

Gift cards

Consultation fact sheet



Minimum expiry date of three years for gift cards sold in SA

Background

Proposed new laws will require most gift cards sold in South Australia (SA) to have a minimum expiry date of three years.

The *Fair Trading (Gift Cards) Amendment Bill 2018* has been introduced into Parliament and is available to view at www.legislation.sa.gov.au

Proposed exemptions

The proposed new laws will not apply to:

- ATM cards, charge cards, credit cards or debit cards.
- Reloadable prepaid cards – e.g. mobile recharge cards.
- Cards or vouchers redeemable only for phone credit, internet access or any other utility – e.g. iTunes card.

It is also proposed that certain types of gift cards and vouchers will be excluded from the new requirements. In some cases businesses may set an expiry date of less than three years. These gift cards include:

- A card or voucher supplied in substitution for goods returned to the supplier of the goods – e.g. a card or voucher given to a consumer when they return faulty goods.
- A card or voucher supplied as part of a customer loyalty or employee rewards program.
- A card or voucher supplied as part of a temporary marketing promotion to reward anyone who purchases particular goods or services.
- A card or voucher that is redeemable only for a particular product or service that is available for a limited period – e.g. entry to an art exhibition or a concert.

We are seeking feedback from businesses and consumers regarding these proposed exemptions and whether any other types of gift cards or vouchers should be excluded from the requirement to have a minimum three year expiry date.

Have your say

To have your say about the proposed exemptions for the new gift card laws:

- Send a written submission to Consumer and Business Services, CBSReforms@sa.gov.au
- Join the online discussion at www.yoursay.sa.gov.au

Closing Date: 5:00pm Friday 20 July 2018



