



## Amplification pack

# Queensland Seniors Month October 2025

### Overview

The Queensland Government and Council on the Ageing (COTA) Queensland value the contributions that older people have made, and continue to make, in their communities. We share a commitment to building an age-friendly Queensland.

Queensland Seniors Month runs from 1–31 October, and includes the celebration of Grandparents Day on Sunday, 26 October 2025.

COTA Queensland coordinates Queensland Seniors Month on behalf of the Queensland Government and receives funding to collaboratively plan and subsidise events and activities.

During Queensland Seniors Month 2024, an estimated 32,500 older Queenslanders connected with their communities through a range of funded events across the state.

These events provided older Queenslanders with opportunities to celebrate and create meaningful connections with each other and the important people in their lives and to find out about the supports and services available to them.

# Queensland Seniors Month 2025

## Seniors Month 2025 theme

The theme for Queensland Seniors Month 2025 is **Connect and celebrate**.

Creating opportunities for older people to celebrate and create meaningful connections with each other and the important people in their lives is at the heart of this year's month.

Seniors Month 2025 recognises strong communities are connected communities. It focuses on the importance of ensuring Queensland Seniors are cared for and supported to live active, healthy and productive lives and are celebrated for their contributions—whether as volunteers, employees or business owners, community leaders or carers, grandparents or advocates.

Throughout Seniors Month older people are encouraged to connect in their communities to build friendships with people they may not otherwise meet and find out about the supports and services available to them.

Through these opportunities we can increase the feeling of social connectedness and support and empower Queensland seniors to connect, participate, contribute and thrive.

## Resources

In this amplification pack you will find content and promotional assets (including, social media, website and newsletter content and images) that can be used to raise awareness, encourage participation and show your support for Seniors Month 2025.

To download the resources, visit [www.qldseniorsmonth.org.au/resources](http://www.qldseniorsmonth.org.au/resources)

## Newsletter/website content

*Copy and adapt the below content for use in your organisation's newsletter or website.*

### Newsletter/web content 1: Community participation

#### **Connect and Celebrate this Seniors Month!**

Queensland Seniors Month is just around the corner and there are many ways older people can come together in their communities to Connect and Celebrate.

Seniors Month begins on the United Nations International Day of Older Persons (1 October) and includes Grandparents Day (26 October 2025).

The month focusses on the importance of ensuring Queensland Seniors are supported to live active, healthy and productive lives and are connected, cared for and celebrated.

Seniors Month is a great opportunity for older people to embrace the things they love at inclusive events and activities across the state whilst making new friends.

From fitness classes, art and craft workshops and technology courses to social events, concerts, excursions and expos, Queenslanders of all ages are encouraged to connect and celebrate with older Queenslanders at local activities and events.

# Queensland Seniors Month 2025

To find an event near you, visit [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

Are you planning an event for Queensland Seniors Month?

Don't forget to add it to the calendar on the Seniors Month website. Visit [www.qldseniorsmonth.org.au/login-register](http://www.qldseniorsmonth.org.au/login-register)

## Newsletter/web content 2: Community event registration

### Register your Queensland Seniors Month 2025 events

Are you planning an event for Queensland Seniors Month? Don't forget to add it to the Seniors Month calendar.

We're getting ready to bring Queenslanders of all ages together to connect and celebrate Seniors Month during October and we're excited to hear about the great events and activities you're planning to hold in your communities.

Simply login or register for the Seniors Month website to add your events.

- It's free and easy to do.
- It increases awareness of and participation at your events.
- Submit as many as you like, as long as they are held in October 2025.
- Add your own image/flyer, booking details and more.
- If you need to make any changes, you can log back in and edit your events.

Find out more and register your events at [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

## Social media content

*Select a social media image from page 6 to accompany your post. To improve accessibility, we have also included image descriptions for you to include at the end each post.*

### Social media post 1: for Queensland seniors' audience

Are you planning an event for Queensland Seniors Month? Don't forget to add it to the Seniors Month calendar.

We're getting ready to bring Queenslanders of all ages together to connect and celebrate Seniors Month during October and we're excited to hear about the great events and activities you're planning to hold in your communities.

Find out more and register your events at [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

#QldSeniorsMonth #ConnectCelebrate

*(Include the image description here)*

# Queensland Seniors Month 2025

## Social media post 2: for Queensland seniors audience

Get ready to connect and celebrate!

Queensland Seniors Month is just around the corner and we're looking forward to a month of activities where Queensland Seniors can get together and celebrate in their communities.

From fitness classes, art and craft workshops and technology courses to social events, concerts, excursions, expos and more, there are lots of opportunities for seniors to connect and celebrate.

To learn more about Seniors Month and to search for events near you, visit, [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

#QldSeniorsMonth #ConnectCelebrate

*(Include the image description here)*

## Social media post 3: for general audience

Queensland Seniors Month is coming up in October!

Creating opportunities for older people to celebrate and create meaningful connections with each other and the important people in their lives is at the heart of the Seniors Month 2025 theme.

**“Connect and Celebrate”** recognises strong communities are connected communities. It focuses on the importance of ensuring Queensland seniors are supported to live active, healthy and productive lives and are connected, cared for and celebrated.

Throughout Seniors Month, Queenslanders of all ages are encouraged to join in one of the many activities on offer across the state. You'll find fitness classes, art and craft workshops, technology courses, social events, concerts, excursions, expos and so much more.

To learn more about Seniors Month and to search for events near you, visit [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

Are you planning an event for Queensland Seniors Month?

Don't forget to add it to the calendar on the Seniors Month website. Visit [www.qldseniorsmonth.org.au/login-register](http://www.qldseniorsmonth.org.au/login-register)

#QldSeniorsMonth #ConnectCelebrate

*(Include the image description here)*

# Queensland Seniors Month 2025

## Social media post 4: for general audience

Queensland Seniors Month is here!

This October we're recognising strong communities are connected communities and we're calling on all Queenslanders to come together to connect and celebrate older Queenslanders and the enormous contributions they make to our communities.

Throughout Seniors Month we encourage Queenslanders of all ages to join in one of the many great activities offered across the state. You'll find fitness classes, art and craft workshops, technology courses, social events, concerts, excursions, expos and so much more.

To learn more about Seniors Month and to search for events near you, visit [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

#QldSeniorsMonth #ConnectCelebrate

*(Include the image description here)*

## Social media post 5: for general audience

It's Queensland Seniors Month!

Let's come together to connect and celebrate older Queenslanders for their ongoing contribution to our communities – whether as volunteers, employees, business owners, community leaders or carers, grandparents or advocates.

To learn more about Seniors Month and to search for events near you, visit [www.qldseniorsmonth.org.au](http://www.qldseniorsmonth.org.au)

#QldSeniorsMonth #ConnectCelebrate





*(Include the image description here)*

# Queensland Seniors Month 2025

## Promotional assets




You can download resources from [www.qldseniorsmonth.org.au/resources](http://www.qldseniorsmonth.org.au/resources)

## Digital resources

Item	Image	Image description
<p>Square image for Facebook, LinkedIn or Instagram</p> <p>(1080 x 1080px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts. In the top right, white text in a blue circle reads 'Queensland Seniors Month 2025'. Under the images, text reads 'Connect and celebrate' and in the bottom right-hand corner the Queensland Government logo appears alongside text 'Delivering for Queensland'.</p>
<p>Square image for Facebook, LinkedIn or Instagram</p> <p>(1080 x 1080px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts. In the top right, white text in a blue circle reads 'Queensland Seniors Month 2025'. Under the images text reads 'Connect and celebrate'. Across the bottom appear the Council on the Ageing logo and Queensland Government logo with text 'Delivering for Queensland'.</p>
<p><u>Square Canva template</u> – editable event promotion</p> <p>(1080 x 1080px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts. In the top right, white text in a blue circle reads 'Queensland Seniors Month 2025'. The event name, date, time and location appear in the middle of the image along with an event description. Under the event details text reads 'Connect and celebrate'. Across the bottom appear the Council on the Ageing logo and Queensland Government logo with text 'Delivering for Queensland'.</p>
<p>Email newsletter image</p> <p>(420 x 280px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts.</p>



# Queensland Seniors Month 2025

<p>Facebook cover image (851 x 315px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts. In the top right, white text in a blue circle reads 'Queensland Seniors Month 2025'.</p>
<p>LinkedIn cover image (1128 x 191px)</p>		<p>Images of seniors looking at the camera and smiling appear in heart shaped cutouts. White text in a blue circle reads 'Queensland Seniors Month 2025'.</p>
<p>Meeting background</p>		<p>Heart shaped cutouts appear on a dark blue background. White text in a blue circle reads 'Queensland Seniors Month 2025' and across the bottom appear the Council on the Ageing logo and Queensland Government logo with text 'Delivering for Queensland'.</p>

# Queensland Seniors Month 2025

## Printable resources

Certificate of appreciation (editable A4)	Poster – printable	Poster (editable A4)
		