


**COTA (NSW)**  
 COUNCIL ON THE AGEING  
 Serving seniors since 1956

## Reframing Ageing : Beyond Pensioners and Patients



Jo Root  
 Anne-Marie Elias

*'Building Bridges for People, Policy and Practice'*  
 AAG National Conference, Hobart 2010

## About COTA NSW

- Established in 1956
- Our core functions include:
  - Policy development, representation and advocacy;
  - Brokering, referring, collaborating, coordinating, and networking
  - Informing and educating older persons and all those concerned with their welfare.
- COTA (NSW) is part of COTA Australia.
- COTA (NSW) celebrated its Golden Jubilee in 2006 - 2007

Demosthenes

*"Small opportunities are often the beginning of great enterprises."*

## Our Mission

- to achieve well-being and social justice for older people;
- towards a more just, equitable and humane community in which older people are enabled to contribute and grow to their capacity, and have access, with dignity, to appropriate care and support.

Ralph Waldo Emerson

*"Death comes to all, but great achievements build a monument which shall endure until the sun grows cold."*

## Reframing Ageing : Beyond Pensioners and Patients

- Media and public perception
- Reality
- Case Studies

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## Framing ageing

**Media**

- 'Ageing tsunami' arrives early
- Managing The Ageing Tsunami
- The silver tsunami
- An Ageing Crisis Ahead
- Looming Ageing Crisis

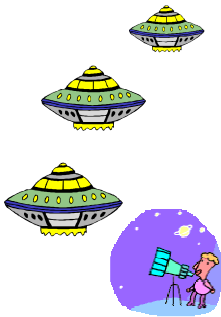
Welsh proverb

*"He that would be a leader must be a bridge."*

## Framing ageing

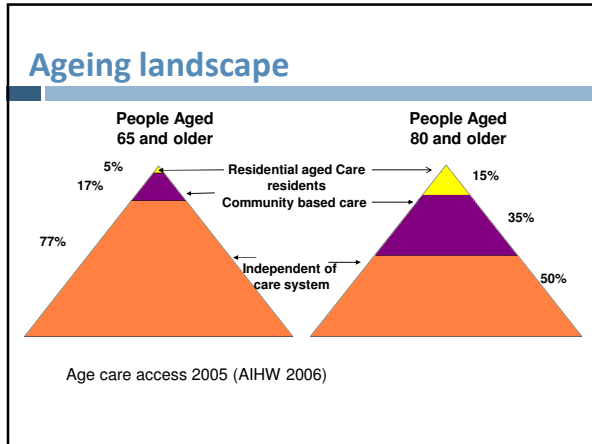
**Public perception**

- Elderly
- Pensioners and patients
- Drain on our economy
- Burden on society



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### Positive ageing

*A society for all ages is one that does not caricature older persons as patients and pensioners.*

Kofi Annan UN Secretary General, 1999

*The main challenge...to raise the profile of population ageing in positive ways that accentuate the benefits to all of having older persons participate actively in the community.*

Guide to National Implementation of the Madrid International Plan of action in Ageing, UN, 2008

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### Reframing Ageing - Case Studies

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### Livio and Teresa

Livio Benedetti OAM	Teresa Croce OAM
Born Trieste, Italy	Italian, born in Egypt
Migrated to Australia 1954 Bonegilla Migrant Camp	Migrated to Australia 1972
Director Marconi, Co.As.It , ACLI	Welfare Diploma
1988 – Historic – Australian dual Pension Agreement with Italy	Migrant Services, DIMA
1981– OAM received	Italian Women's Coordinator, ACLI
2010 Leader – Peer Education	1991 OAM received
	2010 Peer Educator

William Blake "Great things are done when men and mountains meet."

### Livio and Teresa

William Blake "Great things are done when men and mountains meet."

### La Bella Vita

Health – managed

Regrets - none

Fears – loss of independence

Hopes – a just society

Motivation – service to others

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### A Rewarding Life



- Mentally active
- Family & Community
- Something to fight for
- Service to others

Abraham Lincoln

*"In the end its not the years in your life that count. Its the life in your years."*

### Carlotta

- Born Richard Byron in Balmain, Sydney
- 1960s - Les Girls
- 1972 - Gender reassignment
- 1994 - Inspiration for *The Adventures of Priscilla, Queen of the Desert*



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### Random acts of kindness



- Health - excellent
- Regrets – talkback radio
- Fears - loss of independence
- Hopes – random acts of kindness

Abraham Lincoln

*"In the end its not the years in your life that count. Its the life in your years."*

### Devour every second



- Acceptance
- Friendship
- Gratitude
- Purpose

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### Jimmy Little



DR. JAMES LITTLE – AO

- Born in 1937 in Cummeragunga
- Grew up with a passion for music
- 1956 – Festival records
- 1970 – Premier Country Music Artist
- 2000 – Kidney disease
- 2004 - Kidney transplant
- 2006 - Jimmy Little Foundation
- 2010 - 54<sup>th</sup> year in entertainment

Abraham Lincoln

*"In the end its not the years in your life that count. Its the life in your years."*

### A blessed life

- Health - army of support and positive attitude
- Regrets – none
- Fears - none
- Hopes – a more just and equitable society



A healthier future for Indigenous Australians



[www.jlf.org.au](http://www.jlf.org.au)

**The Jimmy Little Foundation**

## Growing old gracefully



Cowboy Jim at the Darwin Festival

- Appreciation
- Prayer
- Play your part



Jimmy and Lowitja O'Donoghue strike a chord at Tandanya in Adelaide

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## Conclusions

- Physical and mental activity
- Passion and commitment
- Spirituality, family, friends, community

Albert Einstein

*"The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing."*

## Never Too Old

- Positive ageing case studies
- Highlight the totality of people's lives
- Your mission

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## THANK YOU

# QUESTIONS ?

Ferdinand Foch

*"The most powerful weapon on earth is the human soul on fire."*

## COTA NSW

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[www.oldermenswellbeing.com.au](http://www.oldermenswellbeing.com.au)

Marion Wright Edelman

*"You can really change the world if you care enough."*