

# South Australia's WEEK OF AGEING WELL



## Get Involved

### Services and Organisations

South Australia's Week of Ageing Well is held annually 1-7 October, in line with International Day of Older Persons (1 October) to celebrate ageing well in South Australia.

The week is a time to connect with each other, celebrate life, value the older people in our lives, and discover new ways we can all age well.

### Benefits to getting involved

- Demonstrate organisational leadership towards age friendly service and increase understanding of customer needs
- Place value on your older workers and the significant experience and contribution they bring to the workforce
- Create positive shift in workplace culture and celebrate the diverse ways we age in South Australia
- Support customers and community to feel connected to your organisation and each other
- Identify ways you can continue to raise awareness of the valuable and diverse contributions of older South Australians

### Things to consider when planning or promoting an event

- Share Week of Ageing Well information and recruit Ageing Well Champions within your service to support you
- Create an event checklist and an agenda to keep activities on track
- Include people of all ages and abilities in your planning to ensure your event meets the needs of diverse community members
- Use simple, clear language and promote using a variety of methods (visual, digital, verbal)
- Keep it fun and interesting by providing opportunities for sharing stories and intergenerational activities
- Choose a location that is age friendly (easy to access, close to amenities)
- Decide if you want people to register for the event (to plan catering, support staff)
- Consider how you will collect feedback from customers and members to make improvements for future events

### Feedback

We would love to hear your reflections and how you contributed to South Australia's Week of Ageing Well. Please complete the online feedback survey for services and organisations [here](#).

### Contact

To find out more or ask questions, email us at [weekofageingwell@sa.gov.au](mailto:weekofageingwell@sa.gov.au)



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## Checklist

- Subscribe to the mailing list and stay up to date with special offers, the latest news, and fun events
- Register for South Australia's Week of Ageing Well Communications Toolkit to receive exclusive resources to promote the week within your service or organisation
- Add the email banner to your email signature block (only available via Comms Toolkit)
- Share the Week of Ageing Well video on your website, via email, social media or TV screen (only available via Comms Toolkit)
- Download Week of Ageing Well posters to promote the week, or order free hard copies by emailing [weekofageingwell@sa.gov.au](mailto:weekofageingwell@sa.gov.au)
- Connect with Office for Ageing Well and SA Seniors Card and post on your social media using Week of Ageing Well images and messaging. Tag [@SeniorsCardSA](https://twitter.com/SeniorsCardSA) or use the hashtag [#WeekofAgeingWell](https://twitter.com/WeekofAgeingWell)
- Like and share our social media posts
- Visit the Week of Ageing Well webpages and attend one of the featured events
- Link to the Week of Ageing Well webpage from your website and promote to stakeholders including customers and share information about events featured online
- Host an ageing well event or activity and connect with your staff, customers or service users
- Register your event with [weekofageingwell@sa.gov.au](mailto:weekofageingwell@sa.gov.au) so we can promote your event on our webpage
- If you are hosting an event or promoting the Week, keep us in the loop! We would love to see any communications you distribute through your networks. Email us: [weekofageingwell@sa.gov.au](mailto:weekofageingwell@sa.gov.au)
- Promote Week of Ageing Well in both internal and external newsletters
- Add SA's Week of Ageing Well to your meeting agenda and discuss with staff
- Demonstrate your commitment to Age Friendly Services by encouraging staff to visit Age Friendly Services SA and complete the Self-Reflection Tool
- Improve knowledge of services and campaigns that support South Australians to age well including Seniors Card SA, Tackling Ageism and Plan Ahead
- Complete our Feedback Survey for Services and Organisations

