

WHERE DO YOU FIT?

NEW INSIGHTS INTO THE EXPERIENCED GENERATIONS

An audience of approximately 70 from business and local government listened attentively as Nielsen's Director of Client Services, Kate Terry presented the main findings of a research project commissioned by the HOPE Foundation. This project sought to discover characteristics of older people that would enable different groupings (segments) to be established with at least some major characteristics in common. We suspect that many people and organisations think of 'the elderly' as being a homogenous 'one size fits all' group whereas we believe that that is far from the truth.

Our research proved that we were correct. Based on a sample of nearly 3000 people 65 and over and a slate of 44 different characteristics, we were able to discover five major groupings of people.

For quick reference we have named them as:

Traditionalists	(22%)
Paradoxical Pensioners	(15%)
The Active and Aware	(19%)
Kiwi Battlers	(25%)
and	
Affluent Investors	(19%)

With the exception of the last group, the financial status of these groups was not one of their key defining elements. For example, the Kiwi Battlers were noted for being the most isolated and stressed, the Paradoxical Pensioners for holding strong views on healthy living but eating anything they liked. The Active and Aware were into media and computers, a high proportion were still working, and the Trads support charities (but not by volunteering) and don't do much in the way of exercise. (This is of course a very superficial analysis of the data.)

We were fortunate to be able to invite Brian Easton, well known writer and commentator on economic and social issues to comment. He interpreted the findings in a novel and useful way. We plan to continue this work to evaluate how representatives of these groupings feel about the quality of service they receive from commercial organisations and what can be done to improve this.

Financial assistance for the seminar was provided by the Freemason's Roskill Foundation, to whom we offer sincere thanks. The Chair, Mr. David Mace contributed to the discussion. If you are interested in more detail, the report is available on our website: www.hopefoundation.org.nz

WEBSITE

78% of New Zealanders access the internet. If you are one of these, don't forget to check our website for regular news between Newsletters.

www.hopefoundation.org.nz



The HOPE Foundation for Research on Ageing

Preparing New Zealand for an Ageing Future

NEWSLETTER December- 2009



EDITORIAL

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Founder and Chair of The Foundation.

In the six months since the publication of our last newsletter, the Foundation has experienced both lows and highs. The resignation due to ill health and then the death of our Executive Officer, Jan Bowman MNZM in June was a huge blow. Jan had been our EO for five years, a period in which she made a huge contribution to the Foundation. (See separate column.) Jan would have been one of the most capable and innovative people I know. She was passionate about the Foundation's objectives. Thank you Jan!

We are very fortunate to have been able to make a quick appointment to Jan's position. Mrs Eleanor Spencer has, by virtue of her training, experience and interests been able to step in with minimum disruption to the Foundation's affairs. For this we are truly thankful. Eleanor assisted us on a temporary basis for three months and was then appointed to the position in August. Welcome Eleanor!

Organisations like people need 'highs' to balance out the 'lows' that inevitably afflict us. The Foundation's highest point was the August 30th release of a report on a major research project we had commissioned from the Nielsen Company, NZ's top public polling agency. Approximately 70 people attended the event, a breakfast seminar at the Novotel Ellerslie, to hear Kate Terry of Nielsen present the major findings. Entitled: *New Insights into the Experienced Generations* the research was an attempt to discover characteristics of the oldest segment of N.Z. society that would enable business and local government to provide more relevant services and enable older people to benefit from such. (More details inside). The report attracted publicity in the press and on radio. Jan had put a huge effort into getting the project up and running: it was a pity she wasn't there to share in the dénouement. We dedicated the report to her anyway. To discover other 'highs', read on....

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JAN BOWMAN - A REMARKABLE LIFE



As noted in the editorial, Jan Bowman, the Foundation's E.O. died on June 13th. after a lengthy battle with cancer. Jan was appointed E.O. in September 2003. She rapidly made a huge impact on the work of the Foundation through the streamlining of

procedures, the initiation of new contacts and the upgrading of communications with the Foundation's stakeholders. She conceived the idea of a formal Friends Committee and recommended the appointment of Mrs Joan-Mary Longcroft as its Chair.

She oversaw the upgrading of the web site, managed the process of initiating scholarships with the universities, kept in contact with key people in academic institutions, rapidly expanded the number of people donating to the Foundation, constantly sought out potential donor organisations, and initiated the concept of contracting for some research.

She had an ability to think laterally and a very sharp mind that could get to the heart of an issue quickly. Yet in addition she was a thoroughly nice person, respected by both friends and co-workers. Her MNZM was justly earned

Jan's 'other life' was remarkable. She had a lengthy reign as PA to five of the first six Deans of the Auckland School of Medicine. She was known for her efficiency, organising ability and encyclopaedic knowledge of people, procedures and past events at the university.

At the same time she held important positions in the charitable and voluntary sector. These included a stint as the head of World Vision in NZ (she organised the first visit of the Korean Children's Choir as a WV initiative), and a term as N.Z Governor of Zonta International. She was the first Kiwi to be elected to the International Board of Zonta.

She had a strong Christian faith. She served as Chair of both the Missionary Council and the Social Services Council of the N.Z Baptist Union and was President of the Baptist Women's Missionary Fellowship. Her role as Chair of Baptist Women of the S.W. Pacific gave her a place on the Board of the Missions Dept. of the Baptist World Alliance.

She was an accomplished musician, loved fine china and travel. She was a generous donor to many charitable organisations. In short she was role model we might all aspire to.

Vale Jan!

WELCOME ELEANOR

As noted in the editorial, Mrs Eleanor Spencer BA, Dip NZLS, ANZLA has been appointed to the vacant position of Executive Officer to The Foundation. Eleanor has extensive experience in administration, management and facilitating the work of large lay and business organisations. Interestingly, like her predecessor, she has had executive roles in Zonta. Her experience, qualifications and interests make her well suited to the role and we welcome her to the HOPE 'family'.

REPORT ON THE HOPE FOUNDATION - SPONSORED 2008 -09 SUMMER RESEARCH STUDENTSHIPS IN THE UNIVERSITY OF AUCKLAND

During the 2008 – 2009 University vacation the HOPE Foundation sponsored two students, one from the Department of Psychological Medicine and the other from the Department of Medicine, The University of Auckland, to enable them to undertake specific academic research.

Emma Macdonald's research was an attempt discover whether it is possible to predict functional recovery following cardiac surgery from drawings made by the patient.



Patient perceptions of illness have been found to contribute significantly to their physiological and psychological recovery.

Emma used drawings done by the patients both before and after surgery as a means of gauging whether patient perceptions are indicative of the clinical and psychological outcomes. If this use of drawing is found to be effective it could be encouraged as a normal part of clinical practice. The outcome though not definitive was encouraging.

Amanda Siu's research project was entitled: The validation of two predictive calculators of fracture risk in healthy New Zealand post-menopausal women.



The World Health Organisation (WHO) and the Garvan Institute in Australia have devised predictive calculators that factor in risk factors for fractures in people with osteoporosis in an attempt to identify those who are most likely to sustain fractures. This knowledge would allow early targeted interventions in such people. Her research was an attempt to discover if these calculators were relevant for the New Zealand population. She found that neither calculator was particularly useful.

The results of this research were presented at the May meeting of the Auckland Branch of the NZ Association of Gerontology. The audience comprised health professionals and the Friends and supporters of the HOPE Foundation

FRIENDS OF THE FOUNDATION FUND-RAISER

Approximately 100 people spent a very enjoyable Sunday evening in May at the Howick Little Theatre for a special performance of King and Country, a drama based on the Great War. The play is both poignant and humorous, enlivened by live performances by a band (in this case Smiths Locksmiths Manukau City Brass.) The evening was arranged as a fund-raising performance on behalf of the Foundation by the Friends Committee, chaired by Mrs. Joan-Mary Longcroft. These events are always a lot of fun and if you missed out this year keep a look-out for our announcement of next year's drama at the HLT.

Membership is tax deductible. From 2009, membership of The Friends will be by a specific \$25.00 annual gift for an individual or a concession rate of \$40.00 per couple. If you are already a Friend, please send us a cheque to renew your membership for 2009. If you are not a Friend already, why not join? A form is enclosed with this Newsletter.