



SENIORS CARD

WA Seniors Card

Business Prospectus



About the WA Seniors Card Program

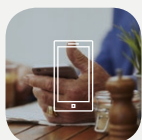
Since 1988, WA's Seniors Card program has been recognising and rewarding older Western Australians for their valuable contributions to WA's communities.

There are now 700-plus participating business partners offering discounts and benefits to more than 380,000 WA Seniors Card members. Members also receive a range of State Government concessions, making the WA Seniors Card the most generous program of its kind in Australia.

Who are WA Seniors Card members?

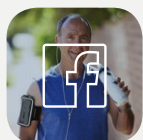
To be eligible for the WA Seniors Card, members must meet the age requirement, permanently reside in WA and work less than 25 hours per week averaged out over 12 months.

Seniors are WA's fastest growing demographic. It is estimated that by 2050, seniors will make up 26% of the population (Australian Bureau of Statistics).



Technology

Two thirds of WA Seniors Card members use a mobile phone or tablet



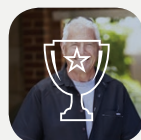
Social media

The WA Seniors Card Facebook page has more than 1,900 followers



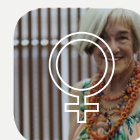
Web users

The WA Seniors Card website averages more than 16,000 unique users each month



Competitions

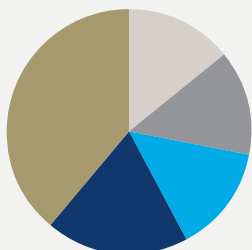
WA Seniors Card competitions attract about 4,000 entries on average per month



Demographics

70 per cent of people who 'like' the WA Seniors Card Facebook page are female

Where WA Seniors Card members reside (top five suburbs)



	Falcon (City of Mandurah)	18,905
	North Coogee (City of Cockburn)	9,486
	Bunbury (City of Bunbury)	7,022
	Drome (City of Albany)	6,973
	Hocking (City of Wanneroo)	6,875

How your business can benefit

By partnering with WA Seniors Card, your business will gain access to 380,000 members and growing. You will also:

- have your logo and business profile included on the WA Seniors Card website, with more than 16,000 visitors every month
- receive a promotional pack to help you offer the discount at the point-of-sale, online and through printed materials
- get the opportunity to contribute prizes for WA Seniors Card monthly competitions. Competitions are featured on the WA Seniors Card website and the Facebook page and attract about 4,000 entries on average per month
- have the opportunity to profile your business on the WA Seniors Card Facebook page, which has more than 1,900 followers and counting!

A user friendly online discount directory makes it easy for participating businesses to upload new discounts, special offers and competition prizes online and in real time.

From 2017, the WA Seniors Card will incorporate retail barcode technology that will enable businesses to apply a seniors discount at the point-of-sale. This technology may also allow your business to undertake consumer analytics. We can assist you in setting this up, so please contact the WA Seniors Card team if you wish to use this feature.

Becoming a partner is free

Partnering with the WA Seniors Card program is free. Participating businesses must simply offer members a discount of at least 10% or savings of more than \$20, whichever is greatest.

Ways to reach WA Seniors Card members

The WA Seniors Card program provides a variety of promotional channels for participating businesses to advertise their offer. This includes:

- electronic direct mail to thousands of WA Seniors Card members
- brochure inserts included in direct mail to more than 5,000 households per month
- additional promotion on the WA Seniors Card website
- Facebook promotion.

Please contact the WA Seniors Card Centre for pricing.

What our partners say

Miss Maud

“Our WA Seniors Card customers have grown to love our famous Smörgåsbord and delicious tortes, and continue to enjoy the 10% discount we have been offering them since the launch of the WA Senior Card directory in 1991. We believe the WA Senior Card complements our marketing strategy, and at the same time, offers a little extra treat to our valued Seniors Card customers.”

**Maud Edmiston CitWA,
Managing Director, Miss Maud**

Vodafone Australia

“Vodafone are a proud partner of WA Seniors Card, which shares our goal of supporting local communities and helping people feel connected no matter their age. WA Seniors Card offers Vodafone the ability to promote exclusive discounts directly to cardholders and promote our quarterly seniors’ workshops designed to help seniors boost their knowledge of smartphone technology.”

**Ben McIntosh, Director – Customer
Business Unit at Vodafone Australia**

Kailis Fish Market Café

“Kailis’ Fish Market Café values being a WA Seniors Card business partner because it is an opportunity to give back and support seniors in our community. We welcome a lot of seniors coming in groups who take advantage of using their WA Seniors Card in store.”

**Elly Rowe, Marketing Manager,
Kailis’ Fish Market Café.**

A selection of WA Seniors Card partners



AQWA



Autobahn



Bedshed



Big 4
Holiday Parks



C Restaurant



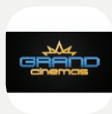
Captain Cook
Cruises



MedicAlert



Good Life
Health Clubs



Grand Cinemas



Jamaica Blue



Kailis Fish Market
Café



Kleenheat



Mercedes-Benz



Vodafone



Miss Maud



Nando's



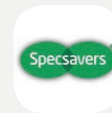
Perth Zoo



Perth Wildcats



Sizzler



Specsavers
Australia



Sunday Times

Become a partner today

To enquire about becoming a WA Seniors Card business:

Telephone: (08) 6551 8800

Email: business@seniorscard.wa.gov.au

Complete and submit the online expression of interest form at www.seniorscard.wa.gov.au



Terms and Conditions for Business Partners

Business partners must:

1. Provide a real and meaningful offer that is exclusive to members. The standard minimum discount is 10% (or \$20 in value). Anything less is at the discretion of the WA Seniors Card program for inclusion in the program.
2. Provide a discount offer which is not a generally available benefit which has been 'repackaged' for the purpose of gaining access to the program. The discount offer shall not be a discount on a 'rack rate'.
3. Provide a discount offer valid from the time of registration with the program.
4. Specify a 'percentage' or 'dollar value' discount that will be applicable - wording such as 'varying levels of discount', 'up to X%', 'approximately X%' or 'X% to X%' will not be accepted.
5. Provide clear and simple details of the genuine savings to members and give clear statements regarding any exclusions.
6. Ensure that all discount offers shall give equal treatment to cash and credit card transactions.
7. Ensure that the offer will be readily available to members and that all existing and new staff will be made aware of the discount.
8. Clearly display the WA Seniors Card signs (decals) in all registered business outlets.
9. Promote involvement in the program on their website and other marketing channels.
10. Keep the Department of Communities (the department) and its officers, employees and contractors fully indemnified against any costs (including legal fees), claims, damages and expenses that may be incurred by the department and its officers, employees and contractors as a result of the business provider failing to perform its obligations under these Terms and Conditions and/or in connection with the supply, or any failure to supply, the offer.
11. Comply with the Australian Consumer Law and any other applicable laws in relation to the operation of their business.
12. Not make changes, substitute or withdraw the approved offer without the prior written consent of the department.
13. Immediately remove all WA Seniors Card program logos from display (including from all marketing channels) when business membership in the program ceases.
14. Ensure that the business is a GST registered business.
15. Ensure that, where applicable, the business is licensed to carry out the trade advertised (for example, electricians, plumbers, financial advisors and accountants).
16. Allow the department to make enquiries and exchange information with the Department of Commerce and other relevant bodies.
17. Recognise and provide the offer to other Australian jurisdictions' Seniors Card members and New Zealand SuperGold Card program members.

Please view our full list of Terms and Conditions online at: www.seniorscard.wa.gov.au