



**Australian
Newsagents'**
FEDERATION LTD



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Newsagents Partner with Pioneering Charity

The peak body representing newsagents across Australia has announced a unique partnership with a charity which has identified an embarrassing flaw in the country's social fabric.

The Australian Newsagents' Federation (ANF) will partner with Youngcare in an arrangement that will not only help raise much needed funds for young people with high care needs but will also benefit participating newsagents.

CEO Anthony Matis said the new agreement ANF now has with its charity of choice is a first for the industry will help Youngcare create much needed living environments for young people who would otherwise be forced to live in aged care facilities.

"This was an easy decision to make for us. We see it as an opportunity for two community orientated organisations to work hand in hand and at the same time give every newsagent in Australia an opportunity to participate. Youngcare is working singlehandedly to provide full time care needs to a section of the community successive Australian Governments have failed to recognise," Mr Matis said.

"Our arrangement will mean a win all round with member newsagents benefiting from marketing and promotional activities that will help Youngcare raise funds."

Youngcare was founded by a Brisbane man whose wife tragically contracted Multiple Sclerosis (MS). David Conry discovered there were no facilities that could look after his 26 year old wife Shevaune unless she was placed in an aged care home.

"It was a statement by the community and the government that she had nothing to offer so we're going to put you away somewhere.. that's what it said to me," David said.

Youngcare has built its first facility in Brisbane. It's Australia's first multi-residential building designed specifically for high-need under-50-year-olds and intended as a model to be copied nationally. It has won the Australian Institute of Architects' 2009 Brisbane Regional Architecture Awards. The charity now has plans to build facilities around Australia.

"Construction is already underway for a home on the Gold Coast and we are planning a similar model in Sydney. We are extremely grateful to The Australian Newsagents Federation for partnering with us in this way and I know individual newsagents will find tangible benefits in the months ahead," he said.

Mr Matis said he wanted ANF members to be part of an exciting program that will lift awareness for the Youngcare cause and provide an extensive national marketing platform for newsagents.

"There are six and a half thousand young people in Australia in need of proper care facilities. Most Australians unfortunately are unaware that these people have to live in aged care facilities," Mr Matis said.

"In the coming 12 months this new partnership will be rolling out promotional activity Australia wide. Each activity undertaken will have at it's heart a win-win philosophy so the charity, the newsagent and the customer all benefit.

"We are planning a number of merchandising and marketing ideas along with national television and radio exposure for certain events. We are proud this arrangement has been able to come together and we look forward to a busy year ahead with Youngcare."

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