

## 32. CELEBRATION OF INTERNATIONAL YEAR FOR OLDER ADULTS

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Corporate Plan Output: Community Recreation Programmes and Promotion	

The purpose of this report is to update the Community Board on an event held at the Woolston Club on Friday 27 August from 1pm – 4.00pm to celebrate International Year for Older Adults.

### SUMMARY

The event was aimed at Older Adults in the Hagley/Ferrymead Community. There were over ten stalls showing various activities that community groups provide in the local area. Entertainment was provided throughout the afternoon. An estimated 500 people attended. The event was to celebrate the International Year for Older Adults. It offered the community a chance to try new activities and learn more about groups/activities in their area.

### EVENT OUTLINE

The event was planned in partnership with the Woolston Club. The Club provided free use of facilities, equipment (ie sound system, display stands) and staff who assisted with set up and pack up for the day. Volunteers from the Club also assisted during the afternoon with tea and coffee and helped to ensure the event ran smoothly.

The programme for the afternoon was as follows:

- 2.00pm Sequence Dancers
- 2.20pm Line Dancers
- 2.40pm Circle Dancers
- 3.15pm Nans Grans

Stalls included: Redcliffs Croquet, Christchurch Fishing & Casting, All Saints Anglican Church, Woolston Handiscope, Sixties Club, YMCA, Women's Walk, Mt Pleasant Painting Club, National Heart Foundation, Cowles Stadium, Sport Canterbury, Sumner Garden Club, Woolston Indoor Bowls and the Canterbury Cake Decorators Guild.

## **BUDGET**

### ***Expenses***

Promotion	\$1362.00
M.C.	100.00
Nans Grans	50.00
Woolston Card Club; tea and coffee	50.00
Banner	300.00
Support Staff	<u>144.00</u>
TOTAL	\$2006.00

### ***Income***

Hagley/Ferrymead Community Board	\$2,006
TOTAL	\$2006.00

The Hagley/Ferrymead Community Board funded this event.

## **PROMOTION**

The event was well promoted in the local community. Flyers were distributed to all Older Adult community groups. A letter box drop went to areas that had a large population base of Older Adults in the Hagley/Ferrymead ward. Posters were put in all shopping areas. Advertising with a support photograph was placed in the community newspaper leading up to the event. Canterbury Television and the local newspaper came to the event on the day.

## **SPONSORSHIP**

Product was supplied by Redcliffs Supermarket, Woolston Super Value, Greenstone Greenworld Nursery, Woolston Hot Bread Shop and Hoyts. Sponsors product was used for the provision of tea and coffee and spot prizes.

## **CONCLUSION**

An event specifically for Older Adults certainly has its place in Woolston. It was good to have the support of the Woolston Club to provide such an event. There were many supportive comments following the conclusion of the event from people who attended plus valuable recommendations for future events.

Locally based events such as these provide Older Adults with a sense of belonging and a pride in their local community.

## **RECOMMENDATION:**

The venue provided insufficient space for the large number of people that attended the event. The Woolston Club's Bowling Club could be an alternative venue. The sound system suffered technical faults, therefore it may be necessary to have a back-up sound system in place.

The success of this event shows the need for Older Adults to have specific, targeted activities available. I suggest that an event showcasing activities/groups for Older Adults in the local community becomes an annual event.

**Chairman's**

**Recommendation:**

1. That an event showcasing activities and groups of older adults in the local community become an annual event.
2. That Helen Gallagher be congratulated on the success of this event.