



**NADC** | National  
Australia Day  
Council

# Australian of the Year ➤ Awards

Reflect. Respect. Celebrate.

2025

## Senior Australian of the Year Category Nominations Toolkit

Help us spread the  
**#NominateNow** message

# The Australian of the Year Awards celebrate a group of amazing Aussies who go above and beyond for their communities. Will you help us find them?

We'd love your help in inspiring and encouraging your audiences to nominate.

Our message is simple. **#NominateNow**.

All it takes is one nomination to recognise someone doing their part to make Australia the great country it is.

**Nominations for the 2025 Australian of the Year Awards close 31 July 2024.**

## Key messages

- The Australian of the Year Awards celebrate the achievements and contributions of those making a positive difference to the lives of others
- The Senior Australian of the Year Award recognises those Australians aged 65 and over who continue to achieve and leave a lifelong impact
- By putting someone forward, your nomination shows the efforts of a senior Australian have not gone unnoticed
- It only takes one nomination to elevate their voice, help them access more support or give them the recognition they deserve
- Nominations for the 2025 Awards close at midnight AEST on 31 July 2024
- Visit [australianoftheyear.org.au](https://australianoftheyear.org.au) to nominate now

## Suggested captions for social media use

- All it takes is **ONE nomination** to recognise someone for the Senior Australian of the Year Award. What are you waiting for? **#NominateNow**
- Do you know a senior Australian who inspires you? Chances are you do. **#NominateNow** and recognise them through the #ausofftheyear Awards via [australianoftheyear.org.au/nominate/](https://australianoftheyear.org.au/nominate/)
- **#NominateNow** and recognise a senior in your community who has dedicated their life to making Australia a better place. Visit [australianoftheyear.org.au/nominate/](https://australianoftheyear.org.au/nominate/)

## Hashtags


When posting on social media, please tag the Australian of the Year Awards handles and use the hashtags **#NominateNow** and **#ausofftheyear**.

## Australian of the Year Awards social media handles

Please follow these channels and tag us in your nomination posts.

The social media handles to tag any **#NominateNow** content are:

 **Facebook: @AustralianoftheYear**  
[facebook.com/AustralianoftheYear/](https://facebook.com/AustralianoftheYear/)

 **Instagram: @australianoftheyear**  
[instagram.com/australianoftheyear/](https://instagram.com/australianoftheyear/)

 **X: @ausofftheyear**  
[twitter.com/ausofftheyear](https://twitter.com/ausofftheyear)

 **LinkedIn: Australian of the Year Awards**  
[linkedin.com/showcase/australian-of-the-year-awards/](https://linkedin.com/showcase/australian-of-the-year-awards/)

## Social media files

We have various sized files available for sharing a social media post. Assets can be [accessed here](#).

## Videos

We have a range of video content available for the Senior Australian of the Year Award category. Please feel free to share via your channels:

- [Official 2025 nominations video for Senior category](#)
- [Senior recipient showcase from the 2024 Awards](#) national announcement of Yalmay Yunupirju

## Questions?

Contact email [programs@auspire.org.au](mailto:programs@auspire.org.au) or phone 0412 868 854