

Australian Coalition '99

NATIONAL UPDATE-SUMMARY

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National Partners : 51



towards a society for all ages
International Year of Older Persons 1999

Vital ingredients for a successful IYOP

PARTNER

Tally

The number of older people being actively engaged in AC'99- endorsed IYOP initiatives is fast increasing. The ultimate success of IYOP will be the sustainability of good ideas and programs through the direct engagement of older people themselves- that is, their sense of ownership of these developments. This was the basis of the International Year of Disabled Persons.

It is imperative that we continue to build the momentum of IYOP through the engagement and involvement of older individuals and older people's groups through organisations at national, state, regional and local levels.

NEWS! Update

The Body Shop: the perfect body tonic for IYOP

The Body Shop will be sponsoring a national promotion focusing on body image issues. A working group comprising experienced and interested individuals will determine strategies for promoting healthy body image and positive esteem with the aim of reducing negative stereotyping of older bodies. A relevant and thought-provoking theme will ensure that the messages reaches as many groups and individuals as possible.

SBS: Special Broadcasting Service OR Several Big Strategies?

AC'99 NATIONAL has established an alliance with SBS and in particular SBS Radio has pledged support to AC'99 on several projects: a national touring exhibition focusing on the theme of "Reflections on

Ageing", and a CD of world music to celebrate IYOP. Furthermore, SBS will promote Australian Coalition'99- endorsed IYOP initiatives through its network, and discussions on other special promotional campaigns are underway. There are sponsorship opportunities available: please direct enquiries to the National Secretariat.

Dating Column: Looking For A Partner?

The first AC'99 NATIONAL Forum for 1998 will be held on May 29 at Macquarie Bank, 101 Collins Street. Already we've had interesting responses from partners keen to attend.

We will be holding a "networking hour" where National Partners without IYOP plans will be strategically matched with other organisations to develop plans for working together. This is the perfect forum if you're looking for a Partner!

The National Secretariat is recording non-government organisations' events all over Australia.....don't miss hearing about The Body Shop project, and the program being developed in collaboration with SBS. Learn about the project that will bridge the International Year of Older Persons with the Centenary of Federation in 2001. Have you heard that Australia's Masters Games to be held in Adelaide in September 1999 will be promoted with an IYOP flavour? Are you aware that there are many intergenerational activities being planned throughout Australia including the Community Challenge (Australian Red Cross-Victoria), which seeks to engender understanding and promote communication across generations?....If not, we recommend that your organisation is represented at the National Partners' Forum on Friday May 29 to learn more about IYOP activities around Australia, and identify ways in which your organisation can become involved. If you are not able to attend the meeting on May 29, please advise us of relevant dates beforehand so we

can include your plans on the "Master Calendar" at the Forum.

Aged Care Australia to celebrate the start and finish of IYOP

National Partner, Aged Care Australia, will celebrate IYOP with major National Conferences. The first one will be held in Adelaide in September 1998 and the second at Darling Harbour, Sydney in September 1999 to coincide with the start and finish of IYOP. These Conferences will bring together providers of residential and community care with a range of speakers and commentators from a wide range of disciplines. The voice of older people themselves has become an important feature of these Conferences.

For details telephone Maureen Lyster at ACA on (03) 9686 3460.

INFO Link

Read the latest news from our National Partners on our website:

<http://avoca.vicnet.net.au/~ac99>

For updated International plans refer to the United Nations website:

<http://www.un.org/esa/socdev/iyop.htm>

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Commonwealth Government Recognises International Year

Congratulations to the Government for being one of the earliest governments to award funding to the non-government sector for an International Year, and we acknowledge the relationships that have been established with the Hon Warwick Smith, Minister for Health & Family Services; Senator Kay Patterson as Chair of Conference for Older Australians; and the Office For The Aged.

AC'99 was established in 1995 and much time and energy has been invested over the past three years. It is exciting to see that the efforts of the non-government sector have been recognised through interim funding from the Commonwealth

Government of Australia which will ensure that the momentum of the project will be maintained until the end of June.

The allocation of \$5.9 m to IYOP was announced in the Federal Budget, and at this stage the amount to be awarded to AC'99 for the period July 1998-April 2000 is unknown. The AC'99 network will be kept informed of funding developments.

The approach of Conference for Older Australians

"In planning for the year, the conference for Older Australians has identified the following areas which require attention: (a)raising awareness among all Australians of the positive role older people can and do play in the community, and the potential for this role to expand; (b)addressing negative stereotypes about older people and aging, and reinforcing positive images in the media and in the community; (c)celebrating the diversity and self reliance of Australia's older population; (d)fostering intergenerational interaction and understanding; (e)promoting a whole of government approach to issues of ageing, including encouraging policy directions and programs that are more responsive to the needs of older people; (f)encouraging research and planning to effectively and efficiently meet the present and future needs of Australia's ageing population; and (g)supporting broad and practical partnerships on ageing between the public and private sectors, between governments, and between local communities and individuals." Senator Kay Patterson, Chair of Conference for Older Australians, quoted in HANSARD, Wednesday 8 April 1998

For further COA plans, please refer to website:
<http://www.health.gov.au/hfs/coa/new/>

GLORY Box

AC'99 NATIONAL is grateful to the following sponsors:
Sidney Myer Fund; Council on the Ageing (Australia); Commonwealth Government of Australia; Australian Association of Gerontology; Australian Independent Retirees; RetireInvest, Churches of Christ (Department of Community Care), Allanby Press, The Body Shop, SBS