



CENTRAL COAST AGE-FRIENDLY STRATEGY

2018 - 2023

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AGE FRIENDLY CENTRAL COAST Age Friendly Strategy 2018-2023

Introduction

The World Health Organisation describes active ageing as “the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age.”¹

Active ageing encompasses the determinants of health and social services, economic, social, behavioural, personal, physical environment, as well as gender and culture.

The World Health Organisation’s age friendly city methodology ‘rests on the promise that an age-friendly city promotes active ageing.’

‘Making cities age friendly is one of the most effective approaches for responding to demographic ageing.’²

In an age friendly city, policies, services, settings and structures support and enable people to age actively by:

- Recognising the wide range of capacities and resources among older people
- Anticipating and responding flexibly to ageing related needs and preferences.
- Respecting their decisions and lifestyle choices
- Protecting those who are most vulnerable
- Promoting their inclusion in and contribution to all areas of community life.³

The World Health Organisation also identifies the eight key features of an age friendly community:

1. Outdoor spaces and public buildings are pleasant, clean secure and physically accessible.
 2. Public transportation is accessible and affordable
 3. Housing is affordable, appropriately located, well built, well designed and secure
 4. Opportunities exist for social participation in leisure, social, cultural and spiritual activities with people of all ages and cultures.
 5. Older people are treated with respect and are included in civic life
 6. Opportunities for employment and volunteerism cater to older persons’ interests and abilities
 7. Age-friendly communication and information is available
 8. Community support and health services are tailored to older person’s needs.
- (adapted from WHO, Global friendly cities – A guide).

Whilst some of these identified key features are beyond the control of Central Coast Council, Council will use its position where appropriate to advocate for change on issues identified by the community.

**Alignment to *Strong, Liveable Communities:*
Tasmania's Active Ageing Plan 2017-2022**

In 2017 Tasmanian State Government released the *Strong, Liveable Communities:* Tasmania's Active Ageing Plan 2017-2022.

Working with The Council of the Ageing (COTA) the Plan has identified 4 key areas for action.

They are:

Area 1: Health

1. Support people to be active in managing their own health
2. Facilitate access to physical activity to improve strength, resilience and participation
3. Provide information and programs about affordable healthy eating
4. Improve access to mental and physical health care in rural communities

Area 2: Lifelong Learning

5. Work collaboratively to increase confidence and skills to use digital technology
6. Provide opportunities for diverse groups to share skills and knowledge
7. Work to lift literacy and numeracy levels of older adults
8. Provide targeted information about education training and learning opportunities

Area 3: Participation

9. Strengthen the liveability of local communities
10. Maximise opportunities for older workers to re-enter, reskill or remain in the workforce
11. Work with local businesses to respond to the needs of an ageing community
12. Implement whole of community strategies to overcome transport barriers
13. Support a skilled, sustainable volunteering sector
14. Address ageism and combat age-related stereotypes

Area 4: Security

15. Support awareness and improve response to elder abuse
16. Assist people to access appropriate cost of living support
17. Strengthen our efforts to provide appropriate and affordable housing
18. Facilitate education and support for older people to be safe on line
19. Support a skilled, sustainable volunteering sector
20. Support older people to maintain independence as they age.¹

Alignment to the COTA Active Ageing Plan

COTA defines active ageing as:

“Active ageing is about more than just physical activity or workforce participation. Meaningful social, civic and economic inclusion is fundamental to active ageing. Active ageing applies to people of all ages and focuses on personal autonomy and independence as well as intergenerational solidarity.”

The COTA Active Ageing Plan, Strategic Directions Part A identifies four active ageing pillars.

Pillar 1: Health

The Health Pillar embraces the goal of enhancing the health of populations and reducing health inequalities to enable achievements of the fullest health potential across life's course.

Pillar 2: Lifelong Learning

The Lifelong Learning Pillar equips us to stay healthy, and remain relevant and engaged in society.

It empowers and gives greater assurance to personal security.

Pillar 3: Participation

The Participation Pillar extends beyond involvement in paid work. It means engagement in any social, civic, recreational, cultural, intellectual or spiritual pursuit that brings a sense of meaning, fulfilment and belonging.

Pillar 4: Security

The Security Pillar relates to a security at a societal level including conflict, effects of climate change, natural disasters, disease epidemics, crime, interpersonal violence, abuse and discrimination, as well as financial security. In addition, the pillar recognise that housing is a matter of high priority for older Tasmanian's and secure housing is integral to our ability to age well. Accordingly, the actions in relation to housing can be included under the security pillar.

Alignment with Central Coast Strategic Plan

The Age Friendly Central Coast: Age Friendly Strategy aligns with key strategic actions and directions in the Central Coast Strategic plan 2014 -2024.

In its 'Platforms for the Future' Council has identified the following platforms, which align with the World Health Organisation guidelines.

The Councils platforms include:

Liveability – encompassing notions such as quality of life, the character of our place, ease of living, the health and wellbeing of our community who live here, and the sense of security afforded by living and working in a given community.

Sustainability – the Council and its community need to have within their control and / or at their disposal the capability and resources to meet the needs of the community now and into the future. This means building into planning and decision-making process an implicit consideration of the environmental, social and economic sustainability of all development, now and into the future.

Innovation – there is an increasing recognition of the importance of the role of innovation and entrepreneurship in social and economic growth. In our community there are people with intelligence, entrepreneurial spirit and ideas who are transforming, or with support, can transform these ideas into reality. This implies:

- Self-growth, community spirit, innovation and entrepreneurship are drivers of growth and prosperity
- People should be placed front and centre and our focus should be on facilitating personal and collective growth
- Focusing efforts on supporting and empowering the next generation of innovators and entrepreneurs; and
- A spirit of reciprocity where capable communities organise themselves to help people turn their ideas into reality.

Distinctiveness – this is about the qualities and combination of qualities that define an area's identity and what makes a place different from other places. Central Coast shares many qualities and attributes with the rest of the Cradle Coast region. Our challenge is to define, cultivate, protect and grow the attributes that matter most to us. This is ultimately what defines the distinctiveness and special character of Central Coast and its community.

Strategic Direction 1 - The Shape of the place

When planning for a vibrant and liveable place, it is important to focus on its shape – planning, precincts, open spaces, the physical environment and augmenting these to highlight the distinctiveness of Central Coast.

Strategic Direction 2 – A Connected Central Coast

Seeks to enhance connectivity both within Central Coast and the region – how people move from place to place, how accessible places are, and how people connect with each other and services within Central Coast.

Strategic Direction 3 – Community Capacity and Creativity

In conjunction with community, volunteer and business groups, develop capacity and cultivate a culture that values and showcases creativity, encourages community-based solutions, stimulates innovation and supports innovators in order to achieve quality opportunities and outcomes across all sections of the community.

Alignment with Central Coast Social Planning Framework

The Central Coast Social Planning Framework was developed in 2016 and guides and informs all Councils efforts to make a positive difference to the community health and well-being.

Building on the social determinants of health, the framework outlines health and wellbeing priority areas for action. These action areas will fall under one of Councils roles as either a provider, facilitator or advocate around the six elements, listed below that need to be addressed. These six elements are also the guiding elements for the Age Friendly Strategy.

Active

Opportunities and facilities to gather and participate in recreational activities and cultural experiences.

Engaged

Capabilities and networks to volunteer our time and skills to engage in decisions that affect us.

Included

Connectivity and inclusivity for our communities to access services, shops, education, work and play.

Learning

The knowledge, skills and commitment to learning needed to participate fully in society and reach our potential.

Secure

Local work opportunities and affordable living in a well governed and safe community environment.

Healthy

Local resources to support good food and lifestyle choices that build physical health and emotional resilience.

Context

‘Positive Ageing’ is a national and International concept developed in response to growing awareness of the need for organisations and Governing bodies to plan for the ageing of the population, and to empower our communities and people to plan for themselves and what their community might look like. Right across Australia, people are living longer and the proportion of older people in the population is increasing, therefore we need to assist and facilitate where possible their control, investment and planning for their older years.

The Age Friendly Strategy adopts a broad view of ageing and explores how across Council we can work together to address the needs of older people in the wider community, which includes considering social infrastructure such as roads and paths, community halls and meeting rooms; parks and sporting facilities to ensure they support active; safe and healthy living into older age.

It also encompasses opportunities for volunteering and mentoring, and ensuring social inclusion and a sense of well-being and identity for people, as they age.

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. The ageing trend across the developed world will impact on all aspects of social structure and resources, production, finances, health and environments.³

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.

A new age friendly vision

The ageing boom has shifted away from the demographic time bomb discourse, which emphasises the growing burden an ageing population will place on future health and welfare expenditure.

The focus is now on exploring ways to promote active, productive, successful and age friendly and perceive older people as active contributors to society not artificially defined, and devalued by their chronological age.⁴

This strategy seeks to outline the ways in which Council, other organisations and groups, the community and individuals can work together to develop our communities’ capacity to maintain and improve the physical, social and mental wellbeing of older people living in our community.

Informing the actions of the age friendly strategy

Central Coast Council undertook a survey in the community on Age friendly in Central Coast, as well as conducting one on one discussions with various members of community groups. Two community meetings to discuss Age friendly in Central Coast were also offered, however there were no respondents, reflecting the busy lives of active older people in the community.

However, overwhelmingly responses to the Central Coast Survey aligned with the findings of both the State Government Active Action Plan and the COTA findings, and showed no anomalies.

Survey questions were:

1. What are three things that make Central Coast a positive place to grow older?

Overwhelmingly, respondents named ease of access and getting around Central Coast as the number one positive attribute. The type of access varied from access to services, parks, shops, medical centres, but also referred to methods of access, flat walking, path and cycle network, flat town area, ease of driving, not too busy, compact town, shopping and parking are close, no parking meters etc.

Second was the Parks and paths, beautiful environment, open spaces, safe and pleasant walking paths, activities in the parks.

Third was a feeling of safety, attributed to low crime, feeling safe within their community.

2. What are three things you would like to change to improve your experience of growing older in Central Coast?

The main response to question two was to do with a removal of traffic from pedestrian areas, and a request for more cycle and path provisions, safer crossings, better footpaths.

Secondly was housing options, increased number of dense residential development options, things to assist people to stay in their homes for longer.

Third was better access to information for the aged, access to health services and specialists, which was at the same rate as improved transport.

3. Are there any barriers that limit older people from leading full, independent lives in Central Coast?

1. The most popular response was not enough public transport
2. Difficulty accessing medical services and facilities
3. Town traffic discourages elderly pedestrians
4. Lack of financial resource

4. Any other comments?

1. U3A is a really good thing for older people
2. Reibey Street would be better as a pedestrian precinct, seating, street cafes and river views
3. Make the car parks one way in and out

The questions in the Central Coast Age Friendly Strategy survey were designed to capture the current difficulties faced by older persons living in Central Coast, and asked them to look forward to where they believed they might require assistance or where changes considered now might assist them to stay living well in the community as they aged.

The following actions have been developed in response the research findings of the Tasmanian State Government, COTA and Central Coast Council. They focus on building on initiatives and activities already taking place in the community, identify where research can be done to find community solutions to identified concerns, and where building relationships with providers and community can best deliver solutions and information to the community.

All actions respond to the Social Planning Framework, and cross reference and support many other Council plans, strategies and initiatives such as the 'Dementia Friendly Central Coast Framework' and the 'Central Coast Local Food Security Strategy', and the Central Coast Volunteer Strategy.

- ¹. Tasmanian Government, Department of Premier and Cabinet, Strong Liveable Communities, Tasmania's Active Ageing Plan 2017 - 2022
- ². Council of the Ageing Tasmania (COTA) Active Ageing Plan, Strategic Directions Paper - Part A
- ³. Bulletin of the National Advisory Council on Ageing: an Ageing world, Volume 15, No. 4 Fall 2002
- ⁴. Leveratt, M. Independence and the 'low income Older Person, Family Matters No. 52 Autumn 1999.

Age Friendly Central Coast – SPF Aligned Actions

	Strategic Outcome	SPF Dimension	Actions/ related tasks	Council Role / Timing	Responsible Members	Start / Finish Date	Indicators
ACTIVE	Create a social – (volunteer run) – non-performance based singing group with its home in the Civic Centre.	Participation	A) Scope local interest in group. Identify local champion / champions to lead group. Define parameters of the group as a starting point. Identify funding to assist with establishment, purchase of music etc, possible payment of leader.	Facilitator Long term	Community Wellbeing officer	March 2018 – Ongoing	A) Group established, co-existence in the Gawler Room, group becomes self-managing
	Promote opportunities for participation in Council supported groups and activities such as Men’s Shed, Community Shed, Coffin Club, walking groups.	Participation	A) Develop information delivery options	Provider Long term	Community Development Officer	March 2019 - ongoing	A) Groups identified B) Appropriate delivery methods identified and material developed and distributed

Age Friendly Central Coast – SPF Aligned Actions

	Promote and facilitate opportunities for walking in Central Coast	Activities	Support and promote Council Walking group initiatives and promote the Parks and Wildlife & COTA developed “Rethink Parks” program	Facilitator long term	Community Development Officer	March 2018 – ongoing	Continued success of Ulverstone and Penguin Based walking groups, development of walking groups in other interest areas.
	User Friendly Get out and about Info	Facilities	Work with local business, carer groups and older citizens to develop an easy information guide to facilities, parking, toilets, change rooms etc to encourage exploration and movement throughout Central Coast	Facilitator medium term	Community Development Officer	June 2019 Short term	Based on consultation group findings – developed materials made available to Visitors and locals
	Explore a 10,000 steps promotion by identifying walks of 5,000 steps return in our parks, foreshore and beaches.	Activities	Develop signifiers for 5000 steps which are not permanent and promote different walks each few weeks.	Facilitator medium term	Community Development Officer	June 2018 - Medium term	Walks developed, community engaged in finding out the ‘next walk’, developed a known series of 5000 step walks.
	Grandparents to Grand-kids friendly Parks	Facilities	Review Councils play grounds to ensure seating and shade is available close to play equipment to encourage use by all generations	Facilitator short term	Community Wellbeing Officer	Oct 2019 Short term	Parks play equipment and infrastructure around play areas identified and promoted

Age Friendly Central Coast – SPF Aligned Actions

	Age friendly exercises options at the Ulverstone Sport and Leisure centre		Explore possible programs, sports or activities which encourage and increase use of the USLC by older citizens	Provider Medium term	Recreation facilities coordinator	June 2020 Medium term	Programs and initiatives identified and developed
INCLUDED	Age friendly information delivery	Connection	Conduct a review of a selection of Councils information provision to assess how age friendly it is.	Provider Medium term	Community Development Officer	1 Sept 2021	Review completed. Significant changes or findings identified for action
	Overcoming loneliness	Inclusion	Work with organisations eg: sporting clubs, veterans affairs, care service providers etc on ways to reach those in the community at risk of isolation or loneliness, and to connect them with opportunities for inclusion and engagement applicable to them.	Facilitator / short term	Community Wellbeing Officer	May 2020	Information gathered. Actions developed from group recommendations.
	Working closer with local General Practice	Access	Work with local GP Practice Mangers to make information about available activities, initiatives and opportunities available for inclusion as a positive health action / decision.	Facilitator / Long term	Community Wellbeing Officer	1 Feb 2019	Current provision situation understood, gaps identified where Council can work collaboratively to promote local offerings

Age Friendly Central Coast – SPF Aligned Actions

	Bus trips - Getting out and about	Inclusion	Explore feasibility of short bus trips for seniors (mid-morning to mid-afternoon) utilising volunteer drivers and Council bus, planned in blocks of time - and aligned to interest areas. eg Art Galleries, Gentle walking, Rural community Parks for for picnics etc.	Facilitator	Community Wellbeing Officer	1 Sept 2019	Programme developed, volunteers obtained, bus trips run.
	Encouraging Cross generation interaction	Connection	Work with local schools and older persons to develop a cross generational writing / letters project	Facilitator	Community Development Officer	Jan 2019	Writing project developed with schools and executed, creating understanding and cross generational communication.
	Senior Citizens		Work with Senior Citizens Groups to establish if there are opportunities for growth and greater outward community reach	Facilitator	Community Development Officer	June 2020	Relationship established with Senior Citizens. Opportunities identified.
SECURE	Women - Financial considerations when planning for retirement	Financial	Approach Regional Development Tasmania about the delivery of financial information sessions for women about planning for retirement.	Facilitator	Community Development Officer	June 2018	Information, workshop delivered.

Age Friendly Central Coast – SPF Aligned Actions

	Council Housing	Physical	Review Councils Units and Assisted living facilities promotional brochures. Redesign to include local groups, facilities, etc within the brochure so they can be considered with the surrounding lifestyle options.	Provider	Community Development Officer	Oct 2018	Material reviewed and updated
	Public Transport	Physical	Continue to be an active participant in the review of bus route and transport provision across the Central Coast.	Advocate / long term	General Manger	Jan 2018	Representation of Central Coast residents
	Research community based solutions to public transport issues in rural and remote areas	Physical	Conduct research into established, successful community based solutions to public transport issues in rural and remote areas to identify possible solutions for Central Coast	Facilitator	Community Development Officer	Nov 2020	Programs identified as appropriate for trial in Central Coast
	Community Safety Survey	Physical	Monitor and respond to feedback from the community safety survey to monitor and act on safety concerns in the community	Facilitator	Community Wellbeing Officer	Jan 2018 ongoing	Actions developed from the Community Safety Survey

Age Friendly Central Coast – SPF Aligned Actions

	Making events and activities accessible	Physical	Conduct review about times and spaces for events to be held to make them more appealing to older citizens	Facilitator	Community Wellbeing Officer	July 2021	Reference list developed for consideration as part of Councils events strategy and planning guide, and to inform decisions about community engagement
	Pedestrian Access	Physical	Ensure representation and feedback from older citizens on proposed developments and redevelopments which impact on pedestrian access, particularly in the CBD	Facilitator	General Manager	various	Representatives identified. Appropriate consultation undertaken.
LEARNING	Facilitate opportunities for adult learning in Central Coast	Skills	Support U3A through promotion and facilitation	Facilitator Medium Term	Community Development Officer	March 2018 – ongoing	Awareness of enrolments in Central Coast. U3A continues to grow.
	Lifelong learning – What is learning?	Knowledge	Create promotional campaign under “Great natured Place” to promote life-long learning and teaching in everyday life – eg life long learning, reading to children, how to change a tyre, bake a cake, etc. as well as opportunities such as UTAS, TAFE, short courses etc	Facilitator long Term	Community Development Officer	Jan 2019	Campaign developed

Age Friendly Central Coast – SPF Aligned Actions

	Getting back to work / volunteering	Skills	Identify partners to deliver a 'retail skills' workshop for those wanting to volunteer in places where the use of retail technology may be required	Facilitator Medium term	Community Development Officer	March 2019	Skills workshop held
HEALTHY	'Better at Home' education	Lifestyle	Continue to develop relationship with Bowls Australia to deliver their "Stay at home Support initiatives" on nutrition, immunity, Stress, CPR and defibrillation basics, bladder weakness, healthy skin.	Facilitator Short term	Community Wellbeing Officer	June 2018	Collaboration with Regional Bowls Tasmania and Turners Beach Bowls and Community Club, Penguin and Ulverstone Bowls Clubs to deliver information sessions delivered. Sponsorship found for the events.
	Mental Health	Resilience	Continue to apply for yearly Mental Health week funding to support starter initiatives which lead to ongoing community groups (eg Ukulele workshop which established the ongoing ukulele group)	Facilitator	Community Wellbeing Officer	August each year	Successful funding applications developed. Workshops designed and held.
	Neighbour day	Resilience	Conduct Neighbour day last Sunday in March - ongoing	Facilitator	Community Wellbeing Officer	March each year	Neighbour day held and numbers of participants growing annually.

Age Friendly Central Coast – SPF Aligned Actions

	Understanding food choices	Healthy	Work with Heart foundation to deliver “how to read food label” information sessions and other sessions as available	Facilitator	Community Wellbeing Officer	Jan 2019	Successful information session held, and feedback on other topics to be covered obtained.
Engaged	Promoting flexible Volunteering	Volunteers	Promote the benefits and flexible arrangements of volunteering	Facilitator	Community Development Officer	April 2019	Greater opportunities identified for people to consider volunteering under role sharing arrangements
	Develop “There’s always room for one more” – Great natured place campaign to increase engagement in volunteer week	Volunteers	Acknowledging volunteers in their organisation ‘groups’ to overcome the barrier of volunteers not wanting to be singled out for praise	Facilitator	Community Development Officer	April 2019	Greater numbers of organisations engaging in volunteer week.
	‘What’s it really like to retire (not the financials)’ -	Networks	Information sessions on - what it is really like to retire and how to plan to make a smooth transition. What can be difficult and what should be considered leading up to it.	Facilitator	Community Wellbeing Officer	April 2019	Sessions held. Feedback obtained on the value of sessions and what else would have been interesting.

Age Friendly Central Coast – SPF Aligned Actions

	Volunteer Tasmania presence in Central Coast	Volunteers	Support and promote the ongoing presence of Volunteer Tasmania in Central Coast (currently located at Linc)	Facilitator	Community Development Officer	Jan 2018 ongoing	Continued support in conjunction with Linc Tasmania of Volunteer Tasmania's presence in Central Coast
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