



Good for your community, great for your business

# NSW Seniors Card media kit

Get straight to one of the largest, fastest growing  
and wealthiest markets in NSW

Don't just wait for ready-to-spend seniors to come to you!

Promote your business with NSW Seniors Card and you'll make your business a stand-out destination for our enthusiastic members.

- Over 1.9 million members state-wide
- Choice of powerful, proven channels
- Highly engaged and responsive audience
- Affordable, cost-effective advertising options



ADVERTISING ENQUIRIES:  
Phone **02 8753 9908** or email  
[SCadvertising@dcj.nsw.gov.au](mailto:SCadvertising@dcj.nsw.gov.au)

See how  
**here**  
↓

# About NSW Seniors Card

The NSW Seniors Card Program is part of the NSW Government's mission to help older citizens live healthier, happier and more affordable lives.

Through a combination of government concessions and discounts and deals from **thousands of participating businesses**, the program gives members the recognition and thanks they deserve for their years of contribution.

*Since its inception in 1992, Seniors Card has become a trusted brand and valued resource for over 90% of seniors state-wide.*

Our members love their cards and love to use them. And they respond at market-leading rates to promotions that arrive through the program's proven media channels.



## Why advertise with Seniors Card?



### Seniors are a market you can't afford to overlook

#### Huge and growing

**22%** of the NSW population today<sup>1</sup>, over-60's will be an even greater portion of the population in the years ahead. And **90%** of them in NSW are our card-carrying members.

#### Retiring later and living longer

Many of our members are still active in the workforce, with the intended retirement age pushing beyond 65. And life expectancy for those 60 years and older continues to increase each year, keeping our members socially active and a respected part of the NSW community.

#### Cashed up and spending

Over 60's represent serious buying power and a disproportionate share of the nation's net wealth.

A large percentage are self-funded or have income beyond the pension. They retire with substantial super balances and active, out-and-about lifestyles. And they spend on travel, entertainment, white goods, new cars, healthcare, furniture, gardening products and food and beverages just like any other age group.



<sup>1</sup> Source: Australian Bureau of Statistics, June 2020



# Seniors Card members are a solid-gold audience

## They're engaged

Members don't get their cards automatically. *They need to apply for them.* As any response-focused marketer will attest, reaching proactive applicants v. passive recipients is a recipe for higher results.

And because so many use their cards regularly and value the deals they get from them, the Seniors Card brand is exceptionally well known, recognised and regarded.

## They're loyal

Members have told us they're loyal to brands that give them value and treat them with respect. And they trust Seniors Card to introduce those brands to them.

Every business involved in the program has to be approved by Seniors Card and offer a significant discount or offer to our members. This ensures our members receive genuine value – and helps build that essential trust and loyalty.

## They're growing

At the rate of **6–7,000** new members a month!

With two cards available, the program is open to every person over 60 in NSW, regardless of their work status.

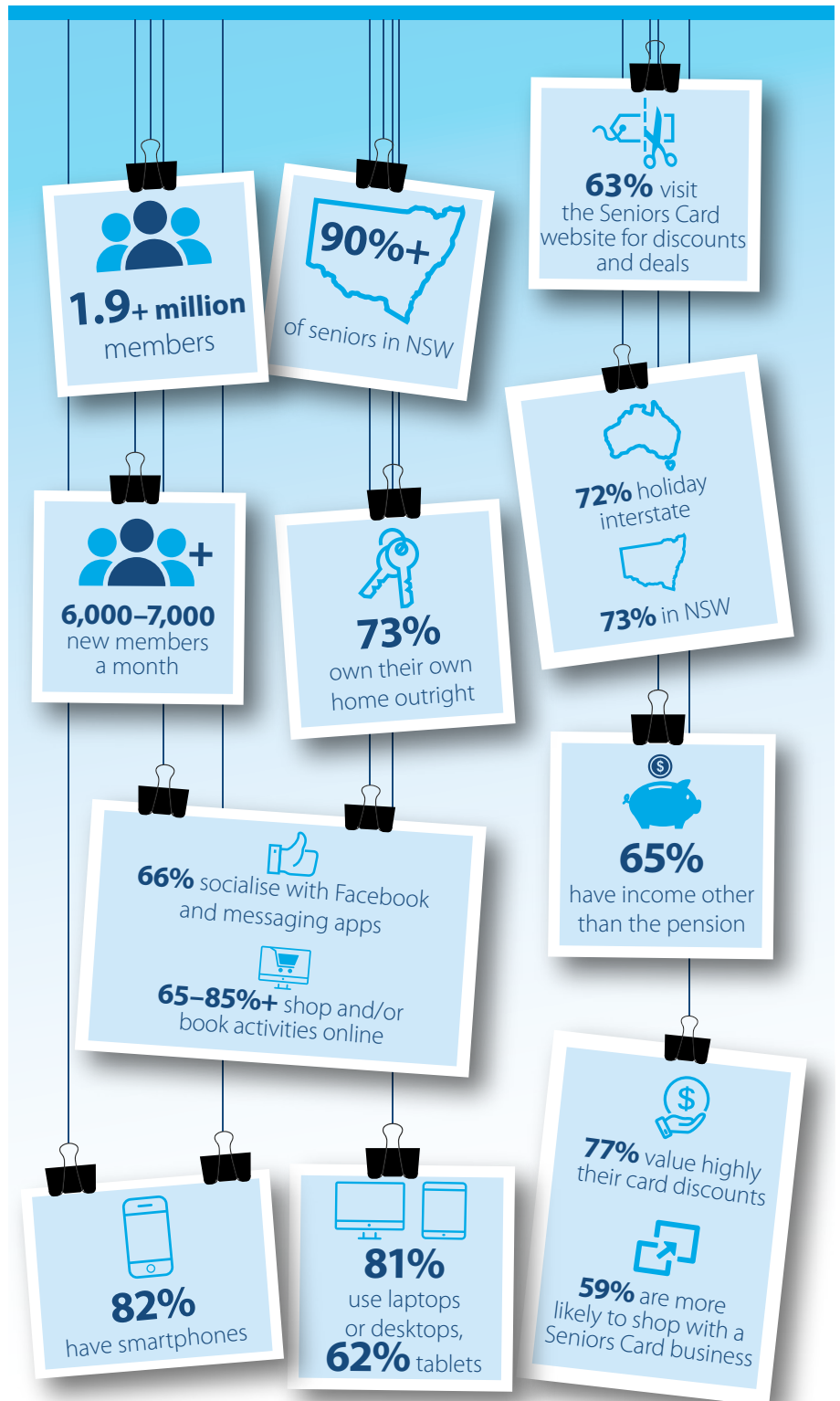
## They're active, out-and-about and tech savvy

These people aren't anyone's cliché of stodgy old retirees! Our member surveys tell us they do a lot, travel a lot, and (more every year) engage actively with technology.

## They're responsive

Businesses that promote to them under our Seniors Card banner get a gratifying response. In fact, advertisers who use Seniors Card media channels tell us they get some of their best results from our member base.

## Seniors Card Member Snapshot



Source: 2021, 2019 and 2017 Seniors Card member surveys

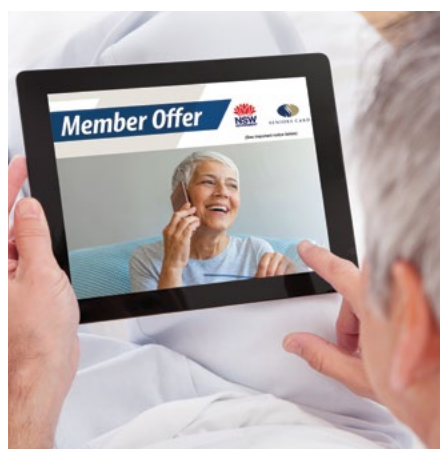
See just how powerful Seniors Card channels can be ↓



# How to further reach our Seniors Card members

When you go directly to our members, the Seniors Card brand opens the door for you. Every promotion is delivered under our trusted program banner. And you benefit from the recognition and respect it receives.

Join the smart businesses that are profiting from their relationship with our members through these effective channels.



## eDM

### Send cut-through emails to our highly engaged base

- **400,000+** email opt-ins
- Trusted 'from' and co-branded template
- **41%** average open rate
- Select by postcode, age
- Top performer for a range of categories and offers

#### Rates (all prices ex GST)

\$270 per thousand, single use up to 30,000

\$250 per thousand, single use from 30,001 to 100,000

\$225 per thousand, single use for 100,001 and above

\$300 set-up fee

Minimum quantity 10,000

Some restrictions apply



## EXTRA eNews

### Tell your story in our avidly-read monthly e-newsletter

- **400,000+** delivered monthly
- High-interest editorial environment
- **40%** average open rate
- **98%** of recipients tell us they read it some or all of the time
- Advertorial format
- Ideal place for your brand content, special offers and competitions

#### Rates (all prices ex GST)

\$6,250 single insertion

\$16,000 3 insertions within 6 months

Small/local business opportunities – contact us for more details



## Direct Mail

### Tap into one of Australia's most responsive mailing lists

- Over **1 million** mail contacts
- Familiar, trusted, co-branded mail pack format
- Select by postcode, age
- Test it against *your* best-performing lists

#### Rates (all prices ex GST)

\$270 per thousand, single use up to 30,000

\$250 per thousand, single use from 30,001 to 100,000

\$225 per thousand, single use for 100,001 and above

\$300 set-up fee

Minimum quantity 10,000

Print/mail costs at advertiser expense

Some restrictions apply



## New Member Welcome Pack Inserts

### Reach members when they're at their most responsive

- **6,000–7,000** new members mailed every month
- Your offer on a prominent insert that comes with their new card
- Limited positions to ensure your offer gets noticed
- Get your business introduced to new members first!

#### Rates (all prices ex GST)

\$270 per thousand

\$300 set-up fee

Minimum 3-month campaign

Print/additional mail costs at advertiser expense

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Phone **02 8753 9908** or email [SCadvertising@dcj.nsw.gov.au](mailto:SCadvertising@dcj.nsw.gov.au)



# Advertising Booking Form

## BUSINESS DETAILS

Trading name:

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Billing address:

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ABN:

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Contact name:

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Position:

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Phone:

Email:

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## CAMPAIGN NAME AND DETAILS AUTHORISATION

Description of the offer that is to be advertised to NSW Seniors Card members for this campaign:

Advertising product (*please tick below*):

Direct mail

Electronic direct mail (eDM)

EXTRA! eNews - Single insertion

EXTRA! eNews - 3x insertions

Inserts in New Member Packs

Quantity:

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Data selection criteria (*gender, age, etc.*):

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Cost (ex GST): \$

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Proposed lodgement date:

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## AUTHORISATION

I wish to book the advertising product as described above to market my product or service to NSW Seniors Card members. I have read and agree to the terms and conditions that are shown on the NSW Seniors Card website at [www.nsw.gov.au/seniors-card](http://www.nsw.gov.au/seniors-card)

Signature:

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Name:

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Title:

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Date:     /     /

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## PARTNER CAMPAIGNS

If you are looking to book multiple or ongoing campaigns that are not part of the provided options, please contact us on [SCadvertising@dcj.nsw.gov.au](mailto:SCadvertising@dcj.nsw.gov.au) to receive the partner campaign booking form.

**TO BOOK:**

Complete form, scan and email to [SCadvertising@dcj.nsw.gov.au](mailto:SCadvertising@dcj.nsw.gov.au)



# TERMS AND CONDITIONS APPLICABLE TO BUSINESSES PARTICIPATING IN NSW SENIORS CARD SCHEME

Please read these terms and conditions as they will apply immediately to all businesses whose applications to participate in the NSW Seniors Card Scheme are approved.

The NSW Seniors Card Scheme is administered by the NSW Department of Communities and Justice. The Department may at any time engage a third party to administer the Scheme on its behalf. Therefore, references in this Agreement to the DCJ include any third party engaged or appointed by DCJ to administer the Scheme.

## 1. Definitions

**Agreement** means the agreement represented by these Terms and Conditions;

**Commencement Date** means that date when You are notified that Your application to be registered as a Participating Business is approved;

**DCJ** means the NSW Department of Communities and Justice;

**Disclaimer** means the disclaimer in the form set out in the Appendix attached to these terms and conditions;

**Discount** means the percentage discount stated in (and approved by Us) in Your application for registration as a Participating Business;

**NSW Fair Trading** means the Building Investigations Branch of NSW Fair Trading under the NSW Department of Customer Service;

**Offer** means the offer of the Discount or other approved commercial offer available to Card Holders who purchase goods and/or services from You;

**Participating Business** means a business in respect of which an application for registration as a participant to provide discounts and benefits under the Seniors Card Scheme has been approved;

**Senior or Card Holder** means any person holding a either a valid Seniors Card or Seniors Savers Card, being a card issued by or on behalf of the DCJ to a person who satisfies the eligibility criteria determined by or on behalf of DCJ in its sole discretion and that may be amended by DCJ at any time;

**Seniors Card Welcome Here Logo** means the Logo in the form, style and get up approved, from time to time, by Us;

**Seniors Card Scheme or Scheme** means the scheme administered and coordinated by DCJ, whereby DCJ issues Seniors Cards to members of the public, and Participating Businesses register to participate in the Scheme to provide discounts and benefits to Card Holders;

**You or Your** means the Participating Business;

**We or Us or Our** means the DCJ.

## 2. Acceptance of Terms and Conditions

You accept that you will be bound by this Agreement from the Commencement Date.

## 3. Term

This Agreement will continue to apply until:

- 3.1 You give Us not less than 3 months' written notice that You want to withdraw from the Scheme, or You tell us this after We have given You written notice of a change to this Agreement under paragraph 9 below; or
- 3.2 We give You written notice that You no longer meet the eligibility requirements to be a Participating Business or You have breached this Agreement or We end the Seniors Card Scheme.

## 4. Seniors Card Welcome Here Logo

- 4.1 You acknowledge that We are the authorised licensee of the registered proprietor of the trademark subsisting in the Seniors Card *Welcome Here Logo*;
- 4.2 You agree to:
  - 4.2.1 display the Seniors Card *Welcome Here Logo* only on the landing page of Your website and on the page on which the Offer is contained and, unless Your business is conducted only online, in a prominent place at all Your retail business outlets other than at those outlets in

respect of which You have notified us, at the time of making Your application for registration as a Participating Business, will not participate in the Scheme. Where the Seniors Card *Welcome Here Logo* appears on any page of Your website, You agree to clearly draw the attention of viewers of those pages of Your website to the Disclaimer;

- 4.2.2 not alter or use the Seniors Card *Welcome Here Logo* in any way not authorised under this Agreement or in writing by Us;
- 4.2.3 not permit any other person or organisation to use or have access to the Seniors Card *Welcome Here Logo* without our prior written consent;
- 4.2.4 not assert any rights to, or in, any intellectual property rights subsisting in the Seniors Card *Welcome Here Logo*;
- 4.2.5 do all things reasonably necessary to protect the registration and prevent the infringement of any intellectual property rights subsisting in the Seniors Card *Welcome Here Logo*;
- 4.2.6 stop using the Seniors Card *Welcome Here Logo* if directed by Us to cease using the same.

## 5. Obligations of Participating Business

You agree to:

- 5.1 ensure that the Offer is made available to all Card Holders;
- 5.2 not change the Offer without Our written consent;
- 5.3 ensure that all goods and services which form part of the Offer and the Offer itself comply in all respects with the requirements of the Australian Consumer Law and any other applicable laws;
- 5.4 use Your best efforts to resolve any complaints or queries raised by a Card Holder fairly, promptly and in accordance with applicable law;
- 5.5 not make any representations on behalf of Us or any other agency or instrumentality of the NSW Government except as expressly permitted under this Agreement. For clarity, You must not make any statement that could create the impression that We or the Government of NSW is the provider of the Offer or the goods and/or services being acquired by a Card Holder from You, or that We or the Government of NSW has endorsed the Offer or Your goods and/or services;
- 5.6 immediately remove the Seniors Card *Welcome Here Logo* from all Your outlets on the termination of this Agreement;
- 5.7 ensure that the terms of this Agreement are complied with by any business that is a licensee of You (including a franchisee) as if that licensee was a party to this Agreement.

## 6. Permissions

You agree that We have the right (at our sole discretion) to:

- 6.1 include (without charge to you) Your details (including name, logo, contact details and Offer on the Scheme's website (from time to time) (currently [www.nsw.gov.au/seniors-card](http://www.nsw.gov.au/seniors-card)) and on, or in, any other communication platforms and publications (including Our Seniors Card Directory) relating to the Scheme. You acknowledge and accept that, provided We have given you the opportunity to check and inform Us in writing of any corrections to those details, neither We, nor any agency of the NSW Government will have any responsibility or liability to You for the content, contact and other details appearing in any of these communication platforms and publications;
- 6.2 to provide you with the opportunity (subject to applicable terms and conditions (including payment of fees etc.) to offer to purchase various advertising and marketing products or services (including advertising space) with Us for Your business and the Offer.

## 7. Information

- 7.1 You agree to promptly provide us, when requested, with all information reasonably necessary to respond to any queries or complaints raised by a Card Holder or other third party in connection with any interaction by the Card Holder and You or Your business in respect of an Offer. Despite the first sentence, You accept that it is Your responsibility to address and resolve queries and complaints directly with a Card Holder, unless we direct you otherwise in writing.
- 7.2 You also agree to promptly provide Us with any information we request that we consider to be relevant to Your participation or continued participation in the Scheme.

## 8. Accuracy of Application

You confirm to Us that all information contained in Your application for registration as a Participating Business was, when submitted, true and correct in all respects. You also confirm that You will notify Us in writing promptly on becoming aware that any such information is no longer true and accurate.

## 9. No Liability

- 9.1 You acknowledge and agree that neither DCJ nor any other agency of the NSW Government will have any liability to You for any loss or damage, whether direct or indirect, incurred by You as a result of or in connection with Your participation in the Scheme, any Offer, Your application for registration as a Participating Business or otherwise in relation to this Agreement.
- 9.2 In consideration of being authorised to participate in the Scheme, including using the Seniors Card *Welcome Here Logo*, on the terms set out herein, You agree to indemnify Us and the NSW Government in respect of any claim, demand, cost, damage, loss, liability or expense incurred by Us or the NSW Government as a result of or in connection with You breaching this Agreement (including in relation to the use or misuse of the Seniors Card *Welcome Here Logo*) or supplying or failing to supply the Offer.

## 10. Changing Terms and Conditions

- 10.1 You acknowledge and accept that We may change this Agreement or the terms and conditions applicable to Card Holders at any time.
- 10.2 We will notify You in writing of any changes to this Agreement and this Agreement as changed will become binding on You 21 days after We notify You of the changes. If you do not consent to these changes you may terminate this Agreement provided We receive Your notice of termination before the expiry of the 21 day period. If you do not notify Us of Your intention to terminate this Agreement within the 21 day period and You continue to provide Offers to Card Holders, You will be deemed to have consented to the changes and will be bound by the amended Agreement.

## 11. Governing Law

This Agreement is governed by the laws of the State of New South Wales and the parties agree to the exclusive jurisdiction of the courts of the State of New South Wales.

## Appendix

### Disclaimer

The fact that businesses advertise their goods and/or services as part of the Seniors Card program, should not be considered to be an endorsement by the NSW Government, including the Seniors Card, of the products and/or services offered or provided by those businesses, or that those goods and/or services are appropriate for Your needs or requirements. You are encouraged to exercise Your own independent judgement and, where appropriate, to seek Your own legal, financial and medical advice before taking up any offers or acquiring any goods and/or services offered by the businesses.



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