

Partner with government to capture a share of the growing seniors market

The Victorian Seniors Card program is a partnership between the Victorian Government and the private sector.

The program is designed to promote positive ageing and support seniors to lead independent, active and healthy lives.

In Victoria, there are over 900,000 people with a Victorian Seniors Card and over 1,000 people join the program every week.

The program is free to eligible seniors and offers travel concessions throughout Australia, as well as an extensive range of discounts. Almost 4,000 Victorian businesses already provide a discount or benefit.

Baby Boomer households spend more each week than either younger or older households on food, alcohol, transport and personal care.

Why is the seniors market important to your business?

- Seniors are the fastest growing consumer market in Australia.
- Victorians over 60 years of age currently account for close to 20 per cent of the Victorian population.
- Over the next 25 years, this is projected to grow to 27 per cent, an increase of almost 880,000 people.
- Seniors are living longer, and the Baby Boomers are the wealthiest generation in our history. They spend more per person than any other age group.
- Seniors are more likely to frequent local businesses for their shopping and services and less likely to shop online.
- Seniors reward good customer service with their loyalty.

Representing 25 per cent of Australia's total population, Baby Boomers account for 50 per cent of Australia's personal wealth.

What is the Seniors Card Age Friendly Partners Program?

An age friendly community is one in which all individuals can be full and meaningful participants – a community that's accessible and liveable for all citizens, regardless of their age, circumstances or backgrounds.

People over the age of 60 are the fastest growing group of internet and social media users.

This new program aims to help local businesses reach the seniors market through improved access, inclusion and excellence in customer service.

Benefits of participating in the Seniors Card Age Friendly Partners Program include:

- Being part of a Victorian Seniors Card Program.
- Gaining an advantage over your competitors and attracting more customers.
- Access to a marketing toolkit with advice on becoming an age-friendly business, and valuable insights on customer service, accessibility, falls prevention and store layout.
- Exclusive opportunities for marketing, online promotions and event support.
- Learning about older people's shopping interests and preferences.

For further details on the Victorian Seniors Card Age Friendly Partners Program, please contact Adam Pepi, Seniors Programs & Participation on 9096 1039 or via adam.pepi@health.vic.gov.au

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