shopping local is important for these reasons, respectively. These figures are 42 percent and 38 percent for U.K. consumers, by contrast.

Job growth is Australian consumers’ third-most common reason for wanting to support local businesses, with 49 percent citing it as their reason for believing in the importance of local commerce. This places Australian consumers just behind their Brazilian counterparts, 54 percent of whom say it is important to purchase from local businesses to promote job growth.

TABLE 2:
Why consumers believe in the importance of shopping local
Portion of consumers citing select reasons for believing it is important to shop with small businesses

TOP REASONS FOR AUSTRALIAN CONSUMERS



	Australia	United Kingdom	United States	Brazil
• Reinvest in local economy	50.8%	38.0%	44.6%	46.9%
• Keep money in local community	53.9%	42.3%	48.3%	36.8%
• Create more jobs	49.4%	31.0%	38.2%	54.2%
• Increase competition	25.7%	19.0%	21.7%	30.4%
• Provide unique products	22.8%	24.6%	29.9%	16.4%
• Affinity for local retailers	21.7%	20.3%	22.8%	26.1%
• Better for environment	24.3%	36.7%	21.2%	19.0%
• Nonmonetary motivations	26.2%	24.9%	25.5%	15.6%
• Support children's programs	25.0%	15.6%	26.7%	15.3%
• Support school programs	24.9%	15.2%	26.3%	14.1%
• Other	1.5%	2.1%	1.9%	3.9%

Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

I WANT...



"[Programs that are] free to join [and offer] special discounts, points [or] dollars applied when purchases [are] made [that can be spent] once [I] reach certain amount, but could be spent at any provider involved with the loyalty program."

There is more to Australian consumers' affinity for local businesses than the role they play in their communities' economic well-being, however. Aussies often buy local because prices are lower for certain products or because they can only purchase the products they want from local shops.

Australians are more likely than consumers in Brazil, the U.K. and the U.S. to choose businesses where they shop partly for their physical locations. Forty-five percent of Australian consumers say they choose where to shop based partly on those businesses' physical locations, in fact, while just 34 percent of consumers in the other three nations do the same.



45%
OF CONSUMERS
IN AUSTRALIA SAY
THAT THEY CHOOSE
BUSINESSES IN
PART BASED ON
WHETHER THEY ARE
CONVENIENTLY
LOCATED.

Location is especially important for Australian shoppers for one very simple reason: distance. Australia is a massive country. Most Australian consumers live in urban areas, but these areas are widely dispersed. This leaves many Australians traveling longer and farther than consumers in Brazil, the U.K. and the U.S. to get where they need to go.

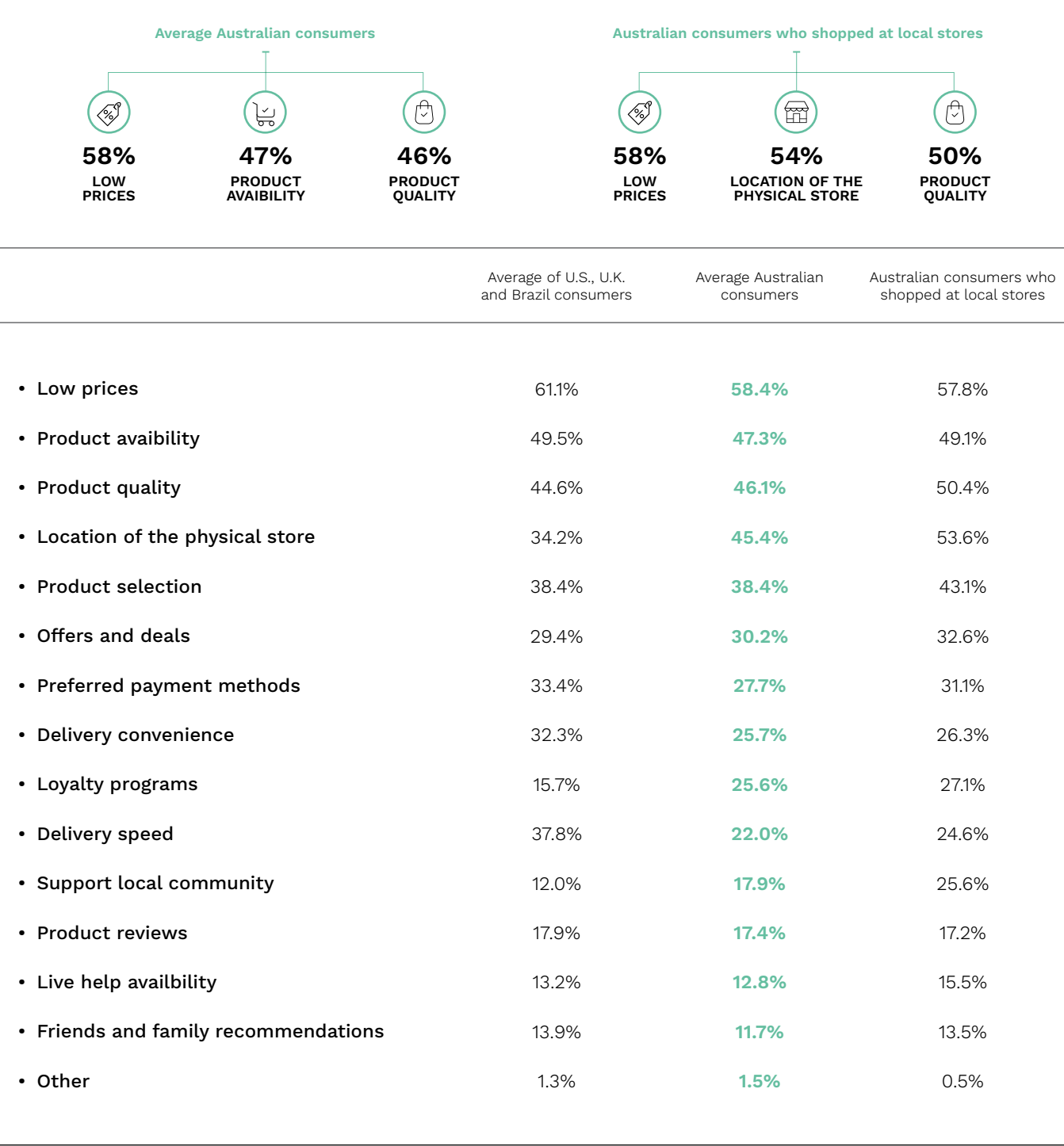
Conveniently located local businesses can be an oasis for Australian consumers looking to obtain necessary household items and other products without having to travel too far out of their way. It follows that Australian consumers who shop with local businesses are even more likely than average to consider a business’s location when choosing whether to pay it a visit. Fifty-four percent of consumers in Australia who have purchased at least one product from a local business in the past month choose businesses at least in part for their physical locations. This goes to show that, as important as geographic location is for Australian consumers, it is especially critical when it comes to driving local commerce.

TABLE 3:

What Australian consumers consider when choosing where to shop

Portion of consumers who cite select factors as playing roles in their decisions about where to shop, by country

TOP REASONS FOR AUSTRALIAN CONSUMERS



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

A DIFFERENT KIND OF LOYALTY PROGRAM

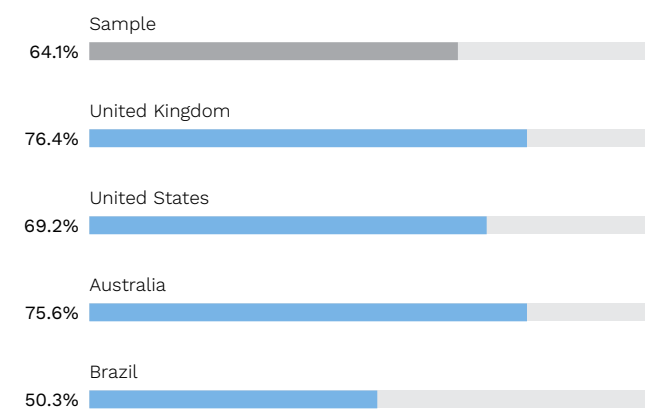
AUSTRALIA'S BUILT-IN LOYALTY AND REWARDS MARKET

Loyalty and discount programs are popular in Australia — even more so than in other nations. Not only are Australian consumers about tied with U.K. consumers as the most likely to be signed up to receive loyalty and discount offerings from at least one business but they also tend to use more loyalty programs at a time than their counterparts in the U.K.

Our study shows that 75.6 percent of Aussies use at least one loyalty and discount program, with each user being signed up for an average of 2.9 programs at any given time. Only a marginally greater portion of U.K. consumers — 76.4 percent — are enrolled in at least one loyalty program, with each user receiving rewards from 2.6 businesses.

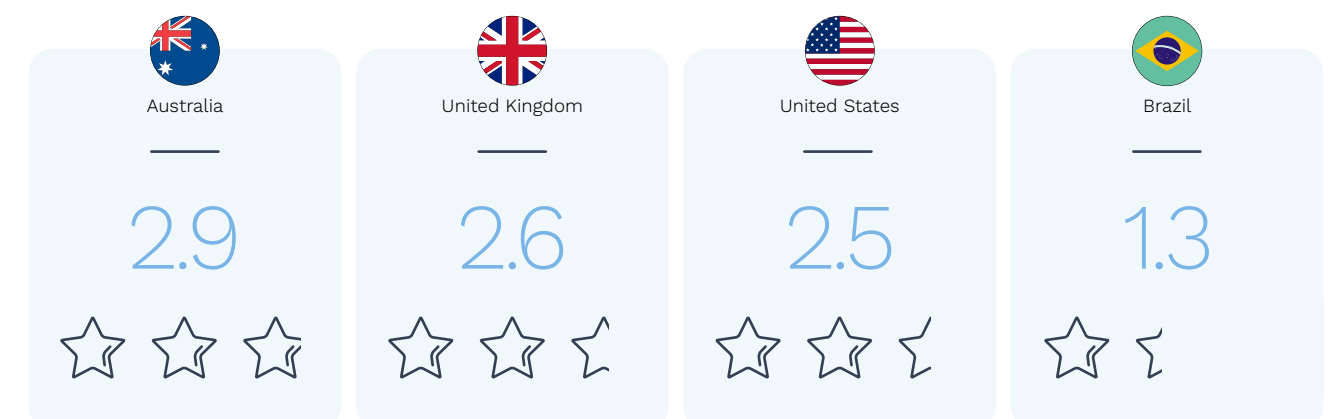
FIGURE 2:

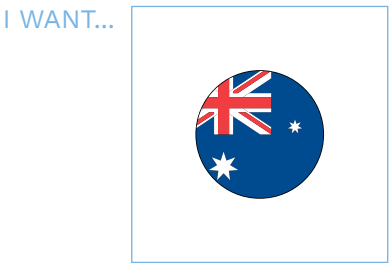
How many Australian consumers are signed up for loyalty offerings
Portion of consumers who are enrolled in at least one business's loyalty program, by country



Source: PYMNTS | Pollinate. Making Loyalty Work For Small Businesses

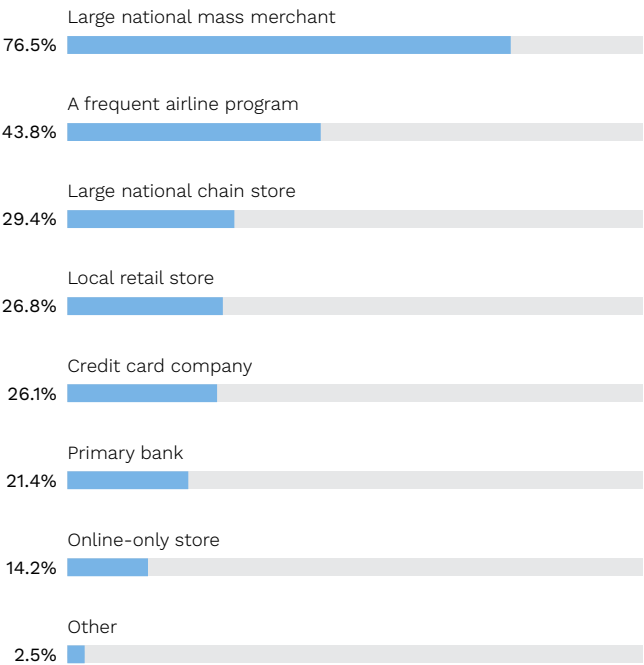
AVERAGE NUMBER OF LOYALTY PROGRAMS ONE CONSUMER USES





"Easy access within one central place.
No separate apps/websites/newsletters
for each business — for all
small/local businesses."

FIGURE 3:
How many Australian consumers use loyalty programs from different businesses
Portion of loyalty program users who are signed up to receive loyalty or discount offerings from select businesses



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

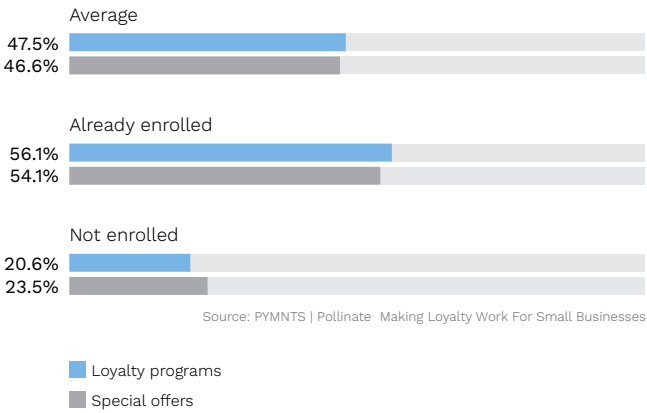
Few of the loyalty programs those Australian consumers use belong to businesses in their communities, however. Only 27 percent of Australian shoppers are signed up with local businesses' loyalty programs. They are almost three times as likely to be signed up to receive rewards and discounts from large national merchants, with 77 percent using loyalty programs from businesses like Coles and Woolworths.

It is not from lack of interest that so few Australian consumers use local loyalty programs, though. Our research suggests quite the opposite: There are not nearly enough of the local loyalty programs Australian consumers want to meet their demands. This is evident in the fact that 48 percent of the Australian consumers in our survey say they would like to use local businesses' loyalty programs. This means there could be as many as 9 million Australian consumers who would use local businesses' loyalty programs if the types of programs they want were offered.

56%

OF AUSTRALIAN CONSUMERS
SIGNED UP FOR AT LEAST ONE
LOYALTY PROGRAM WOULD BE
"VERY" OR "EXTREMELY" INTERESTED IN
SIGNING UP **TO RECEIVE REWARDS
FOR SHOPPING LOCALLY.**

FIGURE 4:
How many Australian consumers would like to use small businesses' loyalty programs
Portion of consumers who are "very" or "extremely" interested in using loyalty programs and services that provide special offers from small businesses



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

The demand for local loyalty programs is especially high among the 15 million Australian consumers who already use such programs from at least one business. Fifty-six percent say they would like to enroll in other loyalty programs and 54 percent would like to receive special offerings from the businesses in their communities.

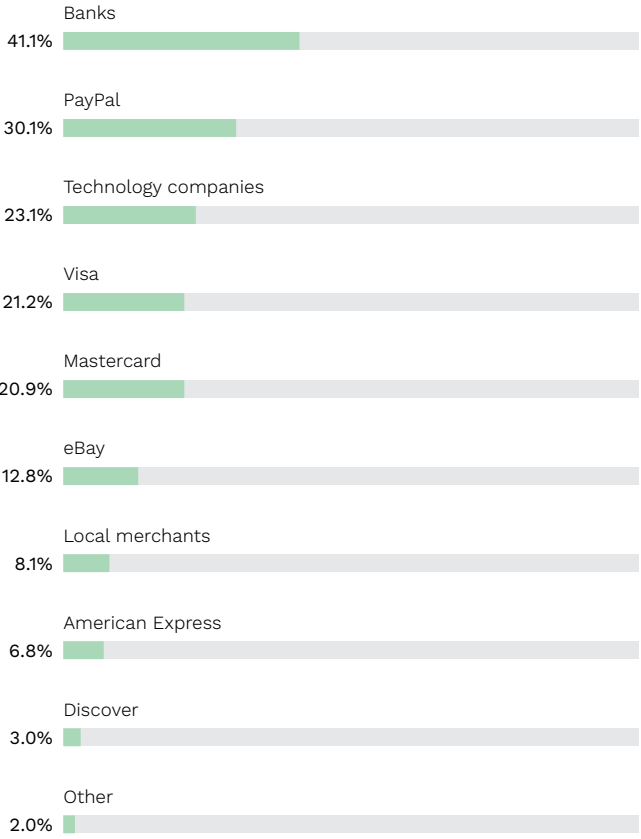
FIRST IN TRUST

TAPPING DATA-DRIVEN REWARDS

Bank-enabled loyalty programs are perfectly poised help Australia’s high street businesses tap into the massive, demand for local loyalty programs. Australian consumers consistently report wanting personalized loyalty programs — the kind that present them with unique offerings for the products they specifically want to purchase and that pair well with their affinity for payments made via digital wallet. This type of highly personalized program is often delivered via digital solutions that use consumers’ transactional data to determine which future purchases might best suit their personal shopping preferences. Delivering such data-driven programs therefore requires that Australian consumers trust their program providers to manage their personal data.

Local businesses are rarely in a position to deliver their own loyalty programs for just this reason. Australian consumers may shop with them on a regular basis, but only 8.1 percent of them actually trust the businesses in their local communities with their sensitive transactional data. This lack of trust could damage any

FIGURE 5:
Which entities Australian consumers would trust to manage their transactional data
Portion of consumers who would trust select institutions with their transactional data



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

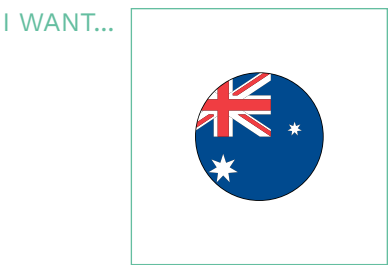
chance that businesses on local shopping strips have of using rewards to drive more foot traffic as a result.

There are luckily many other third parties with which local Australian businesses can partner on rewards to boost this trust factor, with banks being foremost among them. More than five times as many Aussies trust banks as they do local businesses with their personal data, with 41 percent saying they would trust banks with this type of information. Using bank-enabled loyalty and discount programs could therefore make local loyalty programs far more appealing to the 9 million Aussies who would like to use them.

Trust is crucial when it comes to building strong customer relationships, but it is not the only factor that makes banks the ideal partners on loyalty offerings. Even if Australian consumers trusted other businesses and organizations as much as they trust banks with their personal data, more of them would still want banks to operate their local loyalty programs. Forty-seven percent of Australian consumers say they would choose banks to enable their local businesses' loyalty offerings, all other things being equal. This compares to 38 percent who would trust card networks like Mastercard and Visa and 32 percent who would trust local community organizations.

47%

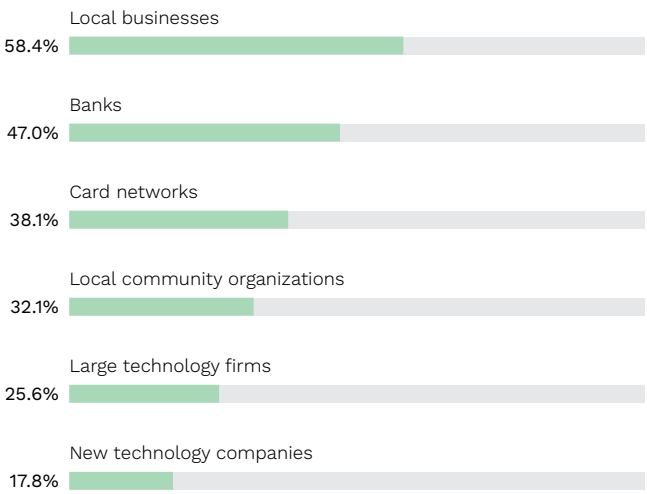
OF AUSSIES SAY THEY **WOULD WANT BANKS** TO ENABLE THEIR LOCAL BUSINESSES' LOYALTY PROGRAMS.



"Discounts for frequency of purchases and personalized offers based on a survey rather than on previous purchases, as those often reflect eclectic, one-off gift buying."



FIGURE 6:
Australian consumers' preferences regarding which organizations should operate small businesses' reward programs
Portion of consumers who would like select entities to operate small businesses' loyalty programs



Source: PYMNTS | Pollinate Making Loyalty Work For Small Businesses

The only entities that more Australian consumers would hypothetically choose to run local loyalty programs are local businesses themselves — if trust was not an issue, that is. Fifty-eight percent of Aussies might prefer that the businesses in their communities run their own loyalty programs, but most simply do not trust them with the type of data they would need to provide the personalized, custom rewards and discount offerings they want. This makes partnering with trusted third parties, especially banks, all but a necessity for the high street businesses that such programs can help the most.

CONCLUSION

MAKING LOYALTY WORK FOR SMALL BUSINESSES

Australia is home to vast ecosystem of loyalty and rewards programs. Not only do 15 million Australian consumers already use such programs, but our research strongly suggests that there are many more who would like to sign up if presented with the types of rewards programs that meet their demands. The scarcity of such programs at the local level leaves a massive, untapped market of roughly 9 million high-street shoppers whom local businesses could win over by offering the data-driven, digital rewards solutions that can provide the level of personalization their customers want — but only if they can win their trust. Partnering with trusted third parties, and especially banks, on these types of loyalty solutions is therefore key to driving local commerce Down Under.

METHODOLOGY

PYMNTS conducted a survey of a census-balanced panel of 1,051 Australian consumers between Feb. 25 and March 5 to learn about their enrollment in and interest in using loyalty programs while shopping with the small and mid-sized retailers in their communities. Respondents were 46 years old on average, 50 percent were female, 28 percent had obtained at least a bachelor's degree and 21 percent earned more than \$1,500 AUD (\$1,132 USD) in weekly income. This data was collected as part of our larger, 4,519-consumer study into individuals' interest in and usage of loyalty and discount programs across Australia, Brazil, the U.K. and the U.S. The Making Loyalty Work For Small Businesses Playbook: Australia Edition details the results of our research.

ABOUT

DISCLAIMER ■

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Founded in 2017, **Pollinate** is a global business headquartered in London. It works with leading banks around the world, including NatWest Group (powering Tyl by NatWest) and National Australia Bank, offering a modern, cloud-based toolkit for SMBs. Agnostic to underlying infrastructure, the platform takes data feeds from any bank and from third-party systems. It gives merchants a single place to understand, manage and grow their businesses and is built with bank-grade privacy and security at its heart.

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