



# Funding of the AC '99 Project

During the lead up to 1999, AC '99 relied heavily on Council on the Ageing (Australia) for infrastructure support. Funding was particularly scarce in the early stages of the project and donations were received from the Australian Association of Gerontology, the Association of Independent Retirees Inc., Churches of Christ (Community Care Department), Council on the Ageing and RetireInvest to assist with development costs so that the project could formally commence.

The Australian Association of Gerontology made additional specific purpose donations during the early phases of the project that allowed AC '99 to begin work on some of the critical elements of its communication strategies such as the website development. RetireInvest sponsored the launch of AC '99's newsletter *Update*. Very generous secretarial support was provided by Baptist Community Care, which helped to maintain the project's momentum in 1996 at a time when no funds were available.

In 1997, AC '99 received a grant of \$30,000 from the Sidney Myer Fund which was instrumental in consolidating the previous establishment work. This funding allowed AC '99 to contract external secretariat and promotion services. Turnbull Porter Novelli contributed pro-bono time and expertise to search for business sponsorship. Minter Ellison Solicitors provided extensive pro-bono legal advice as to the best workable legal structure for the NGO coalition and their administrative recommendations were adopted by all state and territory AC '99 Secretariats. The project had certainly begun in earnest and the momentum and public interest was growing.

In May 1998, the Interim Steering Committee was wound up and the members of the National Coordinating Committee were elected to office for the full term of the project. A grant of \$30,000 was received from the Office for Older Australians to finance core secretariat services to June 1998. The Older Women's Network representative assisted the project management group in financial matters during the establishment of the AC '99 Secretariat which was co-located alongside the COTA office in order to save costs.

The Office for Older Australians further supported the work of the AC '99 NGO coalition by providing the project with a significant grant of approximately \$563,000 for the period of July 1998 to April 2000. This funding has been the financial life source of the project.



AC '99's agreement with the Commonwealth stipulated that the grant fund four major areas of activity: communication, coordination, media and marketing, and business and community partnerships. These are considered in detail in the Achievements section of this report.

AC '99 also received a grant of \$30,000 from The Body Shop which was allocated to a number of positive body image promotional events targeted at creating attitudinal change in the media. In total, The Body Shop committed a financial outlay of \$60,000 to IYOP activities, excluding an extraordinary amount of The Body Shop staff time.

A project management team met regularly to monitor the budget and project priorities and was accountable to the National Coordinating Committee. Great care was taken to ensure that AC '99 worked collaboratively with the governments and the community sector in order to maximise the impact of the Year.

Notwithstanding the financial support, much less would have been achieved without the generous support of older people and the volunteers of the National Coordinating Committee who have applied their wealth of expertise and 'years of experience' to develop, maintain and steer the project.



# AC '99 – The Network of National Organisations

ACOSS  
Ad News  
Adult Learning Australia  
Aged & Community Services Australia  
Aged Care and Housing Group Inc  
Alcohol and Other Drugs Council of Australia  
Alzheimer's Association (Aust) Inc.  
Amnesty International  
Anglicare Australia  
ARPA Over 50's  
Arthritis Foundation of Australia  
Association of Independent Retirees Inc.  
Association of Services Supporting Australia's Families  
Aussi Masters Swimming in Australia Inc.  
Australasian College of Dermatologists  
Australian Association of Gerontology  
Australian Association of Social Workers  
Australian Cancer Society Inc  
Australian Council of Community Nursing Services Inc.  
Australian Council of National Trusts  
Australian Council on Healthcare Standards  
Australian Federation of Totally & Permanently Incapacitated Ex Service Men & Women  
Australian Film Institute  
Australian Healthcare Association  
Australian Hearing  
Australian Kidney Foundation  
Australian Library and Information Association  
Australian Local Government Association  
Australian Medical Association  
Australian Nursing Homes & Extended Care Association  
Australian Organisation of Retired Teachers Association  
Australian Pensioners' & Superannuants' Federation  
Australian Physiotherapy Association  
Australian Podiatry Council  
Australian Psychological Society Ltd  
Australian Red Cross (Nat. Office)  
Australian Retirement Income Streams Association Ltd  
Australian Senior Newspaper  
Australian Seniors Computer Clubs Association Inc.  
Australian Society for Geriatric Medicine  
Australian Women's Weekly  
Australian Youth Foundation  
Baptist Community Care – NSW & ACT  
Business and Professional Women Inc.  
Captain Cook Cruises  
Carers Association of Australia  
Catholic Health Australia  
Centre for Education & Research on Ageing  
Chiropractors' Association of Australia Limited (National)  
Churches of Christ, Dept. of Community Care  
Co-operative Retirement Services  
Collins Booksellers  
Commonwealth Bank of Australia  
Computerised Medical Systems  
Confederation of Australian Critical Care Nurses Inc.  
Confederation of Australian Sport Inc.  
Consumers' Health Forum of Australia Inc.  
Continenence Foundation of Australia  
Council on the Ageing (Australia)  
Country Women's Association of Australia  
Cultural Film Foundation of Australia  
Deafness Forum of Australia  
December Films  
DGL International  
Diabetes Australia – ACT  
Dietitians Association of Australia  
Ethnic Communities' Council of Victoria  
Family Services Australia  
Geriaction  
Green Webb Pty Ltd  
Guides Australia  
Hammond Care Group  
Health Professions Council of Australia  
Heart Foundation



Heart Support – Australia  
Heinz Institute of Nutritional Sciences  
HESTA Super Fund  
Home Economics Institute of Australia  
Homeshare Victoria  
Human Rights and Equal Opportunity Commission  
Ibis Hotels  
International Education Forum Australia Ltd  
Irving House  
Jobs East  
KMI Exhibitions Pty Ltd  
Lincoln Gerontology Centre, La Trobe University  
Long Lives on Screen Film Festival  
Mature Australian Newspaper  
National Ageing Research Institute  
National Asthma Campaign  
National Caucus of Disability Consumer Organisations  
National Centre for Women, Swinburne University of Technology  
National Council of Women  
National Council on Intellectual Disability  
National Federation of Blind Citizens of Australia  
National Office for the Information Economy  
National Publishing Group Pty Ltd  
National Safety Council of Australia  
National Seniors Association Ltd  
National Stroke Foundation  
National Vision Research Institute of Australia  
National Women’s Justice Coalition Inc  
Neocom Development Group  
Nutrition Australia  
Older Women’s Network (Australia)  
Osteoporosis Australia  
OT Australia  
Outward Bound  
Penguin Club of Australia Inc  
Pharmacy Guild of Australia  
Probus Centre – South Pacific Inc.  
Psoriasis Association Inc.  
Research Institute for Gender and Health  
RetireInvest Pty Ltd  
Retirement Village Association of Australia Inc.  
Returned & Services League of Australia Limited  
Royal Australian & New Zealand College of Psychiatrists  
Royal Australian College of General Practitioners  
Royal Australian Institute of Architects  
Royal College of Nursing, Australia  
Royal Flying Doctor Service of Australia  
Rural Ageing & Lifestyle Group, Charles Sturt University  
Rural Development Centre, University of New England  
Salvation Army  
SANE Australia  
SBS Radio  
Skin and Cancer Foundation Australia  
Society of Hospital Pharmacists of Australia  
Sociology and Anthropology  
Speech Pathology Australia  
Superannuated Commonwealth Officers’ Association Inc.  
The Body Shop  
The PR People  
TRANX Inc.  
Turnbull Porter Novelli  
United Nations Association of Australia  
Uniting Community Services Australia (UCSA)  
Universal Care Management Pty Ltd  
Vicnet  
Vision Australia  
Volunteering Australia  
War Widows Guild of Australia  
White. Advertising and Beyond  
Women’ International League for Peace and Freedom (Australian Section)  
YMCA  
YWCA of Australia