

Sky's the Limit as Velocity and Myer Take Partnership In-Store

Monday 22 September 2025: Millions of Australians will soon have even more ways to turn their loyalty into lifestyle, with Velocity Frequent Flyer and Myer today announcing the expansion of their strategic partnership to include in-store shopping.

From 22 September 2025, Velocity members will be able to redeem Velocity Points in-store across Myer's 56 locations nationwide, in addition to online at myer.com.au. Members can shop thousands of products including fashion, beauty, homewares, electrical, toys and more.

Velocity members will just need to present a QR code in-store via the Velocity app to pay with Velocity Points. Customer can choose to use just Points or use Points + Pay for added flexibility. MYER one members will continue to earn MYER one Credits on any Velocity Points redemption, delivering double the value.

The in-store redemption launch builds on the success of the 2022 partnership debut, which first enabled Velocity members to shop online at myer.com.au using Points. The move strengthens both brands' commitment to delivering flexibility, convenience and rewards where they matter most.

Velocity Frequent Flyer CEO, Nick Rohrlach, said: "Extending our partnership with Myer into their iconic stores across the country means our members can now redeem Points in the way that suits them best - whether they're shopping for the latest fashion, beauty, fragrance or home décor. In today's climate, we know value counts. This expansion gives our members more opportunities to access the brands they love without stretching the household budget."

Myer Chief Customer Officer Geoff Ikin, said: "We're aiming to grow the MyerOne ecosystem to deliver more value to our members and expand our reach. Deepening our relationship with Velocity is part of that and we're really proud that we're able to bring this option for customers to pay with Velocity Points in store to life. It's something our members have been wanting, and it comes at a time when we know all consumers are looking for value more than ever before."

How it works:

1. Shop at any Myer store across Australia from 22 September 2025.
2. In the Velocity app, members will need to create QR code to the dollar value that they are planning to spend. Points won't be deducted from the account until they complete their purchase.
3. At checkout, select to pay with Velocity Points, or combine Points + Pay for flexibility. The QR code will be valid for 4 hours.
4. Myer one members will still earn Myer one Credits on eligible purchases paid for with Velocity Points.

The expanded partnership cements Myer's position as Australia's leading destination for fashion, beauty, and lifestyle, while giving Velocity members more freedom than ever to choose how and where they use their Points.

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Myer