

CITY OF ARMADALE

AGENDA

OF COMMUNITY SERVICES COMMITTEE TO BE HELD IN THE COMMITTEE ROOM, ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 15 MARCH 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 15 February 2011 be confirmed.

Moved

MOTION CARRIED ()

ITEMS REFERRED FROM INFORMATION BULLETIN – ISSUE NO. 03/2011

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

Matters & Information Items

- Report on Outstanding Matters – Community Services Committee..... C1
- **Monthly / Quarterly Departmental Reports**
 - Library & Heritage Services General Monthly Report – January 2011 C2

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 MARCH 2011

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Mr Neil Kegie, Executive Manager of Community Services will be making a presentation on the status of the Positive Ageing Strategy – 2011 - 2014.

***CSRFF SMALL GRANT APPLICATION – RESURFACE ROLEYSTONE
TENNIS COURTS***

WARD Jarrah
FILE REF: GS/RC/1
DATE 8 March 2011
REF PGQ
RESPONSIBLE Executive Manager,
MANAGER Community Services

In Brief:

This report recommends that Council support the CSRFF grant application to resurface four tennis courts at Cross Park, Roleystone, and in the event that the application is successful, the requested Council contribution of \$10,000 be funded from the annual budget allocation for CSRFF projects.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

- Develop a range of services to meet community needs
- Develop new buildings and facilities in accordance with asset management principles and based on a planned and prioritised approach.

Legislation Implications

Nil

Council Policy/Local Law Implications

RECN/3 Clubs/Community Group Applications for Council support of capital works projects
ENG 13 Asset Management Vision

Budget/Financial Implications

The grant application requests a capital contribution of \$10,000 from Council. In addition, there will be ongoing asset renewal costs of approximately \$3,000 per annum.

Consultation

Roleystone Tennis Club
Technical Services staff

BACKGROUND

As advised in previous reports to Council, in 2009 the Department of Sport and Recreation (DSR) introduced a number of changes to the CSRFF program.

One of the changes was the introduction of a new Small Grants category for smaller projects with a value of \$7,500 - \$150,000, with two funding rounds per year i.e. August and March.

The closing date for receipt of community group applications was 28 February 2011 and applications must be submitted to DSR by 31 March 2011. A condition of funding for the March round is that projects must be able to be completed by the end of the 2011-12 financial year.

The process for assessing applications has not changed and it is Council's responsibility to prioritise the applications and determine the level of funding (if any) that Council is prepared to make towards the projects in 2011-12.

At the time of preparing this report only one community group application had been received. There are no City of Armadale applications to be submitted in the March funding round, this will occur via the October round with further details to be provided to the October Community Services Committee Meeting.

The report provides a brief description of the grant application, identifies the proposed funding arrangement, and the extent of any ongoing maintenance commitment required from Council.

DETAILS OF PROPOSAL

Details of the grant application are as follows:

Resurface Tennis Courts at Cross Park, Roleystone

Applicant	Roleystone Tennis Club
Club contribution	\$10,000
Grant Requested	\$10,000
Council contribution requested	<u>\$10,000</u>
Total Project Cost	\$30,000

Project Description

Resurface and line mark four tennis courts (courts 1-4) at Cross Park, Roleystone

Justification

The Roleystone Tennis Club has been providing recreational and social opportunities in the Roleystone community for over 60 years. During that time the club has demonstrated a self help approach to the upgrading and maintenance of its facilities and in more recent times has made significant financial contributions to the construction of the club house building (2000), court resurfacing (2003 & 2006) and lighting upgrade.

Court resurfacing of Tennis Courts is required approximately every 7-10 years in order to maintain the surface in good condition, suitable for competition and social tennis. The main four courts at Cross Park were last resurfaced in 2003 and a number of cracks have appeared in the court surface. Rather than leave it until the surface deteriorates further and becomes very expensive to repair, the club has taken the initiative to seek funding to restore the courts to a good standard.

Strategic Plan/15 Year Financial Plan

The project is not specifically listed in Council's Strategic Plan or 15 Year Financial Plan however, Council does have an annual allocation of funds (\$60,000) in the 15 Year Plan as a contribution to CSRFF projects such as this one.

Ongoing Costs to Council

Under the club's lease agreement with the City, ongoing maintenance of the courts and facilities is the responsibility of the club. Asset renewal costs of approximately \$3,000 per annum are not currently included in the City's 15 Year Financial Plan.

Recommended Priority Rating

Given that only one application has been received, it is recommended that the project be allocated the No. 1 priority rating.

COMMENT

Analysis

It has been approximately eight years since the main courts at Cross Park were resurfaced and a number of cracks have appeared throughout the court surface. Although the courts are currently still playable it is likely that the surface will deteriorate further if no action is taken and it will then become a more expensive exercise to restore the courts to a good condition.

The club has a strong membership and has a long history of providing sporting and social opportunities in the Roleystone community. The need for the project is evident and will allow the club to continue to provide good standard tennis facilities for both members and casual hirers.

Options

Council has the option of not supporting the project if it does not consider it to be a priority.

Conclusion

This report recommends that Council support the CSRFF grant application to resurface the four main tennis courts at Cross Park Roleystone, and in the event that the application is successful, the requested Council contribution of \$10,000 be funded from the annual budget allocation for CSRFF projects.

RECOMMEND

That Council support the CSRFF grant application to resurface the four main tennis courts at Cross Park, Roleystone, and in the event that the application is successful, the requested Council contribution of \$10,000 be funded from the 2011-12 budget allocation for CSRFF projects.

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JOHN DUNN OVAL

WARD ALL
FILE REF:
DATE 15 March 2011
REF FG
RESPONSIBLE Manager Leisure
MANAGER Services

In Brief:

This item presents and update on the current status at John Dunn Oval for 2011 Winter season and recommends that the City investigate the possibility of improvements to the grounds to accommodate increased usage.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

1.5 Sport, recreation and leisure opportunities that contribute to community health and wellbeing.

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

There is currently no allocation of funds for upgrades for the John Dunn grounds. The proposed investigation will include priority areas for possible upgrade and associated costs.

Consultation

Technical Services

BACKGROUND

The John Dunn oval precinct is the Council's most utilised sports ground with it accommodating five clubs annually. In winter the grounds accommodate three clubs, however because of the condition of the two additional playing surfaces, the main oval is currently of a standard to meet Clubs requirements. This is due to the uneven surfaces and lack of lighting on the two additional playing areas.

Previous reports to Council have outlined the increased usage of the facility in particular the pressure from both ARKS Rugby Club and Kelmscott Senior Football Clubs for access to the facilities at the same time because of each codes playing and training needs.

Officers have been consistently attempting to negotiate agreement with both clubs for a shared use arrangement since the City resumed management of the facility in 2009. This has included attempting to schedule use of the grounds for the winter season, specifically related to training

requests. To facilitate and determine an outcome for the 2011 season a proposal was put to both Clubs that they alternate annually the preferred training nights commencing in 2011.

The proposal for 2011 was that KSFC would be allocated the preferred Tuesday and Thursday evenings for training with ARKS having access on Monday, Wednesday and Friday evenings. The arrangement would then reverse for 2012 and alternate accordingly. ARKS had previously had the preferred training nights in 2010.

Following the proposal being put forward, both Clubs indicated a willingness to again enter into negotiations for a shared arrangement. Unfortunately these negotiations were again unsuccessful and the original proposal is now being formalised for the 2011 season.

In an attempt to continue to come to an arrangement for shared use of the facilities, the City is now working with the representatives from the both Clubs peak bodies, being the Western Australia Amateur Football League and Rugby WA.

Both Clubs have indicated that they are experiencing growth and it is the City's view that the facilities at John Dunn is limited in its capacity to cope with immediate need without some consideration of improvements to the facilities, in particular the secondary playing fields. This has been identified through the extensive discussions with the Clubs and has been put forward as one of the major limitations to coming to a shared use arrangement.

PROPOSAL

The proposal is for the City to undertake an internal evaluation of the John Dunn facilities to meet current and future needs and will include consideration of

- Levelling and resurfacing of the additional playing surfaces (Ovals 2 and 3).
- Upgrading reticulation on all 3 surfaces
- Possible upgrade of the John Dunn Hall
- Upgrade change rooms
- Upgrade the canteen under the Pavillion for use during the season.

Discussions will also be held with WA Amateur Football League, Rugby WA and will include continued consultation with KSFC and ARKS regarding shared use arrangements.

COMMENT

Analysis

Council provision of active recreational space has been a priority consideration and has resulted in the development of the Community Infrastructure Plan. However the Plan primarily focused on new developing areas commensurate with the need to inform Developer Contribution Plans. The intent is to now consider the City's existing facilities and the proposed evaluation of John Dunn will be the first consideration given the ongoing pressure for access.

Options

Option 1: Note the update on the access to John Dunn facilities for the 2011 winter season and support the evaluation of those facilities for current and future demands.

Option 2: Note the update on the access to John Dunn facilities for the 2011 winter season and not support the evaluation of those facilities for current and future demands.

Option 1 is recommended.

Conclusion

There has and will continue to be a requirement for the City to provide to provide active sporting facilities. To adequately plan for and determine strategies to meet the anticipated future needs, the City has initiated a team of officers from each Directorate (Asset Services Group) to co-ordinate and make recommendations for future planning. It is recommended that Council support the investigation into the John Dunn facilities under the supervision of that group and be provided with a future report that considers the priority areas and associated costs.

RECOMMEND

That Council:

- 1. Note the access arrangements by ARKS and KSFC for training at the John Dunn facility for the 2011 winter season.**
- 2. Support the investigation of the John Dunn facilities for future use and receive a report which considers priority areas and associated costs.**

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E-AUDIO DOWNLOADABLE BOOKS TRIAL

WARD ALL
FILE REF: LIB/A/1
DATE 9 March 2011
REF PLW
RESPONSIBLE Executive Director
MANAGER Community
Services

In Brief:

This agenda item recommends that the E-audio downloadable book trial that is operating from the City's library web site be continued for a further 12 month period following which an analysis of the public acceptance and usage of the service will be undertaken.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

1.3.1 Provide libraries that support life long learning opportunities

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

\$10,000

Consultation

Other public library services

BACKGROUND

The option to consider some form of downloadable E-audio books from the City's library service was raised in the first half of 2010 following press releases of the popularity of this service in other local governments. Several companies offer this service with differing data bases and pricing schedules. The pricing schedules are generally tied to the local government population.

One popular service was priced at \$25,000+ per annum. Another service was sourced, that while not offering quite the range of popular titles as some others, could be offered for a little less than \$10,000 per annum. The opportunity existed to do this by utilizing carry-forward

unspent funds. The decision was made to provide an e-audio service on a 12 month trial basis using the Wavesound Clipper DL service.

DETAILS OF PROPOSAL

It is proposed that an amount of \$10,000 be included for consideration in the 2011/12 Draft Budget to renew the annual subscription and enable the e-audio trial to continue for a further period of 12 months.

COMMENT

Analysis

It had been anticipated that the e-audio book service would be implemented and be made available to the public early in the 2010/11 financial year. There is some complexity in downloading from a public library website as it is subject to a current library membership identifiable within the parameters of the member barcode. Due to this complexity together with other unforeseen circumstances, some in house and some due to the external supplier, the actual implementation of the service took longer than anticipated and it was in fact early February when it first “went live”.

Library staff members have all been trained in downloading so that they can assist users if required. A copy of the instructions prepared for library members is attached (Attachment C-2) Promotion of the service has now commenced, using the hand out materials provided by Clipper DL and other in-house promotional material.

As there are only four months remaining of the current financial year, the reality is that this is not a long enough period of time to determine the public interest in using this service, so a further year of funding is being suggested to commence when the current subscription expires at the end of January 2011. Advice received from other libraries is that take up of this type of service is not immediate, but does grow over time. To offer the service and then withdraw it after only one year of operation would not be a good public relations exercise.

E-books and e-audio books are now becoming an industry standard and they will in all probability become a part of the State Library funding for public library stock in the future. Additionally, there are a number of free or reasonable priced e-books and/or audio books that can be sourced via the internet. Links to a number of these websites will be listed on the library web site for the benefit of library users. These services, together with all of the other services provided by the City’s library department, ensure that the City’s adopted strategic direction of providing libraries that support life long learning opportunities is available to all residents. The audio services are an essential service for those who are vision impaired and who wish to use the library service.

Options

1. Fund a further year of subscription to the downloadable E-audio service on expiry in January 2011.
2. Not renew the subscription.

Conclusion

It is suggested that funding for the renewal of the E-audio downloadable book service using Wavesound's Clipper DL service be approved for a further 12 months.

RECOMMEND

That an amount of \$10,000 be considered for funding in the 2011/12 Draft Budget to enable a further 12 months subscription to the downloadable e-audio service by the library service and that analysis of the usage of the service be undertaken in March 2012 to ascertain the customer response to the service and possible on-going funding.

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EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

COUNCILLORS' ITEMS

MEETING CLOSED AT

COMMUNITY SERVICES COMMITTEE

SUMMARY OF “A” ATTACHMENTS 15 March 2011

Attachment No.	Subject	Page
A-1	POSITIVE AGEING STRATEGY 2011 – 2014	15
A-2	E-AUDIO DOWNLOADABLE BOOKS TRIAL	27



**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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 - Focus Area 4 – The City’s Role
10. ACCOUNTABILITY, REPORTING AND REVIEW

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 Strait 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
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Aim

To facilitate communication and develop partnerships with organisations and agencies that focus on the older person to ensure a shared understanding of issues; indentify 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.

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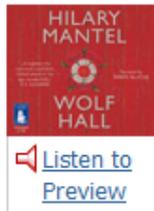


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