

For Immediate Release

Date: 26/09/2025

Older Persons Driving Local and Global Action: Age Concern Auckland Marks International Day of Older Persons 2025

Auckland — Age Concern Auckland is proud to join the global commemoration of the United Nations International Day of Older Persons on 1 October 2025, highlighting this year's theme: *"Older Persons Driving Local and Global Action: Our Aspirations, Our Well-Being, Our Rights."*

The theme recognises the vital role older people play in shaping communities, championing wellbeing, and advocating for rights across the world. With New Zealand's ageing population growing rapidly, the day provides an opportunity to acknowledge both the contributions of older Aucklanders and the challenges they face.

"Older people are not just recipients of care — they are leaders, volunteers, knowledge-holders, and advocates who enrich our communities every day," says Paula spokesperson, of Age Concern Auckland. *"This year's UN theme reflects what we see locally: older Aucklanders actively shaping the future, and our role is to ensure their aspirations, wellbeing, and rights are supported."*

Age Concern Auckland provides a wide range of services, including social connection programmes, health promotion, visiting services, and support for those experiencing elder abuse. Each year, thousands of older people across the region benefit from opportunities to stay connected, active, and safe.

The organisation will mark the day by hosting a table at the IDOP EXPO whose theme is *Wiser Than Me*, at New Lynn Community Centre, Sunday 12th of October.

Call to Action:

To learn more about Age Concern Auckland's services or to get involved, visit www.ageconcernauckland.org.nz or call [09-820-0184](tel:09-820-0184)

About Age Concern Auckland

Age Concern Auckland is a not-for-profit organisation dedicated to supporting the wellbeing, dignity, and rights of older people across central, west, north, and south Auckland. Our services include social connection programmes, health promotion, accredited visitor services, and elder abuse response.

Media Contact:

Paula Egginton

Marketing/Communications Coordinator

media@ageconak.org.nz