



MARKETING TO OLDER AUSTRALIANS A RESOURCE FOR SURF LIFE SAVING CLUBS

Marketing Tool: Newspaper Copy

Contact your local newspaper office to ask about getting one story or a series of stories in the in the local community newspaper. Your main aim will be to create interest about Silver Salties and your club, drive registrations in the program, and/or share a good news story about the Silver Salties program. Most newspaper editors will appreciate receiving some general information about Silver Salties via email or a phone call. The Fast Facts one-page flyer would be the perfect copy to send, along with any example copy (see ideas below) you want to share.

Example Story Titles:

- Healthy ageing at [Name] Surf Life Saving Club
- Silver Salties – Calling all seniors!
- Water safety, physical activity and friendship
- Silver Salties = physical activity + social connections by the beach!
- Silver Salties to tackle inactivity and mental health conditions
- Sun, Surf, Sand and Silver Salties!

Example copy 1

Silver Salties is a new program from Surf Life Saving Australia trying to provide physical activity and social connection options for older Australians at the local surf life saving club. This is good news for residents of [town] because starting this summer, the [name] Surf Life Saving Club will deliver two great activities as part of Silver Salties i.e. [activity names] Walk & Talk Club and History & Horizons. Silver Salties builds on the community programs on offer at surf life saving clubs including nippers, first aid training, surf sports and community education. Anyone aged 50+ who is interested in getting involved in Silver Salties, come along to a special free morning tea at [name] Surf Life Saving Club on [date and time]. For more information, go to www..... or phone....



Example copy 2

Who: Over 20 older residents of [town]

What: Took part in the first Silver Salties program at [name] Surf Life Saving Club. They enjoyed a 30min session of Yoga and mindfulness

When: Earlier this week / specific date

Where: At [name] park next to [name] beach

Why: As part of Surf Life Saving Australia's Silver Salties program designed to get older Australians physically active, socially connected with others, and part of the surf lifesaving family.

How: Participants signed up for the Yoga and Mindfulness session online or showed up on the day and filled in a registration form. Comfortable clothing, a towel or mat and sun-safety was encouraged.