

MEDIA RELEASE

5 July 2022

Seniors are Discovering the Territory

Most Territorians already know that the quality of living in the Territory is one of the best kept secrets in Australia, but last year over 400 seniors discovered it too.

“In the last 12 months, over 400 seniors relocated to the Territory and applied for their Seniors Cards through the Seniors Card scheme administered by COTA NT for the Northern Territory,” said Sue Shearer, CEO of COTA NT.

“This sets a record for the number of new Seniors Card members joining the scheme in one year since COTA NT took over the

management of the Seniors Card scheme 2017. This is fantastic news as we know the Territory lifestyle, discounts and other offers for seniors are among the best in Australia. And it appears that other seniors from interstate and overseas are realising this too.”



In the last financial year, the Seniors Card scheme membership grew with over 193 Seniors Card members moving to Darwin suburbs, 40 to Darwin rural areas, 22 to Alice Springs and 144 to Palmerston. Katherine saw 10 new Seniors Card members and 9 relocating to remote communities. Some of these seniors have some from as far afield as Scotland, New Zealand and the Philippines. The average age of these new Seniors Card members is between 60 and 65 years.

“This is a terrific outcome for the Territory as we know seniors contribute to the community economically and socially, and are very loyal with spending locally,” added Shearer. “We welcome them and are confident they will enjoy the Territory lifestyle. And of course, we hope this interstate and overseas migration continues.”

Businesses in the Northern Territory who can offer a discount on their goods and or services to seniors can join the Seniors Card scheme for free and advertise directly to seniors.

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COTA NT is the leading advocacy organisation for senior Territorians
established 1969

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Further information:

Seniors Card Scheme <https://ntseniorscard.org.au/>

- Total membership of the NT Seniors Card scheme is 30,572
- 1,748 new cards issued in 2020/21 FY plus 956 replacement cards
- 2,153 new cards issued in the 2021/22 plus 1,041 replacement cards

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