



## Media Awards 2011



Clockwise: Volunteer Hero, 105-year-old Ned and Lessons in Life

## Coming of age: OPSO celebrates 18 years of awards

### Why have Media Awards?

Research by the Commonwealth Government in 1992 showed that seniors across Australia believed they were ignored and their issues unmet and unrecognised.

The Commonwealth Labor Government of the day had appointed an advisory committee made up of senior representatives from across Australia. One of their tasks was to find an answer to this problem. Members took the problem to seniors across the nation.

One of the outcomes was the establishment of media awards for positive ageing in both Western Australia and Queensland. It was thought that these awards would encourage the media to report on positive stories on ageing. At the same time it was agreed that the representative from Queensland – Val French – Would find a way to train older people's organisations on working with

the media.

On the International Day for Older Persons, the media in Queensland met with Val and other interested seniors. The outcome was the establishment of Older People Speak Out. Their brief was to set up a volunteer organisation run by seniors for seniors. OPSO would conduct yearly media awards, present courses for seniors on working with the media, and on getting their messages across to the Government.

To launch this initiative seniors took over Friday's Nightclub, with seniors arriving on the back of Harley Davidsons, and dancing the night away with jitter-bugging and other timeless dances.

Val said: "We showed them what positive ageing was really about."

"The outcome was amazing. The media across Australia ran front page stories in the morning's press and TV breakfast shows joined in," she said.

OPSO was born and media, academics and government picked up the campaign.

The first media awards were held at a modest morning tea and drew 50 entries. The awards have never looked back.

The first national awards were held in 1998, and were moved to Canberra in 1999 for the International Year of Older Persons. They were held in the Great Hall of Parliament House.

The awards remained in Canberra for the next two years and were brought back home to Queensland to be held in Queensland's Parliament House.

Older People Speak out and their Media Awards are run entirely by senior volunteers and are therefore easier to organise in Queensland.

Thank-you all – volunteers and media – for you continued support over the past 18 years. □

– Val French

National Awards	Place	Name	Title	Medium	Date
Print – Best news item or article/s in a metropolitan newspaper (including daily, weekly and in-paper magazines)	Winner	Ms Madonna King	It's time for a fresh look at our aged	The Courier-Mail	20 Aug 2011
	2	Ms Pip Freebairn	Veteran campaigner in age-old fight	The Australian Financial Review	8 Aug 2011
	3	Mrs Stacey Molloy	The last goodbye: stories from the dying	The West Australian	25 May 2011
Print – Best news item or article/s in a regional or suburban newspaper	Winner	Mr Ben Robson	Lord of the Ring	The Border Mail	30 Jul 2011
	2	Ms Lyn Uhlmann	Sailors ready to shine	Bayside Bulletin	Aug 2011
	3	Ms Rae Wilson	Fashioning a life's work	Sunshine Coast Sunday	3 Jul 2011
Print – Best article/s in a magazine (general, trade or specialist)	Winner =	Mr Jason Gregory	A Fortunate Life	Law Institute of Victoria Journal	1 Sep 2011
	Winner =	Ms Jordan Baker	Ita's renaissance at 70	Australian Women's Weekly	31 Aug 2011
	3	Sarah Saunders	A Man for all Seasons	50 something' Magazine	Aug 2011
Print – Best article/s in a senior-specific newspaper or newsletter	Winner	Mrs Marie Low	50 plus 2011	Tenterfield Star (insert)	24 Aug 2011
	2 =	Mrs Anne Lee (Special Mention)	Manna from Heaven?	The Senior WA	Dec 2010
	2 =	Ms Lyn Uhlmann (Special Mention)	Carving artistic talent from wood	Senior Lifestyle Bayside	Jun/Jul 2011
Radio – Best news item	Winner	Ms Jessica Hinchliffe	Surviving Cyclone Yasi without sight	ABC Statewide drivetime	9 Feb 2011
	2	Ms Terri Begley	Helping little people speak up	Mornings with Madonna King	25 Aug 2011
	3	Mrs Jacquie Mackay	Positively Ageing	ABC Capricornia Breakfast Program	25 Aug 2011
Radio – Best current affairs segment/series	Winner	Mr Chris Wisbey	Inspirational and active over 80	ABC Radio Tasmania, on the web and online	14–21 Aug 2011
	2	Mr Tony Ryan	Men and Sheds	PBAFM, Adelaide SA	7 Mar 2011
	3	Mr Alex Chambers	Victorious at 85	630 ABC North QLD	16 Aug 2011
TV – Best news item	Winner	Mr Mark Suleau	Body of work on age related issues	Ten News	10 Dec–12 Sep 2011
	2	Mr Matt Neagle	Tech Savvy (Bribie)	Ten News	7 Jul 2011
	3	Mr Matt Neagle	Stunned Mullets	Ten News	10 Dec 2010
TV – Best Current affairs segment	Winner	Ms Elizabeth Re	Older Workforce	The 7pm project – Network Ten	23 Aug 2011
	2	Ms Emily Rice	Senior Inspiration	6.30 with George Negus	11 Aug 2011
	3	Natasha Johnson	Lis Kirkby	7.30, ABC TV	30 Jun 2011
Photography – Best image in a metropolitan newspaper (daily, weekly and in-paper magazines)	Winner =	Mr Lincoln Baker	Lessons in Life	The West Australian	17 Dec 2010
	Winner =	Mr Lee Griffith	105 year old Ned	The Weekend West	23 Apr 2011
	3	Ms Jodie Richter	Undie Sunday	The Courier-Mail	12 Mar 1201
Photography – Best image in a regional or suburban newspaper or newsletter	Winner	Mr Stuart Quinn	Bill Wallace – Surfboard Shaper	Noosa Journal – Quest	13 Dec 2010
	2	Ms Fiona Harding	Julia Creek Dirt 'n' Dust Triathlon	Townsville Bulletin	Apr 2011
	3	Mr Andrew Seymour	The Owl and the Pussy Cat	The Noosa Journal	24 Oct 2010
<b>2011 OPSO People's Choice Media Awards</b>					
Photo	Medium	Darren Thomas	Senior Superstar 2011 Grand Final – Belly Dancer	Brisbane Seniors Newspaper	1 Aug 2011
	Nominator	Thea Booth	Senior Superstar 2011 Grand Final – Belly Dancer	Brisbane Seniors Newspaper	1 Aug 2011
Radio or TV	Medium		The Nazarine	ABC TV Compass	31 Jul 2011
	Nominator	Inge Jonkers	The Nazarine	ABC TV Compass	31 Jul 2011
Special Mention	Medium	ABC TV – The Young Ones			
	Nominator	Patricia Nottle			Jun/Jul 2011

Online Media Coverage	Insufficient Entries				
Print Media	Medium	Bethan Pope	Going for Gold	Take 5 Magazine	31 Aug 2011
	Nominator	Mrs June Hopkins	Going for Gold	Take 5 Magazine	31 Aug 2011
Special Mention	Medium	Mr Tony Watts	Waking up to an ageing nation	The Sunday Telegraph – UK	2 Jan 2011
	Nominator	Mrs Doreen Matthews			
Overall Winner (Sponsor: Elements)	Medium				
	Nominator	Inge Jonkers	The Nazarine	ABC TV Compass	31 Jul 2011
<b>Special Awards</b>					
<b>Older Workers</b> (Sponsor: Aged Care Queensland)	Winner	Ms Kelly Ryan (print article) Mr Andrew Tauber (photos)	Not loafing around	Herald Sun	12 May 2011
<b>Older Volunteers</b> (Sponsor: Tall Trees)	Winner	Ms Elizabeth Re	Olly's Wheelchairs & Olly's Wheelchairs – Vanuatu	The 7pm Project – Network Ten	23 Mar 2011 & 18 Jul 2011
<b>Older People in Sport &amp; Recreation</b> (Sponsor: Qld Govt)	Winner	Ms Kirstin Murray	Clerks of the Course	7.30, ABC TV	1 Nov 2010
<b>Online Media Coverage of Seniors</b> (Sponsor: Volunteering Queensland)	Winner	Mr Sean Callinan	Ordinary People	couriermail.com.au	Weekly on Saturdays
<b>Grandparents &amp; Intergenerational</b> (sponsored by Simplicity Funerals)	Winner	Mr Dwaine Grant	Scrapbook bridges gap	Gold Coast Bulletin	4 Aug 2011

## A message from the Minister

OLDER Australians are leading longer, healthier and more prosperous lives than previous generations. The Government is committed to supporting older Australians to age well, lead vibrant lives and participate productively in society. Since 2007, we've delivered a range of measures as part of our whole-of-government approach to encourage healthy and positive ageing. Our health reforms will help older Australians lead healthy and independent lives for longer. Initiatives like Broadband for Seniors and the revised Work Bonus will assist older Australians to remain connected to the broader community for longer. And the Government is building on the historic pension increases delivered in its first term by further increasing retirement incomes through higher superannuation entitlements. We will continue to make positive ageing a priority as we work towards reforming our aged care system so that it provides older Australians with care, support and encouragement to continue contributing to our community – whether in work, in retirement or in caring roles. We recognise the contribution our older citizens make to their family, friends and our community. To this end, the Government has re-appointed Australia's Ambassador for Ageing, Noelene Brown, to continue leading promotional activities that encourage our communities to value and respect older people. I am pleased to see the Older People Speak Out (OPSO) National Media Awards reach its 18th year and continue the good work of drawing the public's attention to the positive portrayal of older Australians in the media. The Government is proud to sponsor these awards and promote the message that older Australians are a great asset to this nation. I congratulate the nominees and winners of this year's OPSO National Media Awards, and thank you all for helping to raise community awareness of active, positive ageing. □

– **The Hon Mark Butler MP**  
**Australian Government**  
**Minister for Mental Health and Ageing**

## Words from the Ambassador

I AM thrilled to have been re-appointed as Ambassador for Ageing earlier this year. There is still so much work I want to do and another three years in the job gives me time to continue my efforts in changing attitudes toward ageing. And speaking of changing attitudes, the Older People Speak Out (OPSO) National Media Awards are a great way of recognising the positive portrayal of older people in the media. I consider OPSO and myself as kindred spirits. We both want the same thing – we want media stories to accurately portray older people as we are – a diverse and dynamic group continuing to contribute to the Australian community in so many ways. One of last year's winners was Jane Fraser, a journalist who is still working after retirement age and has a column every Sunday in the *Weekend Australian*. Jane is a prime example of what these awards are all about – valuing older people and acknowledging the media for not only portraying older people in a positive way but also providing employment opportunities to mature aged journalists. As Ambassador for Ageing I want to remind people that growing older can be just as fabulous as the other stages of our lives. Ageing is an inevitable part of life and even though our bodies change, we are still interesting people with amazing stories to tell. For the past three years I have been going around the country dispelling some myths about ageing, and I am hoping to continue this endeavour during my second term as Ambassador. Older people are not invisible and it is important that the media doesn't represent us this way. That's why these Awards are so valuable. They help encourage journalists and media outlets to think about their portrayal of older people, and we all know the media is a powerful medium in forming and changing community attitudes. I again congratulate OPSO for the great work they do, and hats off to all the winners for this year's awards. □

– **The Ambassador for Ageing**  
**Noelene Brown**

# Judges' comments

Appropriately, on our 18<sup>th</sup> birthday, this year's OPSO Media Awards drew a record number of entries: more than 1500! Not only was the number a record, but also the standard of positive entries was excellent.

The Special Awards in particular were difficult to judge – not only because of the number of quality entries, but also the need to judge between the competing impacts of print, photographic, radio and TV. There were many interesting discussions as the judges came to their final decisions.

People's Choice continues to surprise with entries of high quality – rarely corresponding with the selection by journalists providing a very different perspective on the range of media coverage of positive ageing.

Of particular significance this year was Jessica Hinchliffe's interview that relived for us the experience of a blind woman left to cope alone with cyclone Yasi – a particularly emotive and timely piece of work. While these two photographs did not achieve an award, Lincoln Baker with 'Volunteer Hero' and Rob Maccoll with 'She will not be moved' also captured the essence of the WA and Qld community response to the Summer of Natural Disasters.

The Judges congratulate all 1500 entries for the high standard of such excellent responses to the 18<sup>th</sup> birthday of our awards. □

– Tony Townsend

Winner Special Award Older Workers sponsored by Aged Care Queensland



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