



## SENIORS CARD

### DIRECT MAIL CAMPAIGNS

NSW Seniors Card can arrange the direct mail of special offers to Seniors Card members who have elected to receive them. More than 80% of members have opted in to receive special offers.

Marketers pay all costs including: printing of envelopes featuring the Seniors Card logo and return address; printing of a Seniors Card DL flyer (introducing the offer); postage; collateral and mail house fees.

#### TERMS AND CONDITIONS:

1. The Marketer must provide a **campaign brief and an example** (draft PDF or printed copies) of the special offer material sought to be mailed to NSW Seniors Card members (Campaign Material), together with a copy of this Application, to: Seniors Card, Level 5, 83 Clarence Street, Sydney 2000. OR email to: [business@seniorscard.nsw.gov.au](mailto:business@seniorscard.nsw.gov.au).
2. The Seniors Card **logo must not be used in any of the Campaign Material**. The Seniors Card Welcome Here logo (available from Seniors Card in .eps format), may be used in the Campaign Material, provided that the following text is printed alongside the Welcome Here Logo:

**Seniors Card Member Benefits:** (Business Name) participates in the NSW Seniors Card 'Member Benefits Program' and is authorised to use the Seniors Card Welcome Here logo. Seniors Card does not endorse or recommend any offer, product or service in the Member Benefits Program, and is not a party to any offer made by (Business Name)

3. The Campaign Material is subject to approval by the Director of Corporate Communications, Ageing, Disability and Home Care, Department of Family & Community Services (ADHC). Final artwork must be approved prior to printing. ADHC reserves the right to refuse any Campaign Material. Marketers will be notified via email within 2 weeks of receipt of this form.
4. The Marketer warrants that the Campaign Material is not likely to mislead or deceive any recipient and complies with all of the laws of Australia and NSW. **All disclaimers must be at least 8pt.**
5. The Marketer indemnifies the State of NSW against all liability, costs or expenses (including legal costs and expenses on a full indemnity basis) incurred by ADHC by reason of the Campaign Material not complying with these Terms and Conditions, or incurred where ADHC receives any allegations or complaints about the Campaign Material.
6. The Marketer consents to ADHC making enquiries to and exchanging information with the Office of Fair Trading and other authorities regarding the Marketer's trading activities and any other matters relevant to the campaign.
7. The Direct Mail campaign must be also booked with one of the four approved Seniors Card mail houses:

**iGroup Australia / Mailroom  
Express:**

Kathy Tannous - Ph 02 8717  
3000;[kathy.tannous@igroupaustralia.com.au](mailto:kathy.tannous@igroupaustralia.com.au)  
[www.igroupaustralia.com.au](http://www.igroupaustralia.com.au)

**Bluestar\*DM:**

Kylie Hazeltine - Ph 02 9648 6668;  
[kylie.hazeltine@bspa.com.au](mailto:kylie.hazeltine@bspa.com.au)  
[www.bspga.com.au](http://www.bspga.com.au)

**GEON Group:**

Mark Fitzpatrick - 0458 363  
236;[mark.fitzpatrick@geongroup.com](mailto:mark.fitzpatrick@geongroup.com)  
[www.geongroup.com](http://www.geongroup.com)

**Future Sources  
Pty Ltd**

Roshni Singh - 02 9550 4444  
[roshnis@futuresources.com.au](mailto:roshnis@futuresources.com.au)  
[www.futuresources.com.au](http://www.futuresources.com.au)

8. The Marketer must confirm the proposed lodgment date with Seniors Card so that the data can be sent directly to the mail house. The data will be supplied within 4 working days. The data will not be supplied to the Marketer.
9. The Direct Mail campaign must be completed within 3 weeks of transmission of the data to the mail house.
10. A tax invoice will be sent to the Marketer. Payment terms are 30 days from date of invoice. Rates are subject to change without notice.
11. ADHC may terminate a Direct Mail campaign at any time if ADHC believes that the Marketer has breached or acted inconsistently with these terms and conditions. The Marketer agrees that upon the cessation of any Direct Mail campaign, all Seniors Card Welcome Here logos will be immediately removed or withdrawn from display or advertising material

**For more information:**

See: [www.seniorcard.nsw.gov.au](http://www.seniorcard.nsw.gov.au)

Email: [business@seniorcard.nsw.gov.au](mailto:business@seniorcard.nsw.gov.au) or call: 02 8270 2170

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