

# Participating Businesses eNewsletter October 2012



October 2012

Dear SuperGold Card participating business

Welcome to our new look e-Newsletter. We hope that you find this update useful and informative.

## Cardholder number surpasses 600,000 milestone

There are now over 600,000 SuperGold Card holders! That's enough people to fill Eden Park 12 times over.

## SuperGold Card businesses double

More than 2,000 new businesses have joined the SuperGold Card programme in the last few months.

A recent recruitment drive has doubled the number of participating businesses overall, and increased the numbers in the provincial/rural areas, a key focus of the drive.



Read the [media release](#) about this from the Minister for Senior Citizens.

There are now over 3,800 participating businesses, representing more than 8,000 outlets nationwide.

Make sure cardholders know you are a SuperGold Card business. Display your SuperGold logo, stickers and posters in a prominent place. If you need more send an email to [businesspartners@supergold.govt.nz](mailto:businesspartners@supergold.govt.nz).

## Update your own online listings

We've developed new functionality which means you can now update your own listings on the SuperGold Card website. If you would like to use this service and have not received your login and password please email us at [businesspartners@supergold.govt.nz](mailto:businesspartners@supergold.govt.nz).

[Business Login](#)

We will arrange this as quickly as possible, please bear with us as we deal with a high volume of requests.

## Trans-Tasman arrangement with Australian Seniors Card

Our arrangement with the Australian Seniors Card programmes means that your business will be promoted to an extra 70,000 Australian Seniors Card holders that head for our shores every year. Australian seniors spend over \$147 million annually while they are here and will be looking out for places they can use their card. Make sure you are visible as a SuperGold business to make the most of this opportunity.



We want to get your feedback on how this scheme is working, and any stories you have about Australian Seniors Card holders using their cards here. Email us at [businesspartners@supergold.govt.nz](mailto:businesspartners@supergold.govt.nz)

Your support of this reciprocal agreement is appreciated as it also facilitates the ability for our cardholders to use their card while visiting Australia.

Please remember if you **DO NOT** want to extend your discount to Australian Seniors Card holders to note this in the exclusions on your online listing via your business login.

SuperGold/Seniors team  
Senior Services  
Ministry of Social Development

[Forward to a Business](#)

If you do not wish to receive this newsletter then send an email with "Unsubscribe" in the subject heading to the [SuperGold team](#).

This email was sent to you by the SuperGold Card/Seniors Team at the Ministry of Social Development. Remember, we will never ask you for your Bank Account or PIN details in our email updates. The email address used ([msd\\_communications@rmnk.com](mailto:msd_communications@rmnk.com)) is a valid address and is used for reporting purposes.