



Wednesday 23 March 2016

## Fact Sheet: NAB DASH

### ***Background***

- NAB Dash will see footy supporters skipping the queue for drinks and food this football season at Metricon Stadium, the home ground of the Gold Coast Suns.
- The smartphone application allows patrons to order and pay for food and beverages, and by utilising location-based technology, staff at the nearest bars will receive their order and begin preparation before the customer arrives.
- As part of its commitment to innovation, NAB approached the AFL to trial the new payment technology that will see footy-goers order their snacks and drinks from their seats, and then approach any NAB Dash bar to collect.
- NAB designed the click and collect model with a customer-centric focus that eliminates unnecessary waiting times for patrons, eases congestion at food stands and bars, and delivers a more streamlined order, pay and collect experience – reducing their time away from the game.
- Products similar to NAB Dash used by NAB partners in overseas markets have seen merchants deliver a 20-25% increase in sales.

### ***Alliance***

- The delivery of NAB Dash has been made possible with the support of the Gold Coast Suns, Metricon Stadium and the AFL.

### ***How it works***

- NAB Dash will be live and operating in several food stands and bars which have been chosen to deploy the new payment and ordering system. The application will begin rolling out from Round 3 of the AFL season and will be made available to all attendees at games played at Metricon Stadium during the 2016 AFL Premiership fixture.
- Following its full release to the public, NAB Dash will be available for download via Google Play and the Apple App Store.