



Friday 18 November 2016

Michael Tan and Cassandra Glover
Australian Association of Gerontology
Unit 8, 322 St Kilda Road
St Kilda, 3182

Dear Michael and Cassandra

**MEDIA REPORT, Australian Association of Gerontology 2016
Annual Conference**

Thank you for inviting MediaWise to help promote the annual conference.

Please find below our report.

Any future clips that we source will be forwarded.

Kind regards

John Myers

Background

The Australian Association of Gerontology held its 49th National Conference in Canberra, from November 2 - 4. The conference theme was *“Capitalising on the Ageing Dividend: Re-Imagining Our Future”*.

MediaWise was contracted to promote the conference through mainstream media with the AAG responsible for the trade sector.

Executive Summary

The AAG annual conference is a professional association conference, of interest primarily to the ageing and seniors' media rather than mainstream media. That said, the conference received good coverage through a number of media outlets, and in particular Radio National.

The gems within the AAG program were:

- Professor Bruce Stevens and his paper *“Old behind bars”*
- Guy Luscombe and Carmel Boyce paper *“Age/n/dem – Age and Dementia Friendly Streetscapes”*.

Cassie Curryer's paper *“Re-imagining relationships: the experience of childlessness in later life”* was of initial interest to Fairfax (The Age, Sydney Morning Herald) but unfortunately Cassie decided that publicity was best left to later on in her research.

Keynote speaker Paul Cann (together with Dr Helen Barrie) was interviewed by Radio National's Drive and his opinion piece was published by *On Line Opinion*. The op ed was offered to a number of outlets but there was no interest.

Media highlights included:

- Fairfax story on Age and Dementia Friendly Streetscapes;
- ABC Radio interviews;

PROCESS

The AAG, as well as many of the interviewed speakers provided background.

All media releases were approved by both the speaker and the AAG before distribution.

On Tuesday 1 November MediaWise was asked to distribute Prof Hal Kendig's media release. It was sent out widely but only Your Life Choices showed any interest.

Media Releases

- Forthcoming Conference Announcement
- The Future of Ageing – Day One highlights
- Day two of The Future of Ageing in Australia
- Day three of The Future of Ageing in Australia
- Age and Dementia Friendly Streetscapes – Guy Luscombe and Carmel Boyce
- Challenging family care policy assumptions, the experience of childlessness in later life – Cassie Curryer
- Greening with meaning – Volunteering with dementia – Lorraine Wadley
- Urgent need to change the way we treat elderly prisoners – Prof Bruce Stevens
- Re-imagining the hospital environment: why should kids have all the fun? Prof Richard Fleming
- Continuing Opposition to Raising the Eligibility Age for the Age Pension – Prof Hal Kendig (written by Prof Kendig, distribution MediaWise)

Media Plan and Liaison

A media plan was prepared with around 40 mainstream media targets. These included: ABC, Fairfax radio (3AW, 2GB, 6PR, 4BC), SBS, online, Fairfax print (SMH, The Age, Canberra Times), The Australian, The Senior and AAP.

The forthcoming conference announcement was sent out four weeks before the conference. Closer to the conference the three daily highlights as well as selected media releases were sent to media outlets.

A high amount of media liaison occurred with ABC radio, Fairfax print, The Senior, and opinion editors.

Social media

Many tweets were prepared by MediaWise and put out by the AAG before, during and after the conference. Many tweets were retweeted.

Results

This year was quality over quantity. Radio was the main pick up audience. The advantage of any Radio National coverage is the interviews are both transcribed and made available on podcast for future downloads.

As identified above, Fairfax was interested in Cassie Curryer's research into childless older women but the researcher declined: she did not want results in the media before she had completed the research nor did she have case studies available.

There are still outstanding stories to emerge from *The Senior* and *Your Life Choices*.

MediaWise will continue to source clips.

Name/ Outlet	Result, outcome
PRINT	
The Age	Step in the right direction, 5 November, pages 6 & 7
RADIO	
6PR, Perth	Drive with Adam Shand, Prof Stevens interviewed 4:40pm (7:40pm Canberra time), 1 November
ABC, Radio National	Breakfast, Fran Kelly, Prof Bruce Stevens, 2 November, 8:15am
666 ABC Canberra	Drive with Kim Lester, Prof Stevens, 2 November, 5:20pm
SBS News	Prof Stevens, 2 November
SBS	World View, Prof Stevens
ABC, Radio National	Blueprint for Living, Michal Williams interviewed Guy Luscombe and Carmel Boyce, pre-record 4 November, to air 5 November, 9am
ABC, Radio National	Drive, Patricia Karvelas, Helen Barrie and Paul Cann, pre-recorded 3pm on Wednesday 2 November. To air 10 November, 7:15pm
The Wire	Current Affairs, Prof Stevens

ONLINE	
On Line Opinion	What can you do to prepare for an ageing population? (Paul Cann) http://www.onlineopinion.com.au/view.asp?article=18616
The Conversation	Do we care about old people behind bars, and should we? (Prof Stevens) No AAG mention http://theconversation.com/do-we-care-about-old-people-behind-bars-and-should-we-68343
ABC, Radio National	Fran Kelly, Breakfast http://www.abc.net.au/radionational/programs/breakfast/aged-care-crisis-in-australian-jails/7986988 http://mpegmedia.abc.net.au/rn/podcast/2016/11/bst_20161102_0816.mp3
ABC, Radio National	Blueprint for Living http://www.abc.net.au/radionational/programs/blueprintforliving/blueprint-for-living-november-5/7988224 http://mpegmedia.abc.net.au/rn/podcast/2016/11/bfl_20161105.mp3
SBS	Report shows shortcomings in aged prison care (audio via link) http://www.sbs.com.au/news/article/2016/11/02/report-shows-shortcomings-aged-prison-care
ABC, Radio National	Drive, The Drawing Room http://mpegmedia.abc.net.au/rn/podcast/2016/11/drm_20161110_1915.mp3
The Age	http://www.theage.com.au/victoria/step-in-the-right-direction-to-cut-road-toll-among-older-pedestrians-20161103-gshi2z.html
Sydney Morning Herald	Step in the right direction to cut road toll among older pedestrians http://www.smh.com.au/victoria/step-in-the-right-direction-to-cut-road-toll-among-older-pedestrians-20161103-gshi2z.html
Canberra Times	Step in the right direction to cut road toll among older pedestrians http://www.canberratimes.com.au/victoria/step-in-the-right-direction-to-cut-road-toll-among-older-pedestrians-20161103-gshi2z.html
WA Today	Step in the right direction to cut road toll among older pedestrians http://www.watoday.com.au/victoria/step-in-the-right-direction-to-cut-road-toll-among-older-pedestrians-20161103-gshi2z.html
Brisbane Times	Step in the right direction to cut road toll among older pedestrians http://www.brisbanetimes.com.au/victoria/step-in-the-right-direction-to-cut-road-toll-among-older-pedestrians-20161103-gshi2z.html