

partner+



A best-in-industry installer ecosystem for COLORBOND® steel

Our response to BlueScope's installer engagement and loyalty scoping paper, and how Partner+ and Kademi would design, build and run the ecosystem.



Preference

COLORBOND® steel as first choice over other pre-painted brands.



Advocacy

Installers recommending it to builders and homeowners.



Retention

Engaged between jobs through training, community and support.



Long-term loyalty

Emotional loyalty that outlasts any points balance.

What BlueScope is asking for

Strategic and practical recommendations on how installer engagement can strengthen preference, advocacy, retention and long-term loyalty for COLORBOND® steel, and the role loyalty should play.

Installers shape the decision

They influence product selection, supplier choice and installation outcomes.

Engagement has been indirect

Mostly through rollformers, manufacturers, retailers and associations.

Competition is intensifying

From other pre-painted steel brands and from substitute materials.

Research is underway

BlueScope's installer research will inform the strategy, and we'll build on it.

OUR EARLY VIEW

A loyalty-enabled engagement ecosystem, built with the channel, on one platform.

A hypothesis to test against the research. Kademi supports every option in the brief, so strategy leads and technology follows.

What best in industry looks like

We hold every program to the standard of the best in Australian trade loyalty. This is the bar we'd set for the COLORBOND® installer ecosystem.

Area	Typical trade program	COLORBOND® ecosystem
Points loading	Manual uploads, weeks of lag	Simple invoice claims, verified quickly
Promotions	The same offer for everyone	Segmented by tier and behaviour
Rewards	A generic catalogue	30,000+ localised rewards for tradies
Training	Separate and rarely used	Built in, and it earns bonus points
Support	An email inbox	AI assistant plus human concierge
Commercial model	A cost line	Partner co-funded, net-positive target

Stated objectives: BlueScope's questions

BlueScope's question	Partner+ response, delivered on Kademi
What is the optimal engagement ecosystem?	Assess all 11 mechanisms and combine the strongest on one Kademi instance.
Which installer behaviours should we influence?	Purchasing, preference, referrals, training and community, each rewardable in Kademi.
What outcomes should it achieve?	Preference, advocacy and retention, with an ROI framework tracked in Kademi.
What role should loyalty play?	We'll recommend primary, supporting or alternative. Kademi supports all three.
Which segments matter most?	Prioritised from BlueScope's research. Kademi segments by trade, size and role.
What will resonate with installers and staff?	Value propositions tested by segment: rewards, training, business support, status.
How should engagement differ by business and role?	Role-based dashboards for owners, employees and subcontractors.

Discovered objectives

What the brief implies but doesn't spell out, and how Kademi handles each one.

TIER 2 · DISCOVERED

Verifying purchases through an indirect channel

Installers buy from rollformers and retailers, so BlueScope can't see sales. Kademi combines invoice upload, SKU matching and channel data feeds.

TIER 2 · DISCOVERED

Winning against other pre-painted steel brands

Reward specifying COLORBOND® steel, not just volume, with brand-verified claims and product-specific promotions.

TIER 2 · DISCOVERED

Bringing the channel in, not going around it

Rollformers and retailers get partner roles, shared promotions and reporting, so the ecosystem grows their business too.

TIER 2 · DISCOVERED

Reaching every installer, in every category

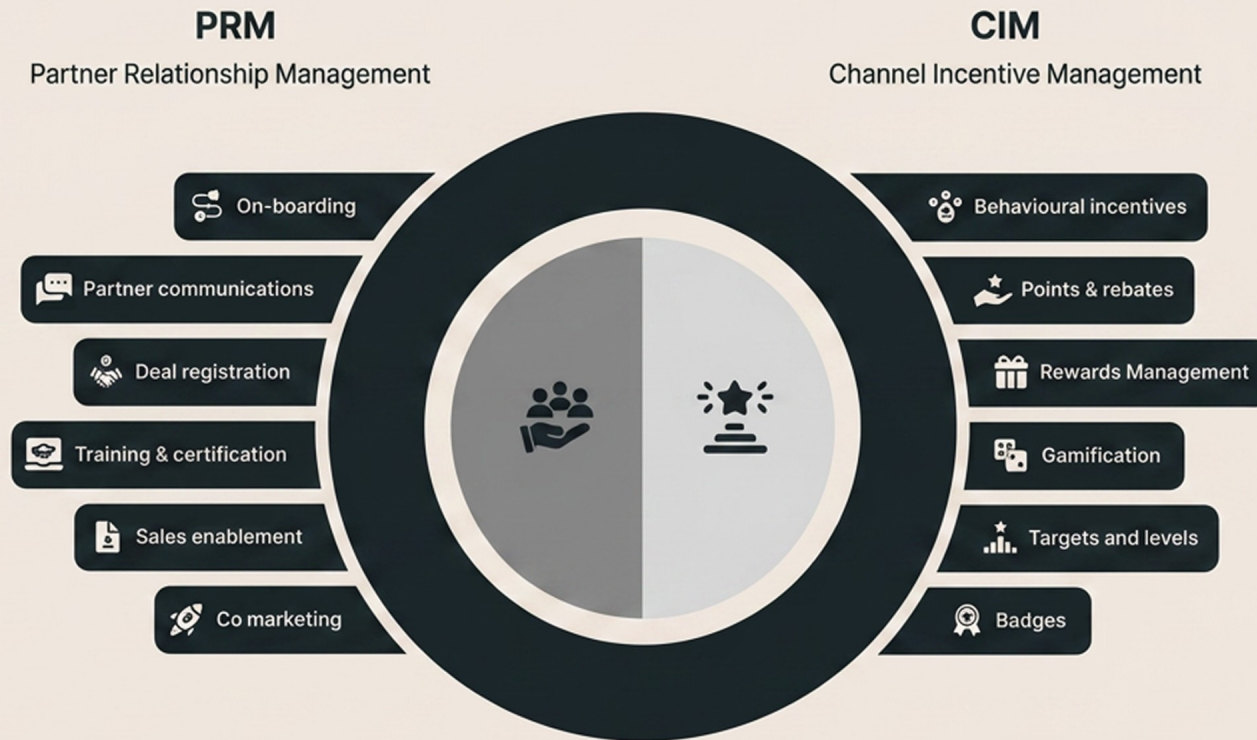
Role-based views for owners, employees and subcontractors across roofing, walling, fencing, guttering, fascia and garage doors.

How we'll respond to the scope

Scope area	What Partner+ delivers	How Kademi enables it
Ecosystem assessment	Impact, complexity and fit for all 11 mechanisms	All mechanisms on one Kademi instance
Loyalty strategy	Traditional, loyalty-enabled or alternative: a clear call	All three, with no re-platforming
Program architecture	Structure, behavioural mechanics and reward options	Every model in the brief is configurable
Market benchmarking	Trade, B2B, international and non-construction programs	Live data from programs we run
Channel and partnerships	Roles, participation and co-investment for the channel	Partner roles and co-funded promotions
Technology and data	Membership, verification, CRM, reporting and privacy	Each requirement covered
Commercial model	Minimum viable and mature-state business case, with ROI	Redemption billing, no breakage liability
Implementation roadmap	Short, medium and 3+ year plan, starting with a pilot	Start with one module, scale up

The platform that does both

Most platforms do partner management or loyalty. Kademi does both, in a single instance. It can sit at the centre of the COLORBOND® ecosystem.



Every engagement mechanism, one platform

The 11 mechanisms in BlueScope's brief, and how Kademi delivers each. Our assessment will rate impact, complexity and fit.

☆ Loyalty

Points, tiers and rewards on purchases and behaviour.

🏆 Recognition

Badges, status levels and leaderboards.

📜 Accreditation

Certification tracks linked to training and status.

🎓 Training

Built-in LMS with modules, quizzes and bonus points.

👥 Community

Forums, regional groups and an ideas board.

🔗 Lead generation

Lead registration and routing to accredited installers.

📁 Business support

Resource library, templates and co-marketing assets.

🕒 Events

Promotion, registration and rewards for attending.

🔖 Partner offers

Partner-funded offers and benefits in the rewards store.

🌐 Digital platform

Mobile-first portal, email, SMS and WhatsApp.

👍 Advocacy

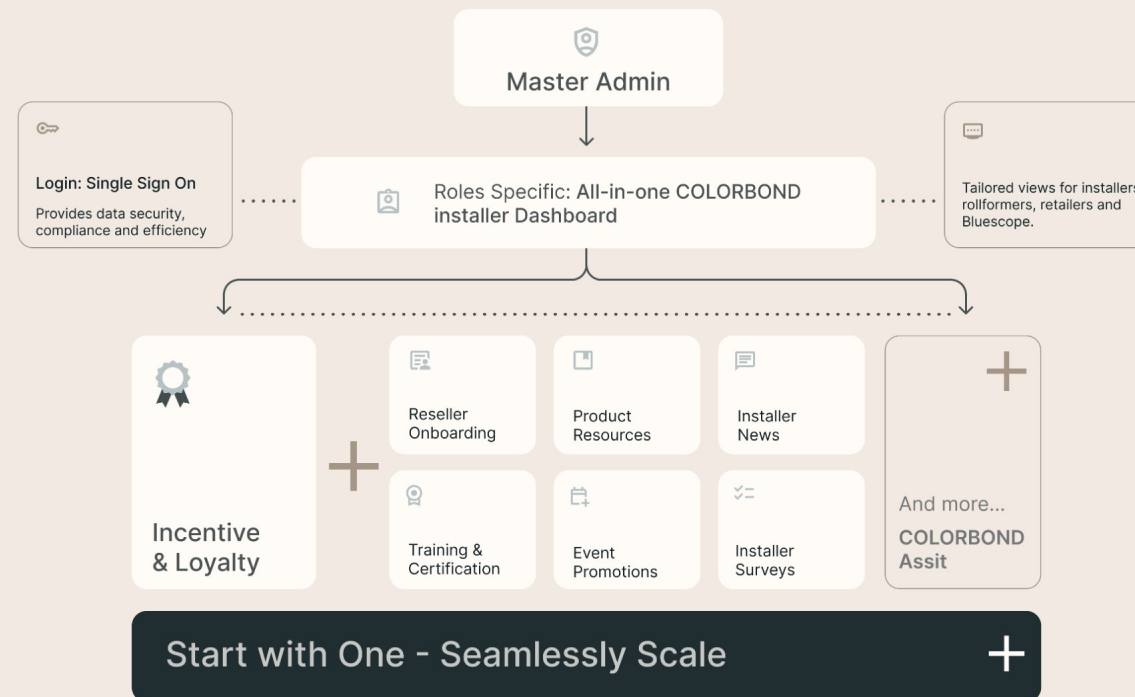
Referral rewards and installer-generated content.

🛡️ One ecosystem

One login, one data set, one view of every installer.

One platform, room to scale

Start with incentives and loyalty, then switch on new modules as the program grows. No migration, no second system.



Every loyalty model, configurable in Kademi

If loyalty is recommended, these are the options the brief asks us to assess. Kademi supports each, so the design isn't limited by the platform.

PROGRAM STRUCTURE

- Points-based
- Tiered
- Membership
- Accreditation-linked
- Recognition
- Hybrid

BEHAVIOURAL MECHANICS

- Product purchasing
- Product preference
- Advocacy and referrals
- Training participation
- Event participation
- Digital engagement
- Content consumption
- Data sharing
- Community participation

REWARD STRATEGY

- Merchandise
- Travel and experiences
- Sport and entertainment
- Business services
- Staff development and training
- Marketing support
- Lead generation support
- Exclusive access
- Recognition and status
- Industry networking

Strategic objectives: our recommendations

01**A loyalty-enabled ecosystem**

Loyalty as the engine linking training, accreditation, community and offers, not a standalone points scheme.

04**COLORBOND® Connect: trade community**

Peer forums, regional groups, an ideas board and recognition. Daily reasons to log in.

02**Built with the channel**

Rollformers and retailers co-invest and share data, so the ecosystem grows their business too.

05**COLORBOND® Assist: AI on WhatsApp**

Datasheets, install guides and program questions answered on site, with human backup.

03**COLORBOND® Academy: accreditation**

Accreditation-linked training: status and points for product, installation and compliance learning.

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Proposed innovations

COLORBOND® Academy

LMS-driven learning

Installers earn points completing product training. The program becomes professional development.

COLORBOND® Connect

In-app trade community

Peer forums, regional groups and an ideas board. Engagement beyond earn and burn.

COLORBOND® Assist

Headless AI resource portal

Datasheets and install guides via WhatsApp. Every product answer, on the roof.

COLORBOND® Academy: LMS learning

Where earning and learning are the same thing.

The concept

A fully integrated LMS within Kademi. Installers earn bonus points for product, installation and compliance training.

The commercial case

Partner-funded, with zero cost to BlueScope. Installers rely on it daily, which lifts stickiness and cuts churn.

What COLORBOND® Academy contains

01

Partner product modules

Funded by contributing brands.

02

BlueScope trade content

Launches, install standards and compliance.

03

Certification tracks

Digital badges on the installer profile.

04

Gamification

Leaderboards and quarterly or seasonal campaigns.

COLORBOND® Connect: in-app trade community

A reason to open the app on days they're not buying.

01 Trade forums

By topic: roofing, walling, fencing, guttering, compliance. Post questions, share job photos, get peer answers.

02 Regional communities

Local groups by region or distributor branch, with local promotions surfaced here.

03 Ideas board

Installers suggest rewards, courses and features. Top ideas reviewed quarterly and rewarded.

04 Member recognition

Top earners and certified installers recognised in the community, building status and aspiration.

COLORBOND® Assist: AI resource portal

Every product answer, in every installer's hands, via WhatsApp.

What COLORBOND® Assist is

An AI-powered library of datasheets, install guides, warranty documents and specs, built on Kademi's headless resources. BlueScope governs. Installers access.

Why headless matters

Build the library once, serve it anywhere: the Kademi portal, WhatsApp or future trade platforms.

COLORBOND® Assist

AI-powered WhatsApp chatbot

- ✓ Answers product questions in plain language
- ✓ Pulls the right datasheet page into the chat
- ✓ Handles balance, tier progress and promotions
- ✓ Recommends rewards for a points balance
- ✓ Hands over to the human concierge when needed

Bringing the channel into the ecosystem

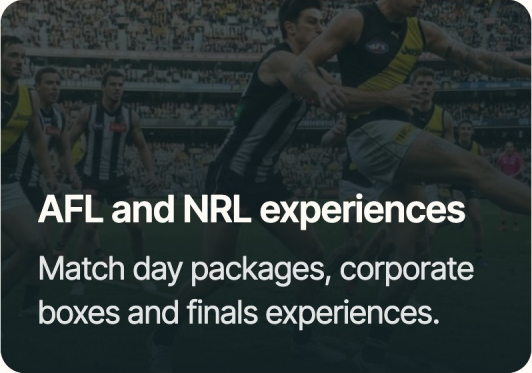
Partner	Role in the ecosystem	How Kademi enables it
Rollformers	Sales data, co-funded promotions, local engagement	Partner portal role, data feeds, promotions
Manufacturers	Product training and co-investment	Branded LMS modules, co-funded offers
Retailers	Purchase verification and in-store activation	Sales data matching, store-level reporting
Industry associations	Accreditation and credibility	Certification tracks and shared badges
Training organisations	Formal training and professional development	LMS content and completion tracking
Alliance partners	Partner offers and benefits	Offers in the rewards store
Technology providers	Job management and quoting tools	API integrations and single sign-on



Data and governance: BlueScope owns the data. Role-based permissions control what each partner sees.

30,000+ rewards built for tradies

The Partner+ Rewards Feed is curated for trade professionals: localised, Australian and relevant. No gift cards from brands installers don't recognise.

A dark, atmospheric photo of AFL players in action on a field.

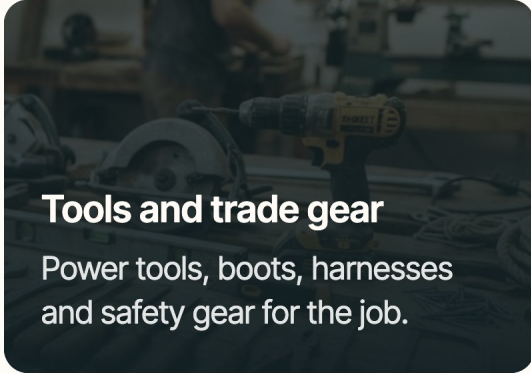
AFL and NRL experiences

Match day packages, corporate boxes and finals experiences.

A dark photo of a concert stage with bright, colorful lights.

Live events and concerts

Music, motorsport, comedy and theatre for the crew or family.

A dark photo of various power tools, including a circular saw and a drill.

Tools and trade gear

Power tools, boots, harnesses and safety gear for the job.

A photo of a family sitting on a couch watching a TV that displays a 'Planet Earth' documentary.

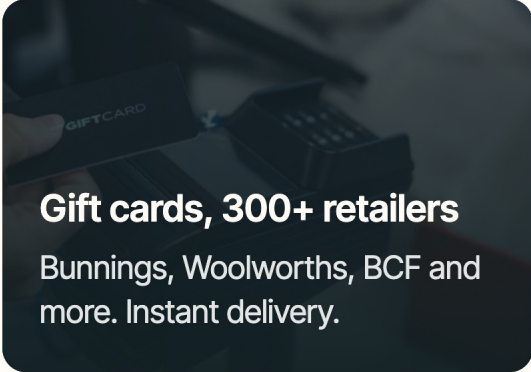
Technology and electronics

Phones, tablets, headphones and smart home gear.

A dark photo of a person standing on a balcony or deck, looking out at a tropical beach with palm trees.

Travel and weekends away

Flights, hotels and road trips across Australia and NZ.

A dark photo of a hand holding a Bunnings gift card.

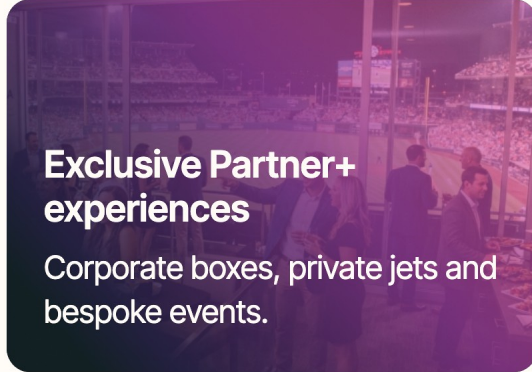
Gift cards, 300+ retailers

Bunnings, Woolworths, BCF and more. Instant delivery.

A dark photo of a man in a white shirt and tie, looking thoughtful.

Concierge, anything goes

School fees, bills, luxury goods. If they can imagine it, we source it.

A photo of a group of people in formal attire at a social event, with a purple tint overlay.

Exclusive Partner+ experiences

Corporate boxes, private jets and bespoke events.

Technology and data requirements

Membership management	Self-registration, business and employee profiles, roles and approvals
Data capture and validation	Profile, purchase and engagement data validated at the point of entry
Purchase verification	Invoice upload, SKU matching, rollformer and retailer data feeds
CRM integration	REST API and webhooks to [BlueScope CRM]
Digital member experience	Mobile-first portal · Apple and Google Wallet · WhatsApp assistant
Reporting and analytics	Kademi analytics · Power BI live connector · Dedicated data analyst
Scalability	AWS hosting · Multiple programs on one instance · No migration to grow
Privacy and governance	SOC 2 Type II · AES-256 · TLS 1.2+ · Role-based data access

Commercial model and business case

Minimum viable and mature-state options, so BlueScope can start lean and scale on evidence.

\$
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Breakage liability: redemption
billing only

[— %
]

Channel co-
investment target

[24m
o]

Target for a net-
positive program

Area	Minimum viable	Mature state
Scope	Loyalty, training and accreditation	Full ecosystem, including community and AI assist
Audience	Pilot: [—] installers, one region	National, every category and role
Funding	BlueScope-funded, redemption billing	Channel co-investment and partner-funded offers
Verification	Invoice upload and SKU matching	Automated rollformer and retailer feeds
Governance	Monthly reviews	QBRs and an annual strategy summit
ROI measurement	Engagement and preference KPIs	Share of wallet, retention and advocacy

From pilot to future state

SHORT TERM · [0–12 MONTHS]

Foundations

Foundational activities

Synthesise the research and design the ecosystem.

Quick wins

Training and accreditation live on Kademi.

Pilot

[_] installers, one region and category.

MEDIUM TERM · [1–3 YEARS]

Expansion

Program expansion

More categories, regions and member types.

Technology

Automated rollformer and retailer data feeds.

Partner ecosystem

Co-investment agreements across the channel.

LONG TERM · 3+ YEARS

Best in industry

Future-state vision

The trade's leading installer ecosystem.

Scalability

Every category and state, on one instance.

Evolution

AI personalisation and new channels.

We are not just a rewards business

Most vendors provide a platform and a catalogue. Partner+ adds strategy, creative, data, integrations and a commercial model that makes your program a profit centre.

- Privately owned: results, not shareholders
- Australian owned and operated
- Fastest growing in the industry

Strategy, not administration

Monthly ideas, data and a clear view of what moves the program.

In-house everything

Creative, data, engineering and concierge under one contract.

We turn loyalty into revenue

Partner co-funding converts promo spend into net revenue.

You own the platform

BlueScope holds the Kademi relationship, data and program IP.

Genuine partnership

Annual strategy summit with Kademi's product team in the room.

We've never lost a program

Every program Partner+ has ever managed is still with us.

The proposed Partner+ team

Selected for this engagement and immersed in the program from day one.

Program management	Data and analytics	Creative and comms	Technology	Member support and concierge
TBC Program manager	Andy Sansness Data analyst	Mitch Bevan Front-end and UX	Aiden Furlan Software engineer	Support team Helpdesk and concierge
Caleb Harry Supplier and commercial		Mariya Fatima Senior designer	Josh Harry Automations specialist	
Miriam Lockett Program architect		Nina Tanneberger Rewards curator		
		Xanthe Grundy Campaigns & Comms		

Where to from here

We're ready to move. Here's the path forward.

01 Free 4-hour strategic workshop

We build on BlueScope's installer research and set the ecosystem direction together.

02 Finalised pricing

A commercial proposal built on what we learn in the room, not a generic rate card.

03 Commercial contract

A clean [3-year (2+1)] agreement with fees held static for the initial term.

04 Build

Integration, automation and creative in parallel. [3–5] months to go-live, nothing built before sign-off.

05 Launch

Soft launch to founding installers, then full rollout with comms live from day one.

06 Grow

Monthly reviews, QBRs and co-funding building, on the path to best in industry.

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A best-in-industry installer ecosystem for COLORBOND[®] steel.

One platform. Built with the channel. Ready to scale.

Caleb Harry

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