

**Discover.
Connect.
Celebrate!**





About the NSW Seniors Festival

The NSW Seniors Festival is the largest celebration for older people in the southern hemisphere, bringing together thousands of people from across NSW to celebrate, connect and discover new experiences.

Held annually over 14 days, the festival features hundreds of free and low-cost events across metropolitan and regional NSW, encouraging older people to stay active, engaged and connected within their communities.

The 2027 theme reflects what the festival is all about:

- **Discover** new experiences, services and opportunities.
- **Connect** with community, family, friends and organisations.
- **Celebrate** the contributions, achievements and diversity of older people across NSW.

The NSW Seniors Festival is proudly delivered by the NSW Government through the Department of Communities and Justice and aligns with the **Ageing Well in NSW: Seniors Strategy 2021–2031**, supporting older people to participate in inclusive communities and remain active, healthy and connected.

Each year the festival features a diverse program of events including the **NSW Seniors Festival Expo, Premier's Gala Concerts, Comedy Shows, Local Senior of the Year Awards and Grants program**. There are also hundreds of community events delivered by councils, community organisations and not-for-profit groups across the state.

The NSW
Seniors Festival
will run from
**1–14 March
2027**

The theme is:
**Discover.
Connect.
Celebrate!**

What we do

NSW Seniors Festival 2026 **by numbers**

Founded in 1958, the festival celebrates its 69th year in 2027.

2,259

Seniors attended the free **Regional Christmas Concerts** held at Goulburn, Grafton and Port Macquarie.

8,542

People benefited from the **NSW Seniors Festival Grants** program.

1,551

Seniors attended the three free **Seniors Festival Comedy Shows** held at Sydney Town Hall and Ulladulla.

20,245

Seniors attended the **Premier's Gala Concerts** at TikTok Entertainment Centre.

\$200K

Amount distributed across 38 councils and community groups via the **Seniors Festival Grants** program.

16,500

Seniors attended the free **NSW Seniors Festival Expo** at the ICC Sydney.

53 events

Hosted and sponsored by DCJ.

73

NSW electorates celebrated outstanding seniors at the **Local Senior of the Year Awards**.



Where the festival comes to life

The Premier's Gala Concert series runs alongside the NSW Seniors Festival Expo and is the festival's signature event.

Thousands of seniors enjoy free live entertainment from some of Australia's best performers over two days at the TikTok Entertainment Centre.



The perfect partnership

The NSW Seniors Festival Expo operates alongside the Premier's Gala Concerts across both days, creating a vibrant festival atmosphere and attracting thousands of visitors to ICC Sydney.

This provides exhibitors and sponsors with exceptional exposure to an engaged audience before and after each concert.

30,000+
Tickets exhausted
within two days.



Premier's Gala Concerts

2027 schedule

NSW Seniors Festival Expo

Wednesday 10 March
9am–4pm

Thursday 11 March
9am–3pm

Premier's Gala Concerts*

Wednesday 10 March
10.30am–12pm
2.15pm–3.45pm

Thursday 11 March
10.30am–12pm
2.15pm–3.45pm

From left: Tarryn Stokes and dancers, Nathan Foley, the sold out TikTok Entertainment Centre.
*All concerts include a 15-minute interval.

Become an exhibitor

Connect with one of Australia's leading seniors audiences

The NSW Seniors Festival Expo is one of Australia's leading exhibitions for older people, bringing together government agencies, businesses and community organisations to showcase products, services and programs that support older people to live active, healthy and connected lives.

First launched as a standalone event in 2017, the free two-day expo has become a signature event of the NSW Seniors Festival. Held at ICC Sydney, it attracts thousands of visitors from across metropolitan and regional NSW and runs alongside the Premier's Gala Concerts, creating a vibrant festival atmosphere and maximising visitor engagement.

Whether you're launching a new product, promoting a service, building brand awareness or connecting directly with older Australians, the NSW Seniors Festival Expo provides a unique opportunity to engage with a highly targeted audience through a trusted NSW Government event.

11,000
Seniors Card bags
distributed.

Why exhibit?

- **Showcase** your products, services and programs to thousands of engaged visitors.
- **Connect** directly with older Australians, their families and carers.
- **Build brand awareness** through a trusted NSW Government event.
- **Generate new leads** and customer enquiries.
- **Network** with government, community organisations and industry partners.
- **Be part of one of Australia's leading seniors events.**



Media exposure

Beyond the expo floor

The expo received extensive media coverage, including live broadcasts from **channel 7's *The Morning Show*** and coverage in the **7NEWS Sydney 6pm bulletin** in 2026, providing additional exposure for the event and participating exhibitors.

Live from the expo

- Live broadcasts on **channel 7's *The Morning Show***
- Featured in the **7NEWS Sydney 6pm bulletin**.

Above: Attendees enjoying the Creative Hub.

The exhibitor experience



Inside the expo

The NSW Seniors Festival Expo is more than an exhibition.

It is a vibrant, interactive event where visitors discover new products and services, attend demonstrations and workshops, and connect with organisations that support older people across NSW.

Left: Lite n' Easy is always popular with attendees at the expo.

Popular attractions

Visitors enjoyed a diverse program of interactive experiences throughout the expo, including:

- Live cooking demonstrations
- 'Creative Hub' craft workshops
- Health and wellbeing presentations
- Photography workshops
- Channel 7 meet-and-greets
- Men's Shed demonstrations
- Puzzle workshops and giveaways
- 'Community Zone' activities
- Interactive exhibitor displays

Who can exhibit?

The NSW Seniors Festival Expo welcomes organisations from across government, business and the community sector that provide products, services and information supporting older people.

Standard

Commercial businesses and private sector organisations promoting products or services for profit.

Community / Not for Profit

Registered charities, community groups and not-for-profit organisations supporting older people and local communities.

Government

Federal, state and local government departments or agencies providing information, services and programs.

Community Zone

Eligible not-for-profit organisations that support the aims of the *Ageing Well in NSW Strategy*, provide free opportunities for seniors, and promote inclusion through multicultural, Aboriginal, disability and other community-focused initiatives.

6,500
Wooden spoons
distributed by
Fire and Rescue
NSW.

Exhibition space packages

PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
3m x 3m standard exhibition space. 1 trestle table, 2 chairs, 2 lights, exhibitor-name signage, 4-amp power connection and standard carpet. - Listing of your company/business name and a link to your website on NSW Seniors Festival website. - Custom-build stand is at the own cost of an exhibitor. Floor space only.	6m x 3m standard exhibition space. 2 trestle tables, 4 chairs, 2 lights, exhibitor-name signage, 4-amp power connection and standard carpet. - Listing of your company/business name and a link to your website on NSW Seniors Festival website. - Custom-build stand is at the own cost of an exhibitor. Floor space only.	6m x 6m standard exhibition space. 3 trestle tables, 6 chairs, 2 lights, exhibitor-name signage, 4-amp power connection and standard carpet. - Listing of your company/business name and a link to your website on NSW Seniors Festival website. - Custom-build stand is at the own cost of an exhibitor. Floor space only.	9m x 9m standard exhibition space. - Exhibitor-name signage, 4-amp power connection and standard carpet. - Listing of your company/business name and a link to your website on NSW Seniors Festival website. - Custom-build stand is at the own cost of an exhibitor. Floor space only.
PACKAGE PRICING EARLY-BIRD RATE \$6,100 STANDARD RATE \$6,800 GOVERNMENT RATE \$2,250 COMMUNITY RATE \$2,250 EARLY-BIRD CUSTOM RATE \$4,500 STANDARD CUSTOM-BUILD RATE \$5,000	PACKAGE PRICING EARLY-BIRD RATE \$9,100 STANDARD RATE \$10,100 GOVERNMENT RATE \$4,500 COMMUNITY RATE \$4,500 EARLY-BIRD CUSTOM RATE \$6,300 STANDARD CUSTOM-BUILD RATE \$7,000	PACKAGE PRICING EARLY-BIRD RATE \$12,600 STANDARD RATE \$13,550 GOVERNMENT RATE \$6,600 COMMUNITY RATE \$6,600 EARLY-BIRD CUSTOM RATE \$9,100 STANDARD CUSTOM-BUILD RATE \$10,000	PACKAGE PRICING EARLY-BIRD RATE \$15,400 STANDARD RATE \$15,850

Note: Early-bird rate closes on Friday 16 October 2026. Package 3 is recommended for coaches. Package 4 is recommended for bedding companies.

Become a sponsor

At-event advertising

Showcase your brand with a 30-second video advertisement at the Premier's Gala Concert.

Engage more than 20,000 seniors across four marquee performances at the TikTok Entertainment Centre, with one concert live-streamed to an additional audience at home, with the 2026 concert receiving more than 4,800 views.

Your advertisement will play before the show and during the intermission.

Social media opportunities

Promote your business on the NSW Seniors Facebook page to more than 12,000 followers.

This page had an engagement rate of over 6% from 1 February to 30 March 2026 – well above the NSW Government average of 2%.

Your dedicated social media post will be published in the lead up to the NSW Seniors Festival, from 1–14 March 2027.

Supply us with your copy (100 word maximum), one image or a 10–30 second video and we'll do the rest!

Activation spaces

We are committed to making the NSW Seniors Festival Expo an exciting and engaging event for seniors and welcome all ideas for activation spaces.

Contact us to discover how you can maximise your presence at the expo.

90+
exhibitors.

E-newsletter opportunities

NSW Seniors Festival e-newsletter

Reach more than 22,000 potential customers with an advertorial in the NSW Seniors Festival e-newsletter.

Advertorials in this newsletter can enhance your brand's visibility to promote business offers and encourage customer engagement.

Supply us with your copy (100 word maximum) and one image and we'll do the rest!

Seniors Card e-newsletter

Promote your business to more than 500,000 seniors with an advertorial in the NSW Seniors Card e-newsletter.

Exclusive to Seniors Card partner companies and NSW Government agencies, this marketing opportunity provides an advertorial slot of 250–300 words and one image in the monthly Seniors Card e-Newsletter.

Below: Attendee posing with our 2026 program.



Sponsorship packages

GOLD	SILVER	BRONZE
\$30,000 - Premium stand 6m x 6m - Prime, high-traffic location - Full-page advertisement in the program 10 tickets to the Premier's Gala Concerts - Homepage feature tile, dedicated sponsor profile and click-through link on the NSW Seniors Festival website - Logo placement on the expo map in the printed program, website map and venue maps 30-second advertisement at the Premier's Gala Concerts 3 x social media posts to the NSW Seniors Facebook page 2 x branded content opportunities in the NSW Seniors Festival e-newsletter 2 x branded content opportunities in the NSW Seniors Card e-newsletter* - Opportunity to be featured as part of an activation space at the NSW Seniors Festival Expo - Exclusive branding opportunity within the NSW Seniors Festival Expo precinct - Post-campaign performance summary including reach and engagement metrics across digital channels PREMIUM, HIGH-VISIBILITY PARTNERSHIP	\$20,000 6m x 3m stand - Prominent location - Half-page advertisement in the program 6 tickets to the Premier's Gala Concerts - Sponsor page listing with logo and click-through link on the NSW Seniors Festival website 30-second advertisement at the Premier's Gala Concerts 1 x social media post to the NSW Seniors Facebook page 1 x branded content opportunity in the NSW Seniors Festival e-newsletter - Post-campaign performance summary including reach and engagement metrics across digital channels STRONG MID-TIER VISIBILITY	\$10,000 3m x 3m stand - Standard location - Quarter-page advertisement in the program 2 tickets to the Premier's Gala Concerts - Logo listing on the NSW Seniors Festival website 1 x grouped "thank you partners" post to the NSW Seniors Facebook page, with organisation name mentioned 1 x branded content opportunity in the NSW Seniors Festival e-newsletter ENTRY-LEVEL PRESENCE

* Available to Seniors Card partner companies and NSW Government agencies. It is free to become a Seniors Card partner.

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Let's connect



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