

# Age Friendly Strategy 2020 - 2024

*Strengthening  
communities  
through an Age  
Friendly framework.*

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## Acknowledgement of Country

*Surf Coast Shire spans the traditional lands of the Wadawurrung, Gulidjan and Gadabanud people.*

*We acknowledge them as the Traditional Owners and protectors of this place.*

*We acknowledge their ancestors who cared for the land, rivers and sea - and all of its creatures - for thousands of generations.*

*We pay our respects to elders past, present and future who continue on this path.*

# Background and Context

**In 2016 the Commonwealth Government determined that reform was necessary to ensure that aged care and disability service systems were best placed to meet the needs of an ageing population in an efficient, fair and sustainable way.**

Between 2017 - 2020 the Surf Coast Shire Council worked toward responding to the impacts of these reforms. A new service model was developed. This included alternate community and health organisations identified to take over the in-home support service provision historically held by the Council, as of 1 October 2020. It also included setting a new direction for Council's role in Positive Ageing moving into the future.

This Age Friendly Strategy 2020 - 2024 outlines this new role. The Strategy is based on the World Health Organisation's Age Friendly Communities framework and aims to strengthen communities through this lens.

For further information [www.surfcoast.vic.gov.au/Community/Over-55s/Positive-Ageing](http://www.surfcoast.vic.gov.au/Community/Over-55s/Positive-Ageing)



# Ageing Population

**The World Health Organisation has estimated that between 2000 and 2050 the number of people aged over 60 is expected to double.**

Across Australia, there are 97 Local Government Authorities where the proportion of people aged 75+ comprises more than 10% of the population and most of these are in regional Australia – including the Surf Coast. Residents aged 75+ make up 11.1% of the Surf Coast population. Residents aged 60 – 74 years make up 13.3% of the total population.

Locally, to 2036, the Surf Coast Shire will experience an 84% increase in population of 60+ years. As a proportion of the population, in 2036 the 60+ cohort will grow from 24% to 29%.

**With these factors in mind, along with the shift from the historical role of providing in-home support, local government's focus turns to creating age friendly communities.**



# Age Friendly Communities

An age-friendly community is one where older people are valued, respected and actively supported to participate in their community. In 2006, the World Health Organisation brought together 33 cities to define the important factors needed to create age friendly communities.

## EIGHT KEY AREAS WERE DEFINED



Council plays a pivotal role in leading and facilitating communities where people of all ages, regardless of ability or life stage, can live a quality, engaged and meaningful life. The Age Friendly Community framework provides a lens that ensures our communities are more liveable for everyone.

In 2016 the Age Friendly Victoria Declaration was signed by Surf Coast Shire Council.

In signing this declaration, Council has set its commitment to working toward attaining World Health Organisation status as an Age Friendly Community. For more information on Age Friendly Communities <https://extranet.who.int/agefriendlyworld/>

# Developing the Plan

Council uses the International Association of Public Participation (IAP2) framework when designing community engagement processes. This framework outlines different levels of engagement. The development of the Positive Ageing Strategy involved collaboration with members of the Positive Ageing Advisory Committee, and consultation with the wider community

**Community engagement was undertaken across all townships to inform the development of this plan, with the Positive Ageing Advisory Committee working in collaboration with Council to seek input from the wider Surf Coast Shire community.**

The Positive Ageing Advisory Committee members provided leadership in developing and facilitating community engagement processes to gather information from townships across the Shire. There was a focus on seeking feedback from clients and interested individuals, as well as from key local groups.

Feedback relating to each of the Age Friendly key areas was collated by township, reviewed by the Advisory Committee members, and then developed into a Shire wide plan.

**Community engagement activities included:**

Activity	Audience	IAP2 engagement level
Positive Ageing Advisory Committee	Community representatives	Collaborate
Community forum (Anglesea Hall)	Surf Coast Shire communities Community Groups and organisations Community members Advisory committee reps.	Consult
Interactive presentations with community members	Probus, Committee for Lorne, Client Café Programs	Consult
Individual discussions via phone	Positive ageing clients and interested community members	Consult
Individual surveys	Lorne residents	Consult
Phone calls with representatives of community groups	Neighbourhood houses, Wurdale Recovery Group, Moriac Community Network	Consult
Utilisation of relevant community consultative data and strategies	Deans Marsh District MADCAP: Growing Winch	Consult
Utilisation of relevant Council data and strategies	Community Support Team feedback on COVID-19 impacts across all townships	Consult
Monitoring and evaluation activities (throughout implementation phase)	Advisory committee, stakeholders and wider community	Consult - involve

Due to COVID-19 restrictions, some planned engagement activities could not be undertaken. Online and phone options were provided as an alternative. The Positive Ageing Advisory Committee were confident that the breadth of information attained over the 4 month period sufficiently reflected the issues and needs within their towns.

# Enacting the Plan

## Funding

Projects and initiatives are dependent on securing funding and support from a range of areas.

### 1. Council Budget

An allocation of Council funds to Age Friendly initiatives and programs are to be subject to the standard Council budget process on an annual basis.

### 2. State and Commonwealth Government funding

Funding from relevant State and Commonwealth Departments to support identified projects and initiatives will be undertaken annually, to meet the needs of annual plan priorities.

### 3. Philanthropic and corporate grants

Opportunities to apply for grants through philanthropic and corporate bodies will be sought to support projects.

### 4. Partnerships with community organisations / groups, businesses and health services

Allocations of funding are secured within partner's budgets to enact identified initiatives within the Plan. Council will collaborate with partner's providing in-kind support.

## Monitoring and Evaluation

Annual action plans will be developed with key achievable outcomes defined. A monitoring and evaluation process will be a key component within the annual plan and assist in setting direction for the following year. This annual process will inform the 4 year evaluation cycle and future planning and direction thereafter.

Community engagement activities to gather this information will include:

Activity	Audience	IAP2 engagement level
Positive Ageing Advisory Committee	Community representatives	Collaborate
Alliance meetings for partnership activities	Health Services and community organisations	Collaborate
Annual Community Forum	Community members Community groups Community organisations	Collaborate
Internal staff forums with relevant departments	Relevant Council departments working on key projects	Collaborate
Councillor Briefings and Executive Management Team meetings	Councillors Executive Management Team	Inform Consult

# Whole of Community Response - key players

**Creating Age Friendly Communities involves a whole of community response. Council's role, as outlined within the strategic actions, includes leadership, collaboration, partnership and advocacy. There are many key players necessary to bring this Plan to life and ensure its success.**

## **Positive Ageing Advisory Committee (PAAC)**

Established in October 2018 the PAAC comprises of 11 community representatives, a Councillor and relevant Positive Ageing Council officers. Meeting approximately every 6 weeks, the PAAC provides advice and direction for Council on issues relating to Positive Ageing. They have been active in creating the Plan and will be champions in enacting the Plan in their local areas.

## **Alliance – Health Support Services**

An Alliance is to commence in October 2020 between Council and relevant health and support service providers within the Shire, to ensure the community continues to receive the supports and services necessary to age well in the community. The Alliance will meet regularly to discuss service delivery issues, collaborative projects and initiatives.

## **Whole of Council**

The success of the Plan is dependent on a whole of Council response. Officers from across departments will be engaged in specific actions to support the projects and initiatives within the Plan. Biannual meetings will be established to review progress of the Plan through a whole of council lens.

## **Community organisations / services**

Partnerships will be developed with relevant services and organisations in individual communities to strengthen the responses to the strategic actions. Initiatives will be collaborated on, which support individualised community responses to whole of Shire issues (place based responses).

## **Place based approach**

A place based approach ensures that solutions to whole of Shire issues are adapted to meet the needs of individual communities. Although there may be a common issue across the Shire, solutions to the issue will be dependent on the unique needs of each community.

## **Businesses**

Local businesses will be engaged in relevant components of the Plan, acknowledging their integral role in providing meaningful and accessible participation for an ageing community. Initiatives which encourage the sharing of skills and knowledge, along with meaningful participation in employment (both paid and non-paid) will be explored.

## **Inter-generational Approach**

An inter-generational approach to the delivery of actions and monitoring of the Plan is integral to its success. Age Friendly Communities ensure programs and initiatives support the whole of the community. The community will be engaged in an annual review of the Plan and are key players to both implementation and engagement in initiatives and programs across the Shire.



# Strategic Actions



### Area one: **TRANSPORTATION**

**GOAL:** Solutions are developed in response to current transport issues.

**COUNCIL'S ROLE:** Facilitate and lead collaborative projects.



### Area two: **HOUSING**

**GOAL:** Housing related issues are identified and solutions developed which increase options for people to age well in place.

**COUNCIL'S ROLE:** Investigate and advocate for necessary changes.



### Area three: **SOCIAL PARTICIPATION**

**GOAL:** A sense of community is further enhanced to address isolation and promote physical, social, mental and spiritual health.

**COUNCIL'S ROLE:** Partner with and support community organisations and health services.



### Area four: **RESPECT & SOCIAL INCLUSION**

**GOAL:** Opportunities are created which ensure older people in our community are included, valued and respected for the diverse skills, views, experience and knowledge they hold.

**COUNCIL'S ROLE:** Provide leadership, information and support.



### Area five: **CIVIC AND ECONOMIC PARTICIPATION**

**GOAL:** Meaningful opportunities for people to participate in the community as they age are identified and promoted.

**COUNCIL'S ROLE:** Develop collaborative partnerships and support initiatives.



### Area six: **COMMUNICATION & INFORMATION**

**GOAL:** Accessible information is provided in a wide range of mediums, and communication opportunities are meaningful.

**COUNCIL'S ROLE:** Provide training and information, collaborate and advocate for improvements.



### Area seven: **COMMUNITY SUPPORT & HEALTH SERVICES**

**GOAL:** Community support and health services meet the needs of the community and include innovative responses to identified gaps.

**COUNCIL'S ROLE:** Alliance facilitator, information point and project partner.



### Area eight: **PUBLIC OPEN SPACE AND BUILDINGS**

**GOAL:** Council infrastructure projects ( both new and improvements) support the needs of people as they age to remain active, access the community and interact with the natural environment and each other.

**COUNCIL'S ROLE:** To collaborate with the community and respond to identified needs.



# Area one: **Transportation**

Goal: Solutions are developed in response to current transport issues.



## Identified needs / issues



Transport options to appointments and shops (local & Geelong)

Seating and shelter at bus stops

Transport to community activities

Lack of disabled parking spots

Lack of transport options for teenagers and elderly – whole of community issue

Unreliability of taxis – “leave you stranded”

Availability of accessible transport when needed - Buses, taxis, ubers, volunteers

Costs and bureaucratic barriers to accessing community buses

## Strategic Actions

### Council’s Role: Facilitate and lead collaborative projects

#### 1. Trial and evaluate community based transport service systems, to meet the needs of the individual communities.

These may include:

- Volunteer transport program
- Community bus service
- Share ride service / discount taxis
- Newly developed options

#### 2. Explore and address issues with current transport options in the Shire including:

- Reliability of taxi service
- Lack of Uber options
- Accessibility of transport options
- Costs and bureaucratic barriers to accessing community buses (including disparity of fees due to locations)
- Infrequency of public transport

#### 3. Work with relevant departments and roads authority to:

- Increase designated disabled parking spots
- Ensure designated spots are in optimum locations
- Increase seating and shelter at bus stops



## Indicators of success

- Community transport options have been trialed and evaluated.
- Past barriers have been explored and addressed.
- Input into opportunities to influence decision making regarding parking and seating and shelter at bus stops has been created.



## Area two: Housing

Goal: Housing related issues are identified and solutions developed which increase options for people to age well in place.



### Identified needs / issues

Lack of smaller housing, nothing to downsize to

Planning restrictions with regard to sub-division of blocks for smaller housing / multiple dwellings on a block ('granny flats')

Retirement villages (pros and cons to this model)

Affordability – need for subsidised housing options / disparity of rates for residential villages

Lack of innovative options – explore US & UK model of land ownership (community land trusts etc)

Lifestyle blocks' constraints

### Strategic Actions

#### Council's Role: Investigate and advocate for necessary changes

1. Investigate planning mechanisms (both barriers and enablers) and advocate for necessary changes to facilitate preferred outcomes of land use for communities.
2. Identify and analyse useful examples from other rural / coastal communities both, nationally and internationally.
3. Develop innovative options of housing, community living and access to affordable land based on investigations.



### Indicators of success

- Research has been undertaken identifying barriers and supports impacting on potential housing options/initiatives.
- Advocacy projects to address identified barriers and supports have been undertaken.



## Area three: **Social participation**

Goal: A sense of community is further enhanced to address isolation and promote physical, social, mental and spiritual health.



### Identified needs / issues

Sense of belonging

Physical activities and sporting clubs

Social interaction and stimulations

Local entertainment for whole of community

Specific groups for areas of interest (eg art, men's shed, probus etc)

Multi-generational social gatherings and groups

Barriers to current programs - needing to sign up to My Aged Care to have access (eg Café and GPAC), costs involved

Repurposing of Shire assets - some facilities are under-utilised, need to increase participation, find innovative ways to get better use

### Strategic Actions

#### Council's Role: Support and partner with community organisations and health services

1. Identify gaps and create both intergenerational and interest specific opportunities for socialisation and program activities.
2. Review possibility of continuing Council run programs such as Café Program, GPAC program with new service providers.
3. Promote, inform and provide linkages to current and new programs within communities.
4. Create opportunities to increase utilisation of Council assets to support identified programs and activities.



### Indicators of success

- Social and program activities are identified, enacted and supported.
- Information regarding these are widespread through communities.
- Council assets / spaces are available to support identified activities / programs.



## Area four: **Respect & social inclusion**

Goal: Opportunities are created which ensure older people in our community are included, valued and respected for the diverse skills, views, experience and knowledge they hold.



### Identified needs / issues

Ideas and requests investigated and acted upon when necessary – listening respectfully

Improved relations between children and elderly

Senior citizens has low membership - Ways to promote senior citz / rebranding

Promotion of 'aged' reflective of diversity of ageing populations

Learn from other communities re being listened to and respected

Far more respect for accumulated and depth of knowledge is needed

Duality in attitudes toward older people – “we are expected to work until we are older yet we are perceived as vulnerable / incapable in lots of ways”

### Strategic Actions

#### Council's Role: Provide leadership, information and support

1. Support and facilitate the Positive Ageing Advisory Committee and ensure advice given is utilised by Council.
2. Ensure promotion and information materials reflect the diversity of the ageing population.
3. Support Senior Citizen Groups to re-vision to ensure a sustainable and relevant future.
4. Support inter-generational programs and activities that promote opportunities for the depth of knowledge and skills of our aged to be shared.



### Indicators of success

- Positive Ageing Advisory Committee are included in decision making opportunities to ensure the Shire is an Age Friendly Community.
- Opportunities for older people to meaningfully participate and share skills, knowledge and experience are created.
- Rebranding of services and promotional materials reflect the diversity of older people and their needs/ interests.



## Area five: Civic & economic participation

Goal: Meaningful opportunities for people to participate in the community as they age are identified and promoted.



### Identified needs / issues

Identifying voluntary roles - could there be a Shire wide register/ volunteer bank?

Volunteering opportunities are valuable for people moving into retirement.

Barriers to volunteering – confidentiality, overkill with police checks for every position

Rebuilding after disasters

Utilising skills, knowledge and depth of wisdom of older people

Isolation

Neighbourly cooperation

Duality between being meaningfully employed and older – address barriers / perceptions

### Strategic Actions

#### Council's role: Develop collaborative partnerships and support initiatives

1. Support community groups and training providers to provide opportunities to utilise and enhance the skills of older community members as they age.
2. Be up to date with and promote government initiatives and flexible work opportunities that support participation.
3. Support opportunities for community members to share skills and knowledge by creating meaningful participation in both paid and non-paid employment.
4. Explore the possibility of a Shire wide register of skilled volunteers and centralised information about volunteering opportunities.



### Indicators of success

- Information about local volunteering opportunities are available.
- Opportunities created for older people to utilise, share and enhance their skills and participate in a meaningful way.



## Area six: **Communication & Information**

**Goal: Accessible information is provided in a wide range of mediums, and communication opportunities are meaningful.**



### Identified needs / issues

More interaction between Council and service groups

Lack of information re services available and how to access them

There is a confusion between providing information and actually communicating

Silos restrict information flow - eg local govt, health, education

#### Mobile phone and internet issues:

- » How to use them
- » Poor service
- » Learnings from the bushfires

Health issue/disability can be a barrier to accessing resources

Could we map resources for distributing information in an emergency?

Diverse methods of communication for people who don't use internet

### Strategic Actions

**Council's Role: Provide training and information, collaborate and advocate for improvements.**

1. Facilitate age related specific information sessions including such areas as:
  - » Navigating My Aged Care System
  - » Services and supports available in the community
  - » Supports and information for rural specific issues (eg financial impacts of living on rural blocks and accessing pension)
2. Ensure Council communication is accessible for people of all abilities - including using a diverse range of non-electronic modalities.
3. Identify needs and training opportunities to support communication modalities (such as zoom, telehealth, tablets etc), including 1-1 training opportunities. Explore possibility of intergenerational project.
4. Advocate for improved internet and mobile phone accessibility, especially in the hinterland.



### Indicators of success

- Communities have access to information which is accessible to all abilities and provided in a variety of modalities.
- Training opportunities have been identified and provided.
- Mobile network advocacy projects have been supported.



# Area seven: **Community support & health services**

**Goal: Community support and health services meet the needs of the community and include innovative responses to gaps identified.**



## Identified needs / issues

Lack of medical services available on weekends

GP waiting lists (should older be prioritised / triaged?)

Support for home maintenance issues eg gardening, hard rubbish, gutters, changing light bulbs etc

Lack of information regarding what supports are available

How to reach the isolated to ensure their needs are being met

In home support is an essential service to be able to stay at home

Council continue to be a point of contact for information - We are unsure who we need to contact for different things

## Strategic Actions

### Council's Role: Alliance Facilitator, information point and project partner.

1. Establish and facilitate an Alliance with health and support service providers to evaluate the transition of in-home support services which would include ensuring:
  - » Communities' needs are being met
  - » Gaps are identified and solutions are developed
  - » Relevant service information is being provided to residents
  - » Best practice models are being followed
2. In partnership with key stakeholders develop a range of solutions to identified needs / service gaps eg.
  - » Accessing home / garden maintenance support to enable residents to age well in place
  - » Access issues to GP's and medical services
3. Provide information, referral pathways and promotion of relevant health services, support groups and aged specific programs.



## Indicators of success

- Alliance is established and evaluation has been completed.
- Information about availability and accessibility of local services is distributed widely.



## Area eight: **Public open space and buildings**

**Goal: Council infrastructure projects ( both new and improvements) support the needs of people as they age to remain active, access the community and interact with the natural environment and each other.**



### Identified needs / issues

Lack of footpaths

Maintenance of footpaths

Ensure pathways lead to community infrastructure (ie shops, medical centre etc )

Accessible beaches

Sufficient accessible toilets

Sufficient disabled parking

Appropriate seating – with backs on them

Dangers in crossing major roads with / without pedestrian crossings

Increase outdoor seating

Signage

### Strategic Actions

**Council's Role: To collaborate with the community and respond to identified needs.**

1. Create and embed processes for the Positive Ageing Advisory Committee to provide advice and give feedback on Council infrastructure improvements, community projects and community identified issues.
2. Create opportunities to co-develop plans with communities when developing existing and new spaces, to ensure they foster community and meet the needs of the community as they age.
3. Ensure infrastructure strategy's and improvement opportunities consider the needs of the whole community, regardless of age and capacity, and address issues raised.



### Indicators of success

- Formalised process has been developed for Positive Ageing Advisory Committee to input into Council infrastructure projects (both responsive and proactively).
- Formal opportunities to work with communities when developing spaces have been embedded into Council practice.
- Increase in projects responding to issues raised eg footpaths, outdoor seating, accessibility issues.