

# Promotion pack

## National Healthy Ageing Day



Healthy  
Ageing Day

6 May 2026



## Thank you for being part of the inaugural National Healthy Ageing Day.

Australia is ageing rapidly, and this shift touches every one of us. It shapes our families, our communities, our workplaces, and the systems that support our health and wellbeing. As more people live longer, the question is no longer just how long we live, but how well we live at every stage of life.

Healthy ageing is not simply the absence of disease. It is about maintaining the functional ability, confidence, and independence that enable people to keep doing what matters to them, today, tomorrow, and into the future.

**National Healthy Ageing Day** creates a national moment to focus on this shift. It shines a spotlight on healthy ageing as something practical, positive, and achievable, turning big ideas into small, meaningful actions people can take in everyday life.

Across Australia, communities, workplaces and organisations are coming together to recognise National Healthy Ageing Day, and by taking part, you are helping lead a shared national shift towards healthier, more connected ageing.

iLA is proud to help bring National Healthy Ageing Day to life, acting as a digital bridge that connects people and organisations to practical healthy ageing supports across every stage of ageing.

This year's theme, **Keep doing what matters**, encourages people to focus on the small everyday actions, moving more, staying connected, learning new things, and building confidence.

This promotional pack has been created to make it easy for you to get involved. Inside you'll find ready to use assets including social media graphics, suggested copy, and posters to help you share the message in your community, organisation, or workplace.

We encourage you to:

- ▼ Share National Healthy Ageing Day across your websites, newsletters, and social media.
- ▼ Use the campaign assets to help raise awareness.
- ▼ Encourage your community, staff, or clients to explore healthy ageing options and make their own National Healthy Ageing Day commitment.
- ▼ Use the campaign hashtags and direct people to **had.org.au** for more information.

Together, we can make healthy ageing a national priority and help every person keep doing what matters to them now and into the future.

*Andrea Morris*

Chief Operating Officer  
iLA



# Social media graphics

Use these graphics across your social media channels to show your support for National Healthy Ageing Day.

Facebook and LinkedIn  
1080 x 1080px



Instagram  
1080 x 1350px



Facebook and Instagram story  
1080 x 1920px



[Download here](#)

# Social media captions

## Version 1

*Australia is ageing rapidly, and this change affects all of us. As this shift takes place, we must all play our role in shaping a future where people can stay healthy, active and engaged.*

*That's why we're supporting this year's National Healthy Ageing Day. By committing to making healthy ageing a national priority, we can help people keep doing what matters through simple, everyday actions. This could look like regular movement, finding an activity to stay connected, using helpful assistive tools, or trying new things.*

*Join us to celebrate ageing with purpose, confidence and possibility.*

*Find out more and get involved: [had.org.au](http://had.org.au)*

*#NationalHealthyAgeingDay #NHAD  
#KeepDoingWhatMatters #healthyageing*

## Version 2

*We're proud to support the first ever National Healthy Ageing Day, bringing people, services, and communities together to support healthier, more connected ageing for all Australians.*

*This year's theme, "Keep doing what matters," is a reminder that healthy ageing begins with the small choices we make every day. Whether it's taking a short walk, reconnecting with someone, trying a new activity, or learning a new skill, every action is a step towards long-term wellbeing.*

*Take action now and find out how you can get involved at [had.org.au](http://had.org.au)*

*#NationalHealthyAgeingDay #NHAD  
#KeepDoingWhatMatters #healthyageing*

## Version 3

*Staying active through regular movement, social connections, using assistive tools to support independence, or trying new things to keep your mind engaged are all choices that shape healthy ageing.*

*This National Healthy Ageing Day, we're encouraging our community, colleagues, and partners to take steps for your own wellbeing and turn healthy ageing into everyday action. The theme, "Keep doing what matters", is a reminder that staying strong, engaged, and connected to the people, activities and moments we value set the foundation for long-term health and wellbeing.*

*As Australia's population ages, living longer should also mean living with more confidence, independence, and vitality. We're proud to stand behind this movement and join the way forward.*

*Learn more and get involved at [had.org.au](http://had.org.au)*

*#NationalHealthyAgeingDay #NHAD  
#KeepDoingWhatMatters #healthyageing*

# Posters

Each poster is available in A3 and A4.

[Download here](#)



# Newsletter graphics

Use these graphics to include NHAD in your internal and external e-newsletter communications.

## [Download here](#)

300 x 250px banner



600 x 80px banner



450 x 100px email footer



# Newsletter copy

Use this copy to include National Healthy Ageing Day in your internal and external e-newsletters.

## Short version

### ***National Healthy Ageing Day: Keep doing what matters***

*Ageing well looks different for everyone. For some, it's keeping up with the grandkids. For others, it's tending the garden, staying active, or finding purpose in community.*

*On May 6, National Healthy Ageing Day will spotlight the small, everyday actions that help people stay independent, confident, and connected.*

*Healthy ageing isn't about perfection or doing it all. It's about having the capability to live a life you value and keep doing what matters. We're proud to support this national movement and encourage you to take a moment to reflect on one small step you can take this May.*

*Find out more at [had.org.au](http://had.org.au)*

## Long version

### ***We're supporting National Healthy Ageing Day***

*On May 6, Australia will celebrate the very first National Healthy Ageing Day – a movement focused on helping every person stay independent and connected throughout life.*

*Australia's population is ageing rapidly, and this change affects all of us. As people live longer, we have the opportunity to rethink what ageing looks like across the nation.*

*National Healthy Ageing Day highlights how healthy ageing approaches can help people stay strong, confident, and able to keep doing what matters to them as they age. Because we all have the ability to live well, not just live longer.*

*Research shows that around 75% of how we age is shaped by our lifestyle – the things we do, the routines we build, and the connections we maintain. That means you can take control of your ageing journey through lifestyle choices.*

*Healthy ageing is shaped by these choices every day. This could be staying active through regular movement, finding an activity to stay connected, using assistive tools to support independence, or trying new things to keep your mind engaged. By committing to healthy ageing through simple changes, you're committing to a life with greater meaning, purpose, vitality, and independence.*

*This year's theme, "Keep doing what matters", reminds us that small steps set the building blocks for long-term health and wellbeing.*

*And it's never too early to start. The choices we make in our 40s, 50s, and 60s can shape how well we age, influencing everything from our energy levels at work to our independence later in life.*

*We're proud to support National Healthy Ageing Day and invite all our community, colleagues, and partners to join us in supporting every person to stay stronger for longer.*

*Find out more about the tools available to you and how you can get involved at [had.org.au](http://had.org.au)*



## Reach out to us

[had.org.au](http://had.org.au)

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Ageing Day