

Preface

The "Senior Citizen Card Scheme" (the Scheme) launched by the Social Welfare Department (SWD) in April 1994 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.

The Scheme has been well received by elderly persons, companies, organizations and the community since its implementation. So far, more than 1,200,000 Senior Citizen Cards have been issued; over 90% of eligible elderly persons in the territory are Senior Citizen Card Holders (card holders); as well as over 8,000 companies and organizations, with more than 17,000 outlets, have supported the Scheme. We have uploaded and listed out the updated information on concessions provided by companies and organizations onto our webpage and in this Concession Booklet of Senior Citizen Card Scheme (concession booklet) to facilitate access to and choice of products and services by elderly persons.

To tie in with the objectives underlying elderly services, that is, to enhance the quality of life of elderly persons and help them lead an active and flourishing life in their golden years in an environment with which they are familiar, we have been proactively publicising and promoting the Scheme in the district level. Companies and organizations are encouraged to provide services, facilities and concessions to card holders living in the community with a view to strengthening their sense of belonging to the community and building a caring and loving community.

With our continuous efforts, the Scheme has gained the recognition and kind support from the business and the public sector. An array of companies and organizations offering services/concessions that meet the various needs of elderly persons in their daily life has joined the Scheme. Apart from jointly promoting the message of respect for elderly persons, the participating companies and organizations can also enhance their corporate image and fulfill their social responsibility. With longer life expectancy, the participating companies and organizations can get in touch with the fast-growing segment of elderly customers which will in turn enlarge their customer base.

The success of the Scheme hinges on the active participation and full support by the community. I sincerely thank the generous assistance from the participating companies and organizations and appeal for their continuous support. I hope the Scheme can link elderly persons more closely with the community, allowing them to feel the love and respect from others.



Mrs Kathy NG
Assistant Director (Elderly)
Social Welfare Department

January 2011

Notes for Senior Citizen Card Holders

- Please show your Senior Citizen Card for identification purpose if you want to enjoy the concessions, discounts or priority services offered by the participating companies and organizations.
- The card is non-transferable and should not be used by others.
- The Senior Citizen Card is not necessary to be renewed every year. The staff of the Senior Citizen Card Office will not inform the card holders to renew their cards by phone. Please do not disclose your personal particulars to strangers. In case of doubt, please call the Senior Citizen Card Office.
- Application for your first issue of the card is free of charge, but a fee will be charged for replacement due to loss or damage. You are therefore advised to keep your card safe and avoid damages.
- For easy reference, the majority of the participating companies and organizations have been categorized according to districts, namely Hong Kong and Outlying Islands, Kowloon and the New Territories.
- The concessions and the terms and conditions listed in this booklet are offered by and subject to the latest announcement of the participating companies or organizations. Card holders may make enquiries to the companies or organizations directly before consumption of goods and services. The booklet includes such information for the convenience of card holders, which carries no implication to promote any companies, organizations or recognize their quality of goods and services. Card holders should assess and compare quality of goods and services before consumption.
- Subject to the "Professional Code and Conduct for Guidance of Registered Medical Practitioners", only the names, telephone numbers and addresses of the medical units participating in the Scheme will be included in this concession booklet. For details of concessions, please call these medical units directly. The information about these medical units is for reference of card holders only. To avoid breach of regulations of the Medical Council of Hong Kong and the Dental Council of Hong Kong, please do not make copies of or reproduce extracts from this booklet.
- Contents of this concession booklet will be updated periodically and all information (other than information on medical units) will be uploaded onto SWD's webpage (<http://www.swd.gov.hk>) for reference.
- If you know that there are other companies or organizations interested in joining the Scheme, or you have any comment on the Scheme, please feel free to contact the staff of the Senior Citizen Card Office.
- The names of the companies or organizations listed out in this concession booklet (English version) are not exhaustive as some participating companies or organizations only provide their information in Chinese. Card holders who want to make reference to the Chinese version may browse the SWD's webpage (<http://www.swd.gov.hk>) or call the Senior Citizen Card Office for a Chinese version.

Senior Citizen Card Office

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