

Issue 5

February 2004

MINISTER'S FOREWORD

The Seniors Card program is one of the most successful initiatives introduced by the State Government.

In January 1986, when there were some 130,000 people aged 65 years and over, the Task Force on Community Initiatives for Senior Citizens identified and recommended the introduction of a senior citizens recreation card.

The introduction of the Seniors Card reflected the Labor Government's ongoing commitment to older Western Australians as valued members of the community. It was hoped that it would help in reducing divisiveness between pensioner and non pensioner seniors.

The objective of the card was to convey the care and respect with which seniors were held by the Government and to increase lifestyle choices by facilitating the provision of Government and private concessions, thereby increasing disposable income.

The Seniors Card was intended to provide seniors with a form of identification that would enable them to take advantage of a wide range of discounts and concessions offered by a growing number of private enterprises, including entertainment (cinemas and theatre), sporting facilities and events, retail stores, restaurants and holiday and tourism.

As part of the Government's Family Package, the first Seniors Card was presented to the public by Premier Peter Dowding on April 19, 1988, at a function held at the Maylands Autumn Centre.

The first Seniors Card Discount Directory was launched on November 4, 1990 at the Community Centre Roberts Street Kalgoorlie.

Western Australia set the standard for the rest of Australia with the Seniors Card. One by one, other States followed with the Northern Territory the last to launch a card in April 1999.

Today, Western Australia continues to lead the way with the Seniors Card program and in promoting a better quality of life for our seniors. In 2001 the State Government extended a range of new concessions for over 217,000 Seniors Card members and is committed in establishing new initiatives to enhance the social wellbeing of all Western Australians.

I extend my sincere thanks to you, the 765 businesses and 22 shopping centres involved with the Seniors Card program for your ongoing support of this successful program.

Sheila M McHale MLA
MINISTER FOR COMMUNITY DEVELOPMENT,
WOMEN'S INTERESTS,
SENIORS AND YOUTH

HAVE YOU RE-REGISTERED YOUR SENIORS CARD BUSINESS DISCOUNT



As a Seniors Card Business supporter you would have received last month forms from our Office to re-register your Seniors Card discount.

You may wonder why you need to complete this process again, but there are some very good reasons why it's important.

As with everything some things may change over a period of time. It's now been almost two years since the last time we asked you to confirm your business discount.

Did you wish to change your discount listing? Has your business expanded? Perhaps you have moved your business address?

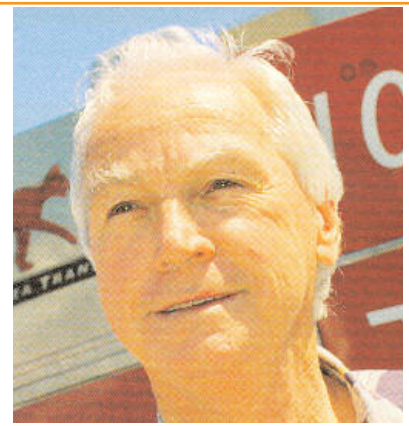
We like to make sure that our Seniors Card members are given the most recent and correct details as possible so that there are no embarrassing moments for all parties concerned.

This year's forms have been simplified as much as possible to make the renewing process that much easier, as we can appreciate how busy your time is. Your original listing is displayed on the form so if you are happy with the discount you offer then all you need to do is re-confirm your details.

Remember that we would like to receive your renewal form by Friday 27 February 2004.

If you have any questions about the renewal process our Seniors Card Officers would be more than happy to assist you.

Contact Elena or Judith on (08) 9220 1126 or (08) 9220 1123 respectively.



Profile of Western Australia's Seniors

Western Australia's seniors are a diverse group of individuals who continue to make valuable contributions to our society. The Office for Seniors Interests and Volunteering has recently released "A Profile of Western Australia's Seniors" which summarises the key characteristics and attributes of WA's seniors. There is also some useful comparative data on Indigenous and culturally and linguistically diverse seniors.

Did you know:

- ◆ Three-quarters of all WA seniors live in the Perth metropolitan region.
- ◆ Two-thirds of WA seniors live in family households, including 14% with dependent children still living with them.
- ◆ 7% of seniors living in family households are single parents of dependent children.
- ◆ WA Seniors have the third highest median weekly income (\$245) of seniors in all states and territories in Australia.
- ◆ Three-quarters of WA seniors own their own home.
- ◆ 15% are still in the WA work force.
- ◆ Most (71%) seniors considered themselves to be in good health.
- ◆ 15% of seniors use a computer at home and 11% use the Internet.

The Seniors Profile can be obtained from the Office for Seniors Interests and Volunteering on 9220 1111 or online at www.osi.wa.gov.au.

Here to service you

A new feature for the Seniors Card program in 2004 will be to assist metropolitan-based businesses in their Seniors Card promotion. The Office has appointed a volunteer to visit businesses around the metropolitan area.

Part of the volunteers' role will be to:

- ◆ Give an increased profile to the Seniors Card program.
- ◆ Make sure each business has been provided with Seniors Card promotional stickers and any other promotional material that may become available.
- ◆ Gather any feedback from business owners about ways we can help assist their Seniors Card promotion.

A survey conducted in September 2003 amongst both Seniors Card members and also with 300 Seniors Card Business Discount Providers provided some interesting results.

When asked which were the most convenient ways for Seniors Card members to find out about business discounts, respondents said the Seniors Card Discount Directory and at the point of sale.

Surprisingly, when surveying the 300 businesses who gave discounts, over one quarter of all discount providers were not displaying the Seniors Card decal.

Meeting businesses first hand will give the Office an insight into better assisting our Seniors Card Business Discount Providers.

Our first volunteer to join this service is Don Hathaway. Don has been a volunteer at the Office for Seniors Interests and Volunteering for 10 years and brings an immense knowledge and dedication to the Seniors Card program. Don always brings a happy smile when volunteering and is looking forward to this new challenge, meeting as many Seniors Card business supporters as possible.

WA Seniors Card members

As of January 2004 there were more than 217,300 Western Australians enjoying the benefits of being a WA Seniors Card member.

Seniors Week 2004

Seniors Week 2004 will run from Sunday 24 October to Saturday 30 October. Why not get involved and promote your business during this time? Contact the Office for Seniors Interests and Volunteering on (08) 9220 1111 to discuss ways to be involved.

New Business Listings

We welcome onboard the following new Seniors Card discount providers who have joined the program since November 2003. Thank you for your support and recognition of our WA seniors.

- ◆ Balcatta Electronic Repairs, Balcatta
- ◆ Dianella Guardian Pharmacy, Dianella
- ◆ Doyles Mens Hairstylist, Joondalup
- ◆ Kings Window Solutions
- ◆ Lions Dryandra Woodland Village, Wandering
- ◆ Tesora Gifts (Tesora.com.au), O'connor
- ◆ TJM Central Megastore, Osborne Park

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