



# Central Goldfields Shire Council

Positive Ageing Strategy

2021-2026





## Acknowledgement

Central Goldfields Shire Council acknowledges the ancestors and descendants of the Dja Dja Wurrung. We acknowledge that their forebears are the Traditional Owners of the area we are on and have been for many thousands of years. The Djaara have performed age-old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.

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Australians born today can expect to live some 35 years more than those born 100 years ago. Instead of expecting to live less than 50 years we now expect to live to more than 80. Australia, like many other countries, is experiencing the Longevity Revolution.

The Central Goldfields Shire is experiencing this Revolution in full, with the profound demographic change with implications to all aspects of society. Council is responding with determination and drive to the challenges and opportunities brought by the Longevity Revolution.

As life expectancy increases so do the opportunities to move into old age and redefine this phase of life. We are going to age differently. We are starting to see role-models who are active, demanding, who want to work longer, want more leisure time, or will want to take part in society and expect that people will listen to their voices. Above all, older persons today are much more aware of their rights than those from previous generations.

We are re-inventing the social construct of what is “ageing” and “old age”. Baby-boomers created what we know as “adolescence” – a transition from childhood into adulthood,

a time to rebel, to experiment, to challenge because they were big in numbers with higher levels of formal education and health than any previous generation. Baby-boomers did not need to work fulltime from age twelve in order to survive.

Now they are creating a transition from adulthood into age – again a time to rebel, to experiment, to turn the table, to age loudly – and proudly. It’s exciting because it’s a new stage of human development. It’s going to be a very vibrant transformational period that is going to have lasting influences.

One response to this exciting new reality is the World Health Organisation’s (WHO) Active Ageing Policy Framework. The WHO framework has guided Council’s thinking and approach to Positive Ageing and as a Shire we are ready to embrace the reality of this Revolution.

**Cr Chris Meddows-Taylor**  
Mayor, Central Goldfields Shire



It is with great pleasure that I present the Central Goldfields Shire Positive Ageing Strategy 2021-2026. Central to this Strategy is the premise that ageing is a celebration. Everyone is ageing. We are living longer and healthier and everyone always has a meaningful contribution.

Through an ever maturing understanding of “ageing” and how this process changes both individual’s lives and affects the community, we believe we can have higher aspirations in creating the best possible community. So, we need to ensure that our Shire is accessible for everyone, promotes health and wellbeing and provides opportunities for connection, inclusion and participation. We want our residents to live fulfilled lives, establishing deep roots within this community and in so doing being confident in claiming a lifelong connection with the Central Goldfields community.

We want the Central Goldfields community to be a place where people are able to contribute and flourish whatever their age, and this Strategy is a tangible demonstration that we are committed to improving the quality of life for our older residents. At the core of our Strategy is a forum of older people called the

Positive Ageing Alliance, established to advise on our development as an Age Friendly Shire.

This Strategy, having been developed in recognition of opportunities and challenges of our community’s ageing population, is now ready to be rolled out. Its aim is to ensure a thoughtful, sincere and committed response as an organisation in planning, developing and implementing policies, programs and services that address the changing needs within the community.

This Strategy will guide Council’s approach in all of its Positive Ageing activities and ensures that we meet the changing needs of our population throughout their lifetimes. I commend this Strategy to you and most sincerely thank our community, our stakeholders and our team for their ground-breaking efforts and commitment towards developing this exciting Strategy for our Shire.

**Lucy Roffey**  
Chief Executive Officer, Central Goldfields Shire

# INTRODUCTION AND CONTEXT



## Summary

Ageing is a cause for celebration in the Central Goldfields Shire - our people are living longer and healthier. The Central Goldfields Shire has a key role to play to help our people to get the most out of their lives. We need to ensure that our Shire is accessible for everyone, promotes health and wellbeing and provides opportunities for connection, inclusion and contribution. We want our residents to live fulfilled lives throughout their lifetime and feel like they never need to leave the Central Goldfields Shire.

## Purpose

The purpose of the Positive Ageing Strategy 2021-2026 is to guide Council's approach in all of its activities to promote positive ageing by becoming an Age Friendly Shire and to ensure that we meet the changing needs of our population throughout their lifetimes.

## What is 'positive ageing'?

The positive ageing approach aims to extend a healthy ageing and quality of life agenda to all people as they age to enable continuing participation in social, economic, cultural and spiritual affairs and the labour force, as well as being physically active.

## What is an 'aged friendly shire'?

An 'Aged Friendly Shire' encourages positive ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age. People are living longer and many aspects of our shire are not equipped to meet the full range of people's needs as they age. An Aged Friendly Shire is one where people of all ages can live healthy and independent lives for as long as possible, and remain in a secure and supportive environment that enables them to participate in the community as they grow older.

An Aged Friendly Shire benefits people of all ages. By viewing a community through an Age Friendly lens. Central Goldfields Shire planners, residents, businesses, service providers and visitors can help create a Shire that meets its resident's needs throughout their lifetimes.

The concept of Positive Ageing is shifting the way we think about getting older. Instead of thinking of ageing as a problem, we propose that it is a celebration. Everybody is ageing and it is the quality of this experience that is important.



## The Central Goldfields Shire and Positive Ageing

It is important to note that the Positive Ageing Strategy has been developed at a time of rapid and substantial change. Thinking and actions that adhere to a “Business as Usual” approach are under increasing pressure as the fundamental principles, platforms and assumptions that underpin this thinking and action are being disrupted. Some of the changes precipitating new thinking and action include:

- Impacts of COVID-19 and a direct focus on essential services whilst protecting individuals from overwhelm
- Major policy and funding reforms taking place across key systems
- Royal Commissions into key components of health care provision, including aged care and mental health services
- Emphasised focus on clinical governance and responsibilities, for providers of Commonwealth Home Support Program (CHSP) and HACC PYP services
- Ongoing fiscal constraints are putting pressure on local government, organisations and communities
- Workforce profiles and dynamics are shifting, including an inability to access overseas trained workforce in the short term
- Access to workforce is transitioning with supported digital models enabling workforce to be located anywhere
- Demographic in regional and rural areas may transform as individuals opt out of high density city living

- Demographics of rural communities with significant portions of the population ageing and reducing population numbers in the under 50s
- Rapid advancements in technologies are disrupting old models whilst creating new opportunities for action
- An increasingly engaged citizenry is changing the nature of the relationship between government, institutions and communities

To thrive in this environment, Central Goldfields Shire has defined its specific roles as a provider, partner, advocate and informer in relation to Positive Ageing within the community. Central Goldfields Shire is committed to deliver value to the community whilst also delivering value to funders and partners and the broader community ecosystem.

### Demographics – impact

Australia has an ageing population, and life expectancy continues to increase (AIHW 2018). 16 per cent of Australians are aged over 65 years and this proportion is expected to increase rapidly in the next decade (Community ID, 2019). Regional Australia has a significantly older population than the rest of Australia, largely contributed to by these areas being home to lower proportions of people in their twenties and thirties (ID, 2019).



Central Goldfields Shire services a primary community of approximately 13,000 people, with 61 per cent of the population centred around Maryborough and the balance of the population dispersed at Majorca, Bet Bet, Timor, Dunolly, Talbot, Bealiba and surrounds. Central Goldfields Shire is expecting to see continued reduction in core population numbers over the next 10 years particularly in the working aged cohorts 18-65 years old.

The median age across the Shire is 50 years old. We are expecting an increase in those aged 70 years and old over the next 10 years, with the over 70 year old cohort representing over 40 per cent of the population. This will occur at a time where individuals of working age are reducing by approximately 10 per cent. The impact of this will mean increased demand and need for aged service provision at a time of potential reduced workforce to fulfil the demand.

Demand for aged residential and palliative care is expected to keep increasing at a faster rate (AIHW, 2018; PwC 2018). Central Goldfields Shire needs to understand its role within the aged care eco-system and advocate for the needs of its residents moving forward to ensure individuals can continue to age in place.

During the COVID-19 pandemic, visitor restrictions in aged-care settings and social distancing policies aimed at limiting transmission have increased risks associated with depression and anxiety among the older population (Holt, Neumann, McNeil, & Cheng, 2020). These factors have further impacted on community resilience and increase rates of social isolation and mental ill-health across the Shire.

These shifts affect all areas of our community including our workforce, economy, design, planning, infrastructure, transport, housing, health systems, social structures and services and governance.

To address these changing needs, it is clear that we need to rethink and redesign our services, our Shire and our approach to ensure a greater quality of life for our community as they age. We need to promote ageing in place where people can comfortably remain living independently in their own homes and communities as they age.

## **Vulnerable cohorts – meeting needs**

Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Intersex (LGBTQI) people and Aboriginal and Torres Strait Islanders (ATSI) have unique needs in aged care. They may experience ageing earlier in life and need to plan their care ahead. Both community groups often report experiences of discrimination and poor treatment within aged care programs.

People who have lived openly as LGBTQI individuals or who identify as ATSI seek programs that are inclusive and relevant to their needs. LGBTQI and ATSI people often have experiences of discrimination, verbal abuse, bullying and lifetime victimisation that affect their mental health and are linked to higher rates of depression, anxiety and suicide. Social exclusion and loneliness as one ages affect a person's capacity to engage with services.

Over the life of this strategy, Central Goldfields Shire will seek to enhance our services and community engagement experience to ensure inclusion of the needs of both the LGBTQI and ATSI communities and develop positive ageing programs addressing all of our communities, in partnership with older people and other service providers. This includes programs to address social isolation, increase uptake of healthy ageing behaviours, and to support self-management skills and capacity for self-advocacy. We will also continue to support sector capacity building through training and partnerships to deliver services and interventions.

## Strategic context

The world's population is ageing rapidly. According to the World Health Organisation (2017), the global number of people aged 60 years or older will rise from 900 million to 2 billion by 2050 (from 12 per cent to 22 per cent of the global population). This phenomenon has been occurring over the course of recent decades. In Australia alone, the proportion of the population aged over 65 years increased from 12.3 per cent to 16 per cent between the years 1999 and 2019. This percentage is set to increase substantially in the next decade as baby boomers (born between the years 1946 and 1964) turn 65, and low fertility rates continue alongside increasing life expectancy. Perhaps even more alarming is the rate at which the 85 years and older cohort has increased by 117.1 per cent over the same time period (Australian Bureau of Statistics, 2019).

The ageing population not only in Australia but across the globe has led to the emergence of a number of working definitions of what it means to age well. Positive ageing is commonly used interchangeably in strategies targeting the 50+ age group with terms such as active ageing (Bowling, 2008), healthy ageing (World Health Organisation, 2020), successful ageing (Bowling & Dieppe, 2005) and productive ageing (Kerschner & Pegues, 1998). Although there is no consensus on the definition of positive ageing, it is generally understood to involve more than just physical or functional health. Rather, it involves a broad range of aspects that taken together can improve the chances of having a positive experience of life as we age.

Recent definitions have included not only disease status but also cognitive, physical and other functions. Positive ageing has been described as an idea that makes 'the most of opportunities, innovations and research which promote a person's sense of independence, dignity, well-being, good health and enable their participation in society' (Docking & Stock, 2017, p. 5) At the very core of the

concept lies the notion 'that denotes the aspirations of individuals and communities to plan for, approach and live life's changes and challenges as they age and approach the end of their lives, in a productive, active and fulfilling manner' (Docking & Stock, 2017, p. 5).

A positive ageing approach advocates 'a realistic understanding of ageing which fully recognises its positive aspects as well as the more challenging ones' (Coonamble Shire Council, 2021). It also acknowledges that although many major life events will happen in later life, which cannot be controlled nor prevented, we do have some control over how we respond to them.

## Societal factors

Positive ageing depends on behavioural and genetic factors, as well as broader environmental and socioeconomic determinants. An individual can control some of these factors (intrinsic/lifestyle). However, issues at a societal level such as affordable housing and income influence the choices that individuals make, in turn creating circumstances that either enable or inhibit opportunities for a healthy lifestyle (Victoria State Government, 2021).

Societal factors impacting positive ageing are social, economic, and environmental conditions that help or hinder older adults in maintaining their health and well-being. These factors include adequate access to nutritious food, stable employment, safe housing, social attitudes and perceptions, and reliable and affordable transportation. Individuals who struggle with structural-related factors are at risk of experiencing poor health, morbidity, and mortality. Issues operating at a societal level significantly impact older adults especially in their ability to live independently and age in place (Pooler & Srinivasan, 2018).

## Impact of COVID-19

COVID-19 has impacted on the older population in myriad ways. For example, aside from the obvious effects on physical health, social isolation resulting from physical distancing has led to increasing levels of depression within this cohort. The pandemic has also affected housing security at all levels of society, particularly older women who were already vulnerable prior to the pandemic (women are overrepresented in insecure forms of employment with minimal superannuation) (Patterson, 2020). Ageist attitudes are also being reinforced by the pandemic.

## Council

The Central Goldfields Shire Council Plan states our Vision as; “To be a vibrant, thriving, inclusive community. To achieve the best outcomes for the local community and having regards to the long term and cumulative effects of decisions.”

The Central Goldfields Shire has many roles to play to support Positive Ageing across the Shire. We have a significant role in the provision of infrastructure, community services and information. We also have a partnership role, for example with the State Government in the provision of public transport and improving major roads. In addition, Council has a broader influencing role, for example in promoting greater respect within the community for older people.

The Central Goldfields Shire has primary responsibility for the following areas associated with positive ageing:

- Primary role for delivery and maintenance of services that have direct impact on the quality of life for people as they age
- Lead and partner implementation of the Strategy in the Shire with older people, service providers and other levels of government
- Information provision to our residents and advocacy of their needs to other tiers of government and relevant agencies

- Referral service to other ageing and service providers

We also play the leadership role in developing the Central Goldfields Shire as a place to age well. However, to achieve our vision will require understanding and commitment from all members of our community. We invite our community to actively work with us to reach the objectives set out in this Strategy.

Within this Strategy Council’s role has been documented as:

- **Provider**, for functions we are directly responsible for resourcing, developing and implementing. These are services that Council is directly funded or resourced to undertake on behalf of community.
- **Partner**, where we will be working with other organisations to deliver relevant initiatives. This could be through providing knowledge, skills, expertise or resources. Partnering involves relationships from mutual agreements, to Memorandums of Understanding to Joint Venture Agreements and beyond.
- **Advocate**, where the Shire is not directly able to effect change, and instead takes an influencing role. In instances where the Shire is unable to advocate then we have a responsibility to identify the correct individual or entity to advocate for the community and provide them with information that may support their advocacy role.
- **Informer**, in the instances where the Shire is communicating information, educational material and referrals.

# INTRODUCTION AND CONTEXT



## Approach

### Project overview

This new Central Goldfields Shire Positive Ageing Strategy has been developed in partnership with community, staff and stakeholders. The new Strategy is focused on supporting and encouraging Positive and Active Ageing, and aligning with the principles set out by the World Health Organisation.

### Literature review

A comprehensive literature review was undertaken in early 2021 to assist in the creation of strategic priorities and actions. The review provided a summary of current literature on the development of Positive Ageing Strategies. Included are examples of best practice, challenges encountered and suggestions for how the Central Goldfields Shire can better support Positive Ageing.

### Engagement

An extensive engagement initiative was undertaken with council staff, key stakeholders and community members in late 2020 and early 2021 to inform the strategic priorities and actions. Over 650 individuals provided valuable feedback and insight. Further to this a secondary consultation period was

conducted in May and June 2021, involving a further 136 individuals. Information gathered throughout the engagement processes has been used to develop this Strategy.

Overall, those who participated were positive about growing older within the Central Goldfields Shire, with key areas of strength being relationships and support of their neighbours, services and support provided by Council and other service providers, opportunities to participate in civic and social activities and engagement and quality of community information and parks and gardens.

Key areas for improvement included footpath quality and maintenance, road safety and parking, Shire planning, transport, connectivity and volunteer support models to improve the experience of volunteering.

The engagement also highlighted areas where increased awareness would be of benefit, especially around services available, opportunities to participate in civic and social activities and downsizing of housing.



## VISION

Our vision is for the Central Goldfields Shire to be celebrated by our community as a great place to grow older. We provide meaningful opportunities for access, inclusion, wellbeing and participation for all.



## AIM

Our aim is to adapt our Shire's structures and services to be accessible to, and inclusive of, older people with varying needs and capacities. We will promote health and wellbeing, participation, respect and dignity as well as providing a sense of belonging and community connection.



## Guiding principles

In further developing the Central Goldfields Shire Positive Ageing Strategy, we will be guided by the following principles:

### Age is a celebration

We celebrate the fact that our people are living longer and healthier. This Strategy aims to ensure that we keep thinking of ways to meet the needs of all of our citizens.

### A rights-based approach

Older persons have fundamental rights and freedoms, which include the right to be treated with dignity and respect and the right to make their own choices about how they adapt their lives to changing opportunities and needs.

### Whole of life

Strategies that benefit our older people benefit all of our people. We will recognise and accommodate the different needs of our people throughout their entire life.

### Ageing in place

We want to provide for the needs of our people so that they are able to remain in the Central Goldfields Shire for as long as they wish.

### Building on our strengths

The Central Goldfields Shire provides an enviable quality of life and its people have a wealth of skills and experiences to contribute to the community. Boosting the participation of our people of all ages will benefit the whole Shire.

### Co-design and partnership

The Central Goldfields Shire is committed to an ongoing partnership with our community and partners to achieve our vision and implement initiatives that have real and lasting benefits. In particular, older people will be fully involved in the policy planning, development and evaluation process.

## Alliance model

A fundamental component of this Strategy is to establish alliances with older people and service providers in the Central Goldfields Shire. This will ensure that we are continuing to deliver the commitments contained in this Strategy. We will regularly seek the views of older people and service providers on how we are achieving our objectives and how we could be doing better.

### Positive Ageing Community Alliance

We will build on the engagement we undertook during the development of this Strategy by establishing the 'Community Alliance' – a forum of active citizens who will be working in partnership with the Central Goldfields Shire to oversee implementation of the Strategy. Members of this forum will advise on how the Strategy is improving the experience of living in the Central Goldfields Shire and help us to prioritise activities to further improve what we do.

### Positive Ageing Services Alliance

We will also strengthen the network of key health and support service providers to partner with the Central Goldfields Shire in implementing the actions in this Strategy and identifying challenges and opportunities to better meet the needs of our residents as they age. The 'Services Alliance' is where the Central Goldfields Shire will fulfil its role as a system level leader ensuring our collective organisational efforts are continuing to contribute towards positive ageing impacts and outcomes across the Shire.

## Key focus areas overview

The Positive Ageing strategic priority areas have been developed from the engagement process and are aligned with the WHO Aged Friendly Cities Guidelines, which feature eight key focus areas. A ninth Strategic Priority Area has been included to highlight Council's role in leading the development of a Shire where, individuals can experience positive ageing, with community and key partners. The following are the nine strategic priority areas:

### Priority area one: Outdoor spaces and buildings

#### Key considerations:

- Pleasant, clean environments
- Importance of green spaces
- Places to rest
- Age Friendly pavements
- Safe pedestrian crossings
- Accessibility
- A secure environment
- Walkways and cycle paths
- Age Friendly buildings
- Service to older customers

### Priority area two: Transportation

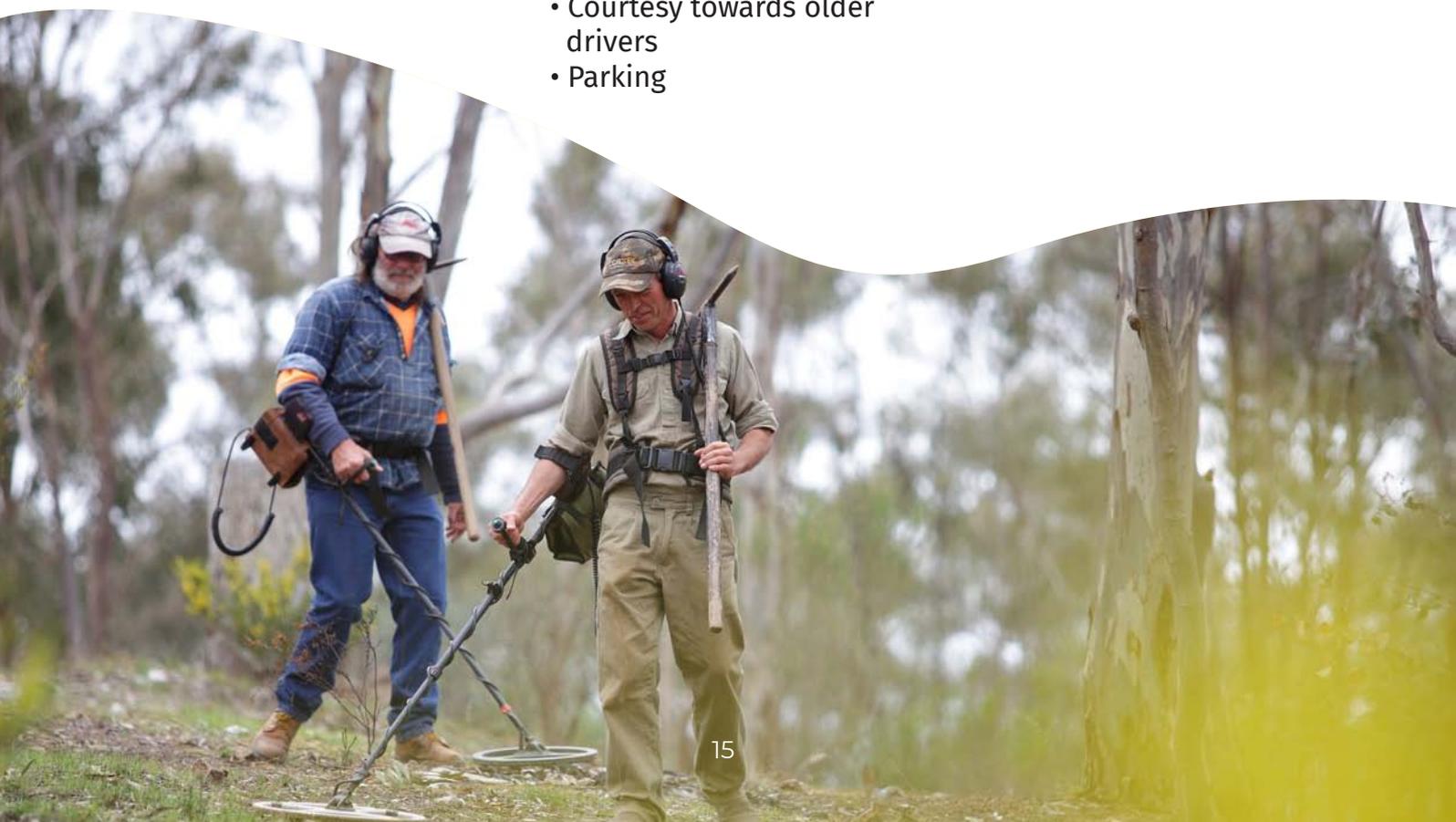
#### Key considerations:

- Availability
- Affordability
- Reliability and frequency
- Specialised services for older people
- Priority seating and passenger courtesy
- Transport drivers
- Safety and comfort
- Stops and stations
- Taxis and Community Transport
- Information
- Driving conditions
- Courtesy towards older drivers
- Parking

### Priority area three: Housing

#### Key considerations:

- Affordability
- Essential services
- Design, modifications and maintenance
- Access to services to support independent living
- Community and family connections
- Housing options
- Living environment



## Priority area four: Social participation

### Key considerations:

- Accessible opportunities
- Affordable activities
- Range of opportunities
- Integrating generations, cultures and communities
- Awareness of activities and events
- Encouraging participation and addressing isolation

## Priority area five: Respect and inclusion

### Key considerations:

- Respectful and disrespectful behaviour
- Ageism and ignorance
- Intergenerational interactions and public education
- Place within the community
- Helpfulness of the community
- Place in the family
- Economic exclusion
- Celebrating ageing and valuing contribution

## Priority area six: Civic participation and employment

### Key considerations:

- Better employment options and more opportunities
- Volunteering options for older people
- Flexibility to accommodate older workers and volunteers
- Encouraging civic participation
- Training
- Entrepreneurial opportunities
- Valuing older people's contribution

## Priority area seven: Communication and information

### Key considerations:

- Widespread distribution
- The right information at the right time
- Responsive and caring service
- Age Friendly formats and design
- Information Technology

## Priority area eight: Community support and health services

### Key considerations:

- Accessible care
- A wider range of health services
- Ageing well services
- Home care
- Residential facilities for people unable to live at home

## Priority area nine: Positive ageing leadership

### Key considerations:

- Leadership initiatives
- Partnering
- Networking
- Influence and advocacy



## Positive ageing action plan

A Positive Ageing Action Plan has been developed to complement the delivery of this Strategy. The Action Plan outlines specific actions that will enable us to achieve our objectives, along with providing indicative timeframes for delivery and identifying Council's role in delivery.

The Action Plan is indicative and it is envisaged that it be considered on an annual basis as part of the Council's annual budget process to prioritise the key actions to be undertaken in the year ahead. The Central Goldfields Shire Positive Ageing Community Alliance will oversee the implementation of the Strategy and Action Plan and provide guidance on the development of annual project plans.

## Measuring our progress

In conjunction with the development of our Positive Ageing Strategy we have developed key indicators of our performance across the Focus Areas. We will report directly on our progress against these indicators to our Positive Ageing Community Alliance and Service Alliance partners, as well as to the wider community. Additionally specific targets will be developed against the indicators to measure the achievement of the Strategy.



# HOW WILL WE SUPPORT POSITIVE AGEING?

The following plan outlines each focus area and goal. It outlines the actions that are happening now, as well as objectives and actions requiring investment for the future.

## Focus area one: Outdoor spaces and buildings

**Goal: An environment that is pleasant, safe and accessible.**

### Our success to date:

- Securing \$1.9 million to revitalise the Central Goldfield Art Gallery
- Investing \$1.5 million to enhance Princes Park infrastructure
- Installing new seating in the Maryborough central business district, Dunolly retail area and Princes Park
- Installing outdoor fitness equipment at Talbot
- Securing funding for outdoor gym equipment at Princes Park
- Securing funding for upgrades to the solar lighting around Lake Victoria, Princes Park
- Upgrades to the Goldfields Reservoir walking trail

### Future objectives:

- Pedestrian access and safety is improved through a Shire wide footpath upgrade program with a focus on Age Friendly Pathways, specifically focused on main

- streets, near schools and aged care facilities and service providers and highly pedestrianized pathways
- Road crossings will be made easier with more pedestrian crossings and the use of pedestrian countdown timers
- The Shire will continue to enhance street scaping, access and useability
- Walking is encouraged through an increased number and quality of walking paths and trails
- Ample seating and resting points are provided alongside highly pedestrianized areas including parks, public transport stops, popular walkways and near shopping and service precincts
- Outdoor and indoor furniture and seating is designed and selected with the requirements of older people in mind
- Access to key civic buildings meets appropriate standards
- Entry standards are in place for retailers and service providers, outlining access requirements including ramps and handrails
- Location and accessibility are considered in the design of new installations and renewal projects
- Improved lighting in car parks, parks, entry points, near outdoor exercise equipment, public toilets and civic and community spaces maximises Shire safety and accessibility
- Signage is enhanced to make it easier to navigate and locate community facilities, events and places of interest
- Positive Ageing is a focus to upgrades of park and event facilities and amenities



# HOW WILL WE SUPPORT POSITIVE AGEING



Future investment: 1. Foot paths and walkways	ACTIONS	COUNCIL ROLES
<p>Implement the Integrated Transport Strategy with a focus on prioritising action that would enhance the Aged Friendly focus of the Shire</p> <p>Implement actions from the Walking and Cycling Strategy Refresh, incorporating positive ageing standards and criteria for footpaths and walkways, including navigable by wheeled mobility aids. Map and prioritise the streets to which these standards apply</p> <p>Implement Shire wide footpath upgrade program with a focus on age friendliness</p> <p>Implement Shire wide inspection and pruning program for all overhanging foliage on main walkways with a focus on age friendliness</p> <p>Develop walking trails and walk about maps across the Shire given consideration to mobility and access</p> <p>Review installation priorities from pedestrian crossings with a focus on busy neighbourhood centres and meeting places</p> <p>Liaise with relevant organisations to implement pedestrian countdown timers at busy intersections</p>	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Partner</p> <p>Advocate</p>	
<p><b>2. Seating</b></p> <p>Review the amount of quality seating along highly pedestrianized routes including parks, public transport stops, walkways and areas near main streets to ensure they provide protection from sun and inclement weather and enable ageing residents to make best use of the Shire's facilities</p>	<p>Provider</p>	
<p><b>3. Building and development</b></p> <p>Implement Positive Ageing design principles at all community and Shire facilities ensuring accessibility for people of all ages and abilities</p> <p>Evaluate access, amenity and safety of public toilets across the Shire</p> <p>Develop Positive Ageing design principles specific to the Central Goldfields Shire</p> <p>Liaise with shopping centres and local retailers to increase age friendly parking, access and safety</p> <p>Liaise with relevant organisations to enhance basic amenities within key townships across the Shire eg, access to town water, access to town sewage ensuring consistency with the Central Goldfields Shire Environmental Sustainability Plan</p> <p>Provide Positive Ageing design principles to developers for consideration as part of residential and commercial developments</p>	<p>Provider</p> <p>Provider</p> <p>Partner</p> <p>Advocate</p> <p>Advocate</p> <p>Informer</p>	
<p><b>4. Lighting</b></p> <p>Improve lighting where appropriate in car parks, parks, entry points, near play equipment, public toilets and community and Shire spaces</p>	<p>Provider</p>	
<p><b>5. Signage</b></p> <p>Implement easy-to-read way finding and information signage around key locations</p> <p>Improve signposting of public toilets and other regularly used facilities</p> <p>Develop event signage, gateway signage and community display boards at popular parks and Shire locations using Positive Ageing design principles</p>	<p>Provider</p> <p>Provider</p> <p>Provider</p>	
<p><b>6. Parks, gardens and open space</b></p> <p>Implement Positive Ageing design principles in open spaces, play spaces, event facilities and public amenities</p> <p>Improve the number of exercise points suitable for older people in parks</p>	<p>Provider</p> <p>Provider</p>	

# HOW WILL WE SUPPORT POSITIVE AGEING



## Focus area two: Transportation

**Goal:** Our residents are able to easily move throughout the Shire to participate in the community and have access to services.

### Our success to date:

- The creation and installation of two pop up bike paths
- Increased the ability for the community utilising public transport to access Visitor Information Centre
- Increased parking availability near Visitor Information Centre and Electric Vehicle recharging stations
- Funding secured to develop a mobility scooter strategy 'Get On Ya Scooter'

### Future objectives:

- Increased advocacy to improve bus and train transport services, frequency, shelters and stops
- Increased recognition of priority seating and assistance for frail and older people
- Increased access and availability of community bus and community transport services to assist older people get to shops, appointment and social activities
- Community transport services continue to evolve to be responsive and relevant to our community to support social connections, independence and ageing in place
- Increased reliability, courtesy and availability of taxi/ ride share services for local residents

- Opportunities to utilise alternative transport services for the utility of older people across the Shire
- Drivers are more confident and feel safer when travelling throughout the Shire
- Car parking is maximised to improve availability, accessibility and support people with disability
- Encouragement of carpooling initiatives lead to fewer cars on the road, with more transport options available
- Inclusion of 'senior friendly parking' available throughout the Shire
- Support for mobility device users is improved with increased engagement, information and education programs available
- Mobility device requirements are considered when upgrading pathways or road infrastructure
- Opportunities for cycling throughout the Shire are optimised through expansion of the Shire's bicycle network, support and infrastructure
- The Shire establishes a network of safe streets for cycling and walking



# HOW WILL WE SUPPORT POSITIVE AGEING



Future investment: 1. Public transport	ACTIONS	COUNCIL ROLES
<p>Develop a strategy with relevant partner organisations to improve amenity, comfort and access to transport shelters and stops across the Shire</p> <p>Liaise with relevant organisations to improve bus/train transport services such as reliability, extended services, courtesy and assistance for older passengers</p> <p>Liaise with relevant organisations to increase promotion and recognition of priority seating for frail and older people</p>		Partner
		Advocate
		Advocate
<b>2. Community transport</b>		
<p>Implement the Integrated Transport Strategy with a focus on ensuring local transport meets community needs and provides cross Shire accessibility to key community locations</p> <p>Develop with relevant partner organisations a centralised community transport options scheme across the Shire including a single booking service for the community</p>		Provider
		Partner
<b>3. Taxi/ride share services</b>		
<p>Liaise with relevant organisations to explore alternative transport systems/ options for their utility to older people across the Shire</p> <p>Liaise with relevant organisations to make available training regarding communicating with and assisting older passengers</p> <p>Liaise with relevant organisations to explore options to support car-pooling initiatives</p>		Advocate
		Advocate
		Advocate
<b>4. Driving and parking</b>		
<p>Improve enforcement and patrol of parking spaces with a designated time allocation and those designated for individuals with a disability or flagged as a “Senior Park”</p> <p>Develop in partnership with Vic Roads advice and support regarding vehicle modifications, adjustments and driver training for older residents</p> <p>Liaise with relevant organisations for increased disability and Aged Friendly parking spaces in popular locations</p> <p>Liaise with relevant organisations for local shopping precincts to establish a “Senior Parks” trial, similar concept to pram parking</p>		Provider
		Partner
		Advocate
		Advocate
<b>5. Mobility devices</b>		
<p>Develop and implement activities within the ‘Get On Ya Scooter’ Strategy</p> <p>Evaluate the number, access and location of recharge points for mobility scooters in high usage community locations</p> <p>Develop a mobility devices user forum to advise Council on issues and suggested improvements</p> <p>Develop in partnership with Vic Roads an education program for the use of mobility devices and develop maps of suitable routes for mobility devices</p>		Provider
		Provider
		Provider
		Partner
<b>6. Cycling</b>		
<p>Establish a Cyclist User Group/ Forum to advise Council on issues and suggested improvements to cycle access and safety</p> <p>Evaluate the number, access and location of bike racks and repair stations across the Shire</p> <p>Evaluate the number, access and location of bikeways and walk ways across the Shire</p> <p>Develop bicycle path/ route maps assisting older people to safely navigate the Shire by Bike</p>		Provider
		Provider
		Provider
		Provider

# HOW WILL WE SUPPORT POSITIVE AGEING

## Focus area three: Housing

**Goal:** Affordable and accessible housing is available to meet the needs of residents throughout their lives.

### Our success to date:

- Development of a Population and Housing and Residential Settlement Strategy
- Planning permits issued for the development of a new residential aged care housing

### Future objectives:

- Positive Ageing building principles are available and adopted
- Building code variations provide for Positive Ageing and mobility access standards
- Increased interest across the Shire in the development of small/ granny flat housing developments that aid diversity and affordability
- Increased information available about the options to provide small/granny flat housing occupancies in large single dwelling house areas

- Positive Ageing principles are demonstrated in the development of Shire assets
- An increased level of affordable housing available throughout the Shire through clear planning requirements and active attraction and encouragement of housing providers and developers
- Housing needs of older residents are better understood and incorporated in the development of aged care housing within the Shire
- Increased promotion and advocacy for the provision of modern models of residential aged care across the Shire



# HOW WILL WE SUPPORT POSITIVE AGEING



## Future investment: 1. Development

### ACTIONS

### COUNCIL ROLES

Implement the Population and Housing and Residential Settlement Strategy ensuring advocacy for retirement villages, single dwelling and down size housing options being constructed in appropriate locations close to essential amenities

Provide information regarding options to provide dual occupancies in large single dwelling house areas

Provide information regarding the demand and need for diversity and affordability of housing to property developers

Provider

Informer

Informer

## 2. Affordable housing

Liaise with relevant organisations for the inclusion of a proportion of affordable housing in property developments

Liaise with relevant organisations to investigate the potential for social housing developments across the Shire

Advocate

Advocate

## 3. Residential aged care

Improve the utilisation and access to Council services within the public and private residential aged care environment. Eg, library services

Liaise with public and private aged care service providers to ensure sufficient availability of residential aged care and palliative care beds for the community

Liaise with public and private aged care service providers for the increased use of volunteers in residential aged care facilities

Liaise with public and private aged care service providers to partner with community service providers to enable resident attendance/ participation in community activities and events

Partner

Advocate

Advocate

Advocate

## 4. Retirement living/ downsizing

Evaluate downsizing options available for elderly residents across the Shire

Develop an advisory service helping people to think through home modifications and planning requirements

Provide advice and information about making existing housing adaptable to support elderly residents

Partner

Partner

Informer



# HOW WILL WE SUPPORT POSITIVE AGEING

## Focus area four: Social participation

**Goal:** Our residents are encouraged and have opportunities to participate in the community throughout their lives.

### Our success to date:

- Increased free WiFi access at the Co-Working Hub, Maryborough Railway Station (including the platform)
- Implementation of the Digital Connection Project supporting community members over the age of 55 years old
- Improved ambience, atmosphere and access to the Shire's key buildings positioning them as destinations to visit, play and stay
- Increased WiFi hot spots available throughout the Shire

### Future objectives:

- Celebration and promotion of benefits of positive ageing is realised through the development of new program and activities centred on optimising longevity, health and well-being
- Access to community events and cultural facilities is improved for older people through the provision of additional transport options and partnerships
- Positive Ageing principles have been applied to the access, availability and use of community facilities
- Increased assistance and education to support older residents with computer and online literacy
- Improved Shire wide online access and availability
- Loneliness and isolation are reduced through community programs and initiatives that encourage neighbourhood development, community support, connection and resilience
- Increased pet ownership is embraced as an effective method of mitigating loneliness, with 'pets as companions' embraced throughout the Shire



# HOW WILL WE SUPPORT POSITIVE AGEING?



## Future investment: 1. Events and activities

### ACTIONS

### COUNCIL ROLES

Improve promotion of social opportunities (Council run and non-Council run activities)	Provider
Improve the opportunity to use Council facilities to deliver social activities for elderly people	Provider
Evaluate transport options to assist older people accessing community events and cultural facilities	Provider
Develop new programs and activities to celebrate and promote Positive and Active Ageing	Provider

## 2. Facilities and venues

Implement the Active Central Goldfields: Recreation and Open Space Strategy 2020-2029 to support increased participation in physical activity	Provider
Implement a program to install hearing loops and similar assistance devices at community centres, libraries and Council facilities	Provider
Develop a communities facilities map of places where elderly people can attend and socialise during periods of hot or inclement weather	Provider
Review opportunities to extend the library operating hours and increase programs targeted at supporting Positive Ageing within the Shire	Provider

## 3. Technology

Develop opportunities for people to be exposed to and trained in new technologies including expanding the Digital Connection Program to other geographical locations throughout the Shire	Provider
Review the number of public access computers within the library along with programs to support ageing residents to utilise technology	Provider
Improve connectivity and access to free WiFi across the Shire including community hubs, public transport and parks	Partner

## 4. Reduce isolation

Develop in partnership a Pets as Companions program, to promote the benefits of pet ownership in mitigating loneliness and providing support	Partner
Develop in partnership a program to that assists community members to walk dogs or care for animals, when they are unable to do so themselves	Partner
Liaise with relevant organisations to encourage social entrepreneurship by older people	Advocate



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Focus area five: Respect and inclusion

**Goal:** Our residents of all ages are valued and the community benefits from their contribution.

### Our success to date:

- Implementation of the Central Goldfields Shire kinder visitors and letter writing program in residential aged care
- Develop and implementation in partnership the food security program during COVID-19

### Future objectives:

- Council core values of diversity and respect for all are displayed at all community facilities
- Council programs and services are inclusive, safe and respectful for all community cohorts including individuals who identify as culturally and linguistically diverse, Aboriginal and Torres Strait Islander, people with a disability and the LGBTQI community
- Tolerance and understanding are fostered through programs aimed at connecting generations, sharing wisdom and learning, and reducing ageism

- A Positive Ageing Shire and Communities theme is encouraged within local schools, fostering intergenerational understanding, appreciation and interaction
- Increased initiatives are in place to visit older people at home and assist older people's participation in community activities
- An improved appreciation and understanding of cultural diversity is achieved through considering integration and support for older culturally diverse people in our community
- A strengthened sense of belonging and relation realised through increased opportunities for our residents to interact and connect
- Local businesses are recognised and celebrated for demonstrating practices focused on inclusivity and access
- Increase opportunities to strengthen inclusivity and community spirit is achieved through boosting the offering and support for events and initiatives celebrating diversity



# HOW WILL WE SUPPORT POSITIVE AGEING?



## Future investment: 1. Respect for older people

### ACTIONS

### COUNCIL ROLES

Develop a “Positive Ageing Initiative of the Year”, a “Positive Ageing Business of the Year” and a “Positive Ageing Individual” category in the Australia Day awards

Provider

Develop a training program for customer service staff that encompasses improved awareness of the need of older people and skills to assist older people in accessing Council services

Provider

Develop in partnership information on identifying and reporting elder abuse within the community

Partner

Develop in partnership a buddy style program to introduce older person’s stories to pre-school children

Partner

Develop in partnership a schools connection program and encourage opportunities for intergenerational understanding, appreciation and interaction including older person visits to schools and school visit to retirement villages and residential aged care services

Partner

## 2. Social inclusion

Improve the range of activities available through the library and community centre for older citizens

Provider

Evaluate affordability for Senior Groups and Programs when setting fees and charges for Shire venues

Provider

Develop and extend support to community groups who promote social inclusion through food sharing opportunities

Partner

Develop in partnership a dementia training program for staff, local business and the community

Partner

Develop in partnership community program that foster intergenerational connection between young and older people

Partner

Liaise with local restaurants and cafés to establish Positive Ageing eating programs providing for smaller portions and earlier meal times

Advocate

Liaise with relevant social groups/ networks to bring together older citizens within diverse groups (culturally and linguistically diverse, Aboriginal and Torres Strait Islander, people with a disability and the LGBTQI community)

Advocate



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Focus area six: Civic participation and employment

**Goal:** Our residents are actively involved in the community throughout their lives.

### Our success to date:

- Provision of a temporary operating space by Central Goldfields Shire for the administration of a centralised volunteer database.

### Future objectives:

- All Shire led community engagement initiatives adopt an Aged Friendly approach ensuring all materials are accessible and easy to read and participation is convenient and easy
- Increase community involvement and participation shapes the future direction and operation of our community and cultural facilities
- The Positive Ageing Alliance is active and providing input into all areas of the Shire operations enhancing our Positive Ageing approach
- Employment programs enable flexibility to assist and support Shire staff to remain in the workforce and transition to retirement
- Retirement transition talks better position community members about the challenges and opportunities of post career life in the Shire
- New volunteering opportunities for people as they age in community services, economic development and events are identified and available
- High level awareness of new models of community volunteering with new opportunities created
- Information is centralised regarding volunteer vacancies and extensively promoted throughout the community
- Local clubs and community groups are supported to manage and recruit volunteers to support their activities



# HOW WILL WE SUPPORT POSITIVE AGEING?



## Future investment: 1. Engagement

### ACTIONS

### COUNCIL ROLES

Implement a Positive Ageing Alliance to give advice to all areas of Council operations	Provider
Implement a Positive Ageing approach to community engagement including that all materials are accessible and easy to read	Provider
Implement a community advisor groups to guide and support the direction and operation of areas being refurbished or newly established to ensure Positive Ageing design principles are incorporated into and delivered in the project	Provider

## 2. Paid employment

Implement retirement transition talks providing informal panel discussions about the challenges and opportunities post career life for CGS staff	Provider
Develop a plan to establish the CGS as a Positive Ageing employer	Provider
Develop programs to provide information on Encore Careers for CGS staff	Provider
Develop a plan to support and embed Positive Ageing principles for CGS staff incorporating adjusted work environments, flexible employment structures, etc.	Provider

## 3. Volunteering

Develop training and support programs to local community clubs and groups on managing and recruiting volunteers	Provider
Develop new volunteering opportunities for people as they age in community services, economic development and events	Provider
Develop in partnership a new model of community volunteering	Partner
Develop in partnership a Shire wide database of volunteers and their skills sets along with volunteering opportunities available through external agencies	Partner



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Focus area seven: Communication and information

**Goal:** Our community is able to easily access information about their community and services.

### Future objectives:

- Customer service standards and approach consider the needs of older people and our staff are skilled to assist older people, those with disabilities and/or dementia in accessing Shire services
- Technology solutions are adopted to optimise accessibility within the Shire's customer service services
- Branding and communications highlight the Central Goldfields Shire as an Aged Friendly locality
- Older people in our community know where they can source relevant and suitable information to support Positive Ageing
- Shire publications are presented in a format suitable for vision impaired wherever possible: large font, audio format and jargon free and in multiple languages as relevant
- The Shire's Positive Ageing initiatives are well known across the Shire and beyond



# HOW WILL WE SUPPORT POSITIVE AGEING?



## Future investment: 1. Customer service

### ACTIONS

### COUNCIL ROLES

Implement the Positive Ageing design principles (eg, accessibility, diversity, etc) into the Customer Service Strategy

Provider

Develop and implement Customer Service Standards and training to assist staff in meeting the needs of older people and those with disabilities and dementia

Provider

Improve the experience for older citizens by introducing equipment to assist hearing and visually impaired people within the customer and community service areas

Provider

## 2. Shire communications

Develop Positive Ageing branding and promotion material to promote the CGS as a Positive Ageing leader

Provider

Review Councils communication formats and sources to reach all people in the community, ensuring publications support vision impairment where possible, large font, audio formats and jargon free

Provider

Improve communications utilising the community on-line forums and notice boards to actively engage with community in relation to matters that are of greatest importance in relation to Positive Ageing, including providing community with regular updates of progress in relation to implementation of the Positive Ageing Strategy

Provider

## 3. Information for older people

Develop and promote a Positive Ageing collection of resources that focus on topics such as Positive Ageing, retirement and financial management

Provider

Develop a Positive Ageing discussion forum on the Shire's website

Provider

Implement a Positive Ageing role/ portfolio within the CGS to facilitate delivery of actions within the Positive Ageing Strategy and for the provision of advice regarding internal programs that affect Positive Ageing

Provider



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Focus area eight: Community support and health services

**Goal:** Appropriate community support and health services are available to assist residents throughout their lives.

### Future objectives:

- A wide range of home care assistance services are available such as home maintenance, gardening, shopping and cleaning
- Residents are encouraged and supported to remain healthy and independent through provision of community services, programs, information and initiatives
- Partnerships with local retirement villages and residential aged care homes enable further outreach opportunities for community services
- Food support services are enhanced for residents in need through partnerships with other service providers
- Mechanisms for identifying and reporting older people at risk are confirmed to assist the elimination of instances of elder abuse and isolation
- Support for people with dementia and Alzheimer's is optimised through partnership education initiatives
- Older residents are actively encouraged to join and participate in healthy lifestyle, fitness and well-being activities which are fun and easy
- A strong network of health and allied health partners results in collaborative community outreach and support programs



# HOW WILL WE SUPPORT POSITIVE AGEING?



## Future investment: 1. Supporting independence

### ACTIONS

### COUNCIL ROLES

Develop a plan to re-brand and re-name support programs and services that are available for older people through Council under the new Community Care banner

Develop in partnership a centralised resource highlighting the variety of services available throughout the Shire for older people

Provider

Partner

## 2. Support services

Implement environmentally friendly principles in all areas of Council service delivery for older people. Eg the products used by CGS staff when delivering service to/or on behalf of older citizen

Develop in partnership the opportunity to expand and enhance food support services for older citizens

Develop in partnership the opportunity to expand property maintenance services for older citizens

Provider

Partner

Partner

## 3. Health and well-being

Ensure all Council ran programs are ATSI inclusive and responsive to the needs of ATSI people as they age and access support services

Ensure all Council ran programs are LGBTQI inclusive and responsive to the needs of LGBTQI people as they age and access support services

Develop in partnership a healthy community program offering a number of opportunities to try fitness and health activities for older citizens

Develop in partnership a music for life program offering a number of opportunities to engage and participate in drama, dance and music activities

Develop in partnership with health and allied health service providers the opportunity to enhance health based community outreach and support programs across the Shire (for Council ran services)

Liaise with general practice to increase GP availability throughout the Shire, considering access and use of telehealth models

Provider

Provider

Partner

Partner

Partner

Advocate



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Priority area nine: Positive ageing leadership

**Goal:** Central Goldfields Shire is a place where people age well.

### Future objectives:

- The Shire is recognised as a local government leader in Positive Ageing strategies and initiatives that produce positive outcomes for the community
- Alliances and partnerships are established with community, service providers and other sectors of government from which collaborative initiatives and projects can be realised by pooling resources and leveraging investment
- Positive Ageing principles and strategies are incorporated into all of the Shire's activities
- The Shire exceeds specific targets and measures of a Positive Ageing Shire



# HOW WILL WE SUPPORT POSITIVE AGEING?

## Future investment: 1. Partnership and leadership

### ACTIONS

### COUNCIL ROLES

- Develop in partnership a Positive Ageing Leadership Group with key organisational stakeholders (Services Alliance)
- Develop in partnership a Positive Ageing Consumer Representative Group (Community Alliance)
- Develop and implement in partnership a Positive Ageing Outcomes Framework reporting on the collective impact entities are have across the Shire
- Develop and implement in partnership a reporting framework to capture Positive Ageing impacts across the Shire
- Develop in partnership a community of practice to share Positive Ageing strategies across the Shire

Partner

Partner

Partner

Partner

Partner



## CONCLUSION

This Strategy bring together the latest thinking, the Central Goldfields Shire experience and, most importantly the experiences of our older people in the community to guide all of our activities towards making the Central Goldfields Shire a place where people can age well.

The Strategy recognise that we are doing well in many areas, but there is room for improvement. It also recognises that people's needs and the tools to address them are changing and we need to keep up with those developments.

In releasing this Strategy, Council is committing to work with the community to make the Central Goldfields Shire an even better place to grow old.

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