

**Engaging with Older Australians** 

## **Guidance for Clubs to Implement Silver Salties**

The flow chart below outlines suggested steps and actions, and support resources available, to assist clubs implement a Silver Salties program.

Plan	Apply	Promote	Administration	Deliver
Step 1: Club explores programs they could deliver and seeks endorsement from Club Committee.  Resources Promotional Video Club Toolkit	Step 1: Club completes and submits their Silver Salties program/s application to SLSA.  Resource  Silver Salties Club Application	Step 1: Club explores information about promoting to older Australians including what they need and want, how they best receive messages.  Resources  Marketing to Older Australians  Club Toolkit	Step 1: Club promotes online participant self-registration or asks participants to complete hard copy registration and declaration.  Resources  Participant Registration Form Participant Declaration	Step 1: Club delivers fun, safe and beneficial program using support resources including checklists and safety and risk assessment guidelines available in the club toolkit.  Resources  Club Toolkit
Step 2: Club chooses one or more of the 20 Silver Salties programs to deliver and starts planning key elements for success.  Resources  Information Manual for Clubs	<b>Step 2:</b> SLSA rep liaises with Club regarding their application to clarify and confirm elements of the application.	<b>Step 2:</b> Club plans their promotional approach including who they will target, and which approaches and templates they will use.	Step 2: Club inputs participant registration details into online system or seeks support from SLSA.  Resource  How to Use the Online System	<b>Step 2:</b> Club confirms end of program in online system by marking participants as complete Participants are automatically sent an online certificate and post-program survey.
Step 3: Club accesses education, marketing, financial and administration resources to support planning.  Resources  Club Toolkit	<b>Step 3:</b> SLSA rep inputs the Club's Silver Salties program/s details into the online system and shares information with the Club.	Step 3: Club commences promotion of Silver Salties program/s to older Australians within the club and wider community.  Resource  Presentation to Potential	Step 3: Club invoices SLSA for the seed grant when the Silver Salties program has been set up in the online system.  Resource  Pilot Program Seed Grant	Step 3: Club liaises with SLSA about two post-program requirements - club subsidy opportunity and case study.  Resources  Retrospective Subsidy Criteria

**Participants**