The logo for National Wills Week 2023 features the text "National Wills Week 2023" centered within a yellow, cloud-like shape. "National" and "2023" are in blue, while "Wills Week" is in black. The background is a light yellow gradient.

**National  
Wills  
Week  
2023**

**Media Kit**

11 – 17 September 2023

## Introduction

This year marks the inaugural National Wills Week, which will be held from Monday 11 to Friday 17 September 2023. National Wills Week encourages all Australians to have comfortable conversations about advance life planning, throughout all life stages.

## Theme



## Background

A common misconception among 18- to 25-year-old Australians is that they don't have enough to warrant a Will. Yet, what can easily be overlooked are hard-earned savings, unexpected insurance payouts, the value of collectable items or vehicles, and extended family estates where the young person is named beneficiary. Therefore, this year's campaign aims to educate young adults – and all Australians – on the importance of advance life planning, highlighting the assets that are included in their estate, and raising awareness around the services that can support them to establish a Will.

## **Newsletter content**

Many Australians pass away each year without a valid Will, with a staggering portion of these adults falling within the 18- to 25-year age bracket. It's time we dispel any misconceptions that end-of-life planning is reserved for the elderly.

If you, or a young person in your orbit has personal assets and responsibilities, like a car, a savings account, insurance, or even collectables, it's time to make a valid Will. What better time than now, during National Wills Week? It's the first time the nation has banded together in a coordinated effort to encourage all Australians to advance their life planning — especially Will making.

It's time we advance ourselves, future-proof our plans, and dispel the taboo!

## Download visual assets

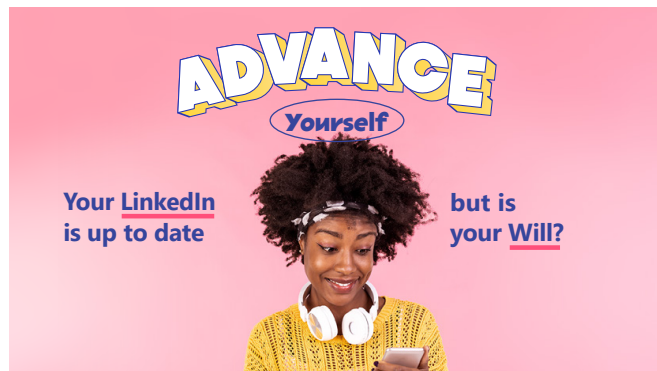


## Social Messages + Tiles



### LinkedIn

End-of-life planning can be an uncomfortable topic to think about. But it doesn't need to be – you have the power to remove the taboo and take control of your wishes. Find out how you can advance yourself this National Wills Week. #AussieWillsWeek #AdvanceYourself #Wills



### LinkedIn

Logging on to LinkedIn to avoid some life admin? A little reminder this National Wills Week to advance yourself and your future by ensuring all of your documents are up to date. #AussieWillsWeek #AdvanceYourself #Wills



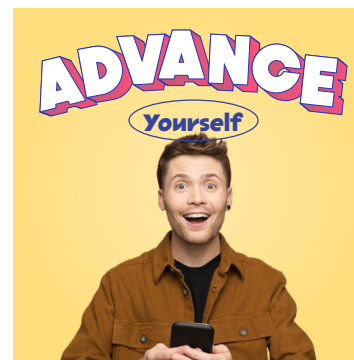
### Instagram + Facebook

Advance yourself and future-proof your wishes this National Wills Week. Contact your solicitor or local public trustee to get the ball rolling. #AussieWillsWeek #AdvanceYourself #Wills



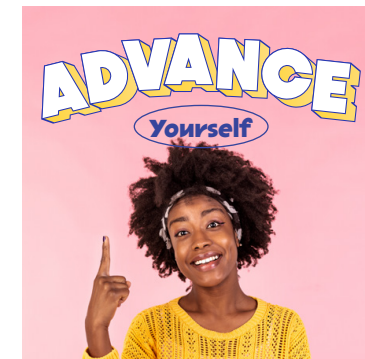
### Instagram + Facebook

What's older, that jam of jar in the back of your fridge or your Will? Life changes fast, and so do our plans. Update your documents this National Wills Week and keep your Will young. #AussieWillsWeek #AdvanceYourself #Wills



### Instagram + Facebook

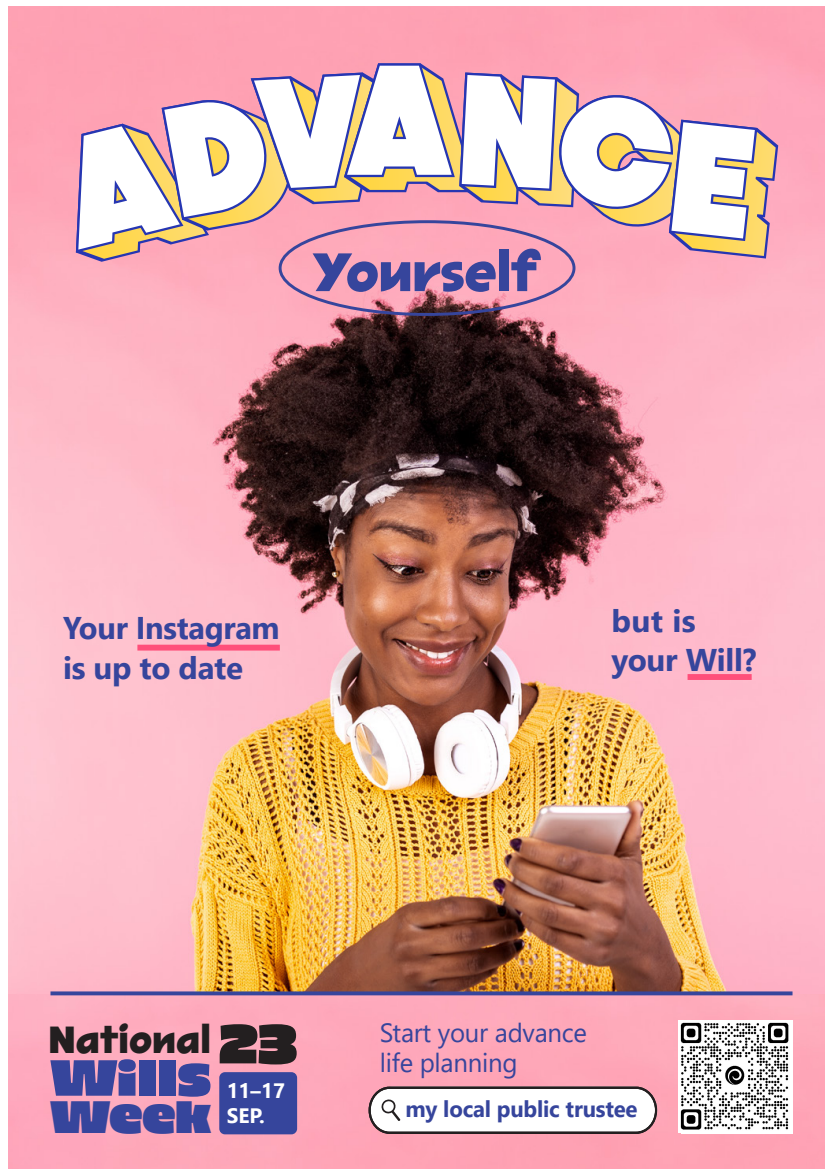
Did you know you can give to your passion, not just a person? This National Wills Week, see how you can create a legacy through charitable giving in your Will. #AussieWillsWeek #AdvanceYourself #Wills



### Instagram + Facebook

Did you know Wills can also include instructions on what you'd like done with your digital footprint? Advance yourself this National Wills Week and contact your solicitor or local public trustee to find out more. #AussieWillsWeek #AdvanceYourself #Wills

## Posters A3



# ADVANCE


Yourself

Your Instagram is up to date but is your Will?

**National Wills Week 23**  
11-17 SEP.

Start your advance life planning

my local public trustee



Option 1



# ADVANCE

Yourself

Still swiping left? Did you know your Will can include a gift to your passion, not just a person?

**National Wills Week 23**  
11-17 SEP.

Start your advance life planning

my local public trustee



Option 2



## Post cards A6



**ADVANCE**  
Yourself

Still swiping left?

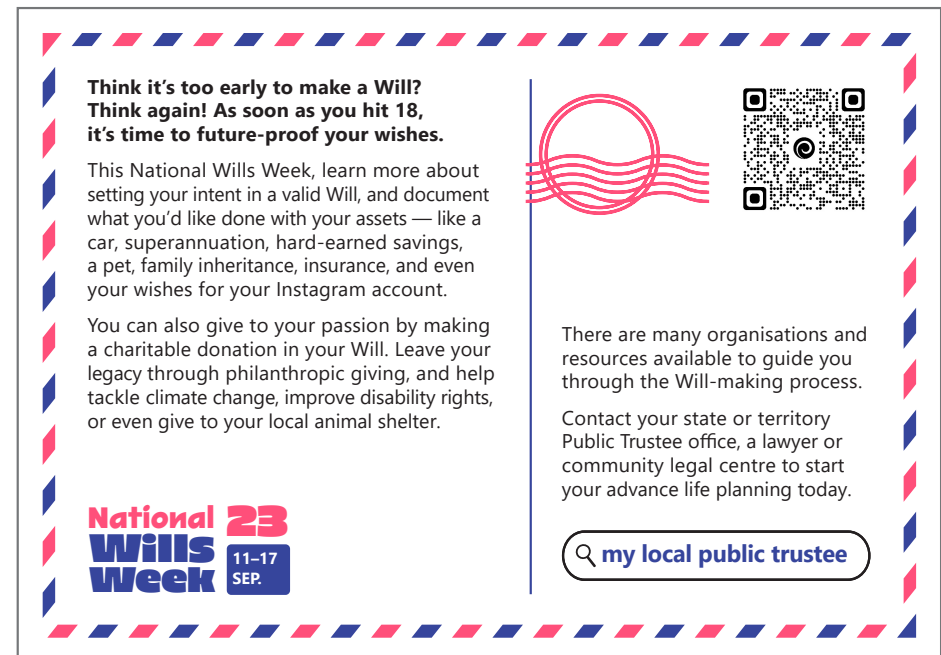
Did you know your Will can include a gift to your passion, not just a person?

National Wills Week 23  
11-17 SEP.

A woman in a pink sweater is looking at her phone and thinking.

Front

Back



**Think it's too early to make a Will? Think again! As soon as you hit 18, it's time to future-proof your wishes.**

This National Wills Week, learn more about setting your intent in a valid Will, and document what you'd like done with your assets — like a car, superannuation, hard-earned savings, a pet, family inheritance, insurance, and even your wishes for your Instagram account.

You can also give to your passion by making a charitable donation in your Will. Leave your legacy through philanthropic giving, and help tackle climate change, improve disability rights, or even give to your local animal shelter.

There are many organisations and resources available to guide you through the Will-making process.

Contact your state or territory Public Trustee office, a lawyer or community legal centre to start your advance life planning today.

[my local public trustee](#)

National Wills Week 23  
11-17 SEP.

A QR code and a red circular stamp with wavy lines are also present.

Screen saver

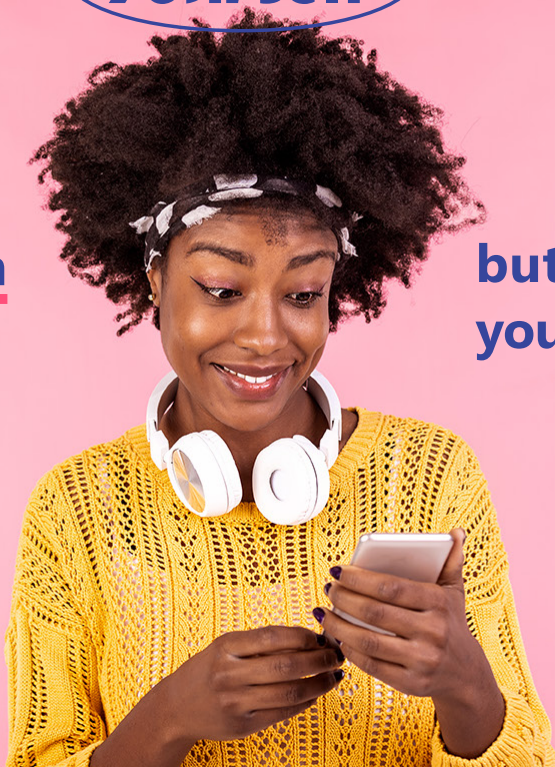
# ADVANCE

Yourself

Your Instagram  
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but is  
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**National** **23**  
**Wills**  
**Week** 11-17  
SEP.



Start your advance  
life planning

[🔍 my local public trustee](#)



## Email footer

New message — ▾ ✕

To \_\_\_\_\_

Subject \_\_\_\_\_

**National 23**  
**Wills**  
**Week** 11-17  
SEP.

**ADVANCE**  
Yourself

Send

**Thank you**

Presented by the Public Trustee