

UPDATE

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

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

Working with The Media

AC'99 recognises the importance of engaging the media throughout 1999 to support International Year of Older Persons efforts to bring about changes in mindsets towards ageing and older people.

An innovative range of communication strategies is required when the aim is to reach different groups and individuals in the community.

AC'99 Project Manager, Lisa Ellis, and freelance Journalist, Helen Elliott have been liaising with key journalists and editors of different media to engender their ongoing support and participation in the Year. The two new partnerships below are a result of this media effort. Refer to our website and future editions of "Update" for ongoing media developments.

Reaching one in three Australians

AC'99 National is delighted to announce a new media partnership with The Australian Women's Weekly.

Ms Julia Zaetta, Editorial Director of The Australian Women's Weekly, said of the new partnership: "We are very pleased to become involved in plans for IYOP. Given that the Weekly reaches more than one in three Australians, we feel a responsibility to work with AC'99 to promote 'positive ageing' throughout 1999 across Australia."

AC'99 National will be working with the editorial team over the coming months to develop innovative features and stories for future editions of the magazine.



Targeting the advertising industry

A big welcome to new media partner, "Ad News", Australia's top selling marketing, media and advertising magazine. As well as reaching the advertising industry, the publication is read by marketing executives within large Australian companies.

The key role of Ad News in 1999 will be to promote an advertising competition to marketing and advertising professionals.

AC'99 is presently finalising details of the competition which aims to improve the awareness and portrayal of older people in advertising.



Significant Transitions

Feature article by Helen Elliott

There's a famously singable tune from the musical Fiddler on the Roof called "Tradition". Perhaps it could be changed - just for this year - to "Transition"? Because if the practice of life is about anything it is about transition.

Christenings, weddings, funerals are always markers for significant transitions in our lives. The first two are celebrations, and we attend to them with joy. But the last, the funerals, we always find difficult, regardless of the circumstances. Funerals remind us too sharply of our mortality and of our inevitable final transition from this world into something unknown.

And for those left behind there is also a transition, not the final transition, but one that we all recognize as being one of the most painful and stressful periods in our lives.

What happens when your partner dies? We start off

as single, we find someone to share our life and then, after what seems the passing of some of the most relevant years of our lives as one half of a whole, we find ourselves back where we started - single again. It's something most of us find impossible to contemplate.

Yet that word "single" rarely applies to those who are made, or re-made single after a long partnership. We have special words - widow and widower.

Some words are pleasing to say and to hear but "widow" and "widower" have nothing to recommend them. They are ugly sounds. And they are words that bring with them a particular chill. It's nothing specific, nothing you can define but it's there.

Obviously the involuntary chill we feel at the mention of the word "widow" has something to do with the way death is regarded in this culture. It's too close to home.

You rarely hear the word "widower" these days, but you will hear the word "widow" used every day. And you'll know several widows, although you might be hard pressed to think of a few widowers. Bureau of Statistics 1994 figures reveal that over 80% of widowed persons are women. Because although both males and females are living longer, women still live on average approximately seven years longer than men. Of women over 85 years 73% were widowed. It takes very little imagination to empathise with what any human being might have to face given the death of a lifelong partner, but women have issues that are different from those of men.

Older women, and these are the women most likely to be currently undergoing that transition from partnership to being single again, are more likely to be of the generation where the male looked after the financial affairs and the physical external maintenance of a house while the female looked to the health of the family and the internal practicalities of the house. Looking after one's financial affairs is difficult enough at any stage in life, but the challenge involved in coming to this so late is considerable. And any challenge that a recently widowed older woman has to face will be compounded by the distress of facing her loss.

But perhaps even more dislocating to many women are the subtle - and not so subtle - social shifts involved. Having found identity in being "married" and all that entails for the greater part of your life, you have to redefine yourself. Or perhaps you don't necessarily redefine yourself, but others do. In the eyes of the world you move from the safety of being "married woman" to the uncomfortable category of being "widow". Certain expectations come with the word.

Susan Feldman, the Director of the Alma Unit for Women and Ageing at the Centre for the Study of health and Society, University of Melbourne has done extensive research into widowhood. On the whole she has found that most women, despite their initial sorrow and grief, look forward to a positive future and comments that in interviews with widows "what stood out ... was their attitude to life, their courage, strength and stoicism. These women were survivors, with their collective experiences including war, depression, migration, outliving family and friends."

Most of the women in Feldman's research came to accept their transition into a new single life. As she says, she sees lots of women who are widows, but she does not see women out there in the street looking as if there is no reason to live.

Her research, though, illuminated some interesting information about new tensions that occurred in the relationship between the widow and her children. It appears that some children, thinking of the future and trying to be responsible, forget that their mother has lived a very adult life for many years and does not need to be treated as someone who is more childlike in her negotiation of the world than her grown children.

Other aspects of the research related to friendships. Friendships with other women were frequently seen as sustaining and necessary to maintaining a full life. But some women reported difficulties in friendship with men. Women at any age want intimacy, but some described their relationships with men as not at all straightforward.

Susan Feldman came to the conclusion that there were as many positive things the women in her study discovered about themselves and the world as there were negative things. Widowhood, like everything else in life is complex and the women she spoke with said they have bad days as well as good. But what moved her was the resilience that all of the women showed, something that was summed-up in the words of one 84 year old talking about life's challenges: "...but I think it's about being single again, and it's as a single older woman this time round that I face the world."

The New Zealand writer Elizabeth Knox has just written an extraordinary novel called 'The Vintner's Luck' (Chatto Windus). It follows the story of one man's life, from early youth to old age. Describing her hero towards the end of the novel she makes this succinct observation:

"His age is as much himself as his youth."

As the song says, it's all about "transition", although we still remain ourselves.

Self-Service Banking Information And Education Program For Older Australians

A pilot program to assist older Australians understand the new banking technologies is being run by a partnership between the banking industry and peak community organisations. The program provides information and assistance to older Australians to help them understand the new technology associated with electronic banking.

The project is being supported by the Federal Government as an initiative in the 1999 International Year of Older Persons and as part of the Prime Minister's Business and Community Partnerships initiative.

To date, the development phase of the partnership has involved the Australian Bankers' Association, National Seniors' Association, Australian Pensioners' and Superannuants' Federation, Council on the Ageing (Australia), Older Women's Network (Australia), Country Women's Association (Australia), Superannuated Commonwealth Officers Association, Association of Independent Retirees and the Returned & Services League of Australia.

The program for older Australians will provide information and hands-on experience in the use of various forms of self-service banking, including use of Automatic Teller Machines (ATMs), Electronic Funds Transfer at Point of Sale (EFTPOS), telephone and Internet banking.

In the pilot stages of a national campaign, Nowra and Parramatta, in New South Wales, and Mooloolaba, in Queensland,

have established community committees involving banks, local government and community organisations to plan and manage the programs. A similar committee will soon be established in Wagga Wagga, in southern New South Wales.

These pilot projects are testing ideas and information products in preparation for a national program beginning in late May.

A video, colour brochures and a poster have been developed for use by community groups, and banks have established a range of demonstration equipment that can be used in personal, small group and expo situations.

More than 30 per cent of Australians over 55 use ATMs; almost a quarter use EFTPOS and 15 per cent do banking by telephone. Some over 50s also use Internet banking. However, these percentages are well below the national average and well below the figures for younger customers - 87 per cent of 18-24 year olds use ATMs, for example.

Community and government organisations in several States have already expressed interest in starting a program based on the pilots.

The Secretariat for Self-service Banking and Older Australians can be contacted at Post Office Box 1812, Woden, ACT 2606 or by telephoning 1800 633 855.

OPINIONS

IYOP is an interesting theme when we live in a world that is inclined to ignore the past as irrelevant.

By Ella Ebery, the Editor of North Central News. Ms Ebery, aged 83 years old, is a fourth generation of the early goldseekers, and her 'chosen retirement' is as Editor of the 'North Central News' which started as the 'Mercury' on the goldfields of St Arnaud in 1865. This editorial was published in the St Arnaud newspaper, 'North Central News', in early 1999 and is reprinted with the kind permission of its author.



Ella Ebery, Editor North Central News

The United Nations cite the Year as being for "celebrating, valuing and encouraging the diversity and contribution of older [Australians]". Not just saying 'thank you for what you have contributed' but recognising the ongoing contribution.

History is not a popular subject in the education system today, and many young Australians are woefully ignorant of their own short history, let alone the British history the oldies learned.

So perhaps this year we may be reminded that the older person is an important link in the chain of life, and not just a relic from an irrelevant past. The Aborigines have always known this and their tribal elders have formed a bridge into each new generation.

The system sustained them for 40,000 years and even now when their lives are so greatly disrupted, the elders are still their strength.

Our own elders have successfully coped with many of the problems the young face today.

Unemployment is not new.

In the 1930's there was a bad depression and no work.

Children leaving school had no jobs to go to, and

there was no dole for them.

They did not turn to drugs or suicide, so maybe they have something to tell those who are stressed today, in similar fashion, about how they coped.

Human problems do not change.

They simply come in a different setting.

The older persons have lived through war and depression and great social changes, and are now coping with a user pays, dollar driven society that causes its own problems.

So many of our older people now being made redundant, long before retirement time, with no chance of gaining other jobs, face the loss of purpose and identity that employment brings.

This is no way to treat older citizens.

The person behind the wrinkles or the lost figure of youth, is exactly the same person who was the campaign footballer or the community leader in past years.

Every older person has much to offer the world, so let us give them their due and recognise the importance of their place in this International Year of Older Persons.

Shouldn't your next generation of employees be older and wiser?

By Vic Nicholson

This editorial was published in the 'Australian Health & Aged Care Journal', Vol.10, Issue 3, 1999 and is reprinted with the kind permission of Mr. Nicholson, Director, Older & Wiser Pty Ltd

Being the International Year of the Older Person, this is a vintage year, therefore, for rediscovering the value of emotional maturity, prior experience and proven expertise.

It never ceases to surprise me how little today's management seems to value experience.

Not long ago, this particular mature aged consultant was bidding for a tourism marketing contract.

The interviewing panel included a highly paid sports promotion manager in his 40s, who asked why the marketing group of which I was part values my services at \$100 an hour.

Before I could answer, one of his own panel interjected 'If he were to achieve three times the outcome of somebody who charged \$50 an hour, how would you value his fee then?'

Again, last week I found myself involved in the development of another partnership project submission. This time it involved marketing the services of people made redundant and who are now virtually unemployable because current management thinking says they are "too old".

Being somebody who became "over qualified" for the advertising industry at 40, I was keen to find an answer.

Why do businesses "let go" people over 50 so readily after they've proved themselves good enough to merit advancement for the last 20 years?

How do you place people who, quite probably, might have more experience and, in fact, know more than the person employing them?

The stereotypes of 'no fire in the belly', 'old wood', 'high tech luddites' and 'can't teach an old dog new tricks' do exist.

But they are probably also the types who will happily take the package.

The big losses come from letting go the ones who are intelligent, loyal, hard working, highly skilled. People who make the system work despite its shortcomings - who are called in when it's too hard for the assigned person to fix - and who really ought to have been given 'the big job'.

Remember exceptional people remain exceptional at any age.

Think about the fact that Darwin was 50 before he published 'Origins of the Species'. So was Henry Ford when he created the assembly line. Harvey didn't discover blood circulation and Roentgen didn't discover X-rays till 50. Henry Kissinger didn't become America's greatest Secretary of State until 50. Ernst Heinkel was 51 when he made the world's first jet plane fly. At 52, Keynes turned economics on its ear with his General Theory of Employment. Kinsey revolutionised sex studies and Caxton developed the printing press at 54.

At 55, Monty first beat Rommel and Teller developed the Neutron Bomb.

Rimsky Korsakoff wrote The Flight of the Bumble Bee and Eiffel built his famous tower at 56.

Churchill led the UK to victory over Hitler at 70 and won his last election at 84. Ben Franklin framed the US Constitution and Goethe wrote 'Faust' at 81.

With her play 'The Mousetrap', Agatha Christie broke the world record for a theatrical run at 83. Michelangelo, Matisse, Pablo Casals, Picasso and Somerset Maugham all did some of their best work at 84.

Not one of these people could have got a job in Australia in 1999.

Bertrand Russell, the famous philosopher, set up the International War Crimes Tribunal at 94.

As behavioural researcher and author Desmond Morris says, 'The most encouraging news for the 65-year-old facing retirement is that it is not too late to start a new career. Winston Churchill first became Prime Minister at 65. A heavy smoker, heavy drinker and heavy eater, he defied all the rules and proved

that a good challenge is the best rejuvenator in the world.'

At 75, when interviewed on the subject, Churchill said 'I am ready to meet my Maker. Whether my Maker is ready for the ordeal of meeting me is another matter!'

Morris added 'The range of achievement of human beings aged 70 and over is staggering.'

Exceptional mature people are a veritable bargain.

They can bring to you a million dollars or more worth of experience that somebody else has paid for! So consider this: somewhere out there are hundreds, perhaps thousands, of exceptional people somebody let go - because they weren't young and ambitious - not because they weren't good.

Consider this, too: in the retirement industry such people are closer in age and experience to your market than most of your current staff.

Employee performance research shows that older employees tend to be more reliable, more responsible and take fewer sick days. They sometimes take longer to learn new systems but once they do, they tend to produce more and make fewer mistakes.

Despite these advantages, employers still tend to hire younger people. Why?

NATIONAL Partner NEWS!

A Step In The Right Direction For Nursing Home Residents

New 'Podiatry Guidelines for Aged Care Facilities' produced by the Australasian Podiatry Council have been taken up with enthusiasm by many Australian aged care facilities. The guidelines have an important role to play in ensuring our nursing home residents are kept mobile for the benefit of their health and wellbeing.

The podiatry guidelines were developed by the Council after an overwhelming response to a mail-out of a brochure which advised aged care facilities about the important role of podiatry for their residents. The guidelines clearly outline all the issues relating to the provision of podiatry services in facilities, from service delivery issues and service agreements to standards for equipment and facilities, infection control and occupational health and safety.

For your free copy of the guidelines or brochure please contact the Australasian Podiatry Council on (03) 9416-3111 or Fax (03) 9416-3188. Email: apodc@ozemail.com.au

Young Australians Promoting Older People on Film

Through AC'99's affiliation with the Australian Film Institute, an exciting partnership has been formed with the Cultural Film Foundation of Australia (CFFA), a not-for-profit cultural organisation run by an energetic group of young Australians. CFFA aims to challenge audiences and raise cultural awareness by exhibiting international documentaries that might not otherwise be seen in Australia. CFFA has strong associations with the Australian Film Institute and the Australian Film Commission.

This year CFFA in association with Museum Victoria and Cinemedia is running the inaugural film festival, 'REAL: life on film' which opens in Melbourne on 29 April 1999. 'REAL: life on film' is a festival of international documentaries from the American Museum of Natural History's Margaret Mead Film & Video Festival and the Human Rights Watch International Film Festival.

This is the first time that these New York based film festivals have been presented in Australia. 'REAL: life on film' promises to be a dynamic festival of international documentaries reflecting cultural and human rights themes, with 23 films from 12 countries.

The festival screens at Cinemedia at Treasury Theatre (formerly State Film Theatre) in Melbourne between 29 April and 6 May 1999. 'REAL: life on film' will draw together Australian and international expertise to positively promote cultural diversity, human rights and the celebration of older age.

In collaboration with AC'99, IYOP will be commemorated by the 'REAL: life on film' festival on Monday 3 May, 1999. Film-going is a pursuit that older and younger people may enjoy together, and promoting older people's participation in an activity that is today felt to be strongly focused on 'youth' may challenge ageist assumptions.

Monday 3 IYOP May: Film Schedule:

2.15 p.m Only the Lonely -
'The Bathhouse' & 'Bread Day' + Speaker Forum
4.45 p.m Human Rights Watch -
'Eternal memory: Voices from the Great Terror'
7.00 p.m Only the Lonely & Border Crossing -
'The Bathhouse' & 'Black Tears' + Speaker Forum
9.45 p.m Human Rights Watch -
'Four Women of Egypt'

A short precis of the documentaries commemorating IYOP:

Black Tears, Cuba, 1998

A musical portrait of the octogenarian Cuban quintet 'La Vieja Trova Santiaguera' ('The Old Troubadours'). A film about reminiscences and inspirations throughout the years - song, dance and love.

The Bathhouse, Lithuania, 1997

On alternate days of the week, older men and women take refuge in the oldest and last active public bathhouse in Vilnius. The visitors' musings about the hardships of daily life and an uncertain future are tempered with birch branches and the ritual bath.



Image from "The Bathhouse"

Reprinted with the kind permission of CFFA.

Bread Day, Russia, 1998

Long takes and stunning cinematography strike a fragile balance between melancholy and humour. Outside St Petersburg, Russia, in a forgotten, almost abandoned settlement, a dwindling community of older people barely manages to eke out an existence.

Eternal Memory: Voices from the Great Terror, Canada, 1997

During the 1930s and 1940s, "social surgery on a monumental scale" was practised in the USSR by the Stalinist regime: 20 million died in labour camps, of famine, or in wholesale executions. Eternal Memory movingly recounts Ukrainian losses.

Four Women of Egypt, Canada, 1997

Teacher, writer, activist, politician-four extraordinary women testify about the tumultuous events they have lived through during their long friendship in Egypt. A lively, argumentative reminiscence about the experiences of life.

'Retire to Inspire' Writing Competition

HESTA is a not-for-profit health industry superannuation fund for more than 360,000 workers in the health and community services industry. All profit in industry funds, like HESTA, is returned to members.

Entries are now open for the HESTA "Retire to Inspire" writing competition which encourages positive ageing and celebrates IYOP. This project has been undertaken by HESTA to increase awareness of the endless potential of post-work life, and the need to make sound financial plans. It is concerning that research* shows that many people under 40 are not worried about retirement at this stage of their life. It is thought that one way of encouraging a greater appreciation of the realities and importance of retirement among working people is to focus on the 'lives' of today's retirees.

The competition will be judged by Australia's best-selling author, Bryce Courtenay along with Bernie Fraser, (who features in the Super of the Future television campaign highlighting the many benefits of industry superannuation funds) and Maureen Lyster of Aged Care Australia.

Twelve stories featuring inspiring retired older people will be selected for inclusion in a high quality commercial publication. It is envisaged that the publication will include a photographic portrait of each retiree along with the person who has penned the accompanying information.

** Independent research for HESTA carried out by D&M Research Pty Ltd, on a study of superannuation voluntary contributions, Sept. 1998.*

Competition entries close on May 31.
For more details on sponsorship opportunities for the photographic publication, please phone Cathryn Harland at HESTA on (03) 8660 1600.

An Image of an Elder

Al Grassby AM is one Australian who is profiled in Hammond Care Group's 1999 Images of Our Elders.

When I was at school I seem to remember it was a terribly long time from one Christmas to another. It was incredible- it must have been a 20 year interval. These days I've just finished Easter and Christmas is tomorrow. Age is all in your head and spirit. Some of the oldest people I know are 18 and they worry me. One of the

youngest people I know rejoices at 82 he's blind, has six bypasses, throat cancer and has a pace-maker, but apart from that he keeps in excellent health! I think age is a matter for each individual as to how he or she wants to feel.

I have impatience with extremism- I feel I've earned the right not to put up with nonsense. On the other hand, I think I've learned to listen more: you meet somebody with a certain point of view and think, "my goodness, how did



Reproduced with the kind permission of The Hammond Care Group

the son of Genghis Khan get here?' -but the idea is to sit and listen to these different opinions.

There was a time I used to think, 'when and how is Australia going to grow up?' The prospects didn't seem good, but it's happened. I'm more optimistic now than I have been. I'm very passionate about multiculturalism, and looking back over the last quarter of a century, I'm delighted that there's been so much progress made.

In the International Year of Older Persons, I'd like to see a recognition of the contribution of older generations and see it reflected in society. We've got to pay tribute to those generations, and the 'now' generation should be reminded that the people they're honoring, however long they go back, did some remarkable things.

Al Grassby, AM

Tuning IYOP

'Timelines' is the innovative compact disk in production by the Hammond Care Group to commemorate IYOP. The CD brings together musicians of all ages to perform songs to promote all ages. Artists include well known performers including: Archie Roach, Barry Crocker, Dave Graney, Front End Loader, Deborah Conway, Mental As Anything and the Tasmanian Symphony Orchestra.

A second compact disk entitled Eltutmondijo is a wonderful mix of mainly traditional and original world music and is the product of collaboration between AC'99 National, the Ethnic Communities Council of Victoria, SBS Radio and Multicultural Arts Victoria.

The eclectic mix of tracks performed by older artists include Leo Rosner, the accordion player who appeared in 'Schindler's List'; Jimmy Little, the Cheo Feng Orchestra; Stamatia and Petrunka. Renowned artist, Kamahl has recorded 'You Make Me Feel So Young' with popular female vocalist group Tiddas to promote IYOP and intergenerational activity.

AC'99 partners will be advised shortly how they can order copies of both compact disks.



George Dreyfus and Deborah Conway recording the song they wrote together "When I Get Younger."

Laughter is the Best Facelift

The Body Shop Body Image and Ageing campaign was launched to the media on 23 March 1999. The campaign commences in the 64 retail stores across Australia on 16 April, and features the old doll, Ruby. All AC'99 partners will soon receive copies of the "Full Voice" magazine that has been produced to generate debate and dialogue on ageing throughout many different groups across Australia. Feel free to reproduce extracts from this booklet in your own newsletters, with appropriate acknowledgements to The Body Shop.

Did You Know That?

- 200,00 frowns = 1 brow line
- Hair grows thousands of kilometres over a lifetime- you lose some in places and gain it in others
- Your nose and ears continue to grow after maturity
- Skin becomes more translucent as we age
- From the moment we are born we are losing the sharpness of our hearing
- No one has died from wrinkles
- If you don't exercise regularly you can lose 30% of your muscle strength by the age of 70.

Reproduced from 'Full Voice' promotional booklet, with the kind permission of The Body Shop

IYOP

NEWS!

Winning is Being There

'Winning is being there' is the slogan of the 7th Australian Masters Games which will be held in Adelaide from September 25- October 3, 1999. Already the Games are breaking records with almost 33% more entries at this stage than the previous Games in Canberra.

Mr Rob Curkpatrick, General Manager, has advised that the Australian Masters Games have taken off as a multi-sport event with strong entries from throughout Australia and over 47 countries. Expressions of interest have been received from New Zealand, U.S., U.K., Indonesia, Canada, Sri Lanka, Vietnam, Guam and Brazil.

Competitors aged 30 plus can look forward to a healthy mix of social activities along with participation in any of the 48 sports:

- archery • athletics • badminton • baseball
- basketball • billiards • bmx • bocce • canoeing
- cricket • croquet • cycling • dancesport
- rock'n'roll • dragon boat racing • eightball
- equestrian • fencing • futsal • golf • gymnastics
- hockey • indoor cricket • indoor netball • indoor rowing • karting • lacrosse • lawn bowls • motor cycling • netball • rowing • rugby union • sailing
- shooting • snooker • soccer • softball • squash
- surf lifesaving • surfing • swimming • table tennis
- tennis • ten pin bowling • touch football
- triathlon/ duathlon • volleyball • weightlifting
- woodchopping

There are three ways to register as a competitor:

Call in at the 7th Australian Masters Games office, Level 13, Adelaide Bank Building, 90 Kings William Street, Adelaide

Phone the Games Hotline for a registration kit on (08) 8300 6140

Email a request to games@ausmasters99.org.au or log into the web page www.ausmasters99

Education in 1999

We have launched a new page on our website that suggests ways in which students and teachers in primary, secondary and tertiary education institutions can become involved in IYOP. Links to relevant

partner organisation projects have been created.
Refer to:
www.vicnet.net.au/~ac99/involved/educational

We are keen to establish hotlinks to sites that offer similar suggestions to the education sector, including information on organisations or printed resources that promote positive ageing messages to younger people.

Please email relevant information for inclusion on this page to: ac99nat@cota.org.au or fax (03) 9820 4247.

MARKET

intelligence

Homeshare - An Option For Community Care

For some older people, the most significant barrier to independence is living alone. For others, their most pressing need is somewhere affordable to live. Homeshare combines these two factors to provide a service that enhances the range of community options we can offer to older people at risk. Homeshare involves the bringing together of older people who need some help with younger people who can provide it in exchange for free accommodation. The relationship is one of mutual advantage, where each person gives and each person receives. The younger person has his/her own room and shares facilities in exchange for approximately 10 hours of work per week.



Margaret Jorgensen and Kenny Lau have enjoyed a successful Homeshare partnership.

Success comes from careful matching and monitoring of the process and through developing an accurate and shared understanding of each person's needs and expectations. Homeshare has been very successful in many parts of the world. Its appeal lies in the fact that it provides a dignified solution to the problems experienced by some people who are becoming frail.

Maintaining the integrity of the scheme is the critical factor in the Homeshare concept. Applications are carefully scrutinised, matches are trialled and the arrangement monitored at regular intervals. The Homeshare program must also act as an information resource body and educate 'homesharers'.

It is hoped that Homeshare will develop a national profile in Australia and take up formal links with Homeshare International. At this time, working groups in Sydney and Melbourne are seeking to establish programs.

In Melbourne, MECWA - Community Care has agreed to auspice the development of Homeshare. The concept of Homeshare fits in well for an organisation whose mission is "offering community, home care and residential services of the highest quality with optimal choice". Victorian Health Minister, Rob Knowles is supportive of the development. It is hoped that Homeshare will become part of HACC and fill a long perceived need of providing live-in companionship and support.

Financial assistance is currently being sought. For further information, please contact Ms Carmel Hurst on email carmelhurst@ozemail.com.au, telephone: (03) 9523 9418 or fax (03) 95328690.

INTERNATIONAL

News

Experts on Ageing Planning Research for Next Century

Some 31 experts from 14 countries met in Vienna, Austria from 1-3 February 1999 to launch a two year global effort that will outline a Research Agenda on Ageing for the twenty-first century. Under the auspices of the United Nations Programme on Ageing, the meeting of experts stressed a need for urgent action in preparing the world for a dramatic increase in older persons during the next century. According to UN projections, every third person on earth will be aged 60 years and over the year 2050.

The aim of the research agenda discussed at the meeting, which was attended by members of the World Health Organisation (WHO) and the European Union, and sponsored by the Novartis Foundation for Gerontological Research, is to generate scientifically sound data to feed government policies world-wide, which will translate the demographic revolution into richer and more meaningful lives for all.

According to the delegates, the fundamental purpose driving the Research Agenda must be an improvement in the quality of life. At this early stage of the agenda, experts are still wrestling with a universally understood explanation for quality of life.

The meeting emphasised that over the last 50 years, 20 years were added to life expectancy world-wide. This makes increased longevity one of the great achievements of the twentieth century. Developing countries will age two to three times faster than those in the developed world over the next decades. Participants agreed that this exciting new development has moved ageing from corner to cornerstone of the research community and has challenged government inertia.

Advances in ageing research should give developing countries a chance to bypass many of the mistakes made by developed countries and, will assist all countries to avoid poverty and aid independence in old age.

The meeting, held at the beginning of IYOP, stressed that not only governments but individuals, families and communities must be aware that decisions made today for the future can be investments yielding huge returns for a better and longer life.

This information has been received from our U.S. counterpart, Coalition '99. Further developments will be published in future editions of AC'99 Update.

PROMOTION

Feature

Promoting Your Own Project

AAP MediaNet offers a free media release service that is likely to benefit many national and state partner organisations. Increasing numbers of journalists and media representatives across Australia, particularly in regional centres, are referring to the AAP MediaNet website for the latest news and information. Refer to the following site <http://www.aapmedianet.com.au>. If you would like a press release on this site, at no cost, send your press release by email to: mnet@aap.com.au

If you have any other queries, contact Elizabeth Casey at AAP Information Services Pty Ltd on email: ecasey@aap.com.au or fax (03) 9619 9392.

National Partner, the Green Webb has established a similar service. Refer to www.medialaunch.com.au and email: newsdesk@medialaunch.com.au Don't forget that there are useful tips on preparing successful media releases on the AC'99 website.

NEW

Partners

Chiropractors Association Of Australia
Contact: Mr. David Wornell, Chief Executive Officer
Tel: 02 4751 5644 02 4751 5856
Email: caa_nat@pnc.com.au
Website: <http://www.caa.com.au>

Cultural Film Foundation Of Australia
Contact: Mr. Scott Millwood, Managing Director
Tel: 03 9517 6355
Website: www.cinemia.net/venues

Diabetes Australia
Contact: Ms. Eileen Jerga,
Manager: Marketing & Business Development
Tel: 02 6230 1155 Fax: 02 6230 1535
Email: ejerga@diabetesaustralia.com.au

National Centre For Women (Swinburne University of Technology)
Contact: Dr. Sue Lewis
Tel: 03 9214 8633 Fax: 03 9214 8643
Email: ncw@swin.edu.au

Women's International League For Peace And Freedom (Australian Section)

Contact: Ms. Cathy Picone, Joint National
Coordinator

Tel: 08 8232 6334 Fax: 08 8232 6335

Email: cathpete@camtech.net.au

INTERCOM

from the secretariat

Next AC'99 National Networking Forum

The next National Partners networking forum will be held in Sydney on Friday 14 May 1999. Details of the venue will be sent to you directly.

All National, State Partner organisations and those with state representation in NSW are welcome to attend

Need more of ...?

Please advise us if you would like to receive more copies of "Update" or more of our IYOP stickers. If you are a National Partner please email us ac99nat@cota.org.au or fax: (03) 9820 4247 and advise new quantities required. If you are a state partner please advise your respective secretariat.

Calendar of Events: Your Contribution

We are very grateful to the large number of partner organisations that continue to submit information on events for our calendar.

This is to remind you that AC'99 National maintains the calendar of national and international events. Please forward information to this office on email ac99nat@cota.org.au or fax (03) 9820 4247.

We request that you send information on state and regional dates to the relevant AC'99 secretariat. Please refer contact details in this issue of Update.

Regularly UPDATED website

"Update" on the website

We encourage all partners to take extracts of interest from this publication to reproduce in your own newsletters. Simply visit our website to download copy. Please acknowledge the source when reproducing articles in your own communications, and don't forget to send your AC'99 secretariat a copy of your own publication promoting IYOP.

Updated partner information

We encourage all national partners to refer to the national website to read the information on your organisation and plans for IYOP. Please advise the copy to be amended and email to us on ac99nat@cota.org.au. If you are unable to access a website, please fax or telephone this office for a print-out of existing information which you can then update and return to us.

Visit our guest book

We encourage you to visit our site and leave your comments on our guestbook:
www.vicnet.net.au/~ac99/discussion/guestbook.html. Please feel free to make suggestions for enhancing the site, or you may wish to comment on an issue pertinent to ageing and older people.

Don't forget to Refresh!

We have received some calls from people unable to access the most up to date information on our website. Don't forget to regularly press the "Refresh" key (Microsoft Explorer) or the Reload button (Netscape) to ensure that all recent changes to the website are downloaded onto your computer. Sometimes it is necessary to use the shift key while pressing these commands.

Active Australia

AC'99 (Nat) has posters promoting the Australian Sports Commission Active Australia program. Interested National Partners are requested to contact us on email: ac99nat@cota.org.au or fax: (03) 9820 4247.

Your AC'99 State offices also have supplies, and state partners are requested to contact their respective secretariats.

Can't Access The Internet

If you do not have access to the Internet and the AC'99 National website, please telephone this office on (03) 9820 4463 or fax (03) 9820 4247 and we will print off the specific information of interest to you, described in this or previous editions of "Update".

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

Victoria: Kay Koetsier
 Phone: 03 9654 4443
 Fax: 03 9654 4456
 Email: iyop@cotavic.org.au
 Website:
www.vicnet.net.au/~ac99vic/

SA: Ann Lloyd
 Phone: 08 8232 0422
 Fax: 08 8232 0433
 Email: alloyd@cotasa.org.au
 Website: www.seniors.asn.au

ACT: Louize Glenn
 Phone: 02 6282 3777
 Fax: 02 6285 3422
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 Website: www.actcommunity.org/cota

Queensland: Wendy Skitch
 Phone: 07 3256 6766
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 Email: cotaq@cotaq.org.au
 Website: www.cotaq.org.au/ac99

TAS: Ann Hughes
 Phone: 03 6233 3876
 Fax: 03 6233 6620
 Email: ann.hughes@dchs.tas.gov.au
 Website:
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WA: Elizabeth Bennie
 Phone: 08 9321 2133
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 Website: www.cotawa.asn.au

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

Stop Press! You Can Still Win!

We are truly amazed that we have received only one letter to the Editor for the IYOP Coin Set competition, as featured in "Update" #7. We have extended the deadline to 30 April 1999. You may choose to comment on an initiative profiled in "Update" or perhaps an issue pertaining to older people and ageing in Australia today.

New Email Address

Please note that we have a new email address:
ac99nat@cota.org.au

Email sent to the old email address will be redirected to us immediately.

Direct email contact can be made with Lisa Ellis on:
lisa.ac99nat@cota.org.au

Jane Inall on: jane.ac99nat@cota.org.au

Gwen Gilbert on: gwen.ac99nat@cota.org.au

Please forward general enquiries to ac99nat@cota.org.au

National Coordinating Committee

Mrs Delys Sargeant, Chairperson,
Australian Coalition '99 National

Mrs Joan Heard, Deputy Chair,
**Australian Coalition '99 National & representing
 Association of Independent Retirees Inc**

Ms Maureen Lyster **Aged Care Australia**

Ms Anna Howe **Australian Association
 of Gerontology**

Mrs June Healy **Council on the Ageing (Australia)**

Ms Michal Morris **Federation of Ethnic Communities'
 Council of Australia**

Mrs Helen Matthews **National Seniors
 Association Ltd**

Mrs Jean Wilkinson **Older Women's Network Australia**

Ms Louize Glenn **Australian Coalition '99 ACT**

Mr Anthony Brown **Australian Coalition '99 NSW**

Ms Yvonne Sutherland **Australian Coalition '99 NT**

Mrs Jo Smyth **Australian Coalition '99 Qld**

Ms Ann Lloyd **Australian Coalition '99 SA**

Ms Ann Hughes **Australian Coalition '99 Tas**

Ms Vivienne McCutcheon **Australian Coalition '99 Vic**

Ms Deborah Kirwan **Australian Coalition '99 WA**

*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@cota.org.au

www.vicnet.net.au/~ac99

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