

The Link

UNITINGCARE AGEING NORTHERN SYDNEY REGION'S NEWSLETTER | AUGUST 2010

Community embraces Respect for Seniors

Members of the community of all ages donned purple to celebrate 'Respect for Seniors Week' in June.

Respect for Seniors is a grass-roots campaign dedicated to raising awareness of ageism and generating conversation about age friendly communities.

Initiated by St Ives Uniting Church in 2009, the campaign began with a 'Wear Purple Day' service to celebrate older members of our community and to acknowledge 'World Elder Abuse Awareness Day'.

The event was such a success it inspired another 17 Uniting Church congregations in NSW and ACT as well as the Region's residential care and community services to join in this year's celebrations.

Over 100 people attended St Ives Uniting Church on 20 June for the Wear Purple Day service and inaugural Elders Interview.

Rev Eric Drury, Director, Ministry and Mission, UnitingCare Ageing, spoke of the organisation's policy and practice of person-centred care. He said, "It is our aspiration that people within UnitingCare communities are encouraged to have a voice, to have choice and to be empowered for who they are. We seek to bring them honour and respect."



Top (from left) - Judith Wheeldon AM, Rev Dr Douglas Purnell, Mayor Ian Cross, Ivan Armstrong, Hon Jonathan O'Dea MP, Noeline Brown, Hon Paul Fletcher MP, Rev Eric Drury and Gillian McFee. Below (from left) - Jacques Nel, Evie Woodforde, Jessica Li and Tess Kluckow; Noeline Brown and Judith Wheeldon AM

Noeline Brown, Ambassador for Ageing, highlighting the importance and contribution of seniors, said: "Older Australians are literally this country's living memory; the repository of all that makes the wonderful nation we are today".

Ms Brown spoke of the vast majority of seniors continuing to contribute through volunteering. Australians over 55 years contribute an estimated \$75 billion annually to the economy through unpaid work.

Cr Ian Cross, Mayor of Ku-ring-gai,

launched the Elders Interview, an annual tribute to the individual, collective and lifelong contributions of older Australians. This year's interviewee was Judith Wheeldon AM, former headmistress of Abbotsleigh and Queenwood.

Students from Abbotsleigh and St Ives High School took an active role in the service and helped facilitate the interview, with Rev Dr Douglas Purnell who was awarded an OAM for service to the Uniting Church in Australia and to the community in June.

Inspired Care... Enriching Lives... Together

Respect for Seniors continued

The Respect for Seniors campaign is partly funded by the UnitingCare Ageing Northern Sydney Regional Development Fund, which supports programs of benefit to the community.

The Region's residential care and community services embraced Respect for Seniors Week. Clients, residents, volunteers and staff helped spread the word with Wear Purple Days, church services, morning and afternoon teas, and purple-themed activities.

Wesley Heights in Manly also created collages and purple cut-outs to celebrate each resident and the contribution they have made in 'Building our Community'.



Panoply of Purple (clockwise from top left) - Elegant High Tea setting, Jennifer Johnston conducted Respect for Seniors services, Wesley Heights Manly's sea of cut-outs, Kari Court members of staff enter the spirit