

Introducing the Carer Business Discount Card scheme

Information for departmental officers

Queensland's carers make a valuable contribution to the lives of the people they care for and the communities in which they live. To recognise this contribution, the Queensland Government has introduced the Carer Business Discount Card scheme, an initiative under the *Queensland Government's Carer Action Plan 2006-10*.

The scheme builds on the existing Seniors Business Discount Card scheme, a successful partnership between business and government. The support and goodwill of Queensland businesses to provide special discounts and offers for our hard-working carers is vital to the scheme's success.

Disability Services Queensland and the Department of Communities are jointly involved in the administration of the Carer Business Discount Card scheme. Disability Services Queensland is responsible for policy development, implementation strategy, budget management, and overall monitoring and evaluation. The Department of Communities is responsible for service delivery to the public.

Who are Queensland's carers?

Carers are friends, neighbours or family members. They are people of all ages and from a variety of cultural backgrounds. Carers play an important and often unrecognised role in the community by supporting another person who has a long-term medical condition, mental illness or disability, or who is frail and in need of palliative care. In some cases, carers are unable to participate in the paid workforce because of the demands their caring roles place on them.

Who is eligible for a Carer Business Discount Card?

To be eligible for a Carer Business Discount Card a person must:

- be a resident of Queensland with a Queensland residential address registered with Centrelink, and
- receive the Centrelink Carer Payment or Carer Allowance.

For more details about the Carer Payment or Carer Allowance contact Centrelink on 13 27 17 or visit www.centrelink.gov.au

How can a carer apply for a card?

There are several ways to apply for a Carer Business Discount Card.

- Apply online at www.qld.gov.au/carercard
- Complete the application form in the promotional brochure* and return it to Smart Service Queensland.
- Call Smart Service Queensland on 13 13 04 (Monday to Friday, 8.00am – 6.00pm) to complete an application over the phone.



How does the card work?

Cardholders present the card at participating businesses to receive the discount or other offer. The card is valid for a period of four years from the issue date, providing eligibility is maintained. Cards can be renewed before expiry and a new card will be issued if eligibility has been maintained.

Participating businesses are encouraged to display 'Carer Business Discount Card welcome here' stickers in windows or near cash registers. Carers can also search for discounts online to find businesses in their area and across the state that offer discounts to cardholders.

A Business Discount Directory will be mailed to all new cardholders listing all the participating businesses in their region and the discounts they provide.

What are the benefits for businesses?

Offering a discount to cardholders promotes businesses to an expanded customer base. It also demonstrates active support for the wider community.

Participating businesses receive in-store promotional stickers identifying the business as a supporter of the scheme. Cardholders are encouraged to look for and support businesses displaying the Carer Business Discount Card logo.

Businesses also receive a free listing in one of the eight regional Business Discount Directories that are published annually. In addition to the free listing, businesses have the option of purchasing advertising space in the directory. Businesses can contact Card Services for information about purchasing advertising.

How can businesses register for the scheme?

Joining the Carer Business Discount Card scheme is easy and free. Businesses can also choose to join the Seniors Business Discount Card scheme. There are several ways a business can register with the scheme:

- Online at www.qld.gov.au/carercard
- Completing the application form in the promotional brochure and returning it to Card Services.*

What can businesses offer cardholders?

Businesses decide on a discount or incentive offer that will be valuable to a Carer Business Discount Card holder. For example:

- a flat rate percentage discount (e.g. 20% discount)
- special low prices just for cardholders
- a free service (e.g. home delivery).

Enquiries

Enquiries can be directed to Card Services, Smart Service Queensland, Department of Communities at cardservices@smartservice.qld.gov.au, or on the following phone numbers:

Departmental officers

3404 3516
(Monday to Friday, 9 am – 5 pm)

Carers

13 13 14
(Monday to Friday, 8 am – 6 pm)

Businesses

3224 8747
(Monday to Friday, 9 am – 5 pm)

*The promotional brochure and application form has been distributed to a range of government and non-government points. For additional copies, please contact Card Services on 3404 3516.

