# NSW Seniors Festival

1–12 February 2023

Celebrate together

**Communications toolkit**

nsw.gov.au/seniors-festival

NSW GOVERNMENT

# Key Messaging

We're glad to hear you're planning an activity to celebrate the 2023 NSW Seniors Festival!

This year the festival runs from Wednesday 1 February to Sunday 12 February 2023.

In this toolkit, you'll find resources, tips and templates to help you promote your activity to ensure it's a success.

## Key Festival Messages

- The 2022 NSW Seniors Festival runs from Wednesday 1 February to Sunday 12 February 2023.
- This Seniors Festival it's time to celebrate together!
- With hundreds of free and discounted events and activities running state-wide, and a range of unique experiences available online, there's something for everyone.
- Meet old friends or make new ones and reexperience the joy of being together, sharing a laugh or even trying something new.
- For more information or to find an activity near you visit: **www.nsw.gov.au/seniors-festival**

NSW **Senior Festival**

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# 5 Tips to help promote your activity

## Know your audience

Who do you want to come to your activity and what's the best way to make sure they hear about it?

## Clear messages

It's important to keep it simple but include the key information – who, what, when, why and how.

## Have a plan

Don't leave it to the last minute! Think about local partners, community groups or newspapers that might be able to help promote your activity.

## Get social

Use our social media guide to help you advertise on your own or public social media accounts.

## Post your event or offer to our website

Submit information about your activity for free on the **NSW Seniors Festival website** or contact **NSWSeniorsFestival@FACS.nsw.gov.au** for support.

# Resources

We've supplied you with a word document called 'Communication Templates'.

In this document you'll find the following templates that you can use to promote your activity.

- Advertisement/ newsletter alert
- Website Text
- Radio Community Service Announcement (CSA)
- Media Release
- Social Media Posts

Use these templates as a guide and feel free to customise them to suit your needs.

The **Resources Page** on the NSW Seniors Festival website also includes a number of downloadable banners and images that you can use to promote your activity.

## Advertisements/Newspapers

Advertisements in local newspapers and community newsletters are great ways to let people know about your activity. Find out who is the best person to contact about placing your ad in the local newspaper or community newsletter and send them the completed advertisement and newsletter template.

## Community Service Announcements (CSAs)

CSAs are used for local radio and community radio stations that have specific segments where they promote community activity for free. Find out who is the best person to contact about promoting your activity for free on local or community radio. Send them the completed template for your CSAs.

# Resources

## Social Media

Social media sites such as Facebook are a great way to promote your activity for free.

When posting on social media remember to keep posts short and include a link and photo when possible.

Follow local groups and organisations similar to yours on Facebook as they are the most likely to be interested in posts about your activity.

Suggested social media posts are included in the Communications Templates document. You can also use the following images and tiles in your posts. These are available to download on the Seniors Festival Website.

# Resources

## Media Releases

A template for a media release is included in the Communications Templates.

Media releases are a way of getting news to people through print, radio and online media.

Please note: we will be promoting NSW Seniors Festival to the major media outlets, so target your local media to promote your activity. You are most likely to get interest from local media.

Send your media release to local newspapers and radio stations approximately 2–3 weeks prior to your activity. Once sent, follow up with the media outlets in the week prior to your activity. Keep an eye on deadlines for local papers and offer a spokesperson to speak about your activity to media outlets.

Remember to include your contact details!

## Word of Mouth and Notices

Don't forget to contact other organisations to spread the word about what you are doing and help publicise your activity through their networks.

These may include your local:

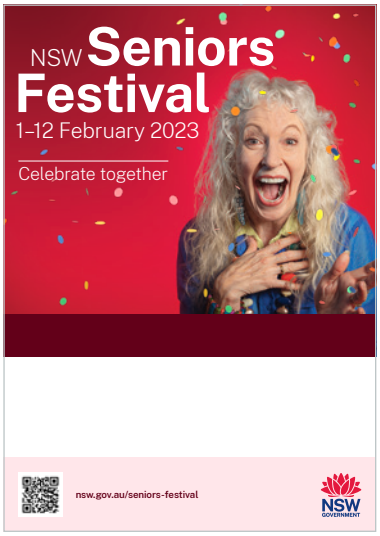
- Community Services Officer at Council
- Local state and federal members
- Veterans groups
- Retirement homes
- Nursing homes
- Libraries
- Doctors and dentist surgeries
- Local tourist information offices
- Shopping centre display boards

# Resources

## Posters

Use the posters provided in this toolkit to promote NSW Seniors Festival.

There's one to promote the Festival in general, and one you can edit to add your activity details and logo. Both are in A3 and are available in formats suitable for office printers and professional printers.




## Social Tile and Email Signature

# Resources

## Logo

Please use the 'Supported by NSW Government' logo as provided.

For details on how to use the NSW Government logo please refer to the **NSW Government brand guidelines**.

### Supported by

If you have any questions regarding branding or how to incorporate the NSW Seniors Festival artwork into your promotional materials, please email **NSWSeniorsFestival@facs.nsw.gov.au**