

# SuperGold Card Newsletter

[www.supergold.govt.nz](http://www.supergold.govt.nz)

December 2011



## Merry Christmas from the SuperGold Team

Another year is drawing to a close... gosh don't they just flash by! Thank you everyone for your continued support of the SuperGold programme. It really does make such a difference in the lives of New Zealand seniors.

We look forward to working with you in the New Year.

Merry Christmas, have a safe, relaxing and enjoyable break.



## Relaunch of SuperGold website – coming soon!

We received feedback from you that our website needed a refresh. You talked and we listened!

We will be relaunching our website in early 2012 with a fresh, new look and a range of improvements and features.

We'll be:

- making it easier and faster for cardholders to find your business listings and the discounts you offer
- developing print functionality that is a lot more user friendly. Cardholders will be able to print on demand, the most up-to-date information available
- enabling faster loading of pages and better overall performance.

In summary the new tools and design will make for a much richer experience for those who visit and encourage them to revisit!

Further enhancements are also planned over the coming year to allow you to update/amend your own online listings. We'll tell you more about this in 2012.

Watch this space, we will be in touch soon!

Please forward your feedback to [businesspartners@supergold.govt.nz](mailto:businesspartners@supergold.govt.nz) or call 0508 65 00 00.

If you do not want to receive this Newsletter, unsubscribe by replying to this email and entering "remove from email list" in the subject line.



There are now over 580,000 SuperGold Card holders

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### SGC 'Valid from' dates (Reminder)

Since mid May 2010 SuperGold-only cards (ie those without Community Services Card entitlement) issued to cardholders no longer have an expiry date.

We continue to be contacted by cardholders who tell us that there is still some confusion with the 'Valid from' date being confused with a 'Valid to' date. Although the notation 'VAL' has been changed to now read 'VALID FROM' there are still cards in circulation with this notation. It would be greatly appreciated if you could make your staff aware that both cards are valid.



This date is a 'Valid from' date



### The Business of Ageing

Older people are valuable to New Zealand's economy.

Over the next four decades:

- The total value of older people's earnings will rise from just over \$1 billion in 2011 to more than \$10 billion in 2051.
- Their spending on food and groceries is expected to rise from almost \$2 billion in 2011 to about \$8 billion by 2051.
- Their spending on entertainment is expected to rise from about \$2.5 billion in 2011 to more than \$10 billion in 2051.



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