

# OPSO

*OPSO Media Awards Edition 2006*



This year's national photography for metropolitan daily newspapers and magazines winner was Nathan Richter, of The Courier-Mail, with 'Swinging Sixties'. The judges said: "The sheer joy of this photograph is infectious. We had no hesitation or disagreement as to its effect on the reader/viewer."

## Media Awards 2006



Left: National regional and suburban newspapers (weekly, bi-weekly and daily) winner 'Fay Gleave: Our commander', by Nadine Fisher, Daily News.



Right: National inter-generational journalism print winner 'Of Life And Longing' by Merv Collins, Sydney's Child.

**OPSO does a fantastic job of lobbying for older people. Supporting and monitoring media portrayal of older Australians is an essential part of this.**

Journalism faces some difficulties as a profession. It is inherently disposable, fated to be replaced by the next day's news output. This ephemeral nature often stops us from examining it deeply. That's a pity, because the media today are an essential part of our democracy, which is why they require close scrutiny and review.

It's easy to stereotype or victimise any group within society, and then present this as something the rest of us can enjoy. This is not good journalism. Journalism reaches the heights when it exhibits originality, while faithfully reporting and being impartial; and when it reflects the full complexity and diversity of life – rather than reducing issues to clichés, one-sided arguments and tedious formulae. The best practitioners don't do that, and the OPSO awards give us the opportunity to recognise and acknowledge some of these people.

Ageing, although inevitable, does not have to be accompanied by the sort of decline and decrepitude often associated with it.

Our views of ageing need updating. Ageing does, of course, bring about changes. But let's see these as differences, not necessarily as weaknesses.

The OPSO National Media Awards encourage those in the media to reflect on and publicise the many positive contributions that older Australians have made and continue to make. Our society needs to correct the current, largely negative view of old age. We need to integrate older people, celebrate them and allow them to participate fully.

Certainly old age can involve hardships, annoyances, pain, sickness and suffering. But within many older people



## A message from the federal Minister for Ageing

such trials have nurtured a generosity of spirit, and serenity in the face of troubles. These are values that society needs.

That is why, each year on October 1, Australia celebrates the National Day for Older Australians. This special day recognises our senior citizens and their involvement. Being older is something to celebrate, not denigrate.

The idea of the OPSO Media Awards is to encourage the media to portray older people as they really are, and to reduce the stigma attached to ageing. There's another element too: to reduce the fears about an ageing society by showing older people happily engaged and working (or volunteering) in their communities.

So popular and well respected have the awards become that last year there were 1500 nominations from all over Australia.

This year another important element has been added – the OPSO Student People's Choice Awards, which encourage young people to have their say.

This is why the Australian Government is proud to sponsor these awards, and why I am delighted to have the opportunity to be personally involved with this year's awards.

*Senator the Hon. Santo Santoro  
Senator for Queensland  
Minister for Ageing*

**The Queensland Government is delighted to be a sponsor of the Older People Speak Out Media Awards.**

These awards have proven very effective in improving media images of older people over the years.

In fact, they have grown enormously in stature, both in Queensland and nationally.

Rightly so, because the proportion of older people in our communities continues to grow. Demographic projections suggest that, by 2050, 26 percent of our population will be aged 65. The Queensland Government is firmly committed to helping seniors to live rewarding and fulfilling lives, through services such as Seniors Card, legal services and telephone enquiry lines offering advice on general issues, grandparenting and elder abuse.

Of course, it is not just the Queensland Government that is supporting and assisting older people.

There are many organisations across the state, all doing their bit.

OPSO is a strong and vibrant organisation working to promote healthy ageing and to raise awareness of the contribution elderly people make to their communities.

This work includes encouraging the media to portray older people as contributing individuals, rather than as people somehow diminished by ageing.

The media's role in shaping community perceptions about older people's status and opportunities – both now and for



## A message from the state Minister for Communities, Disability Services, Seniors and Youth

generations to come – cannot be underestimated.

The OPSO awards recognise fair and balanced reporting, and thankfully, there are many examples to choose from.

There appears to be growing positive media coverage of older people – what they do, what interests them, and the contribution they make to society.

The standard of reporting recognised by the awards demonstrates the commitment of media organisations, and individuals, to advancing the position of older people in their communities.

I congratulate not only the winners of the awards but also OPSO, for the impact it has had on dispelling the myths about ageing, and for advocating for older Queenslanders on many issues that affect them.

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

# Media Awards 2006



Print media photography winner 'Gender War', by Robyne Cuerel of the NewsMail (Bundaberg).

## Queensland – Inter-generational journalism – print, electronic or photo

Winner: Brooke Falvey, 'Bionic woman wishes to be heard', Westside News – Quest Newspapers

Judges' comments: An inspirational story written with skill and zest about a woman, Dimity Dornan, and her determination to build a bionic ear institute in the inner western suburbs of Brisbane because of 'child need'.

Runner-up: Nathan Richter, 'Larrikin Steve', The Courier-Mail.

## Queensland – Senior-specific newsletter articles

Winner: Lockyer Valley National Seniors, 'Henrietta's birthday', NSA Gatton & Lockyer Valley Branch Newsletter

Winner: Burdekin Community Association, 'The value of struggle' in Round-a-Bout For Seniors

Judges' comments: We could not separate these two newsletters and their articles, in fact their content was excellent. The Gatton National Seniors had a very readable layout, the Roundabout, though cluttered, serves its readers superbly.

Runner-up: Rockhampton 60 & Better, "Strength & Balance training for older adults", Rockhampton 60 & Better Program newsletter.

## Queensland – Radio news, interviews and current affairs

Winner: Pat Morrish, 'Callum & Kate's – and a determined 76-year-old', ABC Radio Far North

## QUEENSLAND WINNERS

Judges' comments: This is a wonderful example of radio as 'the theatre of the mind'. A lovely story well told, and produced with flair and imagination. On listening, one can see the lady interviewed and know that she is kind, gentle and determined. Well done all concerned.

## Queensland – Television news and public affairs

Winner: Chris Pace, 'Stunned mullets', Seven Local News, Seven Sunshine Coast

Judges' comments: Set in Maroochydore, this is a lively, attractive story about older people enjoying the beach, surf and companionship while improving and maintaining good health. It is well scripted and a clearly positive story promoting older people's lives.

Runner-up: Megan Pailthorpe & Scott Kyle (camera), 'Townsville Seniors Picnic', Seven Local News, Townsville.

Finalists: Teena Girdis and Lisa Backhouse, 'Yvonne Zardini interview' Stateline, ABC TV; Summer Burke, 'Wright' Ten News Queensland.

## Queensland – Print media photography

Winner: Robyne Cuerel, 'Gender War', NewsMail (Bundaberg)

Judges' comments: The more we looked at this wonderful photo, the more we saw in it. The picture tells the story, the women protesting, the men confused and indignant, the sign says

it all and then remembers to be polite – see the word 'please'.

Runner-up: Nathan Richter, 'Swinging Sixties', The Courier-Mail.

Finalists: Nathan Richter, 'Larrikin Steve', The Courier-Mail; Lori Neilsen, 'Strength', Townsville Bulletin.

## Queensland – Regional and bi-weekly newspapers

Winner: Kathleen Skene, 'Bush memorial', Herbert River Express

Winner: Jocelyn Watts, 'More sex please, we're older', Fraser Coast Chronicle

Judges' comments: Both these papers gave excellent coverage to their subjects. Both treated the stories with the seriousness they deserve – sex and war are two very serious subjects.

Runner-up: Alastair Silcock, 'Meals on Wheels celebrates 30 years', The Pittsworth Sentinel.

## Queensland – Daily newspapers

Winner: Peter Morley, 'From suicide bid to samaritan – the big dry', The Courier-Mail

Judges' comments: Peter Morley profiled Brian Egan, who has revitalised his life after a series of setbacks and is an inspiration to everyone, not only seniors, about giving back and helping others after almost failing yourself. It is a positive story about a senior who is displaying compassion, mateship and a community-minded role we all aspire to.

Runners-up: Kathleen Noonan, 'Not the same old', The Courier-Mail; Bernie Pramberg, 'Batman a true people's hero', The Courier-Mail.

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The national television news winner was Scott Mackinnon of Network Ten News with the story of Max Sainsbury, who has notched up 51 years of lifesaving.

## National – Senior-specific newspaper articles

Winner: Kathryn Vukovljak, 'All at sea and Terry couldn't feel better', The Queensland Retiree  
 Winner: Sarah Saunders, 'Bypass to Everest' 50 Something  
 Judges' comments: Two older men seek adventure, both in their own way, to be master of their own destiny. Both stories are told with passion and colour. The reader is captured by their determination to win over ageing.  
 Runner-up: Debbie White, 'Campaign to end 'Granny bashing'', seniorlifestyle Bayside.  
 Finalist: Laura Robb, 'Joy Warren: educator, entertainer, motivator', seniorlifestyle Goulburn.

## National – Advertising

Winner: theVillage – Neil Lawrence, executive creative director; Adam Whitehead, art director; Geoff Denman, writer; client – Commonwealth Bank  
 Judges' comments: The message comes through loud and clear – The Commonwealth bank respects its customers. They don't talk down to them. Please note the nominations for this category come from practitioners or past practitioners in the fields of marketing or advertising.  
 Runner-up: It was difficult to find a runner-up. As we said last year, the communications industry has a lot to learn about communicating with the 60+ audience . . . Granny isn't in her rocker, she is one!

## National – Radio – city & regional news, public affairs and interviews

Winner: Antony Funnell, 'Financial abuse of the elderly', ABC Radio National  
 Judges' comments: This is informative and avoids the scaremongering that usually is the feature of such presentations. It had the impact desired and is a fine example of radio journalism. Well researched and edited.  
 Runner-up: Robert Greaves, 'A Man and his Music: Clem Gracie', Listen to Older Voices on Community Radio Victoria.

## National – Photography – regional and suburban newspapers

Winner: Robyne Cuere, 'Gender War', NewsMail (Bundaberg)  
 Judges' comments: The more we looked at this wonderful photo the more we saw in it. The picture tells the story, the women protesting, the men confused and indignant, the sign says it all and then remembers to be polite, see the word 'please'.  
 Runner-up: Julie Bowyer, 'Sky's the Limit',

Fairfax Community News.

Finalists: Lori Neilsen, 'Strength', Townsville Bulletin; Cheril Kane, 'Front Page Photo', Gold Coast/Tweed Seniors Newspaper.

## National – Photography – metropolitan daily newspapers and magazines

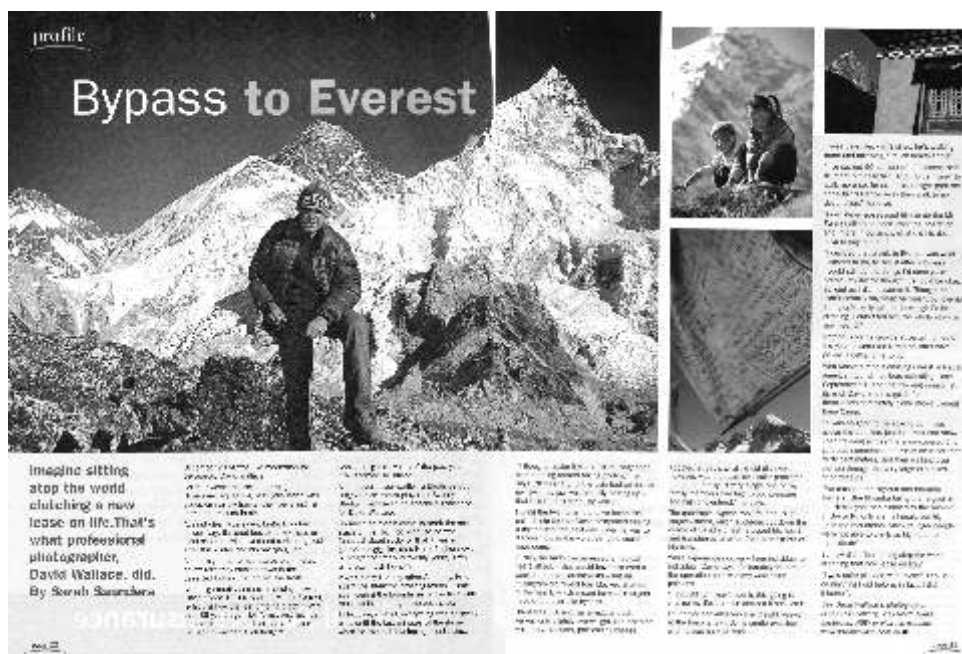
Winner: Nathan Richter, 'Swinging Sixties', The Courier-Mail  
 Judges' comments: The sheer joy of this photograph is infectious. We had no hesitation or disagreement as to its effect on the reader/viewer.  
 Runner-up: Sharon Smith, 'Off we go! Pam & Tom Medland', WA Newspapers.  
 Finalists: Nathan Richter, 'Larrikin Steve' The Courier-Mail; Andy Tyndall, 'Love of the land – Brandy's return', The Australian; Peter Rae, 'Margaret Olley', Sydney Morning Herald.

## National – Inter-generational journalism – print

Winner: Merv Collins, 'Of Life And Longing', Sydney's Child, Copeland Publishing, entered by editor Sean Mooney  
 Judges' comments: True testimony to the adage 'less is better'. Short but stunning. Excellent use of minimalist language. Inspirational.  
 Runner-up: Jessica Ardley, 'Pang'ono, Pang'ono', Your Life Magazine.  
 Finalists: Kate Johnstone, 'Hands on Thailand', Your Life Magazine; Pamela Oddy, 'Happy Landings' Your Life Magazine; Kylie Ladd, 'Nanna isn't well', Brisbane's Child.

## National – Inter-generational journalism – electronic

Winner: Jocelyn Nettlefold & Jerry Venettacci, 'Inter-generational care', 7.30 Report, ABC TV Hobart



Sarah Saunders' 50 Something article, 'Bypass to Everest' . . . a joint winner in the national senior-specific newspaper articles category.



In the photography section for national inter-generational journalism, Dominique Menegaldo, of the Stirling Times in Western Australia, won with 'Answering the call'.

Judges' comments: This story gives a unique insight into a childcare system which acknowledges what families have always known – that young children and grandparents have a special bond that benefits both parties. Runner-up: Wendy Page and Roger Carter, 'A night like this', Australian Story, ABC TV. Finalist: Susan Moylan-Coombs, 'The Debutantes', Message Stick, ABC TV.

### National – Inter-generational journalism – photography

Winner: Dominique Menegaldo, 'Answering the call', Stirling Times

Judges' comments: We first saw this photo and thought, 'How nice of the grandson to help his grandad fix his bike . . .' Reading the editorial with the photo revealed the true story . . . obviously proving that 'inter-generational' is alive and well!

Runner-up: Jodie Richter, 'A lasting legacy', The Courier-Mail

Finalist: Ric Frearson, 'Last Post', Westside News, Quest Newspapers.

### National – Television news

Winner: Scott Mackinnon, 'Max Sainsbury – Life Saver', Network Ten News

Judges' comments: This is a positive story about a life saver with 51 years' service who lost his son tragically in 1992. He shows his community spirit and courage, which would be an inspiration to anyone and particularly older

people who can maintain a valuable role and service into senior life.

Runner-up: Chris Pace, 'Stunned mullets', Seven Local News, Seven Sunshine Coast.

Finalist: Allan Raskall, 'Worker', Network Ten News.

### National – Television public affairs & interviews under 10 minutes

Winner: Vassil Malandris, 'Bushman Bob', Today Tonight

Judges' comments: This is journalism at its best – a story that epitomises the hardship, character and humour that made the outback pioneers so special. Beautifully researched, written and edited, this is a marvellous piece of work. The judges' tears told volumes.

Runner-up: Chris Kimball, 'Run Daddy Run', Stateline, ABC TV.

Finalist: Jocelyn Nettlefold & Jerry Venettacci, 'Flanagan Father', 7.30 Report, ABC TV.

### National – Television public affairs, documentaries and interviews

Winner: Susan Moylan-Coombs, 'The Debutantes', Message Stick, ABC TV

Judges' comments: 'The Debutantes' follows the build-up to a unique debutante ball in Kempsey, New South Wales, where elderly Aboriginal women deprived of 'coming out' are

given the opportunity to be welcomed into society, A joyful and sensitive piece of television, it drew praise from right around Australia from the many OPSO media monitors.

Runner-up: Catherine Hunter, 'Margaret Olley: A life in paint', Sunday, Nine Network.

Finalist: Claire Forster, 'The absolute beginner', Australian Story, ABC TV.

### National – Magazine feature articles

Winner: Kate Johnstone, 'Back in the saddle', Your Life Magazine

Judges' comments: WOW. Well written and edited, with good quotes – informative, instructional and encouraging.

NB: The judges were delighted to see the magazine feature category had a good range of entries and a strong representation at the high-quality end. The entries which most impressed showed a level of professionalism and appeal which enhanced their readership. It was hard to choose a winner, but the WOW factor played a part in the eventual choice.

Runner-up: Merv Collins, 'Of life and longing', Sydney's Child, Copeland Publishing, entered by editor Sean Mooney.

Finalists: Jill Margo, 'Brought to their knees', Australian Financial Review; Jane Albert, 'Too old to dance?', Dance Gazette; Colleen Gilbey, 'Giving the gift of life', Your Life Magazine.

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# Media Awards 2006

## National – Regional and suburban newspapers – weekly, bi-weekly and daily

Winner: Nadine Fisher, 'Fay Gleave: our commander', Daily News

Judges' comments: Well written, excellent subject shows a senior who is still making a valuable and worthwhile contribution to her society. The writer took a newsworthy subject and developed it in an appealing way, investing the subject with a great personality.

Runner-up: Megan Kinniment, 'Tapping the elixir of youth', Weekend Star.

Finalists: David McKenzie, 'A New University', The Colac Herald; Nadine Fisher, 'Sue's our hero', Daily News.



## National – Metropolitan daily, weekend newspaper & newspaper magazine articles

Winner: Marissa Williams, 'Healthy Ageing', Health & Medicine, The West Australian  
Judges' comments: The judges considered these articles (example pictured above) were well researched and tackled a number of issues which affect seniors. It was particularly commendable as Ms Williams showed a consistency in producing quality pieces covering sport, surrogate grandparenting, love, dancing, camping etc. The judges wanted to commend The West Australian editors for encouraging the series which reflects well on the paper and its values.

Runners-up: Mark Dapin, 'Portrait of an artist as an old(er) man', Good Weekend, Fairfax Publications; Janet Hawley, 'People's Choice – Di Morrisey', Good Weekend, Fairfax Publications.

Finalists: Amanda Place, 'The sky's the limit for the new elderly', The Age. ❖

# People's Choice Awards

## People's Choice – Photography

Winner: The Australian Women's Weekly – various photographs in beauty and fashion  
Winner nominator: Yvonne Rae

"I nominate for an OPSO award The Australian Women's Weekly, the only national women's magazine which regularly features positive images for women over 60."



## People's Choice – Advertising

Winner: CHE Australian Pensioners Insurance Agency television ad

Winner nominator: Jean Baird & Ronald Baird

"This advertisement is older people talking in a casual and relaxed attitude about a service for older people which would encourage all to check it out. A positive, casual ad that should win the Media Awards because it is our age talking, our language and about our product!"

## People's Choice – Print

Winner: Susan Hudson, for an obituary, 'Sister Aileen – defender of less fortunate and 'hopeless cases'', The Age

Winner nominator: Timothy Nolan

"Sister Aileen was a tireless advocate for the downtrodden and disadvantaged in society. No person, no matter how bereft, was a 'lost case'. Later, she was as old as the souls she was saving. She was a shining light in a dark world forgetting its compassionate heart. Thanks Sister Aileen."

## People's Choice – Electronic

Winner: Peter Cundall, 'Gardening Australia', ABC TV

Winner nominator: Lenore and Lionel Phelps

"At 79, Peter Cundall is surely a delightfully positive icon to all older Australians. His enthusiasm for the physical activities of gardening is so contagious, encouraging others to grow many plants – especially a few vegetables – for good mental and physical health. He inspires us."



## Media Monitors prize:

Winner: Anne Ring, for her contribution of hundreds of entries – representing hours looking articles, photos and television for images of positive ageing. ❖

**Those** two exclamation marks say it all – we are a force to be reckoned with, generations who will be heard.

OPSO's role is to hear the issues and solutions from the 55 plus generations and find ways of putting these solutions into place.

One of our strongest allies in this has been the media.

*The most important issue of all is positive ageing.* This is the key to happy, healthy old age. All the research tells us that those who age positively are healthier, happier and contribute more to their families and to the community

Our Media Awards for 13 years have encouraged the media to look at the positive side of ageing, to our achievements, our contribution, and our challenges.

We are grateful to many of my former colleagues in the media and at the universities for their help as judges each year. Your work allows us to honour the best of our media.

We are grateful to our loyal sponsors: the Commonwealth Department of Health and Ageing, the Queensland Department of Communities, the Commonwealth Bank, Aged Care Queensland, Tricare, Simplicity Funerals, RACQ, Pacific Bridge, Alan Hales TMG and Harvey Norman Loganholme, and those who have joined us this year, Sanbon Health and Tall Trees at Rochedale.

One of our key media moments this year was the huge response to the late-night two-hour session on 2UE that senior advisor and vice-president Alan Hales did on mature age unemployment. Another was the pre-election mock party debate that he and Nixon Baker did on 4BC with two students from the Anglican Church Grammar School (Churchie). This followed our very successful debate on the policies of four mock political parties from OPSO, Churchie, Loretto College Coorparoo, and Brisbane State High for Seniors Week

The media have also given me the opportunity to take my own media career into a ripe old age and at the

# What have we been up to?

## SENIORS!!



by OPSO  
president  
Val French AM

same time help bring important issues to the public arena, and for that I am very grateful.

The list of these issues and our activities surrounding them is a long one.

This year began with OPSO's project on Crime Against Seniors. Funded by the Community Benefits Fund, we travelled to nine towns distributing the booklet, 'Confident, Safe and Secure Living in Queensland', giving presentations and Speak Outs on crime against seniors.

### Fear of youth

We asked local seniors to identify their level of fear of crime and its causes. In most towns, seniors identified fear of youth as something they felt they would like to help address. Most towns established Inter-generational activities that in various ways would help to build stronger and safer communities. We launched our kit on how to set up such activities at the Sixty and Better State Conference at Rockhampton.

This has led to Alan Hales facilitating safety programs for the 50-plus throughout the Gold Coast. Organised by the Gold Coast Council, these programs are given to retirement villages and the general public to empower older people so that they do not become victims of crime and other forms of elder abuse.

I represent OPSO on the Task Force on Crime Against Seniors.

Another of our projects arose from

the letter we wrote to the Premier just before the election, about lack of action on community-based transport.

As a consequence, OPSO was asked to work with the Transport Department on a forum to further the concept, and we are now very much involved in preparing the forum, which we hope will help ensure that the previous transport trials are converted into sound policies and permanent action across government under the stewardship of the Department of Transport.

OPSO contributed to the Transport Department's Road Safety Summit, where I represented seniors earlier this year.

A huge area that we are addressing nationally is elder abuse. One of the big problems in relation to seniors seeking legal help is that many of the older generation have always avoided using the law. It has always been seen as a last resort. We were a generation that used the handshake to sign an agreement or accepted a person's word.

As a result, in the modern world, many seniors are open to financial, emotional and even physical abuse.

People need help, they need to know where to get it, and that it is fine to seek such help.

OPSO will run a year-long publicity campaign to encourage older people to use the growing number of services available to them.

Another new project for OPSO this year arose from a Speakout on what our generation and the baby boomer generation expect from nursing homes in the future. This led to OPSO and some of the QUT staff and students working together on projects that will broaden the present approach to life in nursing homes and day respite. >>

## a special thank-you to our sponsors



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Care, security, companionship and FUN

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One of the student teams also added further to our research into mature age unemployment.

We also were involved with QUT lecturer Sandy Sacre in making a video illustrating the diversity of seniors. The video will be shown to the nurses in universities around Australia.

We took part in a review of Aged Care Packages from the consumer point of view at the request of the Commonwealth Department of Health and Ageing. This involved my contacting our networks and though them seeking out consumers who are receiving these packages. Talking directly with them across the state was very rewarding. Many had positive suggestions to make and were pleased to have the opportunity to help improve efficiency.

Earlier in the year we held a Speakout on Home and Community Care from both the point of the consumer and the service provider. This was also well attended by policymakers and other public servants, both state and Commonwealth who took the recommendations on board.

A phone call from a journalist from The Age in Melbourne led to our taking up an important mature-aged workers' issue: that of the baby boomers offspring wanting their parents to stop work and care for their grandchildren, while the parents work.

Once upon a time, it would be taken for granted that grandparents would be available to do this. However, over the last 30 years as more and more women have entered the workforce, there have been big changes.

Women have taken time out to have children and have resumed their careers later in life, not only for their own satisfaction, but also to ensure that they have a reasonable superannuation and lifestyle.

With the high rate of divorce and broken partnerships, many women face poverty in retirement (like many of my generation) because of limited years of superannuation. Many do not even have that and will rely on limited savings and the pension to help them survive long years of retirement.

### Pre-retirement issues

Decisions for those facing this issue can be difficult indeed, especially when families bring pressure to bear.

Other pre-retirement issues that we have been involved in this year, relate to all the emotional and lifestyle changes that need to be faced when preparing for retirement.

Recently, we were given the opportunity to speak at a conference of medical practitioners approaching retirement age. It was a wonderful opportunity to speak about all the issues that need to be faced to achieve positive ageing. OPSO represents older people on a range of

medical advisory committees.

During the year, OPSO was pleased to receive a small Local Answers grant from the Commonwealth that enabled us to make with Kincare a training video to help set up and run support groups for grandparents bringing up their grandchildren full-time.

We also lecture at the Police Academy and run classes on working with the media and writing newsletters for a variety of organisations. We continue to conduct sessions on road safety and work closely with the RACQ.

The OPSO Writers' Club has produced a book of stories and puzzles for the children's hospitals at Christmas. We have spoken at many conferences, functions, launches and workshops, listened to heartbreaking stories from disadvantaged older people, debated on ABC Radio and given presentations on a variety of subjects to non-English speaking groups.

OPSO is particularly grateful to Minister Santo Santoro and his department for involving us in so many aspects of their work and for their continued support.

We also thank the Queensland Departments of Communities, Transport and Police for their co-operation and understanding of our issues.

A reminder to everyone: you can keep up with our doings on our web page at [www.opso.com.au](http://www.opso.com.au). ❖