



**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

## **TABLE OF CONTENTS**

<b>1.</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>CONSULTATION/RESEARCH</b>	<b>6</b>
<b>3.</b>	<b>GLOBAL CONTEXT</b>	<b>7</b>
<b>4.</b>	<b>NATIONAL CONTEXT</b>	<b>8</b>
<b>5.</b>	<b>LOCAL CONTEXT</b>	<b>9</b>
<b>6.</b>	<b>PRIORITIES</b>	<b>12</b>
<b>7.</b>	<b>KEY FOCUS AREA</b>	<b>13</b>
<b>8.</b>	<b>STATEGIC PLAN LINKS</b>	<b>13</b>
<b>9.</b>	<b>FOCUS AREAS</b>	<b>14</b>
	<b>Focus Area 1 – Involving Older People</b>	<b>14</b>
	<b>Focus Area 2 – Strengthening Networks</b>	<b>15</b>
	<b>Focus Area 3 – Identifying Priority Issues</b>	<b>16</b>
	<b>Focus Area 4 – The City’s Role</b>	<b>16</b>
<b>10.</b>	<b>ACCOUNTABILITY, REPORTING AND REVIEW</b>	<b>19</b>

## 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 'maximum outcome with minimum intervention' approach 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 of the Ageing WA (COTA);
- National Aged Care Alliance;
- National Seniors Australia;
- Discussions with other Local Governments;
- Internal consultation with City staff;

- Feedback from older people in the community;
- Discussions with community organisations servicing seniors at forums and other activities;
- .idprofile and .idforecast demographic information tools;
- Council briefing on Tuesday 15 March 2011

### 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. This research and implementation of the plan led to the World Health Organisation ‘*Age-Friendly Cities Framework*’.

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).*

In an age friendly community there is a culture of inclusion shared by all ages and abilities. An ‘Age Friendly Community’:

- Recognises the diversity among older people
- Respects their decisions and lifestyle choices
- Promotes their inclusion and contribution in all areas of community life
- Responds to age-related needs and preferences.

The key focus areas for an active ageing community 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 along with others working towards 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

Within Australia the *'Age Friendly Cities Framework'* is adopted at some State and Local Government levels.

### **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.

These have been the guidelines and outline a similar approach to the initiative '*Age Friendly Cities*'.

The Western Australian State Government through the Department of Communities is encouraging Local Governments to work towards the '*Age Friendly Cities*' approach. Accordingly the Department of Communities partnered with the Cities of Melville, Rockingham and Mandurah, and the Shire of Augusta-Margaret River to pilot the '*Age Friendly Cities*' program.

A small grants program was established in April 2010 through the Department of Communities to encourage Local Government Authorities to undertake research and to facilitate workshops with the aim to incorporate '*Age Friendly*' practices within their communities. There are now 27 Local Government Authorities implementing '*Age Friendly*' practices.

## **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 are 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 animal control, littering services, parking issues (includes monitoring of parking in accessible parking bays), fire prevention (fire control) and off road vehicles. The older person can also access concessions with dog registration. Information is available from the Rangers Department.

#### *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.
- 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. One of the projects the department has been working with is improving street lighting which helps to address security issues for the older person.
- Civil Works maintains public access ways, lighting, footpath conditions, street signage, road line marking, textile paving, medium openings, islands and grab rails.

*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 the Disability Discrimination Act (DDA) to ensure they are aware of their rights. 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; undertake health, hygiene and food safe assessments of buildings such as Seniors' Centres and Nursing Homes; and check public swimming pools are compliant with hygiene, safety standards and legislation. Health services respond to complaints from the older person and the general community in relation to such matters as dust smoke. They also have invested interest in Chronic Disease Prevention. This includes issues of reducing tobacco smoke and reducing alcohol harm.

*Human Resources*

- 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. The initiatives target employees of all age groups, but in particular mature aged employees. Initiatives covered in this bulletin 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**

In promoting a positive ageing approach, the City will prioritise the following outcome areas:

- Accessibility within the community
- Social Inclusion
- Encouraging Independence
- Health and Wellbeing
- Safety and Security
- Effective distribution of information

The identification of these priority areas have been informed by the WHO's '*Age Friendly Cities Framework*' and by the aforementioned research and consultation undertaken with local stakeholders.

## 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

<b>Focus Area 1 INVOLVING OLDER PEOPLE</b>
------------------------------------------------

**Aim**

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

**Strategies**

- 1.1 Engage with older people using a variety of community engagement processes:
  - Host seminars/forums
  - Facilitate subject specific talks with local organisations eg. Service providers, Senior Clubs
  - Seek feedback through surveys at events, activities and forums
  - Receive ongoing informal feedback
- 1.2 Work with community organisations to gain feedback on important issues:
  - Via professional networking meetings
  - Invite organisations to specific focused meetings
  - Distribute and collate surveys
- 1.3 Ensure there is a focus on the following guiding principles of ‘*Global Age Friendly Cities*’ at forums and other networking initiatives:
  - Recognising diversity among older people
  - Respect the decisions and lifestyle choices of older people
  - Promote the inclusion and contributions of older people in all areas of community life
  - Respond to age related needs and preferences

**Key Success Factors**

- A broad range of community organisations and older people in the community engage in dialogue with the City.
- Through surveys and other techniques, the value and effectiveness of forums to older people is identified.

**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**

- 2.1 Convene a Positive Ageing networking group of sector professionals and community representatives to provide opportunities for interaction and ensure the City is aware of trends and needs.
- 2.2 Develop and maintain strong links with other Local Government Authorities to ensure that the City's resources are optimised and aligned with best practice.
- 2.3 Maintain an active involvement in sector forums such as Council on the Ageing, Seniors Recreation Council, National Seniors Australia and other peak bodies that focus on the older person.
- 2.4 Work with City staff to progress services, interests and resolve issues for the older person.
- 2.5 Ensure organisations that focus on the older person have a profile at the regular contact lunches held for community groups, agencies and service providers.
- 2.6 Liaise regularly with seniors' clubs and other relevant community organisations.
- 2.7 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.
- 2.8 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 indication.

- Positive feedback from participants indicating the value and relevance of networking forums.
- 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**

3.1 Develop collaborative initiatives with internal staff, external organisations and the community on the following priority issues:

- *Accessibility within the community* – eg.
  - Implement the ‘Disability Access and Inclusion Plan’ and maintain the ‘You’re Welcome Initiative’.
- *Social inclusion* – eg.
  - Work with seniors’ clubs to strengthen their capacity to engage older people and meet their needs and aspirations.
  - Encourage the formation of new programs in the community for example programs for older people at the Armadale Arena.
  - Promote existing and new education and information services for the older person.
  - Encourage volunteering for the older person through the City of Armadale Volunteer Service.
  - Encourage life long learning.
  - An ongoing focus on finding ways to connect with isolated older people to engage them in community life.
- *Encourage independence*– eg.
  - Facilitate community forums.
  - Maintain good working relationships with aged care facilities.
  - Implement working parties to progress priority issues such as Housing, Transport, Independent Living and Aged Care.
- *Health and Wellbeing* – eg.
  - Support City’s staff and community organisations to develop community health and wellbeing initiatives.
  - Facilitate health and wellbeing presentations within the community.
- *Safety and Security* – eg.

- Facilitate community information sessions on safety and security.
  - Promote the inclusion of CPTED (Crime Prevention through Environmental Design) principles in projects within the City's capital works program.
  - *Effective Distribution of Information* –eg.
    - Facilitate referrals to appropriate organisations.
    - Provide information to Aged Care and Seniors organisations.
    - Information stands at the City's public buildings, community centres and at relevant events and activities.
    - Working with schools to pass information on through children to parents and grandparents.
- 3.2 The City will be flexible in identifying and working with priorities, changing direction if necessary.
- 3.3 Develop initiatives that engender community participation, and support civic engagement.
- 3.4 Develop further initiatives within the '*Global Age-Friendly Cities*' approach.
- 3.5 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 eg. Aged Care Reforms.
- 3.6 Develop initiatives that engender community participation, and support civic engagement.

### **Key Success Factors**

- The City is responsive to changes in direction and priorities as necessary.
- New initiatives are identified around the Global Age-friendly Cities Approach.
- 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 implemented.
- Older people are volunteering within the community.
- Programs and support services relevant to specific demographic groups are anticipated and implemented in a timely manner.
- Older people engage 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:

- 4.1 Help build capacity in local service providers and organisations to develop and implement programs.
- 4.2 Facilitate partnerships between external organisations to develop initiatives.
- 4.3 Provide support to organisations that focus on the older person commensurate with their capacities to enable outcomes to be achieved.
- 4.4 Enter partnerships with community groups to jointly develop initiatives.
- 4.5 Where no other options exist, consider the role of lead agency, particularly in relation to initiatives addressing priority issues.
- 4.6 Continue to support access to services for older Aboriginal people through the Champion Centre.
- 4.7 Facilitate effective distribution of relevant information through initiatives including:
  - Holding regular information sessions on relevant issues
  - Referrals to appropriate organisations
  - Information provided to Aged Care and Seniors' focused organisations
  - Information stands at the City's public buildings, community centres and at relevant events and activities.
  - Working with schools to pass information on through children to parents and grandparents.
- 4.8 Continue 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.
- Through the development of the Champion Centre encourage and support the delivery of services for older Aboriginal people.
- 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.