

POSITIVE AGEING IN MEDIA

Supporting Organisations

Positive Ageing is "the process of maintaining a positive attitude, feeling good about yourself, keeping fit and healthy, and engaging fully in life as you age" - The Australian Psychological Society

Wellness Gallery aims to raise awareness of the issue of ageism in media, support photographers to better represent positive ageing in Australia, and encourage other organisations to also use more realistic, diverse images in their marketing.

TIPS POSITIVE AGEING IN MARKETING AND MEDIA

SOURCING QUALITY IMAGES

Stock images are a great resource of high-quality, generic photos, licensed to be used for marketing materials, websites, creative projects, etc. Some websites allow royalty-free (fee-free) use of stock images, including Wellness Gallery. Other websites supplying royalty-free stock images of positive ageing include pexels.com, unsplash.com, pixabay.com, and ageingbetter.resourcespace.com. For Canva users, Pexels and Pixabay are available via in-built add-ons.

CONTEXT AND ASSUMPTIONS

When selecting imagery for use in communications and marketing, think about the context and what your photo is being used to portray. Be careful to not dehumanise or make insinuations with your choice of image, when accompanying a news piece or blog.

FOCAL POINT AND EQUALITY

Older people contribute to society in a huge range of ways, so photography should depict them as valuable, respected equals and important members of society. The older person should be in the forefront of the pictures (i.e. the older person is the focal point of the image or the focal points are equally on both the older and younger subjects of the image).



Photo Credits: cottonbro, C Technical, RODNAE Productions, Kampus Production, SHVETS Production, Mikhail Nilov, Mark Epstein, David Tett

CREDITING PHOTOGRAPHERS

Photographers understandably take pride in their art. It is important to remember to credit the photographer of any image you use in your marketing, as you would if you put a painting up in a museum. This is respectful to the photographer and acknowledges where you found the image. Put the photographer's name, website or instagram somewhere on the page or in the social media caption.

DIVERSITY

Like all age groups, people 50 and over are not all the same, so photos should depict the diverse range of people to ensure an accurate representation of the population. Consider diversity of age, gender, race and ethnicity, religion, disability, sexual orientation, geography and more. Avoid representing diversity inauthentically by resorting to stereotype and caricature.