



HOBART CITY COUNCIL

Positive Ageing Strategy



DECEMBER 2002

Developed in conjunction with the Seniors Bureau as part of the Capital City Partnership Agreement

www.hobartcity.com.au

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

Introduction

Positive ageing embraces the notion that individuals have opportunities and choices enabling them to maximise independence and control over their lives. The positive ageing approach focuses on an individual's quality of life and encourages continuing participation in all aspects of community life.

Hobart City Council implements a range of initiatives and programs that support and encourage positive ageing, the main focus being the *50 & Better Centre*. The main purpose of the Centre, which is located at 108 Bathurst Street Hobart, is to provide a resource for older people promoting friendship, social connectedness and interaction.

At the same time the Council is involved at a range of levels in planning and preparing for the ageing of its population. The purpose of this strategy is to identify and endorse specific positive ageing strategies that the Council will implement over the next year. This strategy is consistent with the principles and strategies outlined in both the *Hobart City Council's Strategic Plan 2001 – 2005* and the State Government *Tasmanian Plan for Positive Ageing 2000 – 2005*.

The need to develop a specific Positive Ageing Strategy for Hobart City Council was endorsed in the Partnership Agreement signed between Hobart City Council and the State Government in December 2001 - in Schedule 3: Community Safety, Health and Development, under 3.6: Positive Ageing.

Background

In 2001 the proportion of the population in the Hobart municipal area aged 65 years and over was 14.09%. This is slightly above the Tasmanian average of 13.44% (ABS Census 2001). Over the next 20 years the proportion of older people within the Hobart City Council local government area will continue to increase, as will also occur across the rest of Tasmania and Australia. By 2016 the Tasmanian population aged 65 years and over is projected to increase to 18.7%, while the population of people aged 15 years and under is projected to decrease to 16.1% (ABS, Census of Population and Housing 1996). By 2021 these figures will be 21.5% and 15.5% respectively.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

Hobart City Council's Strategic Plan 2001 – 2005 provides the direction, strategies and focus on the results needed to continue to improve the quality of life and livability of Hobart and includes a range of strategies focusing on positive ageing and the planning for an older population. The Strategic Plan is prepared on the basis of the results of a biennial community survey sent to all households and businesses in Hobart as well as a range of community consultations undertaken as part of Council operations, including community, advisory and local area planning committees. Aldermen and staff also have input, and is updated annually. These community surveys seek information on the standard of service delivery across a range of Council services, including customer services. General comments are also taken to assist in identifying problems and improvement opportunities. This consultation process feeds into the review of the strategic plan and provides an indication of the changes that have occurred in the delivery of Council services.

The State Government *Tasmanian Plan for Positive Ageing 2000 – 2005* provides a framework to promote positive ageing and to encourage the community to plan for its ageing population. The Plan was endorsed by Cabinet in November 1999 and includes over 80 strategies that the Tasmanian government has committed resources to in ensuring the needs and interests of the older members of the community are respected. The Plan acknowledges that the State Government does not have the sole responsibility for positive ageing. It highlights the need for partnerships between all sectors of the government, the community including businesses and individuals in contributing to positive ageing in Tasmania. In this regard the *Tasmanian Plan for Positive Ageing 2000 – 2005* outlines a range of suggested initiatives for local government.

The *Tasmanian Plan for Positive Ageing 2000 – 2005* was developed after extensive community consultation with the Tasmanian community. A Discussion Paper *Our Future – Towards Positive Ageing in Tasmania* was released in 1999. Over 8,000 copies of this Paper were distributed throughout Tasmania and people were encouraged to submit responses to questions raised throughout the Paper. In addition to this, eight community consultations with older people were held at various locations seeking their views on the key issues relating to positive ageing. The final mechanism for consultation was the establishment of nine Key Issue Working Parties to assist in the development of strategies on the key issues identified throughout the consultations. This extensive consultative process enabled thousands of Tasmanians to be involved in the development of the *Tasmanian Plan for Positive Ageing 2000 – 2005*.

The strategies and actions contained within the Hobart City Council's Positive Ageing Implementation Strategy are based on priorities set by the community, as reflected in the *City of Hobart 2001 – 2005 Strategic Plan* and the suggestions outlined in the *Tasmanian Plan for Positive Ageing 2000 – 2005*.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

Linked to Hobart City Council Strategic Plan key result areas KA1 – Capital City Governance, KA2 - City Infrastructure & Management, KA3 – Community Safety & Health, KA4 – Community & Cultural Development, KA5 – Land Use Planning and Development.

1. Community Attitudes

Objective: To develop a more positive attitude to older people and ageing.

Strategic Plan Reference	Actions
<p>1.1.2 Build effective working relationships with the State Government, other Councils and key stakeholders to enable a co-operative approach to community, regional, state and national issues.</p>	<ul style="list-style-type: none"> • Work collaboratively with relevant State Government officers, to implement Schedule 3.6 in the Capital City Partnership Agreement - Positive Ageing. • Ensure there are appropriate levels of representation of service providers and older people on the <i>50 & Better Centre</i> Advisory Committee.
<p>4.1.1 Facilitate, support and develop a range of programs and activities to enhance the City as a place where all people are highly valued and can play an active role in community life.</p>	<ul style="list-style-type: none"> • Continue to provide the <i>50 & Better Centre</i> in Hobart, a place where older people are actively involved in developing and implementing activities and programs and which conveys and promotes a positive view of older people. • Building on the existing promotion strategy, develop a structured Marketing Plan which promotes the Centre and older people positively to the broader community.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

1. Community Attitudes (continued)

Objective: To develop a more positive attitude to older people and ageing.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> • Support programs which reflect respect and value for the skills, experience and contribution by older people, including U3A, peer education programs. • Implement the Australia Day Citizen Awards and the Volunteer Recognition Program, and ensure that all relevant older person's organisations are aware of these programs. • Submit articles to the relevant publications and the Mercury/Sunday Tasmanian which promote positive ageing activities both at the <i>50 & Better Centre</i> and elsewhere.
<p>4.1.4 Provide and develop facilities and activities for people aged 50 years and over.</p>	<ul style="list-style-type: none"> • Continue to operate the <i>50 & Better Centre</i>, including the provision of “ A Home in Town”, low cost meals and refreshments in a warm, welcoming, cheerful and safe environment. • Develop strategies to ensure that the <i>50 & Better Centre's</i> attitudes, activities and approach to older people reflect the current beliefs, feelings, needs and interests of that sector in the community. • Actively encourage the involvement the <i>50 & Better Centre</i> Advisory Committee in the development and implementation of programs and activities. • Develop a range of activities and initiatives at the <i>50 & Better Centre</i> which reflect a positive attitude to older people and ageing, including <ul style="list-style-type: none"> ⇒ Getting Ready for the Baby Boomers Project, developed initially in partnership with DH&HS staff. Support a self-sustaining Baby Boomer group, “B-Gen”, based at the Centre.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

1. Community Attitudes (continued)

Objective: To develop a more positive attitude to older people and ageing.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> ⇒ Seniors Week – “Come and Try It” event, in collaboration with Centre Advisory Committee members. ⇒ Eating with Friends monthly luncheons, developed and organised by Centre volunteers. ⇒ Joint information sessions. ⇒ Making the Centre available for self help and interest groups, including Heartbeat, Ongoing Solace, Midas Investment Group. ⇒ Internet banking - run by volunteers. ⇒ T'ai Chi classes. ⇒ Line Dancing. <ul style="list-style-type: none"> • Identify opportunities for integration of other Community Development division program areas in the <i>50 & Better Centre</i> program, particular the development of links with Youth Services, and the Aboriginal and Cultural Diversity Program areas.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

2. Participating in Your Community

Objective: To increase the participation of older Tasmanians in recreation, paid work and voluntary activities.

Strategic Plan Reference	Actions
<p>1.2.3 Encourage consultation with, and participation by, the community in significant Council projects.</p>	<ul style="list-style-type: none"> • Provide support for the <i>50 & Better Centre</i> Advisory Committee. • Develop a partnership approach to the provision of activities in the <i>50 & Better Centre</i>, grounded in a collaborative approach with members of the Centre Advisory Committee and other interested groups, including older people. • Apply a community development approach to involving <i>50 & Better Centre</i> users in the development of activities. • Encourage further volunteer involvement in the operations and activities of the <i>50 & Better Centre</i>, including: <ul style="list-style-type: none"> ⇒ Cooking and dining services, cleaning, collation of the <i>50 & Better Centre</i> What's On newsletter, computer skills tuition, performing music, writing funding submissions, running programs. ⇒ Expand the volunteer program to include other activities, including meeting and greeting new <i>50 & Better Centre</i> patrons, providing information about <i>50 & Better Centre</i>'s activities, participation in the Friends of Carnegie Gallery program. ⇒ In conjunction with other Council staff, develop a best practice volunteer policy for the Council which includes appropriate recognition of the work of volunteers, and training and support. ⇒ Support volunteering initiatives through Council's Community and Cultural Grants Programs, such as the Mentor Resources' initiative involving skilled older people providing mentoring services to community organisations.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

2. Participating in Your Community (continued)

Objective: To increase the participation of older Tasmanians in recreation, paid work and voluntary activities.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> ⇒ Provide the annual Volunteer Recognition Program, and ensure that all older person's organisations are aware of the program. ⇒ Continue to support the COTA Peer Education Program. • Ensure older persons' organisations are advised of Council's Community and Cultural Grants Programs.
4.1.1 Facilitate, support and develop a range of programs and activities to enhance the City as a place where all people are highly valued and can play an active role in community life.	<ul style="list-style-type: none"> • Seek to maximise participation by older people by considering meeting times, appropriate venues, provision of information in a range of formats. • Continue to explore and facilitate opportunities for older people to participate in other Divisional program areas including the Carnegie Gallery Exhibition program - Friends of the Carnegie Gallery; Floral Shows - catering; Youth Services - young people with food safe training cooking at the <i>50 & Better Centre</i> as part of the Youth ARC Cheap Eats program; Aboriginal students from Elizabeth College building relationships with <i>50 & Better Centre</i> patrons. • Actively promote involvement of older people in programs, projects and initiatives.
4.1.4 Provide and develop facilities and activities for people aged 50 years and over.	<ul style="list-style-type: none"> • In consultation with the Advisory Committee, facilitate the development, implementation and review of recreational activities in the <i>50 & Better Centre</i>, in partnership with other organisations in the community, including: <ul style="list-style-type: none"> ⇒ T'ai Chi classes ⇒ Line Dancing

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

2. Participating in Your Community (continued)

Objective: To increase the participation of older Tasmanians in recreation, paid work and voluntary activities.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> ⇒ Seniors Week “Come and Try It” event ⇒ Eating with Friends luncheons. • Support and provide information to <i>50 & Better Centre</i> users of recreational activities provided by other organisations, including: <ul style="list-style-type: none"> ⇒ Community Health Centres’ “Walk and Talk” groups ⇒ Health Promotion activities ⇒ Tattersall’s Hobart Aquatic Centre programs ⇒ COTA Peer Education program ⇒ COTA Living Longer Living Stronger program • Continue to identify sources of income to assist with the provision of programs at <i>50 & Better Centre</i>, in consultation with the <i>50 & Better Centre</i> Advisory Committee. • When establishing priorities for Stage 4 of the refurbishment of the <i>50 & Better Centre</i>, include a community consultation process to determine interest in the <i>50 & Better Centre</i> for co-location of services. • The Council facilitate physical recreation opportunities for people over fifty particularly in Council parks and reserves.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

2. Participating in Your Community (continued)

Objective: To increase the participation of older Tasmanians in recreation, paid work and voluntary activities.

Strategic Plan Reference	Actions
1.3.1 Effectively communicate to the community the services provided by Council and the methods available for interaction with the Council.	<ul style="list-style-type: none"> • Continue to provide relevant information to the older community through Capital City News, mailouts of newsletters, brochures and other promotional material, use of all media - newspaper, radio and television. • Provide information about <i>50 & Better Centre</i> activities and relevant activities and programs provided elsewhere in the community to Centre users through the What's On newsletter, the Centre noticeboard and the Centre's One Stop Information Shop. • Continue to provide and promote free community online access at the <i>50 & Better Centre</i>.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

3. Living in your community

Objective: To improve local planning and design and access to transport to better meet the needs of older Tasmanians and to enhance their feelings of safety and security both within their homes and within the community.

Strategic Plan Reference	Actions
3.2.3 Promote and develop recognition of Hobart as a safe and convenient place for people.	<ul style="list-style-type: none"> • In line with Schedule 3.1 in the Capital City Partnership Agreement - Community Safety, co-facilitate the development of an integrated community safety strategy, which clarifies the role of Council and other stakeholders, including State Government Departments of Police & Public Safety, Justice, and Health & Human Services - Youth Justice and business and community organisations. • Consult with older person's organisations in the development of the Strategy. • Depending on the outcome of the development of the Community Safety Strategy: <ul style="list-style-type: none"> ⇒ link promotion to the Communication Plan, ⇒ work with traders and other key stakeholders to promote the safe city concept, and ⇒ work with the media to highlight and promote responsible coverage of crime/safety in the City.
4.1.4 Provide and develop facilities and activities for people aged 50 years and over.	<ul style="list-style-type: none"> • Continue rental arrangements with Community Transport Service at the <i>50 & Better Centre</i>. • Provide Safety and Security sessions for older people in conjunction with peer educators and Police & Public Safety. • In conjunction with Tasmania Fire Service, develop an emergency evacuation plan for the <i>50 & Better Centre</i>. • Develop a Risk Management Plan for the <i>50 & Better Centre</i>.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

3. Living in your community (continued)

Objective: To improve local planning and design and access to transport to better meet the needs of older Tasmanians and to enhance their feelings of safety and security both within their homes and within the community.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> In line with Schedule 3.18 of the Partnership Agreement - Aged Care Facilities, participate as appropriate in the approach to the Commonwealth Government regarding the assessed and actual need for aged care facilities in Hobart.
4.1.2 Continue to take action to ensure that all residents and visitors to the City have equal access to Council facilities and activities City generally as an accessible place.	<ul style="list-style-type: none"> Provide support to Council's Access Advisory Committee, and ensure that older people continue to be represented on this Committee. In consultation with the Access Advisory Committee, set priorities for new works which improve access to Council facilities - buildings, parks and streetscapes. In 2002/03, these will include improvements to main entrance access to the Town Hall and City Hall, equal access to ground and gallery levels in the Carnegie Building, the beginnings of work to install a lift in the <i>50 & Better Centre</i>, upgraded kerb ramps in the CBD and parks in Sandy Bay. In partnership with the Tasmanians with Disabilities, participate in the development of an Access Challenge in the Hobart CBD to celebrate the International Day of People with a DisAbility, on 3 December 2002. Develop and review an access checklist as part of an event checklist, and promote internally and to event organisers outside the organisation.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

3. Living in your community (continued)

Objective: To improve local planning and design and access to transport to better meet the needs of older Tasmanians and to enhance their feelings of safety and security both within their homes and within the community.

Strategic Plan Reference	Actions
	<ul style="list-style-type: none"> • In consultation with Council's DDA Action Plan Review Working Group, (sub-committee of the Access Advisory Committee); complete the process of modifying the DDA Action Plan to incorporate the actions into Council's existing corporate documents; and to develop a Disability Strategy for the City. • Maintain established internal contacts to ensure that within the organisation there is an integrated approach to its DDA responsibilities. • Provide support for external training/disability awareness raising strategies. • Promote successful outcomes, such as equal access provision to the front entrance of Town Hall.
2.1.5 Ensure infrastructure design and provision in a manner that promotes efficiency and maximises use and opportunities for the community.	<ul style="list-style-type: none"> • Facilitate consultation with the Access Advisory Committee in new Council works and upgrades, including refurbishments at the <i>50 & Better Centre</i>. • Assist in the development and provision of appropriate disability awareness raising strategies to enhance access-friendly design. • Ensure relevant disability access information is maintained and reviewed in the Streetworks Master Plan, in consultation with the Access Advisory Committee and relevant community organisations such as Royal Guide Dogs for the Blind.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

3. Living in your community (continued)

Objective: To improve local planning and design and access to transport to better meet the needs of older Tasmanians and to enhance their feelings of safety and security both within their homes and within the community.

Strategic Plan Reference	Actions
3.2.2 Participate on design teams for public open space/facilities.	<ul style="list-style-type: none"> • Ensure relevant Program Officers have information to ensure disability access considerations are included in all new Council works and upgrades by facilitating consultation processes with the Access Advisory Committee.
8.1.5 Continue to develop and implement facilities that provide equal access to all pedestrians including people with disabilities and other road users, and promote these facilities through the Hobart Mobility Map.	<ul style="list-style-type: none"> • Facilitate consultation with Access Advisory Committee as required. • Support initiatives such as the Streetworks Master Plan. • Undertake an update and new print run of the Hobart Mobility Map, in consultation with the Access Advisory Committee. • Distribute Hobart Mobility Map appropriately.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

4. Health, Independence and Community Support

Objective: To support and promote older people's maintenance of a healthy lifestyle and independence in the community.

Strategic Plan Reference	Actions
<p>4.1.4 Provide and develop activities for people aged 50 years and over.</p>	<ul style="list-style-type: none"> • In consultation with the Advisory Committee, facilitate the development, implementation and review of a diverse program of activities in the <i>50 & Better Centre</i>, in partnership with other organisations in the community, including: <ul style="list-style-type: none"> ⇒ speakers ⇒ information sessions ⇒ Eating with Friends luncheons ⇒ healthy lifestyle programs ⇒ Seniors Week event. • Support healthy lifestyle programs provided by other organisations, such as the COTA Living Longer Living Stronger program and the “Whose Health Is It Anyway” program. • Inform <i>50 & Better Centre</i> users of these activities and programs. • Develop an inclusive policy which involves older people in program development and provision. • Encourage volunteer participation in the <i>50 & Better Centre</i> and other Council activities.

HOBART CITY COUNCIL'S POSITIVE AGEING STRATEGY

5. Education and Information in Your Community

Objective: To improve older Tasmanians access to and understanding of information, continuing education and technology

Strategic Plan Reference	Actions
4.1.4 Provide and develop activities for people aged 50 years and over.	<ul style="list-style-type: none"> • Continue to develop the One Stop Information Shop concept. • Develop appropriate education programs at the <i>50 & Better Centre</i>, in partnership with relevant organisations such as U3A, School for Seniors and the Education Department. • Continue to provide free community on line access. • Continue to provide free computer and Internet skills tuition.
9.1.4 Continue to promote the educational and research opportunities for the City.	<ul style="list-style-type: none"> • Support the COTA Peer Education program and other initiatives such as U3A, and other information sharing initiatives being developed by the Baby Boomer group - "B-Gen". • Identify opportunities for integration of other divisional program areas in the <i>50 & Better Centre</i> program, particularly the development of links with Youth Services - sharing of skills, mentoring.
1.2.2 & 1.3.1 Effectively communicate to the community the services provided by Council and the methods available for interaction with Council.	<ul style="list-style-type: none"> • Continue to provide relevant information to the older community through Capital City News, mail outs of newsletter, brochures and other promotional material, use of all media- newspaper, radio and television. • Provide information to <i>50 & Better Centre</i> users about activities in the <i>50 & Better Centre</i> and elsewhere through What's On and the <i>50 & Better Centre</i> noticeboard.