



Amplification pack

Queensland Seniors Month

1–31 October 2024

Queensland Seniors Month 2024

About Queensland Seniors Month

Queensland Seniors Month is a month-long celebration of older Queenslanders. It runs from 1–31 October, beginning on the United Nations International Day of Older Persons (1 October) and includes the celebration of Grandparents Day (27 October 2024).

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

COTA Queensland coordinates Queensland Seniors Month on behalf of the Queensland Government.

Events are a core part of Queensland Seniors Month, providing opportunities for older Queenslanders to connect and celebrate with each other and their communities.

During Queensland Seniors Month 2023, more than 1,230 events were registered across the state attracting around 74,000 people.

Throughout October 2024, Queenslanders of all ages, cultures, and abilities are invited to connect, celebrate and discover shared interests and passions through inclusive events and activities being held throughout the state.

Seniors Month is all about increasing the social connectedness of older people and their communities because we all want to be:

- Connected to our communities and the important people in our lives
- Cared for and supported if care and support are needed
- Celebrated as valued community members.

Everyone can connect and celebrate with older Queenslanders at local activities and events across the state. Find an event near you at www.qldseniorsmonth.org.au

You can view other age-friendly resources or download Queensland Seniors Fact Sheets [here](#).

Queensland Seniors Month 2024

About Queensland Seniors Month 2024

The theme for Queensland Seniors Month 2024 is “Love getting older in Queensland”.

Queensland seniors love their communities and love their lives. They helped build and shape our great state and remain the heart and soul of our communities—whether as volunteers or in the workforce, community leaders or carers, grandparents or advocates.

There are many things older Queenslanders love about getting older in Queensland including:

- their connections
- sport, recreation, and the outdoors
- family and friends
- contributing to their community
- caring for others
- volunteering.

Throughout October 2024, events and activities will give older Queenslanders the opportunity to connect with other seniors and their communities and to embrace the things they love about getting older in Queensland.

Seniors Month also provides an opportunity for all Queenslanders to get involved and to celebrate the heart of Queensland – our seniors.

Queenslanders of all ages, cultures, and abilities are invited to connect and discover shared interests and passions through inclusive events and activities being held throughout the state.

Promotional assets

This amplification pack provides content and promotional assets (including social media, website and newsletter content and images) that can be used to raise awareness of Seniors Month and encourage Queenslanders to participate.

[Download promotional assets here](#)

Newsletter/website content

The below can be copied and adapted for use in your organisation’s newsletter or website.

Newsletter/web content 1: Community participation

Love getting older in Queensland

Get ready to celebrate all there is to love about getting older during Queensland Seniors Month 2024.

Held in October, Seniors Month begins on the United Nations International Day of Older Persons (1 October) and includes Grandparents Day (27 October 2024).

Queensland Seniors Month 2024

Embrace the things you love at inclusive events and activities across the state. You can celebrate your love for:

- connections
- sport, recreation, and the outdoors
- family and friends
- contributing to your community
- caring for others
- volunteering.

Events during Seniors Month let you connect with a range of activities in your local area that promote positive health and wellbeing and opportunities to continue your lifelong learning journey.

Everyone can connect and celebrate with older Queenslanders at local activities and events across the state. Find an event near you at www.qldseniorsmonth.org.au

Newsletter/web content 2: Community event registration

Register your Queensland Seniors Month 2024 events

Get ready to celebrate all there is to love about getting older during Seniors Month in October.

You're invited to host inclusive events and activities to give older Queenslanders the opportunity to embrace the things they love about getting older in Queensland. This includes:

- their connections
- sport, recreation, and the outdoors
- family and friends
- contributing to their community
- caring for others
- volunteering.

From fitness classes, art and craft workshops, technology courses to social events, concerts, excursions, expos and so much more, events and activities promote positive health and wellbeing and opportunities for seniors to continue their lifelong learning journey.

Now is a great time to organise your events and register them in the online calendar. Simply log into 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 2024.
- 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

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Social media content

Please use the image description for the asset you choose for the social media posts. They are available on pages 7 and 8. Image descriptions are vital for accessibility.

Social media post 1: for senior Queenslanders audience

Let's get together and celebrate all we love about getting older for Queensland Seniors Month!

From our connections to our family and friends, our fun in the great outdoors, caring for others and volunteering...there's so much to love.

So this October, get involved in events and activities near you as we celebrate together. Find local events at <https://qldseniorsmonth.org.au/>

Are you hosting an event to celebrate your fellow older Queenslanders? Register your event at <https://qldseniorsmonth.org.au/login-register/>

Social media post 2: for senior Queenslanders audience

Queensland Seniors Month is here!

During October, you can celebrate at local events and activities.

From fitness classes, art and craft workshops and technology courses to social events, concerts, excursions, expos and so much more, there are lots of ways to celebrate.

Find an event near you: <https://qldseniorsmonth.org.au/>

Social media post 3: for general audience

Show your love for older Queenslanders!

Seniors Month (1–31 October) is all about celebrating the heart of Queensland – our seniors!

Everyone is invited. Find a local event at <https://qldseniorsmonth.org.au/>

Social media post 4: for general audience

Queensland Seniors Month is here!

This October we're celebrating the heart of Queensland – our seniors!

Queenslanders of all ages are invited to come along to inclusive events and activities across the state.

For more information on events and activities visit: <https://qldseniorsmonth.org.au/>

Queensland Seniors Month 2024

Social media post 5: for general audience




Queensland! Let's come together to celebrate the heart of our state – our seniors. Join us in celebrating older Queenslanders in October. Find events near you:

www.qldseniorsmonth.org.au #QldSeniorsMonth





Promotional resources

All available resources can be downloaded here: <https://qldseniorsmonth.org.au/resources>

Digital resources


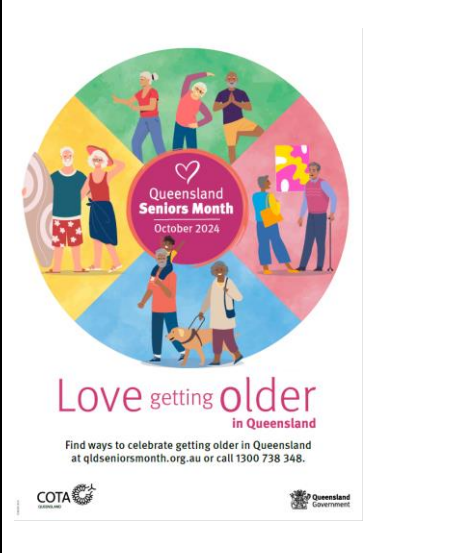

Item	Image	Image description
<p>Square image for Facebook, LinkedIn or Instagram – for general use</p> <p>(1080 x 1080px)</p>		<p>Colourful illustration depicting a diverse group of older adults engaged in various activities including walking and viewing art. A large pink circle sits in the centre and contains the text "Queensland Seniors Month 2024" with a heart symbol above the text. The tagline "Love getting older in Queensland" is written in pink along the bottom of the image.</p>
<p>Square image for Facebook, LinkedIn or Instagram – for use by recipients of the Queensland Government 2024 Seniors Month Grants</p> <p>(1080 x 1080px)</p>		<p>Colourful illustration depicting a diverse group of older adults engaged in various activities including walking and viewing art. A large pink circle sits in the centre and contains the text "Queensland Seniors Month 2024" with a heart symbol above the text. The tagline "Love getting older in Queensland" is written in pink along the top of the image. The Queensland Government logo sits at the bottom right of the image.</p>
<p>Square Canva template – editable event promotion</p> <p>(1080 x 1080px)</p>		<p>A colourful border depicts a diverse group of adults engaged in various activities. A pink circle containing the text "Queensland Seniors Month 2024" sits at the top left. Event details are listed on the image.</p>

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<p>Email newsletter image (420 x 280px)</p>		<p>Colourful illustration depicting a diverse group of older adults engaged in various activities including walking and viewing art.</p>
<p>Facebook cover image (851 x 315px)</p>		<p>Colourful illustration depicting a diverse group of older adults engaged in various activities including walking and viewing art. A pink circle sits in the centre and contains the text "Queensland Seniors Month October 2024" with a heart symbol above the text.</p>
<p>LinkedIn cover image (1128 x 191px)</p>		<p>Colourful illustration depicting a diverse group of nine older adults engaged in various activities including walking and viewing art. A pink circle sits in the centre and contains the text "Queensland Seniors Month October 2024" with a heart symbol above the text.</p>
<p>Email signature (533 x 147px)</p>		<p>Colourful illustration depicting a diverse group of older adults engaged in various activities including walking and viewing art. A large pink semi-circle sits to the left and contains the text "Queensland Seniors Month October 2024" with a heart symbol above the text.</p>

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Printable resources

Certificate of appreciation (editable) (A4)	Poster – printable (A4/A3, available in jpg, png, PDF)	Poster – editable and printable (A4)
 <p>Queensland Seniors Month 2024</p> <p>Certificate of recognition</p> <p>Insert name</p> <p>Insert details</p> <p>Insert name of signer Insert position of signer</p> <p>Love getting older in Queensland</p> <p>COTA Queensland Government</p>	 <p>Queensland Seniors Month October 2024</p> <p>Love getting older in Queensland</p> <p>Find ways to celebrate getting older in Queensland at qldseniorsmonth.org.au or call 1300 738 348.</p> <p>COTA Queensland Government</p>	 <p>Queensland Seniors Month 2024</p> <p>Event name</p> <p>Date Time Venue Additional information</p> <p>Love getting older in Queensland</p> <p>COTA Queensland Government</p>