



POLICY ON AAG COMMUNICATION CHANNELS AND HOW THEY ARE USED

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Introduction

AAG undertakes a range of communication activities to further AAG’s purpose of improving the experience of ageing by engaging with members and other stakeholders. This includes promoting both AAG’s and other organisations’ and individuals’ work to connect research, policy and practice. Any material promoted by AAG must align with AAG’s Strategic Purposes and Principles, including the need to be:

- **Evidence-informed** - AAG’s views are based on gerontological research, practice knowledge and the experiences of older people
- **Multi-disciplinary and holistic** - AAG puts older people’s lives and environments at the centre of our work by bringing together those with interests in all aspects of ageing research, education, policy and practice
- **Independent** - while acknowledging the informed contributions of different groups, AAG is not beholden to the interests of any profession, institution, service sector or interest group
- **Collaborative** - AAG brings together its members and key stakeholders to progress improvements in the experience of ageing
- **Fair** - AAG is committed to promoting equity of access and outcomes for all older people in Australia and internationally

The purpose of this document is to provide an overview of the main communication channels used by AAG and what is promoted via these channels, namely AAG’s:

- Grey Literature Library
- Policy and Practice Update
- Thursday Three
- Social media platforms (Facebook and Twitter)

Area	Effective Date	Last Review Date	Version	Responsibility	Next Review Date
Communications	29 October 2020	29 October 2020	1.0	CEO	

AAG Grey Literature Library

The AAG Grey Literature Library was launched in August 2020 to further AAG's purpose of improving the experience of ageing through connecting research, policy and practice by providing access to the wealth of research, professional, practice and policy knowledge and expertise that is available within grey literature. The Library can be used by anyone to broaden and review their knowledge via resources that exist outside of usual academic and commercial sources. It provides the opportunity to engage with a catalogue of relevant policy, webinars, fact sheets and reports (to name a few).

The AAG Grey Literature Library replaces what was previously the "Other Organisations' Resources" section of the Policy and Practice Update.

An update on new material added to the AAG Grey Literature is sent to members every 4-8 weeks as part of the Policy and Practice Update.

What IS included

- AAG publications.
- AAG events that are recorded and available to access anytime (e.g. recordings of AAG webinars)

Publicly available (i.e. free):

- Documents that include evidence-based research, policy or practice recommendations related to ageing (including reports, fact sheets, toolkits, practice guidelines etc.), including those published by:
 - Individuals (e.g. researchers as consultants),
 - Other not-for-profits,
 - Australian governments, and
 - International governments and other international organisations (e.g. the World Health Organisation).
- Other evidence-based and ageing-related online resources (e.g. recordings of webinars, video series or documentaries).

What is NOT included

- Any non-AAG documents and resources that are not publicly available (e.g. you need to pay or be a member of the of the organisation to access them).
- Materials that do not include an explicit mention of/link to ageing or older people, even if the general topic is relevant (e.g. reports exploring challenges faced by LGBTI people, Aboriginal and Torres Strait Islander people of all ages).
- Anything published in/by an academic journal (including opinion pieces, editorials, blogs).
- Anything published via commercial channels, including articles in magazines/newspapers (e.g. The Conversation).
- Political/advocacy campaign material.
- Anything that is not evidence-based (e.g. opinion pieces with no evidence cited).

Policy and Practice Update

The Policy and Practice Update was established in July 2016 to provide AAG members with up-to-date information on policy and practice materials that are relevant to AAG's purpose to improve the experience of ageing through connecting research, policy and practice. The Policy and Practice Update includes the following sections/subject areas:

- Recently completed AAG work, including submissions, policy papers and webinar recordings.
- Opportunities to get involved, including through contributing to AAG's policy and practice projects, research projects, and government inquiries.
- Grants, awards and funding opportunities.
- Appointments.

The Policy and Practice Update has been sent out to AAG's members every 4-12 weeks since July 2016 when AAG employed its first Senior Policy and Research Officer. In general, the Policy and Practice Update is sent in the second week of each month. However, the frequency of the Policy and Practice Updates depends on the amount of activity during a given period and the timelines for any opportunities to get involved or key publications included.

What IS included

- Recent AAG publications.
- Recent AAG events that are recorded and available to access anytime (e.g. recordings of AAG webinars).
- Evidence-based publications by other organisations/alliances that AAG has contributed to and endorsed.
- Opportunities to get involved, including ageing-related:
 - Projects
 - Consultations
 - Collaborative forums (if free)
 - Surveys/opportunities to be involved as a participant in research
- Grant/funding opportunities announced by AAG, non-Federal governments (e.g. state/territory governments and local councils), and other not-for-profits.
- Announcements of appointments to relevant positions (e.g. a state/territory Ombudsman for older people).

What is NOT included

- Other organisations' and individuals' publications and other online resources, if they are publicly available then these go in the Grey Literature Library.
- Political/advocacy campaign material.
- Funding/grant opportunities through major research funding bodies (e.g. National Health and Medical Research Council) as universities and researchers have their own systems for tracking these.

Thursday Three and Social Media

AAG's Thursday Three is sent to AAG's stakeholder list (including members and others) every week on a Thursday (public holidays excluded). It provides an opportunity to promote the work of AAG, its members and key collaborators and partners. AAG's Thursday Three reaches an audience of over five thousand researchers, practitioners, policy-makers, politicians and advocates who work in ageing-related fields.

AAG's social media platforms, Facebook and Twitter, are also used to promote the work of AAG, its members and key collaborators and partners on an ongoing and as-needed basis.

What IS included

- Recent AAG publications.
- Recent and upcoming AAG events.
- AAG grants, awards and funding opportunities.
- Political/advocacy campaign material officially endorsed by AAG as a partner in the campaign/alliance.
- At the CEO and Marketing and Membership Manager's discretion as to whether the piece/commentary aligns with AAG's Strategic Purpose and Priorities, for example:
 - Key AAG collaborating or partner organisations' publications and resources (e.g. relevant publications by AAG members and Collaborative Research Centres).
 - Pieces showcasing recent AAG members' publications/work.
 - Opinion pieces/reflections by AAG members.
 - Key AAG collaborating or partner organisations' events (e.g. those of the International Association of Gerontology and Geriatrics- IAGG).

What is NOT included

- Events of organisations that are not key AAG collaborators or partners.
- Political/advocacy campaign material that is not officially endorsed by AAG as a partner in the campaign/alliance.
- Promotion of other orgs opportunities to get involved in research, policy-development etc. These opportunities are promoted in the Policy and Practice Update (see restrictions above).
- Other organisations' grant opportunities. These may be promoted in the Policy and Practice Update (see restrictions above).

Summary table

Table 1. Overview of the main communication channels used by AAG and what is promoted via these channels. See text for more details on specific types of materials and restrictions that apply.

Type of materials included	AAG Grey Literature Library	Policy and Practice Update	Thursday Three	Social Media
<i>Publications</i>				
AAG publications	✓	✓	✓	✓
Evidence-based publications by other organisations/alliances that AAG has contributed to and endorsed	✓	✓	✓*	✓*
Other organisations' and individuals' publications	✓	X	✓*	✓*
Publications in commercial and academic sources	X	X	✓*	✓*
<i>Events</i>				
AAG events that are recorded	✓	✓	✓	✓
Other organisations' publicly available recorded events	✓	X	✓*	✓*
Upcoming AAG events	X	X	✓	✓
Other organisations' upcoming events	X	X	✓*	✓*
<i>Opportunities to get involved</i>				
AAG projects and collaborative events	X	✓	✓	✓
Other individuals' and organisations' projects	X	✓	✓*	✓*
<i>Campaign/advocacy material and opinion pieces</i>				
Campaign/advocacy material that AAG has endorsed as an official partner	X	X	✓*	✓*
Campaign/advocacy material where AAG is not an official partner	X	X	X	X
Opinion pieces by AAG members	X	X	✓*	✓*
Opinion pieces by others	X	X	X	X
<i>Grants, awards and funding opportunities</i>				
AAG grants, awards and funding opportunities	X	✓	✓*	✓*
Other organisations' grants, awards and funding opportunities	X	✓	✓*	✓*
<i>Announcements of appointments</i>				
Announcements of appointments to relevant positions	X	✓	✓*	✓*

* At the CEO and Marketing and Membership Manager's discretion and if aligned with AAG's Strategic Purpose and Principles.