

FACT SHEET

Business Partners - FAQs

What sort of discount do I have to give?

The Seniors Card Program accepts a minimum 10% discount or equivalent. It is preferred that the offer be available every trading day without restrictions to minimise confusion for Seniors Card holders and for consistency of the Program. For further enquiries about your offer contact the Tasmanian Seniors Card Program on 1800 009 501.

How can I let customers know that I offer a Seniors Card discount?

Once your application to join the Seniors Card Program has been approved you will receive Seniors Card promotional material with your welcome pack which can be displayed at your business premises.

Free promotional materials can also be ordered online from your [Business Partner Account](#).

How do I change details for my business such as the name or location?

You can update the details of your business via your [Business Partner Account](#).

What businesses are eligible?

Business Partners must have a valid ABN. They may be:

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

Businesses have the choice to offer their discounts to interstate Seniors Card holders and New Zealand SuperGold Card holders.

What are the benefits to joining as a Business Partner?

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 120 000 Seniors Card holders and more than 7 million 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 percent by 2051.

As of June 2017, the Australian Bureau of Statistics estimated that 19.3 per cent of the Tasmanian population were over 65 years of age. This equates to 100,688 people.

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

How do I promote my Business Partnership with the Tasmanian Seniors Card Program?

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

To promote your business, you can:

- Ensure staff know what your offer is for Seniors Card holders and can answer questions about this offer.
- Display your Seniors Card window stickers and Counter Stand. Card holders look out for them.
- Use the Seniors Card Welcome Here logo in your marketing collateral and advertising.
- Promote your offer to over 120 000 Seniors Card holders through the [Discount Directory](#).

Participating Business Agreement

The following agreement is made between Seniors Card Participating Businesses and the Seniors Card Program when they become a registered Participating Business:

The Seniors Card Program ("Program") is administered by Community Partnerships and Priorities, a 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:

it must provide either:

- a discount;
- of 10% or more; or



- 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; or
- 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;
- 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;
- 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;
- it must clearly display Seniors Card promotional material in all its business shopfronts;
- it must ensure the Discount is readily available to Customers nominated in the relevant offer and that all its staff are made aware of the existence and terms of the Discount;
- the Discount offered must not be changed or substituted without the prior written consent of the Department, entirely at the Department's discretion;
- 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; failing to perform its obligations under this Agreement; or
- in connection with the supply of any, or all of, the products or services or the Discount offered to a customer; or
- any failure to supply any, or all of, the products or services or the Discount to a Customer;
- 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;
- that the Business' registration with the Program ceases when the Discount offered is withdrawn or is no longer available to the Customers;
- 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; to promptly contact the Department, and in any event within five days, of the Business deciding to withdraw from the Program;
- that the registration, and participation of the Business in the Program does not constitute any endorsement whatsoever of either, or both, the;
 - Business; or
 - the products and services provided by the Business, by the Department; andthat 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:

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

Can I extend my discount offer to interstate and overseas 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 in Australia. The online Application 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

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 offer their discounts to visiting Tasmanian Seniors Card holders.

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.

If you are already a registered Business Partner and you have not notified us that you are interested in extending your offer to NZ SuperGold Card holders please email us at seniors@dpac.tas.gov.au or phone on 1800 009 501.

If you are about to register online 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.

More information about the [NZ SuperGold Card](#).

How will customers know where to find my business?

All participating Business Partners are listed in the [online directory](#) available at www.seniors.tas.gov.au. They are also listed on the [Seniors Tasmania Facebook page](#).

How do I remove my business from the Seniors Card Program?

You can close your account via your online [Business Partner account](#) or contact the Tasmanian Seniors Card Program on 1800 009 501.