



Australian Coalition '99 is an IYOP initiative supported by the Commonwealth Government of Australia

## Advertisers Gradually Taking Comfort with Older Age

By Helen Elliott

If you took advertising as your prime source of information - and don't laugh, it's a huge and devious part of contemporary life - you would believe that all young women were slim with large bosoms; that all young straight men worked-out in the gym; that all children were obnoxious smarty-pants; that men and women now did equal share of the housework.

How does this coincide with your private reality check? And as for that huge segment of the population over 55 - they just inhabit that one solid grey block called grandma, grandpa and retiree.

We know what grandma and grandpa mean, but retiree? If most of us are defined by our work, what does "retiree" mean?

A person who has retired from the world? A person who lies about all day? A person who is somehow not on-line to the real world? Someone to patronize in advertising terms? Young people might be vexed by the two-dimensional image advertising presents of them, but at least it's an attractive, dynamic image. Youth always has a buzz about it.

Older people, when they are there at all are produced as figures of fun - the guy in the sports car holding up a line of traffic, the overweight women in floral dresses playing football. No buzz there. The industry seems uncomfortable with images of older people and glamour/sex/intelligence/wit etc.etc.etc...Humour, at their expense is OK.

Advertising is about fantasy. It's about selling dreams to people and advertisers say that their research indicates that older people don't want to be reminded that they're "old". "Old" is not sexy in the advertising business.

This is the business that uses 25-year-old women to promote face creams to women a lot older. The 25-year-old wrinkle-free face is how "women" should look.

With enough of this advertising gliding through our consciousness it soon becomes a cultural imperative that wrinkles are BAD. That being old is somehow

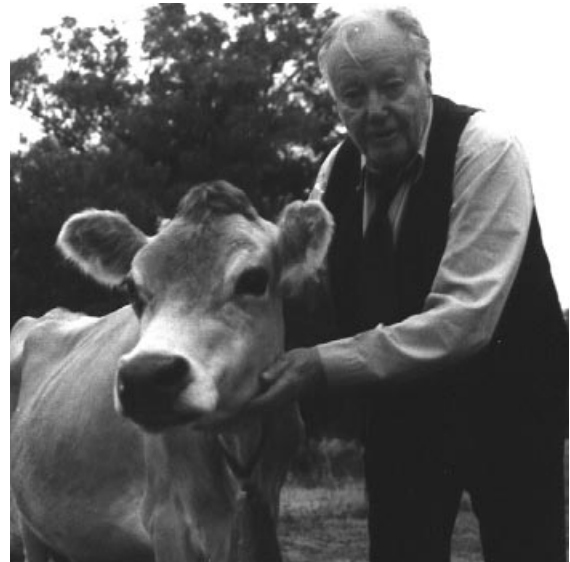
bad. Which leaves us all in a state of confusion about who we are and what we should be. A feeling that the world that has the buzz sets the agenda.

Two recent examples spring to mind about this agenda that appear to be positive.

John Glenn at 77 went into space and the world went into gasp-mode. What a role model for older people was the universal gasp. Yes, perhaps. But Glenn is exceptional. He has always been exceptional - not every young child grows up to be an astronaut. Not every child grows up to win a Nobel prize. Is this how older men have to be to be validated in the world?

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### Celebrating Older People Through Film



AC'99 National is delighted to announce its IYOP partnership with the Australian Film Institute - refer to the article inside this edition for more information. "Tulip 1998" is a recent release directed by Rachel Griffiths, that celebrates older people. William played by Bud Tingwell has just lost his wife, Ruth (played by Rachel Griffiths) after forty-five years of marriage. In the days after her death he tries to adjust to life alone, and is shown here contemplating the dilemma of how to milk her cow, Tulip.

And then there is the international model, Carmen Dell'Orefice. At 68 she is still strutting the catwalks of the world. She looks magnificent, but she is open about the effort involved. She talks about the silicone she's had injected into her face, around her mouth. With her natural 66 year old mouth, the one she says was "imploding", Dell'Orefice would not be working. Her value as "older woman" is valuable only in that she is a wrinkle-free older woman.

Men have to be seen as potent. Women as beautiful, still "desirable". In older people potency and beauty are seen as exceptional. In youth both come with the territory. It's an exhausting prospect that even as we age potency and desirability is the perceived currency of the winners. Wisdom, time and understanding are valued as the currencies from Banana Republics are valued. Still, something is beginning to shift that is causing the people from advertising and marketing to sit up and take note.

It's the forceful appearance of a new, diverse market. They are highly educated, sceptical, have fluid assets and great spending power. And they are all over 50. One small but significant fact about this market is particularly galvanising to researchers.

In America, people aged 65 -74 have more discretionary income than any other age group. That, combined with the demographic revolution of people living longer, healthier lives is what is making advertising executives stir in their padded chairs as they market Coca-Cola to the eternally young.

Beauty creams are all very well, so are older insurance and pension schemes, but this new group have specialist interests in food, travel, learning, finance and housing. They have the money - they also have the desire to spend it.

Add to this the fact that the fastest growing sector of Internet users worldwide are the over 50's AND the most likely to buy on-line and you are looking at the beginning of an advertising revolution. When companies begin to have profits of over 150% in a few months then something big is happening. Seniorsmart, an on-line service in America recently did just that. The executives can't stop gurgling with delight.

It's a new world out there and it's also an accessible global village. Accessible information is the key, because education opens minds. Educated minds have the capacity to see beyond the wrinkles and they are not going to passively accept what the smart minds in advertising dream up for them. And be assured, if there's money involved the advertising gurus are going to make sure they get some of it. Watch for the coming revolution. Buy the latest edition of Harper's Bazaar or open your daily paper and you'll see it's already begun - Lauren Hutton, still looking elegant is advertising for David Jones. And she's also looking every one of her fifty-something years.

## Don't Call Me Granny!

A new guidebook about the increasingly important seniors' market will help journalists and advertisers portray older people more accurately and positively during IYOP and beyond.

The booklet - Don't Call Me Granny! - contains facts and information about Australia's older people and suggests ways of communicating effectively with this emerging market. There are a number of useful tips for reporters, including: take older people and their achievements seriously and avoid judgements about what is appropriate for older people. Many older people are doing exciting things regardless of their age, rather than despite their age.



*Reprinted with the kind permission of the Office of Ageing, Department of Families, Youth & Community Care, Queensland*

*The Office of Ageing in the Department of Families, Youth and Community Care (Queensland) produced the booklet which can be accessed via the Internet at [www.families.qld.gov.au/ageing](http://www.families.qld.gov.au/ageing). Alternatively interested groups and individuals are invited to contact Katrina Baird in Positive Ageing Awareness Unit on (07) 3224 7625.*

## It's Your ABC

ABC Television is screening a promotional vignette (where people draw the ABC logo in the air) which features the copyline, "The International Year of Older Persons". The ABC has advised that there are 16 vignettes that are rotated, and the promotional item in question features older people that has been played before, but has been badged with IYOP. AC'99 will keep you up to date on further ABC developments.

## Walking On The Website

We will soon be launching a new page on the AC'99 National website that lists walks around Australia during 1999 and particularly on Saturday October 2nd as part of the Global Embrace proposed by the World Health Organisation.

Incidentally, groups interested in obtaining the guidelines on the Global Embrace can contact this office or your state AC'99 secretariat.

*If your organisation is planning a walk at any stage throughout 1999, please advise AC'99 National on fax: (03) 9820 4247 or email to: [ac99nat@vicnet.net.au](mailto:ac99nat@vicnet.net.au) or through your AC'99 state secretariat.*

We will include details of your event on the website. Don't forget to advise us of starting times, if these have been determined, as well as contact details for other groups and individuals wishing to get involved.

## Hands - On Resistance Training for Older People

The University of South Australia proposes an innovative research program that aims to document the effectiveness of resistance training on muscle strength, balance and walking in older people living independently in the community, and to reduce the risk of falls.

The implications of the project are seen to be:

- social, by preventing falls in the older population, and maintaining independent living by up to 20 years;
- educational, by allowing the information to be used through community education so that simple resistance exercises become an integral part of all exercise programs for older people;
- professional, as general practitioners will be involved in health education programs

Through the research, significant national outcomes are likely to be gained including the development of a sustainable, low cost and effective multi-disciplinary model for falls preventions and maintenance of independent living for people in their own homes. This will lead to subsequent reduction in health care costs to the community by reducing hospitalisation and admissions to nursing homes.

The proposed model involves a low level of technology and would be developed at low cost; it also allows for the training of carers and health care workers.

The University of SA is seeking funding for the project over two years.

*Further information can be obtained from Dr Robert Wight on tel (08) 8382 0877 or fax (08) 8326 4689 or email:*

*[robwight@health.on.net](mailto:robwight@health.on.net)*

*or Associate Professor Margie Sharpe at School of Physiotherapy, University of SA on*

*tel: (08) 8302 2584 or Fax: (08) 8302 2766*

*or email: [Margaret.Sharpe@unisa.edu.au](mailto:Margaret.Sharpe@unisa.edu.au)*

## MARKET

### intelligence

This is the inaugural market intelligence column which aims to highlight IYOP initiatives for which funding is sought, or funding opportunities that we are aware of. Your organisation - or perhaps a business colleague- may be interested to find out more about a project listed here. We suggest you ring the contact person directly, or if you prefer, please contact the AC'99 National Secretariat for more information.

#### Funding is sought for:

- Dietitians Association of Australia: see dedicated article in this edition of "Update";
- Australian Film Institute - refer article in this edition of "Update";
- AC'99 National Radio campaign - contact AC'99 for further information.

*Refer to the AC'99 website for further sponsorship opportunities or contact the AC'99 National Secretariat.*

#### Available funding

Jessie Street Trust: in 1999 the Jessie Street Trust offers a \$3,000 grant for a national project involving older women. The award has been chosen to mark IYOP and to recognise the contribution made by older women to feminism, peace and social justice. For an application form send a stamped self-addressed envelope to: Jessie Street Trust, PO Box 428, Rozelle NSW 2039. Alternatively you can ring Ms Juliet Cobb on (02) 9568 6838 or email Margy Burn on [mburn@slnsw.gov.au](mailto:mburn@slnsw.gov.au)

Exercise. You only have to take it regularly, not seriously, according to the new Active Australia International Year of Older Persons campaign.

Launched in February by the Prime Minister, the campaign encourages older people to become more involved in physical activity and, at the same time, urges community groups to create more opportunities for older people to be physically active.

Prime Minister John Howard launched the campaign at Parliament House, with the Minister for Aged Care, the Hon. Bronwyn Bishop unveiling a national TV advertising campaign at the launch featuring 'Rusty'. The ad will start appearing on TV screens in most states and territories from March.

Active Australia was established to promote increased participation in sport, recreation and physical activity. The 1999 International Year of Older Persons presented an ideal opportunity for the Active Australia project to focus on the particular needs of older Australians.

At the moment, about 50 per cent of older Australians are not regularly active so it is important to highlight the significant physical and social benefits that can be gained by becoming more active.

Older people should know that these benefits could be gained quite easily without the need for vigorous activity. Moderate intensity activities such as walking, dancing, playing lawn bowls, swimming and gentle exercise can result in improved health and well being.

Research has shown that only 30 minutes of exercise on most days of the week can make a difference, even when taken in blocks of 10 or 15 minutes. Organised sport and activity also present a wonderful opportunity for social and community involvement.

Studies have also shown that activities promoted through walking groups, sports clubs, exercise groups, dance groups and so on can provide valuable social interaction for many people.

Mrs Bishop said the Active Australia project is what the International Year is all about.

"It recognises that older people still have much to contribute to our society and that this is a stage of life that people should look forward to and enjoy.

"Age should not be an issue when it comes to being active. As the number of fitter, older Australians increases, the concept of old age will continue to change. Advances in medical science and improved nutrition and physical exercise mean that many people can lead active and fulfilling lives into their late 70s and indeed 80s," Mrs Bishop said.



*The Hon Bronwyn Bishop with "Rusty", the character of the new advertising campaign at the launch of Active Australia at Parliament House on February 19th, 1999.*

## Exercise: You Only Have To Take It Regularly, Not Seriously

*A message from the Australian Sports Commission on the launch of Active Australia.*

Active Australia is an accessible campaign that aims to encourage and assist older Australians to be more physically active. The Active Australia / IYOP Project highlights the physical and social benefits of increased participation in physical activity.

Around 50 per cent of older Australians undertake little or no physical activity, and research has shown that it doesn't take much to feel much healthier. The Active Australia IYOP project promotes the fact that just 30 minutes of moderate physical activity on most days can make a significant difference to a person's well-being. Importantly, the exercise can be taken in 10 or 15-minute blocks.

The social and psychological benefits of increased activity can be as rewarding as the physical benefits. For those older Australians who live alone or have little contact with others in the community, being involved in organised physical activity can lead to new friendships and a new lease on life.

Active Australia is a joint Commonwealth, State and Territory government initiative. It aims to encourage and assist all Australians to participate in physical activity, under the catchphrase:

*"Exercise: You only have to take it regularly, not seriously."*

The same phrase is used in a television commercial developed specifically for the project. The advertisement features "Rusty", a metal-clad character who is encouraged to walk his small dog, and finds himself taking part in activities such as Tai Chi, line dancing, walking and backyard cricket. The character starts the commercial feeling "a bit rusty", but gradually loosens up and enjoys the benefits of increased physical activity, losing his metal suit in the process.

The advertisement will run in various States at different times during the International Year, supported by a poster and brochure, also highlighting the "Rusty" character.

Some ideas for linking with the Active Australia/IYOP project include:

- Distribution of the campaign brochure and/or poster to your members and/or constituents. Bulk copies are available from the Australian Sports

Commission by phoning (02) 6214 1654, fax (02) 6214 1995, or email: [pubs@ausport.gov.au](mailto:pubs@ausport.gov.au)

- Incorporation of project material in your regular newsletters and publications;
- Encouraging your member clubs (where appropriate) to include a physical activity session within a regular meeting time, or organise for the group to take part in a gentle exercise class. Try carpeting bowls, or going for a walk as a group;
- Encouraging your local-level member organisations to contact their local council, community health centre or department of sport and recreation office to link with other activities planned to celebrate IYOP;
- Establishing displays in local libraries or community centres promoting the benefits of increased physical activity, and activities at a local level;
- Encouraging people to form walking clubs, gardening groups or other social activities involving moderate physical activity. Remember to stress the social and psychological benefits of increased physical activity.

The Active Australia Campaign is one of a number of Federal Government initiatives for the International Year. For more information on how you can get active in the International Year, call the following contact number in your state or territory:

NSW	131302
VIC	1800 638 594
SA	(08) 8410 1507 or (08) 8416 6677
TAS	1800 252 476
NT	1800 045 678
ACT	(02) 6205 4000
WA	(08) 9387 9734

In Queensland, contact your local council, library, health or community centre, Department of Tourism, Sport and Racing, or check your local telephone directory.

**Alternatively, you can contact Ms Colleen Reeves at the Australian Sports Commission on tel: (02) 6214 1654, Fax: (02) 6214 1640 or email: [creeves@ausport.gov.au](mailto:creeves@ausport.gov.au) You can also access the Active Australia IYOP project Internet site for the latest information.**  
**<http://www.ausport.gov.au/mathome.html>**

## IYOP Goes to the Movies

The Australian Film Institute is a non-profit organisation dedicated to promoting Australian film and television. Since 1958, the AFI has served as a national voice of the moving image and actively supported independent film-makers around the country. The AFI presents the annual AFI Awards, provides Australian audiences with innovative programs in exhibition and distribution with additional benefits and discounts to AFI members, and houses the most comprehensive Film Research and Information Centre in Australia.

From information provided by AC'99 National, the AFI has compiled a selection of films that aims to promote thought and understanding towards older people. These films discuss several themes and ideas: stereotypes, attitudes and the media; wisdom and stories; families and intergenerational links; retirement accommodation; health and care; activities and participation; dignity and independence; technology and diversity. The list of short film titles will be circulated to the AC'99 partner network later in the year, as well as appropriate education markets and other groups in the community.

The AFI will also be working with AC'99 National to identify appropriate opportunities to run screenings throughout 1999. More information will be advised shortly.

The AFI is currently seeking to establish a partnership with an organisation to fund the production and distribution of the IYOP film titles flyer which will be distributed widely throughout Australia. The sponsor will enjoy recognition on the printed flyer, both the AFI and the AC'99 websites as well as future editions of this publication.

*Organisations interested in learning more about this exciting sponsorship opportunity are invited to contact Daniel Vaughan, Marketing & Sales Coordinator, Australian Film Institute on tel: (03) 9696 1844, fax: (03) 9696 7972 or email: [dvaughan@afi.org.au](mailto:dvaughan@afi.org.au)*

## Celebrating Older Bodies

The only way to avoid wrinkles is to live in outer space or never smile again. This is a key slogan of The Body Shop campaign, which aims to create awareness and general debate of the issues surrounding ageing and body image. The campaign materials will be distributed from International Women's Day on March 8th with a media launch scheduled for March 23rd.

Some people may recall the Ruby doll character which has been a key part of campaigns run by The Body Shop on women's self-esteem. The IYOP campaign will feature and celebrate an aged Ruby. Other promotional items including postcards and copies of "Full Voice" magazine will be distributed through retail stores and relevant events. The "Full Voice" publication has been structured to create debate, and the postcard and website will facilitate



*Image of aged Ruby reprinted with the kind permission of The Body Shop*

feedback from different individuals and groups in the community. The postcard invites responses to "Ageing to me is?" and the information will be collected from March to August. On the International Day of Older Persons on October 1st, a snapshot of responses will be published in a national magazine. The attitudinal responses will be donated to an organisation that is interested in developing the theme into a research project.

*For further information on The Body Shop campaign, please contact the AC'99 National Secretariat on tel: (03) 9820 4463 or email: [ac99nat@vicnet.net.au](mailto:ac99nat@vicnet.net.au).*

## Promoting Healthy Eating Habits

The Dietitians Association of Australia represents approximately 2,000 dietitians across Australia. It recognises the importance of nutrition to the health and well-being of older Australians. DAA expressed concern about the findings of a research program in October 1998 which indicated that the eating habits of older Australians are placing them at risk of serious illness and disease. In response to this, the organisation aims to mark IYOP through three key strategies:

- The promotion of Accreditation Standards for Residential Aged Care Facilities for improving the diets- and thus health- of older individuals in these facilities.
- The development of a reference manual and training program to guide health professionals and aged care facilities; it is proposed that the manual and training program will provide guidance on the implementation of the standards and guidelines within the Accreditation program;
- Contribution to the development of Dietary Guidelines for Older Australians which will promote the importance of older Australians adopting healthy eating habits.

DAA is keen to hear from organisations interested in sponsoring the development of the standards reference manual.

*For further information please contact Sue Cassidy, Professional Services Dietitian, Dietitians Association of Australia on tel (02) 6282 9555, fax (02) 6282 9888 or email: daacanb@hcn.net.au You may also wish to refer to the website: [www.daa.asn.au](http://www.daa.asn.au)*

## Occupational Therapy For Older Australians

Occupational therapists work with older people in a variety of settings and circumstances focusing on the individual's ability to function within his or her own environment. They identify barriers to participation in everyday activities and work with the person and his or her support network to overcome these barriers. OT Australia has more than 3,500 occupational members across Australia. In response to the large proportion of patients who comprise older people with medical conditions such as dementia, strokes, arthritis, sensory impairment, falls, pain, incontinence, isolation and caring issues, OT Australia has established a National Advisory Council on Aged Care to address occupational therapy issues in the longer term.

The 20th National Conference of OT Australia will take place in Canberra between 25-28 April at the National Convention Centre. There will be a number of sessions throughout the conference that focus on occupational therapy around the issue of older people. On Sunday 25 April pre-conference workshops will be held including one entitled, "Falls Prevention: Towards Best Practice".

*The Conference Secretariat can be contacted on telephone (02) 9241 1478, fax (02) 9251 3552 and email: [otaus@icmsaust.com.au](mailto:otaus@icmsaust.com.au)*

*General OT Australia enquiries: Ms Linda Oke, Executive Director, OT Australia, tel: (03) 9416 1021; fax: (03) 9416 1421 and email: [otausnat@ozemail.com.au](mailto:otausnat@ozemail.com.au)*

## Alzheimers Association National Conference

The Alzheimer's National Conference will be held in Western Australia on September 21-25, 1999. The conference will be hosted by Alzheimer's Association WA at the Performing Arts Centre in Mandurah.

Alzheimers invites carers and anyone who is interested in Alzheimer's disease and other related disorders to attend the conference. The conference will have both a national and international focus.

*More information can be obtained from Promaco Conventions Pty Ltd, PO Box 890, Canning Bridge, WA 6153, Ph: (08) 9332 2900, Fax: (08) 9332 2911, email: [promaco@promaco.com.au](mailto:promaco@promaco.com.au) website : [www.promaco.com.au](http://www.promaco.com.au)*

## Online Australia Year

The Online Australia Year initiative of the National Office of Information Economy was launched by Senator Alston on February 18, 1999 in Canberra.

Online Australia Year is a high profile, high-impact Commonwealth initiative to help Australians succeed on line; build on-line "communities" and involve Australians in online issues and activities.

The National Office of Information Economy is a new partner of AC'99 that forges partnerships itself with different organisations around Australia. Through the partnership with AC'99, it is envisaged that many exciting new partnerships will develop. You may want to consider ways in which you or your organisation can participate in Online Australia Year.

You can visit the website at [www.onlineaustralia.net.au](http://www.onlineaustralia.net.au) to view the themes and initial program.  
Contact Online Australia on tel (02) 9240 0900 or email: [oa@noie.gov.au](mailto:oa@noie.gov.au) for more information.

## New Website to Promote IYOP Projects

National Partner, The Green Webb, has announced that its new website entitled Medialaunch is now available.

The website will carry stories and round-table discussions on a range of projects including IYOP.

Visit the site and read about the piano player who plays 300 songs a day to residents in the Retirement Services Australia facilities and join the lively residents for a sing along. Check out the top ten danger sports for older people in their homes on the Royal Australian Architects Archicentre Checklist. [medialaunch.com.au](http://medialaunch.com.au) is connected to over 500 media outlets and has a free listing area for IYOP events.

Contact: Mr Ron Smith on email: [greenweb@greenweb.com.au](mailto:greenweb@greenweb.com.au)  
tel: (03) 9818 5700 or fax: (03) 9818 5044

## Innovative Initiatives From NARI

The National Ageing Research Institute and the Human Mind and Body program at the Museum of Victoria will be presenting a public forum in May to highlight the importance of exercise, the issue of falls prevention, and the ageing brain and problems of dementia. The public forum - 'Use it or Lose it' will be held on 27th May 1999 and hosted by the Museum of Victoria at the State Library theatre. Keynote speakers from NARI will provide open question and answer sessions with the general public.

NARI will also hold the first national conference on The Science of Ageing in Melbourne over two days in September 1999. This conference, organised by the National Ageing Research Institute, aims to provide a natural forum for a mutual exchange between scientists working in the field of ageing.

For more information on either event please contact the NARI Development Officer, Sharon Hillman on tel: (03) 9389 7148 or email: [s.hillman@nari.unimelb.edu.au](mailto:s.hillman@nari.unimelb.edu.au)

## Images of Our Elders Makes A Lasting Impression

The following is a letter written by one of the winners in The Hammond Care Group's Images of Our Elders photographic exhibition this year. Priscilla won a Highly Commended certificate for her pictures of her grandmother in action at Tai Chi classes. This is her story:

"I arrived in Australia in 1987 at the age of ten. My grandmother was here five years before our immigration from Malaysia. I was immediately initiated into western culture and influences, and during my teens, my relationship with my grandmother was non-existent. Even with the knowledge of five different dialects, I refused to communicate with her. Why? Because I was young and cool and it was uncool to speak like a 'nip'.

I've since matured and had a change of heart. To me, I never saw my grandmother in a context of age. Sure, she was old, but she had so much drive, so much energy, that in comparison I was idly wasting the days away. I saw her as the 'other' because of her traditions, and the culture she lives and represents. Perhaps I wanted to photograph her in order to get re-acquainted with the 'old ways'.

Entering the competition was a move of self-analysis. After the photo shoot I spent some time with my grandmother and her peers. We had lunch, engaged in conversation, and blended. That day was therapeutic for me, in terms of personal growth. Most importantly it strengthened my relationship with my grandmother. Not only was the gap between our ages bridged, but the cultural barrier was also lifted. I am forever changed. No longer do questions such as "What's the point?" cloud my thoughts. I'm now driven by a new demon. This question now booms in my head: "How can I be the best that I can in this short, yet precious life?"

The human spirit is an incredible thing. Thank you to all my older peers for embracing and teaching me your courage, wisdom and overall the will to lead a fulfilling life."

Priscilla, 21 years old, is from Morley, Western Australia, and is a Bachelor of Arts/Communications student at Edith Cowan University.

The Images of Our Elders exhibition is on from March 10 to 20 in Sydney and touring nationally throughout the Year.

For further details contact Helen Carter at Hammond Care Group on (02) 9248 0403.

## Surfing the Senior Survey: Have Your Say

Brooks Adam Research is a not-for-profit consumer-research firm based in Richmond, Virginia, and to commemorate IYOP the organisation is conducting an international research project that aims to gauge older persons' attitudes and demographics through the Internet. The project is regarded as the first international senior research study of its kind. The comprehensive Internet survey addresses a number of different issues including the definition of an older person; chronological age versus perceived age; societal expectations; quality of life and health issues; and work-related issues. Older Australians are invited to visit the site and complete the survey. The results of the project will be presented to an international audience in June 1999 as part of the third conference of the International Association of Homes and Services for the Ageing on June 27-30, 1999 in Honolulu, Hawaii.

A hotlink has been established from the AC'99 website to the Brooks Adams Research website otherwise visit the site directly at [www.seniorsurvey.com](http://www.seniorsurvey.com). Survey deadline is 30 April 1999.

*More information can be gained by contacting Ms Ann Crawley, Project Coordinator, Brooks Adam Research on email: [sbarsh@aol.com](mailto:sbarsh@aol.com)*

## Cycling During IYOP

HelpAge International together with local governmental agencies, NGOs and the private sector in Thailand launched an innovative free-bike-riding for older people project in Bangkok on October 1st 1998. The Bicycle for Health for the Elderly project, one of HAI's campaigning activities of the Year, will run throughout 1999 to encourage older people to lead an active and healthy life.

The project provides 25 bicycles for those over 55 to borrow free of charge for riding in Lumpin Park- one of the oldest and most beautiful public parks in Thailand- every Saturday from 8- 10am. Older people also receive free health examination services by nursing volunteers from the Thai Red Cross Society and riding lessons from Thailand Cycling Club volunteers.

The Bangkok Metropolitan Administration granted

permission to use the park compound as the project's venue and Thai Bicycle Industry Company generously donated the bicycles. To date the project has welcomed 30 regular riders each week and the number of older cyclists is on the steady rise.

## Presenter Sought For Age Concern Conference

Age Concern UK will be holding its AGM and conference on 20 October in Winchester in UK. The United Nations Association of Australia is seeking contact details of a London-based presenter who already plans or would be available to attend the conference to present a case study on the Australian perspective of Long Term Care in the context of the UN International Year of Older Persons. Perhaps there is an Australian organisation with an employee or associate posted in London who might be able to assist.

*Please contact Ms Patricia Collett, Executive Director of United Nations Association of Australia (Victorian division) on tel: (03) 9482 3655, fax (03) 9482 5118 or email: [UNAA.VIC@bigpond.com](mailto:UNAA.VIC@bigpond.com)*

## AUSTRALIAN

### states & territories

#### "Older Men: New Ideas" in NSW

Older men's issues gained more prominence with recent media reports about the rise in male suicide in older age. Council on the Ageing (NSW) has been very active in developing a new group for men only. Called OMNI (short for Older Men: New Ideas), the interest shown in this new group has been growing rapidly. Council on the Ageing is grateful to Willoughby Council for providing a small seeding grant for the pilot project which is poised to go statewide as soon as the project funding can be obtained. Older men can join OMNI and obtain free membership of Council on the Ageing with access to all its member services. Local OMNI groups are being established on a voluntary basis at this stage by men who are retired and who are seeking new meaning and direction for their lives. COTA is extremely fortunate to have a very committed group of older men developing this initiative, led by Jack Zinn and Walter Black.

*For more details or to join OMNI please call Council on the Ageing (NSW) on (02) 9299 4100 or 1800 449 102 for country callers.*

### **Australian Paralympic Team involvement in ACT**

Australian Coalition '99 (ACT) has recently established a partnership with the Australian Paralympic Track & Field Team to promote the Global Walk on October 2, 1999. The team is interested in encouraging the entire Canberra community to participate, as well as raise the profile of the territory as a society for all ages. The walk will take place at Lake Burley Griffin.

Participants in the walk can look forward to concession stalls and entertainment will also be provided on 2 October. The day is also being used to raise funds for the Australian Paralympic Team. It is encouraging to know that by celebrating 1999, we will help some of Australia's greatest athletes celebrate in 2000.

**Contact AC'99 ACT for more information.**



*Photograph used with the permission of National Sport Information Centre of the Australian Sports Commission.*

### **Quirky Partnership in South Australia**

"The South Australian Museum's latest exhibition is stopping people dead in their tracks".

This sentence, from an article in "The Advertiser" newspaper, helped to announce an innovative series

of partnerships developed around the International Year in South Australia.

The exhibition, "A Beautiful Burial: Ancient Egypt in Adelaide," is an event presented by the Museum as a part of their program for the International Year. Simplicity Funerals and West Terrace Cemetery sponsored both the Museum exhibition and the International Year in South Australia. AC'99 SA was instrumental in the development of the initiative between and among themselves and the three key Partners. Ann Lloyd, IYOP Program Manager in SA was heard to say, "this significant undertaking was made in heaven".

### **Apple Isle Activities**

To celebrate the International Women's Day on 8 March 1999, the Glenorchy Arts Council with Moonah Arts Centre will be holding a 'brown bag lunch' with the theme of older women and the arts. Women wishing to attend are asked to bring a sandwich and their art work.

The "Three Tremors" Concerts is planned for 27-28 March and will be supported by the Hobart City Council. Singers aged 60 years and older will delight audiences at matinee and evening concerts. To complement the Three Tremors, the Tremolettes and the U3A choir will also perform. Profits generated from ticket sales will be donated to a children's charity, demonstrating the intergenerational theme of the initiative.

On Anzac weekend the Tasmanian Youth Orchestra Wind Ensemble will embark on a statewide tour of Tasmania's historic bandstands, performing "Music for All Ages" and linking with local historical societies to share the story of the bandstand.

**Contact AC'99 Tas for more information.**

### **Listen to Older Victorian Voices**

Outside Melbourne in the Yarra Ranges there is a HACC funded service, the Melbourne Community Support Project (MCSP), which offers telephone based social support to carers and to isolated, frail older people. As well as this, the Melba Project produces a weekly half hour radio program called "Listen to Older Voices".

Originally "Listen to Older Voices" broadcast on two community radio stations - Voice of the Yarra Valley and Plenty Valley Radio. Currently MCSP supplies a

weekly program direct to Voice of the Yarra Valley as well as a weekly program, ComRadSat on the National Community Radio Network. Consequently, Listen to Older Voices can be received by radio stations around the nation at 3.03 pm on Tuesdays. If your local radio station doesn't tap into this you may suggest that they do so.

MCSP is interested in covering IYOP events, interesting stories from older and younger people to commemorate IYOP, and issues that make entertaining programs. To this end, the group will be approaching Partners in the Melbourne and rural fringe areas with a view to sending a member of its staff to cover different events.

*The Manager of this program is Hannah Sky, Melba Community Support Project, phone (03) 5962 1033*

#### **Recollections in NT**

An interactive multi-media community event called "Recollections" to celebrate memory and 1999 is underway.

Through a workshop and creative development process, people between the ages of eight and 80 from different arts and community organisations will contribute at a weekend workshop to reflect on memory. This will be held on May 22 and 23, 1999. Participants' stories will be interwoven with big screen 'scrap' books, archival footage and old music juxtaposed with video clips, computer generated graphics and digitally manipulated photos. The project will also serve to enhance the status of carers in the community through their participation in a high publicity performance.

"Recollections" will endeavour to counteract negative images of both older and younger people through a creative collaboration where artists will actively encourage skill sharing and exchange. The documentation process will include the continual development of the "Recollections" website which will also reach isolated older Australians.

**Contact AC'99 NT for more information.**

## **NEW NATIONAL**

### *Partners*

#### **Australian Film Institute**

Contact: Mr. Daniel Vaughan,  
Sales/Marketing Coordinator  
Tel: 03 9696 1844 Fax: 03 9696 7972  
Email: [info@afi.org.au](mailto:info@afi.org.au)  
Website: <http://www.afi.org.au>

#### **Australian Medical Association**

Contact: Ms. Dorothy Dashwood  
Senior Policy Advisor, Health Services  
Tel: 02 6260 5400 Fax: 02 6270 5499  
Email: [ddashwood@ama.com.au](mailto:ddashwood@ama.com.au)  
Website: <http://www.ama.com.au>

#### **Australian Nutrition Foundation**

Contact: Ms. Judy Martineau  
National Executive Officer  
Tel: 07 3876 2677 Fax: 07 3876 2254  
Email: [anfqlld@tpgi.com.au](mailto:anfqlld@tpgi.com.au)  
Website: <http://www.monash.edu.au/anf/>

#### **Australian Physiotherapy Association**

Contact: Mr. Gavin Hewton  
Chief Executive Officer  
Tel: 03 9534 9400 Fax: 03 9534 9199

#### **Captain Cook Cruises**

Contact: Ms. Rosslyn Jackson,  
Manager: Harbour Cruises  
Tel: 02 9206 1116 Fax: 02 9206 1281  
Email: [captcookcrus@captcookcrus.com.au](mailto:captcookcrus@captcookcrus.com.au)  
Website: [www.captcookcrus.com.au](http://www.captcookcrus.com.au)

#### **Computerised Medical Systems**

Contact: Dr. Eddie Price  
Tel: 02 9957 4267 Fax: 02 9954 9553  
Email: [nthsyd@cms.bu.aust.com](mailto:nthsyd@cms.bu.aust.com)

#### **National Office for the Information Economy**

Contact: Mr. Brendan Harkin  
General Manager  
Tel: 02 9240 0900 Fax: 02 9251 4577  
Email: [brendan.harkin@noie.gov.au](mailto:brendan.harkin@noie.gov.au)  
Website: [www.noie.gov.au](http://www.noie.gov.au)

#### **The Penguin Club of Australia Inc.**

Contact: Ms. Carolyn Byrne,  
National President  
Tel: 08 8338 2232 Fax: 08 8338 1928  
Email: [carolb@senet.com.au](mailto:carolb@senet.com.au)  
Website: [www.thepenguinclub.asn.au](http://www.thepenguinclub.asn.au)

NSW: Anthony Brown  
 Phone: 02 9299 4100  
 Fax: 02 9299 4414  
 Email: cotansw@ozemail.com.au  
 Website:  
[www.add.nsw.gov.au/iyop/htm](http://www.add.nsw.gov.au/iyop/htm)

Victoria: Kay Koetsier  
 Phone: 03 9654 4443  
 Fax: 03 9654 4456  
 Email: cotavic@vicnet.net.au  
 Website: [www.vicnet.au/~ac99vic/](http://www.vicnet.au/~ac99vic/)

SA: Ann Lloyd  
 Phone: 08 8232 0422  
 Fax: 08 8232 0433  
 Email: alloyd@cotasa.org.au  
 Website: [www.seniors.asn.au](http://www.seniors.asn.au)

ACT: Louize Glenn  
 Phone: 02 6282 3777  
 Fax: 02 6285 3422  
 Email: loughlenn@dynamite.com.au

Queensland: Wendy Skitch  
 Phone: 07 3256 6766  
 Fax: 07 3256 6788  
 Email: cotaq@cotaq.org.au  
 Website: [www.cotaq.org.au/ac99](http://www.cotaq.org.au/ac99)

TAS: Ann Hughes  
 Phone: 03 6233 3876  
 Fax: 03 6233 6620  
 Email: ann.hughes@dchs.tas.gov.au  
 Website:  
[www.tased.edu.au/tasonline/cotatas](http://www.tased.edu.au/tasonline/cotatas)

WA: Elizabeth Bennie  
 Phone: 08 9321 2133  
 Fax: 08 9321 2707  
 Email: cota\_18@cotawa.asn.au  
 Website: [www.cotawa.asn.au](http://www.cotawa.asn.au)

NT: Yvonne Sutherland  
 Phone: 08 8948 1511  
 Fax: 08 8948 1665  
 Email: yscotant@downunder.net.au

## Win an IYOP 1999 Coin Set!

AC'99 National and the Royal Australian Mint are giving you the chance to win a "1999 Uncirculated Six Coin Set". All readers of "Update" have the opportunity to win one of five coin sets by submitting a Letter to the Editor no later than 1st April 1999. The winning letters will be chosen for their appeal and originality. The Editor's decision is final and no correspondence will be entered into.

The winning five entries will be published in the May edition of "Update".

The 1999 Six Coin Set features the IYOP Commemorative \$1 coin as well as \$2, 50c, 20c, 10c and 5c coins, and is available from the Royal Australian Mint for \$19.95 (plus postage and handling), by calling 1300 652 020 (cost of local call) or from selected Australia Post outlets for \$19.95.

*Please email us your letter at [ac99nat@vicnet.net.au](mailto:ac99nat@vicnet.net.au) or fax on (03) 9820 4247.*

*Don't forget to include your contact details as well as a postal address.*

*Council on the Ageing (Australia) is the auspicing organisation of Australian Coalition '99 (National)*

*Australian Coalition '99  
 Level 2, 3 Bowen Crescent  
 Melbourne Victoria Australia 3004  
 Tel: (613) 9820 4463  
 Fax: (613) 9820 4247  
 email: [ac99nat@vicnet.net.au](mailto:ac99nat@vicnet.net.au)  
[www.vicnet.net.au/~ac99](http://www.vicnet.net.au/~ac99)*

- *Please note that you can interchange "www" for "home" or "avoca" in our website address.*