



Greg Aplin MP

Member for Albury

MEDIA RELEASE

19 September 2018

MORE SAVINGS FOR SENIORS

Local businesses providing essential services, products, and entertainment are the target of a renewed NSW Government push to entice more businesses to join the Seniors Card program.

Member for Albury, Greg Aplin said the number of participating businesses offering discounts to Seniors Card holders has more than tripled since 2015.

“It’s so important that we continue to do everything we can to put downward pressure on the cost of living, and the Seniors Card program has enabled older people in our community to do more for less,” Mr Aplin said.

Everyday living discounts range from energy and phone bills, education courses, travel insurance, accommodation, and through to your local café, gym, hairdresser, or mechanic.

“Seniors are already enjoying savings from big brands like Woolworths, AGL and Telstra, but I am calling on local retailers to get on board.”

In 2015 the Liberals and Nationals Government committed to expanding the NSW Seniors Card program and since that time has increased the number of businesses from 1,600 to more than 5,700, while adding more than 250,000 new members.

Minister for Ageing Tanya Davies said the concerted effort over recent years to grow the NSW Seniors Card has brought unprecedented discounts to the State’s ageing population and helped businesses grow their customer base.

“Business owners are catching on and realising the benefits of offering a NSW Seniors Card discount are two-fold – enticing new loyal customers and giving back to their communities,” Mrs Davies said.

“At a time when the cost of living is rising and much of our ageing population is living on a fixed income, we need to find innovative ways to help seniors make every dollar count.”

Businesses who sign up by November 9 this year will have the chance to win a \$10,000 NSW Seniors Card advertising package, and members who nominate a business to join will go into a draw to win one of three \$500 Visa gift cards.

A recent survey of 35,000 Seniors Card members revealed NSW seniors are more likely to try a new business if it offers a Seniors Card discount and almost 70 per cent of seniors would return to a business if they offered a Seniors Card discount.

For more information or to nominate, visit www.seniorscard.nsw.gov.au.

Media Contact: Greg Aplin 6021 3042 or 0428 600 343