

# Media Release

**The Hon Gabrielle Williams MP**  
Minister for Government Services  
Minister for Consumer Affairs  
Minister for Public and Active Transport



Thursday, 31 October 2024

## MORE THAN 80,000 SENIORS GO DIGITAL

The Allan Labor Government is helping Victorian seniors go digital with more than 80,000 downloads of the digital Seniors Card to the Service Victoria app since its launch in June last year.

Minister for Government Services Gabrielle Williams today encouraged Victorian seniors to download the free digital Seniors Card to their Service Victoria app – the card is free and takes less than 5 minutes to add.

The card is a digital version of the physical Seniors Card and can be stored securely, privately, and easily on the Service Victoria digital wallet on a mobile device. Seniors can access all the same discounts and benefits as the physical card with the digital version.

The card supports seniors to keep active and engaged with the community. It includes benefits such as discounts on shopping and dining, travel and attractions, health, home, auto and more. Other benefits include e-gift and gift card offers for groceries, petrol and hardware.

Senior Victorians have been using their digital Seniors Card for the Victorian Seniors Festival, an iconic festival that runs for the month of October every year, with free and low-cost events across the state – and free public transport.

Major events in October included Celebration Day at Fed Square, the Melbourne Town Hall Big Band Dance and the Club Broadway concert.

The Service Victoria digital wallet now includes a range of tokens such as the Veterans Card - Victoria, Seniors Card, Digital Driver Licence, Working with Children Check and others.

Victorians can leave their wallet at home and securely store and access their identification and entitlement cards all within their mobile device, reducing the risk of loss or theft.

Through the Service Victoria app, Victorians can easily access more than 130 government services online.

Victorians can apply for a Senior's Card at [seniorsonline.vic.gov.au/seniors-card](https://seniorsonline.vic.gov.au/seniors-card).

Find out more about the Victorian Senior's Festival at [seniorsonline.vic.gov.au/festival-calendar](https://seniorsonline.vic.gov.au/festival-calendar).

### Quotes attributable to Minister for Government Services Gabrielle Williams

*"Our digital Seniors Card works the same as the physical Seniors Card – and over 80,000 Victorians seniors are using the digital card to access discounts and benefits."*

*"The Service Victoria app makes it easy for all Victorians – including seniors – to access benefits and services quickly, easily and securely."*

### Quote attributable to Minister for Ageing Ingrid Stitt

*"The digital Seniors Card makes it easier than ever for older Victorians to stay connected, active and engaged in their communities."*

**Media contact:** Alan Padgham 0418 783 688 | [alan.padgham@minstaff.vic.gov.au](mailto:alan.padgham@minstaff.vic.gov.au)