



WEAAD Activity + Marketing | Toolkit



JUNE 15
WORLD ELDER ABUSE
AWARENESS DAY



elderabuseawarenessday.org.au





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WEAAD Activity + Marketing | Toolkit - P2

WORLD ELDER ABUSE AWARENESS DAY

June 15 is World Elder Abuse Awareness Day (WEAAD), the United Nations designated day to voice our opposition to the abuse inflicted on older people, most commonly by their families.

Our WEAAD theme is 'We Can Stop Elder Abuse', which you might also like to adopt. Through fantastic activities, we want to promote awareness of elder abuse in the community and what we can all do to stop it – both as individuals and as a community.

This Toolkit contains ideas for events and activities, downloadable WEAAD merchandise, information on how to purchase further materials, and a guide to marketing your event.

For assistance, please contact the person who sent you this toolkit or Seniors Rights Victoria on (03) 9655 2129 or info@seniorsrights.org.au.

Further information can be found on our special [WEAAD website](#), where it would be great if you could [register your events](#).

Multicultural resources on elder abuse and WEAAD may be found at [Seniors Online](#) and the [Ethnic Communities Council of Victoria](#).

Thank you in anticipation for your involvement in making our world a better, safer place for older people. Happy WEAAD!

Seniors Rights Victoria
www.seniorsrights.org.au

Seniors Rights Victoria acknowledges the support of the Victorian Government, Victoria Legal Aid and the Commonwealth of Australia Attorney-General's Department.





IDEAS

These are some ideas for WEAAD events and activities. For more information, visit the resources page of the WEAAD website or feel free to come up with your own ideas!

- » Engage a speaker - Gary Ferguson from Seniors Rights Victoria can arrange community education sessions, call (03) 9655 2112 or email gferguson@seniorsrights.org.au
- » Set up an information table with merchandise (see page 4)
- » Stick up posters and leave merchandise around your community (libraries, shops, cafes, bathrooms etc)
- » Hold a fun event:
 - a 'wear WEAAD purple day' at work, with accompanying displays
 - a walk, morning tea, picnic or games day to raise awareness
 - plant a tree, tied with a giant purple ribbon
 - light up local landmarks in purple
 - yarn bomb your streets, or create some street art
 - organise a seniors flash mob
 - hold a fashion show with purple clothes from op-shops
 - have a purple food, writing or other competition
 - raise awareness and also money for organisations working to stop elder abuse through, e.g., a trivia night, film night, bowl-a-thon, talent quest, benefit concert – or get sponsored for a personal challenge!





JUNE 15
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WEAAD Activity + Marketing | Toolkit - P4

MERCHANDISE

Click on the images below to download artwork for your merchandise.

WEAAD MERCHANDISE

» WEAAD Brandmark and Guidelines



» WEAAD Posters

Generic



Editable



» WEAAD Social media and web banners



YEAR-ROUND MERCHANDISE

» Year-round Poster



» Year-round Brochure



» Year-round Advert





JUNE 15
WORLD ELDER ABUSE
AWARENESS DAY



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WEAAD MERCHANDISE

The following WEAAD Merchandise items are available for direct order.

» WEAAD Bookmarks, Magnets & Ribbons

Order from Lexicon Artwork on
(03) 9946 5193 or frank@lexiconart.com

Bookmarks Pricing

250 (Min qty)	\$185.00 inc GST
500	\$209.00 inc GST
1000	\$220.00 inc GST



» Magnets Pricing

250 (Min qty)	\$315.00 inc GST
500	\$370.00 inc GST
1000	\$465.00 inc GST



Design 1

Design 2

Design 3

There are 3 magnets to choose from: Design 1: *June 15: World Elder Abuse Awareness Day*
Design 2: *No excuse for elder abuse*
Design 3: *Elder abuse: Everyone's business*

» Ribbons Pricing

250 (Min qty)	\$297.00 inc GST
500	\$538.00 inc GST
750	\$787.00 inc GST
1000	\$970.00 inc GST



Pricing above includes delivery to 1 point in Melbourne via Australia Post.
Please allow up to 15 working days from date of order approval for delivery.
NOTE: If purchasing the above via Credit Card a 2.2% Surcharge will apply.





JUNE 15
WORLD ELDER ABUSE
AWARENESS DAY



WEAAD Activity + Marketing | Toolkit - P6

MARKETING

Nothing has impact like the media. This year, we'd like to get as much publicity for WEAAD as we can – whether it be via newsletters, newspaper articles, letters to the editor, radio, TV or social media.

- » Our Community has plenty of good resources on marketing your event. [Click here.](#)
- » For information on elder abuse, see [our website](#).
- » Letters to the editor on elder abuse are something everyone can do; [see a short guide here.](#)
- » Websites and social media are a great way to publicize your activity and spread awareness: upload the banners we have provided and check out Seniors Rights Victoria and other organisations for content ideas. See, e.g., Seniors Rights Victoria's social media.



- » For assistance with media, feel free to contact Seniors Rights Victoria on (03) 9655 2119 or info@seniorsrights.org.au. We can arrange interviews with our Manager, Jenny Blakey, who is an experienced spokesperson on elder abuse.

