

About QRI Lifestyle

Since 1894 QRI Lifestyle has provided savings and special offers on an extensive range of lifestyle and leisure products and services, for our members.

QRI Lifestyle is a non-profit organisation which exists to provide exceptional products and services that enhance the leisure and lifestyle of members. We were founded by Queensland Rail (QR) staff in 1894 to provide employee benefits for QR staff, however today any individual or business can join QRI Lifestyle.

We currently have over 8,500 members located predominantly in Queensland, with a view to doubling our membership base within the next two years.

Our Vision

The preferred choice for leisure & lifestyle benefits

Our Mission

To provide exceptional and personalised products and services that will enhance the leisure and lifestyle of our members.

QRI Lifestyle program partner guide



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 **qri lifestyle**

About our Member Benefits Program

QRI Lifestyle provides hundreds of discounts and special offers at over 4,000 locations throughout Australia to our 8,500 members and their spouse/partners.

Our comprehensive program enables members to get the most out of their leisure and lifestyle by providing them with a range of discounts and offers in a variety of areas including:

- Supermarket, fuel, alcohol and retail
- Entertainment and leisure
- Holidays, accommodation and travel
- Insurance and financial planning
- Social and sporting events

Members can search for offers via their annual Member Benefits Guide, online at www.qri.com.au, eNews and through our Lifestyle magazine.

Members can redeem Program Partner offers a variety of different ways which makes our program flexible for your business. Members have the option of presenting their Member Card, quoting a special code, presenting a voucher, or logging-in to www.qri.com.au to book or purchase depending on the offer.

Being a Program Partner

Any business who agrees to provide an exclusive discount or special offer to QRI Lifestyle members (which is not available to the general public) is eligible to be a program partner. By being a program partner we will promote you for to our 8,500 members by the following means:

- A complimentary business listing in our annual Member Benefits Guide
- A complimentary business listing on our website, www.qri.com.au with a link to your own website

If you would like to reach our members through other means we also offer advertising through our eNews, Lifestyle magazine and Member Benefits Guide. For details please see our Media Kit.

We have developed long term relationships with the majority of our program partners and we look forward to building lasting relationships with new program partners so that we can continue to offer our members the best choice for their leisure and lifestyle needs.

Advantages to your business

By offering our Members a discount you are encouraging their business which will in turn:

- Reduce customer acquisition costs
- Increase business by attracting new customers
- Increase brand awareness & customer loyalty
- Affiliation with a reputable organisation
- Promote your business to 8,500 members and their families across Queensland
- The opportunity to advertise in quality publications

If you are not already a QRI Lifestyle Program Partner or want to refer another business then contact our Business Development Manager or Marketing team today.

By being a Program Partner you will receive:

- A complimentary business listing in our annual Member Benefits Guide
- A complimentary business listing on our website, www.qri.com.au with a link to your own website
- Additional advertising opportunities to 8,500 QRI Lifestyle members throughout Queensland

