BoI Backyard Blitz

Garden bliss
200 gardens tidied up in BoI Blitz 4–6

25th AGM
New appointments discussed at gathering 10–11

New showroom
Ballyfermot gets new Age Action showroom 6–7
I am very pleased to be writing my first editorial as Interim Chief Executive.

I was delighted to see so many of you at this year’s AGM where we had a good discussion around the topics that are important in the lives of older people in Ireland. We got to hear first-hand about the issues that you want us to campaign on during the coming year as well as the real difference that Age Action makes in people’s lives around the country.

As you will be aware, our CEO John Church is moving on to another position in the charity sector. I’m sure you will join me in thanking him for his hard work in Age Action and wishing him well in his new role.

Transition for Justin Moran

I want to assure you that during this interim period, I am committed to working with all our members and supporters as well as our staff and volunteers to ensure that Age Action sustains its important work and continues to help make Ireland the best country in which to grow older.

In particular, we welcome Justin Moran back as he transitions from a member of staff to the Age Action Board. We know his ongoing efforts, along with his knowledge and experience of the organisation, will be a great benefit to the Board.

Personalised care

We were lucky to be joined at our AGM by Professor Eamon O’Shea from NUI Galway, who reminded us of the pressing need for more investment in personalised care in the community.

The National Positive Ageing Strategy states that it is Government policy to “enable people to age with confidence, security and dignity in their own homes and communities for as long as possible”. We continue to call for greater investment in homecare, to facilitate community living and to offer older people meaningful choices about where they live.

We are pleased to see HIQA publish results of nursing home inspections (see facing page) and we will continue to monitor the situation closely.

I want to thank all our members, including those who have sadly passed away, supporters and staff for their contribution to Age Action over the past 12 months.

Finally, I welcome any suggestions and comments you may have that can prepare us to do even more to help our growing population to age positively and with dignity.

— Anna McCabe
On 6 June 2018, the Health Information and Quality Authority (HIQA) published a review of its regulation of health and social care services in 2017, including the regulation of residential services for older people.

Throughout 2017, HIQA’s Older People’s Team was responsible for regulating 579 nursing homes throughout Ireland, which provided a total of 30,732 registered beds. HIQA carried out 600 inspections in 2017, visiting 87% of all centres for older people.

Inspectors met with many older people during these visits, and residents were mostly positive about their experiences of care. Feedback from residents and their families via questionnaires was also largely positive.

Nursing homes have been regulated by HIQA since 2009, and nursing home providers now have a good deal of experience in implementing the regulations. HIQA found that 27% of all designated centres inspected in 2017 were fully compliant with the regulations. This was an increase from 15% of all centres inspected in 2016.

Many nursing home providers are now striving to go beyond basic compliance with the regulations and towards improving quality and meeting best practice as set out in the National Standards. This will have a positive impact for the people living in nursing homes.

Despite these positives, inspectors continued to find examples of poor practice and care settings that are impacting on people’s privacy and dignity. In some nursing homes, HIQA found the physical environment was not conducive to providing person-centred care in a dignified and safe manner. For example, a lack of privacy when intimate care is provided; lack of private, personal space for people to meet and talk with visitors; and concerns around fire safety and evacuation procedures.

HIQA says it will continue to focus inspections on these areas to ensure that older people living in nursing homes are safe, and have a good quality of life.
Getting their **fingers green**

for 2nd BoI Backyard Blitz

Celebrity architect and RTÉ star Dermot Bannon, along with over 450 Bank of Ireland and Age Action volunteers, tackled 200 gardens in Dublin, Cork and Galway in June as part of the great Bank of Ireland Backyard Blitz.

Now in its second year, the initiative sees Bank of Ireland staff give their time to help Age Action’s Care & Repair service by providing gardening work for older people who find it difficult to do the work themselves. The work ranged from small summer tidy up’s to major clear-outs of overgrown gardens.

**Gardens challenge mobility**

Care & Repair Manager John O’Mahony was delighted with the turnout on the day. “As people begin to lose mobility, the garden is often the first thing that causes a problem. This can be very upsetting when people have kept beautiful gardens throughout their lives. Many of our clients were able to sit out in the garden for the first time in years and luckily we had the weather for them to enjoy it! This was a great example of how a big company like Bank of Ireland can make a real difference in their community.”

Margaret from East Wall was
thrilled with the work she had done. “They were ever so nice. They went at the garden and worked like hell,” she says. “They said they enjoyed it even though they looked knackered when they’d finished!”

Expert makeover
As well as providing gardening work in older people’s homes, the Seán O’Casey Community Centre Garden in East Wall benefited from an expert makeover. The Centre provides a space for members of the 5,000-strong community in the area, 70% of whom are aged over 65. With Dermot Bannon’s design expertise, Bank of Ireland volunteers refurbished the garden adding a patio area, pergola, beautiful plants and a mural to brighten up the area for all the residents of the community.

Discussing the initiative, Backyard Blitz Ambassador Dermot Bannon said, “The Bank of Ireland Backyard Blitz initiative is a fantastic way to support communities and I am very proud to be involved. As an architect, I know from experience that once a space looks well people are more inclined to use it and enjoy it. Strong communities are built on strong community spirit and this initiative from Age Action and Bank of Ireland will make a real impact for those involved.”

Numbers tell the story
The Backyard Blitz involved:

- **453 volunteers** and garden experts
- **200 gardens**
- **11,990 metres** squared of grass cut
- **2,003 metres** squared of weeds pulled
- **7,426 shrubs** pruned
- **150 litres** of sun cream
- **1,200 litres** of water
- **1,041 cups** of tea
Age Action’s **first** furniture showroom now open

We are excited to announce the opening of Age Action’s very first furniture showroom, which opened its doors on 21st June. This 10,000 square foot warehouse-style unit holds a full selection of the best of our donated furniture and stock from our generous donors.

The unit is also home to the warehouse for all six of our Age Action Stores. We centrally process all the donations and distribute from here to the stores. Donors can now call directly to us and drop off donations, including furniture, at their leisure.

The success of our stock collection service over recent years has attracted an increasing volume of high-end donations of furniture, clothing, bric-a-brac and collectables. These are on display in the warehouse along with a small store to the front holding clothing, jewellery and collectables.

There is ample parking on-site making dropping or collecting furniture an easy task for interested customers.

Our location at Unit 6, Cherry Orchard Industrial Estate, Dublin 10 is just off the M50 and can be accessed on the following bus routes 40, 18, 76.

We are currently looking for all donations of ladies clothing, men’s clothing, shoes, handbags, jewellery, hats, scarves, furniture, bric-a-brac, CDs, books, collectables — and cash of course! Should you wish to donate please call Mary directly on 01 912 1850.

**House clearances**

We specialise in house clearances and will take all the hard work and hassle out of clearing a property for resale or letting. Please call Anthony directly on
01 912 1850 should you require assistance clearing a property.

3,000 collections a year
We carry out approximately 3,000 collections and 1,000 deliveries each year and are working to grow this area of the business.

Age Action relies on the Department of Social Protection to provide us with staff to work on-site and we are partnered with the Ballyfermot-Chapelizod partnership in our Cherry Orchard showroom.

We are currently looking for volunteer van drivers to work with our stock collection team. Do you have 8 hours a week to spare? Please call us on 01 912 1850 if you wish to volunteer.

The showroom opens Monday to Friday 9 to 4. Our direct contact details are 01 912 1850 and showroom@ageaction.ie.

Introducing new staff members

Paul Waldon CIMA is the new Finance Manager at Age Action. He is a member of the Chartered Institute of Management Accountants. Paul joined Age Action in April.

Patrick Powel joined Age Action in March as the Admin Officer with Care and Repair in Inchicore.
Jonathan Greene, a volunteer with Age Action’s Getting Started, has recently started his own company, Grocer.ie, an internet only grocery store that offers a premium range of quality fresh foods alongside a wide range of everyday grocery items delivered direct to your doorstep.

Because of his commitment to Age Action, Jonathan is offering free delivery to all our members, in addition to a donation to Age Action from every purchase. The service is currently available in Dublin with plans to deliver nationwide soon. (Use the following coupon code to avail of free delivery: AA001.)
If you would like to know more, check out his website at www.grocer.ie.

Thomas Martin

Thomas donates 20 per cent of proceeds from his book entitled *The Life and Times of Mr. Joseph Soap* to Age Action.

While on a United Nations peacekeeping tour of duty in the Middle East as a member of the Irish Defence Forces, Thomas opted to use his free time in what proved to be the most enjoyable and gratifying of ways. Hidden from prying eyes beneath a patched-up mosquito net and armed only with his trusted laptop, he set about freeing *The Life and Times of Mr. Joseph Soap* from his imagination.

The book’s protagonist, Joseph Soap, a grandfather from Stepaside in Dublin, is the owner of neither rags nor riches yet he sets about documenting his life’s story. In this way Joseph is hoping to not only bring him closer to his own family, but to also educate them in the hope of avoiding a repeat of his own past mistakes.

Joseph’s story will resonate with anyone who values older people, particularly those who miss the guidance of a grandparent, and the wit, wisdom and traditional values they are uniquely placed to pass on. Older people will also relate to Joseph and partly recognise themselves in him as the years roll on and their troubles grow, while technology and the impatience of youth seemingly conspire to leave them behind.

Thomas is donating 20 per cent of the proceeds of the book to Age Action and it is available for Kindle and at Amazon.co.uk. It’s at a discounted price for a limited period in all Age Action stores from the end of July.

Castle Estates

Eugene Brennan, Manager of Castle Estates, outlines why the company is supporting Age Action.

“Castle Estate Agents has always admired Age Action’s work and is delighted to lend our support. Due to the nature of our work and because we provide free valuations for Probate and the Fair Deal scheme, we promote Age Action’s House Clearance service to hundreds of people every month providing support to the charity stores through stock collections.

“It is always a comfort to our clients to know they have one less thing to worry about during what can be a stressful time. The expense of clearing their property is also reduced. Moreover, their possessions or those of their loved ones, go to a worthy cause and they are always delighted to see Age Action benefit.

“It also gives us great pleasure to announce a new initiative, which we hope will be of additional benefit. Should any member of Age Action, or indeed any seller, successfully sell a property with us having nominated Age Action at the outset, Castle will donate to Age Action in their name.

“Additionally, as part of our soon to be launched Referral Reward Scheme, we have nominated Age Action as our default recipient for donations where the person referring the business does not nominate a charity.

“We pride ourselves on providing excellent service, so it is important that we are confident in our partners; in that regard we want to thank everyone at Age Action - with special mention for Anthony and the Stock Collection Team for whom we receive incredible praise and feedback from our clients.

“We look forward to supporting Age Action into the future and keep up the great work.”

Contact Eugene Brennan, Manager, Castle Estates, 086 823 5402

Summer Raffle prize winners

Congratulations to the winners of our Summer Raffle. We’re so grateful to everyone who participated and who raised more than €18,000.

This year’s winners were:

1st Prize €1,500 S Deegan, Dublin
2nd Prize €1,000 A Parks, Dublin
3rd Prize €500 M Dangerfield, Dublin
€100 Sellers Prize M Kane, Galway

The raffle is one of our biggest and most reliable fundraisers, so your support makes all the difference. Thanks.
Age Action held its 25th AGM on the 29th of June in Croke Park. The guest speaker was Prof. Eamon O’Shea, Personal Professor in the School of Business & Economics and the Irish Centre for Social Gerontology (ICSG). Prof. O’Shea spoke on personalised community care. More than 90 members attended the AGM.

Amendments
Before the AGM began, a brief EGM was held to consider two minor procedural points in the Constitution. The first amended article 42, which read that Directors may vote on matters concerning contracts in which they have an interest. This was amended to read that they may not vote in these circumstances.

The second amendment concerned article 56, which was changed to give the Board authority to appoint non-members as well as non-Directors to subcommittees. Both passed unanimously.

Board of Directors
The AGM was then opened by Anna McCabe welcoming everyone. The Minutes of the last AGM were accepted.

Anna spoke about the arrangements that would be put in place following the resignation of CEO John Church, who is moving to the ISPCC.

Anna has been appointed by the Board to act as Interim CEO until the Board appoints a replacement for John. She will be stepping down as Chair on a temporary basis and Pat McCormack will replace her.

Anna also thanked the following Directors, David Henshaw, who had stepped down during the year, as well as Owen O’Sullivan and John Quinn, who were
stepping down following the AGM.

Anna also thanked Lorraine Fitzsimons for her years of hard work with Age Action.

These changes were discussed frankly by the members, some of whom expressed disappointment at the departure of John Church as CEO after less than a year. Some also expressed concern at the arrangements put in place during the interim while others welcomed the appointment of a woman to the position.

Finally, Anna welcomed Lisa McKenna, who is becoming Company Secretary, and Justin Moran (late of this Parish), who is becoming a Director. Later the members elected Colm Nagle to the Board as new Honorary Treasurer.

Services during 2017

John Church highlighted the following services provided by Age Action during 2017.

Advocacy and Communications: Age Action was in the news more than two thousand times in 2017 and that was 25% up on last year.

The much-loved Care & Repair programme again reached ground breaking numbers in 2017, with just over 34,000 DIY jobs finished.

Finally, in 2017 we trained just over 2,800 learners in 91 venues across the country as part of our Getting Started programme.

Age Action now has 5,054 members, an increase of 541 since 2016. At end of last year, we had 831 active volunteers, or an additional of 356 during the year of 2017. This is reflects a very strong input from our members and volunteers.

At the finish of the AGM, Prof. Eamon O’Shea (NUIG) was invited to address the meeting.

Issues raised by the members

- Local Property Tax increases now and in 2019.
- The suggestion that Free Travel should be restricted and that this does not take into account the need for older people to attend medical appointments.
- The creeping exclusion of older people from banks by the ever-growing reliance on technology. (The government should have a role in ensuring services are available to people who can’t use this technology. Another member pointed out that when interest rates were 18%, people were welcome in banks but now older people are not welcome because they are seen as not having money.)
- GPs charging people with diabetes for blood tests.
- Ageism in the media as evidenced by the use of the terms ‘crinklies’ and ‘winklies’ by Ivan Yates
- A call for Age Action members to monitor hospital waiting lists locally.
Capturing Ireland’s cinema-going history


In collaboration with Age Action Ireland and Maynooth University, the Irish Cinema Audiences project examines the history of cinema-going in 1950s Ireland.

About the project
The aim of this project is to assess the impact of cinema on the everyday lives of ordinary cinema-goers. Launched in June 2018, this two-year project will run until May 2020.

Gathering oral histories
The first phase of the project consists of a questionnaire (enclosed with this edition), which can be completed in writing or online. The questionnaire will help us to gain insight into the cinema-going habits and preferences of Irish people in the 1950s.
their film preferences and their favourite stars.

In the second phase of the project, video-interviews will be conducted with volunteers who would like to share memories of their cinema-going experiences in a more in-depth way. The memories gathered through this project will be made available via an online archive (to be launched in 2019).

Supporting lifelong learning
The Irish Cinema Audiences online archive will be used to support a series of workshops, which will be made available to Age Action members through the U3A network in 2019.

The aim of the workshops is to facilitate groups and individuals who would like to conduct research into their own local cinema history. Workshop participants will have the opportunity to present their own projects at a research showcase to be held at Maynooth University in May 2020.

Safeguarding cultural history
As many of the cinemas from this era disappear from towns and cities across the country, our connection to this aspect of Ireland’s cultural history is becoming increasingly fragile.

The stories of ordinary cinema-goers provide a vital link with this chapter of our past and it is important that we preserve their memories for future generations. At a time when the study of history has become optional at Junior Certificate level, there is an even greater need for older adults to consider their role as guardians of our social and cultural history. It is through their living memories that we can help to foster and sustain curiosity about our shared past, particularly among younger generations.

European cinema project
The Irish Cinema Audiences project also coincides with a broader research project examining the experiences of audiences in European countries during the period from 1950 to 1960 (www.europeancinemaaudiences.org). Oral histories and the memories of ordinary cinema-goers are at the heart of both projects.

By collaborating with researchers from across this network, it will be possible to explore how the experiences of Irish audiences in the 1950s compared with their fellow cinema-goers in other countries.

The Irish Cinema Audiences project is led by Dr Sarah Culhane (CAROLINE Fellow, Media Studies at Maynooth University).

If you would like to get in touch about the project, please email cinema@ageaction.ie or write to Irish Cinema Audiences, Age Action Ireland, 10 Grattan Crescent, Dublin 8.
Celebrating older people’s contribution

Positive Ageing Week (PAW) is an annual celebration by Age Action of the contribution older people have made and continue to make to their communities.

In 2018 PAW will run from October 1st - UN International Day of Older Persons – through to October 7th and it can be divided into two strands:

- Community based Positive Ageing Week Events, organised by groups and individuals
- Events organised by Age Action

Last year over 550 events took place across 25 counties. We are inviting individuals and groups to organise an activity or an event for PAW.

**Active retirement groups**

Events are organised by Active Retirement Groups; Nursing Homes; Community Resource Centres; Sports Partnerships; County Councils; Care Organisations; Libraries; Theatres; Galleries; Museums; Schools; Clubs, Societies and Associations for older people.

In addition, businesses support the week by offering discounts for older people.

A variety of events take place every year, such as: Computers for the Terrified; Knitting Parties; Singing for Wellbeing; Exhibitions; Performances; Rolling & Bowling Workshops; Memoir Writing Classes; Historical and Forest Walks; Excursions, Dancercise and Chair Zumba;

Let us know if there is something happening in your area or if you would like to get involved by contacting paw@ageaction.ie.

▲ Members of the RAMS group from Newcastle, Co. Dublin U3A performing at a PAW event held in 2017.

**Daily themes**

For 2018 Age Action, in association with Bank of Ireland, are working on the following themes for the week:

- **Monday** Intergenerational Day in Schools – young and old come together to learn and share memories
- **Tuesday** Tech Tuesday - a focus on assistive technology and supports for older people to maintain their independence
- **Wednesday** Wellbeing Wednesday - concentrating on mental health, exercise and nutrition for older people
- **Thursday** Talks on Thursday - Information sessions around the theme of positive ageing
- **Friday** Fundraising Friday - The national collection day for Age Action
New and future pension changes under discussion

Corona Joyce and Gerard Scully of Age Action joined officials from the Dept. of Employment and Social Protection when they appeared at the Joint Oireachtas Committee on Employment and Social Protection to discuss recent changes to the system for those affected by the 2012 changes as well as proposals under the new ‘Roadmap for Pension Reform’ published in January.

Interim measures for those affected by the 2012 changes were announced in January and came into effect in March 2018. A person who reached pension age after 1 September 2012 will be eligible for assessment under the new arrangements.

Paid and credited contributions
It is based on a 40-year record of paid and credited contributions, with a new 20 year ‘Home Caring’ credit and up to ten years of other credits (e.g. when ill or unemployed).

The Department confirmed that the estimated 51,000 people affected by the 2012 change in rate bands will be contacted directly by them near the end of the year to assess whether they will be eligible for a higher rate under the proposed system. Backdated payments to March 2018 will be paid in the first quarter of 2019.

Age Action welcomes the proposal by Minister Regina Doherty to address these unfair changes. However, thousands of people (both men and women) lost out because of the 2012 changes and will not benefit from this initiative. A simple reversal of the changes would be the most straightforward way to deal with this loss of income for tens of thousands of people.

Corona and Gerard also raised the issues of the lack of progress of the Bill on Mandatory Retirement as well as the issue of auto-enrolment in a private pension by the State of all workers who do not already have one.

Total Contributions Approach
A public consultation process on the move to a ‘Total Contributions Approach’ (TCA) for all new claimants of the contributory state pension was launched in June. The TCA will replace the yearly average approach for all new contributory State Pension applicants from 2020 onwards. The new system means that people with fewer contributions will be worse off than they are today.

Details of the consultation are available at www.welfare.ie/en/Pages/Consultations.aspx. Age Action will be making a submission on this wide ranging new pension proposal and needs your input. See www.surveymonkey.com/r/MZFX9PW.
What is U3A

U3A (University of the 3rd Age) groups are lifelong learning social clubs that are run for and by their members who come from all walks of life and social backgrounds.

U3A activities vary greatly; they can include learning a new language, arts and crafts workshops, walking groups, choirs, hosting expert speakers, outings to museums, visiting places of historical significance, as well as sharing all kinds of skills and knowledge with one another in a friendly environment.

Originating in France in the early 1970s, U3A today is a global phenomenon (with millions of members across every continent).

In 2014 Age Action’s U3A Network consisted of approximately 15 local groups. There are now 31 U3A groups across the country. Four new U3A groups started up just within the last couple of months (The Bray Heads; Kiltipper Woods; Monkstown) and four more in the pipeline (Clondalkin; Tallaght; Swinford, Wexford Town) and the demand coming from retired adults for more opportunities to learn about and do new interesting things with their peers seems to be growing across communities in every county.

Livening longer, living better

On TV, the radio, online, and in conversations across the country we have all heard that Ireland is ageing. There’ll be a million over-65s in Ireland by 2031. Measures are required to keep us socially, mentally, and physi-
cally healthy as everyone grows older. U3A groups are already achieving this.

How? By:
- increasing self-confidence;
- increasing awareness of ageism & breaking down stereotypes;
- keeping mentally and socially active;
- increasing volunteering and making a valuable contribution within their local community;
- making new friends; personal/ self-development via learning and applying new skills and knowledge; and
- having a renewed sense of purpose in life.

As more of us reach retirement and enter our ‘3rd Age’ in life, our enthusiasm for engaging with lifelong learning opportunities often increases.

The University of the 3rd Age model can be easily replicated in communities nationwide. There’s no reason to think that every town and village won’t eventually have its own U3A group. The rise in U3A groups not only reflects the brilliant news that more of us are living longer, but also means we will be living better too.

Joining or starting up a U3A group helps to make Ireland one of the best places in the world in which to grow older. For more information about U3A, visit Age Action’s website at www.ageaction.ie. Look for U3A Ireland on Facebook, on 01 475 6989 or email u3a@ageaction.ie

Member quotes

“I have found it a great way of meeting people of like mind and interests”

“Don’t be afraid to start small. We were just a small group of people, most of whom had not previously met but who were interested in expanding their horizons. Now we have regular speakers, take field trips and go on overnight trips together.”

“After working for close on 50 years I needed to know what was going on in the community — it is a completely different world and at times very frustrating, challenging — especially during the last seven-year period of austerity and pension income cuts; increased taxation; cuts in health and other services etc. Coming to our U3A and Age Action meetings has helped me to survive”.

“U3A helped me to explore new ideas and horizons, make new friends, experience the energy and enthusiasm for life of older people.”

“U3A releases a whole new range of areas of interests that I never knew existed”

“I schedule this once a month meeting; summer visits and theatre visits into my diary – I refer to this as ‘ME TIME’”

“Our activities and attitudes prove that we are more than our pathology or chronological age”

“Communication is better than medication.”

▲ Rathmines U3A members on a guided tour of Iveagh House in Dublin.
New Government report begins debate on home care provision

The long-awaited report arising from the public consultation on what Irish people want from Home Care services and supports was finally published on June 26th. There were 2,600 responses, which is a very high number of submissions. Voluntary, statutory and private organisations and individuals all responded in depth to the survey sent out.

Having a quality, regulated and affordable statutory home care scheme is a priority issue for Age Action. We have been to the forefront in direct lobbying to the Minister of State for Older People Jim Daly and officials in the Department of Health. We also presented to the Joint Oireachtas Committee on Health in November 2017 and play an active role in the Home Care group of voluntary organisations which was formed to ensure that the voices, needs and concerns of older people are at the heart of this scheme’s development.

The publication of this report, which states what people want a Home Care scheme to look like, how they think it should be funded, and what services and supports should be included in it, marks a very important first step.

Current provision of home care

We know that the current provision of home care services and supports is ad-hoc and piecemeal with huge divergences of access to service across the country. This results in a ‘post code lottery’ where local resource allocation dictates whether and when a service is available. Demand outstrips supply and many very needy people are left suffering without the necessary supports. This situation continues to result in unnecessary hospital admissions and the ongoing scandal of older people being unable to return home after a hospital discharge because the appropriate support and care they need is unavailable to them. This clearly leads to unacceptably poor outcomes for service users.

New statutory home care scheme

Age Action will be working hard in the coming years to ensure that the new statutory Home Care scheme will give equal access to care based on need — not local resources or geography. We will insist that the scheme will have quality standards and be fully regulated and underpinned with a robust regulatory and legislative framework.

Various options for the financing of home care have been proposed by respondents in this report, including social insurance and tax increases (general, corporation tax). It is interesting to see that 57% of the people who responded to the survey said they were in favour of home care recipients making a financial contribution towards the cost as this was felt to be a fairer model than the current system.

Age Action understands the challenges in selecting the most appropriate and feasible funding model and financing system. Our ultimate aim is to ensure that older people will be supported with a quality, well regulated, affordable and accessible Home Care scheme.

We need a scheme where eligibility and entitlement are clearly defined and easily understood.
Volunteers needed for documentary on falling birthrate

In November RTE will screen a new documentary which will examine the impact on Ireland of falling birth rates and an ageing population. It will be presented by Dearbhail McDonald of Independent News and Media.

The documentary makers, Frontline Films, are looking for examples of how older people are staying more active and engaged. If you are part of a group doing something innovative and original, they would love to hear from you.

They are particularly interested in hearing from people in Clonmel, Co. Tipperary, or Ballyshannon, Co. Donegal (towns with the largest populations of older people, according to the latest census), but would also be happy to hear from other parts of the country.

You can contact the programme’s producer here: aoife@frontlinefilms.ie
**October volunteers needed for Heart of Gold Collection**

We are preparing for the 2nd National Collection Day where we will be on the streets and in shopping centres in Dublin, Cork and Galway.

The Heart of Gold pins were very well received last year, a testament to the goodwill and support for our work with older people around the country.

The pins are €2 and we are asking our members if they can spare an hour or two on **Friday, 5 October** to help our staff sell the pins. Help us achieve our vision to make Ireland the best place in the world to grow older in.

For further information, please contact any of the team at fundraising@ageaction.ie or 01 4756989.

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**Annual membership application**

I wish to join Age Action and enclose € ........... membership fee, plus €................ voluntary donation payable to Age Action Ireland Ltd.

If you are already an existing Age Action member and wish to renew your membership, please write your membership number here

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Full name: .......................................................
(Block capitals please)

Address: ..........................................................
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Tel: .................................................................

Email:  ..........................................................
(Block capitals please)

Date:  ...............................................................

**FEES**

€20 Individual – retired/unwaged
€40 Individual – employed
€60 Voluntary Body
€200 Statutory Agency
€500 Commercial

**STANDING ORDER**

To the Manager
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Please pay annually to Age Action Ireland,
Permanent TSB, 70 Grafton Street, Dublin 2,
BIC: IPBSIE2D
IBAN: IE82 IPBS 9906 2587 7790 21
the following amount € ............................. ......
until further notice. Starting on: 1st day of
January 20 ......

Name: ..........................................................
(Block capitals please)

BIC: ...............................................................

IBAN: ...............................................................

Signature: ......................................................

Please return to:
Membership Development,
Age Action Ireland Ltd,
10 Grattan Crescent, Inchicore, Dublin 8.
Email: membership@ageaction.ie
Tel:  (01) 475 6989
Fax:  (01) 475 6011