

Design Assets Guide for Hosts

Promoting your Seniors Month event

Thank you for being part of Celebrate Ageing Seniors Month 2026. We encourage you to promote your event and encourage more people to join the celebrations.

To help create a consistent look and feel across Seniors Month promotions, COTA has developed design assets for you to use.

Using the design assets

You're welcome to:

- Use the editable event flyer template.
- Use the Celebrate Ageing campaign graphics in your own promotional material.
- Promote your event in print and online.
- Resize the supplied graphics to suit your design, while keeping them in proportion.

Please don't:

- Alter or recreate the Celebrate Ageing graphic.
- Use the campaign assets for events that aren't part of Seniors Month.
- Make it appear that COTA is hosting your event.

Option 1: Use the editable event flyer

We've created an editable event flyer that you can customise with your own event details. This is the quickest way to create a flyer while keeping a consistent look with the Seniors Month campaign.

Simply add:

Your Organisation Name

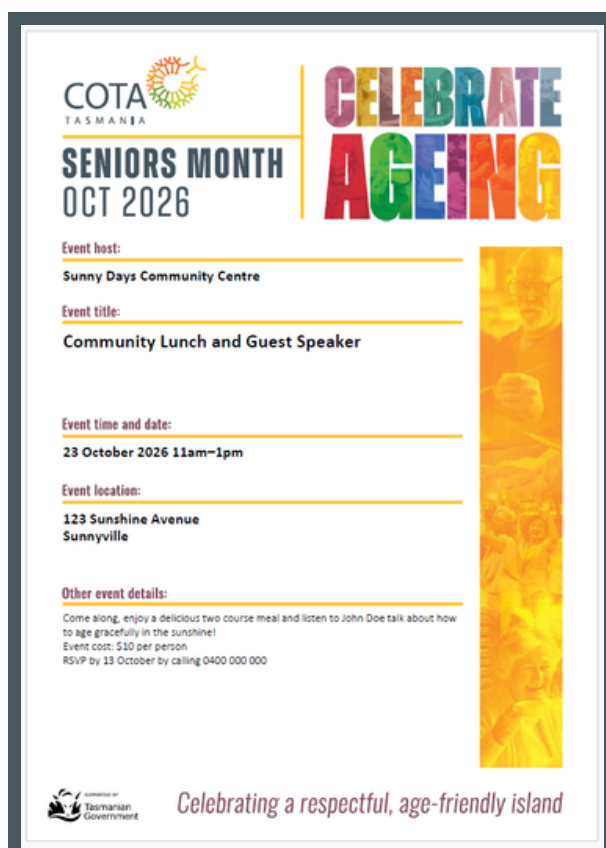
Event title

Event time and date

Event location

Event and contact details

Save and print your event poster, or convert to an image file to share on social media.



The flyer template features the COTA Tasmania logo and the 'CELEBRATE AGEING' graphic at the top. Below this, there are fields for 'Event host:', 'Event title:', 'Event time and date:', and 'Event location:'. To the right of these fields is a vertical strip of images showing diverse older people. At the bottom, there is a section for 'Other event details:' with a paragraph of text and a small COTA Tasmania logo.

COTA
TASMANIA

SENIORS MONTH
OCT 2026

CELEBRATE
AGEING

Event host:
Sunny Days Community Centre

Event title:
Community Lunch and Guest Speaker

Event time and date:
23 October 2026 11am-1pm

Event location:
123 Sunshine Avenue
Sunnyville

Other event details:
Come along, enjoy a delicious two course meal and listen to John Doe talk about how to age gracefully in the sunshine!
Event cost: \$10 per person
RSVP by 13 October by calling 0400 000 000

 Celebrating a respectful, age-friendly island

SENIORS MONTH • OCT 2026

Celebrating a respectful, age-friendly island



Option 2: Create your own flyer

If you'd prefer to use your own branding or design style, you're welcome to create your own flyer using the Celebrate Ageing campaign graphics supplied by COTA (available to download via website link below).

When designing your flyer:

- Include your organisation's branding so people know who's hosting the event.
- Use the Celebrate Ageing graphics as supplied.
- Make sure your event details are clear, easy to read and accessible.
- Feel free to incorporate your own colours, imagery and branding alongside the campaign assets.

Let people know who's hosting

While your event is part of the wider Seniors Month celebrations, it's important that people can easily see which organisation is hosting it.

We recommend including this line on your flyer:

"This event is hosted by [Organisation Name] as part of the Seniors Month celebrations."

This helps people understand that your organisation is delivering the event as part of the broader Seniors Month program.



Need a hand?



If you have any questions about using the design assets or need additional resources, we're here to help. Get in touch with the COTA team by calling **6231 3265** or email admin@cotatas.org.au and we'll point you in the right direction.

Download digital assets here:

www.cotatas.org.au/events-and-activities/seniors-month