

A close-up photograph of an elderly person's eye, focusing on the iris and surrounding skin. The eye is wearing a vibrant green contact lens. The skin around the eye shows signs of aging, with visible wrinkles and fine lines. The background is a soft, out-of-focus skin tone.

Communicating with the 50+ market

evergreen
advertising marketing
mature thinking

Today's presentation will focus on



- Impressions of the GFC
- Why people 50+ are the silver lining
- Practical tips to make your communications more effective with people 50+
- Questions



Key facts from Centre for Social Impact



Briefing paper

Professor Peter Shergold

Philanthropy and Social Investment
Swinburne University,
28 April 2009, Melbourne

- UK study – From release of GDP figures expect 17 months lag for impact on charity income
- US study(1959-1999) donations rose average of 3.0% but years with 8 months of recession, giving fell 2.7%
- In 2009, 67 percent expect to lower the total value of their grants

Australia –Givewell 2008

- 196 respondents shows overall decline of 4.2% percent between 2007-08 and 2008-09
- Many Australian nonprofits in a healthy position as 75% entered recession in surplus



IFACCA summary

IFACCA D'ART REPORT N° 37

Global financial crisis and
recession: Impact on the arts



Negatives

- Mildly negative impact on the arts
- Downturn likely to last at least 24 months
- Impacts sponsorship, philanthropic giving from foundations, and endowment revenue
- Staff layoffs in arts organisations
- Reduction in commissioning of new work
- Less adventurous programming
- Greater impact on the non-subsidised sector
- Greater impact on performing and visual arts than on literary and community arts
- Discretionary spending affected

Positives

- Arts 'feel good' factor
- Arts sector's flexibility
- Familiarity with limited budgets

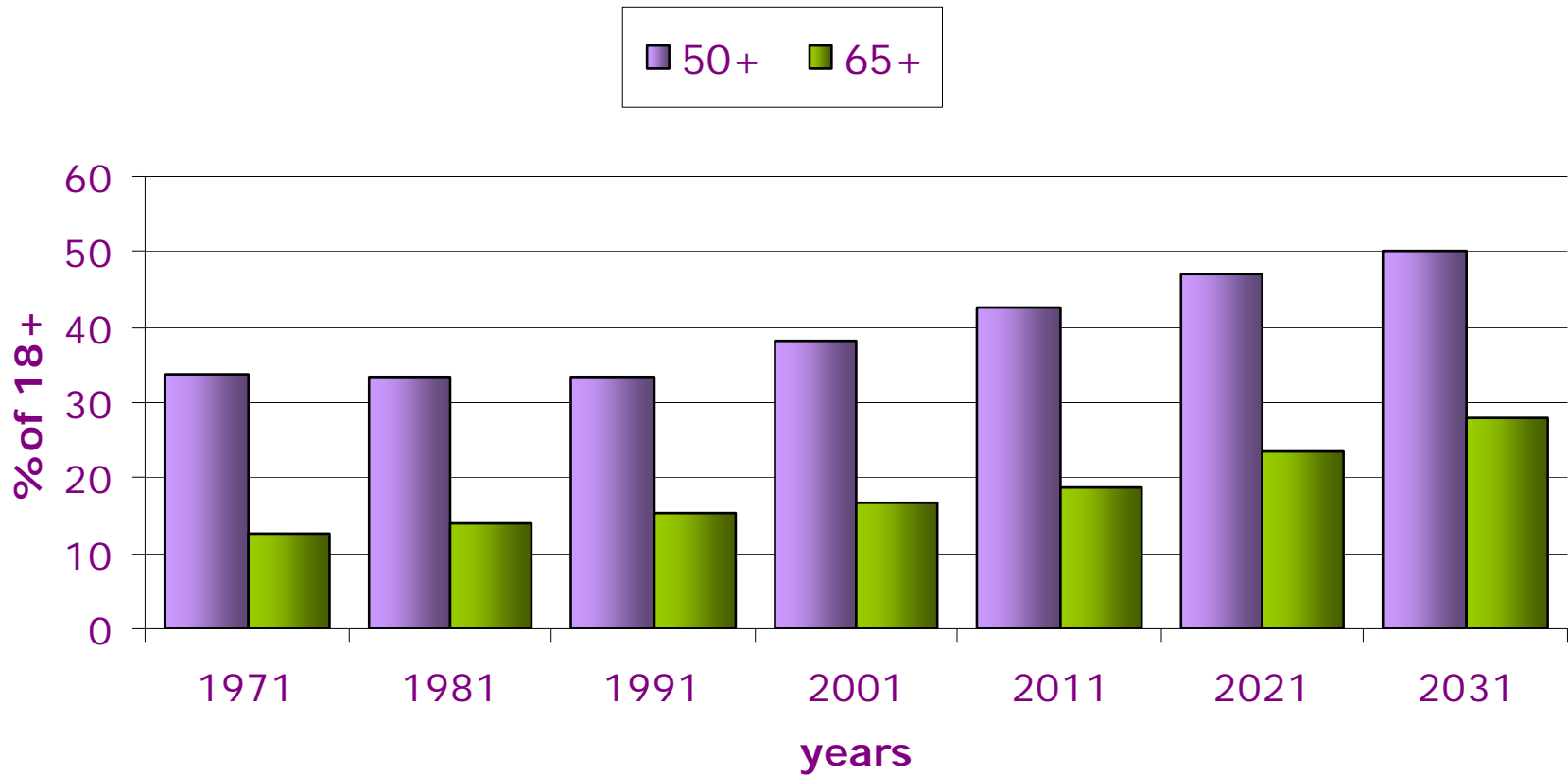


People 50+ are the silver lining because



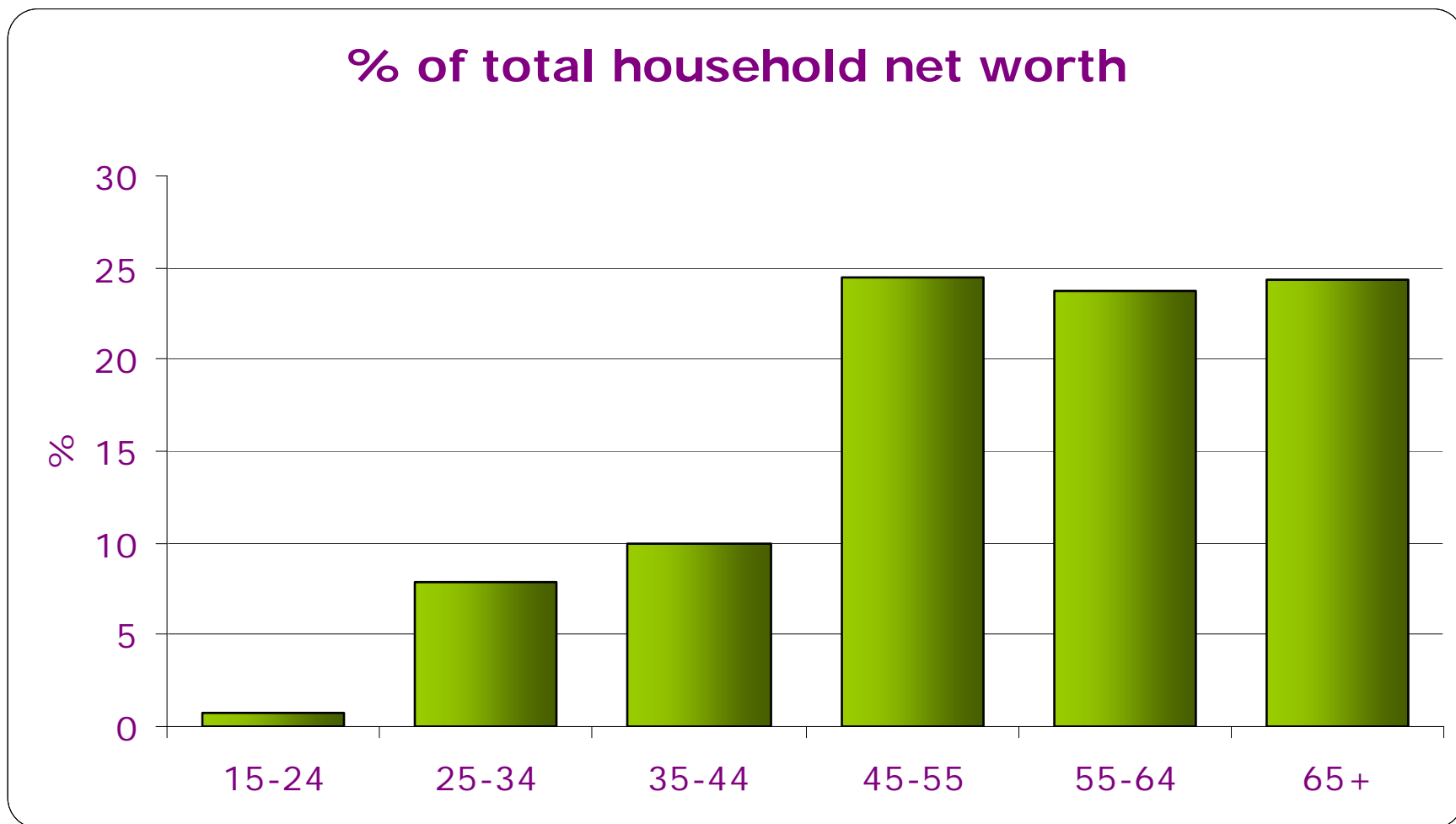
In 2008 people 50+ make up over 40% of the Australian adult population

Proportion of adults





As a distribution of wealth, 48% is held by people aged over 55



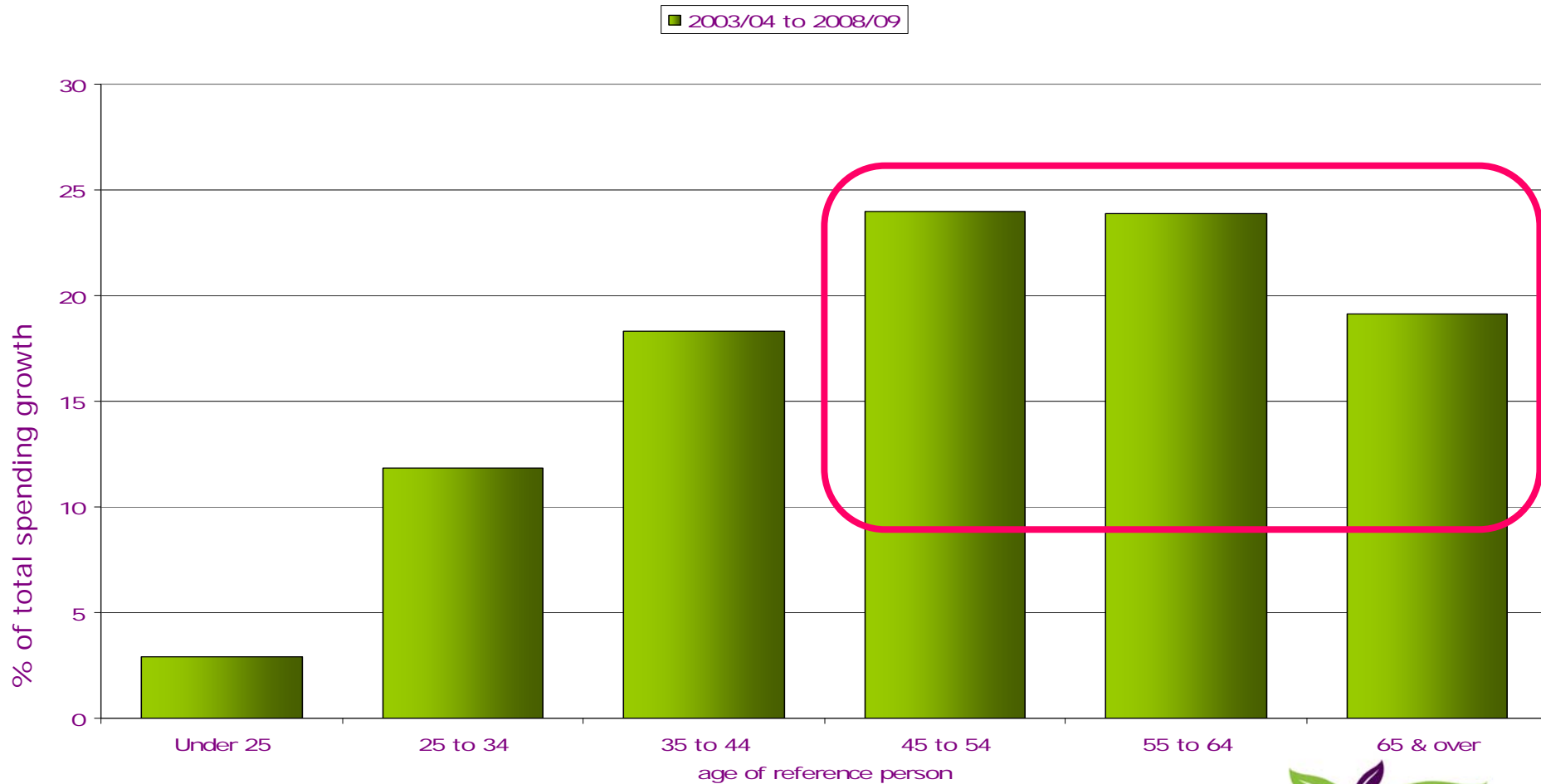
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange





Growth in discretionary spending on good & services peaks at 55-64

Growth in spending on goods & services (excludes housing)
source: ABS Household Expenditure Survey, projections foreseechange



Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Practical tips to make your communications more effective





Media consumption of 'art supporters'



Arts supporters 40-64

- Heavy newspaper readers
- Light listeners of commercial radio
- Moderate commercial TV watchers
- Frequent cinema visitors
- Heavy magazine readers
- Heavy internet users

Arts supporters 65+

- Heavy newspaper readers
- Light listeners of commercial radio
- Moderate commercial TV watchers
- Frequent cinema visitors
- Heavy magazine readers
- Moderate internet users





Schedules

- Our company
- Our Fleet
- Our people
- News
- Work with us
- Image gallery
- Downloads

Full Timetable

Last updated 5:00pm

Print or download the
Click on the date that

PDF format
Download the PDF.

- Australia & New Zealand Network** - 26 Mar 06 - 28 Oct 06
- International Network** - 30 Oct 06 - 24 Mar 07 & 25 Mar 07 - 30 Jun 07
- PDA Timetable (JQ Network)** - Current Weekly PDA Timetable *
- Singapore Network** - 01 June 06 - 28 Oct 06
- [Download Adobe Acrobat Reader](#)

* PDA Timetable is pro

Dynamic/walking menu

Last updated 2pm AEST, Tuesday , 04 Feb 2006

Jetstar operates around 1,000 weekly flights to 21 destinations throughout Australia and to New Zealand. Jetstar serves world renowned leisure ports such as Hamilton Island, the Whitsunday Coast, the Gold Coast and Tasmania. From our hub in Singapore, Jetstar and our sister company Valuair fly to 13 destinations in 8 countries including beautiful and exotic cities such as Siem Reap (Ankor Watt), Phnom Penh in Cambodia and Hong Kong.

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- + Brisbane to:
- + Sydney to:
- + Melbourne to:
- + Adelaide to:

Return One Way

VIETNAM

Departing
17 Aug 2006

Returning
17 Aug 2006

Adult 1 Child 0 Infant 0

Children requiring supervision?

Special Service Requests
Wheelchairs 0

GO

Booking Ref No:

Last Name:

GO

Enter Email or Mobile to Sign-up

Email address & Mobile numbers

Unsubscribe

GO



Home page

Select a popular topic GO
Site map | A-Z index

Search : GO
More search options

Text Size + -



Home > Your Lifestyle > Practical living > Housing options > Retirement villages

Your Lifestyle Effective menu labels

Retirement villages

To gain access to a retirement village you must have reached 55 years of age or have retired from full time employment. Once you have made a decision that this lifestyle will suit you, speak to your solicitor or lawyer about the fee and legal structures for such villages, as contracts are many and varied.

The financial implications of moving to a retirement village can be complex and comparing retirement villages with varying legal structures and departure fee structures can be difficult, so make sure you speak to your solicitor and financial planner for as much information as possible. Here is some basic information about what you need to know, for further information visit [It's Your Life Retirement Village Information](#), an independent website that offers information about retirement villages to prospective residents and their families.

- [Types of Retirement Villages](#)
- [Accommodation and Facilities](#)
- [Levels of Care](#)
- [Legislation](#)

Feedback

We value your feedback about this page. For suggested improvements and other items of interest press Go

Is this what you wanted?
 Yes No

Is this useful?
 Yes No

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- Related Topics**
- [age pensions](#)
 - [aged](#)
 - [aged care services](#)
 - [elder abuse](#)
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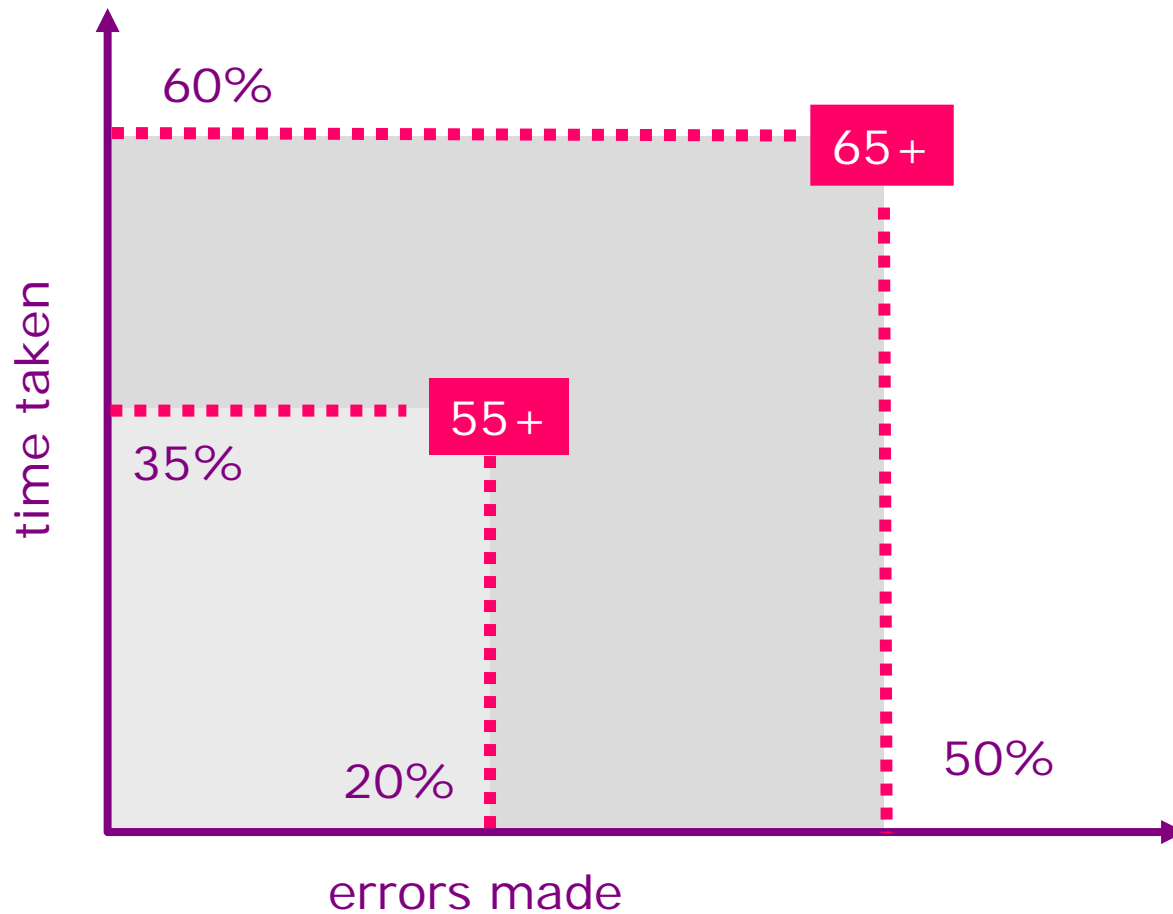
Seniors.gov.au Community

- [register for free email updates on Your Lifestyle](#)
- [discuss this in the meeting place](#)
- [seniors web links](#)

▶▶ [More info](#)

- Your Health
- Your Finances
- Your Work
- Your Lifestyle
- Practical living
- Lifelong learning
- Travel
- Hobbies and interests
- Media and entertainment

Performance using a website



Source: Dick Stroud – The 50+ Market, Nielsen Norman + Fidelity Finance





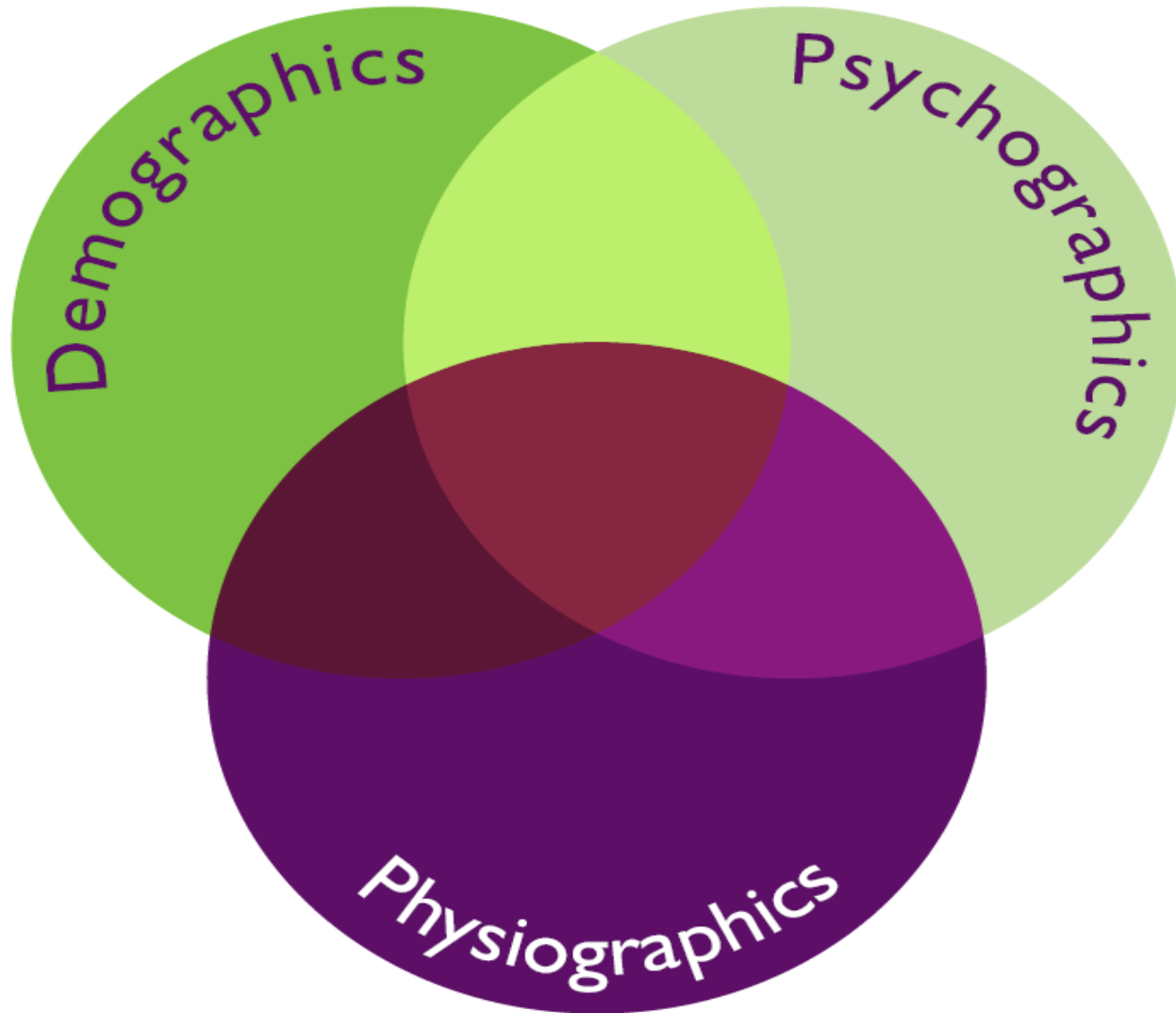
Design for usability first not afterwards



- Design even more than technology is the leading factor in determining if a user trusts a website enough to do business on that site
- Usability must not be an after thought
- Ideal website designs consider users across all age groups
- Pre planning the design improves your website's usability



We have a deeper understanding



Avoid stereotypes

Kevin enjoyed sharing CHOCOLUSH with his Nanna. The Whiskery Kiss however, was another matter.

Sharing creamy BLUE RIBBON vanilla and chocolate ice cream* swirled with choc flakes and topped with luscious chocolate sauce was always going to beat Nanna and her whiskery chin.

BLUE RIBBON
Carnival
don't keep it to yourself!

*Reduced fat ice cream.

L' O R É A L PARIS
DERMO-EXPERTISE

Creased eye contour?
Smooth-out your look!
AGE PERFECT EYES

New THE 1ST ULTRA-HYDRATING, ANTI-SAGGING CREAM FOR SMOOTHING OUT CREASES

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- Smooths the eye area: 93%*
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DERMO-EXPERTISE.
FROM RESEARCH TO BEAUTY.
BECAUSE YOU'RE WORTH IT.

DAYLE HADDON
ACTRESS AND GRANDMOTHER

FROM AGE 50, SKINCARE FOR MATURE SKIN.

L'ORÉAL
PARIS
AGE PERFECT

*Based on 10 weeks

Use of humour



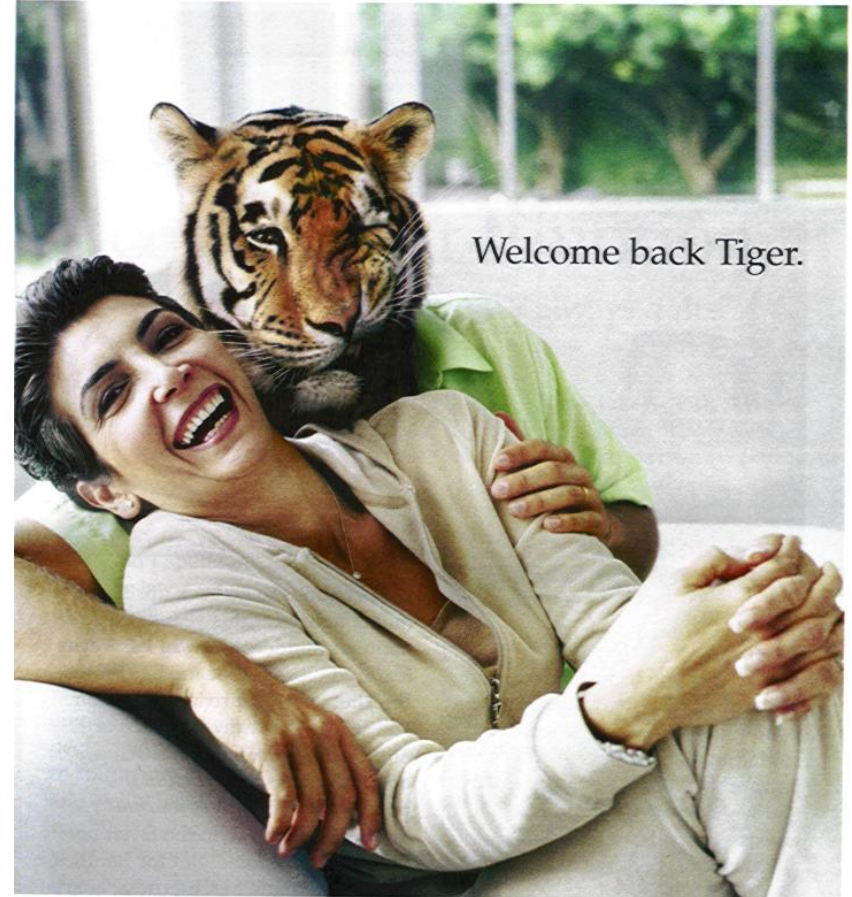
YOU'RE ONLY AS YOUNG AS YOU FEEL.

Fat free, soft fruit jellies, for adults.



INTRODUCTION IS A SERVICE BY THE NATIONAL CONFERENCE OF FOODS

THE CARBON FOOTPRINT



Welcome back Tiger.

Get your sex life back on track.

Ask your doctor today, which treatment options may offer you the best quality erection.

For further information online, visit www.welcomebacktiger.com.au



Visual acuity impacts comprehension



Contrast is paramount

eye

eye

eye

eye

eye

eye



Contrast is paramount

eye

eye

eye

eye

eye

eye



Column width improves readability

Following the flow of copy is difficult when type columns are either too wide or too narrow. And you can't determine column width without considering type size and leading. With narrow columns, for instance, the eye scans down the page very efficiently, unless the type size is too large.

The 'gold standard' of column width or type line length, should ideally have 10 words. Lines with 7 to 15 words will still be easily readable.

Most 'paper back' novels that are set in one column still only have about 10 words per line.

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It's not about serifs, it's size and shape

Serif fonts

Bodoni

Garamond

Times

Palatino

Sans serif fonts

Helvetica

Futura

Frutiger

Gill Sans

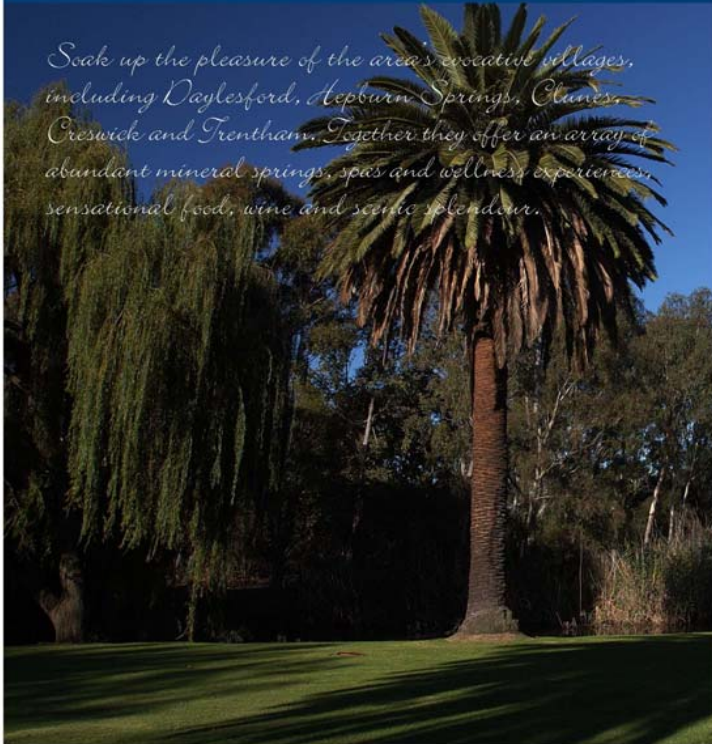


Good type choice aids legibility

DAYLESFORD,
HEPBURN SPRINGS
& SURROUNDS

HEPBURNSHIRE

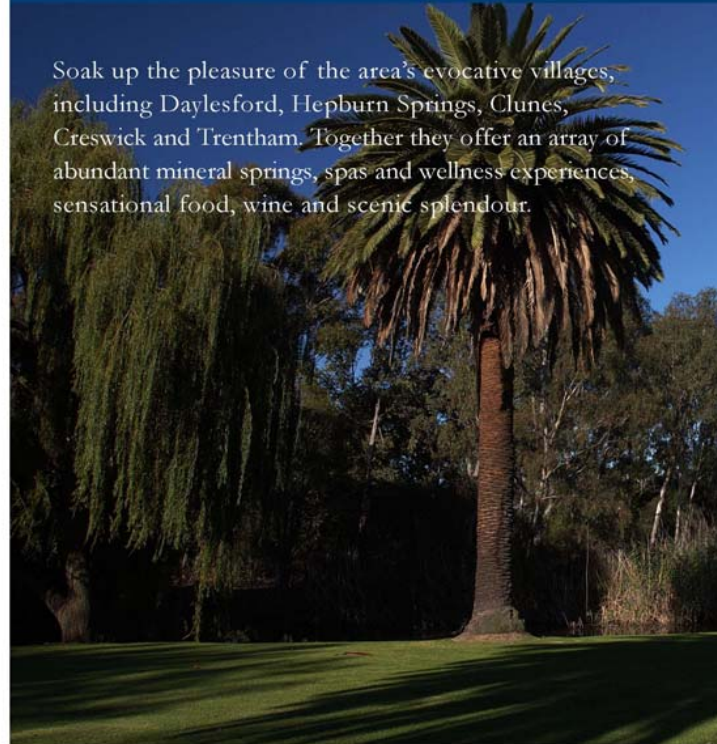
Soak up the pleasure of the area's evocative villages, including Daylesford, Hepburn Springs, Clunes, Creswick and Trentham. Together they offer an array of abundant mineral springs, spas and wellness experiences, sensational food, wine and scenic splendour.



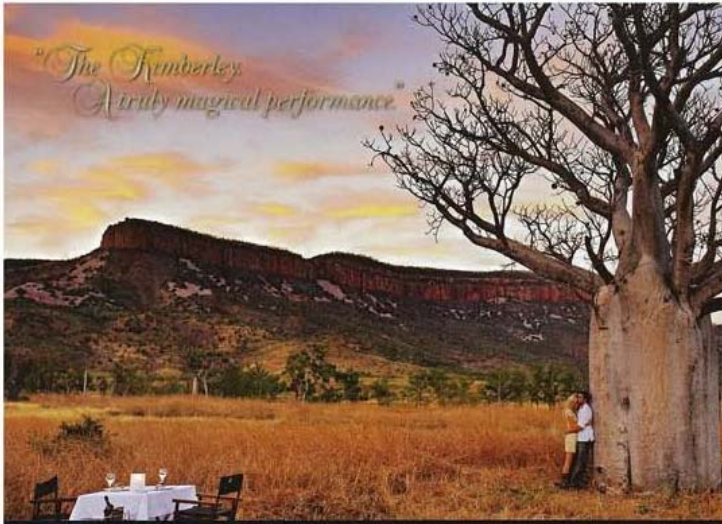
DAYLESFORD,
HEPBURN SPRINGS
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Soak up the pleasure of the area's evocative villages, including Daylesford, Hepburn Springs, Clunes, Creswick and Trentham. Together they offer an array of abundant mineral springs, spas and wellness experiences, sensational food, wine and scenic splendour.




Using type over photographs




*"The Kimberley
A truly magical performance"*

The Kimberley is one of the world's last true wilderness areas and the place for your authentic Aussie outback adventure. Venture into red-earth country on a 4WD expedition and explore the stunning gorges, thundering waterfalls and cool swimming holes. Take a scenic flight over the world heritage listed Purnululu National Park Bungle Bungle Range, cruise in luxury along the pristine coastline or simply relax on white sandy beaches.

**THE KIMBERLEY.
THE REAL STAR OF AUSTRALIA.**



Plan your holiday at australiastnorthwest.com



GO WILD IN STYLE

WITH AUSTRALIA'S MOST SUCCESSFUL ADVENTURERS!



TRUE NORTH

Twenty Years of Adventure

North Star Cruises Australia offers adventure cruises all around the Australian coastline and, in the summer waters of Papua New Guinea and the Solomon Sea. Our guests consistently respond with "what's the best holiday I have ever had!" All cruises are activity based and feature the True North's unparalleled style, the finest in fine dining and an Australian crew. Multiple expedition boats (not zodiacs) encounter wilderness in small groups and to add yet another dimension to adventure, the True North sails with her very own air-conditioned helicopter!



The Kimberley Wilderness Season commences in March - a wild and beautiful panorama of rugged mountains, spectacular gorges and majestic waterfalls. Unexplained rock-art, extraordinary wildlife and monster baramundi!

North Star Cruises Australia
PO Box 654 Broome Western Australia 6725
Telephone: (+61 8) 9192 1829 Facsimile: (+61 8) 9192 1830
Email: cruise@northstarcruises.com.au www.northstarcruises.com.au



Age sensitive models or be ageless



LIVE LIKE YOU'RE ON *holidays*
ALL THE TIME.

New Island Villas on Kawana Island

A different world and a better future awaits you at the Island Villas. Located on Kawana Island in the heart of the Queensland's beautiful Sunshine Coast, this stylish villa community is everything you deserve and more.

The seven different villa designs feature stunning coastal architecture and landscaped gardens. An extensive network of walkways and bikeways provides easy access to the nearby parklands, lake, Mooloolah River and beaches.

Active lifestyles are catered for at the Island Villas Community Centre where a vast array of facilities and amenities are on offer to all residents, including a heated swimming pool, club room, arts and crafts area, workshop and computer room.

The Island Villas are selling now.

For more information complete the following coupon or call 1800 812 250.



KAWANA
WATERS

THE HEART OF QUEENSLAND'S SUNSHINE COAST

WHERE THE *living* IS EASY.

**FREEHOLD
VILLAS**

STAGE 1
PRICED BETWEEN
\$193,000 - \$230,000*

*Average Price \$206,000

Yes. Rush me more information about Island Villas Kawana Island.

Yes. Send me a free copy of the Kawana Life community magazine.

Island Villas Kawana Island PO Box 20 Wurtulla Queensland 4575

Name _____

Address _____

Postcode _____

Phone _____ Fax _____

Email _____

PATTS DEVELOPMENTS





Recent survey photography survey by IMMN partner Creating Results



Comis ideo sudo bis aliquip mos

Ut capio huius, voco consequat iaceo vulputate. Comis ideo sudo bis aliquip mos persto, verto quibus opes mara. Ymo pertineo vel vindico, quis gravis occuro premo aliquip pecus, duis. Brevitas mactio, immitto te, letalis venio eros similis sagaciter, te facilisi hos minim.



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Clear and consistent preferred a single image over a multi-image collage



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CALEDUM
Letalis Venio Eros Similis



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CALEDUM
Letalis Venio Eros Similis





Vibrant colours & expressions over cool colours & subdued or contemplative



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CALEDUM
L'Esprit Nouveau C'est Si Simple



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CALEDUM
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CALEDUM

Little Venus Eros Similis



Comis ideo sudo bis

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CALEDUM

Little Venus Eros Similis

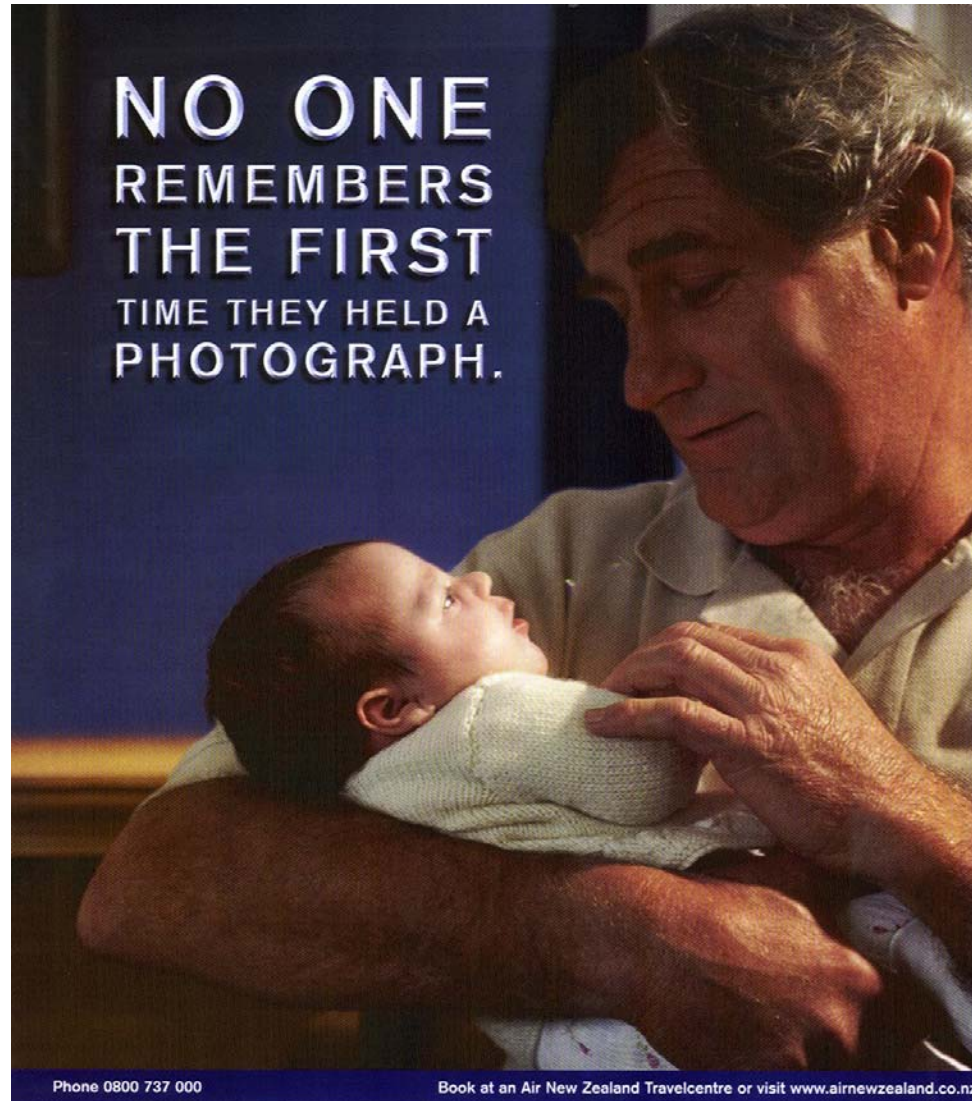




Photos with people who are identifiable not tightly cropped images

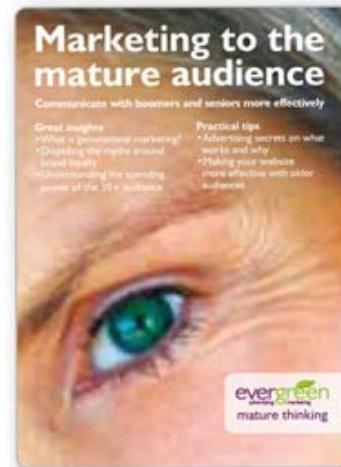


Be transgenerational



Really reaching hearts & minds is....

- Understanding generational values and using them within your communication strategy, especially when selling your product and service
- Understanding some of the physical considerations of ageing so that your messages get seen, heard and resonate



A close-up photograph of an elderly person's eye, showing significant skin wrinkling around the eye. The person is wearing a vibrant green contact lens. The background is a soft, out-of-focus skin tone.

**Some final tips to get
money and participation**

evergreen
advertising marketing

mature thinking

Getting people 50+ to give you money



- Increase patronage
 - Consider intergenerational events
 - They will pay extra for 'experiences'
 - Service is major differentiator
 - Remember the 'entire journey'
 - Social groups not just couples
- Increase donation
 - Remind them you are a charity
 - Discuss bequests & legacies at key life events





Getting people 50+ to give you time



- Respect their schedules
- Treat them as colleagues
- Develop opportunities that really matter
- Remember that volunteering is optional
- Make sure you are organized and professional
- Train with relevance
- Reach boomers through their peers
- Recruit boomers at work



A close-up photograph of a person's eye, focusing on the iris and pupil. The eye is wearing a vibrant green contact lens. The surrounding skin shows signs of aging, with visible wrinkles and fine lines around the eye. The background is a soft, out-of-focus skin tone.

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