



## Expression of Interest

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Date: 9 November 2016

Reference: EOI-DLGC201709

Subject: **Seeking business partners to join the WA Seniors Card discount program**

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### 1. BACKGROUND

The Department of Local Government and Communities works in collaboration with Western Australia's local governments and community services sector to oversee the delivery of programs and services that support and strengthen the State's diverse communities.

The Department is committed to achieving the best possible outcomes for seniors, young people, women, volunteers, children and families and multicultural communities.

A major initiative of the Department is to acknowledge and reward seniors in Western Australia through the WA Seniors Card program.

The WA Seniors Card is available to West Australians aged 61 years and older. Members enjoy rewards and discounts with a WA Seniors Card from a range of business partners and the State Government.

There are over 370,000 members of the WA Seniors Card program who have exclusive access to over 550 businesses offering discounts of between 10 per cent and 50 per cent on goods and services.

### 2. PURPOSE

This expression of interest seeks to engage business partners that are interested in providing discounts to WA Seniors Card members on goods and services.

The Department intends to

- a) invite business partners to submit a proposal for offering WA Seniors Card members discounts on goods and services;
- b) provide business partners with general information about the WA Seniors Card program.

### 3. INFORMATION FOR BUSINESS PARTNERS

There are currently over 370,000 WA Seniors Card members throughout Western Australia. Members enjoy rewards and discounts with a WA Seniors Card from a range of business partners and the State Government.

WA Seniors Card members also benefit from reciprocal rewards and discounts when traveling in other jurisdictions across Australia and New Zealand.

The Department is seeking interested business partners to provide a discount offer to WA Seniors Card members.

A discount for the WA Seniors Card program may include:

- A minimum of 10% off the regular retail price;
- A minimum \$20 discount (if not 10%);
- A gift or additional product when a good or service has been purchased.
- A discount applied to a minimum spend where the goods or service are low in monetary value.

#### A. Specifications

The Department requests that interested business partners outline the following as part of the proposal to offer discounts to the WA Seniors Card program:

- a) The discount to be offered at the point of sale;
- b) Consideration of advertising and promotional opportunities of the discount partnership to existing clients;
- c) Consideration of providing contributions for exclusive WA Seniors Card member competitions;
- d) Consideration of attending events to promote the discount partnership;
- e) Options to provide information to the Department regarding consumer analytics and general statistics of discount applicable sales; and
- f) Offer protection and security of any personal information collected, as applicable under the *Commonwealth Privacy Act 1988* and the *Australian Privacy Principles*.

**B. Considerations**

The Department requests that interested business partners take into account the following as part of the proposal to offer discounts to the WA Seniors Card program:

- a) Cost associated with establishing and maintaining the discount offer is to be the responsibility of the business partner.
- b) Acknowledgment of any WA Seniors Card members’ information collected at the point of sale and the process to adhere to the relevant legislation to protect WA Seniors Card members’ personal details.
- c) Continuity of service. The proposal should outline an appropriate operational plan to ensure the continuity of the discount offer in the event point of sale acceptance for a discount is not possible, including relevant risks and contingency plans where applicable.
- d) Compliance by the Respondent under *Australian Consumer Law*.

**C. Timeframes**

The Department requests that interested business partners consider the timeframes below in preparation of proposals to offer discounts to the WA Seniors Card program:

Expression of Interest opens	9 November 2016
Department available for questions	10 – 30 November 2016
Expression of Interest closes	<b>2 December 2016</b>
Department to review proposals	5 – 9 December 2016
Department to contact businesses if require clarification	12 – 16 December 2016
Department to announce new business partners	19 December 2016

The Department reserves the right to determine the timing and manner in which this Expression of Interest process is progressed without any recourse to any business partner submitting a proposal.

The Department reserves the right to announce successful business partners through any and all advertising and promotional opportunities available at the time of announcement.

***Closing Date***

The closing date for this Expression of Interest is **2 December 2016**.

**D. CONTACT PERSON**

The Department requests that interested business partners requiring further information or clarification in preparation of proposals to offer discounts to the WA Seniors Card program contact:

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