

SuperGold Card Business Fact Sheet

Card Overview

- The SuperGold Card is a **discounts and concessions** card for eligible seniors and veterans, recognising the contribution they make to New Zealand society.
- You are eligible to receive a SuperGold Card if you are: 65 years or over and legally and ordinarily resident in New Zealand; under 65 years and receive the Non-Qualified Spouse or Partner rate of NZ Super or Veteran's Pension; under 65 years and currently receive the Veteran's Pension.
- There are two versions of the SuperGold Card; an "S-branded" SuperGold Card and a special "V-branded" Veteran SuperGold Card.
- The SuperGold Card is automatically sent to people: when they are granted New Zealand Superannuation or a Veteran's Pension; who turn 65 and are receiving a main benefit from Work and Income; who are granted a main benefit at age 65 or over.
- The card is credit card sized. It carries a magnetic strip and a barcode which detail the cardholder's name, government client number and unique (16 digit) card number, and carries notations indicating whether the holder receives New Zealand Superannuation, a Veteran's Pension, and if they are eligible for a Community Services Card (see diagram below).
- Cardholders have the option of adding a photo to the back of their cards.
- There are currently over 630,000 cardholders nationwide.

Participating Businesses' Responsibilities

- We request, as a SuperGold Card Participating Business, you undertake to ensure:
- your staff and representatives are briefed on your business' SuperGold Card offer, so they can respond appropriately when dealing with SuperGold cardholders
- your staff and representatives act respectfully and professionally towards all SuperGold cardholders wishing to use their card in your business outlet(s)
- you do not represent the SuperGold Card programme as the provider or supplier of your business' discount, and the public are aware you are responsible (and the primary contact) if there is any fault in the product or service provided
- you do not advertise your involvement with the SuperGold Card programme in any way which, in our reasonable opinion, negatively impacts on us or the New Zealand Government
- your business follows all other Terms and Conditions as agreed on the SuperGold Card Business Partner Application Form.

Contact us

- To request SuperGold Card logos/images, and to order 'Cards Welcome' stickers/posters email: businesspartners@supergold.govt.nz or call the SuperGold Card Business freephone 0508 65 00 00.

Card image examples (front and back)

