



SENIORS CARD

Seniors Card Business Partner Application Form





SENIORS CARD

Please read the following information before completing the application form.

Contact Details

Telephone: (03) 6165 8377

Mail: Seniors Card Program
GPO Box 65
HOBART TAS 7001

Email: seniors@communities.tas.gov.au

Web: www.seniors.tas.gov.au

Benefits of listing your business

Joining the Tasmanian Seniors Card Program is free and there are no ongoing costs or fees attached to membership.

Each state and territory government manages its own Seniors Card Program. In Tasmania, there are over 114,000 Seniors Card holders and more than 8,000,000 Australia-wide, providing a unique opportunity to market your product directly to a diverse and rapidly growing seniors market.

With thousands more baby boomers turning 60 over the next few years, the number of Tasmanian Seniors Card holders will increase dramatically.

Nationally, people aged 60 years and over represent around 20 per cent of the population and this is projected to grow to between 27 per cent and 30 per cent by 2051.¹

The Seniors Card Program is open to any business that wants to attract this market segment.

Business Partners may be:

- Situated anywhere in Tasmania.
- National businesses with Tasmanian outlets.
- Online or mail order businesses anywhere in Australia.

Opening your offer to visitors

Interstate Seniors Card holders

The Seniors Card Program operates in each state and territory and most businesses offer their discounts to all Seniors Card holders Australia-wide. This form gives you the choice of making your offer available to interstate Seniors Card holders or restricting it to Tasmanian Seniors Card holders.

New Zealand SuperGold Card

In June 2011, the Tasmanian Premier agreed to a reciprocal arrangement between New Zealand's SuperGold Program and the Tasmanian Seniors Card Program. What does this mean for you?

As a valued Business Partner offering discounts to Tasmanian Seniors Card holders, you can now increase your customers by extending your discount to NZ SuperGold Card holders while they are visiting Australia.

In New Zealand, participating businesses are now offering their discounts to visiting Tasmanian Seniors Card holders.

¹ Source: ABS, Population by Age and Sex, Regions of Australia 2008 (cat. no. 3235.0)



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Please note that it is your choice whether to extend the discount to NZ SuperGold Card holders. As there is no promotional material for your business to display, it is up to the New Zealand Card holder to ask about a discount or present their card.

For more information about the NZ SuperGold Card visit www.supergold.govt.nz



As a new Business Partner you will be given the choice of making your offer available to NZ SuperGold Card holders or restricting the discount to Tasmanian Seniors Card holders.

Remember there is no cost involved in registering with the Seniors Card Program. You can promote your business to seniors by completing this application form and returning it in the reply paid envelope or **apply online** at www.seniors.tas.gov.au

How to promote your partnership with the Tasmanian Seniors Card Program

Offering a seniors discount is a welcoming gesture and makes seniors feel like valued customers.

- Ensure staff know what your offer is for Seniors Card holders and are able to answer questions about this offer.

- People don't like being treated as if they are 'all the same'; they have different backgrounds and beliefs and like to be treated as individuals.
- Display your Seniors Card window stickers and Counter Stand. Card holders look out for them.
- Use the **Seniors Card Welcome Here** or **Seniors Card Business Partner logo** in your marketing collateral as well as in your local paper and Yellow Pages ad.



SENIORS CARD
welcome here



SENIORS CARD
business partner

- Promote your offer to over 110,500 Seniors Card holders through the biennial Discount Directory.



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BUSINESS PARTNER APPLICATION FORM

(Please print all details)

The information in these fields will appear in the Directory and on our website.

BUSINESS DETAILS:

Business Trading Name: _____

Registered Business Name: _____

ABN/ACN: _____

Corporate Affairs and Fair
Trading Registered
State/Number (if applicable): _____

BUSINESS POSTAL DETAILS:

Building Name: _____

Postal address: _____

Suburb: _____

State _____ Postcode _____

APPLICANT CONTACT DETAILS (office use only):

Title: _____

Name of applicant: _____

Position held: _____

Phone: _____

Mobile: _____

Fax: _____

Email: _____



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SHOPFRONT:

I am a web or phone-based business and do not have a shopfront in Tasmania.

No shopfronts **(go to Offer and Product Description)**

If your business has more than 10 shopfronts in Tasmania, your address area will appear as various locations.

Shopfront 1

Building Name: _____

Street: _____

Suburb: _____

State: _____

Postcode: _____

Phone: _____

If the Business has more than one shopfront, **please email the details to**
seniors@communities.tas.gov.au

OFFER AND PRODUCT DESCRIPTION:

It is preferred that the Seniors Card offer be available every trading day without restrictions to minimise confusion for our Card holders and for consistency of the Program.

Website: _____

Public email: _____

Proposed Offer – (Minimum **10%** discount or equivalent including exclusions. Maximum 150 characters including spacing and punctuation).



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Product description to appear on our website only – (Maximum 300 characters including spacing and punctuation – tell us about your business).

Please circle as appropriate for your business:

Interstate Seniors Cards accepted	YES	NO
NZ SuperGold Cards accepted	YES	NO

PARTICIPATING BUSINESS AGREEMENT:

Please read the terms and conditions of the Agreement on pages 7 and 8 before signing this application.

By ticking the “I agree” box appearing below:

- the Business acknowledges and agrees that it is strongly advised that it should obtain its own independent professional advice about the terms and conditions, or otherwise concerning, this Agreement and it has had the opportunity to obtain such advice or has made its own informed decision not to obtain such advice;
- the Business acknowledges and agrees that it has carefully read the Agreement and it fully understands the terms and conditions of the Agreement;
- the Business agrees to the terms and conditions of the Agreement; and
- if applicable, the person completing this Agreement for and on behalf of the Business warrants that he or she is authorised to enter into this Agreement for and on behalf of the Business.

I agree

Name of applicant: _____

Signature of applicant: _____

Date: _____

Return completed pages 4, 5 and 6 to:

Mail: Seniors Card Program
GPO Box 65
HOBART TAS 7001

Email: seniors@communities.tas.gov.au



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PARTICIPATING BUSINESS AGREEMENT

The Seniors Card Program (“Program”) is administered by the Communities, Sport and Recreation Division of the Tasmanian Government (“the Crown”) Department of Premier and Cabinet.

Businesses registered with the Program agree to provide discounts to Seniors Card holders (“Customers”).

It is agreed that the Business wishes to register with the Program to provide either or both products and services to Customers for the Discount (as defined in clause 1). In consideration for the Crown agreeing to allow the Business to register and participate in the Program, the Business agrees to sell either or both, products and services to Customers subject to the Discount and subject to the following terms and conditions of this Agreement:

1. It must provide either:
 - (a) a discount;
 - (i) of **10% or more** off the normal price of the offered products or services;
or
 - (ii) a discount which equates to \$20 or more, which dollar value discount must equate in value to a discount of 10% or more off the normal price of the offered products or services;
 - (b) subject to the prior approval of the Department, entirely at the Department’s discretion, a discount of less than 10% off the normal price of the offered products or services;
2. It must ensure that it specifies a ‘percentage’ or ‘dollar value’ Discount. Wording such as ‘varying levels of discount’, ‘up to X%’, ‘approximately X%’ or ‘X% to X%’ are not acceptable and must not be used;
3. Unless otherwise agreed by the Department, entirely at the Department’s discretion, it must provide a Discount offer for a minimum of **24 months** from the date of commencement of its participation in the Program with provision to re-negotiate the Discount offered after that time;
4. It must clearly display Seniors Card promotional material in all its business shopfronts;
5. It must ensure the Discount is readily available to Customers nominated in the relevant offer and that all of its staff are made aware of the existence and terms of the Discount;
6. The Discount offered must not be changed or substituted without the prior written consent of the Department, entirely at the Department’s discretion;
7. It fully indemnifies the Crown against any cost (including legal fees), claims, damages and expenses that may be incurred by the Crown arising from, or attributable to, any, or all of, the Business;
 - (a) failing to perform its obligations under this Agreement; or
 - (b) in connection with the supply of any, or all of, the products or services or the Discount offered to a Customer; or
 - (c) any failure to supply any, or all of, the products or services or the Discount to a Customer;



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8. That the Department may make enquiries with the Australian Securities & Investments Commission, and other authorities, regarding the Business' trade activities and any other matters relevant to the Business' participation in the Program;
9. That the Business' registration with the Program ceases when the Discount offered is withdrawn or is no longer available to the Customers;
10. To immediately remove all Seniors Card promotional materials and logos from display and advertising materials, when the Business' registration with, or participation in, the Program ceases;
11. To promptly contact the Department, and in any event within five days, of the Business deciding to withdraw from the Program;
12. That the registration, and participation of the Business in the Program does not constitute any endorsement whatsoever of either, or both, the;
 - (a) Business; or
 - (b) the products and services provided by the Business,by the Department; and
13. That the Department may immediately withdraw the registration and participation of the Business in the Program if the Business fails to comply with any one or more of the terms and conditions of this Agreement.

In registering with the Program, the Business acknowledges and agrees that:

14. The Department can refuse, entirely at its discretion, to admit an applicant business to participate in the Program; and
15. The Department will advise Customers to take any unresolved issues between the Customer and a registered Business to Consumer Affairs and Fair Trading.