



MEDIA RELEASE

External directors for The Aviird Foundation announced *Creativity and sustainability core values for Third-age Australians*

Sydney, 14 April 2010: The Aviird Foundation today announced the appointment of two independent directors to its Board. The new appointees are Christopher Baynes, who is a volunteer advocate, senior communities publisher and sustainable energy proponent and Janne Ryan, a writer and producer who has extensive experience in both the arts and business.

News of these appointments follows the launch of the first charitable program supported by the Foundation, 'Snap and Click'. Conducted in partnership with the Museum of Contemporary Art (MCA) and the Australian Centre for Photography (ACP), this was a series of photographic workshops encouraging the artistic talent of older everyday people, with a subsequent touring exhibition launched at the MCA during NSW Seniors Week 2010.

The Aviird Foundation aims to inspire Australians to think differently about ageing and the aged. It is committed to supporting innovative and creative endeavours that benefit members of our community aged 55 and over – or in their 'Third-age' of living – through social, well-being, economic, cultural or other means.

"The Aviird Foundation is delighted to welcome Janne and Chris to the Board," said Scott Marinchek, Managing Director of the Aviird Third-age Living. "Each brings a unique wealth of experience, an abundance of passion and extraordinary enthusiasm to the Foundation where they will be pivotal in ensuring that The Aviird Foundation continues to actively engage the communities in which we live."

In addition to an impressive background of executive management and community centric experience across the spectrum of advertising, online and traditional media, Christopher Baynes brings a special passion regarding sustainability issues.

As editor of Australia's leading retirement community magazine and CEO of Villages Publishing, Christopher Baynes regularly facilitates resident focus groups across the country. Mr Baynes is a co-founder of DCM Solar and DCM Energy, providing sustainable energy services to the retirement sectors. He has also worked nationally and internationally within the volunteer sector, particularly with the peak body International Association for Volunteer Effort and the Points of Life Foundation. Mr Baynes also sits on the Advisory Self Care Review Board of UnitingCare NSW and ACT and is a regular radio commentator and seminar speaker on the subject of planning for retirement contributing regularly to the curriculum of the Aged & Community Services Association of NSW & ACT and the Retirement Village Association.

"I believe my skills and interests mesh well with the ethos and philosophy of The Aviird Foundation, in particular its commitment to promoting lifelong personal fulfilment and fostering the sustainability of our community in general," said Mr Baynes. "I'm looking forward to helping to steer the Aviird Foundation toward more partnerships and programs that will help make a positive difference."



Janne Ryan energises The Aviiid Foundation with her audacious experience as an ideas curator, writer and producer, and her special interest exploring the role of creativity in shaping our lives.

Among other credits, Ms Ryan is a writer for the *Australian Financial Review*, co-producer of a multitude of award-winning media works including ABC TV's three-part series *In the Mind of the Architect*, curator of *TEDxSydney* and an occasional critic on Richard Glover's ABC 702 *Sydney's Critic's Panel*. As co-producer of the flagship ABC Radio program, *By Design*, she fascinates communities across Australia with dialogue between industry leaders in residential design, community living, neighbourhood planning and senior housing. Ms Ryan has produced many of Radio National's flagship shows, including *Late Night Live*, *Breakfast* and *Arts Today* as well as *Counterpoint* and *Big Ideas*. She is a founder of a number of community arts engagement organisations including *Citizen Collectors*, a community group collecting contemporary Australian art that aims to reflect the main issues facing Australians as we move into the 21st century, and the *Dungog Film Festival*.

"The opportunity to be involved in The Aviiid Foundation, with its enormous potential to play such a positive role in so many lives is very exciting," said Janne Ryan. "The fact that the Foundation recognises the integral role of art, creativity and the pursuit of cultural values in building a more inclusive society for people of all ages is of particular interest to me and I look forward to furthering this interest in my work on the Board."

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About the Aviiid Group

The Aviiid Foundation is the charitable arm of the Aviiid Group (Aviiid) focused on benevolence and positive social change. Aviiid delivers core capabilities in the senior housing and care sectors through Aviiid Third-age Living investment management, Aviiid Securities Limited and Aviiid Ideas market research.

Aviiid believes that a radically different way of thinking is required to provide sustainable Third-age Living solutions. It aims to revolutionise housing, lifestyle and care services by promoting freedom, dignity and choice for consumers while improving the affordability, quality and availability of accommodation and care for the fastest growing segment of the population, those aged over 55, or in their 'Third-age' of living.

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