



# Positive Ageing Strategy 2018

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## EXECUTIVE SUMMARY

**The unprecedented ageing of the Australian population will present changes that will flow on to all aspects of social and economic life, as the proportion of older people in the community increases. This change requires a proactive approach from all levels of government in partnership with the community in order to ensure quality of life for all older people.**

The Federal and State Governments have provided leadership with the release of several reports on the implications of an ageing population and have produced strategies to respond to those implications.

Local government, in partnership with other levels of government and other service providers, is well placed to respond to the expected demands. Kingborough Council already plays a significant role in planning and delivery of services and provision of infrastructure which reflect the needs of our older community.

Council is in a position to respond to the many positive aspects of ageing such as increased leisure time, and the desire for older people to make a contribution to their community and to connect with people locally.

Council is preparing and planning for the opportunities and challenges of an ageing population and has updated the Positive Ageing Strategy to ensure planning is relevant to the needs of the community.

Kingborough Council recognises the importance of creating opportunities that support and enhance quality of life as people get older. It also understands that older people are a diverse group with a wide range of interests, aspirations and experiences. Whilst there may be residents in our community who are frail and may require various levels of support, a large proportion of older residents lead healthy, active lives and are vital to the cohesiveness of our community. Council aims to recognise these differences by being committed to equitable access to services and resources.

It is important to residents that these values inform Council's planning process for infrastructure and services.

Producing a revised Kingborough Positive Ageing Strategy enables Council to determine the current issues relating to older people and to see where improvements or changes can be made in the delivery of services.

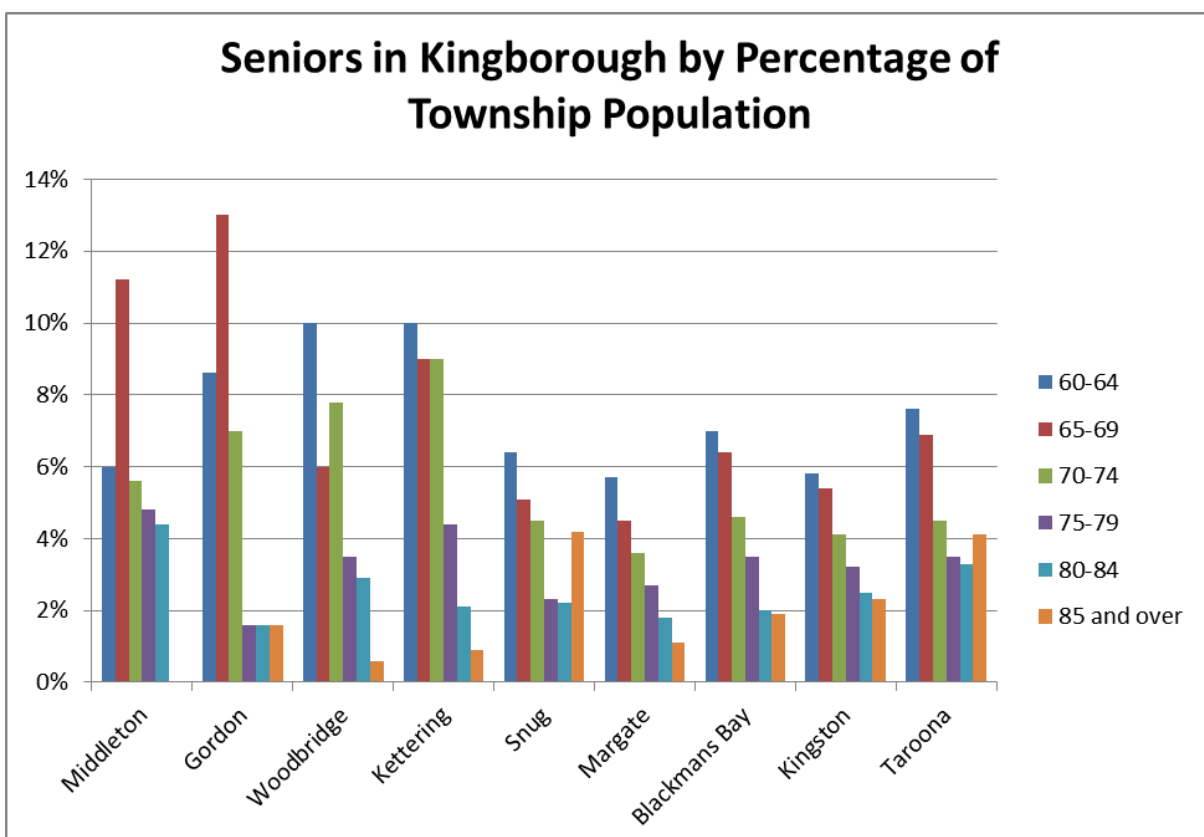
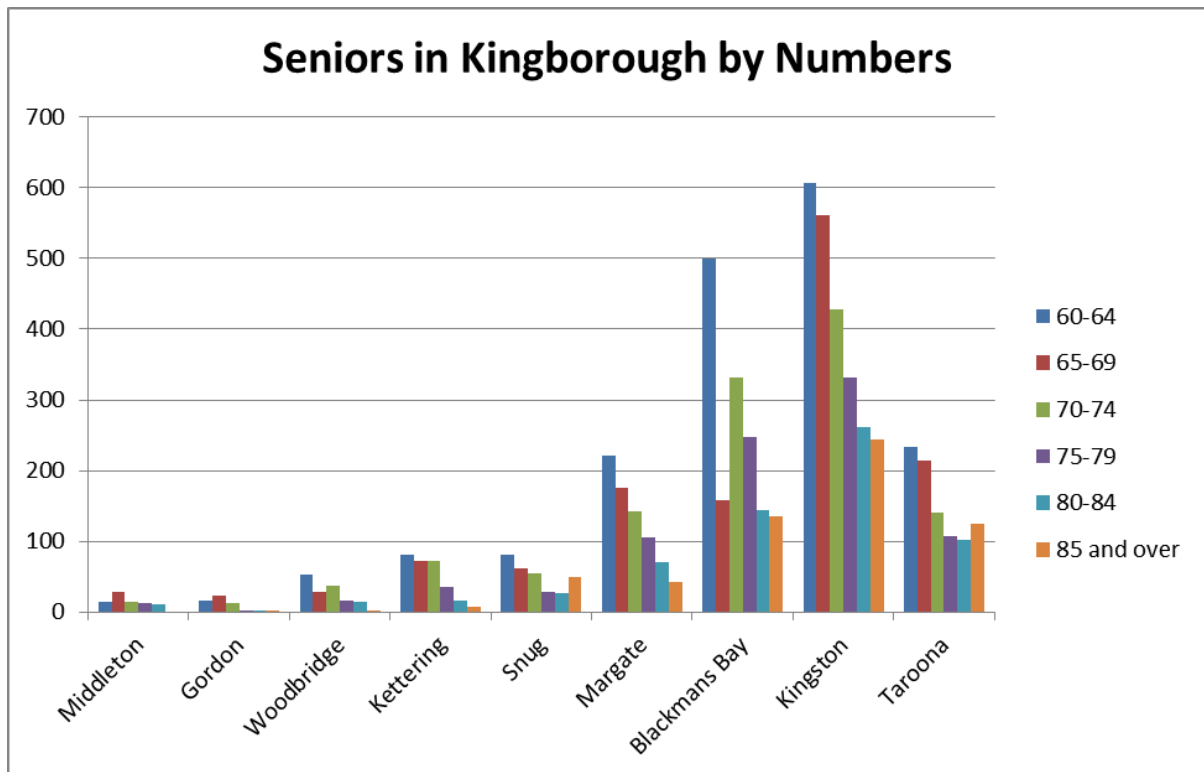
Who makes up our community and why do we need a Positive Ageing Strategy?

In 2016 Australia's national average of people aged over 65 years was around 15%. The proportion of older people in the Kingborough area is just above the national average with around 16% of the population aged over 65 years, an increase of around 1% since 2011. This increase is projected to continue over the coming years due to almost 14% of the local population being between 55 and 64 years at the 2016 Census.



## THE STATS

A snapshot of Kingborough's population centres (obtained from the Australian Bureau of Statistics) shows high percentages of older residents (65+).



## PURPOSE AND CONCERNS

**For Council to effectively represent the needs of the community, it is important to understand and respond to the demands created by patterns in our demographic.**

### **The outcomes and benefits of a Positive Ageing Strategy**

- Improved physical and social wellbeing amongst older residents
- Increased participation in community activities and organisations by older people
- Improved access to information about local services, activities and programs
- A community that is better informed about the current and projected needs of older residents

### **Kingborough's Positive Ageing Strategy and Council's role in supporting and planning for an ageing community**

A review of the previous Positive Ageing Strategy has allowed for an improved understanding of the ongoing implications for Council in delivering services to an ageing community. It is important to note that not all issues identified as important by the community are within the scope of Council – such as responding to concerns regarding a lack of accommodation and aged care options, or being able to address economic impacts of ageing. However, these issues can inform the range of services Council supports and encourages. Council can be most effective with issues relating to:

- Informing the local community of events, services and activities
- Gathering information about community needs
- Obtaining and including community feedback in planning and decision making

The opportunity exists for businesses, organisations, and community to work together in providing quality services and an environment that provides older people with a range of opportunities to pursue healthy, active lives and participate in the life of the community.

### **How the Positive Ageing Strategy fits with the rest of Council**

The Positive Ageing Strategy will influence and contribute to the delivery of the Kingborough Council Strategic Plan 2015-2025. The actions outlined in the Positive Ageing Strategy will inform Council's Annual Plan and ensure that the needs of an ageing population are considered in Council's decision making, planning and resourcing processes.

### **Support and advocacy for recommendations received**

The Positive Ageing Strategy will be reviewed biennially to ensure Council is on track to deliver the achievable actions outlined, and that the Strategy is responsive to changes in the community.

## CONSULTATION

**Council has undertaken a comprehensive community consultation process in developing the Positive Ageing Strategy. Individuals and community organisations provided input through a variety of mediums.**

Online and paper surveys were distributed throughout the community, with 198 responses provided.

Public meetings were held throughout the Kingborough municipality in the following locations:

- ❖ Bruny Island
- ❖ Woodbridge
- ❖ Kingston
- ❖ Margate

The key considerations identified through consultation and the Positive Ageing Survey were:

- ❖ Communication
- ❖ Transport
- ❖ Health
- ❖ Connectedness
- ❖ Infrastructure
- ❖ Accommodation

These key considerations were explored in detail, and are expanded upon in this document.





# COMMUNICATION

## What we were told ...

- Knowing about services and activities is an important part of a positive ageing.
- To be fully able to take part in community life, access to information is important for people.
- At times of crisis, easy access to clear and relevant information is vital. Therefore, information must be easy to find at times when it is most needed.
- Many people, particularly those who are socially isolated, don't always know what is going on or how to access information about activities and services.
- Acknowledging the current barriers which exist for many older residents is one way to improve communication, and providing clear communication in an easily accessible 'one stop shop' setting may be a good start to providing more accessible information.
- It became clear through the consultation process that respondents are seeking a more cohesive approach to access and provision of information.
- Older people rely on a variety of information sources including mail, local and regional newspapers, noticeboards, radio, television, libraries, health services, targeted websites, email and social media.

## What we can do...

- ✓ Provide regular, reliable information about access to community activities and services, along with changes to services which effect older people.
- ✓ Provide information in Council's regular 'snapshot' in the local print media.
- ✓ Encourage the provision of technology classes for older people.
- ✓ Install notice boards in smaller communities where currently no formal amenity is located.
- ✓ Develop and implement a basic and effective communication system in relation to emergency management information dissemination.
- ✓ Ensure input from older residents regarding emergency management planning.
- ✓ Provide concise relevant information on best contacts in times of crisis.
- ✓ Create a data base of people and organisations which can be informed of relevant news, events and activities.
- ✓ Provide information via a variety of methods to ensure as many older people as possible are being reached.

## In a nutshell ...

*Council to work towards providing consolidated information on services, activities and issues which affect older residents. This will be achieved via specific information sessions, use of existing clubs' communication networks, Council's dedicated communication methods and media. Council to engage with State Government agencies to ensure information is forwarded as directly as possible to older residents of the community.*

## KEEPING PEOPLE INFORMED

### Have you heard about **Tuesday Talks?**

Held on the first Tuesday of the month at the Kingston LINC, Tuesday Talks are about informing and sharing information on topics relevant to our older residents. From Centrelink information sessions to advice on creating an Advance Care Plan or information on how to navigate the My Aged Care system – sessions are designed to create a forum for learning about issues which affect us as we age. Sessions are informal and include plenty of time for questions and answers. People are encouraged to put forward ideas for talk topics to ensure we are bringing information relevant to the changing needs of our community.





# TRANSPORT

## What we were told ...

- A variety of reliable transport options is important for people's connectedness and wellbeing.
- Outlying areas of Kingborough have very little, or in some cases, nothing by way of public transport. Lack of transport restricts people's ability to access activities and services.
- Successful models of community-based transport in other regions may be identified and emulated successfully in Kingborough.
- For those residents who do not have a car, access to a range of public and community transport will be necessary to maintain independence and connections within the community, such as attending medical appointments, essential shopping and/or taking part in social or recreational activities.
- Council has a duty to accommodate the increased use of mobility scooters.

## What we can do...

- ✓ Promote community based transport models with a view to connecting more eligible people with available services.
- ✓ Raise awareness amongst older residents of the eligibility criteria for various transport providers.
- ✓ Advocate for provision of improved bus shelters.
- ✓ Promote Council's Volunteer Program and other similar services which provide individualised transport options for those meeting specific criteria.
- ✓ Collaborate with other organisations to seek funding opportunities in order to produce positive change in relation to transport.
- ✓ Provide information about rules of use for motorised scooters.
- ✓ Promote the advantages of providing 'recharge points' (with businesses, developers and relevant Council departments) in support of users of motorised scooters.
- ✓ Raise awareness for all road users by communicating the importance of using safety items such as high visibility clothing, flags, reflectors or lights when using mobility aids on roads.

## In a nutshell ...

*Council to provide information about community transport options such as CTST, the Volunteer Program and similar home support programs. Council will advocate for an increase in suitable public transport and will collaborate with existing providers to facilitate improved transport options for older residents.*

***"The Australian population as a whole is ageing and this will have a greater impact in regional Australia. Not only is the portion of people aged 65 and over increasing faster in regions than our capital cities, but this increase in ageing populations will be more difficult to support in regional Australia. The smaller populations and longer distances make services and transport options more difficult to fund and provide".***

From Australian Government Department of Infrastructure & Development 2016 *Trends: Transport and Australia's Development to 2040 and Beyond*

## HEALTH

### What we were told ...

- Maintaining health and good access to health services are major areas of interest and concern for people as they age. 'Health' was divided into two fields:
  - Maintaining good health through participation in health promoting activities
  - Having access to health support services
- Kingborough's natural environment is important to people's enjoyment of place. Walking tracks and beach side paths are enjoyed and appreciated by residents and provide positive health outcomes.
- Residents in outlying areas, are in many instances, less able to access services and health promoting activities than those in the central Kingston area.
- Council should support and advocate for the provision of expanded health services by service providers in the area.

### What we can do...

- ✓ Advocate for the provision of services and encourage better health choices as follows:
  - Improve health related communications via regular updates in local media, and regular promotion of health related activities and events via the LINC, Senior Citizens, local health professionals' practices and community groups' networks.
  - Promote tracks and trails through seniors networks and health service providers.
  - Promote the Local Links walking project to encourage a greater knowledge of possible footpath links to services.
  - Advocate for expanded health services into the outlying areas.
  - Promote senior fitness options at Kingborough Sports Centre.
  - Promote Council's Volunteer Program to support and increase connection to health services for those experiencing barriers to transport.
  - Provide health information sessions specifically for older residents.
  - Promote Manor Gardens to ensure the service is well-known in the community and the maximum number of beneficiaries is reached.
  - Raise awareness of activities and programs for older people amongst local health professionals.
  - Develop relationships with health professionals and help ensure social/health promoting activities are suggested to older residents.
  - Food businesses are routinely inspected by Council's Environmental Health Officers to ensure compliance with food legislation. Food businesses that process food for service to vulnerable persons are also required to implement a documented and audited food safety program. This is a national standard (3.3.1) under the Food Standards Code.

### ***In a nutshell ...***

*Council to raise awareness of local health promoting services and activities for seniors, encourage the use of Kingborough walking tracks and trails by all and improve access for a range of abilities. Council to advocate for improved health services and education in the region by a range of service providers.*

***"Good urban design can play a major role in allowing seniors to age in place and remain active – both physically active and active in their local communities. A safe pedestrian access to shopping centres, a mix of housing choices, nearby health centres and recreational activities are all important elements that can positively affect the ageing experience"***

From the Australian Local Government Association 2006 'Age-Friendly Built Environments Opportunities for Local Government' Association 2006

# CONNECTEDNESS

## What we were told ...

- Community participation, whether through volunteering, participating in sport, social groups, activities or attending events, allows for the building of friendships, connections and networks within the community.
- People value being able to participate in activities, generate activities or “give back” to the community because of the positive feelings created for others and by being part of something.
- Older residents have the potential to make important contributions to society well into the later years.
- Participation in the community through activities and events, or by volunteering, helps people stay active and fosters living independently for longer.

## What we can do...

- ✓ Compile and distribute information on activities and social opportunities for older residents.
- ✓ Assist with/provide educative programs to improve technological literacy of older residents.
- ✓ Provide and promote ongoing educational programs such as Learning for Life , Kingston LINC, U3A.
- ✓ Develop specifically targeted programs for seniors.
- ✓ Promote Kingborough Sports Centre (KSC) programs and other available seniors health and fitness programs in the area.
- ✓ Promote volunteering options such as Council’s Volunteer Program, service clubs and community groups in order to increase involvement by older residents and raise awareness of the benefits of volunteering.
- ✓ Seek out socially isolated older people via health professionals and other health/social service providers, in order to offer information on available social and health related activities.
- ✓ Create opportunities for direct involvement with existing programs and/or programs tailored to engage the socially isolated.
- ✓ Ensure emergency management planning incorporates input from older residents.

## In a nutshell ...

*Council to develop programs and improve communication channels which support connection between individuals, community organisations and activities. Council can do this by helping to develop positive community attitudes to ageing by acknowledging and promoting the achievements of older residents and by promoting and supporting volunteering as a way to connect with others. Existing programs which provide opportunities to learn new skills, socialise and become familiar with new ways to stay connected via technology are to be encouraged.*

**“Social support networks – greater support from families, friends and communities is linked to better health”.**

From The World Health Organisation ‘Determinants of Health’ (2013).

## KEEPING PEOPLE CONNECTED

### Have you heard about Kingborough Council's Volunteer Program?



The Kingborough Volunteer Program is a unique Council run program which connects people who are in need of assistance in their home with wonderful volunteers who devote time and energy “giving back” to the older residents in our community. For those who meet the criteria, help can be arranged for transport, social contact, gardening or general assistance around the home.





# INFRASTRUCTURE

## What we were told ...

- Suitable, well maintained infrastructure is vital to older people's sense of safety and security in the community.
- Well maintained, comfortable public transport stops are important to a sense of safety and encourages use of public transport.
- Well maintained footpaths are important to older people's sense of safety and ability to get out and about.

## What we can do...

- ✓ Develop a 'best practice' checklist for streetscape, landscape and recreational management plans to ensure the needs of older people are accommodated e.g. ensure provision for ample seating; wide, well maintained footpaths; and shade.
- ✓ Council infrastructure and services are to be accessible to, and inclusive of, older people with varying needs and capabilities.
- ✓ Provide accessible green spaces to encourage inclusion of residents of all ages and abilities.
- ✓ Ensure Council's Access Advisory Committee has input into planning and development applications relating to publicly accessible infrastructure.
- ✓ Assess the suitability of high use and/or high priority footpaths for access for all users including those with a disability.
- ✓ Promote Local Links to improve awareness of local footpaths and facilitate walking access to community events and facilities.
- ✓ Ensure that Council can respond effectively to the demand for environmental health and food safety monitoring of the increasing number of aged care facilities and increasing aged population.
- ✓ Alert public transport providers to maintenance issues at public transport stops.
- ✓ Advocate for a World Health Organisation model of "age –friendly" communities (as outlined below).

## In a nutshell ...

*Ensure Council's infrastructure is developed and maintained in line with principles considering the needs of older residents e.g. footpath surfacing and widths are designed to cater for a range of abilities; seats are provided in suitable locations; parks and public toilets are well maintained, feel safe and are accessible to all.*

**A user-friendly environment as relates to older residents might be the development of 'age-friendly'\* communities.**

*\*The World Health Organisation details the characteristics of an 'age-friendly' community in eight areas of living:*

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| • Outdoor spaces and buildings   | • Transportation                     |
| • Housing                        | • Social participation               |
| • Respect and social inclusion   | • Civic participation and employment |
| • Communications and information | • Community and health services      |

Many of the features of age-friendly communities are also features that benefit people at every stage of their lives. Older people, children and young people, people with varied abilities and the broader population all require accessible communities and environments that positively influence health and wellbeing.

# ACCOMMODATION

## What we were told ...

- Ability to maintain home and garden for people as they age is a major concern – while people know about some of the programs being delivered within the community that fill this need, promotion and up to date information about the services and eligibility could be improved.
- There is a strong desire to grow older in familiar surroundings, close to established networks for as long as possible.
- Supports need to be put into place to help facilitate the ability of people to age within their chosen community.

## What we can do...

- ✓ In line with the planning scheme, support the development of a range of appropriate accommodation options for older people.
- ✓ Work within the planning scheme to support appropriate integration of older people's housing within the broader community to promote social inclusion and access to services.
- ✓ Advocate for and support older people to remain in the community e.g. via Volunteer Program and similar community based services, Driver Assist (help with rubbish removal for those with limited mobility).
- ✓ Provide clear 'one-stop-shop' information about the rules around building of granny flats/secondary residences.
- ✓ Support the inclusion of bus stops in close proximity to retirement/aged care facilities.
- ✓ Consolidate information about assisted living programs to support ageing in place.
- ✓ Compile a list of seniors' residential facilities in the area to inform residents about local housing options.
- ✓ Advocate and support adequate infrastructure, clear information about permitted adaptations to existing dwellings, and provide information on assisted living programs.
- ✓ Develop relationships with housing providers to ensure information sharing.

## In a nutshell ...

*Ensure Council supports the development of a range of accommodation options for seniors, provides relevant information to support people to remain in their homes and advocates for public transport to support residents. Promote the Volunteer Program and similar programs, provide information regarding development eg granny flat rules made simple; improve information about housing support services and aged care accommodation.*

***"The benefits of having a home extend well beyond securing basic shelter. Some of these are economic and more amenable to measurement. Others are less tangible, but no less important, aspects of wellbeing. The quality and location of housing can influence physical and psychological health and social engagement People can also develop strong feelings of personal attachment to their family home, and perceive the home as a source of memories and security and comfort in old age".***

*From the Australian Government Productivity Commission Research Paper 2015 Housing Decisions of Older Australians.*



## THE CHALLENGE

The main challenge within a fast growing municipality such as Kingborough, is to ensure that Council maintains awareness of the needs of the ageing population and determines how best to manage increased demands within the scope of our local government role.

Council currently supports a Positive Ageing experience for residents in the following ways:

Kingborough Volunteer Program:	Supports older residents to remain in their homes with the provision of transport, assistance in and around the home and social support.
Information:	Council provides information on activities and events through Council website/social media and via print media and via a Positive Ageing database.
Intergenerational Lunches:	Held in conjunction with Youth Services attracting over 100 seniors at each of the bi-annual events.
Premises:	Council provides the Senior Citizens Centre premises for older community members to hold a variety of activities and events. Council provides premises for the Kingston Womens group to meet and engage in social and educational activities.
Healthy Connections:	Hosting of a biennial Healthy Connections Expo provides an opportunity for groups and individuals to become aware of the number and variety of local activities and services available.
Kingborough Access Advisory Committee:	Scrutinises relevant development applications and relevant Council documents with a view to creating improved accessibility for all.
Volunteer Recognition:	Through the Kingborough Awards, Council honours community members who volunteer their time and expertise for the benefit of others.
Kingborough Sports Centre Seniors Programs:	Encourages physical activity in a welcoming and supportive environment via specialised programs for older people.
Kingborough Sports Centre's Fitness Centre:	Provides discounts for members who are pensioners or senior card holders.
Manor Gardens:	Supports carers of people with dementia by providing stimulating and welcoming day respite services.
Discounted Rates:	Council rates for pensioners or health care card holders are discounted.
Other Discounts:	Dog registrations for pensioners and health care card holders are discounted.

Adherence to Disability Discrimination Act: Compliance to DDA legislation guides the construction and upgrade of Council amenities.

Urban Design: Considering people and their needs, to encourage social interaction and physical activity in a positive and safe way. Council is aware of the importance of walking and keeping fit as we age so provision of paths, seating and street trees for shade encourages walking by people of all ages throughout a range of locations, whether urban, suburban or rural.

Tracks and Trails: An audit of Council tracks and trails was recently completed to inform track users of the conditions and limitations present in each track or trail location.

Granny Flats: Technically known as secondary residences, these living options are permitted within a residentially zoned area.

Environmental Health: Education and mandatory checking of food outlets and aged care facilities to ensure safe food handling practices are adhered to.

Emergency Management: Involvement of older residents in planning for emergency management.

Climate Change Impacts: Council works to increase community awareness and community support for those who may be most vulnerable, as older people are considered to be more vulnerable during the incidence of prolonged heat events.



## COUNCIL'S OVERALL ROLE IN POSITIVE AGEING

### LEADERSHIP

Develop, implement and monitor the Kingborough Council Positive Ageing Strategy 2018 -2022

Advocate to the Federal and State Governments for increased funding for relevant programs and services that will improve outcomes for older residents

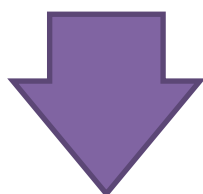
Provide Council resources for identified programs



### PLANNING

Establish a collaborative and proactive planning approach with local providers, Federal and State Governments and other organisations to identify and address the current and emerging needs of older residents

Ensure the needs of older residents are considered in infrastructure design and service planning



### SERVICE DELIVERY

Deliver positive ageing programs and initiatives

Plan develop and maintain accessible community facilities and open spaces

Provide accessible information on issues, services and programs relating to older residents

The strategy will be reviewed every four (4) years to ensure Council actions continue to be relevant to the needs of our growing population.

## CONCLUSION AND ACTIONS

**After conducting workshops and bringing together data from a widespread ‘Positive Ageing’ survey, Kingborough Council has incorporated feedback into the Positive Ageing Strategy 2018-2022.**

In consolidating the information received, and working within the limits of Council roles and responsibilities, a list of actions has been developed in alignment with Council’s Strategic Plan (Appendix A). Council will continue its commitment to positive ageing through providing an annual operational budget and seeking opportunities for external funding of programs and initiatives.

The areas where Council can be most effective have been identified as follows:

- Continuing the creation of local environments where people are able to enjoy easy access to activities that promote connectedness and a healthy lifestyle.
- Supporting and promoting awareness of local activities and programs, so as to encourage socialising and active participation in community life.
- Conducting programs which are tailored to the needs of our older community members.
- Continue liaising with older community members through a variety of networks to ensure Council is responding to age-related changes.
- Developing improved ways to communicate key messages.

Within the scope of local government roles and responsibilities, Council will continue to carry out the work of responding to the changing needs of older people. We will provide leadership in creating a positive and safe environment for residents as they age, with a focus on improved communication to increase awareness around programs and activities supporting positive ageing in Kingborough.

