

OPSO

OPSO Media Awards Edition 2005

Media Awards 2005

and introducing the inaugural
OPSO People's Choice Awards

by OPSO president

Val French AM

I have watched the OPSO Media Awards grow from the time they were a mere twinkle in my eye . . .

It was the beginning of the '90s and the Commonwealth Government had just set up the Commonwealth Forum of the Aged, soon to become the Older Australians' Advisory Council. As chair of the Queensland section, I spoke out about the results of an Australia-wide survey of older people.

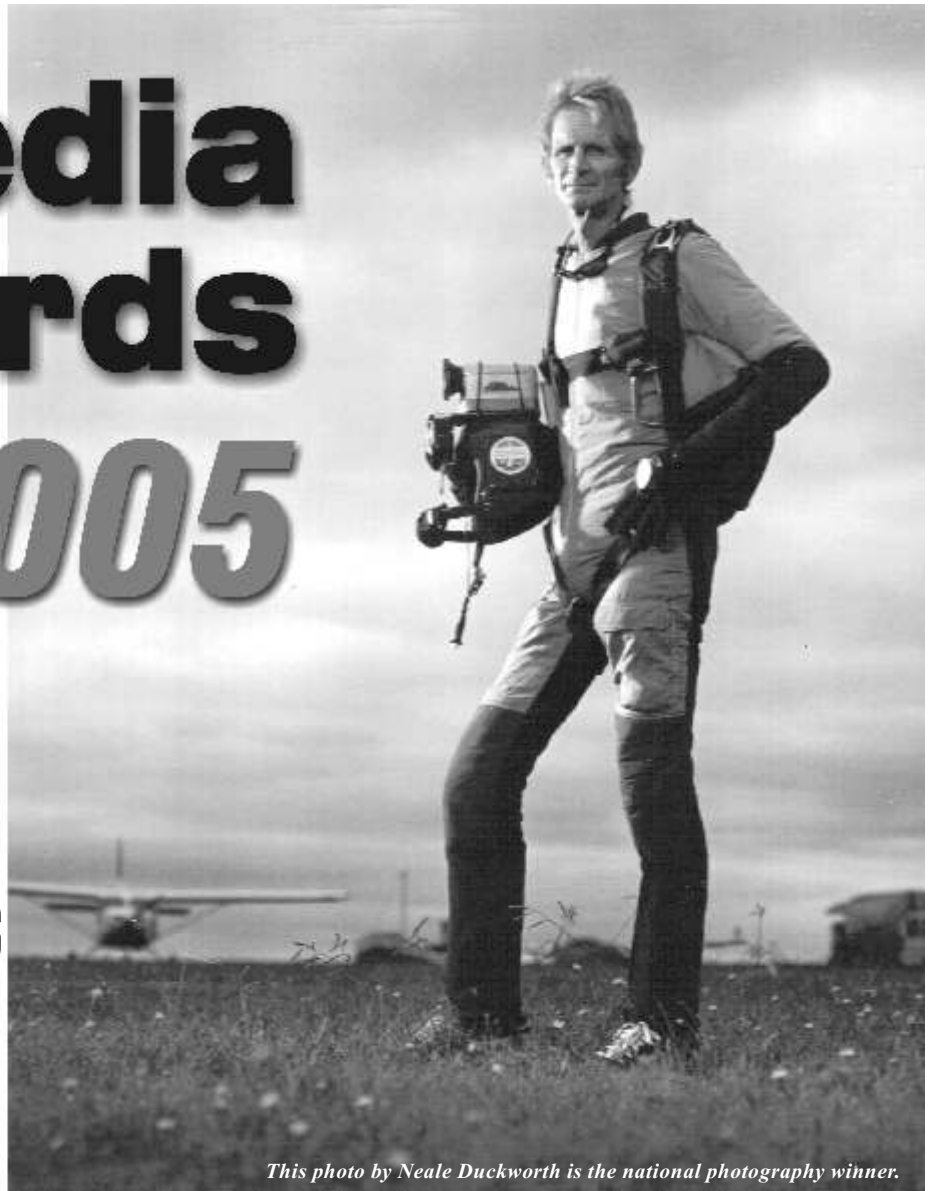
The results had shown that more than 80 percent blamed the media for what they considered was the marginalising of older people and the negative attitude the community had towards ageing. They felt this

attitude was the source of many of their social problems. I maintained that throwing brickbats at the media was not going to change the situation.

Praising people for what they did right was always far more effective than blaming them for what was wrong, and delegates from all states agreed that we should try this approach with Media Awards.

OPSO ran the first awards in Queensland – a morning tea and some 50 nominations – and within four years the Queensland Awards had become an evening function with 500 nominations. The following year, 1998, saw the first national OPSO Media Awards.

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This photo by Neale Duckworth is the national photography winner.



A message from the federal Minister for Ageing

This year, Older People Speak Out has taken its National Media Awards to the people with the introduction of the OPSO People's Choice Media Awards, with a call to Australians to become media watchdogs by nominating examples of positive media coverage of older people.

I am pleased to be involved with the development of these exciting new awards, which will help foster positive change in the way members of the media portray older people, and in the way society views its older citizens.

Older people are active contributors to our society – OPSO is living proof – and individual members of the media should be recognised when the achievements of older people are showcased, hopefully to prevent the circulation of outdated stereotypes.

On behalf of the Australian Government, I congratulate the winners and nominees of the 2005 OPSO Media Awards for your efforts in highlighting the positive aspects of ageing.

My thanks also to the individual members of the community who took the time to make a personal nomination. Through your valuable feedback, we can build bridges between generations and demonstrate how life can be an exciting, rewarding and positive experience, regardless of age.

*The Hon. Julie Bishop, MP,
Minister for Ageing*



A message from the state Minister for Communities, Disability Services & Seniors

The standard of work recognised at the Older People Speak Out (OPSO) Media Awards demonstrates the commitment of media to cover ageing issues.

I congratulate those journalists, advertisers and photographers who have excelled in this area.

We all have our own perceptions of what it means to be old. We have ideas about the way older people talk, dress and act.

These views may be formed by older people we know or older people we see in our community. In many cases, however, these views are formed by the messages communicated by the media.

The media are continually telling us how to avoid old age, look younger and live longer.

Of more concern is the way some elements of the media focus on negative perceptions of ageing such as frailty, senility, poverty, powerlessness and loneliness.

For the past 12 years, OPSO, with the support of the Department of Communities, has recognised media, individuals and organisations that challenge community attitudes about ageing and older people, and portray older people and their issues in a fair and balanced way.

I congratulate those media professionals whose efforts continue to promote positive images of ageing. I also thank OPSO for its ongoing acknowledgment of the contributions that older people make within Queensland communities.

*Warren Pitt, MP,
Minister for Communities,
Disability Services and Seniors*

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MOZ
media

QUEENSLAND WINNERS

Media Awards 2005

Queensland daily newspapers

Winner: John Hay, 'Why I was a walking time bomb', Sunday Extra – The Sunday Mail.

Judges' comments: Written with a balance of humour and concern, this article has a message for all ages.

Runner-up: Karen Cooley, 'Mature jobs an age-old myth', The Courier-Mail

Finalists: John Andersen, 'As tough as they come', Townsville Bulletin

Jenny Rogers, 'Endless summers for silver surfers', Gold Coast Bulletin

Danny Mortison, 'Alex chugs to a grinding halt', Townsville Bulletin.

Queensland regional and bi-weekly newspapers

Winner: Tracey Bange, 'Thrill-seeking granny', Herbert River Express

Judges' comments: Tracey Bange is a consistently good regional journalist who takes care to give depth and colour to her work. Well done again this year.

Runner-up: Brooke Falvey, 'Still going strong', Westside News – Quest

Finalists: Ashley Walmsley, 'Many memories of Bowen salted away', North Queensland Register

Tracey Bange, 'Alf heads home', Herbert River Express.

Queensland radio – news, interviews & current affairs

Winner: 'Conversations' – Kelly Riordan, Steve Austin, Amy Cass – ABC Local Radio, Queensland

One judge's comment: Conversations is, to me, compulsory listening. A wonderful example of first-class, professional journalism . . . the questions asked are the questions I want answered. The fact that Conversations goes for just under an hour means that there is time to get to know the guest, time to learn and time to understand . . . this is a most worthy winner!

Runner up: 91.7 ABC Coast FM

Finalists: 90.3 & 95.3 ABC Coast FM.

Queensland television news and current affairs

Winner: Samille Muirhead, 'Maleny protester', Seven Sunshine Coast

Judges' comments: A feisty piece of journalism, tight and well edited that effectively involves the viewer to show that we are never too old to fight for what we passionately believe.

Runner-up: Brad McEwan, 'Hero Gran', Channel Ten News

Finalists: Amanda McLeay (journalist), Linden Hill (camera), 'Dementia', Channel Ten News

Amanda McLeay (journalist), Martin Craik (camera), 'Oldercise', Channel Ten News.

Queensland photography

Winner: Sally Walker-Brown, 'No voice so we make signs', published in Redland Times

Judges' comments: This photo shows older people being politically active – the issue here was not relevant.

Runner-up: Evan Morgan, 'Calling the cows', published in Townsville Bulletin

Finalists: John Houldsworth, 'Cracker Jack' published in The Tweed Daily News.

Queensland senior-specific newsletters

Winner – 1: Sixty & Better Barcaldine – Jean Williams, Dell Aylett and Stuart Scott – 'Garden City News'

Judges' comments: Barcaldine newsletter . . . those responsible for this newsletter are to be congratulated for their innovative use of coloured photographs in such a low-budget newsletter, and on a range of content that should suit all their readers.

Winner – 2: Burdekin Community Association – Robert Lesca, Margaret Delatore – Seniors Support Group 'Round-a-Bout for Seniors'
Judges' comments: Round-a-bout is a consistent winner that provides a country town with all the information it needs. Its producers have worked hard to get the support of business in order to give them the money to ensure their town is well informed. A good creative piece of work.

Runner-up: Acacia Ridge 60 & Better, Judi Donnelly, 'Acacia Ridge 60 & Better Program Newsletter'

Finalist: SkyLarkers 60 & Better – Joyce Smith, Paul Buchanan, Annette Hamilton, Margaret Redsell (coordinator) – 'SkyLarkers 60 & Better Program'

Special commendation (for innovation): Southern Gold Coast 60 & Better – Shane Proctor & Richard Croker – 'Newstalk Audio Magazine'

(Newstalk Audio Magazine is a community project that has its beginnings in the request by a vision-impaired woman who wanted to be able to 'hear' what was happening in the community. The idea for the project was taken up by Southern Gold Coast 60 & Better Program and has had an amazing response from the community with volunteers narrating, producing and distributing the CDs. They now

have 75 subscribers.)

Judges' comments: "This CD is an innovative response to a need and is very well done – a professional production from volunteers aged from 19 to 84 years,

Queensland advertising:

Special commendation – 1: DTB! – Michael Molloy, Suzie Thomson, Amy Rawson; client – Naomi Roberts, SunnyCove; media strategy – Starcom, Kirsty Humphrys; "SunnyCove"

Judges' comments: This is a great photo – very appealing.

Special commendation – 2: RDCOTA, Susan Russell, Queensland Senior Citizens' Week Redlands Program

Judges' comments: This is a special commendation because it doesn't actually fit standard 'advertising' criteria. However, if newspapers are serious about acknowledging older people as an active part of the community, they should be prepared to do what the seniorlifestyle – Redlands has done each year, and that is provide a vehicle for informing older people of what is on in their great week of celebration.

Queensland inter-generational journalism – print, electronic or photo

Winner: Mellissa Case, Gladstone Regional Art Gallery & Museum; Mat Ovenden, The Observer; Ergon Energy, and the students of Tannum Sands State High School – 'Our priceless past', The Observer, Gladstone
Judges' comments: This is a wonderful initiative in which, each year, the Gladstone Observer involves students from a local school. The students become journalists and cover the lives of some of the senior citizens, while the newspaper backs their efforts with a excellently produced magazine. The photography is also to be commended.

Runner-up: Jodie Richter, 'Grandpa', Albert & Logan News

Finalists: Brad McEwan, 'Hero Gran', Channel Ten News

Amanda McLeay (journalist), Linden Hill (camera), 'Dementia', Channel Ten News
Sally Walker-Brown, 'Devotion to Anzac', Bayside Bulletin.

National metropolitan daily and Sunday newspapers

Winner: Paola Totaro, 'A friend to those in need', The Sydney Morning Herald

Judges' comments: A clear winner, and not just because of the inspirational subject matter. The writer presents an objective view of her subject, yet somehow enthuses the reader with the passion that drives him. As in another entry, the message that age is no barrier to achievement is not directly stated, and again does not need to be.

Runner-up: Jill Margo, 'Breaking the age barrier unlocks the creative urge', The Australian Financial Review

Finalists: Liz Minchin, 'Picking up the wrecked pieces', The Sunday Age
John Hay, 'Why I was a walking time bomb', Sunday Extra – The Sunday Mail
Margaretta Pos, 'Behind the beret and brush', The Mercury.

National regional and suburban newspapers – weekly, bi-weekly and daily

Winner: John Andersen, 'As tough as they come', Townsville Bulletin

Judges' comments: There was an exceptionally high standard this year in this category, and John Anderson's piece is a colourful, well focused profile that brings to life on paper the typical unbroken spirit of the Australian bushy.

Runner-up: Ann Marie Angebrandt, 'Job market a grey area', Star News Group

Finalists: Ian Paterson, 'It's Leon to the rescue', The Land – Rural Press Ltd
Jenny Rogers, 'Endless summers for silver surfers' Gold Coast Bulletin
Zoe Satherley, '108 today', The Northern Star.

The National Daily and Regional Newspapers categories displayed a large range of topics, ranging from colourful profiles of seniors making important contributions to the community to in-depth coverage of issues. Some of these showed particularly sound research and gave life to the work by adding descriptions of the impact of the issue on individuals.

National magazines – articles

Winner: Beverley Hadgraft, 'They're all running for their lives', Take 5

Judges' comments: Overall we were moved by the four mini-profiles which showed the light and shade of the four subjects.

Runner-up: Wyn Woods, edited by Louise

Goldsbury, 'Gypsy Rover', Get Up & Go

Finalists: Kaye Healey, 'Finding love after 60', 50 Something

Kaye Healey, 'Retiring women – preparing for a major change', 50 Something.

Designated magazines from organisations, as well as general and specific audience magazines, were entered into our new magazine section this year. Nominations were judged on their standard of journalism and their ability to meet the needs of their particular audience. It is not enough to just give information: the skills of a well-trained journalist need to be applied to magazine writing no matter what the market. These entrants are to be congratulated on their work.

National television – news, current affairs and interviews under 5 mins

Winner: Samille Muirhead, 'Maleny protester', Seven Local News, Maroochydore

Judges' comments: A feisty piece of journalism, tight and well edited, that effectively involves the viewer to show that we are never too old to fight for what we passionately believe.

Runner-up: Kelly Williams, 'Seniors exercise', GWN (Golden West Network)

Finalists: Brad McEwan, 'Hero Gran', Channel Ten News

Amanda McLeay (journalist), Martin Craik (camera), 'Oldercise', Channel Ten News.

National television – current affairs, documentaries and interviews over 5 mins

Winner: Enough Rope with Andrew Denton, 'Enough Rope with Andrew Denton featuring Peter Cundall', ABC-TV

Judges' comments: Denton has the ability to draw information and emotion from the core of his subjects, yet keeps his interviews tight and focused and, above all, great entertainment.

Runner-up: Enough Rope with Andrew Denton, 'Enough Rope with Andrew Denton featuring Jack Thompson', ABC-TV

Finalists: Charles Wooley (reporter), Nick Greenaway (producer), Mick Morris (cameraman), Glenn Fitzpatrick (sound recordist), Judy Norgate (editor), 'The Sundowners', 60 Minutes, Nine Network

Wendy Page, Quentin Davis, Ross Byrne, Ian Harley, 'Of droughts and flooding rains', Australian Story, ABC-TV

Tim Lee, Michael Barnett (camera), Jonathon Lee (sound), Kenny Greenhill (editor), 'Dream weavers', Landline, ABC-TV

Encouragement award: Zoe Dennstein, Ken Harris (artist & host), Kris Anderson (director & editor), Guy North (camera), Jeffrey Michaud (floor manager), Simone Kovago (assistant director), Kellie Pearson (production manager), Michael Steere (technical director), Derek Lancashire (CEO) (honourable mention), 'Master class in oils with Ken Harris', Briz 31 Community Television

Judges' comments: We felt that Briz 31 deserved a special commendation award for its work in meeting the learning needs of this mature market.

National photography

Winner: Neale Duckworth, 'The new teenagers – the fiftysomethings who forgot to have a midlife crisis', Sunday Life in The Sun Herald and The Sunday Age

Judges' comments: This photo has everything – it is a technically and artistically good photo, but the words say it all – there is only one word for the man on this cover of Sunday Life: cool. By photographing skydiver Eric Meachem, 63, doing what he loves, Neale Duckworth has perfectly summed up the 'new' fiftysomething teenagers: a generation that refuses to be limited by age and inspires more to follow.

Runner-up – 1: Nic Ellis, 'Golf at dawn', The West Australian

Runner-up – 2: Martin Jacka, 'Looking towards the Masters Games', Looking Forward – The Advertiser

Finalists: Daniel Wilkins, 'Still riding high', Mandurah Coastal Times
Astrid Volzke, 'Burns beach babes', The West Australian

The photography entries this year are particularly to be commended. This category drew a huge number of entries, most of which were of high standard. OPSO intends to exhibit these in various ways, not only to promote the awards, but also to give the community the opportunity to view your excellent work. Next year we shall have two categories, one for portraits, and the other for general photography.



Joint winner, inter- generational journalism – photography:
Glenn Campbell, 'Give our children a chance, Wadey Elder Theodora Narndu', *The Age*.

National radio – city and regional news, current affairs and interviews

Winner: Conversations – Kelly Riordan, Steve Austin, Amy Cass – 'Conversations', ABC Local Radio, Queensland

One judge's comment: Conversations is, to me, compulsory listening. A wonderful example of first-class, professional journalism . . . the questions asked are the questions I want answered. The fact that Conversations goes for just under an hour means that there is time to get to know the guest, time to learn and time to understand . . . this is a most worthy winner!

Runner-up: Christian Horgan & Rosemary Greenham, 'Milton Forstat: growing older – but not old', Afternoons, 720 ABC Perth

Finalist: Margot Foster (executive producer), 'Country viewpoint', ABC Radio National

National advertising

Winner: The Australian Women's Weekly – Deborah Thomas, Jane de Teliga, Natasha Chadwick; ACP Key Accounts – Sev Celik, Cameron Curtis; OMD – Tara Salo, Dan MacKinder, Simon Davies; Client – Beiersdorf – Clynton Bartholomeusz, Julia Braun, Pia Bracher; Photographer – Graham Shearer; 'A photographic portfolio of Australian women from 1 to 100 years', Deborah Thomas (editorial director), Jane De Teliga (executive style director), Natasha Chadwick (national advertising manager), Sev Celik (group advertising director, ACP Key Accounts), Cameron Curtis (group account manager, ACP

Key Accounts)

Judges' comments: There are those who still believe that advertising makes you buy things you don't want. Great advertising grabs your attention and involves you. So it is with this Women's Weekly/Nivea advertisement. Wonderful photography . . . pictures that tell a story . . . Nivea reinforcing its purpose . . . no hard sell, no gimmicks . . . involving and rewarding. Congratulations to all concerned.

Runner-up – 1: Trout Creative Thinking – Belinda Schiavello, Melissa Healy, Gavin Pitcher, Carlos Alcaide; Client: Reece – Simon Duggan (retail marketing manager), 'The playroom'

Runner-up 2: DDB Needham Agency – Garry Horner (creative director), Charlie Cook (copywriter), Josh Stewart (business director); Client: Continental Cup-a-Soup – Lucy Turnbull (brand manager), Greg Wood (marketing assistant); Kama Sutra ad for Cup-a-Soup.

National senior-specific print media – articles

Winner – 1: David Cole, 'John Coombs: A wharfie's seachange', seniorlifestyle ACT & Midstate

Judges' comments: A well-written piece about a colourful character. Cole uses language well to paint an interesting word picture. A good read.

Winner – 2: Debbie White, 'Sailing on the wind for 82 years', seniorlifestyle Bayside
Judges' comments: Debbie White writes with sound focus, clarity and colour. Her use of language – strong verbs – and great images

place her among the best in any print category.

Runner-up: Gary Losh, 'How would you have handled it?', *The Australian Senior*

Finalist: John Burls, 'Retirement one big, glorious performance', *The Australian Senior*.

National senior-specific print media – newspapers

Winner – 1: *The Australian Senior*, editor Cheryl Field

Winner – 2: seniorlifestyle – Bayside, editor Brian Hurst

Judges' comments: These are two very different newspapers, The Australian Senior ambitiously meets national needs with some excellent examples of good journalism while seniorlifestyle from Redlands is a good example of modern layout and readability, as well as fine writing to a local audience.

Runner-up – special commendation: Inspiring People 50 PLUS, editor Lana Best

Finalists: seniorlifestyle – ACT & Midstate, editor Ian Wolfe
seniorlifestyle – Southern Highlands & MacArthur, Jo Boole
Sunshine Coast Seniors Newspaper, editors Greg & Cheri Kane

The Seniors newspapers are to be commended for the interest most are showing in modern layout. Some of their work is excellent. Unhappily there are still some who consider squashing as much material in as possible will attract their readers. This is not so . . . nothing will turn readers away more than old-fashioned sheets of grey, with no balance of white and black. Readability should be a top priority. >>

National inter-generational journalism – print

Winner: Mellissa Case, Gladstone Regional Art Gallery & Museum; Mat Ovenden, The Observer, Ergon Energy and the students of Tannum Sands State High School, 'Our priceless past', The Observer

Judges' comments: A wonderful initiative in which, each year, the Gladstone Observer involves students from a local school. The students become journalists and cover the lives of some of the senior citizens, while the newspaper backs their efforts with an excellently produced magazine. The photography is also to be commended.

Runner-up: Lana Best, Emily Bryan, Bret Salinger, 'The plight of grandparents', Inspiring people Fifty Plus, The Examiner

Finalists: Margaretta Pos, 'Getting on with offspring', The Saturday Mercury
Nathan Evans, 'Struggle to survive', Sunshine Coast Sunday.

National inter-generational journalism – electronic

Winner: Tim Lee, Michael Barnett (camera), Jonathon Lee (sound), Kenny Greenhill (editor), 'Dream weavers', Landline ABC-TV

Judges' comments: The story of the 93-year-old who established Creswick Woollen Mills and still directs this Australian company today, decades after its competitors have fallen by the wayside, is absolutely remarkable by itself. Add a mature grandson learning at his side and looking to the future, and you have a clear inter-generational winner! Of course, the writing, production and presentation leave little to be desired.

Runner-up: Amanda McLeay (journalist), Linden Hill (camera), 'Dementia', Channel Ten News

Finalist: Brad McEwan, 'Hero Gran', Channel

Ten News

Jamie Rule & Helen Wright (news producer), 'Newspaper', Channel Ten News.

National inter-generational journalism – photography

Winner – 1: Glenn Campbell, 'Give our children a chance, Wadeye Elder Theodora Narndu', The Age

Winner – 2: Jodie Richter, 'Foster family', The Canberra Times

Judges' comments: It was a comparison of these two photos that caught the eye. Caring for all. There is not one unhappy face.

Runner-up: Paul McGovern, 'Anzac memories', Post Newspapers

Finalists: Jodie Richter, 'Grandpa', Albert & Logan News.

PEOPLE'S CHOICE AWARDS

Media Awards 2005



People's choice awards Advertising

Media winner: Trout Creative Thinking – Belinda Schiavello, Melissa Healy, Gavin Pitcher, Carlos Alcaide; Client: Reece – Simon Duggan (retail marketing manager), 'The playroom'

Nominator: James Green, Queensland
Words: Fun, bubbles and 'young-at-heart' spirit are positive traits highlighted by this Reece plumbing ad. Using humour, it tastefully portrays elderly love and affection – helping audiences to break down stereotypes about older couples. Statistically, older people are better at achieving 'marital bliss' and I think this ad portrays this fact.

People's choice awards Television

Media winner: NBN 3 Newcastle, Todd Nardi (reporter), 'Laraine Dunn receives a National Fitness Industry Lifetime Achievement Award'

Nominator: Kath Harris, NSW

Words: Laraine Dunn is an amazing and inspiring individual who brings out the best in everyone regardless of their age or capabilities. She strives to empower older people to be as well and healthy as they can be, to challenge their thinking and to positively embrace older age.

People's choice awards Photography

Media winner: Joe Armao, 'Zoe Hogg and a rescued penguin'

Nominator: Christine Heath, Victoria

Words: A beautiful heart-warming picture of an 'older' volunteer – completely 'un-airbrushed' or touched up for the photo – out in the cold looking after some of our native wildlife. Successfully overseeing a great increase in numbers, as well as getting others to get involved by sponsorship. Someone who doesn't just talk the environment, but gets down and gets cold, wet and dirty.

People's choice awards Print

Media winner: Sarah Saunders, 'Suddenly visible', published in 50 Something

Nominator: Dulcie Forno, Queensland, and Clare Longhorn, South Australia

Words: *Dulcie:* Red hats, purple frocks, no rules and making people smile. Wow! Seniors just opening up like beautiful flowers and living life to the full. Putting adversity in the too-hard basket, as they continue to live disgracefully, and fool us all about getting older. Good luck girls!

Words: *Clare:* The Red Hat Society provides older women an outlet to enjoy each other's company, sharing and caring in a non-threatening environment in all classes of society. A most delightful way of growing old disgracefully. ❖

People's Choice Awards

Using people power to promote positive ageing ads

By Anne Ring

How accurately does the media reflect its readers? In the case of glossy women's mass magazines the answer, of course, is simple – very poorly in terms of how we look.

Instead, we are overwhelmed with aspirational body images. In large part, this is because up to 95 percent of the content of these magazines – it has been estimated – is made up of a mix of overt and covert advertising, a substantial proportion of which is used to promote a mix of beauty, body care and fashion products.

And the models and celebrities who are used to display those products constitute a very narrow band of the youngest looking, most beautiful and slimmest women in our population.

To heighten the distance between them and the rest of us, moreover, their images are enhanced to a completely unattainable level of perfection. Even Cindy Crawford was heard to say, while still at the height of her modelling career, "Thank God for retouching".

But the women who are the targets of those advertisements are starting to revolt. A recent national survey, for example, found that Australian women are 'fed up' with images of airbrushed perfection, and considered that "most beauty advertisements made them feel bad about their own bodies". Some 87 percent of the women wanted "real-looking women in ads".

If that's the case, how can women influence that sector of the media? Direct action is one way; and body

image activist and author Kaz Cooke advocates writing to the magazines with what women want (and it would certainly give their message more muscle if they also let advertisers know that getting what they wanted would influence their buying behaviour).

Giving public recognition to the sorts of ads they want is another way. And this is the avenue now offered by OPSO, through its inaugural People's Choice Awards, which give a voice to women – and men – who want to see more positive and realistic images of ageing.

As to what sorts of ads should get the thumbs up, or down, for this award, there is currently an excellent example of each in the glossies. A thumbs down, definitely, for the sell-out by the much respected, positive ageing advocate and 50-something actress, Susan Sarandon, in promoting an anti-ageing makeup product – not because it's 'age defying', but because both she and her 40-something stablemate, Julianne Moore, have clearly submitted to digital botoxing of all visible skin, to a point that is completely unrealistic for their respective ages.

And an equally definite thumbs up to the promoters of Nivea body lotion, in the August issue of the Australian Women's Weekly, for their delightful 'photographic portfolio of Australian women 1 to 100 years'. With 11 pages of natural-looking, real females of

various ages and sizes, diverse ethnicity, a variety of vibrant expressions, and – between them – progressively ageing skin which each looks to be happy in, beautifully photographed in flattering blues and whites, and personalised by quotes about how each feels about and cares for her body. Overall, it is an advertisement that honours ageing, and – for that – Nivea ought to be congratulated.

Beyond that, however, we have to recognise that influencing the commercial media needs sustained action by sufficient people to demonstrate that there is a market worth the advertisers' while to capture.

In the case of ageing, the challenge should not be underestimated, as we need to be able to promote positive ageing with sufficient energy and variety of strategies to combat the combined wealth of the industries that feed off anti-ageing fears.

OPSO is becoming recognised as a leader in this regard, with its establishment of the national media awards for positive and realistic ageing being just one of its approaches to this issue.

Currently too, for example, its initiatives include fostering an inter-generational focus to its activities, and working on shared concerns with the young also provides them with positive role models of older people living valuable lives.❖



Reece plumbing . . . a winner in the People's Choice Awards.

from page one

In that first national year, the Queensland media showed they had learned their lesson well, while entries from the other states, those where there had been no awards, did not write about ageing issues, and wrote profiles only about the past.

They soon caught up.

Now they show a high degree of excellence. This year, the federal Minister for Ageing, Julie Bishop, has launched the OPSO People's Choice Awards, which add a new dimension. Not only do the media continue to nominate themselves for the Queensland and national awards, now all people have the opportunity to monitor the media and nominate those they feel are worthy of an award.

This draws attention to the contribution older people make.

Next year we shall include the

schools in the People's Choice Awards. Young people will have a special section so that they too can understand the positives of growing old.

There will other initiatives – the extremely high standard of photographs this year and the huge increase in the number of entries has led to plans to hold photographic exhibitions to promote positive ageing and the awards.

Next year we shall also have two categories for photographs in the national awards: one for portraits and one for news photography.

We shall also continue to give an award for both senior specific newspapers and for the work of their individual journalists. This is a fast-growing market that many advertisers are recognising.

Next year, nomination forms will be sent to the different sections of the

metropolitan dailies, and to all appropriate television and radio programs instead of just station managers and news editors. This should help those who have problems obtaining nomination forms.

Thank you for all you are doing to help us and older people.

Thank you, sponsors, and the Queensland and Commonwealth Governments. We enjoy working with you. A special thank-you this year to Minister Julie Bishop for her understanding of positive ageing and the significance of her launching the People's Choice Awards. ❖

What OPSO has been up to in 2005 . . .

Together with the Commonwealth Department of Health and Ageing, we launched the People's Choice Awards, which have been held with our Queensland and National Media Awards.

We travelled to towns in the north and south to give advice on crime prevention and held Speakouts on fear of crime. We are now helping to put in place solutions suggested by each local community.

We launched our Action Research Report 2000-2005 on community issues and their solutions, and are following up these with government ministers, businesses and the media. We are presenting Media Awards displays at conferences to illustrate the reality of ageing today. The next exhibition will be at the National Gerontology Conference in November.

We continued our work with the Police Task Force on Crime against Seniors and the Department of Transport on road safety and other issues. We received a Queensland Road Safety award for a Significant Contribution to Road Safety.

We continued our research on retirement villages now and in the future. We took part in the launch of the Commonwealth Portal, an interactive web page for seniors. We attended the presentation of the Commonwealth Budget, and from Canberra broadcast on seniors and the Budget.

In fact we were very active in the Australian media throughout the year. Other issues we covered in the media included positive ageing, the People's Choice Awards and the Media Awards; nursing homes of the future; retirement

villages and the future; the problems women will face in the future due to intermittent careers; and the need for banks and financial institutions to work with older consultants whose research will give people the strategies to avoid the physical, mental and emotional problems associated with retirement.

Fear of crime

We looked at seniors and their problems using the law; the fear of crime and its impact on seniors; the issues affecting both older and younger drivers; financial abuse of older people; water restrictions and grandparenting issues.

We also made numerous speeches on all of these, held classes on writing and working with the media, and are now producing a video on setting up and publicising support groups,

OPSO developed and presented its own driver training presentation, which included a revision of road rules, hints for road safety for drivers and pedestrians, and for bicycle, scooter and skateboard riders, and safety away from home.

We continued giving lectures at universities and the Police Academy, held an intergenerational mock parliamentary debate for Seniors Week and our monthly Forums.

Organisations and individuals across Australia are asking to become 'Friends of OPSO' so they can benefit from our research, presentations and courses.

If you or your organisation would like to become a Friend of OPSO, email us at opso@zipworld.com.au or phone 07 3219 2572 for more information.

Val French AM