

CQ STARZ CLUB – LOYALTY PROGRAM UPDATE

Effective 30 April 2026

We've been listening

After strong local feedback, reviewing other cinema loyalty programs, and a lot of behind-the-scenes work, we're rolling out a refreshed CQ Starz Club. Designed to be simpler, fairer, and better value for our frequent local movie-goers.

What's changing?

From 31 March 2026, all previous CQ Starz Club offerings and Terms & Conditions will be deactivated (unless delays are experienced during development). Then, on 30 April, our systems will be replaced with our updated membership structure.

What stays the same?

- All loyalty points you've already earned will remain active
- Your points will automatically roll over into your updated loyalty account
- No points will be lost

Important information for existing Gold & Silver members

If you are a paid Gold or Silver member and still have unused tickets loaded on your card:

- You can continue to redeem all purchased tickets as normal
- Once those tickets are fully used, your card will need to be topped up with one of the new membership options below to continue receiving member benefits

NEW CQ STARZ CLUB PAID MEMBERSHIPS

GOLD SAVER – \$300 Includes:

- 10 x Gold Room Tickets

SILVER SAVER – \$150 Includes:

- 10 x General Admission Tickets

NEW LOYALTY POINTS STRUCTURE (ALL TIERS)

All CQ Starz Club members will now earn:

- 3 loyalty points for every \$1 spent
- 1 point = 1 cent
- Points are redeemable as a \$10 discount voucher at checkout

More value, fewer rules, and easier rewards—every visit.

FREQUENTLY ASKED QUESTIONS

Will I lose my existing loyalty points?

No. All points earned prior to 30 April 2026 will remain active and roll straight into your updated CQ Starz Club account.

Do my current tickets expire on 30 April?

No. If you've already purchased tickets as part of a Gold or Silver membership, you can continue to redeem them until they are fully used.

What happens once my existing tickets are used?

Once all remaining tickets are redeemed, you'll need to top up with one of the new Gold or Silver membership options to continue enjoying paid member benefits.

Do I need to create a new account?

No. Your existing account will automatically transition to the updated CQ Starz Club system.

Are free/entry-level members affected?

Yes—free members will now benefit from the new 3 points per \$1 spent structure, giving better value across all tiers.

Why was the program changed?

We took onboard local customer feedback, benchmarked other cinema loyalty programs, and rebuilt CQ Starz Club to better suit our community and how you actually go to the movies.

We're proud to keep CQ Starz Club local, fair, and genuinely rewarding.

Thanks for sticking with us—and we'll see you at the movies