

公司/機構申請參加「長者咭計劃」 Company/Organization Joining the Senior Citizen Card Scheme

本公司/機構有意參加社會福利署(社署)「長者咭計劃」(計劃)，並為長者咭持有人提供優惠/折扣:

My company/organization is interested in joining the Senior Citizen Card Scheme(the Scheme) of the Social Welfare Department(SWD) and would like to offer concession /discount to Senior Citizen Card holders:

甲. 參加計劃的公司資料:

(此部份資料將刊登在社署網頁/智能手機應用程式)

A. Information on the Company Joining the Scheme:

(The information of the Section will be published on the SWD website and Smartphone Apps.)

公司名稱 : _____

Name of company : _____

參加計劃門市總數 :

No. of Outlet(s) Joining the Scheme _____

商業登記號碼

Business Registration No.: _____

各參加計劃門市的地址及電話:(如篇幅不敷應用,請另加紙張。)

Address and Telephone No. of the Outlet(s) Joining the Scheme:
(If the space provided is not enough, please write on separate sheet.)

1. 門市名稱: _____

地址: _____

Address _____

(電話 Tel) _____

2. 門市名稱: _____

地址: _____

Address _____

(電話 Tel) _____

乙. 公司/機構資料:

B. Information on the Company/organization:

負責人/聯絡人資料

Information on the Responsible Person/Contact

Person:

尊稱 Respect: 先生 Mr 女士 Ms 小姐 Miss

姓名: _____

Name: _____

職銜: _____

Title: _____

公司聯絡地址: _____

Correspondence Address: _____

電話 Tel: _____

傳真 Fax: _____

電郵 Email: _____

公司網頁
Company's website: _____

丙. 各參加計劃的門市將提供優惠內容如下:(可選擇多項)
(社署保留刊登有關優惠內容的權利)

C. Concessions to be Provided by Respective Outlet(s) Joining the Scheme: (May tick more than one item) (The SWD reserves the right to publish the details.)

免費禮品/服務
(Free gift/service)

優惠/折扣(請註明)
(Concession/Discount (please specify))

大特惠項目及折扣
(Special offer item & discount)

凡購物滿\$_____方可享有優惠
(Upon consuming at least \$_____ to enjoy the concession)

特價/公價貨品除外
Discounted/Fixed price items not included

請以電話查詢 (Please call for details)

其他(請註明) Others (please specify)

優惠生效日期 : _____
Concession effective date: _____

優惠截止日期 : _____
Concession cancel date: _____

公司印章
Company/Organization Chop

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LICENSEE
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修頓中心二十一樓
二二零四室
社會福利署
長者咭辦事處

BUSINESS REPLY SERVICE LICENCE NO.
商業回郵牌號：4268

Senior Citizen Card Office
Social Welfare Department
Room 2204, 22/F Southern Centre,
130 Hennessy Road,
Wan Chai, Hong Kong.

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社會福利署於 1994 年開始推行「長者咭計劃」，目的是推動香港市民尊敬和關懷長者，並透過印發長者咭予 65 歲或以上的香港居民，方便他們享用政府部門、公共機構及商號所提供的折扣、優惠和優先服務。

全港至今超過九成合資格的長者均已是長者咭持有人。

Launched in 1994 by the Social Welfare Department (SWD), the “Senior Citizen Card Scheme” (the Scheme) aims to promote a spirit of care and respect for the elderly. Under the Scheme, Senior Citizen Cards are issued to eligible Hong Kong residents aged 65 or above for them to enjoy the concessions, discounts and priority services offered by government departments, public organizations and private companies.

Over 90% of eligible elderly persons in the territory are Senior Citizen Card Holders.

市民及商號均可利用以下途徑，查詢長者咭計劃的優惠、折扣或優先服務：

Public and companies/organizations may search for the concessions, discounts and priority services offered under the Senior Citizen Card Scheme through the following means:

1. 社會福利署網頁(Social Welfare Department Homepage) <http://www.swd.gov.hk>
2. 長者咭計劃智能手機應用程式
Senior Citizen Card Scheme Smartphone Apps
3. 長者咭計劃二維碼
Senior Citizen Card Scheme QR Code



「長者咭計劃」自推行以來，已成功獲得公眾及商界的肯定與支持。參與計劃的商號和機構遍及各行各業，包括公共交通、政府部門、酒樓食肆、中醫西醫及牙醫、法律服務、診所、銀行、康復器材、寵物照顧、康樂影視、進修、旅遊及各類店舖等。

隨著長者人口增加，商號為長者提供優惠，除能推廣企業形象及接觸龐大的長者消費群，創造無限商機外，更能提升長者的生活質素，共同建立一個關懷互愛的社會。

申請加入計劃的手續快捷簡便，只需填寫背頁的表格並交回，即可登記成為參與商號。

2017 年 7 月

Since its implementation, the “Senior Citizen Card Scheme” has gained recognition and support from the public and the business sectors. The Scheme covers an array of companies and organizations including those from public transport, government departments, restaurants, Chinese Medicine, Medical, Dental clinics, banking, rehabilitative equipments, pet shops, entertainment, continuing education, tourism, various retail trades, etc.

With an ageing population, the joining companies/organizations can, by offering concessions, not only promote their corporate image, gain access to a large pool of elderly customers and create enormous business opportunities, but also enhance the quality of life of elderly persons and join hands to build a caring and loving community.

Application procedure for joining the Scheme is quick and easy. To register, companies/organizations can simply complete the form at the back.

July 2017

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