

## Woolworths partners with NSW Government for Seniors Card holders

**Monday, 16 October 2017:** NSW Seniors Card holders are set to save on their weekly shop in-store and online with the launch of an exclusive partnership agreement between Woolworths and the NSW Government.

In a first for a retailer, Woolworths will provide eligible NSW Seniors Card holders savings on Woolworths eGift cards and mid-week online grocery delivery services, as well as special deals on insurance and mobile products.

Woolworths Chief Customer Transformation Officer Natalie Davis said; “At Woolworths we understand that seniors spend a large portion of their budgets on grocery shopping and place a high importance on value, and we know that small savings can make a real difference.

“On average a Senior customer would spend approximately \$90 a week on groceries. As part of this partnership between Woolworths and the NSW Government, they could save on average \$200 a year, simply by using their NSW Seniors Card to buy WISH eGift cards to pay for their shopping.”

A 25% discount off a mid-week grocery delivery saver pass offered as part of the partnership is also expected to be popular with this group, particularly among customers with limited mobility or access to transport.

Natalie Davis added; “At Woolworths, we listen to our customers and adapt our offer to ensure we are meeting their expectations and needs.

“Our seniors customers told us that many of them were struggling with heavy and bulky grocery items. They also told us they often preferred to shop Tuesdays, Wednesdays and Thursdays. We listened and created a discount on our mid-week delivery saver with this group in mind. Seniors customers can order their groceries online, we will pick them in-store, deliver them to their home and even carry them into their kitchen if they like.”

Tanya Davies MP, Minister for Ageing, said; “The NSW Government is delighted to partner with Woolworths to deliver discounts to Seniors Card holders across the state.

“We know for people living on fixed incomes, every dollar counts. At the 2015 election we committed to delivering discounted home delivery, and I’m proud to say we’ve also delivered a bundle of other discounts to drive down the cost of living for seniors, a first for NSW.”

NSW Senior Card holders will be able to access great offers through the NSW Seniors Card website at [www.seniorscard.nsw.gov.au](http://www.seniorscard.nsw.gov.au) from October 16, 2017 including:

- 5% discount on WISH eGift cards that can be redeemed online or at Woolworths stores, BIG W, BWS, Dan Murphy’s and Cellarmasters

- 25% off mid-week online grocery Delivery Saver Pass (unlimited deliveries for orders over \$100)
  - 3 Months Midweek Delivery Saver Pass for only \$30, a saving of \$10 off from regular \$40 (equals \$10 a month)
  - 12 Months Midweek Delivery Saver Pass for \$59, a saving of \$20 off from regular \$79 (equals \$4.91 a month)
- A \$50 gift card with the purchase of a Woolworths Insurance product
- Telco- Great mobile offers on both pre and post paid

-Ends-

For further information please contact the **Woolworths Press Office** on (02) 8885 1033