

「長者咭計劃」 Senior Citizen Card Scheme




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。

至今社會福利署已發出超過118萬張長者咭，全港超過九成合資格的長者均已持有長者咭。

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 organisations and private companies.

So far, more than 1,180,000 Senior Citizen Cards have been issued by the SWD. **Over 90% of eligible elderly persons** in the territory are Senior Citizen Card Holders.

社會福利署 長者咭辦事處
Senior Citizen Card Office Social Welfare Department
網址 Website: <http://www.swd.gov.hk>
電話 Tel.: 2961 7581-4 傳真 Fax: 2573 0079

 社會福利署
Social Welfare Department



「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、診所、銀行、康復器材、康樂影視、維修、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。

2009年8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 organisations including those from public transport, government departments, restaurants, clinics, banking, rehabilitative equipments, entertainment, continuing education, tourism, various retail trades, etc.

With an ageing population, the joining companies/organisations 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/organisations can simply complete the form at the back.

August 2009

「長者咭計劃」 關懷社會·創造商機

Senior Citizen Card Scheme
Promoting Care and Respect for Elders
Creating Business Opportunities



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

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

(為方便印刷中文及英文長者咭計劃優惠手冊，請同時將中文及英文填寫甲部及乙部。)

(To facilitate the publication of both Chinese and English Senior Citizen Card Scheme Concession Booklets, please complete Part A and Part B in both Chinese and English.)

甲. 參加計劃的門市資料：(此部分資料將刊登在優惠手冊內)

A. Information on the Outlet(s) Joining the Scheme: (The information of this Section will be published on the Concession Booklet.)

門市名稱：_____

Name of Outlet(s): _____

參加計劃門市總數：
No. of Outlet(s) Joining the Scheme: _____

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. (中文) _____

(English) _____

(電話 Tel) _____

2. (中文) _____

(English) _____

(電話 Tel) _____

3. (中文) _____

(English) _____

(電話 Tel) _____

乙. 各參加計劃的門市提供優惠內容如下：(可選擇多項)
(社會福利署刊登有關優惠內容的權利)

B. 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.)

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

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

大減價期間除外
Not applicable during sale period

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)

(由於優惠手冊篇幅有限，請盡量簡潔填寫。)
(Due to space limitation of the Concession Booklet, please be concise.)

丙. 公司/機構資料：

C. Information on the Company/Organisation:

1. 負責人資料 Information on the Responsible Person:

簽署 Signature: _____

姓名: _____

Name: _____

職銜: _____

Title: _____

電話 Tel: _____ 傳真 Fax: _____

2. 聯絡人資料：(如與負責人不同，請填寫此部分。)

Information on the Contact Person: (Please complete if different from the Responsible Person.)

姓名: _____

Name: _____

職銜: _____

Title: _____

電話 Tel: _____ 傳真 Fax: _____

3. 總公司資料 Information on the Head Office:

名稱: _____

Name: _____

地址: _____

Address: _____

電話 Tel: _____

商業登記號碼 Business Registration No.: _____

日期 Date: _____

公司印章
Company/Organisation Chop

申請加入「長者咭計劃」，請填妥參加表格後傳真(傳真號碼：2573 0079)或寄回社會福利署長者咭辦事處(地址：香港灣仔皇后大道東213號胡忠大廈23樓2361室)。

To register in the "Senior Citizen Card Scheme", please kindly complete the application form and return it to the Senior Citizen Card Office of the Social Welfare Department by fax (Fax number: 2573 0079) or by mail (Address: Room 2361, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong).