

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

*#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

*#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

*#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

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

Activities

These simple workplace activities give people a moment to pause and think about the things that matter most to them: the passions, hobbies, routines, and everyday tasks they want to keep doing as they age.

Each activity encourages reflection and offers practical ways to support future health and wellbeing.

[Download here](#)

Activity
What matters to you?
Ageing well looks different for everyone. What matters to you can continue to grow, no matter your age. Write one thing you enjoy now that you'd like to keep doing as you age.
For example, "I want to keep trying new things to challenge my brain" or "I want to keep making things with my hands."
Cut out your shape and add it to your workplace's healthy ageing display.

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One thing I want to keep doing as I get older:

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Learn more and explore resources at had.org.au

National Healthy Ageing Day is hosted by iLA, a for-purpose organization, dedicated to empowering people and communities to live and age well.

Challenge
Try one new thing
Healthy ageing starts with small steps. Here are simple things you can try today, on your own or with a coworker, to support your future health and wellbeing.

See how many challenges you can tick off

Move a little more

- Take a 10 minute stretch break at your desk. Try one of these simple resets:
 - Shoulder rolls to release tension
 - Gentle neck stretches (look left, right up, down)
 - Seated twist to loosen your back
- Turn an office meeting into a walking meeting: Take your discussion on the move with a short walk around your building to boost energy and focus.

Learn something new

- Learn one new skill from a coworker: Ask a colleague to show you something they do well such as a shortcut, a tool, or a technique you haven't tried before.
- Spend five minutes exploring a new topic: Read an article, watch a quick tutorial, or start listening to a podcast on something you're curious about.

Connect with others

- Start one meaningful conversation today: Take a moment to check in with someone, ask how they're going, share something you're working on, or talk about a hobby or interest.
- Invite someone to join you for a short break: Take a quick walk, grab a coffee, or sit together for a few minutes.

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Reflection exercise
Your commitment
Healthy ageing is about living well at every stage of life. It's shaped by the choices you make each day to keep doing what matters most to you.

What's most important to you?
Write down the activities, hobbies, interests, or routines that matter to you.

What are your motivations for staying well as you age?
For example, spending time with family and friends, enjoying the outdoors, travelling, volunteering or keeping up with favourite hobbies.

Choose one simple action to commit to
Visit the National Healthy Ageing Day website to explore ideas that can help you keep doing what matters such as:

- adopting a small healthy habit
- trying something new by joining a group or activity near you
- finding a new way to move or an exercise you enjoy

Write down one action you'll commit to today.

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Learn more and explore resources at had.org.au

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Reach out to us

had.org.au

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