

# 公司/机构申请参加「长者咭计划」 Company/Organization Joining the Senior Citizen Card Scheme

本公司/机构有意参加社会福利署(社署)「长者咭计划」(计划),并为长者咭持有人提供优惠/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. 参加计划的公司资料:

(此部份资料将刊登在社署网页/智能手机应用程序)

A. Information on the Company Joining the Scheme:

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

公司名称: \_\_\_\_\_

Name of company: \_\_\_\_\_

参加计划门市总数:

No. of Outlet(s) Joining the Scheme \_\_\_\_\_

商业登记号码

Business Registration No.: \_\_\_\_\_

各参加计划门市的地址及电话:(如篇幅不敷应用,请另加纸张。)

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

1. 门市名称: \_\_\_\_\_

地址: \_\_\_\_\_

Address \_\_\_\_\_

(电话 Tel) \_\_\_\_\_

2. 门市名称: \_\_\_\_\_

地址: \_\_\_\_\_

Address \_\_\_\_\_

(电话 Tel) \_\_\_\_\_

乙. 公司/机构资料:

B. Information on the Company/organization:

负责人/联络人资料

Information on the Responsible Person/Contact

Person:

尊称 Respect:      先生 Mr      女士 Ms      小姐 Miss

姓名: \_\_\_\_\_

Name: \_\_\_\_\_

职衔: \_\_\_\_\_

Title: \_\_\_\_\_

公司联络地址: \_\_\_\_\_

Correspondence  
Address: \_\_\_\_\_

电话 Tel: \_\_\_\_\_

传真 Fax: \_\_\_\_\_

电邮 Email: \_\_\_\_\_

公司网页  
Company's website: \_\_\_\_\_

丙. 各参加计划的门市将提供优惠内容如下:(可选择多项)  
(社署保留刊登有关优惠内容的权利)

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.)

免费礼品/服务  
(Free gift/service)

优惠/折扣(请注明)  
(Concession/Discount (please specify))

大特惠项目及折扣  
(Special offer item & discount)

凡购物满\$\_\_\_\_\_方可享有优惠  
(Upon consuming at least \$\_\_\_\_\_ to enjoy the concession)

特价/公价货品除外  
Discounted/Fixed price items not included

请以电话查询 (Please call for details)

其他(请注明) Others (please specify)

优惠生效日期:  
Concession effective date: \_\_\_\_\_

优惠截止日期:  
Concession cancel date: \_\_\_\_\_

公司印章

Company/Organization Chop

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POSTAGE WILL  
BE PAID BY  
LICENSEE  
邮费由持  
牌人支付

社会福利署于 1994 年开始推行「长者咭计划」，目的是推动香港市民尊敬和关怀长者，并透过印发长者咭予 65 岁或以上的香港居民，方便他们享用政府部门、公共机构及商号所提供的折扣、优惠和优先服务。

「长者咭计划」自推行以来，已成功获得公众及商界的肯定与支持。参与计划的商号和机构遍及各行各业，包括公共交通、政府部门、酒楼食肆、中医西医及牙医、法律服务、诊所、银行、康复器材、宠物照顾、康乐影视、进修、旅游及各类店铺等。

全港至今超过九成合资格的长者均已是长者咭持有人。

随着长者人口增加，商号为长者提供优惠，除能推广企业形象及接触庞大的长者消费群，创造无限商机外，更能提升长者的生活质素，共同建立一个关怀互爱的社会。

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.

申请加入计划的手续快捷简便，只需填写背页的表格并交回，即可登记成为参与商号。

2017 年 7 月

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

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.

市民及商号均可利用以下途径，查询长者咭计划的优惠、折扣或优先服务：

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.

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

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

1. 社会福利署网页(Social Welfare Department Homepage) <http://www.swd.gov.hk>

长者咭计划智能手机应用程序式  
Senior Citizen Card Scheme Smartphone Apps

July 2017

2. 长者咭计划二维码  
Senior Citizen Card Scheme QR Code



NO POSTAGE  
STAMP  
NECESSARY IF  
POSTED IN  
HONG KONG  
如在本港投寄  
毋须贴上邮票

BUSINESS REPLY SERVICE LICENCE NO.  
商业回邮牌号: 4268

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

香港湾仔  
轩尼诗道一百三十号  
修顿中心二十一楼  
二二零四室  
社会福利署  
长者咭办事处

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