



Department of Communities - Seniors Week Fun Day and Expo 2007

Background

The Queensland Government's Department of Communities appointed BBS to event manage a key Seniors Week Fun Day and Expo on 19 August 2007, aimed at attracting seniors specifically as well as people of various ages.

The main aims of the event were to:

- Promote public awareness of the contributions, achievements and ambitions of seniors
- Increase positive attitudes to ageing and older people
- Encourage the involvement of people of all ages and backgrounds
- Provide celebratory and informative activities for older people and their families and friends to share and enjoy
- Raise awareness that Seniors Week is a Queensland Government initiative

BBS also managed the Seniors Week Fun Day in 2006.

Strategy

BBS designed an entertainment program for approximately five-and-a-half hours on Sunday 19 August 2007. The format for the event was to focus on the walk as well as provide ongoing entertainment throughout the day. Following were the key event management and promotional strategies BBS utilised:

- Organised entertainment and activities that would appeal to people of all age groups
- Issued media and community service announcements (CSAs) about the event to mainstream radio and print media
- Incorporated the Brisbane City Council and Department of Communities sponsored Senior Superstar winner and runners-up in the entertainment line-up

- Marketed the event as something for all the community, not just seniors
- Organised entertainment and activities that would appeal to people of all age groups
- Promoted the Senior's Week slogan "The Time Of Your Life"
- Organised several prominent Seniors Card Directory businesses' involvement with the event as Expo Booth Holders
- Provided a program of entertainment, activities, and expo booths, which matched likes and interests of seniors

Results

The Fun Day and Expo entertainment program included performances from high-profile Queensland acts including the Australian Roy Orbison Tribute Show, Wendy Stapleton as Dusty Springfield, and Memories of Buddy Holly, as well as performances from Senior Superstar, Queensland Highlanders Pipes and Drums, and Dallas Line-dancers. Attendees also participated in a number of interactive activities, including a 5km Fun Walk, line-dancing and tai-chi classes, Rock 'n' Roll dancing and screen-printing.

The key event management achievements were:

- 500 people participated on the Fun Walk
- Approximately 4,500 people attended the Sunday Funday
- Exit surveys revealed no negative feedback or criticism of the event
- More than 99 per cent of those surveyed said they would come to future Sunday Funday events
- The Sunday Funday event management came under budget despite using part of the money allocated for a contingency.

media relations ■ event management ■ government relations

project brief