

## Active & Healthy Ageing in Yarra Strategy 2018 – 2024

### Acknowledgement of Country

YARRA CITY COUNCIL ACKNOWLEDGES THE WURUNDJERI AS THE TRADITIONAL OWNERS OF THIS COUNTRY, PAYS TRIBUTE TO ALL ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE IN YARRA AND GIVES RESPECT TO ELDERS PAST AND PRESENT.

Mayors Forward- to be inserted

## **Our Vision**

*The City of Yarra is an Age Friendly City; a welcoming and inclusive community for people of all ages, race, culture, gender, sexual orientation and lifestyles. We respect the strong voices of older people in our community, value their continuing contribution to civic life; and their right to make decisions on their own behalf. Our environments and public spaces are safe and supportive and our programs, services and policies are responsive to the needs of older residents, with benefits to all ages.*

## **Council's Commitment to Active & Healthy Ageing**

While the process of ageing has been viewed from a deficit model in the past, Council focuses on the positive aspects of growing older, both for the individual and from the community perspective. With some academics now proposing that 'Middle Age' begins at 50 and extends until your 75<sup>th</sup> birthday, the opportunity to harness the benefits of an older population is more visible<sup>1</sup>. The social and economic contributions that older people make to their families and communities strengthens our City.

Council values the contribution people 50+ make to the community and the economy and adopts policies and provides services to encourage residents to age well in Yarra. To achieve this goal, Council has worked in a variety of fields to ensure that Yarra is an Age Friendly City, including reviewing local infrastructure planning, health care and social planning.

Council, in 2006 endorsed the [River of Life Positive Ageing Strategy 2007-2016 with a five year action plan 2007 - 2012](#). In 2014 Council consulted again with the community to develop Stage Two Action Plan, 2014 – 2017, adopting the vision of 'A City for All Ages', which was endorsed by Council in August 2014.

### Active Ageing Advisory Committee (AAAG)

The River of Life Positive Ageing Strategy 2007-2016 included establishing the AAAG in 2007 to provide advice to Council on matters impacting on the lives and well-being of Yarra's residents 50+ years.

The Advisory Committee consists of eight residents from across Yarra, with a diversity of interests, cultural background and geographic location.

The AAAG guiding principle is to collaborate with Council and the community in raising awareness of ageing issues and promoting a Yarra culture that responds to the needs and aspirations of all residents 50+ years.

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<sup>1</sup> <http://www.patriciaedgaranddonedgar.com/>

The AAAG:

- Provide information and advice to Council on matters affecting the needs, interests and well-being of Yarra's older adults.
- Act as a conduit for the exchange of information and views between community, Council and other representative bodies on issues affecting the lives of older people.
- Represent the community broadly.

The AAAG will have a continuing role in supporting Council to implement the revised Strategy and consecutive Action Plans.

### **Council's Commitment to the Age-Friendly Victoria Declaration & the World Health Organisation's Global Age-Friendly Cities Guide**

In 2016, Council signed the Statement of Support and Partner Endorsement of the Municipal Association of Victoria's Age-Friendly Victoria Declaration. The Age-Friendly declaration is underpinned by the World Health Organisation's Global Age-Friendly Cities Guide, which identifies eight domains that directly influence the quality of life and wellbeing of people 50+.



*Helping to shape local communities across all of the life stages is core business of local government; Age-friendly embraces much of what councils already do*

#### *Age-Friendly Cities -Eight domains of influence*

An age-friendly community is one that values the contribution of people 50+, and enables them to actively participate in all aspects of community life. In particular, an age-friendly

community ensures people 50+ are free from age-related barriers that prevent participation.

Age Friendly Cities foster opportunities for older people to enjoy social and economic participation, good health, and a sense of belonging and contributing. To achieve this, partnerships between older people and government, community organisations, businesses, services and other agencies are critical in building the fabric of an Age Friendly City.

Under the Local Government Act 2010, Council has an important role in influencing community well-being and facilitating healthy, just and inclusive communities. Council planning, practices, policies and actions have a direct impact on how people can live across all ages.

Council makes a significant investment in supporting older people with a history of involvement with senior citizens centres, community transport, meals, Home and Community Care Services, socialisation activities, recreation facility provision and programs, and support for clubs and organisations.

The eight domains of the WHO Age-friendly cities framework capture the breadth and depth of council business and are used as the framework for the Active & Healthy Ageing Strategy (AHA) 2018-2024.

The AHA 2018-2024 vision is for an Age Friendly Yarra, which is welcoming and inclusive for people of all ages. Encompassing the Age Friendly Cities Framework to ensure our community supports adults 50+ by designing policies, services and structures to ensure the physical and social environments of our City will enable people 50+ to live safely, enjoy good health and stay involved.

Based on the community voice expressed during the consultation, and internal contributions from Council Officers, consecutive Action Plans developed under this Strategy will reflect the needs and aspirations of people 50+.

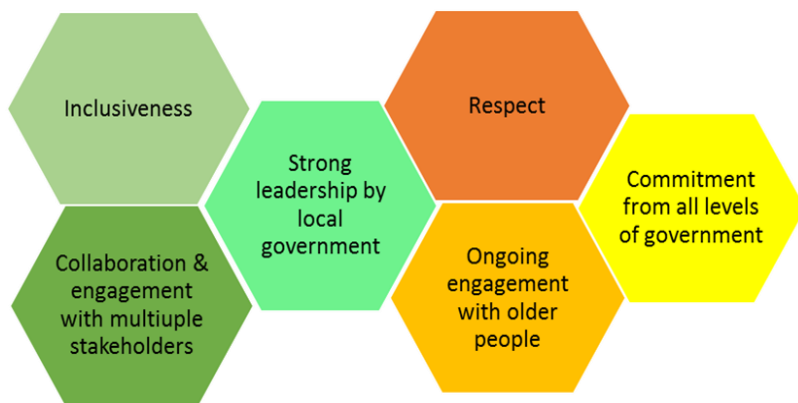
### An Integrated Approach

The strong connections among the different aspects of city living demonstrates that an age-friendly city can only result from an integrated approach centred on how older people live. Taking this approach means coordinating actions across different areas of Council policy and services so that they are mutually reinforcing.

There are six essential elements of an integrated approach as depicted below:

#### *Age-friendly promotes:*

- *A Human Rights based approach*
- *An integrated approach to ageing from government and community*
- *A civil society where people of all ages and abilities are included and respected*
- *The social and economic contributions and value that older people make to families and communities*
- *Independence, well-being and quality of life for all people as they age*



Yarra is well served by a dynamic and well connected community support and health services sector. Many state-wide and local agencies are located in Yarra; including community health centres, neighbourhood houses,

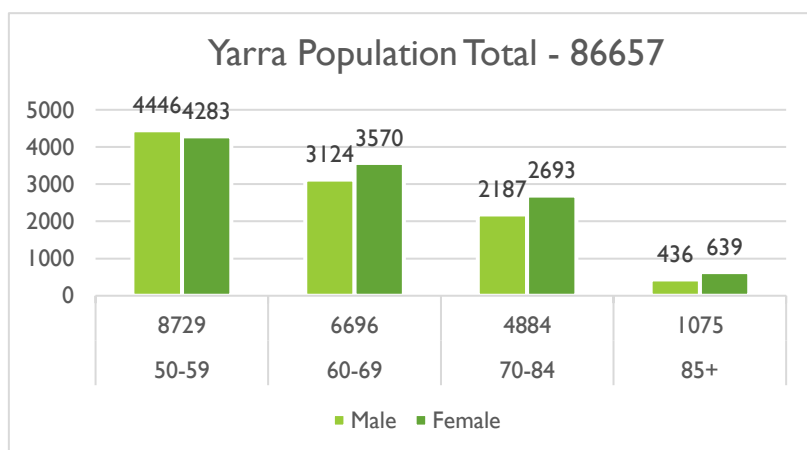
disability support services, housing and mental health agencies, hospitals and drug and alcohol agencies, churches, material and financial support agencies.

These key services offers Council significant capacity for collaboration and engagement with multiple stakeholders within the community to build service and community capacity and resilience.

### Ageing is Everyone’s business

In 2016 the Commissioner for Senior Victorians released “Ageing is Everyone’s Business: A report on isolation and loneliness among senior Victorians”. The report examines the causes for loneliness and social isolation amongst older people, and proposes opportunities for tackling the problems with a joined up approach. The report contends that local government has a “vital role as an enabler” of joined-up local community responses to isolation and loneliness and connecting local needs with local resources such as volunteering, use of venues and coordination support.

### Yarra at a Glance



Residents aged 50+ make up approximately 24.7% of the total Yarra population and greatly influence the diversity of Yarra, not just in age, but also ethnicity, lifestyles and their contribution to the community.

As the above graph highlights, there are slightly more males than females in the 50-59 year age range; however, from 60+ years the number of females compared to males increases.

Gender imbalance tends to become more pronounced in older age groups, following a similar pattern to Victoria and Australia generally. The implications of this gender imbalance are significant as many women experienced reduced capacity to save over time because of reduced income due to their family responsibilities impacting on employment.

In regards to income, 28.4% of females and 22% of males had a weekly income of less than \$500, and 47.7% of females and 38.3% of males had a weekly income ranging from \$500 to \$999.

2016 ABS Census  
**In the City of Yarra, 16.4%** of the total female population earned an income of \$1,750 or more per week in 2016, compared to **26.8%** of males

2016 ABS Census	
Overseas born	
<b>City of Yarra</b>	<b>29%</b>
Greater Melbourne	34%
Victoria	28%
Australia	26%

Cultural diversity among older age-groups varies from Victoria wide diversity, reflecting significant earlier waves of migration. In the City of Yarra, 22% of people speak a language other than English at home (ABS Census 2016); with the highest CALD groups being Vietnamese, Greek and Italian.

In the City of Yarra, 4,451 people who were able to speak another language in 2016 reported difficulty speaking English.

13,357 females and 11,970 males who were living in the City of Yarra in 2016 were born overseas, and 28% arrived in

Australia within 5 years prior to 2016.

Housing-Ageing in Place

Ageing in place is also an important aspect of housing and often refers to the capacity of older people to remain living as independently as possible in their homes where they feel connected to services and amenities Council’s AAAG have consistently discussed the issue of the lack of affordable and suitable housing available for older residents in Yarra, especially residents who are homeless, or are renting privately or who are asset rich and income poor.

2016 ABS Census	
Households renting	
<b>City of Yarra</b>	<b>50%</b>
Greater Melbourne	29%
Victoria	28%
Australia	29%

Between 2011 and 2016, nearly 7,500 people aged 50+ moved to Yarra either from overseas or elsewhere in Australia. Of this group, 39% were living in high density dwellings. This presents an opportunity for services and Council to

2016 ABS Census	
Medium & High density housing	
City of Yarra	85%
Greater Melbourne	33%
Victoria	27%
Australia	27%

better engage with this cohort of residents who may have a wealth of experience to share in Yarra and who also may be vulnerable to social isolation.

**The Role of Council’s Active & Healthy Ageing in Yarra Strategy in light of National Reform**

In 2017 the national portal, My Aged Care (MAC), was introduced as the main entry point to the aged care system in Victoria. Once the reforms are fully implemented, the delivery of care can be provided by a range of organisations,

of which Council may be just one of many. The MAC system is based on an open and competitive market model for providers and is designed to increase individual consumer choice. This may have implications for vulnerable groups in being able to access care and having equity of access to services in the future.

In light of the MAC reforms, Council will review its role in service delivery, and this may in turn influence the approach and resources available in creating an Age Friendly Yarra.

In developing the Action Plans that underpin this strategy in the changing context, Council will review the wealth of opportunities to advocate for, support, or directly run initiatives to grow the liveability in Yarra for older people. Council will closely observe the impact of the National Reforms on all residents over the six year period of the Strategy, and in particular the more vulnerable cohorts, and ensure that the strategic actions in each two year action plan reflect the developing needs of the community.

Council is also reviewing the way in which we partner in our Strategy development and implementation. We are currently exploring greater synergies with other Council Action Plans- for example the Access & Inclusion Strategy and the 0 - 25 Strategy (children and young people aged 0-25 and their families) as well as the Housing Strategy, looking for ways we can leverage off common actions to create a city that is inclusive for all. Not only will this deliver on actions that support people 50+, people with disability and families, children and young people but it will also strengthen advocacy calls for mutually beneficial initiatives. This is underlined by a view to extending collaboration across Council to build an Age Friendly City for all embedded in the principles of Universal Design, and inter-generational connection.

Although the cessation of driving has a significant impact on an older person’s health and ability to maintain their independence, and depression and anxiety is the most common mental health problem among older people we understand that people can experience social isolation or limited mobility at any age. We are working to ensure our responses to these issues support residents through all life stages.

## **Our Consultation and Engagement Process**

Council undertook an extensive consultation and engagement process to ensure that this strategy is reflective of a broad range of stakeholders and benefits from the breadth of input from people who experience ageing from diverse perspectives.

The consultation process was a shared approach, with the consultation and survey questions designed to capture information relevant to people 50+, and people with disability. Consultation occurred in a mix of formats and a multitude of locations throughout Yarra.

An online consultation in parallel with the forums, workshops and pop-up sessions provided interested residents (e.g. family members of older parents) with the opportunity to share their views and contribute towards Council's development of services and infrastructure for the target groups via a quantitative survey. This survey was also available in hard copy and distributed via email groups and promoted at Council facilities and the Council webpage.

Members of the Active Ageing Advisory Group (AAAG) participated throughout the consultation period, providing advice and attending/participating in various consultations. On completion of the consultation stage, the following had been undertaken:

- 252 surveys;
- Two (2) forums;
- 12 workshops;
- Seven (7) pop up sessions/on-site visits (distribution of surveys);
- Bi monthly AAAG committee meeting sessions,
- Consultation and survey details distributed to over 20 organisations and networks and;
- Internal staff consultations, including branch and Council wide.

## **Key themes derived from the Community Consultation**

The value that the majority of participants in the consultation placed on Council's parks and gardens, libraries, leisure centres, and social and community programs provides a clear picture of what people 50+ are looking for in 2018 and beyond.

Key to living well in Yarra is the ability to independently access a variety of programs and support services which allow them to connect to other people and experience the health (mental and physical) benefits of socialisation and exercise.

Key areas to address identified for inclusion in the Active & Healthy Ageing Strategy are:

- To improve safety and accessibility for people 50+ to increase socialisation/participation in community life.
- Embed Universal Design principles in new developments, increase social housing options and ensure equitable access to shops and amenities.



- Improve people’s sense of safety and wellbeing via raising awareness (promotion) and programming.
- To increase safer access and improved mobility through public realm improvement.
- Community inclusion opportunities and activities can easily be accessed and cater for the diverse interests of residents aged 50+.
- To ensure those that are wishing to access services/programs are able to do so (address financial, physical access and health barriers).
- To empower the community through information (accessible formats, web accessibility, and how information is disseminated).
- Reduce social isolation of people 50+ by removing barriers to social inclusion.
- To increase independence and community connection through provision of volunteering opportunities.
- To provide variety of accessible channels of communicating information; i.e. apply “older person’s” lens to all Council communication.

Ideas and recommended actions under each of the above areas will be followed up with the relevant internal branches and potential external partners and form the basis of the three x two year Action Plans to be developed for the Strategy.

By focusing on our community’s priorities and developing appropriate actions and solutions to address their concerns, Council will be working towards the development of an Age Friendly City. As previously detailed, the WHO Age Friendly Cities Framework is providing guidance in the development of the AHA Strategy, with a particular focus on the eight domains:

- Outdoor Spaces and buildings
- Transport
- Housing
- Community Support and health services
- Civic participation and employment
- Respect and social inclusion
- Social participation
- Communication and knowledge

When analysing the feedback from the community consultation the issues raised by our community reflected the eight domain areas of the WHO Age-Friendly Cities Framework, with four key overarching themes emerging: Freedom, Life Experiences, Knowledge and Independence.

### **Future Steps and Action Plans**

This Active & Healthy Ageing in Yarra Strategy 2018-24 sets the future direction for Council in creating an Age Friendly City. The strategy will be underpinned by three Action Plans that each span two years. This allows for some agility in how Council will respond to the key themes in the context of a shifting service delivery environment. In each action plan, responsibility will sit with different Council branches to ensure that an Age Friendly City approach is embedded across Council.

The following provides an overview of the key components of the strategy, the Key overarching themes, the WHO Age Friendly Cities eight domain areas and the Strategic goals.

FREEDOM	LIFE EXPERIENCES
<p><b>GOAL 1: Outdoor Spaces and buildings</b>            People 50+ live in an environment that includes open spaces, buildings, public toilets, shaded areas and walkways that are safe and easy to navigate</p> <p><b>Strategies:</b></p> <p>1.1 Review infrastructure improvements to support walking and use of public spaces.</p> <p>1.2 Review open spaces and buildings through an Age Friendly Lens, to increase mobility and decrease car dependency.</p> <p>1.3 Address safety concerns of older residents in accessing open spaces in Yarra.</p> <p><b>GOAL 2: Transport</b>            People 50+ can get out and about, using a range of affordable, accessible and user friendly transport services</p> <p><b>Strategies:</b></p> <p>2.1 Advocate for, and support, accessible and affordable public and community transport.</p>	<p><b>GOAL 3: Social participation</b>            People 50+ are supported to be active in their community, doing the things they enjoy</p> <p><b>Strategies:</b></p> <p>3.1 Develop the community capacity by encouraging groups to apply for Council’s Community Grants Program.</p> <p>3.2 Promote neighbourliness across the municipality using a place based approach.</p> <p>3.3 Address perceptions of safety in encouraging greater social participation.</p> <p>3.4. Facilitate Council and community initiated activities and events to build social connections.</p> <p><b>GOAL 4: Respect and social inclusion</b>            People 50+ from all backgrounds are valued and appreciated, and no one is excluded based on race, geography, culture, language, sexuality, gender, ability or socio-economic status</p> <p><b>Strategies:</b></p> <p>4.1 Acknowledge the diversity amongst older people by promoting a range of activities and groups that cater for diverse interests.</p> <p>4.2 Ensure the voice of older people is captured through Council wide consultation and engagement processes for all Council services.</p> <p>4.3 Promote intergenerational dialogue through meaningful engagement opportunities.</p> <p>4.4 Develop engagement approaches which focus on the vulnerable and those experiencing barriers to participation.</p>

INDEPENDENCE	KNOWLEDGE
<p><b>GOAL 5: Housing</b></p> <p>Housing options for people aged 50+ are affordable, secure, accessible and close to transport, shops and community services</p> <p><b>Strategies:</b></p> <p>5.1 Advocate for diverse, affordable housing options for people 50+ that support a city for all ages.</p> <p><b>GOAL 6: Civic participation and employment</b></p> <p>People 50+ participate in employment, training, lifelong learning and volunteering opportunities and are engaged and involved in decision making</p> <p><b>Strategies:</b></p> <p>6.1 Support older people to continue employment, participate in volunteering, life-long learning and civic participation.</p> <p>6.2. Ensure Older People are actively considered in the development of Council’s policies, programs and services</p> <p><b>GOAL 7: Community Support &amp; Health Services</b></p> <p>People 50+ are supported to stay healthy, active and independent through community support and health services, including services responding to elder abuse and fraud.</p> <p><b>Strategies:</b></p> <p>7.1 Educate and inform people 50+ in the community of programs and Services available support their independence</p>	<p><b>GOAL 8: Communication and information</b></p> <p>People 50+ are able to access information they need in a variety of formats to stay informed and connected with their community, families and friends</p> <p><b>Strategies:</b></p> <p>8.1 Ensure that older people are aware of the diversity of programs and activities available, with a particular focus on socially excluded and vulnerable people.</p>

## Active & Healthy Ageing in Yarra 2018-2020

FREEDOM				
GOAL 1: Outdoor Spaces and Buildings - People 50+ live in an environment that includes open spaces, buildings, public toilets, shaded areas and walkways that are safe and easy to navigate				
Strategy 1.1 Review and implement infrastructure improvements to support walking and use of public spaces.				
Action	Outcome Measures	Responsibility	Timeframe	Resources
1.1.1 Promote to businesses and the community the requirements of the Footpath Trading Policy, to maintain continuous path of travel along the property line and achieve safe footpaths.	Information about the Footpath Trading Policy requirements featured in Yarra News, with information how community members can report related hazards.	Compliance and Parking Branch	June 2019	Within existing resources
1.1.2 Conduct upgrades of the footpaths and construct continued path of travel on crossings on the nominated streets in key activity centres, to make them safer.	Upgrades to footpaths and construction of level crossings delivered on six nominated streets (three per financial year) in key activity centres, as part of the Local Area Place Making Scheme.	City Works	June 2020	Within existing resources
1.1.3 Include new seating for people of all ages and abilities as part of public realm improvements along Bridge Road and Victoria Street.	New seating for people of all ages and abilities as part of public realm improvements along Bridge Road and Victoria Street.	City Strategy	2018 - 2019	Within existing resources

Strategy 1.2 Review open spaces and buildings through an Age Friendly Lens, to increase mobility and decrease car dependency.

Action	Outcome Measures	Responsibility	Timeframe	Resources
1.2.1 Identify priority precincts, including open space sites for best practice universal design upgrades, to improve walkability and recreational opportunities for people of all abilities.	Active Aging Advisory Group consulted on the nominated area for upgrades. Nominated sites approved by the Urban Design and Open Space Units	Aged and Disability Services	December 2019	Within existing resources
1.2.2 Ensure the development of the new Yarra Open Space Strategy considers universal design principles and its recommendations include the development of accessible spaces.	Recommendations in the new Yarra Open Space Strategy reflect best practice universal design principles. Deliverable actions in the Yarra Open Space Strategy relate to improvements in accessibility for all members of the community.	Open Space Planning and Design	December 2019	Within existing resources
1.2.3 Identify and deliver improvements to existing Council venues used by Seniors Groups, and encourage use of new venues that offer better facilities.	Include improvements in the Capital Works / Forecaster system. Seniors Groups encouraged to attend locally based alternate venues	Aged & Disability Services	August 2018	Within existing resources
1.2.4 Support groups to access multi-purpose Council spaces / venues to develop an integrated and shared interest approach.	Groups using multi-use venues, accessing services and to remove stigma around 'age specific' centres.	Aged & Disability Services	On-going	Within existing resources
1.2.5 Consideration is given to Universal Design Principles at the time of preparation of a new Heritage Strategy.	A&DS representatives are engaged regarding universal access aspects of heritage buildings and infrastructure during the consultations on the new Heritage Strategy.	Senior Advisor City Heritage	June 2019	Within existing resources

Strategy 1.3 Address safety concerns of older residents in accessing open spaces in Yarra.

Action	Outcome Measures	Responsibility	Timeframe	Resources
1.3.1 Review pedestrian signal phase timing to assist pedestrians unable to complete crossing within usual allocated time and identify opportunities to implement demand-responsive signal technology.	Review completed within timeline. Options for signal technology included in traffic management and place making projects.	Traffic and Civil Engineering	June 2020	Within existing resources

**GOAL 2: Transport** - People 50+ can get out and about, using a range of affordable, accessible and user-friendly transport services.

Strategy 2.1 Advocate for, and support, accessible and affordable public and community transport.

Action	Outcome Measures	Responsibility	Timeframe	Resources
2.1.1 Continue to facilitate partnership with PTV towards construction of Easy Access Tram Stops on Route 96.	Construction of four stops completed by Dec 2018.  Agreement between PTV and Council on remaining stops reached in regard to location, design and the site preparation.	Strategic Transport	December 2018  June 2020	Within existing resources
2.1.2 Research and identify options to improve the Community Transport service to align with emerging needs.	More flexible service that increase social connections.	Aged & Disability Services	December 2019	New Initiative proposal 2019-2020
2.1.3 Advocate for the construction of additional Easy Access Tram Stops on Bridge Road.	Concept work developed and adopted.	Strategic Transport	December 2019	Within existing resources
2.1.4 Facilitate Streamlining Hoddle St Project for better connectivity of transport network in Yarra, including construction of an Easy Access Tram Stop on Swan St, Richmond.	Construction completed by March 2019.	Strategic Transport	March 2019	Within existing resources



## LIFE EXPERIENCES

### GOAL 3: Social Participation - People 50+ are supported to be active in their community, doing the things they enjoy.

Strategy 3.1 Develop the community capacity by encouraging groups to apply for Council's Community Grants Program.

Action	Outcome Measures	Responsibility	Timeframe	Resources
3.1.1 Promote availability of grants to community groups and host information sessions.	Number of information sessions held and groups informed. Number of applications received Number of groups applying that haven't previously applied.	Aged & Disability Services	Ongoing	Within existing resources
3.1.2 Apply for funding to enable local groups to provide group based physical activity programs.	Funding sought through the Federally funded Let's Get Physical grants program. Increase in groups providing physical exercise in weekly programs.	Aged & Disability Services	March 2019	Within existing resources

Strategy 3.2 Promote "Neighbourliness" across the municipality using a place-based approach.

Action	Outcome Measures	Responsibility	Timeframe	Resources
3.2.1 Provide library services to older person's groups in their Neighbourhoods (e.g. Sewing, IT, etc.)	Four older person groups become engaged with Library services at their clubs.	Aged & Disability Services & Library Services	June 2019	Within existing resources
3.2.2 Pilot age friendly approach to develop new initiatives in identified neighbourhoods (i.e. Casserole Club; Skill sharing opportunities; Information seminars).	Number of community members engaged. Number of sessions held (seminars on topics of interest, pilot programs). Outcomes of initiative's (participants report increased social connections, increased support networks, increase in knowledge). Number of partnerships established.	Aged and Disability Services	December 2019	New Initiative proposal 2019-2020

	Report to Council on outcomes of pilot place based approach.				
3.2.3	Develop a network of 'Welcoming Age Friendly' community groups to create an inclusive environment for socially isolated people.	Conduct workshops with local 50+ groups to develop resources; approaches and actions to engage socially isolated people.	Aged & Disability Services	March 2020	New Initiative proposal - 2019
Strategy 3.3 Address perceptions of safety in encouraging greater social participation.					
<b>Action</b>	<b>Outcome Measures</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>	
3.3.1	Increase awareness of Council's Graffiti Management Framework which allows for removal of graffiti from private property at no cost to older people unable to remove graffiti from their property.	Graffiti Management Framework has been widely promoted to frail aged.	Aged & Disability Services	2019	Within existing resources
Strategy 3.4. Facilitate Council and community initiated activities and events to build social connections					
<b>Action</b>	<b>Outcome Measures</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>	
3.4.1	Facilitate a Residential Aged Care work group with local providers to increase opportunities for residents to participate in community events.	Work Group established and meeting regularly. Celebration of Life and similar events supported.	Aged & Disability Services	October 2018	Within existing resources
3.4.2	Continue to support community groups to undertake activities that support residents (including isolated/vulnerable people) to connect.	On-going support (funding) provided to U3A's; Men's Shed; Companion Animals program; Participation Grants; Neighbourhood Houses. Identify cost to Council and community benefit to enable Participation Grants funding support to continue in light of the impact of Aged Care Reforms to block funding.	Aged & Disability Services	2018 - 2020 2018 January 2019	Within existing resources Within existing resources New initiative proposal

	New initiative proposal submitted.			
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**GOAL 4: Respect & Social Inclusion** - People 50+ from all backgrounds are valued and appreciated, and no one is excluded based on race, geography, culture, language, sexuality, gender, ability or socio economic status.

Strategy 4.1 Acknowledge the diversity amongst older people by promoting a range of activities and groups that cater for diverse interests.

Action	Outcome Measures	Responsibility	Timeframe	Resources
4.1.1 Prepare a capital works budget bid for the installation of exercise equipment within an open space to encourage exercise, promote wellbeing and create social connection. The project will be guided by recommendations in the adopted Yarra Open Space Strategy.	Submit a 2020/21 budget bid for exercise infrastructure as per recommendations of the Yarra Open Space Strategy.	Open Space Planning and Design	September 2019	Within existing resources
4.1.2 Continue to develop the swim teaching staff and increase the level of skill and experience in teaching people of varying ages, skills and abilities.	Proposal developed with the aim to secure funding to pay for swim teachers to obtain the additional qualification required to deliver access and inclusion programs.	Yarra Leisure	December 2018 – June 2020	Within existing resources

Strategy 4.2 Ensure the voice of older people is captured through Council wide consultation and engagement processes for all Council services.

Action	Outcome Measures	Responsibility	Timeframe	Resources
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4.2.1	Ensure representation of Yarra's diverse community (e.g. people with a disability, seniors, LGBTIQ) in Councils communications imagery.	A balanced representation of Yarra's community in images and stories.	Advocacy & Communications, Engagement All Yarra staff	Ongoing	Support from all Yarra staff
4.2.2	Promote annual scheduled meetings of the Active Ageing Advisory Group (AAAG) to branches across Council, to consult and share knowledge.	Number of consultations Number of information sessions	Age and Disability Services	Ongoing	Within existing resources
<b>Strategy 4.3 Promote intergenerational dialogue through meaningful engagement opportunities.</b>					
<b>Action</b>	<b>Outcome Measures</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>	
4.3.1	Facilitate opportunities for residents 50+ and young people attending Yarra Youth Services to connect via intergenerational program activities	Number of ADS and Yarra Youth Services intergenerational activities (with a focus on arts and/or music) Yarra Youth Services	Age and Disability Services Yarra Youth Services	2019 – 2020	Within existing resources
4.3.2	Facilitate opportunities for residents 50+ to engage in intergenerational activities at libraries, Willowview and outreach (pop ups).	Number of ADS and Libraries intergenerational activities. Feedback from participants aligned to wellbeing measures.	Aged and Disability Services Library Services	2019 - 2020	Within existing resources
<b>Strategy 4.4 Develop engagement approaches which focus on the vulnerable and those experiencing barriers to participation.</b>					
<b>Action</b>	<b>Outcome Measures</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>	
4.4.1	Extend the Home Library Service, through engaging the Digital Team by identifying opportunities to deliver "I'll be connected" to isolated residents in their homes.	A business Plan is developed identifying needs, ways to provide the service and supporting residents to engage with IT technology, building their social connectedness	Library Services & Age and Disability Services	2018 - 2019	Within existing resources

4.4.2	Review the customer information available within Yarra Leisure venues and online regarding entitlements of companion card holders at Yarra Leisure venues.	The Companion Card is promoted to the Yarra Leisure Services community.	Yarra Leisure	Ongoing	Within existing resources
4.4.3	The Hirers Information Template will include a section on accessibility requirements, stating Council is committed to making all events hosted in its venues fully accessible.	Accessibility requirements are included on the hirer's template, which includes a statement on Council's commitment to its venues being fully accessible.	Arts, Culture & Venues	2018	Within existing resources

## INDEPENDENCE

**GOAL 5: Housing** - Housing options for people aged 50+ are affordable, secure, accessible and close to transport, shops and community services.

Strategy 5.1 Advocate for diverse, affordable housing options for people 50+ that support a city for all ages.

Action	Outcome Measures	Responsibility	Timeframe	Resources	
5.1.1	In collaboration with other councils and Municipal Association of Victoria (MAV), advocate to State Government on behalf of pensioners, to obtain greater rate subsidies and other rebates associated with the cost of living.	Workshop conducted at MAV with Interested councils. Submission (i.e. with case studies) forwarded to the State Government.	Age and Disability Services (in conjunction with Social Policy and Research and Business and Finance)	June 2020	Within existing resources
5.1.2	Include policy in the Yarra Planning Scheme that encourages development that is inclusive and accessible for people of all ages and abilities.	Draft policy included in the draft planning scheme.	City Strategy	2018 - 2019	Within existing resources

5.1.3	Help improve the availability of affordable, appropriate and accessible housing for those aged 50 and over through land use planning, community partnerships and strategic advocacy.	Implementation of the Housing Strategy (2018) and developing and implementing the related Social Housing Strategy, scheduled for completion in early 2019.	Social Policy and Research	2018 - 2022	Within existing resources
5.1.4	Facilitate the provision of housing for low-to-moderate income households at major redevelopment sites in Yarra.	Application of the Policy Guidance Note: Affordable Housing Outcomes at Significant Redevelopments (2017)	Social Policy and Research	ongoing	Within existing resources
5.1.5	Continue to support local affordable housing initiatives through the provision of the Yarra Affordable Housing Fund (YAHF) within the broader Council Community Grants Program.	Yarra City Council Community Grants Program	Community Partnerships	ongoing	Within existing resources
5.1.6	Continue to work with public and community housing providers to establish a shared understanding of supply and demand within the municipality; and advocate to meet the needs of low-to-moderate income households with persons aged 50.	Quarterly meetings are held with key housing stakeholders delivering housing and accommodation in Yarra to discuss the emerging and critical issues	Social Policy and Research	2018-2022	Within existing resources
5.1.7	Promote innovative models of residential care that maintain independence and connections to community.	Increased community awareness of different approaches to residential / supported care.	Aged & Disability Services	June 2020	New Initiative proposal 2019-2020

**GOAL 6: Civic Participation & Employment** - People 50+ participate in employment, training, lifelong learning and volunteering opportunities and are engaged and involved in decision making.

Strategy 6.1 Support older people to continue employment, participate in volunteering, life-long learning and civic participation.

Action	Outcome Measures	Responsibility	Timeframe	Resources
6.1.1 Ensure Council's employment practices value, promote and encourage older workers contribution to the workplace and community.	Cross organizational Working Group established to identify barriers, opportunities and actions to support older workers continue employment.  Identification of actions to encourage older workers to seek employment with Yarra to maintain a diverse workforce.	People & Culture	2018 - 2020	Within existing resources
6.1.2 Work with Community Partnerships Unit to support the development of Council's volunteering strategy.	Council strategy includes consideration of feedback from older people on volunteering.	Aged & Disability Services	June 2019	Within existing resources

Strategy 6.2 Ensure Older People are actively considered in the development of Council's policies, programs and services.

Action	Outcome Measures	Responsibility	Timeframe	Resources
6.2.1 The AHA Strategy aligns to relevant Council's Plans and Strategies, and where other strategies and plans are being developed they consider the domains of Age Friendly Cities where relevant.	Alignment of the AHA to current Council Plans/Strategies: <ul style="list-style-type: none"> <li>• Municipal Health Plan</li> <li>• Council Plan</li> </ul> Community engagement of people 50+ where relevant in development of Council Strategies and Plans.	Aged & Disability Services	Ongoing	Within existing resources
6.2.2 Continue to resource, support and engage the Active Ageing Advisory Group (AAAG).	Number of meetings held and attendance.  Number of topics AAAG have been consulted on.	Aged & Disability Services	On-going	Within existing resources

**GOAL 7: Community Support and Health Services** - People 50+ are supported to stay healthy, active and independent through community support and health services, including services responding to elder abuse and fraud.

Strategy 7.1 Educate and inform older people in the community of programs and services available to support their independence.

Action	Outcome Measures	Responsibility	Timeframe	Resources
7.1.1 Provide information sessions, attend groups and engage with local agencies to support residents understand and navigate the My Aged Care system.	Sessions held through CALD groups; and with local agencies supporting socially isolated people.  One to one navigation support offered and available, especially for most disadvantaged.	Aged & Disability Services	2018 - 2020	Within existing resources – 2018.  New Initiative proposal - 2019
7.1.2 Advocate through the MAV and others for greater promotion and availability of local resources to assist people, especially the most disadvantaged, understand the My Aged Care system.	Issues raised and presented through MAV and to Federal Government.	Aged & Disability Services	2018 - 2020	Within existing resources
7.1.3 Determine Council's future direction in the provision of the Commonwealth Home Support and Assessment Service.	Analysis and community engagement undertaken.  Decision determined having regard to final State and Federal Government policy positions and system design.	Aged & Disability Services	June 2019	Within existing resources
7.1.4 Coordinate the Yarra Aged Care Services Forum to maintain information sharing; identify gaps in the service system and opportunities to work together	Regular attendance by Community Health Centres and Aged Services providers.  Feedback from attendee's on the value of network.	Aged & Disability Services	2018 - 2020	Within existing resources



7.1.5	Promote and support State-wide annual events to enable older people to make informed decisions.	Promotion of events such as: Dying to Know Day; Elder Abuse Awareness Day; Dementia Day; Good Neighbour Day; Seniors Week.	Age and Disability Services	2018 - 2020	Within existing resources
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## KNOWLEDGE

**GOAL 8: Communication and Information** - People 50+ are able to access information they need in a variety of formats to stay informed and connected with their community, families and friends.

Strategy 8.1 Ensure that older people are aware of the diversity of programs and activities available, with a particular focus on socially excluded and vulnerable people.

Action	Outcome Measures	Responsibility	Timeframe	Resources	
8.1.1	Aged & Disability Services webpage has links to information on the diversity of programs, activities and events provided by the City of Yarra with a particular focus on Yarra Leisure, Libraries and Events.	Evidence that the web page is regularly reviewed and updated. Visits to webpages and links E-newsletter inclusion of information specifically for older people	Aged & Disability Services	2018-2020	Within existing resources
8.1.2	Information is provided through a variety of channels to ensure the community has access to information on the range of programs, activities and events provided by the City of Yarra- with a particular focus on Aged & Disability Services, Yarra Leisure, Libraries and Events	Information has been made available through: <ul style="list-style-type: none"> <li>• Facebook / Twitter</li> <li>• Yarra Council web</li> <li>• E-newsletter</li> <li>• Yarra News</li> <li>• Posters/postcards</li> </ul>	Aged & Disability Services	2018-2020	Within existing resources