



Funding of the AC '99 Project

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

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

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

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

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



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

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

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

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



AC '99 – The Network of National Organisations

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



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