

Business prospectus

Seniors – an important and growing market

Despite what you might think from the amount of advertising aimed at under-35s, the seniors market is the **fastest growing consumer segment** in Australia.¹

The first wave of baby boomers turned 65 last year, and they are the **wealthiest generation** Australia has ever seen.²

They have **more discretionary income** and **spend more per person** than any other age group,³ and they are now enjoying the freedom and independence of healthy and active retirement.

Since the introduction of the Victorian Seniors Card Program in 1991, today almost 95 per cent (more than 900,000 people) of eligible people aged over 60 in Victoria have a Seniors Card,⁴ with 50,000 new members each year.

About the Victorian Seniors Card program

The Victorian Seniors Card program is a partnership between the Victorian Government and the private sector to promote positive ageing and support seniors to lead independent, active and healthy lives.

The card is free to eligible seniors and offers travel concessions throughout Australia, as well as an extensive range of discounts from participating businesses.

To be eligible for a card, you must be 60 years or over, working less than 35 hours per week in paid employment, or fully retired. You must also be a permanent resident of Australia, residing in Victoria.

More than 3,000 Victorian businesses already provide a discount or benefit to over 900,000 Victorian Seniors Card holders and most discounts are also offered to 3.2 million Seniors Card holders across Australia. The Victorian Government also has a reciprocal agreement with New Zealand's SuperGold Card program with over 580,000 card holders.

Partner with government to capture a share of the seniors market



The facts

There are more Australian seniors than ever.

In 2010, 4.2 million Australians were aged 60 and over.

This is projected to rise to 5.6 million in 2020 and to over 10 million in 2050.⁵

Figure 1 shows the percentage of Victorians aged over 60 is projected to grow from 20 per cent in 2012 to 29 per cent in 2050.⁶



Seniors are living longer. Since 1960, life expectancy at birth has improved by 11.3 years for males and 9.5 years for females.⁷

For Victorian seniors who are 60 years of age in 2012, life expectancy for females is 86.4 years and males 83.2 years.⁸

They are wealthy. The over-55s account for 21 per cent of Australia's population. However, they head up households that already own an astounding 39 per cent of the nation's household wealth, as well as accounting for 25 per cent of all disposable income available for consumption.⁹

Seniors spend more on travel, entertainment, white goods, new cars, healthcare, furniture, gardening products, and food and beverages than any other age group.¹⁰

They are active online, with more than 50 per cent of over-55s using the internet at least once a day.¹¹ Figure 2 shows these numbers are growing.

They like to travel, accounting for over 20 per cent of all domestic tourism expenditure in Australia.¹²

Figure 1: Victorian population projections, 2010–2050³

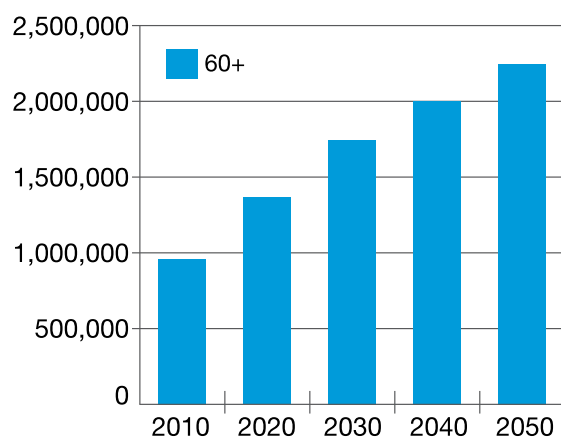
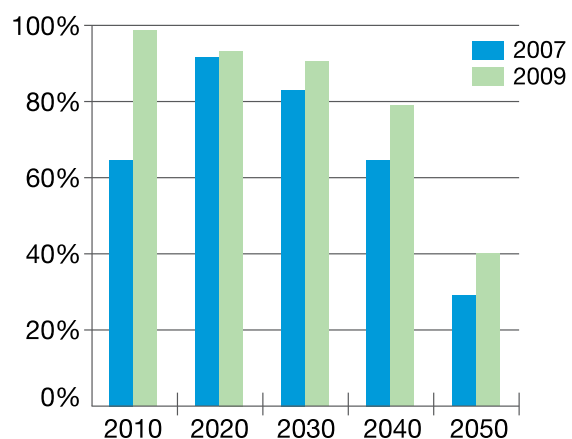


Figure 2: Internet usage by age, 2007 and 2009¹⁴



Realise the benefits

By participating in the Seniors Card program, your business can reach more than 3.2 million Australian Seniors Card holders – and this number is growing, with thousands of seniors joining each year.

We know from our annual research that the majority of Seniors Card holders use their card at least weekly.

Responses from our 2011 card holder survey show that:

- 85 per cent of card holders who use our Discount directory refer to it every time they plan a trip or activity
- 71 per cent of card holders are satisfied with the range of discounts and benefits offered by participating businesses
- 70 per cent of card holders actively look for the 'Seniors Card Welcome Here' logo when shopping.

There is huge potential in this market segment, and the Seniors Card is a proven and effective way for Victorian businesses to reach new customers.

How the program helps Europcar

'Seniors are an important and valuable audience for Europcar. They tend to travel outside school holiday and peak periods, so they fill an important gap in our leisure market throughout the year. Also, seniors are more active and have more disposal income than ever before – our market research shows us that the 55+ demographic makes up a significant proportion of our business.'

'We track and measure the outcomes from a range of marketing activities that we coordinate with the Victorian Seniors Card Program and we gain great value!'

'Europcar no longer wants to be seen as a mere provider of car rental, but rather a true partner in people's lives. Establishing a long-term partnership with the Victorian Seniors Card Program is the best way we can reach the rapidly growing seniors market in Australia and continue to support older Australians with our products and service.'

**Corporate Solutions Manager
Europcar Australia**

Europcar



Business development
opportunities available
in this year's Festival

Victorian Seniors Festival

The Victorian Seniors Festival is an annual celebration funded by the Victorian Government to thank, celebrate and recognise seniors for their ongoing contribution to our community.

The festival is a chance for seniors, their friends and family to participate in cultural, social, physical and intellectual pursuits across Melbourne and Victoria.

Seniors Card holders travel free on public transport for eight days over the festival.

In 2011, more than 140,000 participants attended 1,300 free and low-cost events supported by our media partners Channel 9, The Senior newspaper, *Fifty-plus* newspaper and Golden Days radio.

Marketing opportunities with the Victorian Seniors Festival include:

- a wide range of event sponsorship packages
- advertising in the Victorian Seniors Festival event program (300,000 copies produced).

How we can help

We can help you communicate directly with Victorian Seniors Card holders.

Free marketing

When you join the program and agree to offer a discount or benefit to card holders, you receive:

- a listing on the Victorian Seniors Card website
- a listing in the biennial Discount Directory
- welcome pack containing 'Seniors Card Welcome Here' stickers and signage
- advice on promoting your business to the seniors market through the program.

Paid advertising

We offer a range of paid advertising and sponsorship opportunities. For example, advertisers in the *Seniors Card Discount Directory* reach more than 900,000 Victorian seniors.

Get in touch

To secure a marketing opportunity and promote your business directly to Victorian Seniors contact:

Phone 1300 797 210
Fax 1800 004 413
Email seniorscard@health.vic.gov.au
Website www.seniorsonline.vic.gov.au

You can also complete an online application to join the program at **www.seniorsonline.vic.gov.au**

Get in touch today and we'll talk you through the full range of benefits and opportunities.

The directory is:

- personally addressed and mailed to 650,000 Victorian households in August each year
- continuously distributed to over 1,000 new card holders who join the program each week
- current for two years
- a 144-page publication with a low advertising ratio of 25 per cent of the total publication
- personalised
- exclusive to cardholders, who only receive a maximum of four special offers per year
- creative and marketable communication pieces
- convenient for your audience who can read at their leisure.

Our direct mail campaigns reach up to 700,000+ card holders. These campaigns are:

- highly targeted to match your needs
- easily measured so you can track your sales and information requests
- online advertising and special offers
- inserts in new Seniors Card holders welcome packs
- sponsorship and advertising with the Victorian Seniors Festival.

References

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