



# Queensland Seniors Week 2018

Celebrating a Queensland for *All Ages*

August 18-26

Visit [www.qldseniorsweek.org.au](http://www.qldseniorsweek.org.au) or phone 1300 738 348



# MEDIA KIT

Thanks for your support in making Queensland Seniors Week a great success. The purpose of this document is to inspire you, your organisation, group or business to connect with older members in your communities to:

- Improve community attitudes towards older Queenslanders and ageing
- Empower older Queenslanders to connect to inclusive events and activities by producing multicultural, intergenerational or lifestyle events/activities for older Queenslanders in their communities
- Create opportunities for older Queenslanders to continue to participate in activities outside of Queensland Seniors Week
- Empower older Queenslanders to live active and healthy lives with improved physical and mental wellbeing
- Enhance opportunities for older Queenslanders to continue to learn through community education, lifelong learning, and digital literacy

Connecting with older Queenslanders can be done outside of Queensland Seniors Week and the more you connect and involve older Queenslanders, the closer we get to creating Age-friendly communities.

An age-friendly community is where older people are valued, respected and actively engaged in their community. They can stay in touch with people they care about and find the services and support they need. Age-friendly communities are more liveable for everyone.

Stay connected and share your Seniors Week adventures with us on [Facebook](#) and [Twitter](#).

We look forward to celebrating with you.

Cheers,

Lisa Hodgkinson,  
Seniors Week Coordinator  
COTA Queensland



Quality  
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# SENIORS WEEK

Take a trip down memory lane

## FROM THEN TO NOW

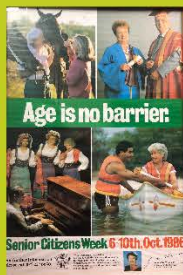
### 1960

Council on the Ageing (COTA) Queensland initiated the first Queensland Seniors Week. Back then it was called Old People's Week and COTA was known as the Old People's Welfare Council. The language has since changed however the importance of this week have remained the same.

The Executive recently decided to appoint a sub-committee to organise for an "Old People's Week" which will be held during the week commencing October 6th.

### 1969

Old Peoples Week was renamed as Senior Citizens Week



#### Senior Citizens Week

This special week of activities for the elder population formerly known as Old People's Week, is to be from 21st to 28th August. Clubs will again compete for a trophy and there is also provision for all senior citizens to enter a competitive section. Well-known Brisbane artists are providing the concert to start the week, and on the last day of the week there will be a boat trip for members of Senior Citizens Clubs. Plans have been well laid for a most interesting and varied week.

### 1986

State Cabinet Instituted Seniors Week as an annual event in Queensland with the theme 'Age is no barrier'. This theme continued into the 90s.

### 1980'S - 90'S

COTA maintained a coordination role.

### 2013 - PRESENT

Following a period of State Government coordination, COTA returned to coordinating Seniors Week.

### 2018

We are Celebrating a Queensland for ALL Ages, supporting the building of an Age-friendly Queensland.



# What it's all about



Queensland Seniors Week provides opportunities to promote positive community attitudes towards older people and ageing, facilitate community participation, and enhance community connections, aligning with the Queensland Government's and COTA Queensland's vision of building Age-friendly communities in Queensland.

During 18-26 August 2018, Seniors Week will connect communities, providing opportunities for people to share and learn new experiences, discover services and support, and assist in reducing social isolation.

With 718,000 people over the age of 65, Queensland Seniors Week is a major event.

Over the years events and activities have ranged from flash mobs, club open days, expos, sailing and cruises, digital literacy and coding sessions, online talent quests, cinema days, art classes, workshops, cabarets, yoga, Zumba, music revivals and so much more.

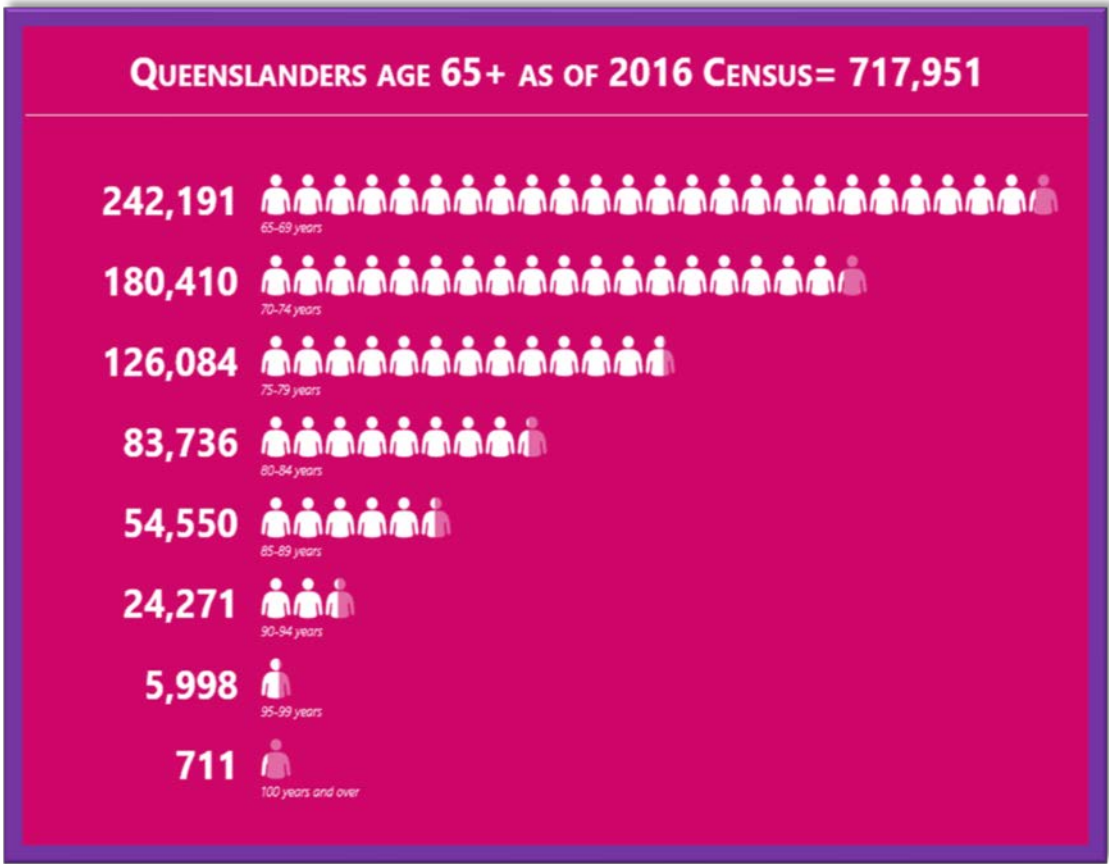
Too often we hear that people feel invisible. As one of our Community Team members put it "let's shine the spotlight on us and make us VERY visible". And that is what we are aiming to do.

***Did you know:*** Seniors Week is held at various times throughout the state and territories with varied themes. Making Seniors Week in Queensland, unique to Queenslanders.

## Who's hosting events?

Event organisers are just as diverse as the people attending their events and activities. We work with:

- ✓ Not-for-profits
- ✓ Charitable and community organisations
- ✓ Schools
- ✓ Child care centres
- ✓ Local Government
- ✓ Libraries
- ✓ Businesses small and large



**Who attends?**

Everybody! Seniors Week helps to build and maintain strong communities by connecting people of all ages through events and activities, discovering programs and services.

For some living in rural and remote areas, Seniors Week is the one time of year they get to catch up with current and long-lost friends.

For others, Seniors Week is a way to assist in combating social isolation through the discovery of programs and activities, creating new friendships and remaining an active member of society.

**What kind of events are held?**

The events held are as diverse as the people attending them. To give you a general idea:

- |                             |                            |                   |
|-----------------------------|----------------------------|-------------------|
| Walks                       | Bus Trips                  | Balls and Dances  |
| Cinema Days                 | Yoga                       | Cooking Classes   |
| IT Classes                  | Cycle Tours                | Talent Quests     |
| Coding and Robotics classes | Expos                      | Classic Car Days  |
| Art Classes                 | Come and Try Days          | Dragon Boating    |
| Fishing Trips               | Variety Shows and Concerts | And so much more! |

## Show your support!

Accessing the range of digital marketing tools is free and a great way to increase awareness of the event.

## Behind the poster

*Did you know that the images in the poster are Queenslanders who attended events throughout the state?*

Celebrating the theme, showcased are folk from different backgrounds, cultures, and ages. But this has only captured a small portion of the more than 718,000 Queenslanders over the age of 65.

Show your support and get customising! This year we encourage you to customise your own poster(s) and showcase your community champions.

You could run a photo competition, asking your community members to nominate themselves and share with you what Seniors Week means to them. Consider working with a youth group, Seniors Week is on for all ages.

The beauty is you can customise as many posters as you like!

Access the customisable poster through **Dropbox** in the **'Poster'** file here

[https://www.dropbox.com/sh/u5o2r7hsodkhwor/AABI2mcTmCooWuC7QV-v\\_NN7a?dl=0](https://www.dropbox.com/sh/u5o2r7hsodkhwor/AABI2mcTmCooWuC7QV-v_NN7a?dl=0)

**NOTE: You do not have to sign up for a Dropbox account to access the media files. [Click here](#) to read our tip sheet on Dropbox.**

Customising your poster is easy, you will need access to Microsoft PowerPoint and your images will need to be cropped into a square shape.

Step 1. Open the PowerPoint

Step 4. Select 'Change Picture'

Step 2. Enable editing

Step 5. Select the image from your files

Step 3. Right click on the black circles

A tutorial is available in the **'Poster'** file in Dropbox

[https://www.dropbox.com/sh/u5o2r7hsodkhwor/AABI2mcTmCooWuC7QV-v\\_NN7a?dl=0](https://www.dropbox.com/sh/u5o2r7hsodkhwor/AABI2mcTmCooWuC7QV-v_NN7a?dl=0)

## Key messages:

- **Seniors Week helps to build and maintain strong communities**
- **Seniors Week is a great way to bring people of all ages and backgrounds together, to combat social isolation**
- **Seniors Week provides the opportunity for Queenslanders to connect with programs and services**

## Social media

Social media is a great way to connect, share what's happening, create awareness of your organisation, programs, and the importance of the Week.

Below are some social media posts to get you started. Queensland Seniors Week is on Facebook and Twitter. If you haven't already give us a follow.

## Event hashtag: #qldseniorsweek18



Twitter and Facebook



<p>Let's come together Queensland! Seniors Week provides a great opportunity to connect our communities. Show your support by hosting and attending events. To find events near you visit <a href="http://www.qldseniorsweek.org.au/events">www.qldseniorsweek.org.au/events</a> #qldseniorsweek18 @COTAQld @qldseniorsweek</p>	<p>Did you know: Seniors Week is held at various times throughout the state and territories with varied themes. Making Seniors Week in Queensland, unique to Queenslanders. Find out more at <a href="http://www.qldseniorsweek.org.au/media-kit">www.qldseniorsweek.org.au/media-kit</a> #qldseniorsweek18 @COTAQld @qldseniorsweek</p>
<p>Queensland Seniors Week is a great time to showcase your community champions. Download and customise the 2018 poster today. Find out more at <a href="http://www.qldseniorsweek.org.au/media-kit">www.qldseniorsweek.org.au/media-kit</a> #qldseniorsweek18</p>	<p>We are celebrating our community champions. Check out our Seniors Week 2018 poster. #qldseniorsweek18 @COTAQld @qldseniorsweek  **Share your poster**</p>
<p>By connecting with people in our communities, we can combat social isolation. Find out more at <a href="http://www.qldseniorsweek.org.au">www.qldseniorsweek.org.au</a> #qldseniorsweek18 @COTAQld @qldseniorsweek</p>	<p>We are building and maintaining strong communities with @COTAQld. Find events near you at <a href="http://www.qldseniorsweek.org.au/events">www.qldseniorsweek.org.au/events</a> #qldseniorsweek @qldseniorsweek</p>
<p>Seniors Week is on for people of all ages. From intergenerational playgroups, to BBQs, dances, flash mobs, IT classes, workshops, and so much more. Find an event near you at <a href="http://www.qldseniorsweek.org.au">www.qldseniorsweek.org.au</a> #qldseniorsweek18 @COTAQld @qldseniorsweek</p>	<p>Seniors Week provides opportunities for people to experience something new. Find out what's on in your area. Visit <a href="http://www.qldseniorsweek.org.au/events/">www.qldseniorsweek.org.au/events/</a> #qldseniorsweek18 @COTAQld @qldseniorsweek</p>

# Our Story



Council on the Ageing (COTA) Queensland is a not-for-profit organisation advancing the rights, interests, and futures of people as we age. For 60 years we have worked with older people to ensure the futures of Queenslanders are filled with opportunity and possibility.

Our programs support older Queenslanders to influence decision making and create positive social change. We advocate to Government on issues that affect us all as we age, and we promote older people's rights.

We provide free education to the community to help people be empowered to make informed decisions. We promote and partner in research that addresses the big issues for older people. We support organisations that address issues for older Queenslanders who are experiencing injustice, discrimination, disadvantage or disability.

*As one Seniors Week participant put it, "you can't put a price on the value of a human being, especially our seniors".*



Pictured is COTA Queensland, Seniors Week Coordinator Lisa Hodgkinson with the Jubilee Wanderers. In the main photo is Peggy, who turned 100 a week before Queensland Seniors Week 2016, who dazzled the crowds when her group flash mobbed the Queen Street Mall in Brisbane.