

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.

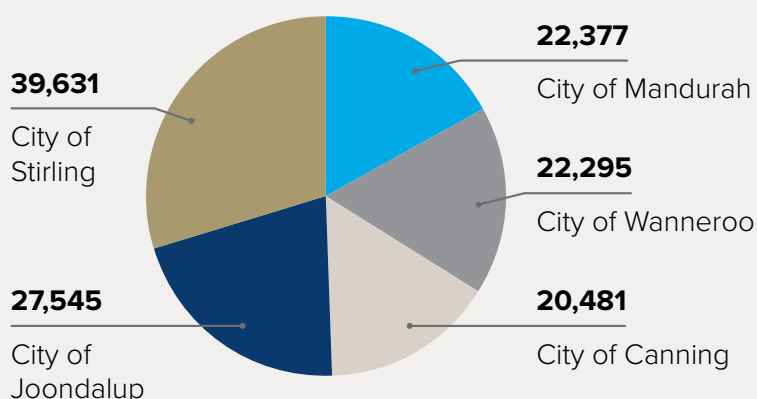
WA Seniors Card members receive discounts and special offers from participating Business Partners. Members also receive a range of State Government concessions, making the WA Seniors Card the most generous program of its kind in Australia.

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.

Seniors are WA's fastest growing demographic. It is estimated that by 2050, seniors will make up 25% of the population (Australian Bureau of Statistics).

Where WA Seniors Card members reside



How your business can benefit

By partnering with WA Seniors Card, your business will gain access to over 400,000 members. You will also:

- have your logo and business profile included on the WA Seniors Card website, with more than 10,000 visits to site 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 to the WA Seniors Card monthly competitions. Competitions are featured on the WA Seniors Card website and the Facebook page which attracts more than 1,000 entries per month
- have the opportunity to profile your business on the WA Seniors Card Facebook page.

An online discount directory makes it easy for participating businesses to advertise their discounts, special offers and competition prizes.

The WA Seniors Card provides 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 of non-identifying member data. 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 3,000 households per month
- display advertisements on the WA Seniors Card website
- Facebook promotion.

Please contact the WA Seniors Card Centre for pricing.

What our partners say

Innogreen Tech

"We only recently joined WA Seniors Card as a Business Partner, however our experience with them has been nothing short of sensational. From the people in the office to the program managers, everyone is extremely helpful and supportive. Our partnership with WA Seniors Card has allowed us to fulfill our mission to increase the digital inclusiveness, safety around the home, and expand our reach in the Senior's community tenfold at least. We have no hesitation in recommending WA Seniors Card to any interested party."

Arian Gorjy,
Sales and Marketing,
Innogreen Tech

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.

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

A selection of WA Seniors Card partners

 AQWA	 Autobahn	 Bedshed
 Big 4 Holiday Parks	 Blueforce	 Captain Cook Cruises
 Good Life Health Clubs	 Grand Cinemas	 Innogreen Tech
 Jamaica Blue	 Kailis Fish Market Café	 Kleenheat
 Miss Maud	 Perth Wildcats	 Perth Zoo
 Roll'd	 Specsavers Australia	 Stirling Arms Hotel
 The West Australian	 Vodafone	 Western Australia Visitor Centre

Become a Business Partner today

To enquire about becoming a
WA Seniors Card business partner:

Telephone: **1800 671 233**

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