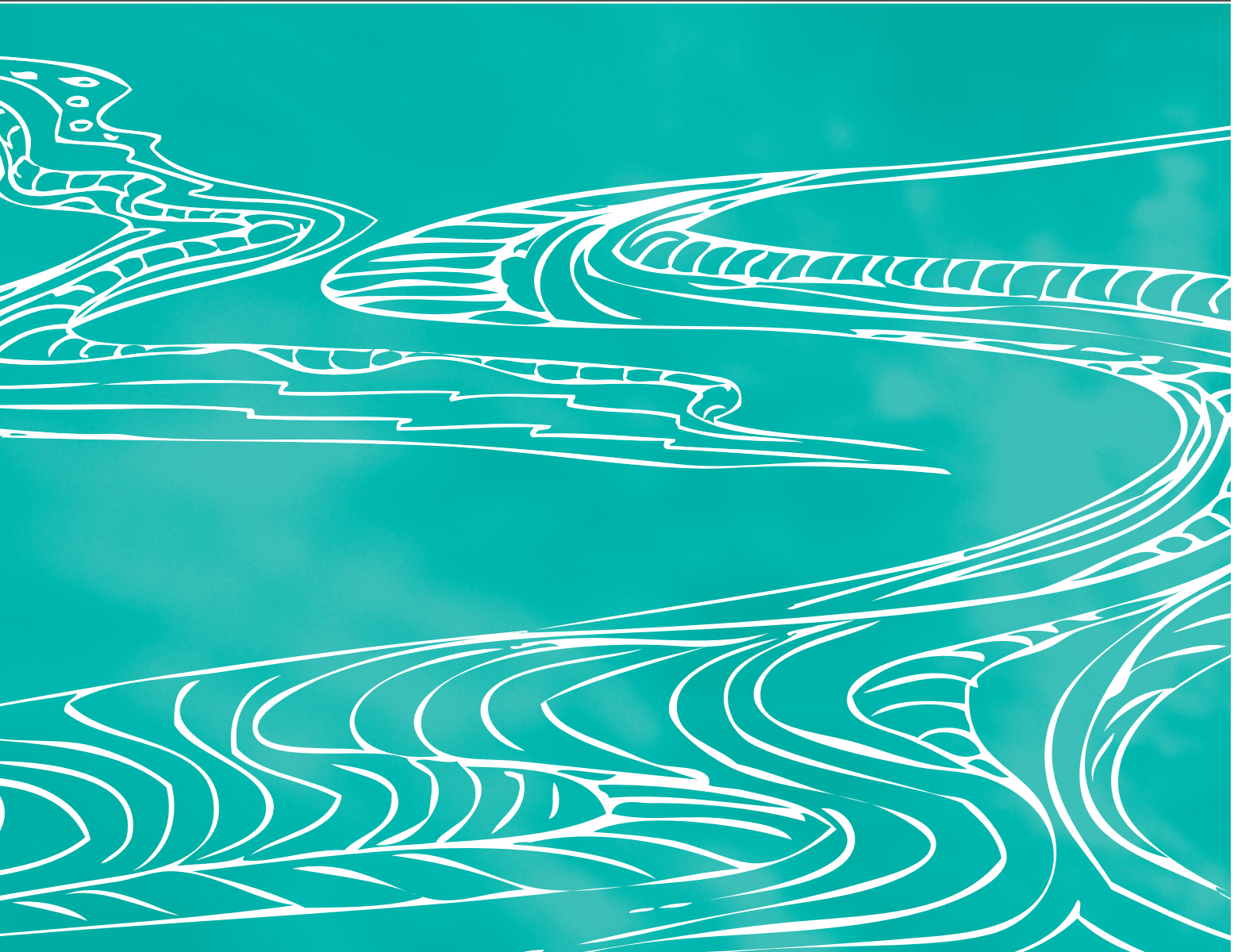


The River of Life

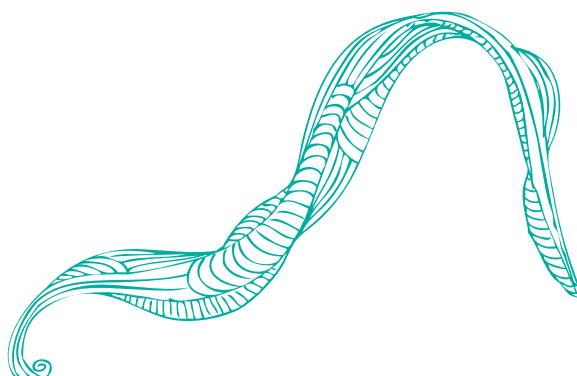
City of Yarra

Positive Ageing Strategy 2007-2016



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ACKNOWLEDGEMENTS

The City of Yarra wishes to express its appreciation for the valuable information, ideas and guidance provided by the Reference Group that was established to support the development of the Yarra Positive Ageing Strategy. The individuals and agencies represented on the Reference Group enthusiastically provided their time and shared their knowledge and experience at regular meetings, consultations and a workshop.

Residents, service providers and Council staff actively participated in the consultations, surveys or workshop and Council wishes to thank them for their interest, commitment and involvement. Their input to The River of Life Positive Ageing Strategy ensured a wide range of needs and interests were canvassed, which assisted greatly in shaping the future directions of the Strategy to make Yarra a great city where people age well and experience a fulfilling life.

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MAYOR'S MESSAGE



It is with great pleasure that I present the River of Life, City of Yarra Positive Ageing Strategy, 2007 – 2016 and Action Plan 2007 – 2011.

The Strategy and Action Plan are a strategic framework to support positive ageing policy and service development across the whole of Council. The Strategy and Action Plan adopt a broad view of ageing and seek to address the needs of all older people in our community.

The growing number of older adults living in Yarra has significant social and financial implications for Council and the community. By 2016, the number of residents aged between 65 and 69 years is projected to increase by 40 percent. The neighbourhoods of Richmond and Fitzroy North will see the largest area of growth for people aged 55 to 74 years, and the Vietnamese community will experience the largest population increase, with the over 65 age group increasing by 45 percent over the next ten year period.

Promoting and facilitating the need to stay healthy and active will help ensure that older adults will be living in good health. This will also lead to an increase in the number of older adults living alone and in their own homes, many requiring support through the provision of home-based services. These changes present both opportunities and challenges for our City.

The River of Life Positive Ageing Strategy and Action Plan recognises that older adults are a valuable resource to our community, and should be treated with dignity and respect. It seeks to capture the wisdom of growing old, while encouraging older people to maintain their health by participating in civic activities and developing social connections within their neighbourhood.

Community participation in older age has benefits not only for the individual, but also for the community and local economy. It is important that older adults are provided with a wide range of options that enable them to fully

participate in community life and to remain living independently, for as long as they choose to do so.

This Strategy and Action Plan has been developed in collaboration with the community, local organisations and government authorities. It has been integrated across all areas of Council and actions will be implemented over the next five years. Many of the actions identified in the Plan will also require collaboration between residents, community organisations, government departments and volunteer organisations to bring the dreams to reality. On behalf of Council, I would like to acknowledge and thank all those who have assisted with its development and encourage you to continue to help us see this plan come to fruition.

Cr Jenny Farrar

Mayor of Yarra City Council





EXECUTIVE SUMMARY

The River of Life – City of Yarra Positive Ageing Strategy 2007 – 2016, a ‘whole of Council’ strategy plan developed by Yarra City Council to respond to both the opportunities and the challenges of an ageing population in the City of Yarra. Council acknowledges the contribution older residents make to the community’s social capital and is committed to foster age friendly communities, with access to appropriate activities and services, to support positive ageing, and maintain social connectedness.

Over the next 15 years, the population aged 70 years and over is projected to increase significantly in Yarra, with a slightly sharper increase in 2019. The Strategy and Action Plan provides Council with a Tool to strategically plan the resourcing of social and physical infrastructure to effectively manage the population impact in terms of affordable housing, health and community services, transport, lifelong learning, physical activity, cultural and community participation and engagement.

The Strategy is well informed by an extensive literature review and discussion paper on positive ageing from an international, state-wide and local perspective. The key principles of active citizenship, ageing in place, healthy ageing and active ageing underpin the strategy development. A positive ageing

approach ensures a healthy, positive and independent experience of becoming older through access to opportunities and well supported connections for people in terms of their home life and community life.

Broad community consultations were undertaken to inform the Strategy through surveys, focus groups, small discussion groups, interviews, a Reference Group, and a Visioning and Foresight Planning Workshop. Over 285 people participated in the three surveys: Yarra Matters Tent Survey; Neighbourhood House Survey; and the Yarra Household Panel Survey, and well over 100 people participated in interviews and focus groups. The consultations were inclusive of people from a culturally and linguistically diverse (CALD) background, the aboriginal community, people in insecure housing, service users, service providers, younger and older residents and Council staff. The Strategy demonstrates an integrated planning approach inclusive of all Council services.

Key themes emerged from the community consultations and surveys, including:

- > Accessibility and mobility: especially in relation to public and community transport, buildings, streetscape and open space.

- > Social connectedness, including intergenerational contact and group activities.
- > Opportunities for choice and participation in a range of interesting and stimulating pursuits: physical, mental and social.
- > Affordable housing and accommodation options supporting ageing in place.
- > Accessible and low cost health and support services.
- > Strong sense of community and well being.
- > Facilities that are shared, accessible, well designed, looked after, respected and local.

A range of key drivers were identified from the literature review, surveys and community consultations, Yarra demographics, the built social infrastructure scan, and Council’s aged care service system profile.

A major element in the development of the Strategy was the assessment and consideration of the built social infrastructure in Yarra. While Council’s community building stock is ‘old’, people consulted did not prioritise the need for new, purpose built, high cost community hubs or activity centres. Their main concern was for aged care residential facilities



and affordable housing to be developed in Yarra. Those consulted highlighted other interests in libraries, gyms and leisure centres which were the most highly rated Council facilities for their future activities. Opportunities also exist for community and church buildings to be used and in some cases redeveloped for programs, groups and clubs to share. A neighbourhood based approach is preferred.

Six Key Objectives are outlined in the Strategy. These are underpinned by the community consultation and survey themes, the key drivers for Yarra as mentioned, and the outcomes from the Visioning and Foresight Planning Workshop. The Six Key Objectives are:

OBJECTIVE 1: SOCIAL CONNECTIONS

This objective considers fostering community engagement and participation, developing a strong sense of belonging for older people and promotes intergenerational contact. It is about ensuring older people have user friendly access to information about events, services, and entry points to services, to meet their interests and needs.

OBJECTIVE 2: ACTIVE, HEALTHY LIVING

This objective focuses on ensuring older people have access to a wide range of opportunities for all aspects of healthy living – physical, mental, emotional and social.

OBJECTIVE 3: SUPPORTIVE ENVIRONMENTS

This objective addresses ensuring accessibility and mobility for older people throughout the municipality. It also considers providing access to parks and open space and supporting increased safety and security.

OBJECTIVE 4: AGEING IN PLACE

This objective is about supporting residents to live well and age successfully within their local Yarra community through accessible and responsive services and facilities.

OBJECTIVE 5: LIFELONG LEARNING

This objective looks at supporting and creating employment, retirement and lifelong learning opportunities for people as they grow older.

OBJECTIVE 6: COMMUNITY PLANNING AND PARTNERSHIPS

This objective considers encouraging and establishing opportunities for older people and organisations to work together and participate in community planning and decision making.

The Action Plan will be evaluated on an annual basis by the Older Person's Wisdom Advisory Group taking account of progress and changes in demographic information, emerging issues and opportunities to further strengthen community. An evaluation report will be provided to Council detailing progress annually.

1. INTRODUCTION

'Positive Ageing' is a national and international concept developed in response to the growing awareness of the need to plan for the ageing of the population. Right across Australia, people are living longer and the proportion of older people in the population is increasing. In the City of Yarra, over the next ten years, the aged population is projected to increase significantly. Such demographic changes, along with higher community expectations, and increasing diversity of the Yarra community will drive not only the demand for flexible aged care services, but also the need for accessible, affordable and user friendly transport, housing, community services, health services, facilities, parks and streetscapes.

The Aged and Disability Services Branch of the City of Yarra has already undertaken a review of its services and projected demand. An Aged and Disability Plan is in place to lead the development and provision of a range of Home and Community Care (HACC) and Council funded services for eligible older people or people who have a disability. Such services will be delivered in the person's own home or in community centres.

The Positive Ageing Strategy complements this Plan by adopting a broader view of ageing and addressing the needs of older people in the wider community.

This includes considering Yarra's social infrastructure, such as roads and footpaths; community halls and meeting rooms; parks; and sporting facilities to ensure they support active, safe and healthy living into older age. It also involves an examination of housing, transport, health services, employment, opportunities for volunteering and mentoring, and ensuring social inclusion and a sense of well being and identity for people, as they age.

The River of Life Positive Ageing Strategy is informed by a number of Council's existing Plans and Strategies to ensure complementarity and synergy. They include:

- > City of Yarra Annual Report 2005-2006
- > City of Yarra Council Plan 2005-2009
- > Access and Inclusion Policy 2004-2009
- > Multicultural Policy and Action Plan 2004-2006
- > Yarra Municipal Public Health Plan 2005-2008
- > Social Infrastructure Management Plan 2005
- > Recreation Plan 2003-2008
- > Arts and Cultural Plan 2005-2009

- > Strategic Transport Statement 2006
- > Affordable Housing Statement and Strategy 2004.

In addition to members of the Project Reference Group, Council staff from across many different departments worked together, using creative thinking and an integrated planning approach, in the development of the Positive Ageing Strategy.

This ensures an 'all of Council' approach is in action and will continue, to support the implementation of the Strategy. This is vital to the success of the Strategy as 'ageing' is an integral aspect of all spheres of everyday living and gives rise to new, shared opportunities that can be achieved if all stakeholders work together.





2. THE POSITIVE AGEING CONTEXT

THE POPULATION TREND

Australia's population is ageing. A key consideration for local government is to understand the implications of this trend and develop responses to it. Predictions in 1982 indicated that by 2025 the 60+ population will have increased by 224% worldwide. This ageing trend across the developed world will impact on all aspects of social structure and resources, production, finances, health, and environments¹. In Australia the proportion of older people aged 65 years and over is 12% and this is predicted to increase to 16% by 2016. By 2051 around 25% of the population is expected to be over 65 years of age.²

In Yarra, while there is less than the MSD of people aged over 65 years, there is a sizeable proportion of people in the 50 to 65 age cohort who will be ageing over the next 10 to 15 years. The over 70 population is projected to increase steadily over the next 15 years, with a slightly sharper growth in 2019 (ABS 2001).³

Yarra is also a culturally diverse locality, with more than 30% of residents born overseas. Yarra also has the highest number of public housing in Victoria and many of these residents are older people and/or from a CALD background. While Yarra is experiencing an

influx of younger people with higher incomes and capital, the municipality still remains home to a large number of low-income, disadvantaged people.⁴

THE POSITIVE AGEING VISION

The ageing boom has shifted away from the 'demographic time-bomb' discourse, which emphasizes the growing burden an ageing population will place upon future health and welfare expenditure'.⁵ The focus is now on exploring ways to promote active, productive, successful and positive ageing and perceive older people as active contributors to society not artificially defined, and devalued by their chronological age.

The Yarra Positive Ageing Strategy sets out ways the Council, other organisations and groups, the community and individuals can work together to develop Yarra's community capacity to maintain and improve the physical, emotional, social and mental wellbeing of older people living in Yarra.

KEY LEARNINGS AND ISSUES ABOUT AGEING

- > Over the next ten years, the priorities of older residents will change dramatically. In addition, 'baby boomers' will seek greater

independence, information, choice, preventive measures, and flexibility in their lifestyles and services. Like now, the vast majority of older people will remain reasonably independent long into retirement as they age.

- > In addition, all governments at all levels are presenting ageing as an opportunity rather than a problem and are promoting the positive contribution older people make to society. Government is supportive of older people remaining in the workforce and challenges the 'dependency' model of services that assumes the progressive decline and dependency of people as they age. Government is promoting a new service approach that is restorative and which builds the capacity of the older person to respond actively to ageing, not passively.
- > Urban design and the built environment such as footpaths, traffic, transport, street lighting, seats, public toilets, community facilities and shopping centres have a powerful impact on the life of the older person. Therefore, it is vital to develop age friendly built environments to support the mobility, independence, physical activity, healthy lifestyles and quality of life of older people. There is a real and exciting opportunity

for Yarra to develop shared community centres and 'hubs' that connect services and facilities, and also bring people together across the generations.

- > Social connectedness plays a key role in supporting the health and well-being of older people. For some older people, the maintenance of social contact contributes more to their quality of life than good health. People who live alone; live in rental accommodation; have poor health; are on low incomes; have poor transport access; or who are under 65 years and unemployed, are at risk of social exclusion. Therefore, it is vital to consider the diversity of needs in Yarra when developing the Positive Ageing Strategy and create ways to socially connect people as they age, such as sharing community rooms and facilities, intergenerational activity, physical activity

groups, community luncheons, mentoring, volunteering, lifelong learning and employment opportunities.

- > Yarra is a unique area of Melbourne when it comes to the natural environment with the Yarra River, Darebin and Merri Creeks. Older people may come together with others in sustaining, restoring, using and enjoying accessible natural environments. The natural environment provides opportunities for independence, participation, self-fulfilment and dignity for people of all ages. Access to natural environmental resources by all age groups is part of effective community planning and design. Yarra's natural environment needs to be considered in relation to older peoples' access and use for activities such as cycling, walking, social interaction and for aesthetic enjoyment.

- > In terms of health and well-being research has found that older people value choice, giving and receiving help, having good housing, living in safe and friendly neighbourhoods, getting out and about, having an adequate income, having good information, and good access to health care. Physical activity, good nutrition, social networks, low level home supports and reducing home accidents are very important to older peoples' health and well being. As well, positive well being has a good effect on peoples' health, and better health and social participation can become self-reinforcing.

1 *Bulletin of the National Advisory Council on Ageing: An Ageing World, Volume 15 No. 4 Fall 2002*

2 *ABS 2001*

3 *Ibid*

4 *ABS Socio-Economic Index for Areas (SEIFA) 2001*

5 *Leveratt, M. Independence and the Low-Income Older Person, Family Matters No. 52 Autumn 1999*



3. ABOUT YARRA'S COMMUNITY

The City of Yarra 'is a compact, vibrant and diverse inner city municipality'.⁶ Its suburbs include: Abbotsford, Burnley, Clifton Hill, Collingwood, Cremorne, Fitzroy, Fitzroy North, Princes Hill and Richmond, and parts of Alphington, Fairfield and North Carlton. All these suburbs have a rich and varied history which is reflected in the municipalities built form, natural environment and diverse composition of the community. Yarra is also a major cultural centre of Melbourne, with some areas quite 'gentrified' while others remain home to people who experience significant disadvantage.

Within Yarra there is a wide range of health, welfare and community organisations. The community sector represents around 1,200 local, regional and state wide agencies, delivering more than 1,500 different types of services. Key service providers include: Yarra City Council, Community Health Services, Victorian State Government, Northern Division of General Practice, Royal District Nursing Service, St Vincent's Hospital, Neighbourhood Houses and a range of specialised services.

In terms of its population, the following information⁷ informs us of the ageing Yarra community:

- > There will be an overall increase in the 50 to 85 age group from 2006 to 2016 right across Yarra. Specifically, the largest increase of 40%, will take place with

the 65 to 69 age group and the smallest increase, 5%, will occur with the 55 to 59 age group.

- > When comparing the projected population growth rate of older people in the different suburbs of Yarra, it can be seen that all suburbs will experience growth in the 55 to 74 age group. In particular, the largest growth in this age group will take place in Richmond North and Fitzroy North.
- > If the projected population growth for people aged 74 and over is examined for the next ten years, there will be no change in Carlton North, Princes Hill, and Fitzroy North and the largest growth will take place in central Richmond.
- > There are a total of 15,565 people aged 50 years plus. Between the age cohorts 50 to 74, the gender mix is 6,054 (49%) males and 6,307 (51%) females. From age 75 plus, the gender mix is 1,254 (39%) males and 1,950 (61%) females (ABS 2001).
- > The 2001 census cites 291 people as being of Aboriginal or Torres Strait Islander background. A recent analysis by a local Aboriginal organisation of their clients revealed more than 700 people stating they live in Yarra. This data is not official, but it does highlight Yarra's changing Indigenous population, including a transient

group of people and shows the Census data provides a snapshot that may only be an indication of the actual Indigenous population. In addition, the average age of death (males and females) is significantly lower than the whole community's average age.

Yarra's Culturally and Linguistically Diverse community includes people from Greece, Vietnam, China, Italy, Turkey and Malaysia. When the CALD population groups are considered in terms of ageing, the Greek community, although the largest in terms of numbers of people, will experience the smallest increase in the 65 and over age group, only 1.8%. The Vietnamese community will have the largest increase in the 65 and over age group, 44.5%. The Italian community will reduce by 33.3% and some other communities will experience growth but the actual numbers of people are low, such as the Turkish.

Another important consideration for Yarra is housing and households. It is significant that the largest type of household model in Yarra is the lone person household, and this is also the type of household that will experience the greatest increase from 2006 to 2016. This means many older people are, and will increasingly, be living at home alone.

⁶ City of Yarra Council Plan 2005 – 2006

⁷ City of Yarra Profile.id community profile (City of Yarra website)

4. COMMUNITY CONSULTATION SUMMARY

Extensive consultation was undertaken to develop the Yarra Positive Ageing Strategy, including:

- Five focus groups were conducted with people from a CALD background; service users; community organisations; younger residents; and Council staff.
- Small group sessions with members of the Koori community and with people in in-secure housing.
- Seven interviews with community leaders.
- A Neighbourhood House survey, a Yarra Matters Market survey, and a Household survey.
- Discussion and input from the Yarra Positive Ageing Reference Group.

In total over 370 people were involved in the consultation process. A more detailed overview of the consultation process and findings is available in the City of Yarra Positive Ageing Strategy Background Report 2006.

KEY FINDINGS FROM FOCUS GROUPS, SMALL GROUP SESSIONS AND INTERVIEWS

Challenging perceptions of ageing

- > The overall perception of

ageing was mixed, with more respondents leaning towards positive than negative in terms of their own perceptions and experiences. Most agreed the overall trend was to a more positive view.

- > Some cited experience of the commercial sector being excluding of older people.
- > There is a need to provide education about ageing and debate the language of ageing to expose and overcome ageism.
- > An opportunity exists to identify older 'champions' and role models and promote a 'collective voice' for older people.

Ageing in place

- > Participants cited a strong desire to remain living in Yarra and 'age in place' but require Council to provide support services, lobby for residential aged care facilities, and advocate on public housing infrastructure.
- > The cost of living is an issue in Yarra with items such as house maintenance and repairs, cost of utilities, property rates, cost of activities, food, medical care and funerals, being specifically noted.

Being safe

- > Being mobile and safe is a key issue. Recommendations were

made to address safety issues in shared bike/walking paths; improving access to street seating; effective lighting; path and walkway design; and promoting access to both guided and group walking programs.

- > Older people in particular cited concerns about safety around public housing; the perception of increasing crime; and the need to address elder abuse and domestic violence.

Built infrastructure

- > Much of the existing built infrastructure in Yarra is old and its design does not support positive ageing or easy access.
- > Strategies and Actions provided by the Positive Ageing Strategy will set direction and provide leadership for working through heritage barriers regarding accessibility to buildings and streetscapes.
- > There is a clear need for universal design that supports positive ageing and an accessible built environment.
- > There is an opportunity to identify and redevelop facilities for multiple groups and uses that are well designed, well kept and respected by user groups.



Social connections, intergenerational opportunities, hubs

- > It can be a challenge for older people to remain socially connected, healthy and active, and positive in their outlook.
- > A wide interest in intergenerational contact and activities is underpinned by the understanding that 'some older people nevertheless want their own space at times'. There is broad recognition that physical buildings, either new or existing, are not required for meaningful intergenerational contact. With this in mind, we aim to promote integrated communities; encourage neighbourliness and equality; and support generations working together as well as opportunities for individuals to pursue own interests.
- > If 'hubs' are to be developed, it is better to build on existing activity areas, strengthen neighbourhoods and consider carefully the design and accessibility, plus link IT training and access.

Transport

- > Accessibility of public transport for older people and people with disabilities is a well understood issue. Opportunities to promote greater availability of

community transport including a community bus circuit require thought and development.

- > Council needs to build its role in lobbying and advocacy for the development of better public transport options for these groups.

Promoting activity

- > Remaining physically active and healthy is important for older people. It is vital that Council continues to inform and educate older people on their opportunities for physical activity; the importance of strength training; and tactics for fall-prevention.
- > Promoting the importance of physical health and activity to CALD groups, requires specific strategies.

Future service delivery

- > What do people want and need as they get older?
 - Low cost and accessible health and support services (e.g. dental)
 - Local residential aged care facilities
 - Gardening help and home maintenance
 - Social outings

- Access to exercise and activity programs
 - Post hospital discharge support services
 - Promotion of health monitoring strategies such as flu injections, breast screening
 - Access to opportunities for lifelong learning, volunteering, mentoring
 - Creative HACC models that promote choice
 - Holidays
 - Sporting activities
 - Delivered meals
 - General information about services, available equipment, health seminars
 - Access to more parks
- > CALD residents would like access to health and support services delivered by staff with the same CALD background.

KEY FINDINGS FROM THE SURVEYS

Staying in Yarra

35% stated they were likely to move from Yarra as they got older. Reasons include: the desire to retire elsewhere; planning a



'sea change'; overall cost of living and cost of housing in Yarra; and the availability of larger or better housing options elsewhere.

Concerns about ageing

Survey respondents cited a range of concerns in relation to their future ageing: being lonely; a lack of community contact; reduced financial security; access to suitable employment; being safe; remaining independent; access to required health care; access to good quality accommodation options; dealing with new technologies like the internet; and having 'a voice' and being listened to when older.

Future services

What do people need in the future to promote a healthy and active life in Yarra?

- > Health and medical services
- > Transport
- > Leisure and social activities including libraries, arts and culture, social outings
- > Recreation and fitness
- > Community services
- > Education opportunities
- > Information and resources
- > Council HACC services – maintenance, home care, meals
- > Better roads and paths

Council role

Council is considered to have a key future role in providing the services people require to age successfully. Ideally, home care services will be flexible and responsive; the pathway to health and medical services will be clear and easy to negotiate; movement around Yarra will be supported by improved traffic, roads and paths and better access to public and community transport; and Council will ensure the availability of information and resources to older residents.

Activities and interests

There are several particular activities of interest that community members would like access to in the future. These include:

- > Recreation and leisure
- > Entertainment
- > Lifelong learning
- > Social groups and outings
- > Sport
- > Volunteering
- > Community groups
- > Intergenerational contact
- > Ongoing employment (possibly part-time)

Facilities – remaining connected

Respondents noted a number of facilities that would promote and

foster their ongoing engagement to the Yarra community. These include parks, libraries, eating venues, shopping centres, leisure centres and gyms, education, pools, community health centres, senior citizens centres, hubs and sport clubs.

SUMMARY OF SIGNIFICANT THEMES ARISING FROM COMMUNITY CONSULTATION AND SURVEYS

- > Accessibility and mobility; especially in relation to public and community transport, buildings, streetscape and open space.
- > Social connectedness including intergenerational contact and group activities.
- > Opportunities for choice and participation in a range of interesting and stimulating pursuits physical, mental and social.
- > Affordable housing and accommodation options supporting ageing in place,
- > Accessible and low cost health and support services.
- > Strong sense of community and well-being.
- > Facilities that are shared, accessible, well designed, looked after, respected and local.

5. KEY DRIVERS IN YARRA

The subsequent list summarises the major drivers that Council and other stakeholders need to take into account when planning and supporting positive ageing in Yarra.

People and Communities

- > Shift to positive view of ageing: active vs. passive.
- > Richmond is the area with the largest growth in the aged population and has many lone households.
- > The CALD community with the most significant growth in older people is the Vietnamese community, a community under represented in Council HACC in-home services.
- > The HACC eligible population is predicted to increase.
- > High interest in having intergenerational contact and social connections – this doesn't always require a purpose built facility.
- > Yarra has distinct neighbourhoods or sub communities which are highly valued and people support neighbourhood strengthening.
- > Activities and interests most likely pursued into the future are physical activity, libraries,

lifelong learning, cultural activities, socialising, being 'wired' and meetings.

Built Infrastructure

- > The built environment of Yarra is 'old and dense' and 65% of Council facilities cannot meet current and future needs to 2016.
- > When facilities and infrastructure are designed for older people, they are automatically inclusive of all ages.
- > Urgent need to resolve heritage overlay issues that are still a barrier, to making the streetscape and buildings accessible and safe.
- > Do not need purpose built 'hubs' for positive ageing – need a community culture that values older people, is socially inclusive, and provides opportunities and choice. There are successful examples where groups share existing church or community buildings.
- > Infrastructure that is a high priority for residents includes local residential aged care facilities, affordable housing options, and accessible and safe streetscapes.
- > Ageing in place is being eroded by lack of residential aged care

facilities, lack of affordable housing and poor public housing infrastructure.

- > Facilities that are most desired by residents when considering ageing are parks and gardens, libraries, leisure centres and gyms, shopping centres and eating venues.

Transport

- > Public transport is not accessible for many older people and mobility and accessibility are major needs of residents. There is strong support for increased community transport.

Health and Well-being

- > Public safety in the street, and private safety within the home are critical.
- > High value placed on healthy lifestyles and health promotion with access to parks, walking paths, bike tracks and leisure centres and gyms.
- > Positive ageing enablers are lifelong learning, volunteering, socialising, health and support services, physical activity.

6. YARRA'S POSITIVE AGEING VISION & VALUES

The River of Life Positive Ageing Strategy rests on the City of Yarra's seven core principles which are:

Diversity
Fair Share
Leadership
Participation
Partnership
Responsiveness
Sustainability

The Strategy also builds Yarra's Council Plan which defines Council approach within the following core themes:

Theme 1:

People, Neighbourhoods and Communities

Theme 2:

Built Form, Land-use and Transport

Theme 3:

Culture, Celebration and Tradition

Theme 4:

Local Economy and Business Development

Theme 5:

Environment and Space

OUR POSITIVE AGEING VISION

The City of Yarra is a wonderful place for people as they age, which provides sustainable opportunities to live well and pursue interests, within a diverse, accessible, inclusive and nurturing community environment.

The following Positive Ageing Values and Drivers underpin the vision and align with Council principles and themes:

- > Connectedness within Neighbourhoods and between youth & aged; nourishing community life; sharing knowledge & wisdom with younger generations; community engagement for all; opportunities for giving and receiving.
- > Being active and alive; having social, physical and economic health.
- > Experiencing acceptance; offering a calming environment; being valued; sense of worth and wellbeing; sense of safety and security; opportunity for difference; ageing – a state of mind.
- > comfortable, affordable, environmentally sustainable houses; enjoying parks; accessible public transport; well positioned facilities.

The above vision, values and drivers helped to formulate the six Key Objectives of The River of Life Positive Ageing Strategy, which are listed below. Related and supporting Actions are included to ensure the Strategy is focussed, responsive to community needs, and implemented.

OBJECTIVE 1:

SOCIAL CONNECTIONS

OBJECTIVE 2:

ACTIVE, HEALTHY LIVING

OBJECTIVE 3:

SUPPORTIVE ENVIRONMENTS

OBJECTIVE 4:

AGEING IN PLACE

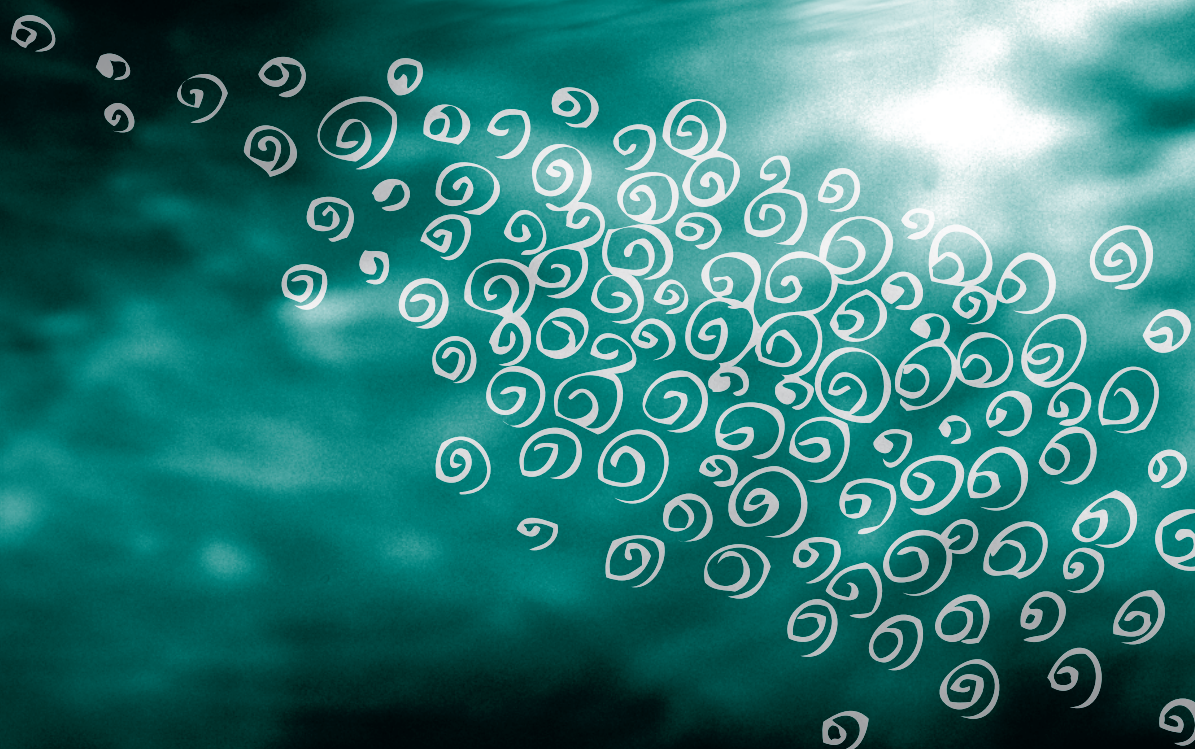
OBJECTIVE 5:

LIFELONG LEARNING

OBJECTIVE 6:

COMMUNITY PLANNING AND PARTNERSHIPS

THE RIVER OF LIFE POSITIVE AGEING ACTION PLAN 2007 - 2011



7. ACTION PLAN 2007 - 2011

The Action Plan has been prepared following consultation with the key stakeholders, completion of a Vision and Foresight Planning Workshop, and a review by the Reference Group. The Plan is structured on six key objectives, listed in Attachment 1 and 2. Three of the objectives are congruent to the priorities adopted in the Municipal Public Health Plan (MPHP). The other three objectives are specific to age related policy development.

Each objective, together with a description of the strategy and a set of actions, includes information on the key Council Branch or Unit

responsible for implementation, designated timelines, expected outcomes, and resource implications.

The actions reflect both works that are already underway in supporting positive ageing and proposed initiatives over the next five years.

The implementation of some actions will be dependant on resourcing decisions, either at Council, State or Federal Government level. The Plan also links to other plans that Council has adopted (MPHP, Access and Inclusion Strategy for example).

The Action Plan will be reviewed on an annual basis, taking account of progress and changes in demographic information, emerging issues, and opportunities to further strengthen community. It is proposed that the Older Person's Wisdom Advisory Group will play a key role in advocacy, support and providing advice regarding implementation of the Plan. An annual report will be provided to Council detailing progress on implementation.



OBJECTIVE ONE: SOCIAL CONNECTIONS

DESCRIPTION OF STRATEGY

Fostering community engagement and participation, a strong sense of belonging, and intergenerational contact.

Ensuring older people have access to a wide range of opportunities for all aspects of healthy living – physical, mental, emotional and social.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
1.1 Lead active community reflection and debate on 'ageing'. Promote positive language and images, highlighting the diversity of the ageing population, culture, capability and interests.	Aged Services Communications	2007	Increased awareness and discussion of ageing of the Yarra community.	Within available resources.
1.2 Develop a photo library and style format which positively portrays older people within Yarra for Council's information and marketing activities.	Aged Services Communications	2007	Standards included in Communication Plan and Council publications reflect positive images.	Within available resources.
1.3 Identify community 'champions' and role models to break down stereotypes of what older people do or are like and reward/promote their achievements.	Aged Services Governance	2008	Establish annual Yarra's Older Person's Citizen's Award.	Within available resources.
1.4 Work closely with Senior Citizen's Clubs as members' age, and provide organisational support while this model is in transition.	Aged Services	2007	Assistance provided to Committee's on governance, program activity and membership support. In kind support maintained.	Within available resources. Subject to annual review.
1.5 Investigate the development of future alternative activities, support services and opportunities for ongoing social connectedness for older residents, as the demand and interest in Senior Citizen Clubs change.	Aged Services / Community Partnerships	2007	Alternative activities identified / introduced in partnership with older persons and community groups.	Utilise available staff resources and if new program costs, seek support from agencies / funding bodies.



Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
1.6 Ensure information is made available to the community (similar to Cultural Events Calendar) of the recreation and activity options across Yarra for people of all ages, including intergenerational opportunities.	Communications Community Development Division Recreation & Open Space	2008/10	Older Persons information broadsheet established and distributed.	New Initiative proposal to be submitted 2008/09. Estimate: \$7,000
1.7 Investigate PC availability and promote home based IT, including an IT support service option built onto the home based library scheme.	Library Services	2009	Proposal / feasibility developed to increase access to communication based technology.	Subject to resources. Implications assessed as part of investigation.
1.8 Identify opportunities to work with schools to promote intergenerational contact, e.g. via 'Count Me In', residential accommodation facilities, 'adopt a granny/grandpa', concerts, and the River Keepers. ¹	Neighbourhood Houses, Residential Care Network and Aged Services Communications	2008	At least two intergenerational activities / programs established annually.	Within available resources. Program costs may be required. Estimate \$3,000
1.9 Initiate discussion with the Walking School Bus planners to explore the potential of linking Seniors walking programs into the Walking School Bus, incorporating the "Welcome Shop" concept into the route.	Aged Services Family Services	2009	Links established and neighbourhood walking group established.	Within available resources.
1.10 Develop partnerships with community groups to provide outreach to isolated older peoples connecting them to local community opportunities.	Aged Services Community Health Centres Community organisations	2009	Community Health & Council's Community bus initiatives include shopping, social outing and trips.	Within available resources.



Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
1.11 Keep abreast of activities and learning provided through the International Consortium for Intergenerational Programs. ³	Aged Services	2008	New learning from the Consortium adds value to activities in local groups. Information disseminated.	Within available resources.
1.12 Explore ways of validating and acknowledging the role of older residents as custodians and interpreters of local history and traditions that contribute to neighbourhood diversity and livability. Funding sources to support the project should also be investigated.	Historical Societies, Aboriginal Community Elders Service Culture & Community Planning Aged Services	2009-2010	Historical information, oral, pictorial or written, collected and archived from two cultures.	Additional resources required.
1.13 Continue to explore opportunities to expand the provision of group and community meals, especially at neighbourhood cafes and eateries.	Aged Services Neighbourhood Houses Community Health Centre	2008	Two new initiatives trailed between 2008 – 2010.	Additional resources required for recurrent expenditure.
1.14 Through the Yarra Giving Centre Register, promote the registering of volunteer opportunities in the community for interested people to contact.	Culture & Community Planning Aged Services	2007+	At least three older adults social support groups register their need for volunteer support annually.	Within available resources.
1.15 Continue to support and fund the range of older persons groups through the annual Social Support – Community Grants Program and encourage groups to apply for non-recurrent grants to trial new group-based initiatives.	Aged Services Culture & Community Planning	2008	Funds are sourced to support new group based initiatives to implement action from the Positive Ageing Strategy.	Recurrent HACC funding available (\$70,000). Seek new funding through Grants program (\$5,000).

¹ Rivers Keepers. Intergenerational activity organised through the Finbar Neighbourhood Houses and schools to keep areas of the Yarra River clean and tidy.

² Welcome Shop. Shop in a local village shopping centre which provides a resting place for older people to rest whilst shopping.

³ International Consortium for Intergenerational Programs. Web based site linking Intergenerational Learning Activities internationally.

OBJECTIVE TWO: ACTIVE HEALTHY LIVING

DESCRIPTION OF STRATEGY

Ensuring older people have access to a wide range of opportunities for all aspects of healthy living-physical, mental, emotional and social.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
2.1 Identify and develop new group based, physically and mentally stimulating activities, offered at mainstream venues such as leisure centres and libraries.	Yarra Leisure Library Services	2009	Utilise planned capital improvements to pool / library facilities to offer an increased range of activities.	Capital works proposed. Resources for new activities subject to review.
2.2 Encourage 'early' involvement (particularly pre-retirement) in activities and promote lifelong involvement as the ideal for living active lives.	Community Development Division and Partners	2008	Increased awareness and value of a diverse range of social connections.	Within available resources.
2.3 Proactively promote Yarra services to older people through the Cultural Equitable Gateways Strategy (CEGS), with particular focus on people from Vietnamese background.	Aged Services	2007	Increased utilisation of services by people from Vietnamese background.	CEGS currently funded till 30 June 2007.
2.4 Together with Council's Yarra Leisure, plan for the needs and increasing community expectation of recreational opportunities, both passive and active for people aged 50+ to ensure future demands are met.	Aged Services Yarra Leisure	2007+	Planning and community information used to target / develop appropriate activities.	Planning completed within available resources.
2.5 Work with Council Of The Ageing (COTA) in accessing resources to support: <ul style="list-style-type: none"> > Employment of older aged staff in Leisure Centres. > Training of older men and bi-lingual people to become Living Longer Living Stronger (LLLS) facilitators. 	Yarra Leisure COTA Aged Services	2009	Between 2009-11, older people representative of Yarra community recruited / trained as facilitators for LLLS.	Opportunity to access traineeship schemes to assist with employment / work experience.



Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
2.6 Identify barriers to participation and involvement in physical activities for older disadvantaged persons. Provide suitable activity times for older people; have appropriate steps and walk ways; and provide greater choice.	Yarra Leisure Aged Services	2008	Any social or physical barriers to use of facilities identified and actions (including use of Come and Try program, access hours, environment changes) implemented.	Subject to outcome of review. Come and Try options may require additional funding.
2.7 Review leisure services pricing policy and investigate offering options other than direct debit for older people, such as using the Senior's Card to gain discounted entry.	Yarra Leisure	2007	Pricing policy reflects capacity to pay across spectrum of older residents and cost is not a barrier to participation.	Subject to outcome of review.
2.8 Support walking groups including guided 'twilight' and history walks.	Yarra Historical Societies Recreation Services	2009	At least two guided walks are planned annually.	Project resources required. \$5,000 per annum.
2.9 Investigate concept of 'living books' where people can 'borrow' people, talk with them and hear their story or share stories.	Aged Services Library Services	2008	Increased opportunity to engage and develop neighbourhood friendships.	Within available staff resources. Seek funding for promotion and development. Estimate \$7,000.
2.10 Investigate the development and value of community sheds for shared use by residents, especially men.	Aged Services	2010	Need for meeting places assessed, especially for men.	Subject to further consideration.
2.11 Participate in MAV/COTA Positive Ageing Project.	Aged Services / Community Development Division	2007+	Increased knowledge of ageing issues and funding sought for Yarra projects.	Within available resources.

OBJECTIVE THREE: SUPPORTIVE ENVIRONMENTS

DESCRIPTION OF STRATEGY

Ensuring accessibility and mobility for older people throughout the municipality. Providing access to open space and parks. Supporting increased safety and security.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
3.1 Investigate the possibility of establishing a community bus route that links the City of Yarra and complements the public transport system for HACC clients.	Aged Services Strategic Planning	2007	Need for linking service assessed as part of Community Transport Review.	Resources available to undertake initial assessment of community transport.
3.2 Continue to advocate for and provide support to a 'grass roots' campaign to support free public transport for older people.	Strategic Planning	2008/9	Improvements in public transport accessibility.	Within available resources.
3.3 Continue to support user-groups and advocacy on issues of tram accessibility, seating, planned routes, safety and speed.	Aged Services Strategic Planning	2007+	Needs of older persons highlighted. Transport reflects age friendly planning.	Within available resources.
3.4 Work with Assets, Planning and the Physical Infrastructure Branch to resolve how the 'heritage overlay' impacts on older people's access.	Aged Services Strategic Planning	2007+	Increased awareness of access issues and need to balance access and heritage components.	Within available resources.
3.5 In cooperation with other Council Branches, seek to influence planning processes which hinder physical access to public and private (including housing) space in the City.	Aged Services Strategic Planning	2007+	Development of public and private spaces reflects needs of older residents. Advocacy on accessible housing maintained.	Within available resources.



Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
3.6 Enhance the environmental design of existing neighbourhood key routes and/or develop new routes to shops, facilities and public transport using seating, lighting, and traffic calming.	Strategic Planning Recreation Services Aged Services Infrastructure	2008	'Age Friendly' planning guidelines are automatically considered when planning and developing new neighbourhoods.	Within available resources.
3.7 Seek input into Council's footpath maintenance strategy to improve access to age friendly environments.	Aged Services Infrastructure	2007	Use age demographic and geographical data to prioritise capital works related to neighbourhood key routes.	Within available resources.
3.8 Ensure that development, safety and master planning for parks, gardens and public spaces provides for active and passive recreation opportunities for older people.	Aged Services Strategic Planning Open Space	2007	Active and passive recreation opportunities for older people are factored into Open Space planning.	Within available resources.
3.9 Implement a range of strategies to improve Council facilities including: <ul style="list-style-type: none"> > Improvement to existing facilities including kitchens in community halls > Investigate options to use/ share other facilities > Integration of user activities in new precincts and hubs 	Assets Community Development Division	2008-11	Facilities utilised by older resident groups audited for 'fit for purpose' and options developed to upgrade or re-locate. Improved facilities offering supportive environment.	Capital works expenditure required. Will be subject to annual assessment process and review of each facility.
3.10 Where the opportunity exists, partner with churches and other organisations to improve facilities, increase intergenerational and community links and support.	Aged Services Cultural & Community Planning, N'hood Renewal	2007	Access to more appropriate, accessible, useable facilities that encourage involvement.	Subject to proposals that come forward and any rental or associated costs. New Initiative 2007/08 for one proposal.

OBJECTIVE FOUR: AGEING IN PLACE

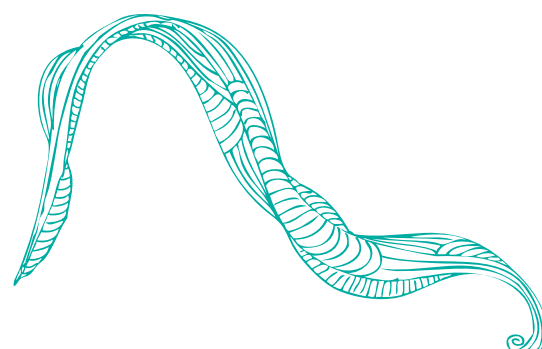
DESCRIPTION OF STRATEGY

Supporting residents to live well and age successfully within their local Yarra community through accessible and responsive services and facilities.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
4.1 Advocate for improvements to planning processes and for an increase in availability of aged care residential facilities. Investigate opportunities for facilities to be built or redeveloped in Yarra.	Aged Services	2007+	Minimum national benchmark achieved and mix of beds available (respite, dementia specific, concession etc). Improved response from Federal Government.	Advocacy within available resources. Funded project for 2007.
4.2 Support the provision of affordable housing and supported accommodation in Yarra and investigate options such as The Young – Old Share Care Scheme or Homeshare, particularly for older people on low incomes, and people with mental health issues.	Aged Services Culture & Community Planning	2008	Increased awareness of housing needs of older people. Increased promotion of alternative housing models.	Alternative model – subject to funding to pilot Home Share or similar models in Yarra.
4.3 Advocate for the expansion and improvement of home maintenance service for low income and self retirees to assist them to remain living healthy and active lives in Yarra.	Aged Services	2008	Increased range of home maintenance services provided.	Within HACC program resources.
4.4 Develop employment strategies to increase the number of CALD specific HACC careers and acknowledge their language and cultural skills. Provide incentives for people from a CALD background to seek employment with Council's Aged Services / local providers.	Aged Services Organisational Development	2008	Improved access to home carers including from Greek and Vietnamese backgrounds.	Potential additional employment costs to provide incentives to attract staff with language / cultural skills.



Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
4.5 Work in partnership with the community sector to establish a Yarra community burial fund to help people on low incomes to pay for funerals.	Culture & Community Planning Yarra Housing & Homeless Network St. Mary's	2009	Scheme developed to provide support to families / individuals and indigenous community members to cover funeral costs.	Investigate external funding models.
4.6 Advocate with Community Health Service for improvement in essential services for older people, especially those on low incomes e.g. dental health and podiatry.	Community Health Centres Aged Services	2007+	Key stakeholders involved in advocating for increased resources for these basic services. Improved access for residents.	Seek additional funding from State and Federal Governments.
4.7 Develop mechanisms using existing homecare services that enable one to one support for more isolated older residents to better engage them in their local community (e.g. links to volunteers, local churches, etc).	Aged Services Community / Church organisations	2008	Pathways identified, barriers eliminated and increase in older residents linked into their local community.	Requires resources.
4.8 Introduce and implement 'Active Service Models' into home care service provision.	Aged Services	2009	Active Service models is an integral aspect of home care services.	Active Service models are being developed across HACC service system. Tap into resources to support Yarra program.



OBJECTIVE FIVE: LIFELONG LEARNING

DESCRIPTION OF STRATEGY

To provide opportunities for older people to be involved in lifelong learning activities and engage in active roles in the community.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
5.1 Continue to build relationships with, and support Neighbourhood Houses, and U3As in the provision of lifelong learning activities.	Aged Services Library Services Culture & Community Planning	2007+	U3A continues to develop and diversify.	In kind support maintained with U3A.
5.2 Promote services and facilities that provide access to training education and lifelong learning, especially for those from CALD backgrounds.	Aged Services Library Services Culture & Community Planning	2009	Promotion of opportunities within CALD communities. One new CALD community is engaged in lifelong learning activities each year.	Seek funding through grants program and Positive Ageing Project to assist with targeting of programs.
5.3 Council to enable and value contribution of older staff members, their knowledge and skills, by providing flexible work and retirement opportunities e.g. working part-time opportunities or retraining.	Organisational Development	2008	Employment processes encourages flexible work options for older people.	Within available resources.
5.4 Explore with COTA the provision of free internet training, including one on one training, for older residents in the City of Yarra.	Library Services	2008	During Seniors' Week, Internet Training will be offered at Fitzroy Town Hall.	Within available resources.
5.5 Explore opportunities for collaborating with corporate organisations to provide learning opportunities for older residents to prepare themselves for retirement through Superannuation Planning Seminars, the use of new technologies and the internet.	Aged Services Economic Development	2010	Increased understanding and access to information at the local, community level.	Subject to consideration in Year three.
5.6 Investigate the opportunity to form alliances with seniors' groups such as the U3A and Historical Societies to establish a sponsorship/voucher system that would encourage older adults and carers to 'try out' activities.	Aged Services Community Organisations	2007	Voucher system trailed during Seniors Week.	Within available Seniors Week budget.

OBJECTIVE SIX: COMMUNITY PLANNING AND PARTNERSHIPS

DESCRIPTION OF STRATEGY

Encouraging and establishing opportunities for older people and organisations to work together and participate in community planning and decision making.

Actions	Responsibility	Timelines	Expected Outcomes	Resource Implications
6.1 Develop processes to ensure that older people's needs, interests, and safety are considered in urban planning, design and development and in the management of Council assets.	Assets Strategic Planning	2007	Understanding of the needs of older persons integrated into planning and asset management processes.	Within available resources.
6.2 Initiate an Older Person's Wisdom Advisory Group (OPWAG) to: a. be a voice for older residents; and b. advocate on behalf of older residents for appropriate amenities and infrastructure.	Aged Services	2007	Group formed and strong voice for advocacy and advice established.	Additional resources required to support formation and support Advisory Group. New initiative proposal 2007-08. Estimate \$4,000.
6.3 Increase communication and engagement between Council and local aged care residential service providers to address systemic issues e.g. barriers to community connectedness for residential care residents.	Aged Services Residential Care Network	2008	Joint advocacy of residential care issues and, in cooperation with the Residential Care Network, facilitate and provide in kind support for the Celebration of Life Activities.	New initiative proposal 2008 to fund community based activities. \$2,500.
6.4 Continue to support community ethnic clubs and groups and expand CALD outreach work to enhance Council understanding of their needs and service access issues.	Aged Services Culture & Community Planning	2007+	CALD groups supported through grants programs and encouraged to work with each other in accessing activity programs.	Seek New Initiative funding to encourage groups to initiate shared activity. Estimate \$5,000.

6.5 Develop and implement a proactive educational strategy targeted at business and the community on 'good business is good access' for older persons.

Aged Services
MetroAccess
Economic
Development

2008

Increased awareness among local business of opportunities to ensure business is accessible.

Utilise MetroAccess funded project to also focus on access for older persons.

6.6 Council to work with aged care service providers, peak bodies and self-help groups to advocate for improved responses to elder abuse, including community education and awareness, reporting, investigation and review.

Aged Services
Community
Health &
Community
Organisations

2007+

Increased understanding of issues and policy / protocol established / promoted.

Within available resources.

6.7 Encourage philanthropy through the Yarra Giving Centre, from local residents and businesses to support community development for older persons' programs.

Culture &
Community
Planning

2007

Increased access to funds, volunteers and support for groups.

Within available resources.





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MANDARIN

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ARABIC

إذا أردتم معرفة المزيد عن المعلومات الواردة في هذه الوثيقة بإمكانكم الاتصال بمترجم على الرقم 9280 1930.

SPANISH

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