

OPSO launches 2003 media awards

Everywhere in Australia older role models are doing everything you always wanted to do. You must have seen thousands of them you admire.

Tell us their stories in words in newspapers, magazines and newsletters – or in pictures as photos, ads and documentaries, and enter them in our Media Awards.

We have been conducting Media Awards for the last nine years and numbers of entries have increased year after year.

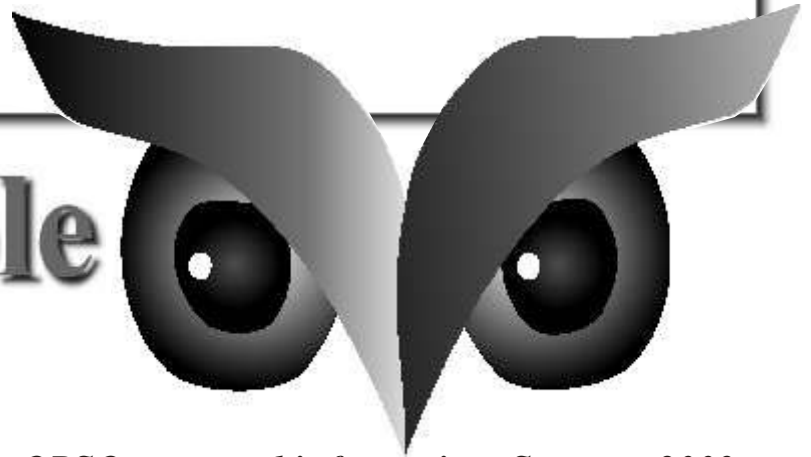
Help OPSO make this year a WOW!

The Media Awards publicly recognise journalists and advertisers who educate/entertain the community with stories and photographs of older people and their issues.

Our main aim is to involve the community as a whole in abolishing negative stereotypes and to present the reality of ageing today. Entries have come from around Australia showing older people teaching and learning new skills – language, mechanical, physical, musical, fund raising – documenting the fact that age and even disability are immaterial to expanding horizons.

We've had entries highlighting the major as well as local issues of today. We've had photographic entries illustrating the diversity and possibilities inherent in positive ageing. We've had advertisers who show the difference between real humour and poking fun at older people: who recognise the need to involve older people in the burgeoning market . . . **BE IN IT !**

You'll find a nomination form with this news sheet.



Older People Speak Out

OPSO news and information, Summer 2003

Are we killing the goose?

The goose that lays the government's golden egg of volunteer work – and is estimated at more than \$18 billion per year – is for the chopping block because of the huge insurance bills faced by volunteer non-profit organisations who, in some cases, face the possibility of being unable to get insurance at all.

The real killer is public liability insurance. The failure of the government's plan last year to reduce premiums has left many organisations trying to get insurance and many unable to pay the escalating costs. For example the voluntary group, The Dark Horse Venture, has closed down because of out of reach insurance costs.

Voluntary groups work in an exclusive area of community need and are not in the position to raise the funds needed to pay for public liability insurance.

Well known community identity Bill Benson MBE said that he had been inundated with requests from voluntary groups wanting advice to help them survive. "One of the problems is that some insurance companies insist that to get public liability insurance, groups must also take out at least two other forms of cover, none of which they need," he said.

"This puts the cost beyond their reach.

"Insurance companies need to realize that these community based organisations should have policies that specifically cover their needs and be priced accordingly. There is no flexibility in the insurance industry at the moment."

OPSO President Val French AM said: "It is essential that government take immediate action to stem this breakdown of the social fabric of Australia.

"Perhaps we may ask whether the whole community is in danger of losing its rights to free association and therefore free speech."

Need for *older* job network staff and *wiser* employers . . .

Last year, OPSO with the support of the Dept of Employment and Training, ran a pilot program, *Older and Wiser, on the Gold Coast* with the object of educating employers on the benefits of retaining and employing people of 45 plus.

According to Project consultant Alan Hales the local media was supportive during the successful ten-week campaign.

"Although the campaign was

directed at employers, unemployed people of 45 plus also called in on the OPSO's 1300 number," he said.

"As a result OPSO became directly aware of the problems of both groups and commissioned research to confirm the feedback that employers believed that Job Network staff were not interested in finding jobs for people over 45. "They also claimed that Job Network staff did not return their phone calls.

"Unemployed respondents of 45 plus claimed that Job Network front of office people were

indifferent to them and staff generally had little interest in helping them find work.

"OPSO believes that the pilot project and the research clearly show the need for programs to educate both employers and Job Network staff on the advantages of employing workers of 45 and over. The programs could also show the advantage of Job Network employing people of 45 plus to deal with their peers."

OPSO is willing to assist in such programs.

Older drivers speak out

Narrow roads, blind corners and roundabouts, lack of rest areas, poor signage and signage glare, trucks tailgating, inappropriate speed limits... and other hazards... these are just a few of the local issues older drivers are speaking out about at OPSO's Years Ahead presentations.

OPSO then takes the issues and possible solutions to government.

One issue recently taken to the Transport Department was the content of their letter written to drivers upon their 75th birthday. President of OPSO, Val French said that recipients will be pleased to hear that the Transport Department is re-writing this with less intimidating and confidence destroying content at OPSO's request..

"However OPSO still has concerns about the Act which insists on drivers over 75 carrying a medical certificate at all times, whether they have a medical condition that effects driving or not.

"A less ageist policy would have all drivers with any medical condition that could impact on driving skills carry a certificate,"she said...

The popular RACQ Years Ahead is an innovative programme giving an update of road rules and road safety techniques. It is delivered by both RACQ and OPSO across Queensland.

For further information organisations are invited to contact Bill Bensen from OPSO to arrange for presentations.

Phone: 3824 2297

Voluntary organisations, church groups, social and sporting organisations and retirement villages are fast filling this year's calendar.



Positive ageing versus anti-ageing: a mediated battle for our times

2003 was ushered in on the horns of an ethical debate about cloning humans as a way of achieving eternal life in renewable bodies. This direction has been slammed in the press because its proponents come from a group at the cultish end of the religious spectrum: the Raelians. The step it is advocating, however, is in a sense a logical progression to the escalation we have been seeing in media promotions about appearance that comes under the banner of anti-ageing.

Anti-ageing is not, as could be interpreted, a death-sooner call to charge lemming-like over the nearest cliff when the first wrinkle appears. Instead, it is yet another reworking of the hopes and dreams captured by Oscar Wilde's Dorian Gray, of long life camouflaged by a perpetually ageless (for which read youthful, but barely adult) appearance.

In the current version, played out every day in our commercial media and news, it involves groups of professionals working in very different directions. On the one hand, there are the conventionally oriented doctors with the pro-ageing goals of keeping our bodies healthy, and death at bay. And, on the other hand, a fierce battle to cream the lucrative anti-ageing dollar off the consuming public is being fought out amongst the majority of cosmetic industry purveyors of lotions, potions and beautification services, including an increasing proportion of the most rapidly expanding sector of modern medical practice: cosmetic surgery.

It is, of course, a most natural desire to want to go on looking good for all of one's life, for all sorts of reasons. There are, however, real problems – in current times – from setting progressively unrealistic standards of appearance for an increasingly ageing population, accompanied by the pervasive pressure to expend large amounts of money to 'stop' ageing and/or to recapture a younger self. It should be well within the creative scope of advertisers to develop commercially effective approaches that are more appropriate for older target groups, and to market cosmetic products and services with messages that include promoting the enjoyment of the physical here and now, by encouraging us to appreciate as well as make the most of our ageing bodies and to maintain well-being with a positive and optimistic view of life.

As it is, the contrary, anti-ageing message appears to be falling on very receptive ears, with recent research describing the baby-boomers' obsession with the fount of youth, and press reports of the wealthy pouring money into research to turn back the clock because of a terror of ageing. In an attempt to address such fear, the Commonwealth

Government is now seeking applicants for Positive Ageing Community Sponsorship Grants, with the aim of promoting and maintaining the health, well-being and positive images of ageing Australians. This has, also, long been one of the goals of Older People Speak Out.

For the past 10 years OPSO has been working with the media – through its annual Queensland and National Media Awards – to redress the balance of media messages and images towards a more diverse and realistic range that captures the positive and life-enhancing aspects of ageing.

And, as the Media Observer for Older People Speak Out, one of the areas that I'll be monitoring for Australia's ageing population is innovative approaches from the cosmetics industry, towards product and service promotions that are pro-ageing, rather than anti it.

Anne Ring, copyright 2003 – Medical sociologist and media analyst; Director, InterAlia Development and Research Enterprises



THANKS TO OUR SPONSORS

OPSO particularly wants to thank last year's Media Award Sponsors:

- The Queensland Dept of Families
- Tricare
- Lensworth
- Aged Care Queensland
- Alan Hales/TMG Pty Ltd
- Forest Place
- Prime Life
- RACQ
- Pacific B
- ridge
- Videopro

and welcome **Service Corporation International Australia Pty Ltd.**

Sure beats working...

Len Granato retired at the end of 1996 as the QUT journalism coordinator and now runs his own theatre company, Stagewise.

"I developed an interest in directing stage plays while I was still working," he said.

Granato, 64, the associate professor of journalism at QUT, put his hand up in 1996 when QUT offered Voluntary Early Retirement packages.

He spent 1997 unwinding. In 1998 he lectured at the University of Southern Queensland and Semester One 1999 at Bloomsburg University of Pennsylvania.

"When I returned from Pennsylvania I knew I didn't want to do that any more though it was still fun," he said. "it was just time to do something else."

Granato had been directing amateur theatre in Brisbane since 1989. The Centenary Theatre Group sponsored his taking a one-act play to a festival in 2000. When a second festival extended its submissions deadline, Granato resurrected Stagewise, a company he had been a partner in during the 1980s, to enter the second festival.

"We won prizes at both festivals so I decided to mount some commercial productions," he said.

Through Stagewise, Granato has produced *Manifestations*, by Queensland playwright Ron Kelly, Neil Simon's *Jake's Women* and *An Evening with the Lad Himself* - two one-act plays on the works of British comedian Tony Hancock. He also is a theatre critic for Stage Whispers magazine of Melbourne.

"It's a great life that keeps me busy," he said. "Besides producing, directing, administering and publicising Stagewise shows, I direct for other companies. Last year I directed *Jake's Women* then *The Cell* for CTG and *Guys and Dolls* for the Savoyards.

"This year we did the Hancock, and I plan to take a couple of Queensland one-act plays on the festival circuit, then direct the Broadway musical *Crazy for You* for Savoyards.

... *Sure beats working!*

Grandparents win government support

The newly formed Council of Grandparents has applauded recent State and Federal Government initiatives in response to a series of representations last year.

The Council is made up of grandparenting groups and supporting organisations.

The Queensland Government is providing legal, financial, parenting and other information sheets, and the Seniors Enquiry Line will provide referral information to grandparents.

This was one of the major needs emerging from the Older People Speak Out research last year.

Minister for Children and Youth Affairs, Larry Anthony has announced funding for COTA National Seniors to run forums around the country to learn from grandparents raising grandchildren, of ways of better supporting them and to give them the opportunity of sharing their experiences with other grandparents in similar situations. OPSO's state-wide research of grandparents' needs also revealed an urgent need for financial and psychological support, respite and assistance in bringing up children traumatised by abuse, neglect or exploitation.

Beware of shonky door-to-door and itinerant traders

The Office of Fair Trading is warning older Queenslanders to watch out for shonky door-to-door and itinerant traders after a pair of door-to-door conmen recently conned an elderly Brisbane couple into paying more than \$19,000 for work on their home.

The law requires salespeople to provide a detailed contract and allow a 10-day 'cooling off' period. During that time, no money should change hands, and no goods or service should be delivered.

Salespeople must also supply consumers with two forms - one explaining the cooling-off period and one which can be used to cancel the contract if so desired. Consumers should be wary of unsolicited approaches and 'hard sell' sales tactics such as 'once only' offers or false prizes.

The Office of Fair Trading encourages consumers to contact OFT, Queensland Police or the Building Services Authority if suspicious of a trader. Consumers can obtain a weather-proof 'No door-to-door traders' sticker by contacting their local Office of Fair Trading.

For more information on door-to-door sales and itinerant traders, visit the website www.fairtrading.qld.gov.au or contact your local Office of Fair Trading on 1300 658 030.



Retire to a sleepy village? No Way!

The prospect of living in, or near, a retirement village is about to take on a whole new feel thanks to a groundbreaking development on Brisbane's southside.

As Tall Trees Assisted Living Community begins to take shape on Sunningdale Avenue, Rochedale South, its potential residents can look forward to enjoying an extended range of personal support, recreational, social, community and even education options.

According to the development's design and concept consultants Pacific Bridge, who were called in by the property's owners Usher-Powell, local residents, activities and services will also be a key part of daily life at the innovative community.

Pacific Bridge Managing Director Ross Humphreys said the new concept would not only co-ordinate the amount of assistance necessary for individual residents but would also eliminate traditional or perceived barriers with the local community. He said that the main aim would be to ensure active and independent people who required some support could maintain their lifestyle well into and beyond their seventies.

It would also offer some novel features, including a putting green surrounded by a herb garden, vegetable gardens dotted throughout the complex and an internet centre for residents to access and, if needed, learn how to "surf" the 'net!

"Our one- and two-bedroom units are modest, but well designed and quite spacious and our community centre will be built alongside stage one," Mr Humphreys said.

"For a small fee that will offset costs, the broader community will be able to use our facilities for meetings, club events, day respite care and so on and they will also have access to our services, such as dining and laundry, if they require it."

And the development is far from a gamble, with Mr Humphreys and his colleague Allan Gee both having contributed much over the past decade towards the establishment and refinement of standards for retirement villages across the nation.

Both were involved with the operation of the former Assisted Living Association and are committed to going well beyond the "bare minimum" required of such developments.

Nestled alongside the Rochedale Shopping Village, Stage 1 of the 82-unit Tall Trees complex is planned to be completed by Spring 2003.

For further information, call 1300 304 413.

Asthmatics take note ...Parliamentarian Liz Cunningham's husband stated on an ABC radio interview that she was charged with drink driving because, as an asthmatic, she was unable to give a breath test so HAD to be charge.

This reminded me of an incident when I was unable to blow a reading after three efforts while the policeman yelled at me (and threw the offending tests to the road, into the car and finally at me) before I was allowed to go on my way.

On checking with my local police community officer, I was told asthma was often used as an excuse and suggested chronic asthmatics carry a doctor's letter as 'police should book an offender.' However, my GP said one should just take a blood test to establish one's innocence. ... *Maida Lilley*

Letter to the Editor...

How fresh is fresh?

Are you aware that irradiated food may be coming to a store near you?

Irradiation is a process of bombarding items with rays from Cobalt 60.

Some centres using irradiation to sterilise medical supplies are already operating in Australia. Thanks to the dedication of a few people, food has so far been exempt from this process. However, the building of a new plant at Narangba just outside Brisbane could change this.

Some foods which may be irradiated include chicken, cereals, fresh fruit and vegetables, possibly fish and prawns. Not a lot left, is there?

Will accurate and comprehensive labelling be enforced? If the argument that this food process is safe is valid, why is it banned in some countries?

Another argument is that irradiation is no different from pasteurisation of milk; but unlike pasteurisation, irradiation can alter the taste of some foods and may, in fact, make them unsafe for consumption.

While irradiated food looks fine, it may be quite rotten. Not only is the building of the plant at Narangba potentially dangerous to community health, its location could mean that radioactive material could be passing through your suburb on its way there. But these issues are not open to serious public debate.

The question remains, "Just how fresh will our 'fresh' food be?"

... *June Jane*

Choose your awards:

- OPSO Queensland Media & Advertising Awards 2003 *NB: Queensland entries are automatically entered into the national Awards.*
- OPSO National Media & Advertising Awards 2003

Choose your category:

- Capital/major city newspapers & Sunday newspapers and magazines Radio
- Suburban/regional newspapers Photography (print media)
- Television (less than five minutes) Advertising (all media)
- Television (more than five minutes) Senior-specific print media, including newsletters, and the Internet
- Tertiary level journalism award (*Queensland awards only*)

Add your details:

Title of work: _____

Date of publication/broadcast: _____

Name: Mr Mrs Ms

Address: _____

Email: _____

Telephone: Home: Work:

Company/media organisation: _____

I agree to the entry conditions on this form. **Signed:** _____

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Alan Hales/TMG* Pty Limited.

ENTRY FORM

The OPSO Media & Advertising Awards recognise excellence in the portrayal of older Australians and older people's issues in the media.

Each nomination must have been published or broadcast between August 25, 2002, and October 8, 2003.

If nominating a web site, enter the address under 'title of work'.

Closing date for entries

Queensland and National:
October 8, 2003

Entry formats: Print: Original tearsheet or high-quality copy.

Photographs: Colour print.

Audio: Standard audio cassette/CD.

Video: Standard VHS tape (please disable copy protection).

It is a condition of entry that the entrant agrees to the use of their work for the promotion of OPSO and the Media & Advertising Awards (non-commercial use only).

Please note that the decision of the judging panel is final.

Inquiries

07 3219 2572
opso@zipworld.com.au

All items entered must have the entrant's name, phone number and title of work clearly displayed.

Awards function date:

Queensland and National:
November 20, 2003

Send entries to:

post:

OPSO Media & Advertising Awards
PO Box 1037
Mt Gravatt QLD 4122

courier:

OPSO Media & Advertising Awards
47 Jasmine Cres,
Shailer Park, QLD 4128