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À LA UNE

Commonwealth Bank Turns Yello Into a Single Points Currency — With a Price Tag on Its Best Airline Partners

From October 1, CommBank customers earn one currency across cards, home loans, insurance and investments — but converting into Qantas or Velocity now comes with an annual membership fee.

Commonwealth Bank is retiring its CommBank Awards program on September 29 and folding it into a reimagined Yello, which becomes a single points currency spanning credit cards, home loans, personal loans, insurance, investment accounts and travel bookings from October 1. Existing Awards points convert automatically at a 1:1 rate, and customers who fall outside Yello's eligibility can request a cash-out by December 31. The bigger structural change sits in the transfer partners: Qantas Frequent Flyer (3:1, A\$149 a year), Velocity Frequent Flyer (2.5:1, A\$99 a year) and Qatar Airways Privilege Club (2.5:1) all now carry membership fees to access, alongside fee-free options like Myer and Woolworths Everyday Rewards. Card earn rates are also shifting to depend on a customer's Yello tier. For a bank loyalty programme, charging an annual fee for the privilege of transferring into its best airline partners is an unusual monetisation move — and a live test of how much friction frequent flyers will tolerate before they walk.

— Source: [CommBank Yello Changes](#) · [Point Hacks](#)



Photo by Jonathan

EN BREF

Regal Launches \$10.99/Month Rewards+ Subscription

The cinema chain's new mid-tier program sits between its free Rewards scheme and \$25.99 Unlimited plan, bundling one free monthly ticket that rolls over if unused, four discounted guest tickets, 20% off concessions and 100 points per \$1 spent.

— Source: [CX Dive](#) · [Hollywood Reporter](#)

Citi Adds Japan Airlines as a New ThankYou Transfer Partner

Citi ThankYou members can now transfer into JAL Mileage Bank at 1:1 (annual-fee cards) or 1:0.7 (no-fee cards), with a 30% launch bonus through October 24 lifting those rates to 1:1.3 and 1:0.91 — opening oneworld award access to a currency that previously had no Japanese airline partner.

— Source: [One Mile at a Time](#) · [Doctor of Credit](#)

Wyndham Rewards' September 15 Devaluation Adds a 45,000-Point Tier

Wyndham's award chart now tops out at 45,000 points a night, up from 30,000, while its entry tier drops from 7,500 to 5,000 points — a mixed repricing that stings at the top even as it cheapens the lowest redemptions.

— Source: [LoyaltyLobby](#)

SILA's Inaugural Loyalty Leaders Summit Opens This Week

The South East Asia & India Loyalty Association's first Singapore summit runs September 23 at Sofitel Singapore City Centre, gathering 200+ senior loyalty, CRM and CX executives alongside the release of its 2026 Asia Loyalty Program Research Report.

— Source: [SILA / Asian Loyalty Association](#)

"The future of loyalty really is going to be anchored in understanding consumers at a deeper level than just purchase behavior."

KATHERINE BLACK, KEARNEY, VIA CX DIVE

DANS LES DÉPÊCHES

DFI Retail Group names Kshitij Mulay (ex-Sephora Asia) Chief Digital & yuu Rewards Officer, eff. Sept 17 ♦

Reward (Rezolve AI) appoints Matthew Keylock as Chief Data & Analytics Officer ♦

Malaysia Airlines & Singapore Tourism Board sign 3-year MOU covering "loyalty engagement"