WeMoney

WeMoney Awards Program - Ratings Methodology Criteria

Credit Card (Non-Bank) Awards

Name: 2026 WeMoney Credit Card (Non-Bank) Awards

Key Dates:

Applications open: Thursday, 18-June-2026
Applications close: Friday, 10-July-2026
Winners announced: Thursday, 21-July-2026

2026 WeMoney Credit Cards (Non-Bank) Awards Summary

The WeMoney Credit Card Awards (Non-Bank) recognise outstanding credit card products offered by brands that are not Authorised Deposit-Taking Institutions (ADIs). This program includes credit cards issued by non-ADI lenders and fintech credit card providers, and does not consider products underwritten by ADIs. The awards assess the product experience delivered directly by the non-bank credit card provider to the consumer.

We use our knowledge and experience to identify those non-ADI credit card products that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Credit Card Awards (Non-Bank).

For applicants, a WeMoney Credit Card Award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2026 Credit Card (Non-Bank) Award Categories

Overall Award Categories
Credit Card of the Year
Best Rewards Credit Card
Best Low Rate Credit Card
Best Cashback Credit Card
Best Balance Transfer Credit Card
Best Retail Loyalty Credit Card
Best Interest-Free Credit Card
Best Premium Credit Card
Best Digital Experience

Credit Card Award Categories
Excellent Rates & Fees
Best for Value
Best for Quality
Outstanding Customer Service

Award Methodology

Overall Award Categories

Credit Card of the Year
This award recognises the non-ADI credit card brand delivering exceptional overall value through competitive pricing, innovative features, and superior customer experience. Applicants were assessed based on pricing, rewards innovation, digital capabilities, customer satisfaction, and market leadership. The award is given to the provider with the highest weighted rating across the following categories:

- Competitive Pricing & Fee Structure
- Rewards & Feature Innovation
- Digital Capabilities & App Experience
- Customer Experience Leadership
- Security & Fraud Protection
- Brand Value Proposition
- Market Leadership & Differentiation

Best Rewards Credit Card
This award recognises the non-ADI credit card brand offering the most valuable rewards program through competitive earning rates, flexible redemption, and meaningful partnerships. Applicants were assessed based on earning rates, redemption flexibility, partner breadth, bonus opportunities, and rewards value. The award is given to the provider with the highest weighted rating across the following categories:

- Competitive Earning Rates
- Redemption Flexibility & Options
- Partner Network & Loyalty Integration
- Bonus Earning Opportunities
- Points Value & Optimisation
- Exclusive Cardholder Benefits
- Rewards Program Innovation

Best Low Rate Credit Card
This award recognises the non-ADI credit card brand offering the most competitive interest rates with transparent fee structures for rate-conscious consumers. Applicants were assessed based on purchase rate competitiveness, fee transparency, interest-free periods, and overall affordability. The award is given to the provider with the highest weighted rating across the following categories:

- Purchase Rate Competitiveness

- Interest-Free Period Offerings
- Fee Transparency & Minimisation
- Accessibility & Eligibility
- Rate Stability & Certainty
- Customer-Focused Features

Best Cashback Credit Card
This award recognises the non-ADI credit card brand offering the most competitive cashback program through attractive return rates, broad earning categories, and simple redemption. Applicants were assessed based on cashback rates, earning category breadth, cap structures, payout frequency, and overall cashback value. The award is given to the provider with the highest weighted rating across the following categories:

- Cashback Rate Competitiveness
- Earning Category Breadth
- Cap Structure & Transparency
- Payout Frequency & Flexibility
- Minimum Spend Requirements
- Overall Cashback Value

Best Balance Transfer Credit Card
This award recognises the non-ADI credit card brand offering the most competitive balance transfer terms through low introductory rates, generous transfer periods, and transparent fee structures. Applicants were assessed based on introductory rate, transfer period length, balance transfer fees, and revert rate competitiveness. The award is given to the provider with the highest weighted rating across the following categories:

- Introductory Rate Competitiveness
- Transfer Period Length
- Balance Transfer Fee Transparency
- Revert Rate Competitiveness
- Transfer Limit Flexibility
- Eligibility & Accessibility

Best Digital Experience
This award recognises the non-ADI credit card brand delivering the most seamless and innovative digital experience, from application through to ongoing account management. Applicants were assessed based on mobile app functionality, digital wallet integration, real-time notifications, and self-service capabilities. The award is given to the provider with the highest weighted rating across the following categories:

- Mobile App Functionality
- Digital Wallet Integration
- Real-Time Notifications & Alerts
- Self-Service Features & Usability
- Digital Security & Card Controls
- Application & Onboarding Experience

Best Retail Loyalty Credit Card
This award recognises the non-ADI credit card delivering the best retail loyalty experience through competitive in-store earning rates, exclusive partner benefits, and meaningful retail rewards. Applicants were assessed based on retail earn rates, redemption flexibility, in-store perks, and partner integration. The award is given to the provider with the highest weighted rating across the following categories:

- Retail Earn Rate Competitiveness
- Redemption Flexibility & Options
- In-Store Partner Benefits
- Exclusive Events & Experiences
- Loyalty Program Innovation
- Retail Rewards Value Proposition

Best Interest-Free Credit Card
This award recognises the non-ADI credit card offering the most competitive interest-free proposition through innovative pricing models, consumer-friendly fee structures, and accessible credit. Applicants were assessed based on interest-free terms, fee transparency, consumer protections, and pricing innovation. The award is given to the provider with the highest weighted rating across the following categories:

- Interest-Free Proposition Design
- Fee Structure Transparency
- Consumer Protection Features
- Credit Accessibility & Eligibility
- Pricing Model Innovation
- Overall Affordability & Value

Best Premium Credit Card

This award recognises the non-ADI credit card delivering the most comprehensive premium experience through elevated benefits, travel perks, insurance coverage, and exclusive lifestyle access. Applicants were assessed based on premium benefits, travel and insurance inclusions, earn rates, and exclusive experiences. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Tier Benefits & Perks
- Travel Insurance & Lounge Access
- Lifestyle & Experience Offerings
- Earn Rate Competitiveness
- Exclusive Event Access
- Premium Service & Support

Credit Card Award Categories

Excellent Rates & Fees
This award recognises the non-ADI credit card brand offering the most competitive and transparent fee structure combined with market-leading interest rates. Applicants were assessed based on interest rate competitiveness, fee transparency, international transaction policies, and pricing clarity. The award is given to the provider with the highest weighted rating across the following categories:

- Interest Rate Competitiveness
- Fee Structure Transparency
- Pricing Model Innovation
- No Hidden Charges Commitment
- Consumer-Friendly Fee Protections
- Rate Certainty & Stability
- Pricing Communication Clarity

Best for Value
This award recognises the non-ADI credit card brand delivering outstanding overall value through competitive pricing, essential features, and customer-focused benefits. Applicants were assessed based on cost-effectiveness, feature inclusions, accessibility, and overall value proposition relative to costs. The award is given to the provider with the highest weighted rating across the following categories:

- Cost-to-Feature Ratio
- Customer Benefit Inclusions
- Essential Feature Accessibility
- Fee Waiver Accessibility
- Lifetime Value Proposition
- Overall Value Innovation

Best for Quality
This award recognises the non-ADI credit card brand demonstrating superior product quality through innovative features, advanced technology, and market-leading functionality. Applicants were assessed based on product innovation, technology advancement, feature comprehensiveness, and digital integration quality. The award is given to the provider with the highest weighted rating across the following categories:

- Product Feature Comprehensiveness
- Premium Tier & Scheme Benefits
- Insurance & Protection Coverage
- Earn Rate & Rewards Quality

- Exclusive Experiences & Perks
- Security & Fraud Protection
- Overall Product Sophistication

Outstanding Customer Service

This award recognises the non-ADI credit card brand delivering exceptional customer service through responsive support, accessible channels, and customer-focused excellence. Applicants were assessed based on service responsiveness, channel accessibility, satisfaction, resolution efficiency, and innovation. The award is given to the provider with the highest weighted rating across the following categories:

- Personalised Service Delivery
- Customer Satisfaction Excellence
- First-Call Resolution Rates
- Multichannel Support Integration
- Service Innovation & Technology
- Relationship-Focused Approach

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each non-ADI credit card brand and available products, assessing important factors, such as:

1. Affordability & Fees
The independent judging panel examines each non-ADI credit card brand based on their pricing structure, fee transparency, and overall cost competitiveness. This includes a detailed assessment of all potential costs that customers may incur throughout their credit card ownership, including ongoing fees, transaction charges, and interest rates. Applicants are compared based on their fee structures and interest rates relative to industry benchmarks and customer value propositions.

- Standard Annual Fees & Reward Services Fees
- Sign-Up Incentives & Annual Fee Waivers
- Interest Rates & Interest-Free Periods
- Late Repayment Fees & Cash Advance Fees

2. Flexibility & Features
The independent judging panel examines each non-ADI credit card brand based on the range and quality of features offered to cardholders, as well as the flexibility and conditions associated with these benefits. This includes a detailed assessment of rewards programs, cashback offerings, balance transfer options, and unique cardholder benefits. Applicants are compared based on their feature offerings and program benefits relative to industry standards and customer expectations.

- Cashback Offerings & Rewards Programs
- Points Earning Rates & Spending Limits
- Balance Transfer Options & Credit Limits
- Digital Wallet Compatibility & Unique Benefits

3. Customer Experience
The independent judging panel examines each non-ADI credit card brand based on the quality of their customer service, digital experience, and overall application and account management processes. This includes a detailed assessment of application convenience, approval timeframes, customer support accessibility, and service differentiation. Applicants are compared based on their service delivery and customer experience relative to industry standards and customer expectations.

- Online Application Capability & Approval Timeframes
- Digital Card Issuance & Mobile Application Availability
- Customer Support Channels & Response Times
- Customer Service Team Location & Service Quality

Scoring Methodology

Score Range	Description
0-4	Below industry standards and represents significant room for improvement.
5-7	Meets industry standards and demonstrates strong performance, though with some room for improvement.
8-10	Exceeds industry standards and customer expectations, with limited room for improvement.

Data Collection & Review Process

WeMoney collects data from Non-Bank Credit Card Brands and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Non-Bank Credit Card Brands. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of borrowers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

Award Eligibility

The WeMoney Credit Card (Non-Bank) Awards are open to credit card products offered under brands that do not hold an Authorised Deposit-Taking Institution (ADI) licence issued by the Australian Prudential Regulation Authority (APRA). This includes non-bank lenders, fintech credit card providers, and retail or loyalty-branded credit cards where the underlying cards are issued or underwritten by a non-ADI on behalf of the brand.

Brands were given 3 weeks to respond to our invitation process and provide all necessary data. Only Non-ADI Credit Card Brands that provided data satisfactorily and met all requirements were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees, Flexibility & Features and Customer Experience, among others, that broadly fall into the following 3 categories:

- Affordability & Fees
- Flexibility & Features
- Customer Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Affordability & Fees	• Standard annual fees and reward services fees • Sign-up incentives and annual fee waivers • Interest rates and interest-free periods • Late repayment fees and cash advance fees	**35%**
Flexibility & Features	• Cashback offerings and rewards programs • Points earning rates and spending limits • Balance transfer options and credit limits • Digital wallet compatibility and unique benefits	**35%**
Customer Experience	• Online application capability and approval timeframes • Digital card issuance and mobile application availability • Customer support channels and response times • Customer service team location and service quality	**30%**