

Insight



SENIORS CARD

A New Age For Business May 2006

Minister's Foreword

I am pleased to bring you the first of the New Age for Business newsletters for 2006 and trust it will provide valuable information to help you increase your understanding about seniors' issues and your share of this growing market.



As business operators and Seniors Card business discounters, you know how important credibility, quality, value for money, respect and good service are in attracting and retaining customers. We can all learn a lot from taking the time to listen to seniors and responding to

As the new Minister for Seniors and Volunteering, I am very keen to promote the vital contributions that older people make - in both paid and unpaid roles - throughout our community and in family life.

For businesses to fully embrace the opportunities that Western Australia's ageing population presents, it is important to ensure that products and services are geared towards the needs and interests of seniors.

Seniors are a vibrant and diverse group and their ages span a broad spectrum. The interests, attitudes and demands of seniors in their sixties, for example, will be markedly different from those of seniors in their eighties. Younger seniors may still be in the full time workforce and are more likely to shop around and try new products.

Older seniors, however, may be more likely to reward good business with their loyalty.

their needs. In return they'll not only come back, they will probably pass on your details to their friends and families, and your customer base will grow.

With your continued commitment and support, Western Australian seniors will continue to enjoy a range of Government concessions and business discounts to help them participate more fully in the community and to enhance their quality of life.

I am delighted to have taken on this important portfolio and look forward to a close and fruitful working relationship with you in the future.

Hon David Templeman MLA
Minister for Seniors & Volunteering

More Seniors Mean More Business

WA seniors are on the increase according to the latest Australian Bureau of Statistics' population figures and that is good news for businesses wanting to capture this growing market.

The number of Western Australians aged 65 years or more increased by 3.2 percent between 30 June 2004 and 30 June 2005, compared with the national average of 2.4 per cent. The biggest growth was in the 85 years plus age group - 7.2 per cent - and this was also greater than the national average of 6.6 per cent. In this age group, females outnumbered males at a ratio of more than two to one.



By 2016 the number of Australians aged 65 years plus is projected to exceed the number of children aged between 0 - 14 years.

The ageing of the population is the result of increasing life expectancy coupled with sustained low fertility rates. Over the next several decades this will have significant implications for labour force participation, housing and demand for skilled labour.

The information is contained in the ABS publication *Population by Age and Sex, Australian States and Territories* (cat. no. 3201.0).

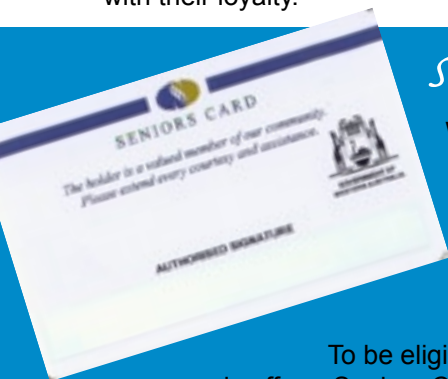
Short Term Offers

Would you like to pick up business during off-peak times or over the down season? Got some stock that you want to sell quickly?

You might like to consider a short term offer. They are advertised for free on the Seniors Card website www.seniorscard.wa.gov.au

To be eligible for this free advertising, all you have to do is offer a Seniors Card discount that is in addition to your regular Seniors Card discount, and make it valid for at least 2 months.

To register your short term offer, phone Nicola Kavanagh on (08) 6217 8510.



Financial Abuse of Older People

Businesses can assist in preventing financial abuse of older people by becoming more aware of the issue.

Financial abuse of older people by people they trust, such as family or friends, is a significant emerging issue in our community. The ageing of our population increases the likelihood that the number of people who are abused will grow.

Research shows that three out of four people who abuse older people are their adult children or their spouse or defacto partner. However, others including paid carers can also be responsible for the abuse of older people.

The most common form of abuse of older people is financial abuse. Some examples of elder financial abuse include:

- Lending money to a family member who then refuses to repay the loan;
- Paying for a granny flat to be built at their son or daughter's home in exchange for care which never eventuates or the son or daughter's marriage ends and the older person is left with nowhere to live;
- Failing or refusing to contribute to household expenses, when living with an older person, or running up excessive bills;
- Misusing an older person's bank card;
- Forging or forcing an older person's signature;

- Abusing joint signatory authority;
- Cashing cheques without permission or authority;
- Coercing an older person to change a will, deed, contract or power of attorney;
- Denying access to finances, property or social contact; or
- Misusing a power of attorney or enduring power of attorney.

The non-government agency Advocare runs an Elder Abuse Prevention Program to provide advice and support for older people who are being abused or at risk of being abused. If you are concerned that an older person may be being financially abused or at risk of abuse, you can call Advocare on 9222 8599 or 1800 655 566 to report the matter or seek advice.



New shopfront for WA Seniors

The Office for Seniors Interests and Volunteering (OSIV) has undergone some exciting changes, starting with the opening of a new shopfront for the Seniors Card. The WA Seniors Card Centre is now located in the heart of the city, at level 1, Albert Facey House, 469 Wellington Street, in Forrest Place, opposite the Perth Railway Station.

The new venue gives seniors easier access to services and information. Information ranges from details about Seniors Card to advice and referral information about accommodation, finance, business, education, health and lifestyle opportunities.

The new centre also houses the Seniors Telephone Line call centre. 36 highly professional volunteers



(seniors themselves) give up their spare time to take more than 30,000 calls in total from the public each year.

Seniors can also drop into the centre and utilise the dedicated Internet Kiosk Computer to access information, the Internet and practice their IT skills.

The new office phone number is 6217 8800. The new number for the Seniors telephone information service is 6217 8855. For country residents, the freecall number is 1800 671 233.

OSIV staff working in the Volunteering Secretariat, Seniors Policy, Planning and Research, Communications and Business Management have relocated to Level 7, Dumas House, 2 Havelock Street, West Perth. The new phone number is 6217 8500.

Your Thoughts

Do you find this Newsletter Informative?

Are there any topics you would like more information on?

Please let us know by email seniorscard@dcd.wa.gov.au



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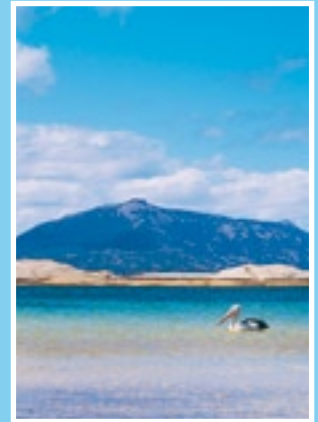
New Seniors Card Discount Providers

Aarons All Suites Hotel	PERTH
ABA Security & Caramia Electrical	ALBANY
Adairs	
Albany Holiday Park	ALBANY
Allphones	
Allwood Timber Supplies	CANNINGTON
Amanita Breast Care Specialists	PERTH
Amber Springs	BALINGUP
Andrew Ralph's Hourglass Jewellers	MANDURAH
Anne-Marie Alcock Naturopath	EAST VICTORIA PARK
Anything Electronic	BROOME
Aragon Legal Pty Ltd	EAST PERTH
Argonaut Internet Service	
Argule Auto Air	KUNUNURRA
Armada Amcal Chemist	ARMADALE
ARMS All Repairs & Maintenance Services	MALAGA
Baci Cafe & Takeaway	NORTH PERTH
Bag City WA	DIANELLA
Barkers Discounters	
BDR Business Accountants	DERBY
Bear City	LEEDERVILLE
Beauty Sense	MADDINGTON
Betta Electrical & Gas Balcatta	BALCATT
Betta Electrical & Gas Claremont	CLAREMONT
Black Rock Tourist Park Pty Ltd	SOUTH HEDLAND
Boost Juice Centro Mandurah	MANDURAH
Broadway Travel & Cruise Centre	NEDLANDS
Budget Pest Control	VICTORIA PARK
Byford Settlements	BYFORD
Caravanland	CANNINGTON
Carbiz Autos	KARDINYA
Carnarvon Tourist Centre Caravan Park	CARNARVON
Cathay International Travel	DIANELLA
Cooke Point Recreation Club Inc	PORT HEDLAND
Coppo's Quality Meats	HALLS HEAD
COTA National Seniors Membership Services	
CTI Security System T/A Securus	WEST PERTH
Dakz Menswear	EAST VICTORIA PARK
Denmark Essence	DENMARK
Denture Professionals, Jeff Dye	CLAREMONT
Derby Boab Inn	DERBY
Derby Memorial Pool	DERBY
Donnelly Lakes	PEMBERTON
Farrington Dry Cleaners	LEEMING
Faversham House	YORK
Featherbys Hair Gallery	SOUTH PERTH
Federation Roofing	PALMYRA
Fitovers Eyewear Pty Ltd	
Flight Centre Dianella	DIANELLA
Fonetel	DIANELLA
Footwear Solutions	PERTH
Four Seasons	PERTH
Gelare Ice Cream Cafe	
Gibb River Road Bus Services	KUNUNURRA
Gloria Jeans Coffees	FREMANTLE
Gloria Jeans Coffees	WARWICK
Go Kombi	SHOALWATER
Goldrush Tours, Perth Goldfields Express	KALGOORLIE
Grab a Bargain Variety Store	KUNUNURRA
Granite Transformations	BALCATT
Great Southern Railway	MILE END
H & R Block	
Health Foods Park Centre	EAST VICTORIA PARK
Hillross Financial - Burswood	BURSWOOD
Howe Natural	DUNSBOROUGH
Hoyts Cinemas	
Imperator Financial Pty Ltd	NEUTRAL BAY
Indigos	ALBANY
International Rail Australasia P/L	MALVERN EAST
Jamaica Blue	BULL CREEK
James Florist Supplies	BALCATT
Karri Valley Resort	PEMBERTON
Kebab Shop	WARWICK

Competition Time!

www.seniorscard.wa.gov.au

Every month hundreds of Seniors Card holders are logging onto the Seniors Card website to enter the monthly competitions. The competitions have been running for over a year and are proving to be very popular. It's great to see so many seniors surfing the web.

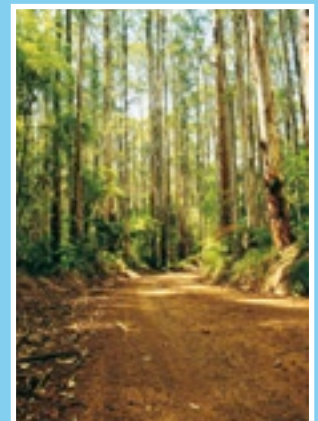


Prizes in 2005 included accommodation at the Vines Resort and Country Club, Karri Valley Resort and Sorrento Beach Resort, Dinners at Jettys Restaurant, Greyhounds Cannington, the Atrium Garden Restaurant and Gardening packages courtesy of Gardeners Direct just to mention a few.



Businesses involved in the Seniors Card Program have the option to donate a monthly prize. Each business that donates a prize will receive:

- A promotional feature on the Seniors Card website for the duration of the month that features the company's donated prize;
- Promotion of the company's donated prize to previous competition entrants via direct mail; and
- Media releases promoting your prize and organisation will be sent to newspapers around Perth, including all the Seniors papers.



This exposure can result in hundreds of dollars of free advertising!

This is a great promotional opportunity available to any business that offers a Seniors Card discount. To become involved in this initiative, contact Nicola Kavanagh, OSIV on (08) 6217 8510.

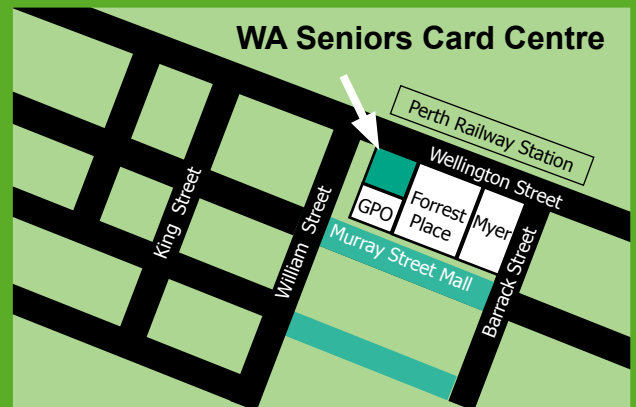
New Seniors Card Discount Providers

King Sound Resort Hotel	DERBY
Kings Park Fashions	
Last Chance Tavern	SOUTH HEDLAND
Last Drop Brewery	CANNING VALE
Laubman & Pank Optometrist	WARWICK
Lighthouse Beach Resort	BUNBURY
Liquorland	MANDURAH
Lower Ord Tours	KUNUNURRA
Magic Touch Drycleaners	BOORAGOON
Mountain Designs	HILLARYS
Mundys Property Maintenance	BUSSELTON
Music Depot	VICTORIA PARK
Myaree Holdings - Tapper Real Estate Fremantle	HILTON
NetServ Connect	BUNBURY
New Image Drycleaners	EAST VICTORIA PARK
Next Generation Clubs Australia	BIBRA LAKE
North Perth Drycleaners	NORTH PERTH
Nutri-Pharm (Aust) Pty Ltd	BITTERN
Octopus Travel .com	
Panchos Mexican Villa Restaurant	EAST VICTORIA PARK
Pedders Shock Absorber Service Pty Ltd	OSBORNE PARK
Peelcon	MANDURAH
Pennant House	EAST PERTH
Perfect Choice Tours	BURLEIGH WATERS
Pharmacy Plus	BULL CREEK
Pilbara Creations	PORT HEDLAND
Port City Real Estate	FREMANTLE
Port Hedland Caravan Park	PORT HEDLAND
Price Attack	WARWICK
Priceline	MANDURAH
Professional Hearing Services Pty Ltd	SOUTH PERTH
Pure & Natural	
Rainbow Room Hair & Beauty	DENMARK
Ross Franchina Real Estate	MT. PLEASANT
Rydges Hotels & Resorts	
S & G Operations	ERMINGTON
Savini Caffe Pizzeria	MOUNT LAWLEY
Seniors Finance WA	KINGSLEY
Sentra	
Shadows Coffee House	MADDINGTON
Shark Bay Caravan Park	DENHAM
Silvios Fish & Chips	GOSNELLS
Simmos Icecreamery	DUNSBOROUGH
Stanbycars.com	SPRING HILL
Stirling Terrace Bookcafe	ALBANY
Studio 19	
T & T Jewellers and Watchmakers (Watchstop)	EASTVICTORIAPARK
The Billy Teahouse	ALBANY
The Cheesecake Shop	WARWICK
The Clifton & Grittleton Lodge (Best Western Hotel)	BUNBURY
The Good Guys	CANNINGTON
The Grandhouse York	YORK
The Great Australian Icecreamery and Cafe	MANDURAH
The Sugar Boy	ALBANY
Theory For Hair	SUBIACO
Thexton.com.au	
Time & Treasure	MADDINGTON
Tosh Books	BASSENDAN
Travelworld	BULL CREEK
Ultracare Drycleaners	BELMONT
UltraTune Auto Service Centre	
Victoria Jeweller & Watchmaker	CURRAMBINE
Visual Eyes Optical Centre	WESTMINSTER
WA Active Ageing Centre	BEDFORD
Wanjedda Hilltop B & B	COLLIE
Warwick Grove Florist	WARWICK
Westcoast Surgical & Medical Supplies	CANNING VALE
World Sports Video Pty Ltd	LEICHHARDT
www.esunnies.com.au	ALTONA
Wyndham Crocodile Farm	WYNDHAM
David Huggins Lawyer	SOUTH PERTH
Mobility 4 You	WELSHPOOL
The Bidet Shop WA	OCEAN REEF

New Contact Details

The Office for Seniors Interests and Volunteering (OSIV) has moved.

You will now find us at two new locations:



WA Seniors Card Centre

Level 1, Albert Facey House
469 Wellington Street
PERTH WA 6000
Phone: (08) 6217 8800
Seniors Information Service: (08) 6217 8855
Country Freecall: 1800 671 233
Fax: (08) 9226 4745
Email: seniorscard@dcd.wa.gov.au



Office for Seniors Interests & Volunteering (OSIV)

(for policy matters)
Level 7, Dumas House
2 Havelock Street
WEST PERTH WA 6005
Phone: (08) 6217 8500
Fax: (08) 9481 3886
Email: osi@dcd.wa.gov.au
volunteering@dcd.wa.gov.au

