

# Hume City Council Positive Ageing Strategy 2014–2024

Action Plan (January 2015 – December 2017)

## Priority Area 1: Transport

An age-friendly Hume City has connected and accessible transport options that support older residents to move around easily and safely.

**Indicator:** Increased percentage of the population living within 400m of bus or tram stops, or 800m of train stops which have frequent services.

**Source:** Hume City Council, derived from ABS Census data and PTV data

**Frequency:** Every 5 years

**Baseline data:** In 2011, 48.8% of the Hume residents lived near public transport services.

### OBJECTIVE 1.1:

Support initiatives that create effective, safe and accessible transport options for older residents.

Action	Output	Lead
1.1.1 Review the existing community transport model and identify potential areas for service improvements.	<ul style="list-style-type: none"> <li>A report with recommendations for improvements to the service is presented to Council for consideration in 2017.</li> </ul>	Aged Services and Public Health
1.1.2 Explore opportunities to establish new or strengthen existing partnerships with other providers of community transport in the municipality.	<ul style="list-style-type: none"> <li>Discussions with relevant local community transport providers have been undertaken and areas for partnership development and improvement have been determined in 2017.</li> <li>Partnership programs and initiatives to enhance community transport services for older residents have been developed and implemented by 2017.</li> </ul>	Aged Services and Public Health
1.1.3 Explore the feasibility and demand for a fixed route community bus service for older residents.	<ul style="list-style-type: none"> <li>A report with recommendations for the establishment of a fixed route service is presented to Council for consideration in 2017.</li> <li>If appropriate, a fixed route bus service is trialled on priority routes across the municipality in 2017.</li> </ul>	Aged Services and Public Health

## Priority Area 2: Social Participation

**An age-friendly Hume City fosters opportunities to connect with one another, including those of different cultures, backgrounds and lifestyles.**

**Indicator:** Increased percentage of people aged 65 years and older who are actively involved in social or recreational groups.

**Source:** Hume City Council Community Indicators Survey.

**Frequency:** Every 2 years.

**Baseline data:** In 2015, 57.8% of people aged 65+ were actively involved in social or recreational groups.

**Indicator:** Increased percentage of people aged 65 years and older who are satisfied with what they are achieving in life.

**Source:** Hume City Council Community Indicators Survey.

**Frequency:** Every 2 years.

**Baseline data:** In 2012, 73.1% of people were satisfied with what they were achieving in life.

**OBJECTIVE 2.1:  
Support the development of a diverse portfolio of social activities, programs and events for older people.**

Action	Output	Lead
2.1.1 Expand community-based social support programs for older residents throughout new multi-purpose community infrastructure, in line with community need and demand arising from an ageing population.	<ul style="list-style-type: none"> <li>New social activities and programs have been developed and implemented at the Newbury Hub, Broadmeadows Hub and Roxburgh Park Youth and Recreation Centre from 2016 onwards.</li> </ul>	<p>Aged Services and Public Health</p> <p>Social Development</p>
2.1.2 Pilot a 'seniors-helping-seniors' program during which individuals share skills, knowledge, interests and experiences such as arts, cooking, writing and crafts.	<ul style="list-style-type: none"> <li>A 'seniors-helping-seniors' program has been piloted in 2015.</li> <li>A review of the pilot program has been conducted in 2015.</li> <li>The future delivery of the program has been determined for the period from 2015 to 2017.</li> </ul>	<p>Learning Communities</p> <p>Aged Services and Public Health</p>
2.1.3 Celebrate the cultural diversity of the City's ageing population and provide opportunities for multicultural exchange during the 2015 Hume Seniors Festival.	<ul style="list-style-type: none"> <li>The 2015 Hume Seniors Festival has been delivered with a specific focus on multicultural exchange and awareness.</li> </ul>	<p>Aged Services and Public Health</p>
2.1.4 Pilot a CALD-specific planned activity group that is culturally sensitive and responsive to cultural needs and interests.	<ul style="list-style-type: none"> <li>A grant has been secured.</li> <li>A pilot CALD planned activity group has been delivered in 2015.</li> <li>The future delivery of the program has been determined.</li> </ul>	<p>Aged Services and Public Health</p>

## Priority Area 3: Respect and Social Inclusion

An age-friendly Hume City celebrates and recognises the diversity of older residents and rejects ageist stereotypes, attitudes and biases.

**Indicator:** Increased percentage of people aged 65 years and older who are satisfied they feel part of their community.

**Source:** Hume City Council Community Indicators Survey.

**Frequency:** Every 2 years.

**Baseline data:** In 2015, 72.2% of people aged 65+ were satisfied they felt part of the community.

### OBJECTIVE 3.1:

Challenge ageist stereotypes, attitudes and practices.

Action	Output	Lead
3.1.1 Create an intergenerational learning program in which older people share their skills, knowledge, history and expertise with younger community members.	<ul style="list-style-type: none"> <li>Intergenerational learning and exchange programs have been delivered from 2015 onwards.</li> </ul>	Learning Communities
3.1.2 Implement a 'positive ageing' media and communications strategy to promote respect, inclusion and to reduce ageism in the community.	<ul style="list-style-type: none"> <li>Positive news stories of older community members have been incorporated into internal and external communications from 2015.</li> </ul>	Marketing and Communications Aged Services and Public Health

### OBJECTIVE 3.2:

Support and celebrate the valuable contributions of older residents.

Action	Output	Lead
3.2.1 Explore the feasibility of a Senior Citizen of the Year Award to celebrate and recognise the contributions of older residents.	<ul style="list-style-type: none"> <li>The feasibility of the Award is determined by 2016.</li> <li>If appropriate, criteria for Award nominations have been determined by 2016.</li> <li>If appropriate, a Senior Citizen of the Year award is presented at annual Hume Seniors Festivals.</li> </ul>	Aged Services and Public Health
3.2.2 Deliver a skill development program to support older residents in their caring role of younger grandchildren.	<ul style="list-style-type: none"> <li>A skill development workshop is delivered annually from 2016 to 2017.</li> </ul>	Aged Services and Public Health Family and Children's Services

## Priority Area 4: Civic Participation and Employment

An age-friendly Hume City increases opportunities for older residents to contribute to the community through paid employment or voluntary work. It supports the engagement of older residents in the political process and ensures they are involved in decisions affecting the community.

**Indicator:** Increased percentage of people aged 65 years and older who have participated in civic engagement activities.

**Source:** Hume City Council Community Indicators Survey

**Frequency:** Every 2 years

**Baseline data:** In 2015 44.6% of people aged 65+ participated in civic engagement activities.

**Indicator:** Increased percentage of people aged 65 years and older who helped out, offered unpaid assistance or volunteered.

**Source:** Hume City Council Community Indicators Survey.

**Frequency:** Every 2 years

**Baseline data:** In 2015 50.6% of people aged 65+ helped out, offered unpaid assistance or volunteered.

### OBJECTIVE 4.1:

Support and promote opportunities for volunteering and employment in later life.

Action	Output	Lead
<b>4.1.1</b> Deliver an information seminar for local businesses detailing the opportunities and challenges presented by an ageing population in the context of the workforce.	<ul style="list-style-type: none"> <li>An information seminar is delivered to local businesses in 2016.</li> <li>Resources and reference materials have been developed and are made available at the seminar.</li> </ul>	Economic Development
<b>4.1.2</b> Identify and promote available job training and retraining opportunities for older residents who wish to remain in the workforce	<ul style="list-style-type: none"> <li>Retraining opportunities and available supports for older resident have been identified.</li> <li>An older employee resource kit is developed and distributed to local employment agencies.</li> <li>A feature article on employment opportunities for older workers is included on the Hume Job-Link website in 2016.</li> </ul>	Economic Development
<b>4.1.3</b> Conduct a Hume City volunteer conference that promotes the benefits of volunteering and available opportunities to older residents.	<ul style="list-style-type: none"> <li>A volunteer conference has been delivered in 2015</li> </ul>	Learning Communities

### OBJECTIVE 4.2:

Promote and support the rights and ability of older residents to participate in civic life.

Action	Output	Lead
<b>4.2.1</b> Establish an older person's reference group to provide a voice to older residents and guide Council policy and decisions on issues affecting older people.	<ul style="list-style-type: none"> <li>An older person's reference group has been established with agreed terms of reference by 2015.</li> </ul>	Aged Services and Public Health

## Priority Area 5: Communication and Information

An age-friendly Hume City provides access to timely, practical information to assist older people to get the support and services they need for themselves and for those they care for.

**Indicator:** Increased proportion of people aged 65 years and older who are satisfied with Council keeping them informed, including information on Council events and programs through advertising , pamphlets, brochures, newsletters emails and through websites.

**Source:** Hume City Council Community Indicators Survey

**Frequency:** Every 2 years

**Baseline data:** In 2013/2014, 53.4% of people age 65+ were satisfied or very satisfied Council kept them informed.

### OBJECTIVE 5.1:

Support the uptake of information technology and other initiatives to improve older residents' access to information.

Action	Output	Lead
5.1.1 Review best-practice information and communication guidelines for older residents to ensure accurate and accessible information is delivered.	<ul style="list-style-type: none"> <li>Age-friendly communication guidelines and templates for Hume City Council have been reviewed and adopted by 2016.</li> </ul>	Customer Service Aged Services and Public Health
5.1.2 Apply for funding to support the development of a smart-phone based application that coordinates information relevant to the needs of older residents and their families.	<ul style="list-style-type: none"> <li>Appropriate funding and resources have been identified and a grant application has been submitted.</li> <li>If funding is secured, the app has been developed and implemented by 2017.</li> <li>If appropriate, a review of the utility of the app is conducted in 2017.</li> </ul>	Aged Services and Public Health
5.1.3 Incorporate a 'Positive Ageing' information section during website redevelopment linking to specific issues that may affect people as they age.	<ul style="list-style-type: none"> <li>A section providing positive ageing information is available on Council's website by 2016.</li> </ul>	Marketing and Communications

## Priority Area 6: Community Support and Health Services

An age-friendly Hume City provides appropriate and accessible services that enable older residents to maintain active and independent lives.

**Indicator:** Increased proportion of people aged 65 years and older who have not experienced problems accessing social support and health services when needed.

**Source:** Hume City Council Community Indicators Survey

**Frequency:** Every 2 years

**Baseline data:** In 2015, 72.3% of people aged 65 years and over did not experience problems accessing social support and health services.

### OBJECTIVE 6.1:

Promote and Support the health and wellbeing of older residents.

Action	Output	Lead
6.1.1 Deliver a planned activity group with a focus on physical activity and healthy ageing to encourage healthy lifestyle choices and wellbeing.	<ul style="list-style-type: none"> <li>A 'healthy ageing' planned activity group is developed and delivered from 2015 onwards.</li> </ul>	Aged Services and Public Health

### OBJECTIVE 6.2:

Improve the coordination and ensure the future delivery of aged care services and supports.

Action	Output	Lead
6.2.1 Implement actions arising from the Ageing in Growth Corridors HACC Planning Project.	<ul style="list-style-type: none"> <li>Identified actions have been implemented and evaluated by 2016.</li> </ul>	Aged Services and Public Health
6.2.2 Expand the number of Home Care Packages available in the municipality through active bidding for funding in the Commonwealth Government's Aged Care Approval Rounds.	<ul style="list-style-type: none"> <li>An increased number of Home Care Packages have been successfully secured each year for the period of the plan from 2015 to 2017.</li> </ul>	Aged Services and Public Health
6.2.3 Conduct a co-located occupational therapy service with a local service provider to improve waiting times for Hume aged and disability service recipients.	<ul style="list-style-type: none"> <li>A co-located occupational therapy program has been delivered from 2015 onwards.</li> </ul>	Aged Services and Public Health

## Priority Area 7: Outdoor Spaces and Buildings

An age-friendly Hume City has accessible and secure outdoor spaces and buildings that encourage active use and enjoyment by older residents.

**Indicator:** Increased percentage of people aged 65 years and older who visit a park or open space more than once every 3 months.

**Source:** Hume City Council Community Indicators Survey

**Frequency:** Every 2 years

**Baseline data:** In 2015, 62.7% of residents aged 65 years and older visited a park or open space more than once every 3 months.

### OBJECTIVE 7.1:

Create enabling, inclusive and inviting urban environments for older people across Hume City.

Action	Output	Lead
<p><b>7.1.1</b> Embed age-friendly criteria into routine condition and asset assessments of Council's buildings, footpaths, parks and open space to ensure accessibility, safety and independence of older residents.</p>	<ul style="list-style-type: none"> <li>▪ Age-friendly criteria for buildings, footpaths, parks and open space have been identified and established by 2016.</li> <li>▪ Compliance against age-friendly criteria is determined in current and future assessments.</li> </ul>	<p>Engineering and Assets</p> <p>Aged Services and Public Health</p>
<p><b>7.1.2</b> Provide input on the design, functionality and governance of new community infrastructure to ensure the needs of older residents are considered and new facilities and infrastructure are designed to age-friendly standards.</p>	<ul style="list-style-type: none"> <li>▪ Age-friendly input is provided into community infrastructure planning, design and development from 2015 onwards.</li> </ul>	<p>Aged Services and Public Health</p>
<p><b>7.1.3</b> Install an older adult outdoor exercise station to support and improve the strength, mobility and agility of older residents and those recovering from injury and illness.</p>	<ul style="list-style-type: none"> <li>▪ A suitable trial site has been determined by 2015.</li> <li>▪ An older adult exercise station has been installed by 2017.</li> <li>▪ A review of the trial site is undertaken and recommendations for expansion of stations throughout the municipality are provided for Councils consideration in 2017.</li> </ul>	<p>Aged Services and Public Health</p> <p>Leisure and Youth Services</p>
<p><b>7.1.4</b> Deliver a 'gardening as you age' demonstration to encourage food growing and social interaction of older residents and outline benefits of gardening, adjustments to equipment to support gardening in older age and health and safety considerations.</p>	<ul style="list-style-type: none"> <li>▪ A 'gardening as you age' demonstration is held at each community garden location annually from 2015 to 2017.</li> </ul>	<p>Aged Services and Public Health</p> <p>Sustainable Environment</p>

Action	Output	Lead
<p><b>7.1.5</b> Conduct an audit of Hume City Seniors Citizens Centres, detailing usage and availability, assets and maintenance standards and opportunities for improvements.</p>	<ul style="list-style-type: none"> <li>▪ A report with recommendations is presented to Council for consideration in 2015.</li> </ul>	<p>Aged Services and Public Health</p>

## Priority Area 8: Housing

An age-friendly Hume City provides housing choice and supports to enable 'ageing in place'.

**Indicator:** Increased percentage of building approvals for dwelling types other than detached dwellings in established urban areas.

**Source:** Hume City Council and Australian Bureau of Statistics

**Frequency:** Annual

**Baseline data:** In 2013/2014, 21.4% of building approvals were for dwelling types other than detached dwellings.

### OBJECTIVE 8.1:

Enhance the availability and affordability of housing options and supports that enhance independence and quality of life of older residents.

Action	Output	Lead
<b>8.1.1</b> Deliver energy saving workshops with older residents at risk of energy hardship.	<ul style="list-style-type: none"> <li>Two energy saving workshops have been delivered annually from 2015 to 2017.</li> </ul>	Sustainable Environment
<b>8.1.2</b> Explore options to facilitate and encourage the provision of greater housing diversity in Hume City to support housing affordability and the ability of older residents to remain in their homes as they age.	<ul style="list-style-type: none"> <li>A Housing Strategy is developed by 2016.</li> <li>If needed, planning provisions are updated to enable housing outcomes that support ageing in place by 2016.</li> </ul>	Strategic Planning