



## Western Australian seniors

The Office for Seniors Interests and Volunteering has just released an update on the 'Population Characteristics and Trends' of Western Australia's Seniors (Topic Sheet 1 Edition 2).

The information includes the percentage of seniors across each state, the spread of seniors across the Western Australian metropolitan and country areas, and the changing shape of Western Australia as the population ages.

To order your copy of this publication, contact the Seniors Telephone Information Service on 9328 9155, Monday to Friday, 9.am to 3.pm. The information can also be accessed on our website at [www.osi.wa.gov.au/comminfo/](http://www.osi.wa.gov.au/comminfo/)

## What's in a name?

You may have noticed a slight change in our name to the Office for Seniors Interests and Volunteering. As well as providing a specialist policy, research and communications service on seniors and ageing issues, the Office now also houses the Volunteering Secretariat.

The role of the Volunteering Secretariat is to implement the Western Australian Government's 'Valuing Volunteers' policy initiatives and to ensure across government and across community coordination for the volunteering sector.

## Ministers Foreword

A warm welcome to the third edition of "A New Age for Business".

This newsletter is designed to support Seniors Card discount providers and encourage the private sector to better target and respond to the needs of mature consumers and, in turn, reap the benefits of this rapidly increasing market.

The year 2002 was a busy time with many achievements for Western Australia culminating in the staging of the International Federation on Ageing's sixth global conference 'Maturity Matters' (held October 27-30 2002) in Perth. With more than 300 presentations this international event provided much information on issues around mature age employment, lifelong learning and retirement policy.

Highlights of the conference included a passionate keynote address by Dr David Suzuki, presentations from Professor Robert Holzman from the World Bank and Dr Alexandre Kalache from the World Health Organisation.

More than 1350 local, national and international delegates attended and 52 businesses promoted their services and products at the 'Maturity Matters' Expo, run in conjunction with the conference. The conference and its associated activities injected an estimated \$7.2 million into the State's economy.

Also launched during the conference were proposed age friendly guidelines to provide improved services and communication for Australia's 3.2 million seniors.

The WA Government provided a grant to the Positive Ageing Foundation (Inc) to commission the 'Australian Age Friendly Guidelines Project', one of the first efforts worldwide to develop guidelines for mature consumers, by mature consumers.

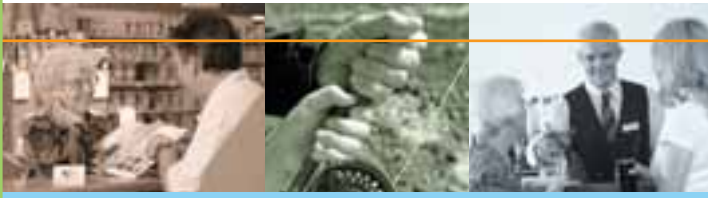
The aim of the research was to involve mature consumers in creating age-friendly services, products and environments to enable more people to enjoy a better quality of life in their later years.

You can find further information on the guidelines inside this newsletter. Also in this issue are the results of our Seniors Card survey along with other ideas, facts and figures to help you promote your business to mature consumers.

**Sheila M McHale MLA**

MINISTER FOR COMMUNITY DEVELOPMENT,  
WOMEN'S INTERESTS, SENIORS AND YOUTH





## Have you ever considered a Seniors Card 'Early Bird' special?

A marketing idea increasingly being adopted by more and more restaurants and cafes across the world is the 'Early Bird' special for seniors.

The idea is to attract more people to your business by giving a discount to patrons who dine and pay before a set time and on set day/s.

An example could be the following:

*"Seniors Card Early Bird Special: 15% discount on food bill for Seniors Card members who dine and pay their bill before 7.00pm. Excluding: Alcoholic beverages and Public Holidays."*

The Seniors Card program wants to help your business increase its market share by supporting and valuing our older Western Australians.

As a Seniors Card business supporter you can increase your profile in the seniors market and strengthen your relationship with new and existing customers. You can further increase your reach by extending discounts to visiting Seniors Card members from interstate.

To promote your 'Early Bird' special to Seniors Card members, contact our Seniors Card Officers on 9220 1123/1126 or you can print off and complete the Business Registration Form which is available online at [www.osi.wa.gov.au/seniors/](http://www.osi.wa.gov.au/seniors/)

## Mentors make a difference

Do you have business experience and knowledge that you are prepared to share?

If so, you may be a candidate for the Small Business Development Corporation's (SBDC) business mentor service.

SBDC managing director, George Etrelezis, said since the inception of SBDC's mentor service there had been more than 300 mentor matches through both the SBDC and the Statewide Business Enterprise Centre (BEC) network.

"Last financial year the business mentor service generated 70 successful matches, 41 of which were generated by the BEC network," Mr Etrelezis said.

"Mentoring is a proven method of learning how to do business better," he said.

"Mentors offer encouragement and support in the general management of business and encourage small business clients to access private and public sector enterprise development services, programs and specialist networks.

"The business mentor service complements the SBDC's more formal skills development programs of workshops, access to specialist business advisors and the opportunity to apply for business improvement programs.

"Common topics on which guidance is sought include financial planning, record keeping, budgeting, marketing, time management and human resources.

"Clients benefit from the acquisition of new skills and knowledge, extending their network of business contacts, having the support and reassurance of an experienced business person and the resultant increase in confidence.

"The duration of the mentoring relationship varies depending on the needs of the mentee.

"After an initial face-to-face meeting, communication is usually by phone or email."

Mr Etrelezis said mentors reported satisfaction in making use of their skills and experience, seeing a business progress and succeed and a reward in contributing to the economic development of the area.

- For more information about becoming a mentor, contact the Small Business Mentor Service on 9220 0222.



## Become 'age friendly' and increase your market share

Seniors are savvy consumers with a relatively high discretionary income; they expect value for money and are prepared to shop around for the best service.

Recent research, commissioned by the Office for Seniors and Volunteering and conducted by the Positive Ageing Foundation of Australia, has revealed further information about the habits, needs and expectations of this mature market.

The 'Australian Age Friendly Guidelines Project' was a three year national research activity which drew on the life experiences of more than 4,500 mature consumers along with industry consultation and feedback, to identify common issues of concern and explore ways to help industries better meet their needs.

The research participants identified four industry groups of key importance being supermarkets, general practitioners, financial planners, and tourism operators.

Many of the recommendations related to customer service issues including easy access to supermarket products, transparency of financial planners' fees and commissions, improved doctor/patient communications, and the importance of tour operators picking up older travellers from common local venues.

For example, the key guidelines generated for the supermarket industry were:

- Ensure staff are courteous, friendly and efficient
- Ensure trolleys and baskets are well maintained
- Ensure all goods can be easily reached
- Provide easy access, particularly in relation to parking and store aisles
- Provide assistance with product location
- Provide quality fruit, vegetables and meat in small packet sizes
- Provide delivery options (drive-in or home delivery)
- Provide express lanes
- Provide a comfortable in store environment with regard to seating, lighting, noise levels, music and temperature
- Consider providing seniors' discounts.

The full report is available online at [www.osi.wa.gov.au](http://www.osi.wa.gov.au).

The seniors' market is the fastest growing segment of our population. By 2021 the projected seniors' market in Western Australia will reach 576, 400 and businesses will progressively find themselves serving mature aged customers rather than young people.

Businesses currently commit only five per cent of their advertising dollar to targeting mature consumers. Those businesses which aren't flexible or committed enough to alter their focus and embrace the mature market may find their own 'use by' date comes a little earlier than anticipated.

## New Businesses

We welcome onboard the following new Seniors Card discount providers who have joined the program in the last six months. Thank you for your support and recognition of our seniors in the community.

- Adairs
- Australian Global Travel Pty Ltd, Ballajura
- Balcatta Automatic Transmissions, Balcatta
- Beatty Park Leisure Centre, North Perth
- Brian's Automotive Specialists, Mirrabooka
- Burgers & Burritos, Cannington
- Call For Care Health Services, Victoria Park
- Fixit Multi Services, Success
- Gabrielle's Fashions
- Gekko, Success
- Glengarry Photos, Duncraig
- Harry Benson
- Heart 2 Heart Introductions, Mandurah
- Integrity Maintenance Services
- Its Blooming Good Discount Nursery, Mandurah
- Jesters Jaffle Pie - Carillon City, Perth
- Jetwash Tuart Hill, Tuart Hill
- Kailis Fishmarket Café, Fremantle
- Kicks The Fitness Club, Hillarys
- Leonie Palmer, Counselling & Psychotherapy Service
- Links View Apartment, Middleton Beach
- Live In Art, Hillarys
- Margaret River Hemp Company, Margaret River
- Merringtons Optometrists
- Michael Hill Jeweller
- Oasis Supa Golf, Henley Brook
- Paradox I.T., Nedlands
- Rainbow House Holiday Accommodation, Denmark
- Specialised Adult Speech Pathology Services (Sasps), Cottesloe
- Surfs Up Surf Shop
- Thomas Cook, Hillarys
- Travellers Rest, Mundaring
- Trax, Hillarys
- Video Ezy International
- Vision Excellence Optometrist, Willetton
- Wollaston End, Middleton Beach



## Most Seniors Card members happy with service

A 2002 survey of Western Australian Seniors Card members shows that the majority of seniors (83%) is satisfied with their Seniors Card. More than half use their card at least once a month and are happy with the financial benefits they gain.

Those who were most satisfied with the card saved an average of about \$203 per year. The main services members used their card for (excluding Government concessions) were shopping and personal services, recreation and entertainment, followed by restaurants, holiday accommodation, health services, travel/tours and insurance.

One in eight respondents cited non-financial benefits as a result of being a Seniors Card member. They included: receiving respect, courtesy, recognition and status; getting friendly, preferential good service and more help and attention; having peace of mind, a feeling of satisfaction and the security of the card; and feeling supported, knowing that someone cares. Seniors value special attention and will reward businesses that also provide good service with their loyalty and ongoing custom.

However members, particularly those in non-metropolitan areas, want more opportunities to use their card and want outlets to publicise and promote the fact that they accept the Seniors Card.

The survey respondents said they preferred to find out about discounts and concessions through promotional signs 'at the point of sale' and that prominent displays also saved them possible embarrassment by having to ask the shop assistant if the card was accepted by the business.

The findings highlight the need to encourage more businesses to come on board, particularly in country areas, and to offer more substantial discounts. It also suggests the need for businesses to make their signage more visible for Seniors Card members.

The Office for Seniors Interests and Volunteering will be working closely with the business sector to find ways to increase discounts and encourage more retailers to join the Seniors Card program. With more than 220,000 Seniors Card members already enjoying the benefits and the projected increase in the number of mature consumers, there are obvious gains that businesses can make by actively engaging this market.

Any businesses requiring new Seniors Card decals for their premises should contact the Seniors Card coordinator on 9220 1123.



### Seniors Week 2003

Seniors Week 2003 will run from Sunday 26 October to Saturday 1 November.

### WA Seniors Card members

As of January 2003 there were more than 221,000 Western Australians enjoying the benefits of being a WA Seniors Card member.

### Contact Details

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