



***No one should have no one – Campaign
against loneliness and social isolation***

Social inclusion and modern older lives

**Jane Mussared
July 2017**



Vision: Ageing in Australia is a time of possibility, opportunity and influence.

Mission: We advance the rights, interests and futures of Australians as we age.

What is modern ageing?



Headline 1 – we are older

Year	Percent aged over 65
1911	4%
1964	8%
2016	17%
2042	25%

Headline 2 - Diversity



I AM 97
AND
HOMELESS
PLEASE HELP

81 YEARS
(AND 9 MONTHS)
OF BEING
GAY!
BUT MAYBE IT'S
JUST A PHASE I'M
GOING THROUGH
Sponsored by Budget Signs

COME OUT
COME OUT TO
Parents, Families and Friends of L

Headline 3 – Inequality



Headline 4 – New Life Courses



Headline 5 – New Expectations



Handful of things #1 - **End ageism**

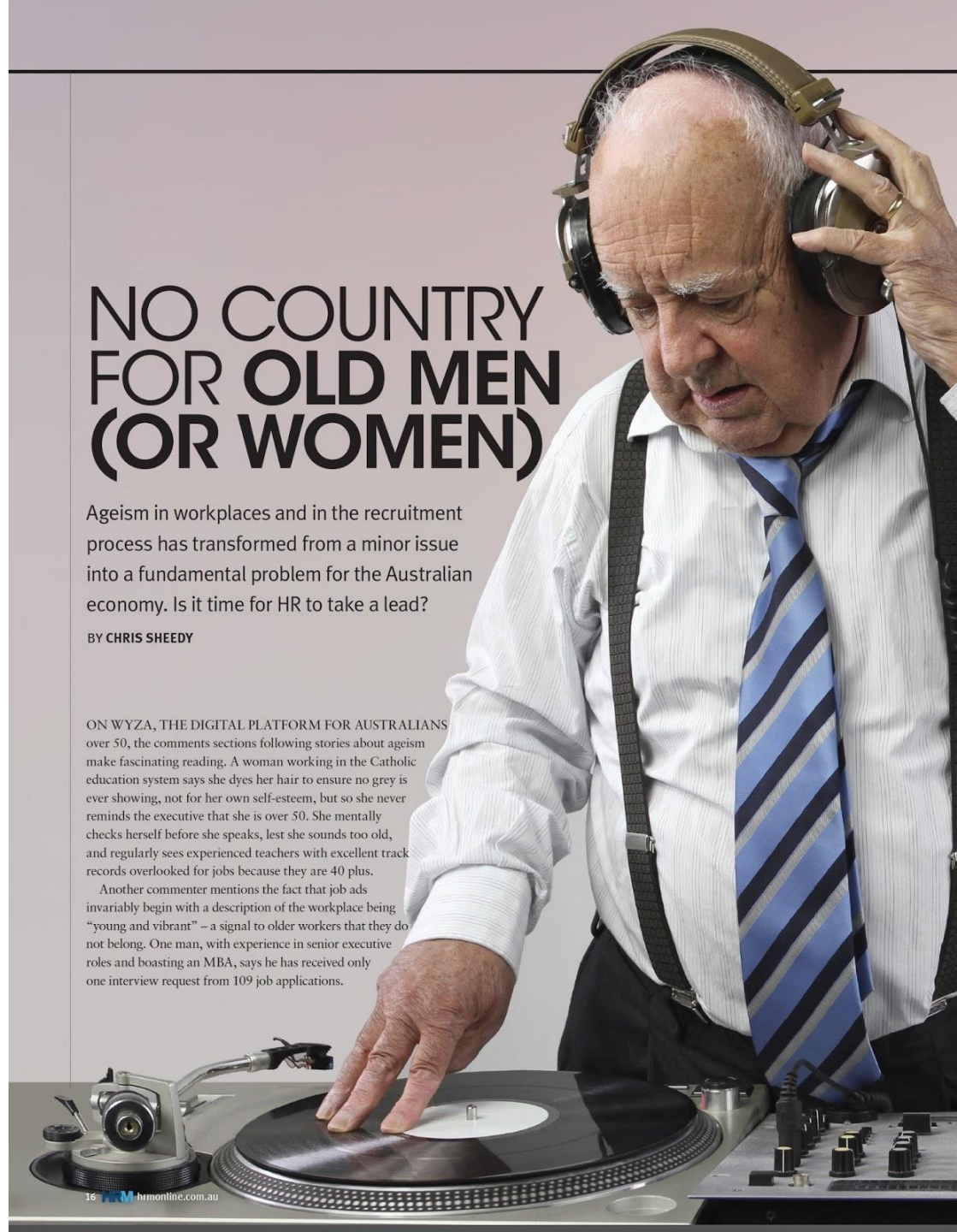
NO COUNTRY FOR OLD MEN (OR WOMEN)

Ageism in workplaces and in the recruitment process has transformed from a minor issue into a fundamental problem for the Australian economy. Is it time for HR to take a lead?

BY CHRIS SHEEDY

ON WYZA, THE DIGITAL PLATFORM FOR AUSTRALIANS over 50, the comments sections following stories about ageism make fascinating reading. A woman working in the Catholic education system says she dyes her hair to ensure no grey is ever showing, not for her own self-esteem, but so she never reminds the executive that she is over 50. She mentally checks herself before she speaks, lest she sounds too old, and regularly sees experienced teachers with excellent track records overlooked for jobs because they are 40 plus.

Another commenter mentions the fact that job ads invariably begin with a description of the workplace being “young and vibrant” – a signal to older workers that they do not belong. One man, with experience in senior executive roles and boasting an MBA, says he has received only one interview request from 109 job applications.

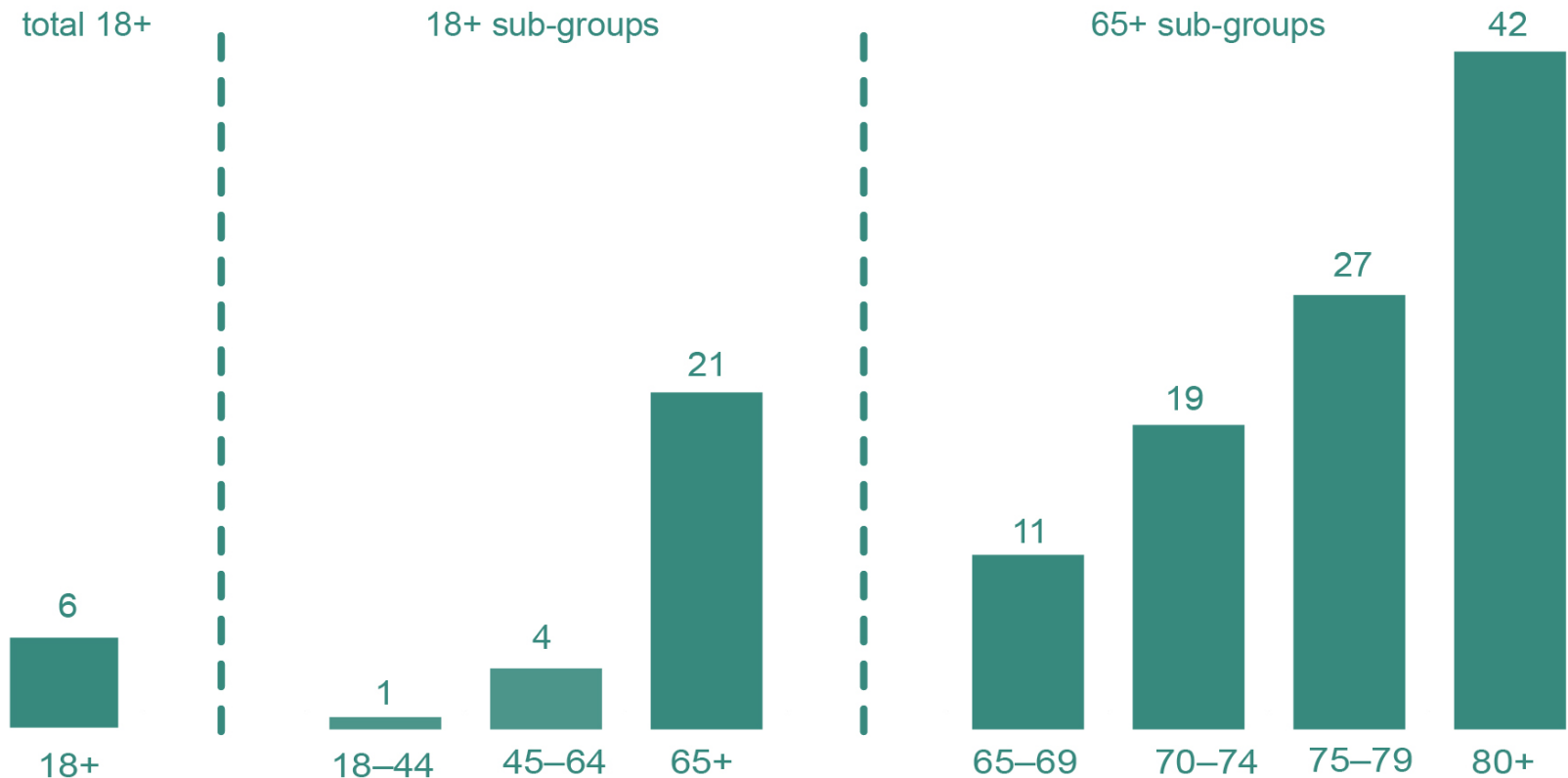




Handful of things #2 - **Older Employment**

Handful of things #3 – Digital Inclusion

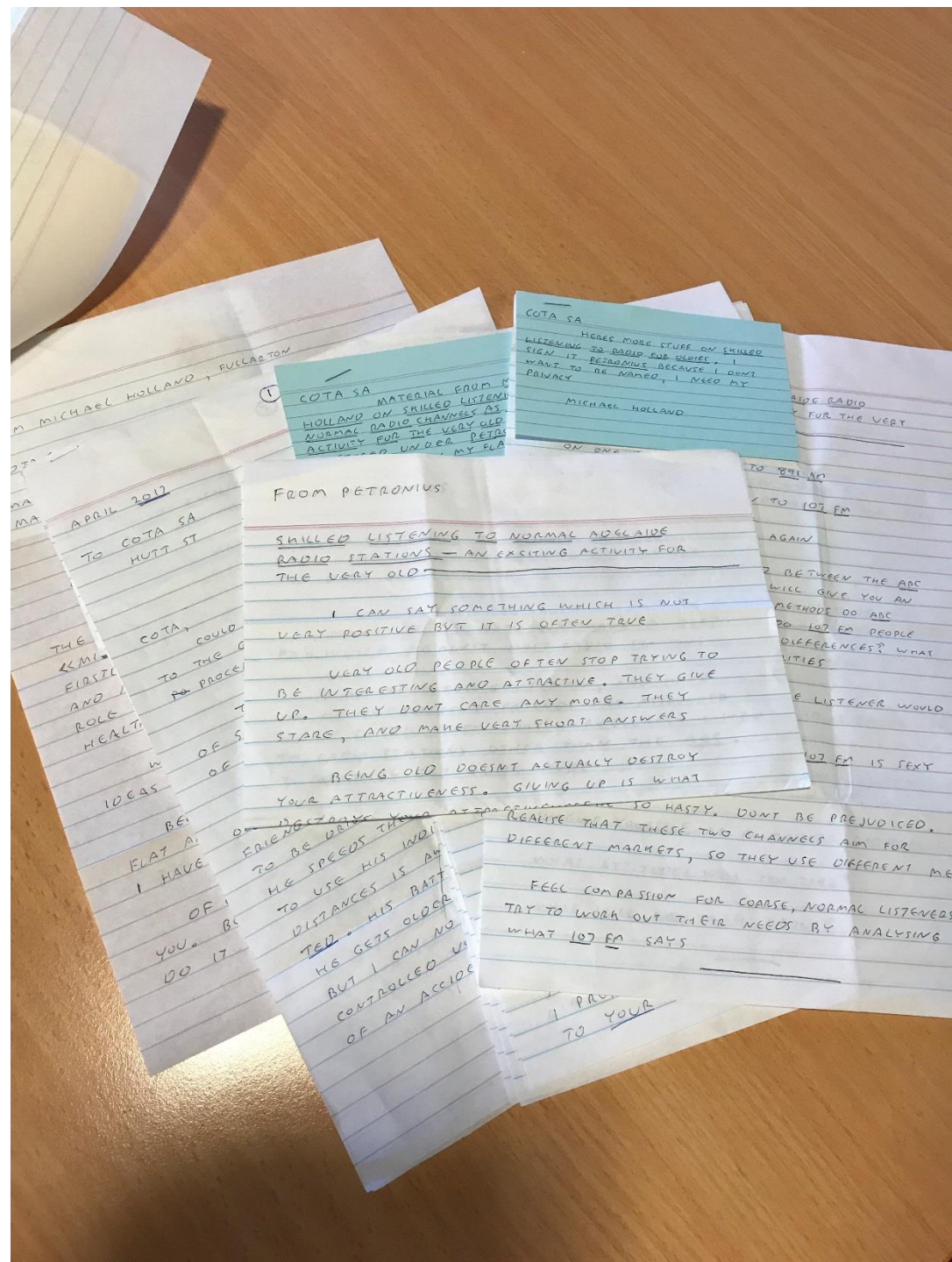
Australians who have never accessed the internet by age, July 2014 to June 2015



Handful of
things #4 –
**Time is a
power tool**



Handful of things #5 - Purpose



M MICHAEL HOLLAND, FULLARTON

① COTA SA MATERIAL FROM M HOLLAND ON SHILLED LISTENING TO NORMAL RADIO CHANNELS AS AN ACTIVITY FOR THE VERY OLD UNDER PETRUS MY ELA

COTA SA HERE'S MORE STUFF ON SHILLED LISTENING TO RADIO FOR OLDER. I WANT TO BE NERD, I NEED MY PRIVACY
MICHAEL HOLLAND

APRIL 2017
TO COTA SA
HUTT ST

THE KAMLA FIRST AND ROLE HEALTH
COTA, COULD TO THE G FOR PROSE

IDEAS OF S OF I BEL FLAT A I HAVE OF I YOU. B DO IT

FROM PETROMIUS

SHILLED LISTENING TO NORMAL ADSCALIFE RADIO STATIONS - AN EXCITING ACTIVITY FOR THE VERY OLD

I CAN SAY SOMETHING WHICH IS NOT VERY POSITIVE BUT IT IS OFTEN TRUE

VERY OLD PEOPLE OFTEN STOP TRYING TO BE INTERESTING AND ATTRACTIVE. THEY GIVE UP. THEY DONT CARE ANY MORE. THEY STARE, AND MAKE VERY SHORT ANSWERS

BEING OLD DOESNT ACTUALLY DESTROY YOUR ATTRACTIVENESS. GIVING UP IS WHAT

REALISE THAT THESE TWO CHANNELS AIM FOR DIFFERENT MARKETS, SO THEY USE DIFFERENT METHODS

HE SPEEDS THROU TO USE HIS IND DISTANCES IS AN TED. HIS BATT HE GETS OLDER BUT I CAN NO CONTROLLED UP OF AN ACCIDE

FEEL COMPASSION FOR COARSE, NORMAL LISTENERS TRY TO WORK OUT THEIR NEEDS BY ANALYSING WHAT 107 FM SAYS

I PAY TO YOUR

Handful of things #6 - **Influential Voices**



Handful of things #7 - **New Patterns**



