



A snapshot of AC '99 National Partner achievements

Australian Senior Newspaper

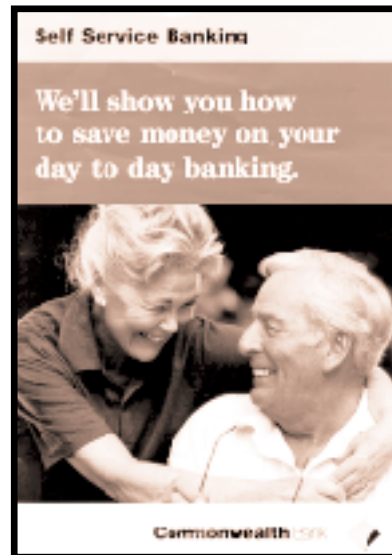
During IYOP, *Australian Senior* was instrumental in planning the Inaugural Australian Seniors' Week celebrations held on the Central Coast of NSW during September 1999. The week-long celebration, under the theme of 'Try something new' was a busy program of day trips, sports, social functions, arts and crafts activities, concerts and entertainment. To bring this event to fruition, partnerships were formed with many community groups, members of the tourism industry, seniors' clubs and local government. All organisations involved are working towards continuing this important community event in 2000 and beyond.

Commonwealth Bank

During 1999, the Commonwealth Bank heavily promoted its banking information seminars which are tailored specifically for older people. The seminars were conducted by retired bank officers and used specially designed equipment and technology to demonstrate phone banking, self-service banking, EFPTOS and more efficient ways to conduct personal banking in general. The education program has been in place since 1996 and some 1,100 seminars have been hosted for older persons and organisations; 700 of these were held during 1999 alone.

A video *Banking with Helen* was introduced as an educational tool and was made available to individuals and community organisations on request. Following community consultation, large print, non-glossy information brochures were produced to assist older customers and, in response to community requests, the Bank now produces large print, non-reflective A4 brochures on self-service banking. During IYOP the Bank commenced production of an internal staff training video on ways to enhance banking services for older people. The video will feature on the Bank's internal television station, CBA TV, and be promoted through the in-house magazine, *Communicator*.

The Commonwealth Bank was a major sponsor for the Australian of the Year Awards and was also a very active participant in the Commonwealth Government's IYOP business and community partnership project on banking for older Australians. Following the success of the banking information seminars for older people in 1999, the CBA has made a commitment to continue the program beyond IYOP in line with community demand.



Guides Australia

Guides Australia lent enthusiastic support to the International Year by working on a badge challenge to build understanding between the generations. In units around Australia, Guides provided enrichment programs for older people and the girls appreciated sharing the stories, traditions and culture of older persons. During IYOP, Guides Australia also worked with The Body Shop to develop the *Girls Get Real* self-esteem initiative which, through an activity pack and weekly programs, resulted in many Guides now more able to express their needs, make their own decisions and work as part of a team.





National Ageing Research Institute

An interesting partnership was formed between the National Ageing Research Institute (NARI) and the Human Mind and Body program at Museum Victoria to hold a very successful public forum entitled *Use it or lose it*, to promote the benefits of using the mind and body to help people age well. The entire proceedings are available via the Museum Victoria Website www.mov.vic.gov.au. This event provided NARI with an opportunity to form links with Museum Victoria and, based on the success of the forum, NARI has been looking at avenues to ensure this type of event becomes more frequent.

An academic initiative which is set to become an annual or biannual event was the national conference, *The Science of Ageing*, the first of which was held in Melbourne in November 1999. This national conference, facilitated by the National Ageing Research Institute and launched by the Victorian Minister for Housing and Aged Care, the Hon. Bronwyn Pike MP, created a new age-orientated platform of high scientific standard and provided an important networking opportunity for scientists from around our nation and overseas to share ideas about age-related research. Thanks to the success of this event, NARI has been approached by another research organisation to discuss the possibility of collaboration to make the next conference even bigger and better – to ensure the momentum is not lost with the end of the IYOP.



National Seniors Association

NSA established a strategic alliance with the State Library of Victoria to develop a national project to celebrate IYOP and to link into Australia's celebration of the Centenary of Federation in 2001. The aim of the *Australia's Family Heritage* project was to encourage every NSA member to preserve their own family heritage by establishing a written record of their Australian identity. With the permission of contributors, the information would be accessed internationally through the Internet, via the State Library's *First Families 2001* website, (www.firstfamilies2001.net.au) thereby linking people to Australians and to their extended families. At Year's end, the *Australia's Family Heritage* project had exceeded all expectations. Other older persons' organisations have asked for the information brochure on this project to be made available to their constituencies so they too can contribute their own information to the Australian identity.

Nutrition Australia

The International Year of Older Persons provided Nutrition Australia (as the Australian Nutrition Foundation) with the opportunity to highlight the importance of nutrition for older Australians. The major activity developed for IYOP was the publication, *Adding Life to Your Years: The Cookbook*, as part of the Commonwealth Department of Health and Aged Care's Healthy Seniors' initiative. This booklet focused on meal preparation for older Australians living in their own homes, who may experience barriers to good nutrition due to limited ability to shop and prepare food, financial limitations, limited access to shops or limited nutritional knowledge. The booklet provided information on preparing low cost, quick and healthy meals, along with information on nutrition, budgeting and food hygiene. It also featured a seven day meal plan, recipes for two and photographs of each recipe.





Cooking demonstrations and nutrition classes specifically targeting older Australians were held, based on the contents of the booklet. These will continue well into 2000 and beyond, with support from numerous organisations including the Brisbane City Council's GOLD! (Growing Old Living Dangerously!) program.

Institutionalised older Australians were also addressed through two main projects run by Nutrition Australia: *Meeting The Standards* workshops and *Beyond Curried Sausages*. These programs saw Nutrition Australia establish important and effective partnerships with the Ethnic Communities' Council of Queensland and the Department of Families, Youth and Community Care, Queensland.

Outward Bound Australia

Learning and growing don't have a use-by date and it's never too late to take a challenge. So goes the philosophy at Outward Bound Australia. Two years ago, they extended their highly successful program of activities to include a course designed for people over 50, who have an average level of fitness. Several courses, much hilarity and excitement later, these courses are more popular than ever. 'A refresher course in life' is the slogan used to describe the nine day, outdoor, back to nature experience which throws together bushwalking, abseiling, ropes confidence courses, rafting or canoeing and rock climbing. Three spectacular wilderness regions provide a choice of settings: the Brindabella Ranges in Canberra, Walpole near Bunbury in Western Australia, and Kilcoy, north of Brisbane.



Rural Ageing and Lifestyle Group, Charles Sturt University

During IYOP, the Rural Ageing and Lifestyle Group developed a federally funded program called *Healthy Lifestyles Program* for older people and volunteers in rural areas. This involved assisting many groups to establish healthy lifestyle programs. From the activities, consultation and seminars came the production of a manual, which was based on ideas articulated by older people and volunteers in those communities as to what they would like in a guide on healthy lifestyles and some of the barriers confronting older people in rural areas.

A national conference and a number of community events for IYOP called *Ageing – The Art of Living* were held. At this conference, people who had participated in the *Healthy Lifestyles Program* reported on the events and used the occasion to come together. The Rural Ageing and Lifestyle Group has made a commitment to provide the venue and support for older people developing the *Healthy Lifestyles Program*. An annual invitation will be extended for people to come together to discuss successes and barriers.

SBS Radio

As a key national partner of AC '99, SBS Radio undertook significant initiatives during IYOP. One such initiative was to hold a series of lunchtime seminars for radio broadcasters of more than 60 language groups to raise awareness of issues pertaining to ageing and older persons. The information and ideas that the seminars presented enabled the broadcasters to reach marginalised groups and individuals with regular segments on different issues throughout 1999. The Federal Minister for Aged Care, the Hon. Bronwyn Bishop MP, was the guest speaker at one of these seminars.



Another initiative to raise awareness of IYOP involved the production of a music CD entitled *Tutmondijo*. SBS contributed the sound engineering services to the project which was a joint venture with the Ethnic Communities' Council of Victoria and AC '99 (National). The CD included a recording by acclaimed performer, Kamahl, and other musicians from diverse cultural backgrounds. The CD was launched at a presentation function, the SBS Radio Older Listener Awards, at which older listeners from over 60 language groups were honoured for their lifetime achievements.



The Royal Australian and New Zealand College of Psychiatrists

The major IYOP initiative of RANZCP was the creation of its Faculty of Psychiatry of Old Age on 1st January, 1999. During the Year, 214 psychiatrists were registered as members of the Faculty, and about 150 health care workers (geriatricians, psychogeriatric nurses, etc.) were registered as affiliates. Twenty-two psychiatrists and trainee psychiatrists commenced the Faculty's training program with the desired outcome being certification as specialists in the psychiatry of old age. There was no doubt about the momentum and enthusiasm that have been engendered during this first year of the Faculty's existence. These were obvious during the Faculty's two day IYOP clinical meeting in Sydney, opened by the Hon. Bronwyn Bishop, MP Federal Minister for Aged Care. Keynote addresses were given by Dr Trey Sunderland, head of the geriatric psychiatry branch of the US National Institute of Mental Health. His visit was sponsored by Lundbeck Ltd, which had also funded two IYOP Fellowships (one in Australia, the other in New Zealand) to allow old age psychiatrists to study and take part in meetings in Denmark and London. During the Sydney meeting, Lundbeck Ltd announced its willingness to sustain the IYOP initiative by providing funds to the Faculty to award an annual travelling Fellowship. A successful partnership agreement! The Faculty intends to work with other partners to further the interests of older people with mental health problems.



In 1995, COTA wrote to the Royal Australian Mint and Australia Post to request the production of a commemorative coin and stamp for IYOP 1999. The stamp was consequently released in February 1999 and the \$1.00 coin in October 1999.

