

MEDIA RELEASE

6 September 2021

NT Seniors Card 2021 Discount Directory launched at Seniors Expo

The Hon. Lauren Moss, Minister for Senior Territorians along with Sue Shearer, CEO of COTA NT launched the Seniors Card 2021 / 2022 Discount Directory at the COTA NT Seniors Expo 2021 at Marrara on Saturday 4 September.

“This is the fourth printed directory published by COTA NT and we are really pleased that we have over 400 businesses listed with the program,” said Sue Shearer, CEO of COTA NT. “Territory businesses are keen to get on board and offer seniors a discount on their services and products. Businesses recognise that seniors are a fast growing and loyal market, seniors will always pass on news of good supportive local businesses. Businesses can register online all year round through our website ntseniorscard.org.au if they missed this year’s print directory.”

Over 2000 seniors from Darwin, Palmerston, Darwin Rural and Katherine attended the Expo on Saturday and were the first to collect their copies of the new Directory. Seniors at the Expo also enjoyed a free morning tea, sausage sizzle, dancing and singing performances, and access to over sixty community and government organisations.

The Northern Territory Seniors Card program is part of an Australia-wide initiative. In the Northern Territory, Seniors Card has been managed by COTA NT since February 2018, as part of a five-year management term, and is supported by the Northern Territory Government and private enterprise. Members of the Seniors Card program have access to discounts from participating businesses for a wide range of goods and services. The program aspires to promote healthy and active lifestyles for its members whilst encouraging support for local Territory businesses. The NT Seniors Card program is available to all Territorians aged 60 years and over and there are almost 30,000 members of the program.

Territory business providing a ten percent discount, or equivalent special offers, receive a free listing in the printed and online discount directories and promotion through NT Seniors Card Facebook page.

Copies of the directory will be distributed Territory wide to electoral offices, libraries, council offices, Territory Families shopfronts and some seniors’ organisations in the coming weeks for seniors to collect.

Northern Territory Seniors Card, Council on the Ageing NT
PO Box 852, Darwin NT 0801 | Spillet House, 65 Smith Street Darwin
Freecall: 1800 441 489 | Email: seniorscard@cotant.org.au
Web: www.ntsensorscard.org.au



Seniors are welcome to visit COTA NT offices to collect their copy at Spillet House, 65 Smith Street Darwin and the 50 Plus Centre in Alice Springs.

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Media contact

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Further Information:

- This release is published at, www.cotant.org.au/cota-media-releases
- NTG Concessions Scheme - ntconcessions.nt.gov.au/

NT Seniors Card website and online discount directory is located at: <https://ntseniorscard.org.au/>

NT Seniors Card Facebook: <https://www.facebook.com/ntseniorscard/>