

Introducing
a **card** that
will put your
business
in front of
over half a million
customers



Introducing the SuperGold Card

www.supergold.govt.nz

The SuperGold Card is a **discounts and concessions card** for seniors and veterans that recognises their contribution to New Zealand society.

Why should I develop a SuperGold Card offer for seniors?

- They are a powerful market growing in both size and spending power.
- They want to get the best value for their money and have time to shop around.
- They are very loyal and reward businesses who are good to them.

The SuperGold Card programme is about bringing this influential market to businesses, to the benefit of both seniors and the businesses involved.

How many SuperGold Card holders are there?

- There are currently over 640,000 SuperGold Card holders.
- Around 60,000 people become new SuperGold Card holders each year.
- 100,000+ Australian Seniors Card holders that visit NZ every year now have access to SuperGold Card discounts at participating businesses.

How many businesses have already joined?

There are more than 7,000 participating businesses represented by over 11,500 outlets nationwide. Businesses come from a wide range of categories and can be viewed online at www.supergold.govt.nz.

What are other great reasons to join?

- **Free** to join
- **Free** listing on the recently relaunched SuperGold Card website to promote your deal
- **Free** stickers and posters to be visible as a SuperGold Card business
- **Easy** to sign up
- **Association** with a trusted and well-known brand
- **Recognition** that your business is supporting seniors and veterans

Will it cost me anything?

No, it's free to sign up and only requires that your business provides a credible offer/benefit to SuperGold Card holders.

How will cardholders know I'm a participating business?

SuperGold Card holders are actively looking out for places where they can use their card. Make sure your deal stands out. Besides your website listing make sure that you use the SuperGold Card stickers/posters as well as include the SuperGold logo/card images in your own marketing.

How do I apply?

Fill in and return this hard copy application form or complete an application form online at www.supergold.govt.nz



The screenshot shows the SuperGold website interface. At the top is the SuperGold logo and a tagline "Saving money on the things we really need" with a photo of a smiling man. Below this is a navigation bar with links: Home, Info for Cardholders, Search the Directory, Build your Discount Directory, Info for Businesses, and Business login. The main content area features a map of New Zealand with regional labels (Northland, Auckland, Bay of Plenty, Waikato, Taranaki, Gisborne, Hawke's Bay, Manawatu-Wairarapa, Nelson, Tasman, Wellington, Marlborough, Canterbury, Otago, Southland, Chatham Islands). To the left of the map is a photo of two elderly people and text describing the card's benefits: "The SuperGold Card is a discounts and concessions card for seniors and veterans, in recognition of their contribution to New Zealand society." Below this, it lists benefits: "With the SuperGold Card you can get: discounts and offers from a range of businesses; government concessions (including free off-peak public transport); discounted services from your local council." It also states: "There are over 7,000 SuperGold businesses and more than 11,500 outlets nationwide." At the bottom, there is a "News and updates" section with a date "24 September 2014" and a link to "Read the latest eNewsletter". A footer bar contains links: "About this site | Terms of use | Privacy | Apply for listing | Directory help | Contact us" and the website URL "newzealand.govt.nz".



SuperGold Card Business Partner Application Form



Please complete all sections

BUSINESS DETAILS

Trading Name

Registered Name

Street Address

Suburb

City

Postcode

Postal Address (PO Box/Private Bag)

Main Business Telephone

Website Address

Description of Business (eg We provide legal services)

Are you a member of a professional organisation (eg Retailers Association, NZICA)

Region of Operation (eg Nationwide, Canterbury only)

What categories would you like your products/services listed under? (eg Accommodation)

Hours of Operation

Main Business Facsimile

Business Enquiries Email Address

PROPOSED DISCOUNT OR VALUE-ADDED OFFER

Please detail your proposed savings/value-added offer (%/dollar/free service) in 30 words or less.

Are there any exclusions? (eg Discount can not be used in conjunction with any other special or offer)

Term of the offer available for

months

OUTLET DETAILS

Do you have more than one outlet?

☐

Yes

☐

No

Are your outlets/company owned or franchised?

☐

Owned

☐

Franchised

Address of ALL other outlets where the SuperGold Card offer is available. (Please attach a separate list if required including the names of key contact staff if the business is franchised)

Address

Town/Suburb

City/District

Postcode

Telephone

CONTACT DETAILS OF APPLICANT (This information is for administration purposes only)

Title

Name

Telephone

Mobile

Facsimile

Position

Email

AUTHORISATION

I have read and agree to the terms and conditions listed over the page and I am authorised to enter into this agreement. I understand that the Ministry of Social Development has complete discretion to accept or reject this application.

Date

Signature of Applicant

Return this form by mail to: SuperGold Card Centre, Ministry of Social Development, PO Box 5054, Wellington, or fax to (04) 918 0157

SuperGold Card Business Partner Application Form



Please complete all sections

ADMINISTRATION CONTACT (This person will be the SuperGold Card Centre's first point of contact for all administration enquiries)

Title	Name	Telephone	Facsimile	Mobile
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Position	Email			
<input type="text"/>	<input type="text"/>			
Street Address	Postal Address (PO Box/Private Bag)	City	Postcode	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

TERMS AND CONDITIONS FOR SUPERGOLD BUSINESS PARTNERS

In completing the SuperGold Card Business Partner Application Form the business ("you") agree to the following terms and conditions if the Ministry of Social Development ("us", "we", or "the Ministry") approve the application (this "agreement"):

To discuss any part of these terms and conditions please contact the SuperGold Business Centre on 0508 65 00 00 or by email to businesspartners@supergold.govt.nz

Business Partner Application Process

- As part of the application process you:
 - consent to us making enquiries into your trading activities, or any other relevant information, as part of the process for making a decision on the application
 - understand we reserve the right, at our discretion, to reject any application.

SuperGold Card Business Partner Practices

- As a SuperGold Card Business Partner you agree:
 - to make available a specific discount or value-added product or service (as described in the application form) for the benefit of SuperGold cardholders that:
 - (i). creates a benefit or advantage beyond that which the same person would enjoy if they did not have a SuperGold Card or be entitled to any other discount or special product or service offer; and
 - (ii). is made available to SuperGold cardholders throughout the term specified in the application form or such longer term agreed to by the parties
 - to clearly display SuperGold Card logos in all business outlets listed in this application form
 - to ensure that your employees and representatives act respectfully and professionally towards all SuperGold cardholders wishing to use the SuperGold Card in your business outlet
 - not to represent us as the provider or supplier of the discount or value-added product or service
 - not to advertise involvement with the SuperGold Card scheme in any way which, in our reasonable opinion, negatively impacts on us or the Government
 - to ensure the public are aware that you are responsible for any fault with the product or service delivered
 - that we may publish information that you provide to us (such as the company name, physical address, contact numbers and the discount offered to SuperGold cardholders) that you provide to us in an online directory and in any other marketing material that we may produce from time to time
 - that we will treat any complaints received about you relating to the SuperGold Card seriously and will discuss these with you as appropriate.
- The Ministry will provide you with the following support:
 - a listing in the online website of SuperGold Card Business Partners
 - a supply of window decals with the SuperGold Card logo printed on them
 - free phone support available within our normal business hours
 - our only liability where we fail to provide any of the above support is to re-supply the relevant service.
- If you fail to comply with these terms and conditions then:
 - we may advise you in writing that you have ceased to be a SuperGold Card Business Partner
 - in the event that you cease to be a business partner, you will immediately remove all SuperGold Card logos from display and cease to promote yourself as a SuperGold Card Business Partner.

General Terms and Conditions

- You agree:
 - to keep us fully indemnified against any costs (including legal fees), claims, damages and expenses in the event you fail to perform your obligations under this agreement
 - other than as set out in clause 3, we will not be liable (in contract or tort, including negligence, or otherwise) to you for any direct or indirect damage (including punitive damages), loss (including profits, business or economic loss) or cost caused or contributed to by us or any of our employees or representatives in relation to this agreement
 - to comply at all times with applicable laws in relation to advertising and the sale of products and/or services as a SuperGold Card Business Partner.
- You acknowledge that you and the Ministry are subject to the Privacy Act 1993 and that you will ensure that all information obtained from SuperGold cardholders will be treated as required by the Act.
- Both parties acknowledge they are subject to the provisions of the Official Information Act 1982 and as such:
 - any information held by you for the purpose of this agreement is treated as if held by the Ministry
 - you must immediately forward to the Ministry any request made under the Act that is received by you
 - you must, on request, supply to the Ministry any such information specified by us to enable us to comply with our obligations under the Act.
- You agree you will not disclose the subject matter of this agreement or any other information received from us under this agreement to any third party other than:
 - as required by law or, if the Business Partner is a company subject to the New Zealand Stock Exchange Listing Rules, as required by those rules
 - your professional advisers
 - information already in the public domain other than through any breach of this clause
 - as is permitted by this agreement or required to perform any obligation under this agreement.
- The Ministry and you will try to resolve disputes between the Ministry and you amicably and through good faith discussions. If the dispute is not resolved within 3 weeks of it being brought to the parties' attention then either you or the Ministry may propose mediation. The Ministry and you will endeavour to agree on and appoint a mediator.
- Neither the Ministry nor you will be liable for a failure to perform under this agreement if it is due to a cause reasonably beyond the control of that party and that party uses reasonable endeavours to perform despite the cause.
- The only way this agreement can be varied is by agreement in writing by authorised representatives of both you and the Ministry.
- We will treat the administration contact identified in the application as your authorised representative unless and until you notify us in writing of a replacement administration contact.
- For the purposes of this agreement, 'in writing' includes emails.

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