



## THE HON JUSTINE ELLIOT MP

### Minister for Ageing

#### MEDIA RELEASE

20 August 2009

#### **NATIONAL SENIORS AUSTRALIA- PROMOTING PRODUCTIVE AGEING ONLINE**

Minister for Ageing, Justine Elliot today officially launched two online tools developed by National Seniors Australia to help recognise and promote productive ageing in Australia.

The new internet tools from the research arm of National Seniors Australia, the National Seniors Productive Ageing Centre (a joint initiative of National Seniors Australia and the Australian Government) are:

- The Productive Ageing Centre website – [www.productiveageing.com.au](http://www.productiveageing.com.au) - which provides users with research, education and information; and
- The Atlas of Productive Ageing, located at [www.productiveageing.publichealth.gov.au](http://www.productiveageing.publichealth.gov.au) that allows users to find regional information on five broad indicators of productive ageing – activity, health, finance, housing and population.

Minister Elliot said: “These online resources have been developed to advance the knowledge and understanding of productive ageing to improve the quality of life of people aged 50 and over.

“They will also help support the important research conducted by the National Seniors Productive Ageing Centre,” Minister Elliot said.

In less than 50 years the number of people aged 65 and over is expected to triple from 3 million to 9 million.

“Our ageing population brings with it opportunities and benefits, not just challenges.

“The Government is pursuing broader action to encourage positive and active ageing through initiatives and activities involving Australia’s first Ambassador for Ageing, Noeline Brown. Noeline’s role also includes the promotion and recognition of the contributions that have been made, and continue to be made, by older Australians.

“Older Australians are an invaluable asset to our country and this Government will continue to support measures that promote these ongoing and valued contributions” Minister Elliot said.

The interactive, web-based Atlas of Productive Ageing, was developed by the Centre in collaboration with the Public Health Information Development Unit at the University of Adelaide.

**For more information, contact Mrs Elliot's office on (02) 6277 7280**