

World Elder Abuse Awareness Day

Communications Toolkit

15 June 2025



Lending your support

The 15th June is World Elder Abuse Awareness Day (WEAAD).

The NSW Ageing and Disability Commission proudly supports WEAAD, reaffirming our commitment to promoting and protecting the rights of older people to live free from abuse, neglect and exploitation in their family, home and community.

WEAAD is a global initiative highlighting the risks and realities of abuse faced by older people. It is a call to action, reminding us of the need to work together to build safer, more inclusive communities.

Your support in raising awareness of this day is vital. We have developed a communications toolkit designed to help you:

- Promote awareness of WEAAD
- Share resources on how to recognise, prevent and respond to abuse of older people
- Encourage open and respectful conversations with older people.

If you would like to [order our resources](#) for your local events this year, please make sure you do no later than Friday 6 June so we can ensure they reach you on time.

Thank you for supporting this important day.

Jeff Smith
Ageing and Disability Commissioner



What we're seeing at the Ageing and Disability Commission*

14,541



reports to the Ageing and Disability Commission about older people, a 108% (two-fold) increase over five years.

63%

of reports involved allegations against the older person's relatives, mainly adult children (57%), current or former intimate partners (13%) and current or former paid workers (7%).



67%

of reports related to older women.

The most common reported type of alleged abuse of older people was psychological (39%), financial abuse (29%) and neglect (21%).



*ADC data collected 1 July 2019 to 30 June 2024

How to raise awareness



Online

- Promote the resources in this toolkit from Monday 9th June to Sunday 15th June 2025.
- Raise awareness across social media, in e-Newsletters or other channels available to you. You can share this content from our [X \(Twitter\)](#), [LinkedIn](#) and [Facebook](#) pages.

In the workplace

- Encourage your colleagues and peers to use resources and tools to raise awareness within the workplace, particularly for organisations who support older people in their family, home and community.
- Learn more about how to safeguard older people from abuse in their family, home and community by completing our [free e-learning modules](#).

In the community

- Share information and resources at community events, community centres, health settings and other public places.
- Connect with us to establish an [Abuse Prevention Collaborative](#) in your local government area.

Social media



Help raise awareness by sharing these posts from our [Facebook](#), [LinkedIn](#) and X ([Twitter](#)) for #WEAAD2025. When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn, and @NSWADC on X (Twitter).

Monday 9 June

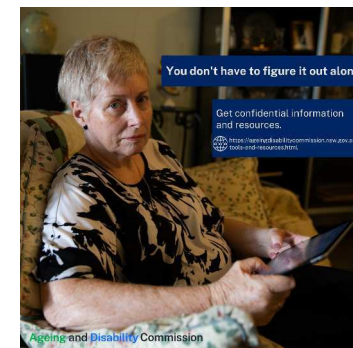
Protect yourself from financial abuse.

Simple steps like checking your bank statements, choosing a trusted Enduring Power of Attorney, and getting legal advice before making family agreements can make a big difference.

Learn more about how to stay in control of your finances and protect your future:

<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources.html>

#WEAAD25



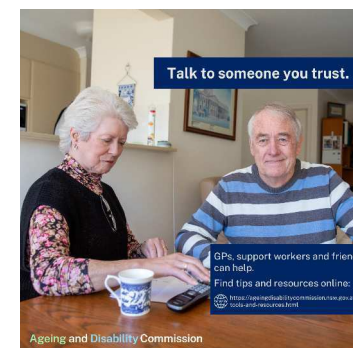
Tuesday 10 June

It's important to act early to prevent and address the abuse.

If you have concerns reach out to trusted people, like your GP, a support worker or a friend, who can help you feel heard and supported.

For more information and resources, visit: <https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources.html>

#WEAAD25



Wednesday 11 June

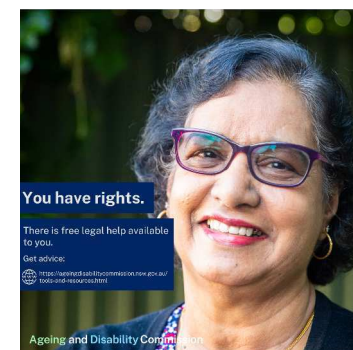
Every older person has the right to make their own decisions, manage their finances, and maintain personal relationships.

You can get free legal support to help understand your rights.

If something feels wrong, it's worth asking questions to help reduce the risk of abuse.

Find out how to connect with legal support services here: <https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/information-about-support-services.html>

#WEAAD25



Social media



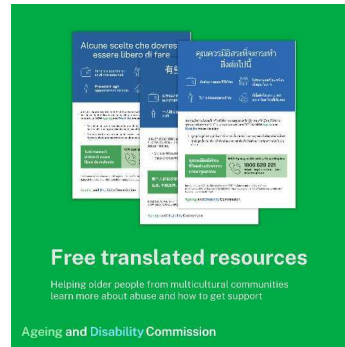
Thursday 12 June

Help an older person who may not speak English as a first language understand their right to live free from abuse with one of our many translated resources.

Use the NSW Ageing and Disability Commission wellbeing checklist in 8 community languages or our info flyers in 24 different languages

<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/request-resources.html>

#WEAAD2025

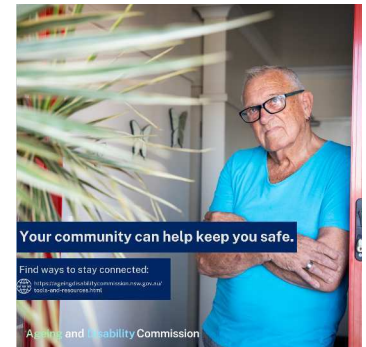


Friday 13 June

Staying connected to your community can help prevent isolation and reduce the risk of abuse of older people.

Join social groups and connect with family, friends or someone you trust to help reduce the risk of isolation.

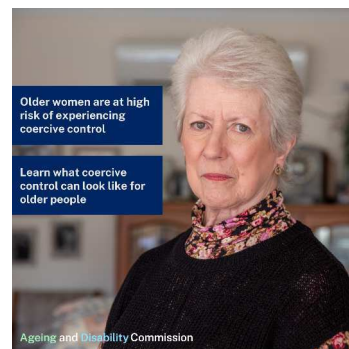
#WEAAD2025



Saturday 14 June

Coercive control is when someone repeatedly hurts, scares or isolates another person to control them. Older women are at high risk of experiencing coercive control, which also features commonly in the reports we receive about alleged abuse.

Learn what coercive control can look like for older people at nsw.gov.au/coercive-control-get-help



Sunday 15 June

Today is World Elder Abuse Awareness Day.

Every older person has the right to live free from abuse in their family, home and community. Get free resources, training and help from our website. For information and support, head to the NSW Ageing and Disability Commission website.

<https://ageingdisabilitycommission.nsw.gov.au/>

#WEAAD2025



Newsletter template



World Elder Abuse Awareness Day

15 June 2024

Everyone has the right to live free from abuse in their family, home and community.

Today is World Elder Abuse Awareness Day.

We all have an important role to play in building a safer, more inclusive society for older people.

We understand that identifying and responding to abuse isn't easy. That's why we encourage all <organisation> staff to use these free online training modules offered by the NSW Ageing and Disability Commission. These practical resources can help you:

- Understand what abuse of older people can look like
- Learn how to have safe, respectful conversations
- Know when and how to offer help

Simple, everyday questions like "Do you feel safe at home?", "How do you spend your day" or "Do you have access to your bank account?" can be powerful tools in starting meaningful conversations with older people and also help identify situations where someone may be at risk of abuse.

It's not about being an expert in abuse detection; it's about taking action on concerns you have seen or heard and raising these concerns with your <manager, supervisor, organisation>, or accessing the NSW Ageing and Disability Commission resources and information on their website.

Let's all work together to end the abuse of older people.

Thank you.



Beyond WEAAD



Free e-Learning about abuse, neglect and exploitation

The Ageing and Disability Commission encourages anyone who supports or engages with an older person or adult with disability to complete [this](#) free online training. The training will strengthen skills to detect and respond to abuse in family, home and community settings and can be accessed on our [website](#).



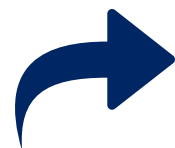
Helping local councils safeguard their communities

Access your local community profile to see how many reports are being made about alleged abuse and neglect of older people and adults with disability. Use this information along with our handbook to implement proven strategies that can strengthen safeguards against abuse in your community - available on our [website](#).



Free resources about abuse, neglect and exploitation

Need information about the ADC or to explain what abuse and neglect is? You can download resources for free to use in your work and in your community; we also have resources translated in 24 different languages. Download them [here](#). You can also receive regular updates by subscribing to our [newsletter](#).



Check back with us

We're always developing new materials to help you and your communities better understand abuse and neglect. Check back in with us regularly or email your details to training@adc.nsw.gov.au to be added to our database.

We acknowledge Aboriginal People as the First Nations Peoples of NSW, and pay respects to Elders past, present and future. We acknowledge the ongoing connection Aboriginal people have to this land and recognise Aboriginal people as the original custodians of this land.

We also acknowledge that older people and people with disability have the right to be treated with dignity and respect, and to feel safe in their families, homes and communities.

For information, support or to report abuse of an older person or adult with disability, call the NSW Ageing and Disability Abuse Helpline on 1800 628 221 or email helpline@adc.nsw.gov.au (Monday to Friday 9am to 4pm).

In an emergency call 000

For training or other related enquiries email training@adc.nsw.gov.au

Ageing and Disability Commission

