

it's going to be a

CONNECT FEST

OCT 2023 QUEENSLAND
SENIORS
MONTH



Amplification Kit

Queensland Seniors Month
1–31 October 2023

About Queensland Seniors Month

COTA (Council on the Ageing) Queensland coordinates Seniors Month, held annually from 1–31 October, on behalf of the Queensland Government and receives funding to collaboratively plan and subsidise events and activities.

Together we value the contributions older people have made and continue to make in their communities—whether as volunteers or in the workforce, community leaders or carers, grandparents, or advocates.

Queensland Seniors Month 2022 set a record for the number of events held, with 1581 events registered on the online calendar, engaging an estimated 146,171 people. With your help, we hope to break the current record.

Funded by the Queensland Government, 81 organisations have received funding to host events and activities held during the month.

Reinforced by the continued theme of ‘Social Connections’, Seniors Month aims to increase the social connectedness of communities throughout Queensland. Simply put, it’s going to be a Connect Fest!

Beginning on the United Nations International Day of Older Persons (1 October) and including the celebration of Grandparents Day on Sunday 29 October 2023, Seniors Month provides opportunities for the whole community to celebrate and support the vision of building an age-friendly Queensland.

The five aims of Seniors Month are to:

1. **Change** traditional perceptions on ageing. Advancements in medicine and technology have enabled seniors to live longer with the opportunity to contribute to their communities.
2. **Connect** older Queenslanders to inclusive events and activities by producing culturally inclusive, intergenerational or lifestyle events/activities for Queenslanders in their communities.
3. **Create opportunities** for older Queenslanders to continue to participate in activities beyond Queensland Seniors Month.
4. **Encourage** older Queenslanders to live active and healthy lives with improved physical and mental wellbeing.
5. **Enhance** opportunities for older Queenslanders to continue to learn through community education, lifelong learning, and digital literacy.

Age-friendly Queensland

The Queensland Government is committed to creating an age-friendly Queensland where older people are connected to their communities and the people who matter most to them. We want to make sure seniors are supported according to their needs and have opportunities to continue to contribute economically and socially, whether through work, volunteering, or in retirement.

The Future Directions for an Age-friendly Queensland affirms the Queensland Government’s commitment to creating age-friendly communities where seniors are:

- **connected** to their communities and the services and the people that matter to them
- **cared for** and supported by world class frontline services (if required)
- **celebrated** for the contribution they make to the great Queensland lifestyles we all enjoy through their roles as carers, workers, volunteers and community leaders.

Identifying future directions for seniors signals a process for planning what an age-friendly Queensland looks like across the coming years to meet the needs of senior Queenslanders.

[Read the Future Directions for an Age-Friendly Queensland.](#)

Promotional assets

For use as needed to promote Queensland Seniors Month.

This toolkit provides content and promotional assets (such as newsletter content and social media images) that can be used to raise awareness of the Seniors Month and encourage people to participate.

[Download the promotional assets here.](#)

Newsletter/website content

The copy below can be cut and pasted into your organisation's newsletter.

Newsletter content 1: Community participation

Let's come together Queensland!

Get ready to socially connect this October as Queensland Month Seniors Month, 1-31 October, returns for another year.

Beginning on the United Nations International Day of Older Persons (1 October) and including the celebration of National Grandparents Day on Sunday 29 October 2023.

Seniors Month provides a great opportunity to:

- connect people of all ages and abilities
- provide opportunities to discover supports and services to support people's care needs if and when they need it
- celebrate the many contributions older people make in their communities.

Reinforced by the continued theme of '**Social Connections**', Seniors Month aims to increase the social connectedness of communities throughout Queensland. Simply put, ***it's going to be a Connect Fest!***

Social connectedness is one of the most important factors in creating strong communities. It allows us to build relationships with people we might not otherwise meet, share common values and experiences, and can help us to become more aware and engaged.

From fitness classes, art and craft workshops, technology courses, social events, concerts, excursions, expos and so much more, there will be a wide variety of events and activities on offer.

As a result of these events, we can increase the feeling of social connectedness for all Queenslanders.

To find out more about Seniors Month, visit the [Queensland Seniors Month](#) website.

Newsletter content 2: Community event registration

Queensland Seniors Month: event submissions are open

Get ready to socially connect this October as Queensland Month Seniors Month, 1-31 October, returns for another year.

Beginning on the United Nations International Day of Older Persons (1 October) and including the celebration of National Grandparents Day on Sunday 29 October 2023.

There is no denying the importance of feeling socially connected. To do this we need caring supportive communities that foster and support social connections through spaces, places, and activities.

As a result of the events and activities held, together, we can increase the feeling of social connectedness for all Queenslanders. In addition, having healthy social connections not only contributes to our sense of belonging but our overall health and wellbeing.

This makes the continued theme of *Social Connections* incredibly important and simply put the month is going to be a connect fest!

You can now submit your Seniors Month events into the online calendar. Simply log into or register on the Seniors Month website and add your events.

- It's FREE and easy to do.
- Increase awareness and participation to your events.
- Submit as many as you like, as long as they are held in October 2023.
- Add your own image/flyer, booking details and more.
- Best of all if you need to make any changes, you can log back in and edit your events.

Submit your events now at www.qldseniorsmonth.org.au.

Website content

The copy and downloadable image below can be included in an appropriate section of your website.

Queensland Seniors Month: it's going to be a connect fest!

Get ready to socially connect this October as Queensland Month Seniors Month, 1-31 October, returns for another year.

Seniors Month is an annual celebration that brings people together to connect with others and celebrates the many contributions older people make in their communities.

Did you know that as at March 2022, 17 per cent of the state's population was aged 65 and over?

That's more than 875,600 older Queenslanders who are contributing to Queensland communities through their many roles as carers, workers, volunteers, community leaders, grandparents, or advocates.

Beginning on the United Nations International Day of Older Persons (1 October) and including the celebration of Grandparents Day on Sunday 29 October 2023, Seniors Month provides opportunities that align with the Queensland Government's and COTA (Council on the Ageing) Queensland's vision of building an Age-friendly Queensland.

Reinforced by the continued theme of 'Social Connections', Seniors Month aims to increase the social connectedness of communities throughout Queensland. Simply put, it's going to be a Connect Fest!

Social connectedness is one of the most important factors in creating strong communities. It allows us to build relationships with people we might not otherwise meet, share common values and experiences, and can help us to become more aware and engaged.

From fitness classes, art and craft workshops, technology courses, social events, concerts, excursions, expos a so much more, there will be a wide variety of events and activities on offer.

To find out what is on offer visit the [Queensland Seniors Month website](#).

Social media content

A suggested social media post:

Let's come together Queensland! Join us in celebrating the valuable contributions older Queenslanders make in our communities 1-31 October 2023.

To find events and activities near you visit www.qldseniorsmonth.org.au #QSM23 #QldSeniorsMonth.

Social media images

Square image for Facebook, LinkedIn or Instagram: [Seniors-Month-23-Social-Media-Tile-1080x1080-JPEG.jpg \(1080×1080\) \(qldseniorsmonth.org.au\)](#)

Facebook cover image: [Seniors-Month-23-Facebook-Cover-Image-820x360-JPEG.jpg \(820×360\) \(qldseniorsmonth.org.au\)](#)

LinkedIn cover image: [Seniors-Month-23-LinkedIn-Cover-Image-1584-x-396-JPEG.jpg \(1584×396\) \(qldseniorsmonth.org.au\)](#)


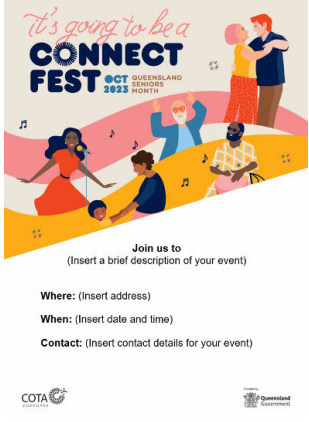

Twitter cover image: [Seniors-Month-23-Twitter-Cover-Image-1500-x-500-JPEG.jpg \(1500×500\) \(qldseniorsmonth.org.au\)](#)






Shareable resources

All available resources along with details of the colour palette can be found here: [Queensland Seniors Month 2023 - Brand Kit \(qldseniorsmonth.org.au\)](https://qldseniorsmonth.org.au)

Items include:

- Printable poster
- Editable and printable poster
- Social media tile (square)
- Social media cover images
- Email signature
- Certificate of appreciation
- Printable bunting

<p>Poster (A3 / A4)</p>	
<p>Poster - editable (A3 / A4)</p>	 <p>Join us to (Insert a brief description of your event)</p> <p>Where: (Insert address)</p> <p>When: (Insert date and time)</p> <p>Contact: (Insert contact details for your event)</p>
<p>Square social media image (1080x1080)</p>	

<p>LinkedIn cover image</p>	
<p>Facebook cover image</p>	
<p>Twitter cover image</p>	
<p>Email Signature block (801x387)</p>	
<p>Certificate of appreciation – editable</p>	
<p>Printable bunting</p>	