



## MARKETING TO OLDER AUSTRALIANS A RESOURCE FOR SURF LIFE SAVING CLUBS

### BACKGROUND

#### Who is our target audience?

1. Older Australians e.g. 65+ (or younger) including:
  - Older Australians associated with the Surf Life Saving Club (SLSC) e.g. patrol volunteer, grandparent of nipper, club member; and
  - Older Australians within the community with little to no prior engagement with the SLSC
2. Older Australians' families e.g. sons, daughters, grandchildren

#### What do we know about the 65+ age group?

- They make up 15% of the Australian population i.e. approx. 3.8 million people
- 30% were born overseas and 20% speak a language other than English.
- 12.5% are employed
- 20% volunteer their time on one or more projects
- 70% are overweight or obese
- 20% experience disability in the form of severe or profound core activity limitation
- Like all people, they like to feel special
- 10-15% experience depression and about 10% experience anxiety

### **What do they need and want?**

- They like finding out about topics particularly to do with Health, Sports and Recreation, and Travel
- Trust, credibility and close relationships with an organisation are all important to them
- Honest and simple messages are best
- Opportunities to interact personally with organisations is still favoured
- The chance to receive promotional items are highly appreciated
- Personalised replies e.g. email, Facebook posts help them feel special
- They want to know that physical activity programs are safe, accessible, beneficial and friendly
- They want skilled and attentive leaders who are nurturing, connected, responsive and experts.

### **How do they receive media and marketing messages?**

- They engage strongly with broadcast television, radio and newspaper
- 79% of older Australians have accessed the internet at some point in their lives
- 85% of older internet users go online at least once a day
- Email is the most common online activity for older Australians to stay in touch with family and friends
- Facebook is the most popular social media app for older internet users - 88% (Google+ - 16%; LinkedIn - 12%; Pinterest - 8%; Twitter – 4%; Instagram - 2%).

#### Sources:

- [Australian Institute of Health and Welfare, Older Australia at a Glance](#)
- [Australian Communication and Media Authority - Digital lives of older Australians](#)
- [Marketing to Senior Australians? Here's Why \(and How\) You Should](#)
- [Best practice framework for engaging older people in physical activity.](#)

## KEY MESSAGES

When you communicate to older Australians, consider using one or more of the following key messages in your approach.

1. Promote elements which make Silver Salties programs appropriate and rewarding	2. Promote benefits of physical activity and social connections	3. Address barriers to physical activity
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### 1. Promote Silver Salties program elements

When you are communicating to older Australians, try to focus on how the Silver Salties program/s your SLSC is implementing (see table below) aligns to the elements below:

PARK	CLUBHOUSE	BEACH	POOL	SURF
Walk & Talk	Wisdom & Wellbeing	Social Club	Pool Swim Club	Surf Swim Group
History & Horizons	Chair Aerobics	Beach Fitness	Gentle Pool Exercises	Surf Swimming
Yoga & Mindfulness	Club Volunteering	Beach Surf Sports	Swimming Skills	Catching Waves
Tai Chi & Meditation	First Aid	Patrol	Pool Rescues	Surf Rescues

#### Elements:

- **Beneficial** (fun, energising, improves body functioning e.g. strength, balance, flexibility, fitness)
- **Friendly** (welcoming, supportive, social opportunities)
- **Safe** (risk assessment, trained lifesavers, hydration, sun-safe)
- **Accessible** (affordable, convenient locations, varied times, culturally inclusive, transport options)

Source: [Victorian Active Ageing Partnership \(2016\) Best practice framework for engaging older people in physical activity](#)

## 2. Promote the benefits of physical activity and social connections

When you are communicating to older Australians, highlight how the Silver Salties program which includes opportunities for physical activity and social connections will benefit participants.

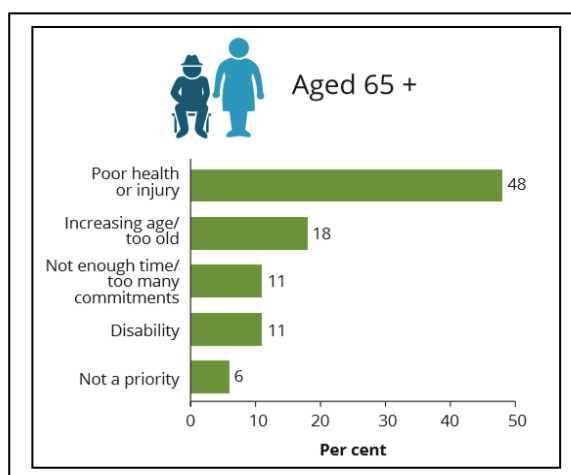
Benefits of physical activity	Benefits of social connections
<p><b>It makes you look and feel better</b></p> <ul style="list-style-type: none"> <li>• Gives you more energy</li> <li>• Helps you sleep better</li> <li>• Helps you to relax</li> <li>• Helps you to meet people and make friends</li> <li>• Is fun</li> <li>• Tones your body</li> </ul> <p><b>It is good for your mind</b></p> <ul style="list-style-type: none"> <li>• Reduces stress and anxiety</li> <li>• Improves concentration</li> <li>• Improves self-confidence</li> <li>• Reduces feelings of sadness</li> </ul> <p><b>Source:</b> <a href="#">Choose Health: Be Active - A physical activity guide for older Australians</a></p>	<p><b>It is good for your body</b></p> <ul style="list-style-type: none"> <li>• Helps to control:               <ul style="list-style-type: none"> <li>– weight (and reduce body fat)</li> <li>– blood pressure</li> <li>– cholesterol</li> <li>– diabetes</li> <li>– bone and joint problems (eg arthritis)</li> </ul> </li> <li>• Reduces the risk of:               <ul style="list-style-type: none"> <li>– heart disease</li> <li>– stroke</li> <li>– some cancers</li> </ul> </li> <li>• Helps to manage pain</li> <li>• Helps to maintain and increase joint movement</li> <li>• Helps to prevent falls and injury</li> </ul> <p>Social connections are closely tied to our physical and mental wellbeing. Having someone to talk to and support you is important.</p> <p>We know that older people who remain connected with others and have strong relationships are likely to:</p> <ul style="list-style-type: none"> <li>• report better quality of life and satisfaction with their life;</li> <li>• have delayed progression of dementia and mental decline;</li> <li>• need less domestic support and enjoy greater independence.</li> </ul> <p>Simply put, social connections, interactions and networks matter. Overall, social connections can improve your physical and mental health and wellbeing.</p> <p><b>Source:</b> <a href="#">Connections matter, Beyond Blue</a></p>

### 3. Address barriers to physical activity

When you are communicating to older Australians, aim to address some of the common barriers to physical activity to reassure participants that Silver Salties is for them!

Top 5 barriers to sport and recreational physical activities

Source: [Australian Institute of Health and Welfare – How does participation in physical activity change across the life stages?](#)



Barrier	Marketing / Communications solution
<b>Poor health or injury</b>	<p>Promote how the activities can support health e.g. focus on strength, balance, flexibility and endurance. Additionally, outline how physical activity programs</p> <ul style="list-style-type: none"> <li>○ Vary in intensity from light to moderate and vigorous e.g. “History and Horizons” through to walking, tai chi, chair aerobics, gentle pool exercises etc.</li> <li>○ Are simple but beneficial</li> <li>○ Are either free or incur a small donation</li> <li>○ Are supervised by experienced Surf Life Saving volunteers</li> <li>○ Encourage safety e.g. comfortable clothing, support equipment in the surf, risk assessment etc.</li> </ul>
<b>Increasing age / too old</b>	<p>Promote that the activities are for all ages and share stories of some older Australians participating.</p>
<b>Not enough time / too many commitments</b>	<p>Outline the minimal time commitment for being involved e.g. one session up to one hour, or a weekly session for 4-6 weeks, other.</p>
<b>Disability</b>	<p>Share how activities can be inclusive of disability e.g. Chair aerobics, History &amp; Horizons Club, Gentle Pool Exercises; and encourage participants to use whatever assistive devices they need to perform physical activities safely.</p>
<b>Not a priority</b>	<p>Promote the benefits of physical activity and social connections through testimonials, flyers, website, information sessions, come and try session etc.</p>



## MARKETING APPROACHES & IDEAS

### 1. Local Council.

Contact your local Council e.g. Departments for older citizens, sport and recreation to discuss the Silver Salties program and how you might be able to link in with any existing communication channels they have with older citizens. Are there any other opportunities around promotion, collaboration, sponsorship, support?

### 2. Local Newspaper.

Contact your local newspaper. Discuss the Silver Salties program. Send them the one-page Fast Facts for their records (and see Example Newspaper copy). Ask about getting a story in the newspaper and/or a series of advertisements.

### 3. Local Radio Station/s.

Contact your local radio station/s. Discuss the Silver Salties program. Send them the one-page Fast Facts for their records. Ask about getting some airtime to promote the program and any other opportunities.

### 4. Local Medical Centres.

Contact any local medical centres where you know older citizens visit. Share information about the Silver Salties program and highlight that the program is addressing older Australians' physical, social and mental health. Ask about ways they could help you to promote the program to patients e.g. through doctor referral, noticeboard, TV advertisements in waiting rooms etc. Mention you have flyers you could drop over to them.

### 5. Retirement Villages.

Contact the major retirement villages in your community. Ask if you would be allowed to:

- a) Provide some flyers about the Silver Salties program for distribution to residents
- b) Be a guest speaker at their village?

- c) Provide a free bus to transport any interested participants to a free morning tea to hear more

#### **6. Local Community Groups.**

Contact any local community groups which might include potential participants e.g. Rotary, Lions, Zonta, Probus, Over 50s Leisure Centre, Country Women's Association, Men's Shed etc. Share information about the Silver Salties program including emailing the Fast Facts, flyer/s etc. Ideally you could meet with an interested representative to discuss further.

#### **7. Surf Life Saving Club.**

Make sure you use current communication networks within your club e.g. Facebook, Noticeboards, Club newsletter, Team App, Nippers program to promote the Silver Salties program.

#### **8. Facebook.**

Organise a series of posts (see Example Facebook Posts) to promote Silver Salties and encourage older citizens to find out more and/or register.

#### **9. Email Campaign.**

Do you have access to any legitimate email address databases through the local government/other contact? Develop an email addressed to potential participants (see page 6) to promote the program.

#### **10. Special Free Morning Tea.**

Stage a 'launch' / welcoming event to share information about the Silver Salties program and drive registrations in the program. The event can be breakfast, lunch, afternoon tea or dinner and could be a chance for the SLSC community to welcome older participants. A BBQ could work well for this style of event too.