

CITY OF ARMADALE

AGENDA

OF COMMUNITY SERVICES COMMITTEE TO BE HELD IN THE COMMITTEE ROOM, ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 15 FEBRUARY 2011 AT 7.00 PM

A meal will be served at 6:15 pm.

PRESENT:

APOLOGIES:

OBSERVERS:

IN ATTENDANCE:

“For details of Councillor Membership on this Committee, please refer to the City’s website – www.armadale.wa.gov.au/your_council/councillors.”

DISCLAIMER

The Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings to be read.

DECLARATION OF MEMBERS' INTERESTS

QUESTION TIME

DEPUTATION

CONFIRMATION OF MINUTES

RESOLVED

Minutes of the Community Services Committee Meeting held on 7 December 2010 be confirmed.

Moved

MOTION CARRIED ()

ITEMS REFERRED FROM INFORMATION BULLETIN – ISSUE NO. 01/2011

The following matters were included for information in the Community Services section – Issue No. 01/2011:

- **Outstanding Matters & Information Items**
Report on Outstanding Matters – Community Services Committee.....C-1
- **Monthly / Quarterly Departmental Reports**
Library & Heritage Services General Monthly Report – December 2010C-2
Manager Ranger & Emergency Services Monthly Report –December 2010.....C-5

If any of the items listed above require clarification or a report for a decision of Council, this item to be raised for discussion at this juncture.

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COMMUNITY SERVICES COMMITTEE

15 February 2011

PRESENTATION

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The Executive Manager, Community Services, Neil Kegie, will be making a presentation on the status of the Children's and Families, Volunteers and Youth Strategies.

POSITIVE AGEING STRATEGY – 2011-2014

WARD ALL
FILE REF: CD/SEN/2
DATE 18 January 2011
REF WH/KC
RESPONSIBLE EXECUTIVE MANAGER
MANAGER Community Services

In Brief:

This report proposes a Positive Ageing Strategy to provide direction for the City's approach towards the older person over the next three years.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Building Our Community

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

The Positive Ageing Strategy, as proposed in this report, is designed to direct current resources to priority areas rather than to generate new unfunded initiatives. Any projects that may be brought forward over and above those outlined in the proposed Strategy and that require additional resources would be considered as part of the City's normal budgeting process.

Consultation/Research

Information from the following consultative initiatives has informed this report:

- World Health Organisation – Global Age Friendly Cities (2007);
- Madrid Strategy (2002);
- National Strategy for Aging Australia (2002);
- Generations Together –WA Strategy (2004);
- Australian Local Government Population Ageing Plan 2004-2008
- Council on the Ageing WA (COTA);
- National Aged Care Alliance;
- National Seniors Australia;
- Discussions with other Local Governments;
- Internal consultation with City staff;
- Discussions with older people in the community;
- Discussions with community organisations servicing older people;
- .idprofile and .idforecast demographic information tools;

BACKGROUND

Local governments in Western Australia are not required to have a Positive Ageing Strategy, unlike the requirement to have a Disability Access and Inclusion Plan. However, the City sees significant benefits in engaging with older people and supporting initiatives that result in good outcomes for the older person. The City has articulated this thinking in a Positive Ageing Strategy. (Refer to **Attachment “A-1” – Summary of Attachments – buff page**)

Positive Ageing considers ageing as a life long process. It focuses on the challenges and opportunities available as people grow older, taking a whole-of-community and whole-of-life approach to ageing. Positive ageing seeks the continuing inclusion of people in the broad spectrum of mainstream community life as they age, and views older people as contributors and assets to their communities.

The term ‘older person/people’ is used throughout the Positive Ageing Strategy and replaces the term ‘seniors’ which has negative connotations for many older people. The City understands that people identify as an older person not necessarily by their age, but as a result of their self expressed needs, interests, aspirations and capabilities. This approach enables people to self identify with particular ‘ageing’ issues as they experience them, rather than being prescribed as senior, elderly or older by virtue of their age alone.

Preceding this Positive Ageing Strategy, Council endorsed the results of a ‘Seniors’ Needs Analysis’ and subsequent report which informed the development of a Seniors’ Action Plan adopted by Council in 2002. This plan was later reviewed in 2004/05 and again for the period from 2005-2010. Since the last iteration of the Seniors Action Plan, the City has worked collaboratively with community groups, organisations and individuals pursuing the interests of older persons.

The Positive Ageing Strategy has been informed by International, National and State policy and practice initiatives, including:

- the ‘*Madrid International Plan of Action on Ageing (2002)*’ which recognised the need for cities to provide structures and services to support community wellbeing;
- the World Health Organisation ‘*Global Age Friendly Cities – A Guide (2007)*’ which promotes the concept of ‘active ageing’ defined as the process of optimising opportunities for health, participation and security in order to enhance the quality of life of people as they age;
- The World Health Organisation ‘age friendly’ cities initiative which outlines how to make cities safe, accessible and inclusive of people as they age;
- The ‘*National Strategy for Ageing Australia (2002)*’ and the ‘*Australian Local Government Population Ageing Action Plan 2004-2008*’ which aim to build the capacity of Governments (including Local Governments) and communities to plan for an ageing population;
- ‘*Generations Together: the Western Australian Active Ageing Strategy (2004)*’; which encourages partnerships between local governments and community organisations; and the,
- ‘*State Aged Care Plan for Western Australia 2003-2008*’ which seeks to ensure independence, wellbeing and quality of life for older people through responsive health and aged care services and supports.

Development of the Positive Ageing Strategy has been further informed by consultation with City staff, Councillors, older people, senior's groups, and local community service providers, such as Dale Cottages Inc., Armadale Home Help, Southside Care and Southern Districts Support Association Inc. The views of peak bodies such as the Council of the Ageing (COTA) and National Seniors Australia have also contributed to the strategy.

Methods of consultation included one-on-one discussions with the key stakeholders identified above and the three Seniors' Clubs, to identify priority issues for older people and the role of stakeholders in addressing them; feedback from older persons at information desks held as part of the Seniors Week celebration (November) and the Stay on Your Feet event (September); and three focus group discussions with residents from a local aged care provider held during the Minnowarra Art Award (April).

The information obtained from the consultations and the aforementioned strategies have assisted in the identification of the following priorities for older people:

- Accessibility in the community
- Social inclusion
- Encouragement of independent living and self help
- Health and wellbeing
- Safety and security

The City recognises that older residents have diverse needs, interests, strengths and aspirations, which will require a range of strategies and ways of working to address them. The Positive Ageing Strategy outlines a holistic approach to addressing these priorities through four key focus areas:

- **involving older people** in decision making processes;
- **strengthening networks** that link the community effort focussed on older people;
- **identifying priority issues** for older people in the City of Armadale;
- **identifying the City's role** as one of a number of stakeholders in supporting older people to lead healthy, activity, fulfilling lives.

The City acknowledges that efforts to address the above priorities will likely be required beyond the timeframe of this strategy and will need to be extended into future Positive Ageing Strategies along with other emerging priorities.

The City of Armadale provides a wide range of services and initiatives to the community which also benefit the older person, including but not limited to:

- You're Welcome Initiative;
- Disability Access and Inclusion Plan;
- Armadale Volunteer Service;
- Pensioner Rebate Scheme and concessions with dog registrations;
- Accessible Website – Information on the City of Armadale Website for the older person;
- Customer service adaptable to the older person;
- Large print books, e-audio, books on wheels program, education courses such as net basis and ancestry organised by Library and Heritage Services;

- Group fitness, personal training, nutritionist, and seasonal programs for the older person at the Armadale Arena;
- Various programs at the Aquatic Centre including the Water Walkers;
- Universal initiatives that reduce the fear of crime and discourage anti social behaviour;
- Improving accessibility of the built environment by street lighting, signage of roads, tactile paving, grab rails, pram ramps etc;
- Promotion of housing diversity and collaboration with developers to promote aged friendly housing;
- Information and advice on legislation including the Disability Discrimination Act (DDA) and compliance in relation to accessibility in the community;
- Immunisation clinics provide free flu and pneumonia vaccinations;
- Undertake health, hygiene and food safe assessments of buildings such as Seniors' Centres and Nursing Homes;
- Promotes an age friendly workplace and a range of work/life balance initiatives with the aim to establish a balanced age-diverse workforce (internal practices).

CITY OF ARMADALE POSITIVE AGEING STRATEGY 2011 -2014

Focus Area 1 INVOLVING OLDER PEOPLE

Aim

To ensure the input of older people is heard, valued and acted on.

Strategies

- Work with community organisations to gain feedback on important issues.
- Engage with older people using a variety of community engagement processes.
- Convene special issue or project-based forums with the older person.

Key Success Factors

- A broad range of community organisations and older people in the community engage in dialogue with the City.
- Direct feedback is received from older people who have participated in engagement initiatives.
- Special issue forums are well attended.

Focus Area 2 STRENGTHENING NETWORKS

Aim

To facilitate communication and develop partnerships with organisations and agencies that focus on the older person to ensure a shared understanding of issues; identify opportunities for collaboration and advocate key messages to decision makers.

Strategies

- Maintain an active involvement in sector forums such as Council of the Ageing and events that focus on the older person.
- Work with City staff to progress services, interests and resolve issues for the older person.
- Convene a Positive Ageing networking group of professionals from organisations that focus on the older person.
- Ensure organisations that focus on the older person have a profile at the regular contact lunches held for community groups, agencies and service providers.
- Liaise regularly with seniors' clubs and community organisations.
- Develop and maintain strong links with Polytechnic West (previously Swan TAFE), the Australian Technical College, University of the Third Age and the business sector to develop opportunities for life-long learning, volunteering and leadership.
- Convene special forums/workshops to discuss specific issues as necessary.

Key Success Factors

- Good attendance at forums and sector events focusing on the older person indicating interest, relevance and motivation.
- The engagement of organisations that focus on the older person.
- Partnerships and joint initiatives are developed as a result of the networking effort.

Focus Area 3

IDENTIFYING PRIORITY ISSUES

Aim

To identify and address priority issues for older people.

Strategies

- The City will be flexible in identifying and working with priorities, changing direction if necessary.
- Strong partnerships with internal staff, external organisations and the community are required on the following priority issues:
 - *Accessibility within the community* – eg. maintaining the 'Disability Access and Inclusion Plan' and 'You're Welcome Initiative'.
 - *Social inclusion* – eg. working with seniors' clubs with the changing issues they encounter. Encourage the formation of new programs in the community for example programs at the Armadale Arena. Continue to promote existing and new education and information services for the older person. Maintain volunteering for the older person through the City of Armadale Volunteer Service. Encourage lifelong learning. To identify how to reach older people.
 - *Encourage independence* – eg. conduct forums and maintain a good working relationship with aged care facilities.
 - *Health and Wellbeing* – eg. support City's staff and external health organisations in community initiatives. Presentations are conducted within the community.
 - *Safety and Security* – eg. offer information sessions on safety and security within the community. Continue to support the City's Capital Works priorities involving the development of footpaths in accordance with Council policies.

- Engage with agencies and other levels of government to ensure that emerging and future trends are identified in order to anticipate appropriate service delivery and support options.
- Develop further, initiatives that engender community participation, and support civic develop.

Key Success Factors

- The City is responsive to changes in direction and priorities as necessary.
- Achieving outcomes for priority areas.
- Forums and presentations are implemented and older people participate.
- The ‘Disability Access and Inclusion Plan’ and ‘You’re Welcome Initiative’ are maintained.
- New programs are initiated in the community.
- Older people are volunteering within the community.
- Initiatives related to older people are implemented and promoted in the broader community.
- Programs and support services relevant to specific demographic groups are anticipated and implemented in a timely manner.
- Older people engaging in initiatives that encourage community participation, and support civic development.

Focus Area 4 THE CITY’S ROLE

Aim

To assist and achieve optimum community outcomes through collaborative partnerships.

Strategies

As one of many stakeholders with a focus on older persons the City can:

- Help build capacity in local service providers and organisations to develop and implement programs.
- Facilitate partnerships between external organisations to develop initiatives.
- Provide support to organisations that focus on the older person commensurate with their capacities to enable outcomes to be achieved.
- Enter partnerships with community groups to jointly develop initiatives.
- Where no other options exist, consider the role of lead agency, particularly in relation to initiatives addressing priority issues.
- Continue the development of the Champion Centre as a ‘one stop shop’ for the effective delivery of services to Aboriginal people including older Aboriginal people.
- Continue its ongoing positive ageing initiatives including:
 - Direct funding to organisations that focus on the older person and projects through the community grants and annual contributions programs.
 - Develop partnerships to coordinate events that focus on the older person.
 - Develop partnerships to coordinate positive ageing activities and programs at the Armadale Arena, Aquatic Centre and the City’s libraries.

- Assisting external organisations that focus on the older person to promote their services, programs and events to the older person and to the broader community.

Key Success Factors

- The City takes a leading role in bringing stakeholders together to address specific issues as they arise.
- The City proactively engages with agencies and other levels of government to forecast potential changes to the demographics of the older person and related services.
- Development of the Champion Centre as a one-stop shop for the delivery of services for the older Aboriginal person.
- The City's program of positive ageing initiatives is implemented.

Accountability, Reporting and Review

The City's Community Development Department is the custodian of the Positive Ageing Strategy and is responsible for monitoring its progress. The effectiveness of the strategies in achieving outcomes will be tested against the key success factors and reported on a six monthly basis to stakeholders. The Positive Ageing Strategy will be reviewed in the second half of 2013 to ensure that it remains relevant beyond that period.

The Positive Ageing Strategy, as proposed in this report, is designed to direct current resources to priority areas rather than to generate new unfunded initiatives. Any projects that may be brought forward over and above those outlined in the proposed Strategy that require additional resources would be considered as part of the City's normal budgeting process.

COMMENT

Analysis

The proposed Strategy aims to provide a framework that provides guidance in key areas over the next three years. Many strategies require a community-based approach in which the City's role will vary depending on the capacity of external agencies to respond. In essence, the Strategy sets out a mechanism whereby:

- Issues are clearly identified;
- Community-wide responses are developed;
- The City's role in those responses is clearly defined.

Consistent with the City's approach as the service provider of last resort, officers will look to capacity in the community for responses before considering taking on direct service delivery. There are many benefits in this 'maximum outcome with minimum intervention' approach including:

- Building capacity in local organisations;
- Creating an environment of collaboration between stakeholders;
- Engendering ownership of issues and solutions;
- Far greater pool of expertise to consider issues and responses;

- Significant advocacy power to other levels of government.

Most significantly, this approach works towards creating a stronger, more resilient and sustainable community.

Options

The following options are presented for consideration:

1. Endorse the proposed City of Armadale Positive Ageing Strategy 2011-2014, as proposed.
2. Amend the Strategy and endorse an alternative version.
3. Reject the proposed Strategy.

Option 1 is recommended.

Conclusion

The concept of Positive Ageing is widely promoted, at a State, National and International level as the way forward in meeting the needs, interests and aspirations for older people. The City seeks to facilitate the continuing inclusion of older people in the broad spectrum of community life as they age, and to provide opportunities for older people to remain valuable members of their community as they age in place.

RECOMMEND

That Council endorses the City of Armadale Positive Ageing Strategy 2011 – 2014, as proposed in this report.

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Moved

MOTION CARRIED/LOST ()

EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

COUNCILLORS' ITEMS

MEETING CLOSED AT

COMMUNITY SERVICES COMMITTEE

SUMMARY OF “A” ATTACHMENTS

15 February 2010

Attachment No.	Subject	Page
A-1	POSITIVE AGEING STRATEGY 2011 – 2014	13 - 25



**POSITIVE AGEING
STRATEGY
2011 – 2014**

‘I haven’t asked you to make me young again. All I want is to go on getting older.’

Konrad Adenauer

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1. INTRODUCTION

The City of Armadale has a significant population of older people who, as with the general population, have widely differing interests, aspirations, strengths and needs. Older people in the City of Armadale have a right to participate in community life and help create the future in which they will have such a significant stake.

This Positive Ageing Strategy provides a framework to guide the City’s efforts in engaging and supporting older people over the next three years. While there are some specific projects outlined, many strategies require a community-based approach in which the City’s role will vary depending on the capacity of external agencies to respond. In essence, the Strategy sets out a mechanism where by:

- Issues are clearly identified;
- Community-wide responses are developed;
- The City’s role in those responses is clearly defined.

Consistent with the City’s approach as the service provider of last resort, officers will look to capacity in the community for responses before considering direct service delivery. There are many benefits in this ‘maximum outcome with minimum intervention’ approach including:

- Building capacity in local organisations;
- Creating an environment of collaboration between stakeholders;
- Engendering ownership of issues and solutions;
- Far greater pool of expertise to consider issues and responses;
- Significant advocacy power to other levels of government.

Most significantly, this approach works towards creating a stronger, more resilient and sustainable community.

2. CONSULTATION\RESEARCH

Information from the following consultative initiatives has informed this strategy:

- World Health Organisation – Global Age Friendly Cities(2007);
- Madrid Strategy(2002);
- National Strategy for Aging Australia (2002);
- Generations Together –WA Strategy (2004);
- Australian Local Government Population Ageing Plan 2004-2008
- Council on the Ageing WA (COTA);
- National Aged Care Alliance;
- National Seniors Australia;
- Discussions with other Local Governments;
- Internal consultation with City staff;
- Discussions with seniors in the community;
- Discussions with community organisations servicing seniors;
- idprofile and .idforecast demographic information tools;

3. GLOBAL CONTEXT

The ‘*Madrid International Plan of Action on Ageing*’ was endorsed by the United Nations in 2002. This plan recognised the need for cities to be sustainable and to provide structures and services to support community wellbeing.

In 2007 the World Health Organisation (WHO), published ‘*Global Age Friendly Cities – A guide*’ to promote the concept of ‘active ageing’ and encourage governments to assess how ‘age friendly’ their communities are. ‘The Global Aged Friendly Cities Guide’ states:

‘Making cities age friendly is a necessary and logical response to promote the wellbeing and contributions of older urban residents and keep cities thriving’.

WHO also declares ‘Active ageing’ as the framework for ‘age friendly’ cities. ‘Active ageing’ is defined as

‘the process of optimising opportunities for health, participation and security in order to enhance quality of life of people as they age, (Active Ageing, A policy framework, WHO, 2002).

The key focus areas for active ageing according with these studies are:

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

Two Australian cities participated in the initial WHO project - the City of Melbourne and City of Melville and others have now taken up the age friendly cities framework.

4. NATIONAL CONTEXT

AUSTRALIA

The ‘*National Strategy for Ageing Australia*’ (2002) was developed by the Office for an Ageing Australia. The strategy identifies five key areas of focus which are in similar context with the ‘*Madrid International Plan on Ageing*’ and ‘*Global Age Friendly Cities*’.

These are:

- Retirement Income System
- World Class Care
- A Changing Workforce
- Health Throughout Life – Healthy Ageing
- Attitude, Lifestyle and Community Support

These key areas have influenced Government policies to help ensure a better future for ageing Australians.

The ‘*Australian Local Government Population Ageing Action Plan 2004 - 2008*’ was launched in 2003 by the Australian Local Government Association (ALGA). The purpose of this plan was to build the capacity of local governments to plan for an ageing population. Key areas of focus are:

- Building Awareness
- Encouraging local government action
- Fostering partnerships
- Improving information access
- Monitoring and evaluation

WESTERN AUSTRALIA

‘*Generations Together: The Western Australian Active Ageing Strategy*’ was released in 2004 by the Western Australian State Government (Department of Communities). This strategy encourages partnerships between local governments and community organisations in five key areas:

- Health and Wellbeing
- Employment and Learning
- Community awareness and participation
- Protection and security
- Planning and the built environment.

The ‘*State Aged Care Plan for Western Australia 2003 – 2008*’ was also developed by the Western Australian State Government. The vision of this plan is to ensure:

‘Independence, well-being and quality of life for older people through responsive health and aged care services and supports.’

5. LOCAL CONTEXT

Local Governments in Western Australia are not required to have a Seniors’ Plan, unlike the requirement to have a Disability Access and Inclusion Plan. However, the City can assist in implementing initiatives that result in good outcomes for seniors, and has articulated this thinking in a Positive Ageing Strategy.

Preceding this Positive Ageing Strategy, Council endorsed the ‘Seniors’ Needs Analysis’ which informed the development of a Seniors Action Plan adopted by Council in 2002. In planning strategically for its ageing population the City reviewed its Seniors Plan in 2004/05, and again for 2005 – 2010.

There is no single definition of the age at which a person becomes a senior. With the introduction of the National Seniors Card some organisations classify seniors as being 55 years and above. The Aboriginal and Torres Straight Islander community may identify as being a senior from 50 years of age. The World Health Organisation distinguishes between older people aged between 60-74 years and those aged over 74 years as having different needs.

The City encourages people to identify themselves as seniors not necessarily by age, but by their self expressed needs, interests, aspirations and capabilities. The City acknowledges the diversity amongst seniors, and the need for diverse strategies and ways of working with the older community. The term “older people/person” is used throughout the Positive Ageing Strategy.

Positive Ageing takes a broad quality-of-life, life long process approach to ageing, rather than focussing only on older people. It focuses on the challenges and opportunities available as people grow older, taking a whole-of-community and whole-of-life approach to ageing. Positive ageing seeks the continuing inclusion of people in the broad spectrum of mainstream community life as they age, seeing older people as positive contributors and assets, rather than from a negative and problem focussed perspective.

The term ‘older people/person’ reflects positive and active ageing or growing older on a life course continuum. This enables people the choice to determine when they identify with and experience particular ‘ageing’ issues.

Services Provided By the City of Armadale

The City of Armadale provides a wide range of services and initiatives which benefit the older person, many of these are also for the wider community. These include but not limited to:

Corporate Services

- Finance Services are responsible for the implementation of the Local Government Act and Pensioner Rebate Scheme. Older persons that own and occupy their own home receive a payment from Centrelink or Veterans Affairs or have a Senior Card and a Commonwealth Seniors Health Card is entitled to claim a rebate and/or a deferment on their current rates, Emergencies Services Levy (ESL) and FESA. They are entitled to a rebate of up to 50 per cent. If an older person holds a Seniors Card only, they are entitled to a rebate of up to 25 per cent on their current rates plus 25 per cent off the ESL and FESA. The older person is also eligible to pay their rates in various methods for example they would be able to pay their rates on a weekly basis or defer their rates (not rubbish) until they are deceased.
- Information Technology and Communications is responsible for making the City of Armadale's web site accessible to everyone in the community including the older person. The website includes information to the older person on clubs, Positive Ageing Strategy and services and facilities. They are also able to access online maps including the Access and Mobility Map.
- Governance and Administration in their customer service area provide low counters, public PCs, audio loops/hearing cards for people with hearing aids, interpretation services and information in alternative forms. At the Greendale centre a photo copier is provided for the older person to use.

Community Services

- Community Development implements the ‘Access and Inclusion Plan’, ‘You’re Welcome Initiative’, events for the community to participate in and community consultation. The Community Development Officer for Seniors collaborates with organisations and the community and is responsible for the Positive Ageing Strategy.
- The Armadale Volunteer Service offers a variety of opportunities for the older person to volunteer their time.

- Library and Heritage Services provide large print books, talking books, e- audio, books on wheels program, and holds special events. They also conduct education courses in ancestry and socialisation, net basics (internet training) and oral histories.
- Leisure Services conduct a variety of services for the community and the older person at various locations.
 - The arena offer services for the older person that include Star Fitness, Pilates, Group Fitness, Gym Work, Team Games, Personal Training and have access to a nutritionist. Technique classes are available twice a year to improve exercise technique and nutritional and cooking workshops are offered to the community.
 - The aquatic centre has swimming and picnic facilities for everyone in the community. They also have group participation with the Water Walkers, Star Aqua and the Aussie Masters Swim Club.
 - Leisure services offer a recreational program with their Spring Walks and Yoga in the Park.
 - The older person can access the parks and walking space/activities, hiring of facilities and community services hire.
 -
- Rangers and Emergency Services are responsible for a number of initiatives that support older people including monitoring of accessible parking bays and concessions for dog registration.

Technical Services

- Parks and Reserves are responsible for the maintenance of Senior Centres parks and garden issues for example keeping the paths clean and removing graffiti, upgrading parks and accessibility around playgrounds. ‘Crime Prevention through Environment Design’ is implemented to maintain walk-ability and security in the Armadale area which assists in reducing the fear of crime and discouraging anti social behaviour
- Design, Traffic and Development Service oversee and address issues for the community (including the older person) for roads and traffic management e.g. assessment of road flow. Their role is to design/maintain to specific specifications signage of foot paths/cycle ways, tactile paving, ramps, car park areas and bridges to name a few.
- Civil Works maintains public access ways, lighting, footpath conditions, street signage, road line marking, textile paving, medium openings, islands and grab rails. At present they are working with a program to upgrade pram ramps.

Development Services

- Planning Services promote housing diversity including housing for older persons by collaborating with developers to promote aged friendly requirements. There are approximately 400 units in the city in well located areas that give the older person the opportunity to down size.
- Building Services can give the older person advice on legislation and provide copies of the Disability Discrimination Act (DDA) to ensure they are aware of their responsibilities. The department ensures compliance with legislation in relation to accessibility in the community. This includes correct signage, provision of ramps, hand rails and Acrod parking.

- Health Services provide immunisation clinics for the older person providing free flu and pneumonia vaccinations. They are also pro active in Chronic Disease Prevention though developing policies which reduce tobacco smoke and alcohol harm.

Human Resources

- As an organisation, the City promotes an age friendly workplace and a range of work/life balance initiatives with the aim to establish a balanced age-diverse workforce. These initiatives target employees of all age groups, but in particular mature aged employees. Initiatives covered include: flexible retirement scheme, access to retirement information and planning services, health promotion and safety and promoting an age friendly workplace.

6. PRIORITIES FOR THE CITY OF ARMADALE

Based on the research and local consultation with stakeholders outlined earlier the priorities for the City are:

- Accessibility within the community
- Social Inclusion
- Encourage Independence
- Health and Wellbeing
- Safety and Security

The City acknowledges that efforts to address the above priorities will likely be required beyond the timeframe of this strategy.

7. KEY FOCUS AREAS

This Positive Ageing Strategy takes a holistic community-wide approach incorporating the issues previously described in a framework with four key focus areas:

- **involving older people** in decision-making processes;
- **strengthening networks** that link the community effort focused on older people;
- **identifying priority issues** for older people in the City of Armadale;
- **identifying the City’s role** as one of a number of stakeholders in supporting the older person to lead healthy, active, fulfilling lives.

8. STRATEGIC PLAN LINKS

This strategy aligns with the City’s Strategic plan in the following way:

Community Wellbeing:

- Services that support community growth and development - e.g. Support and strengthen community groups, organizations and volunteer services.
- Optimum quality of life for all citizens – e.g. Advocate and promote programs and services that enhance the wellbeing of seniors.
- Access to a wide range of cultural, arts and learning opportunities - e.g. Provide libraries that support life long learning opportunities.

- Accessible health and other support services that meet the needs of our community - e.g. Advocate and promote access to health and family services.
- Sport, recreation and leisure opportunities that contribute to community health and wellbeing e.g. Provide and promote Council sport, recreation and leisure services.
- A safe community e.g. Promote and support planning and activities that encourage a safe and responsible community

Enhanced Natural and Built Environments:

- Long term planning and development that is guided by balance between economic, social and environmental objectives – e.g. Incorporate urban expansion areas within the City’s Town Planning Scheme.
- Diverse and attractive development that is integrated with the distinctive character of the City – e.g. Provide supportive planning and development guidance and liaison on major land developments.
- Attractive and user friendly streetscapes and open spaces – e.g. Maintain and improve where required the quality, amenity and accessibility of open spaces.
- Safe and efficient movement of goods, services and people –e.g. Implement pathways strategies, in accordance with community needs and the City’s financial resources.

Economic Growth;

- A skilled and mobile and diverse workforce – e.g. Facilitate provision of a full range of education of a full range of education and training opportunities.

Good Governance and management:

- An informed and engaged community – e.g. Improve two way communications with the local community
- Innovative and accessible customer services and information systems – e.g. Ensure effective integration and management of information, communication and technology systems.

9. FOCUS AREAS

Focus Area 1 INVOLVING OLDER PEOPLE
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Aim

To ensure the input of older people is heard, valued and acted on.

Strategies

- Work with community organisations to gain feedback on important issues.
- Engage with older people using a variety of community engagement processes.
- Convene special issue or project-based forums with the older person.

Key Success Factors

- A broad range of community organisations and older people in the community engage in dialogue with the City.

- Direct feedback is received from older people who have participated in engagement initiatives.
- Special issue forums are well attended.

Focus Area 2 **STRENGTHENING NETWORKS**

Aim

To facilitate communication and develop partnerships with organisations and agencies that focus on the older person to ensure a shared understanding of issues; identify opportunities for collaboration and advocate key messages to decision makers.

Strategies

- Maintain an active involvement in sector forums such as Council of the Ageing and events that focus on the older person.
- Work with City staff to progress services, interests and resolve issues for the older person.
- Convene a Positive Ageing networking group of professionals from organisations that focus on the older person.
- Ensure organisations that focus on the older person have a profile at the regular contact lunches held for community groups, agencies and service providers.
- Liaise regularly with seniors’ clubs and community organisations.
- Develop and maintain strong links with Polytechnic West (previously Swan TAFE), the Australian Technical College, University of the Third Age and the business sector to develop opportunities for life-long learning, volunteering and leadership.
- Convene special forums/workshops to discuss specific issues as necessary.

Key Success Factors

- Good attendance at forums and sector events focusing on the older person indicating interest, relevance and motivation.
- The engagement of organisations that focus on the older person.
- Partnerships and joint initiatives are developed as a result of the networking effort.

Focus Area 3 **IDENTIFYING PRIORITY ISSUES**

Aim

To identify and address priority issues for older people.

Strategies

- The City will be flexible in identifying and working with priorities, changing direction if necessary.
- Strong partnerships involving multiple City departments internal staff, external organisations and the community are required on the following priority issues:
 - *Accessibility within the community* – eg. maintaining the ‘Disability Access and Inclusion Plan’ and ‘You’re Welcome Initiative’.

- *Social inclusion* – eg. working with seniors’ clubs with the changing issues they encounter. Encourage the formation of new programs in the community for example programs at the Armadale Arena. Continue to promote existing and new education and information services for the older person. Maintain volunteering for the older person through the City of Armadale Volunteer Service. Encourage life long learning. To identify how to reach isolated older people.
- *Encourage independence*– eg. conduct forums and maintain a good working relationship with aged care facilities.
- *Health and Wellbeing* – eg. support City’s staff and community organisations in community initiatives. Conduct presentations within the community.
- *Safety and Security* – eg. offer information sessions on safety and security within the community. Continue to make the City’s streetscapes, parks and buildings more accessible to everyone.
- Engage with agencies and other levels of government to ensure that emerging and future trends are identified in order to anticipate appropriate service delivery and support options.
- Develop further, initiatives that engender community participation, and support civic develop.

Key Success Factors

- The City is responsive to changes in direction and priorities as necessary.
- Achieving outcomes for priority areas.
- Forums and presentations are implemented and older people participate.
- The ‘Disability Access and Inclusion Plan’ and ‘You’re Welcome Initiative’ are maintained.
- New programs are initiated in the community.
- Older people are volunteering within the community.
- Initiatives related to older people are implemented and promoted in the broader community.
- Programs and support services relevant to specific demographic groups are anticipated and implemented in a timely manner.
- Older people engaging in initiatives that encourage community participation, and support civic development.

Focus Area 4 THE CITY’S ROLE

Aim

To assist and achieve optimum community outcomes through collaborative partnerships.

Strategies

As one of many stakeholders with a focus on older persons the City can:

- Help build capacity in local service providers and organisations to develop and implement programs.
- Facilitate partnerships between external organisations to develop initiatives.
- Provide support to organisations that focus on the older person commensurate with their capacities to enable outcomes to be achieved.

- Enter partnerships with community groups to jointly develop initiatives.
- Where no other options exist, consider the role of lead agency, particularly in relation to initiatives addressing priority issues.
- Continue the development of the Champion Centre as a ‘one stop shop’ for the effective delivery of services to Aboriginal people including older Aboriginal people.
- Continue its ongoing positive ageing initiatives including:
 - Direct funding to organisations that focus on the older person and projects through the community grants and annual contributions programs.
 - Develop partnerships to coordinate events that focus on the older person.
 - Develop partnerships to coordinate positive ageing activities and programs at the Armadale Arena, Aquatic Centre and the City’s libraries.
 - Assisting external organisations that focus on the older person to promote their services, programs and events to the older person and to the broader community.

Key Success Factors

- The City takes a leading role in bringing stakeholders together to address specific issues as they arise.
- The City proactively engages with agencies and other levels of government to forecast potential changes to the demographics of the older person and related services.
- Development of the Champion Centre as a one-stop shop for the delivery of services for the older Aboriginal person.
- The City’s program of positive ageing initiatives is implemented.

10. ACCOUNTABILITY, REPORTING AND REVIEW

The City’s Community Development Department is the custodian of the Positive Ageing Strategy and is responsible for monitoring its progress. The effectiveness of the strategies in achieving outcomes will be tested against the key success factors and reported on a six monthly basis to stakeholders. The Positive Ageing Strategy will be reviewed in the second half of 2013 to ensure that it remains relevant beyond that period.

The Positive Ageing Strategy, as proposed in this report, is designed to direct current resources to priority areas rather than to generate new unfunded initiatives. Any projects that may be brought forward over and above those outlined in the proposed Strategy that require additional resources would be considered as part of the City’s normal budgeting process.