

SuperGold Card – improving financial wellbeing through better access to discounts and concessions

As part of the Wellbeing Budget the Government wants to provide SuperGold Card holders and businesses with a 'digital platform' to improve their access to SuperGold information and discounts.

Budget 2019

To help seniors stretch their dollar further and access social and economic opportunities

- Improving access to SuperGold Card information and discounts using a digital platform to help older people on fixed incomes stretch their dollar further, and promote activities to improve social inclusion and wellbeing.
- Enabling MSD to:
 - develop a mobile app and a new SuperGold Card website to improve seniors' access to SuperGold information and discounts
 - promote and market the use and value of this SuperGold Card digital platform to cardholders and businesses, and raise the profile of available discounts.
- This initiative will also require staff resources to carry out and support the enhancement of the SuperGold Card.
- There are currently more than 750,000 SuperGold Card holders, and more than 9,300 SuperGold Card businesses with around 14,000 outlets.
- The total value of expenditure by seniors is projected to rise from around \$20.7 billion in 2016 to around \$42.4 billion in 2031.

The benefits of this funding include:

- Increased awareness of how to get even greater value and details around the thousands of SuperGold discounts available.
- To upgrade current, and launch new, platforms to modernise the SuperGold Card experience for cardholders.

Costs (operating) \$m				
2019/20	2020/21	2021/22	2022/23 & outyears	TOTAL
3.040	1.560	1.560	1.560	7.720

Further comment

- The majority of seniors are very reliant on New Zealand Superannuation and other government transfers, with 40 percent having less than \$100 per week from other sources.
- The SuperGold Card website has not had any upgrades for the last six years.
- In recent consultation seniors reported that they found the SuperGold Card useful, but would use the card more if they knew where they could use it to get discounts.