

NT Seniors Card

Information for Business Partners



The Northern Territory Seniors Card Program was established in 1999 to celebrate and recognise senior Territorians. Seniors Card is part of an Australia-wide initiative. In the Northern Territory Seniors Card is managed by Council on the Ageing NT (COTA NT) and supported by the Northern Territory Government and private enterprise.

COTA NT acknowledges the valuable contribution from Territory businesses in support of the Seniors Card program. Businesses that support the Seniors Card receive a free listing in the NT Seniors Card business print and online directory. There are also opportunities for businesses to advertise and promote discounts and special offers for seniors through the program.

A participating business can withdraw from the program at any time. If offers are no longer available, please call the Seniors Card Office on 1800 441 489.



What are the Benefits to Your Business?

- **Access to Senior Consumers**
Seniors Card Business Partners have a unique opportunity to access the purchasing power of seniors. Seniors are loyal customers who promote preferred businesses to friends and family if they are happy with the products and service provided.
- **A Growing Territory Market**
The NT Seniors Card is available to permanent NT residents aged 60 years and older. The Seniors Card is for personal use. There are over 20 000 Seniors Card members in the Territory with around 1 500 seniors joining the program each year.
- **Tap into Interstate and Overseas Visitor Spending**
Tourism Research Australia estimates that in the year ending September 2017, there was a total of 331 000 visitors to the Territory over the age of 60 years old. This included 261 000 interstate visitors and 70 000 overseas visitors. Interstate visitors over the age of 60 stayed in the Territory on average for 10.4 nights and overseas visitors, 7.3 nights.
- **Free and Easy to Manage Listings Online**
You can update your business details, your discounts and add new special offers to your online listing at no cost to your business.

The Seniors Card program is proud to support local Territory businesses with free listings in the printed and online discount directory.

10 Easy Ways to Maximise your Seniors Card Partnership

The Seniors Card Program presents a unique opportunity to connect directly with a market with enormous buying power. Seniors are loyal customers who value a good deal and service. Offering a seniors' discount is a genuine business gesture and makes seniors feel valued.

1. Make sure you keep your details current in the online and printed Seniors Card Business Directories.
2. Ensure that your offer is genuine and easy to understand.
3. Display the "Seniors Card Welcome Here" stickers where they are easily visible on windows and / or cash registers.
4. Use the "Seniors Card Welcome Here" logo in your advertising and on your website.
5. Remind your customers what your offer is; it makes them feel engaged and saves them having to ask for their discount.
6. Ensure staff know your Seniors Card offer and can answer questions about your products and services.
7. Encourage seniors to present their Seniors Card to establish their entitlement to the discount you provide.
8. Extend your offer to visiting interstate Seniors Card holders and international seniors.
9. Add personal touches to enhance the quality of the experience and treat seniors as valued individuals.
10. Do something special for seniors during NT Seniors Month in August and get a free event listing in the Seniors Month Event Calendar.



Tips for Marketing to Seniors

- Many seniors feel between 10 and 15 years younger than their actual age so it is important to include inspirational and age-relevant pictures in your marketing.
- Portray seniors in intergenerational situations as older adults are part of society and families and like to be seen that way.
- One third of older Australians were born overseas, so it is a good idea to use images that reflect cultural diversity.
- Let seniors know that you value their wisdom and experience. Use preferred terms like 'seniors' and 'older people'. Don't describe older people as 'geriatric', 'the aged' or 'the old'. Don't use outdated or derogatory terms to describe older people.
- Use everyday 'plain English' and avoid jargon, text acronyms, trendy language or internet slang.
- Focus on how your product or service is going to improve the quality of seniors' lives.
- Assume that seniors are still making their own buying decisions and avoid directing information solely at family or care-givers.
- When selling online create an easy and straightforward sales process, much as you would for anyone else, avoiding small print and unclear 'click' points or calls to action.
- Personalise each interaction with seniors, they like to know that a real person is behind the phone call, the counter and any messages.
- Provide good quality 'old fashioned' service.

What We Tell Card Holders

- Look for the "Seniors Card logo" or the "Seniors Card Welcome Here" signs. Many businesses will provide a Seniors Card discount even if they are not listed as a business partner, just ask!
- Check the normal price or ask for a quote before asking for the Seniors Card discount. Show your Seniors Card at the time of booking or prior to making a payment.
- Business partners are not obliged to give a Seniors Card discount once a transaction or service has been completed.
- If you shop at a business that is not listed as a business partner feel free to suggest they contact us to join the program. Seniors Card provide listings and stickers free of charge to business partners. If you have difficulties in obtaining discounts from business partners, please advise the Seniors Card office so that the matter can be investigated.

About COTA NT

Council on the Ageing NT (known as COTA NT) has been working towards a just, inclusive, age-friendly and equitable society for all senior Northern Territorians since 1969. Its mission is to empower older people, those who work with them, government and the community into achieving well-being and social justice for older people. Visit the COTA NT website for more information, www.cotant.org.au



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