Victorian Seniors Festival October 2018

Firebrand.
Advocate.
Gardener.
Confidant.
Survivor.
Connector





2018 Victorian Seniors Festival PR Toolkit

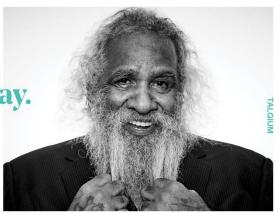


Contents

Welcome aboard	
Festival and event enquiries:	
Media enquiries:	
About the Victorian Seniors Festival	
Key messages	
Key events	
Show your support	6
How to find us online	6
Social media	
Suggested Facebook posts Embargoed until 7 October:	7
Embargoed until 7 October:	8
Suggested Twitter posts	8
Suggested copy	
Media release boiler plate	10
Starts:	
Ends:	10
Frequently Asked Questions	11

Victorian Seniors Festival October 2018 Elder. Survivor. Stolen Generation. Singer. Sailor. Deejay. Taungurung man.





Welcome aboard

To our valued partners - welcome to the 2018 Victorian Seniors Festival.

Throughout October 2018, this important Victorian Government initiative will see more than 2,500 individual events and activities held across the state to celebrate older Victorians.

Back for its 36th year, the Victorian Seniors Festival provides an opportunity for older Victorians to connect with one another via a range of fun activities and celebrate the contribution they make to our community. It's also a chance for them to participate in events that will also maximise their health and wellbeing, and support their participation in community life.

To help express your involvement in this year's Victorian Seniors Festival, this kit provides everything you need to showcase your support including:

- Information and frequently asked questions about the 2018 Victorian Seniors Festival
- Example social media posts for your Twitter and Facebook profiles
- Suggested copy blurbs for newsletters, websites and community noticeboards
- A media release boiler plate for you to include within your organisation's media release to showcase your involvement
- Imagery to accompany your marketing and social media collateral

By now you should have also received the 2018 Victorian Seniors Festival branding toolkit for you to use and incorporate across your own promotional material. If you are yet to receive your kit download it here:

www.seniorsonline.vic.gov.au/-/media/Seniors/Files/2018/2018-Festival-Branding-Toolkit/2018%20Victorian%20Seniors%20Festival%20BrandToolkit

Between now and October, we will:

- Undertake a media campaign to promote Victorian Seniors Festival commencing mid-September 2018
- Host the 2018 Victorian Seniors Festival Celebration Day 7 October 2018
- Support month-long Festival activities and events around Victoria throughout October
- Promote free public transport for Senior Card holders 7 to 14 October 2018
- Announce the Victorian Senior of the Year Awards winners 9 October 2018



Contact information

If you have any questions before, during or after the Festival, please don't hesitate to get in touch with the representatives below.

Festival and event enquiries:

Chris Reidy, Manager, Victorian Seniors Festival, Department of Health and Human Services chris.reidy@dhhs.vic.gov.au

Jennifer Smyth, Communications Manager, Department of Health and Human Services jennifer.smyth@dhhs.vic.gov.au

Partnership enquiries:

Suzy Cassio, Business Development Manager, Department of Health and Human Services: suzy.cassio@dhhs.vic.gov.au

Media enquiries:

Cristina Natoli, Porter Novelli: cnatoli@porternovelli.com.au 03 9289 9555 / 0405 215 323 Alex Berriman, Porter Novelli: aberriman@porternovelli.com.au 03 9289 9555 / 0431 648 946

Otherwise please visit www.seniorsonline.vic.gov.au/festivalsandawards for further information and to find out more about events that are happening in your area.

Once again thank you for your assistance and support in helping us celebrate the contribution of our one million-plus older Victorians and the Victorian Seniors Festival.

Regards

The Victorian Seniors Festival team

Victorian Seniors Festival October 2018



About the Victorian Seniors Festival

The 36th Victorian Seniors Festival kicks off from Sunday 7 October 2018, as part of a month-long celebration of older Victorians and the contribution they make to our community. This Victorian Government initiative will feature more than 2,500 free and low-cost events and activities across the state.

Key messages:

- The Victorian Seniors Festival is an important annual event that supports the Victorian Government's aim to create an age-friendly community that encourages active ageing, health, security and community participation for our state's one million-plus seniors.
- The theme for this year is 'Get social', which underpins the Festival's commitment to inclusivity and support for vitality, in addition to promoting the 'come and have a try' message associated with the Festival in recent years.
- All older Victorians, irrespective of experience or mobility, are invited to learn new skills, make new friends and take part in fun-filled activities.
- Free public transport will be available for Senior Card holders, from 7 to 14 October. Throughout the year, Seniors
 Card holders receive concession fares on trains, trams and buses, including V/Line trains and coaches (a 50 per
 cent discount on a full fare) and free weekend travel in any two consecutive zones and on regional town buses.

Key events:

- The Victorian Seniors Festival has support from all of Victoria's 79 local councils, alongside community groups and organisations. Events, activities and workshops are taking place across various regional and metropolitan locations.
- The extensive Festival program aims to maximise the health and wellbeing of participating older Victorians. These
 include a variety of team sports and skill-building activities, in addition to experiences centered on wellness,
 education and the arts.
- Celebration Day is the official launch event of the Victorian Seniors Festival, held on Sunday 7 October from 10.30am until 4.00pm. Older Victorians, their friends and families, are invited to Federation Square to take part in a day of entertainment and fun. The program will feature live music from Federation Square's main stage, roving performers, dancing and demonstrations.
- The 2018 Victorian Senior of the Year Awards recognise the valuable contribution older Victorians and
 organisations make to our community. Award winners will be announced at an Award ceremony at Government
 House on Tuesday 9 October. Categories include Promotion of Multiculturalism Award, Age-Friendly Victoria
 Award and the Premier's Award for the Victorian Senior of the Year.



Show your support

Throughout October, the Victorian Seniors Festival will showcase a month-long array of free and low-cost events and activities, celebrating the contribution our one million Victorians aged 60 years and older make to our community.

This document provides everything you need to support the Victorian Seniors Festival across internal and external communication platforms including newsletters, bulletin emails, websites and intranets, as well as suggested social posts for your own Facebook and Twitter profiles.

You are welcome to take and adapt the following messages, however, we kindly ask that you don't change any key messages and important information about the Victorian Seniors Festival, including the way in which you refer to the Festival in the content. This includes:

DO refer to the Festival as the *Victorian Seniors Festival*. This will enable all generated content to be easily sourced and ensure it reaches the appropriate audience.

AVOID referring to the Festival as anything other than the Victorian Seniors Festival. This may cause confusion and misinformation, i.e. <suburb name> Seniors Festival.

How to find us online:

Visit www.seniorsonline.vic.gov.au/festivalsandawards to find out more about the 2018 Victorian Seniors Festival and:

- Follow us on Facebook www.facebook.com/SeniorsCardVIC/
- Tag us on Facebook @SeniorsCardVIC and @VicGovHealth
- Mention us on Twitter using @VicGovDHHS and #VictorianSeniorsFestival
- Hashtag #VictorianSeniorsFestival to join the conversation across all social platforms.



Social media

If you or your organisation have a social media presence and would like to help us spread the word about the Victorian Seniors Festival, please share the following posts and encourage your community to attend. Feel free to tweak to suit your profiles or channels.

Also send us a Facebook message with your event details and we'll look to promote on the Seniors Card and Festival Facebook page @SeniorsCardVIC

Suggested Facebook posts:

- Roll up! Let the 2018 #VictorianSeniorsFestival entertain you! This October, more than 2,500 fun-filled
 events and activities will be held across Victoria. From team sports and the arts, to concerts and theatre
 performances, this annual celebration of our older Victorians is not to be missed! Find out more
 www.seniorsonline.vic.gov.au/festivalsandawards
- Make new friends, learn new skills and get amongst the community at the 2018 #VictorianSeniorsFestival. This
 year's theme, 'Get social', beckons Victoria's older community to have a try or get involved in the 2,500+ social,
 cultural and educational activities on offer. Check out what's on throughout October and mark events in your
 diaries today! www.seniorsonline.vic.gov.au/festivalsandawards

 Help celebrate the valuable contributions of one million Victorians aged 60 years and older at #VictorianSeniorsFestival. Celebration Day will kick off from 10.30am at @federationsquare on Sunday 7 October.
 Get your dancing shoes on and enjoy live music, roving performers, demonstrations and more! www.seniorsonline.vic.gov.au/festival

Embargoed until 7 October:

- From jazz and band performances to belly dancing and @ACMIonline Film Festival screenings, the 36th annual #VictorianSeniorsFestival is in full swing! Pick up your free Festival program from your local @Coles, library, council office, neighbourhood house or check out the online events calendar at www.seniorsonline.vic.gov.au/festivalsandawards
- We couldn't be more excited to support the 2018 #VictorianSeniorsFestival. With more than 2,500 events held
 across the state, and free public transport for Seniors Card holders from Sunday 7 to 14 October, this month-long
 festival will bring the social butterfly out in older friends and family. See what's happening in your area today:
 www.seniorsonline.vic.gov.au/festivalsandawards

Suggested Twitter posts:

- Calling older Victorians! The #VictorianSeniorsFestival kicks off from 7 October with a month of activities and events for all to enjoy.
- From team sports to art exhibits, see what's on at this year's #VictorianSeniorsFestival: www.seniorsonline.vic.gov.au/festival
- Take part in more than 2,500 events across the state at the #VictorianSeniorsFestival. See what's on near you www.seniorsonline.vic.gov.au/festival
- The #VictorianSeniorsFestival is on this October, with free public transport available for Seniors Card holders from 7 to 14 October
- We're proud to support the #VictorianSeniorsFestival in its 36th year and the contribution older Victorians make to our community every day.



Suggested copy:

If you would like to include information about the 2018 Victorian Seniors Festival on your organisation's website, newsletter or within any other communications, feel free to use the suggested copy below.

Celebrate older Victorians this October

Victoria's one million people aged 60 years and older will be celebrated when the 36th Victorian Seniors Festival kicks off this October.

Officially commencing with Celebration Day on Sunday 7 October 2018, this Victorian Government initiative will see more than 2,500 free and low-cost individual events and activities held across the state, many of them run by local councils and community groups.

This year's program embraces the theme 'Get social', which underpins the Festival's commitment to inclusivity and diversity. All older Victorians, irrespective of experience or mobility, are invited to learn new skills, make new friends and take part in fun-filled activities.

The month-long Festival features a range of entertainment, tours, workshops and experiences across sports, wellness, education and the arts. Take part in the health benefits of tai chi, admire the latest exhibitions and enjoy the sounds of classic jazz and band performances by local musicians.

Highlights also include Federation Square's Celebration Day and the 2018 Victorian Senior of the Year Awards. Events are free or low-cost and free public transport will be available for Seniors Card holders during the Festival from 7 to 14 October 2018.

For more information about events and activities, visit www.seniorsonline.vic.gov.au/festivalsandawards or pick up a free Victorian Seniors Festival program at any Coles store, local library, Council office or neighbourhood house. You can also call 1300 797 210 to have a program sent directly to you.



Media release boiler plate

Share your event and support for the 2018 Victorian Seniors Festival

The annual Victorian Seniors Festival is back for its 36th year, celebrating and supporting older Victorians to participate in community life with a month of activities, events and entertainment.

Throughout October, our senior community are invited to enjoy a variety of outings, concerts, seminars, workshops and exhibitions, which celebrate their significant contributions.

Want to promote your local events and support of the Victorian Seniors Festival to your local media?

Below you will find recommended copy to include within your media release to showcase your support of this year's Festival.

Starts:

The Victorian Seniors Festival is a Victorian Government initiative that supports and celebrates the contribution of Victoria's one million seniors. Now in its 36th year, the Festival will showcase social, cultural and educational activities throughout the month of October. The events are hosted by the Victorian Government, local councils, community groups and commercial partners.

Festival events are free or low-cost, and free public transport will be available for Seniors Card holders across Victoria from Sunday 7 to Sunday 14 October.

For more information about events and activities, visit www.seniorsonline.vic.gov.au/festivalsandawards or pick up a free Victorian Seniors Festival program at any Coles store, local library, council office or neighbourhood house. You can also call 1300 135 090 to have a program sent directly to you.

Ends:

Additional information:

- DO refer to the Festival as the Victorian Seniors Festival. This will enable all generated content to be easily sourced and ensure that it is reached by the appropriate audience.
- AVOID referring to the Festival as anything other than the Victorian Seniors Festival. This may cause confusion and misinformation, i.e. <suburb name> Seniors Festival

For more information, please contact Porter Novelli Melbourne.



Frequently Asked Questions

Q. What is the Victorian Seniors Festival?

A. The Victorian Seniors Festival is a Victorian Government initiative, run by the Department of Health and Human Services, which celebrates Victorians aged 60 and older and the contribution they make to our community. Held during the month of October, the Festival provides a mix of social, cultural and educational events for older Victorians and their friends and family to explore and enjoy.

Q. When is the Victorian Seniors Festival?

A. The Victorian Seniors Festival is held during the month of October, commencing officially from Sunday 7 October, with more than 2,500 free and low-cost events held across Victoria.

Q. Where is the Victorian Seniors Festival held?

A. The Victorian Seniors Festival has support from all of Victoria's 79 local councils and community groups and organisations. Events and activities will take place across various regional and metropolitan locations.

Q. How many events are held during the Victorian Seniors Festival?

A. There will be more than 2,500 free and low-cost events held across Victoria during October. Older Victorians can participate in a variety of events. From sports, entertainment, education and the arts, there's truly something for everyone to enjoy.

Q. What is the 2018 Victorian Seniors Festival theme?

A. The theme for this year is 'Get social'. This year's theme underpins the Festival's commitment to inclusivity and support for vitality, in addition to promoting the 'come and have a try' message associated with the Festival in recent years.

Q. What are the 2018 Victorian Senior of the Year Awards?

A. The 2018 Victorian Senior of the Year Awards recognise the valuable contribution older Victorians and organisations make to our community. Award winners will be announced at an Award ceremony at Government House on Tuesday 9 October. Some of the categories include Promotion of Multiculturalism Award, Age-Friendly Victoria Award and the Premier's Award for the Victorian Senior of the Year.

Q. What is Celebration Day?

A. Celebration Day is the official launch event of the Victorian Seniors Festival, held on Sunday 8 October from 10.30am until 4.00pm. Older Victorians, their friends and families, are invited to Federation Square to take part in a day of entertainment and fun. The program will feature live music from Federation Square's main stage, roving performers, dancing and demonstrations.

Q. Will there be free public transport for older Victorians this year?

A. To celebrate the Festival and facilitate easier access to events, Seniors Card holders in Victoria can travel on public transport for free between Sunday 7 October and Sunday 14 October, across metropolitan and regional services. After

this, Seniors Card holders remain entitled to concession fares on trains, trams and buses, including V/Line trains and coaches (a 50 per cent discount on a full fare) and free weekend travel in any two consecutive zones and on regional town buses. For more information visit www.seniorsonline.vic.gov.au/seniors-card

Q. What is the Victorian Seniors Card program?

A. The Victorian Seniors Card program is a Victorian Government initiative that encourages older people to keep active and engaged in the community by providing incentives such as discounts on goods and services and free or concession public transport fares. For more information visit www.seniorsonline.vic.gov.au/seniors-card

Q. Where can I find out information about the Victorian Seniors Festival program?

A. For information about Festival events, visit www.seniorsonline.vic.gov.au/festivalsandawards or pick up a free Victorian Seniors Festival program at any Coles store, local library, council office or neighbourhood house. You can also call 1300 797 210 to have a program sent directly to you.