Moreland
Later Years
Strategy
2007-2012

Moreland City Council

Contents

1. Executive Summary

Moreland is a diverse and inclusive community and we want it to be an age-friendly community where everyone can fulfill his or her potential, regardless of age. The preparation of this strategy demonstrates Council's commitment to achieving that outcome for older citizens.

Previous strategies have focused on the need for residential aged care services in the municipality and the unmet demand for home care services, rather than the broader needs and impact of an older population. Considerable success has been achieved in the provision of residential aged-care places. Like other Victorian councils, Moreland City Council needs to consider future options on the financial sustainability of providing Home and Community Care aged care services and this is the subject of a future council report. It is timely to shift our focus to the built environment, housing, community care and other Positive Ageing issues.

The Moreland Later Years Strategy 2007 – 2012 has been developed to provide a framework for the actions Council can take to address the diverse and changing needs of older citizens and improve social conditions through enhancing opportunities for older residents to maintain and improve physical activity, social connections and wellbeing through providing a safe, sustainable and age-friendly built environment. The Ageing Well in Moreland Consultation has contributed to the development of the strategy.

Moreland currently has a greater proportion of older residents than the average across Melbourne municipalities but the rate of ageing is slower than Melbourne overall so, by 2021, there will be little difference between Moreland and greater Melbourne with the key exception that Moreland will have a substantially higher proportion of the very old, that is residents 85+. Moreland has a diverse cultural profile across all age groups but is essentially tri-cultural in the 65+ age group with a predominance of Italian, Greek and Australian born residents. More than 50% of those aged 65+ speak a language other than English at home[1].

Those entering their sixties from 2007 will also have different expectations, needs and opportunities. They will be motivated to maintain or improve health. Some will be financially comfortable while others will live through their retirement years on a low income. This age cohort will include larger numbers from some of the ethnic communities who have not previously had many older members.

A separate strategy on the provision of Aged Services will be developed in 2009 to address planning on aged services issues. The City of Moreland needs to ensure access to a co-ordinated range of support and health services through service provision and advocacy. Work already completed includes the Independent Living Project and the Research into The Financial Sustainability of Aged Services. At the state level, Moreland is participating in Department of Human Services policy development on a new Home and Community Care Active Service Model and Assessment Framework and a review of

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[1] *Later Years Strategy 2 Background Discussion Paper (Draft for consultation) July 2007*

the Social Support program. These evolving service developments will have an impact on the Moreland Aged Services Strategy that will be developed in 2009.

Council will implement the Later Years Strategy by taking a whole of Council and community approach, strengthening relationships and partnerships with other organisations, establishing ongoing engagement of older citizens, advocacy to other levels of government and monitoring, evaluation and reporting to the community on implementation.

The recommended areas for actions outlined in 4.3.2 are consistent with Council's roles in planning and co-ordination, advocacy, service provision, and community capacity building. Council departments will undertake specific age-friendly actions, and the reporting of progress will be aligned with the Municipal Public Health Plan process.
It is acknowledged that many existing departments and strategies already consider the needs of older people as part of a holistic plan for their activities. There is a shared access/inclusion/diversity agenda with some existing strategies including the Disability Action Plan, Moreland Integrated Transport Strategy and Activity Centre Structure Plans. The Later Years Strategy does not add a significant new burden of work or expense on council departments; rather it will help them to focus on responding effectively to the current demographic changes in the mainstream Moreland community.

2. Context

2.1   Population Ageing - A Cause for Celebration

The World Health Organisation has identified population ageing as one of humanity's greatest triumphs. It represents incredible achievements in health outcomes and improved life expectancy over the past century. People are living longer because of both lifestyle change and medical advances. This achievement has seen the emergence of the 'retirement years'. People retiring now can expect, on average, about 25-30 'retirement years'.

Contrary to popular thought, the ageing population is not a temporary spike in Australia's age profile resulting from the ageing of the baby boomers; it is a permanent change in the structure of society caused by increasing life spans and declines in fertility.   Population ageing is often perceived as being "caused" by the Baby Boomers, a demographic 'blip' caused by the post-war baby boom. This perception however is simply not true. Population ageing is a demographic change that will remain as current generations live longer than previous ones. In fact, Generation X, the group following the Baby Boomers, is larger in size and is also expected to have a greater life expectancy than the Baby Boomers.

So why is population ageing so often associated with the Baby Boomers? Simply because there are around 50% more baby boomers than the War Generation that preceded it. [2]

2.1.1 Population change in Moreland

Over the next 25 years, Moreland will experience some significant shifts in the demographic profile of its population. Data prepared in 2004 by the Victorian Government shows that Moreland will see a reduction in the number of children, young people and young adults but an increase in all age groups over 35. To quote from that work:

> "Population growth in Moreland is expected to be moderate between 2001 and 2031. Household growth is projected to continue at a slightly faster rate than population growth, and will vary within the LGA depending on opportunities to construct new dwellings on either infill or major redevelopment sites. Moreland already has a relatively old age profile compared to many LGAs in Melbourne. The ageing that will occur over the next 30 years will be mainly in the 35 to 69 age groups, and the over 85 years group."[3]

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[2] City of Manningham Positive Ageing Plan
[3] Victoria in Future 2004 Department of Sustainability and Environment

The chart below, while possibly overstating the decline in children under 14, still provides a reasonably accurate picture of the overall changes. Moreland will need to constantly update these figures as better data becomes available.
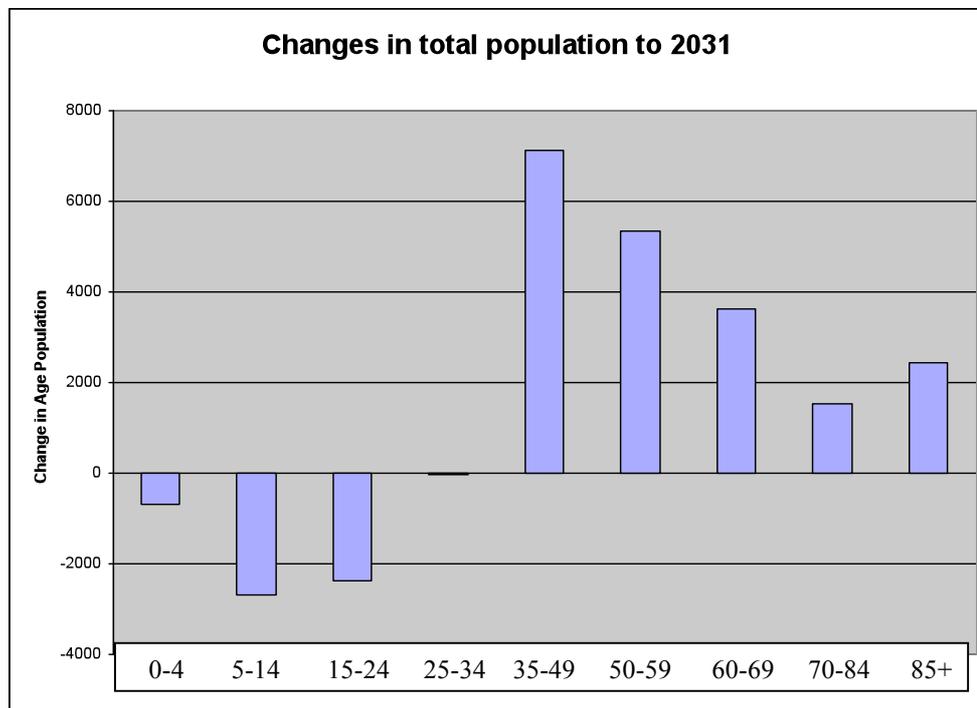
Figure 1: Showing expected changes in all age cohorts in Moreland between 2001 and 2031

2.1.2 Moreland compared with Melbourne as a whole

Moreland's population is ageing but not as fast as Melbourne as a whole. While Moreland may not have as great a proportion of aged residents as greater Melbourne in 2021, it will still have a growing older population. It is just that greater Melbourne's population will grow faster.

2.1.3 Growth rates of different age cohorts in Moreland

Not all older age cohorts in Moreland are changing at the same rate. The 'younger old' cohorts are actually in decline whereas numbers in the very old cohorts are increasing.

The forecast changes for each group are as follows:
- 65-69 years: resident numbers are currently declining but will increase after 2011
- 70-74 years: resident numbers will decline until 2016 when they will start to increase again
- 75-79 years: resident numbers will continue to decline until 2021
- 80-84 years: resident numbers will increase until 2011 and then remain relatively flat

- 85+ years: resident numbers will increase quite significantly through to 2021 and beyond.

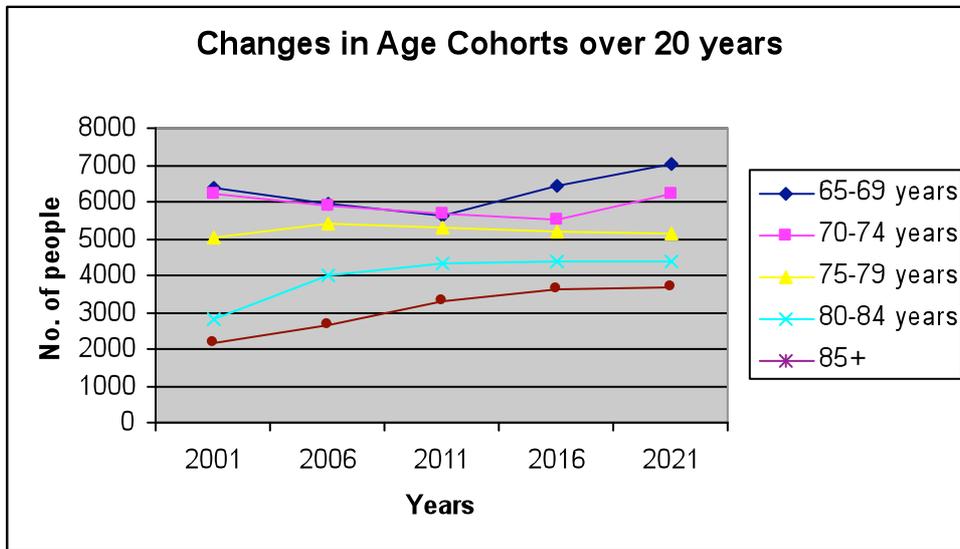**Figure 2: Showing the scale of change in the different older age cohorts in Moreland between 2001 and 2021**

2.2 Development of this Later Years Strategy

Developing a Later Years Strategy and Action Plan was identified as a priority in the Council Plan 2005 –2009 and the Mayor's Speech 2007. Previous strategies have focused on the need for residential aged care services in the municipality and the unmet demand in the home care services, rather than the broader needs and impact of an older population. The Council Plan 2007-2011 committed to develop a Later Years Strategy including demographic analysis and research on national and international trends. Council adopted the Draft in late 2007 and has since undertaken a period of community consultation.

The ageing of the population presents challenges and opportunities in relation to the quality of life of older people. The traditional notion of older age as a period of declining physical and mental capacity is being replaced by the alternative view that older age can be healthy, active, productive and positive. Council's strong advocacy on the provision of residential aged care places has been largely successful so it is timely to focus on other topics relevant to ageing well in Moreland.

There is a great deal of change in the policy and planning environment around the provision of aged care now and in the future. The future direction of HACC-funded services is through the development of an "Active Service Model" and a streamlined approach to client assessment. Councils across Victoria all need to review their financial contribution to HACC services and make decisions about their financial commitment in future years. Although this is a challenging time for the aged care industry, there are indications that some new models can have a positive impact on the lives of older people and the financial costs can be managed. Planning the future of aged services in Moreland is a complex task warranting its own process, so

a separate Aged Services Planning Report will be scheduled for 2009. Aged service planning does not, therefore, feature in this Later Year Strategy.

Positive ageing strategies such as this one are a relatively new approach to community planning in local government but are rapidly becoming more common as a significant means of influencing planners and community alike and contributing to much more positive attitudes to ageing in society. If Council can capitalise on the identified opportunities and address the issues the community is facing, then residents will certainly have a very positive ageing experience.

The Strategy is aligned with the Municipal Public Health Planning Framework. "Environments for Health" that promotes health and wellbeing through the Built, Social, Economic and Natural Environments.

The development of this Later Years Strategy has built on the work undertaken by other Councils, the resource materials provided by the Municipal Association of Victoria (MAV) and the Australian Local Government Association (ALGA), as well as incorporating a range of past and present projects undertaken within Moreland's Aged Services branch alone, or in association with other local service organizations and groups. Discussion over particular aspects, have taken place with a range of individuals and groups within and external to Council, and in consultation forums with service providers.

2.3   Policy Context
The following is a brief outline of some of the global, national, Victorian and local contexts on the ageing population

2.3.1 Globally

"The world is rapidly ageing: the number of people aged 60 and over as a proportion of the global population will double from 11%in 2006 to 22% by 2050.   By then, there will be more older people than children (aged 0–14 years) in the population for the first time in human history. "

"An age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities."

WHO Global Age-friendly Cities Guide 2007

2.3.2 Australian Government

The National Strategy for an Ageing Australia (Department of Health and Ageing 2001) is a broad-based strategic framework designed to address emerging issues associated with an ageing population.

Recognising the important role to be played by local government, the commonwealth funded the Australian Local Government Association to develop resources to aid councils to plan for the ageing population.

2.3.3 Victorian Government

Positive Ageing is a strategy to maximise the quality of life and social recognition of senior Victorians. Seniors play many vital roles in our community, as family members, carers, volunteers, neighbours, workers and consumers.

The State Government's *Making This The Age To Be: Forward Agenda for Senior Victorians,2002*, provides the five themes for State action.

Positive Ageing is underpinned by five principles. Senior Victorians should have:

1. Confidence that their rights will be upheld, their autonomy accepted and their dignity respected.

2. Certainty that they are valued and listened to for their past, current and future contributions.

3. Opportunities to fully participate in their communities.

4. Access to information, support and services to maximise their independence and maintain their health and wellbeing.

5. Government services and communities which are responsive to their particular needs and interests and which recognise the increasing diversity of our community.

2.3.4 Local Government – Challenges

"While some will feel the impact more than others, no Australian council will be immune from the effects of demographic change. That's made abundantly clear by the Productivity Commission report that examined the impact of ageing on all three spheres of government. The report makes sober reading. It found:

- Ageing of the population will place increasing pressure on local government expenditure

- There is likely to be an emerging fiscal deficit for local government under current policy settings

- Federal financial assistance grants are unlikely to represent a source of revenue growth that would offset any increased spending associated with ageing

- Local government rate revenue - our only source of taxation revenue - will come under pressure from the increasing proportion of pensioner households.

The Productivity Commission also found that much of local government will face increasing pressure relating to the suitability of infrastructure, much of which was constructed without particular consideration for ageing populations."[4]

2.3.5 Local Government - Response to challenges

Local governments across Australia have a high level of awareness of the need to plan for an ageing population and 1 in 4 councils have developed an ageing strategy[5]. Typically, local governments are focusing on:

- Infrastructure to ensure safety and mobility
- Community facilities and services
- Active and healthy lifestyles
- Home and community care services
- Housing for older people

2.4 Moreland Council Planning Framework

2.4.1 Council Vision

Moreland Council seeks to create an environmentally sustainable and livable city, where people can shop, work and socialize locally. A city, where a car and high income are not necessary for a rich and rewarding quality of life. A city that will continue to provide a range of opportunities and choices for a diverse and prosperous community.

2.4.2 The Council Plan

Moreland City Council is committed to providing good governance and effective leadership to support and enrich community life. The Council Plan 2004 – 09 details the key directions for the next three years and is underpinned by two key plans – the Municipal Public Health Plan - *Health , Safety and Wellbeing in Moreland* and the Municipal Strategic Statement and Planning Scheme. These documents provide an over arching framework, goals and principles and inform the policies Council supports and the decisions Council makes.

2.4.3 The Municipal Public Health Plan

It should be noted that many council programs, activities and plans already include references to the needs and wishes of older residents. The Later Years Strategy is not a starting point, it is simply a spotlight on particular age cohorts in response to the ageing population. The Later Years Strategy will facilitate a whole-of-council response and will require some specific activity from many departments.

The term "older people" encompasses people from 55 upwards, so it includes three generations of people in Moreland. All council activities impact on older people to some extent. Existing Moreland Strategies and Plans which affect older people, include:

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[4] "A community for all ages: Building the future, A local government perspective" ALGA
[5] Australian Local Government Association (2005) Ageing Awareness and Action Survey Report

- Open Space Strategy
- Arts Strategy
- The Coburg Initiative
- Integrated Transport Strategy
- Neighbourhood House Strategy
- Focus on Fawkner
- Community Plan
- Glenroy and Brunswick Activity Centre Structure Plans
- Pedestrian and Walking Strategy
- Disability Policy and Action Plan
- Employment Strategy
- Reconciliation Policy
- Street Landscape Plan
- Community Safety Plan
- Multicultural Policy
- Public Toilet Strategy
- Statement of Commitment to Women
- Community Support Strategy
- Affordable Housing Strategy
- Library Strategy
- Leisure Plan

Many of these plans identify specific actions and recommendations that closely align with the overarching Municipal Public Healthy Plan, and this is true for the Later Years Strategy. The MPHP is built on the "Environments for Health Framework" for planning that considers the impact on health and wellbeing of factors originating across any or all of the built, social, economic, and natural environments.

The Later Years Strategy aligns well with the Municipal Public Health Plan. Moreland City Council can increase the effectiveness and efficiency of implementing and reporting on specific Positive Ageing actions through an integrated approach using the MPHP process. Some integration of processes related to cross-council "social development" annual action plans will make the best use of resources in council Departments.

2.4.4 Later Years Strategy Methodology

The Later Years Strategy has been developed using a broad range of sources, including:
- Ageing Well in Moreland Consultation – see Appendix 1
- Review of Commonwealth and State policy directions in Positive Ageing
- Draft Later Years Strategy and Background and Issues Paper presented to Council in 2007
- Identification of the links with other Moreland Council strategies and plans as relevant to older people and discussion with key Council staff
- Literature review
- The WHO Global Age-Friendly Cities Initiative
- Review of the Positive Ageing Strategies prepared by a number of other Victorian Councils, particularly in the Cities of Manningham and Whitehorse

- Australian Local Government Association's Population Ageing Action Plan and tool kit on planning for ageing communities
- Participation in the MAV /Council on the Ageing Victoria's Positive Ageing project, including a successful submission for funding to undertake consultation with older residents
- Discussions with a range of external service providers and organisations
- Collaboration with Social Policy Unit and Research Unit

3. Strategic Issues

3.1 Ageing Population

In the next five to ten years Moreland's ageing population will increasingly reflect two major cohorts with different characteristics, needs and expectations. The younger cohort will include baby boomers and the older cohort will include a high proportion of post war migrants, with those from Italy and Greece in larger numbers. Some of the other ethnic communities (particularly the Arabic, Turkish and Chinese speaking groups) will begin to experience ageing and strategies must ensure they are included in all initiatives.

Amongst the younger cohort there will be a proportion who are relatively well off financially and others whose living standard will drop through inadequate levels of superannuation.

The younger group is likely to be interested in maintaining good health, employment or volunteering and aware of options for utilizing the asset of their housing.

3.2 Promoting Healthy and Age Friendly Environments

Most of the burden of disease is due to chronic disease, and its prevalence is rising. Chronic diseases are the leading cause of disability and are associated with high use of community support services. A number of major chronic diseases can be prevented or their onset delayed.

Moreland has a high rate of diabetes and a number of programs targeting community education, preventive behaviours, self management as well as more integrated treatment pathways are being put in place, and should begin to have some impact over the next few years.

Substantial improvements in individual and community health outcomes can be made by increases in activity and good nutrition across all ages.

Council has a leading and multi – dimensional role in improving the municipality's health outcomes, including:
- Strengthening community capacity
- Planning
- Advocacy
- Providing services

These are outlined in Moreland's Municipal Public Health Plan *"Health, Safety and Well – Being in Moreland"* which sets the framework for a broad range of actions addressing 14 key determinants of health where Council and its partners can have an impact.

The Later Years Strategy is a major piece of work that, like other council strategies, contributes to meeting the aims of the MPHP.

3.3   Topics in Ageing Well Consultation and Later Years Strategy

The World Health Organisation Global Age-friendly Cities Guide 2007 has been used as a framework to examine the main issues and opportunities in Moreland.

The Topics were based on previous World Health Organisation research with older people on the characteristics of an age-friendly community:

- Outdoor spaces and buildings
- Transport
- Housing
- Social participation
- Respect and social inclusion
- Communication and information
- Civic participation and employment

(Note: the World Health Organisation "Health and social services" topic was not used in this process. As a crucial element, it warrants in-depth discussion and will be the subject of a separate City of Moreland report.)

The World Health Organisation comments on the choice of these topics:

"The first three topics are outdoor spaces and buildings, transport and housing. As key features of a city's physical environment, they have a strong influence on personal mobility, safety from injury, security from crime, health behaviour and social participation.

Another three topics reflect different aspects of the social environment and of culture that affect participation and mental wellbeing. Respect and social inclusion deals with the attitudes, behaviour and messages of other people and of the community as a whole towards older people. Social participation refers to the engagement of topic areas, communication and information and community support and health services, involve both social environments and health and social service determinants. Social participation refers to the engagement of older people in recreation, socialization, and cultural, educational and spiritual activities.

Civic participation and employment addresses opportunities for citizenship, unpaid work and paid work.

These aspects of city life overlap and interact. Respect and social inclusion are reflected in the accessibility of the buildings and spaces and in the range of opportunities that the city offers to older people for social participation, entertainment or employment.

Social participation, in turn, influences social inclusion, as well as access to information. Housing affects needs for community support services, while social, civic and economic participation partly depend on the accessibility and safety of outdoor spaces and public buildings.

Transportation and communication and information particularly interact with the other areas: without transportation or adequate means of obtaining information to allow

people to meet and connect, other urban facilities and services that could support active ageing are simply inaccessible." WHO 2007Global Age-friendly Cities Guide

www.who.int/ageing/publications/global_age_friendly_cities_guide_english.pdf

3.4   Methodology of Ageing Well in Moreland Consultation

In consulting for the Later Years Strategy, we asked people what makes Moreland a good place in which to grow older and what could be improved.

Focus groups and in-depth individual interviews were conducted with people aged 55+ in Moreland. People from all suburbs, cultural backgrounds, socio-economic status and genders were included. People were given a choice of attending a focus group or individual interview and many chose the latter. Some were interviewed at home, others at the Civic Centre. Focus groups and interviews took an average of 2 hours. The approach was labour-intensive but it did deliver a richness of qualitative data. Council staff did the consultations instead of using a consultant so there will be continuity between the consultation, strategy development and implementation. All participants in the consultation will be provided with a copy of the final report as well as a copy of the Later Years Strategy. Some groups have invited a staff member to be a guest speaker and give a presentation on the findings and the Later Years Strategy. The Report on the focus group/interview consultation is Appendix 2.

A Phone Survey of 200 Moreland people aged over 55 was also commissioned to add a quantitative element to the consultation. Findings were very much in keeping with data collected from focus groups and individual interviews. The Report of the Phone Survey is Appendix 1 of the Later Years Strategy.

3.5   Ageing Well in Moreland Consultation 2008 – Some of the Main Issues

Some common themes emerged through the consultation process. These are listed below, along with excerpts from the phone survey and selected quotes from focus groups and interviews.

1. Outdoor Spaces and Buildings

Public toilets
- *Public toilets are a real issue and a massive problem. Many people can't go out if there isn't going to be toilet facilities. They need to be accessible, unlocked and clean.*

- *Access to decent public toilets is crucial for older people. Must be clean, safe and decent.*

- *Those new-style freestanding automated public toilets – older people don't like to use them.*

- *The preference is for traditional toilet blocks that are visible and not too far from the main shopping areas.*

Footpaths and roads

- *Many crossings from footpaths to roads are too steep and there are accidents waiting to happen.*

- *I am unsteady on my feet sometimes and I don't find the kerbs too much of a problem, but footpaths buckled by tree roots are.*

- *Cobbled areas are hard to walk on and hard for prams and wheelchairs and even trolleys/shopping jeeps.*

2. Transport

Phone survey:

- *Just over half of all respondents (56.5%) regularly drive a car.*

- *The percentage of respondents who regularly drive a car decreases with age, with an average of 26% of respondents over the age of 80 continuing to drive a car.*

- *The main form of transport for nearly half (48%) of all respondents is as a car driver. 18% use bus services, while 8.5% are passengers in a private car or use trams.*

Driving. Many older people drive cars, and this is very important to them.

- *Drivers can be quite aggressive so now I am too scared to drive on main roads like Bell St and Moreland Road.*

- *I have seen many road rage incidents even when it's the older person who has done nothing wrong.*

Public transport – routes, frequency and accessibility

- *Buying a tram ticket from the machine is hard. My mum had a fall while doing so.*

- *I sit down before the tram moves to prevent falling and I have been harassed by inspectors for not having a ticket.*

- *I understand it would be an aim for older people to use public transport more but not everyone is near a stop.*

- *To use bus routes you require perseverance – delays, too busy, missing links with other PT.*

3. Housing

Phone survey:

- *The majority (44.0%) lived with one other family member.*

- *One in three (33.0%)lived alone.*

- *84.5% of respondents stated that they thought they would stay in their current home in the future.*

- *Of those who did not think they would stay in their current home the most frequently cited reason (32.3% of respondents) was that they wanted a change of scenery, typically to move to regional or rural areas.*

Garden/house maintenance for home owners

- *I bought my house. I've had friends sell their homes to go to a retirement village and they get rent assistance. So why don't I get help with maintenance or modification tasks so I can stay in my house?*

- *Upkeep is an issue for people on the pension.*

Options for using housing equity to create income, including reverse mortgages etc

- *We are looking at building a block of 3 units and living in one of them, renting out the others. We need to get good information on how to go about it.*

Private rental causes problems for older renters

- *I know friends who rent and it is very insecure. I know someone with a disability aged 48 who has to move as the block has been sold for development. He doesn't like his chances of finding a suitable alternative.*

- *I am in the Housing for the Aged Action Group and I'm concerned for older people in the private rental market. I know someone on a pension paying a moderate rent but very afraid it will go up and she will have to move, but has very limited options.*

4. Social Participation

Phone survey:

- *Just over three in five respondents (61%) were not a member of a social, cultural, sporting or church club or group. 39% were currently members.*

- *80.5% of respondents stated that friends or family visited them at least once a week.*

Gap for attractive social options for people aged 55 – 65

- *For social life, there is a gap for things for people 55-65 years. We are too young for "ageing" social activities. Moonee Valley City Council provide options on dining out, theatre, golf, table tennis, quoits and a Treasure Hunt.*

Health, fitness and community connection are important for a social life

- *It is harder for men to find appropriate and attractive options so the danger of becoming isolated is greater.*

Declining membership of Senior Citizens Clubs

- *U3A is good for adult learning. I've never been to a Senior Citizens Club and wouldn't want to.*

- *Better to have a broader option including people of all ages.*

- *I have never been a "joiner" and was never attracted by senior citizens clubs.*

- *Not a "joiner" I like casual arrangements rather than commitments.*

5. Respect and social inclusion (including intergenerational contact)

Phone survey:

- *32.5% stated that they did spend time looking after children, with 24.1% looking after their own grandchildren and a further 8.4% looking after someone else's.*

Ageist attitudes in the mainstream community and among older people themselves

- *People say you become invisible as they get older and to some extent it is true. Especially for women.*

- *I find neighbours quite guarded even if you try and be friendly. Perhaps they think a neighbour could turn into a stickybeak.*

Grandparenting role and Intergenerational contact

- *I know people who feel obligated to do heaps. For some, being a grandparent is their whole life.*

- *I think grandparents should help, not do it all.*

- *Respect comes through contact between young and old. There should be opportunities to form positive relationships and benefit from knowledge transfer.*

- *Although it can be hard, older people should support and encourage the younger people.*

6. Communication and Information

Phone survey:

- *50% of respondents used mobile phones.*

- *43.5% of respondents used computers.*

- *33.5% had computers at home, while a further 10% used public computers.*

- *42% of respondents used none of these devices.*

The preferences of CALD groups

- *Older Italians like to get information in different ways –newsletters, newspapers, through meetings like this one today. We do not like Centrelink's reliance on web-based information. Translations are important. The library is good, with Italian material as well as English.*

- *Definitely the most common way to get news is Radio Hellas 3 XY – many have the radio on day and night.*

Hard copy, legible information is needed as well as the internet

- *I find a lot of printed material hard to read. I tried to use Yellow Pages but couldn't.*

- *Small print is a nightmare, even with glasses.*

7. Civic participation and employment/volunteering

Phone Survey:

- *Nearly four out of five (79.3%) were not employed.*

- *11.3% were engaged in paid employment, while 9.4% were engaged in informal employment.*

- *89.5% stated that they were not involved in local issues, while 10.5% stated that they were involved.*

Many older people have a voluntary caring role for one or more other people
- *Caring for relatives (often older relatives) is a major form of voluntary activity*

Participating in Civic Affairs
- *I think a lot of people don't get involved as they are not sure what will be expected – don't want to get sucked into something that is too time-consuming. It is hard to know if it will be interesting.*

- *Local government needs to give better explanations of what is involved if they want people to participate.*

- *Council should consult older people where they are (like this current process) and not call people to formal public meetings. Older migrants and some Aussies are timid in that environment.*

Volunteering opportunities

- *I am thinking about stopping work and looking for something else to do. I am fortunate that I can afford to do that if I want. Many people just on a pension find it really hard.*

- *There is a difference of being a volunteer in a traditional way and in undertaking voluntary activity. For example, I do maintenance tasks for a widowed neighbour.*

- *There is more demand for good interesting volunteer opportunities than what is available.*

Employment

- *Some need to continue working for the money – many at 65 + still pay a mortgage. Retirement is not always affordable. It is still hard for older jobseekers to get a go.*

3.6   Principles

As well as embodying the principles outlined in Moreland Council's Plan 2005–2009, the guiding principles in developing a Moreland Council approach to a strategy about ageing citizens, need to be consistent with the United Nations Principles for Older Persons, which are also the foundation for the development of the principles underlying federal and state governments' ageing strategies.

United Nations Principles for Older Persons

Independence. Older persons should:

Have access to adequate food, water, shelter, clothing and health care through the provision of income, family and community support and self – help;
Have the opportunity to work or to have access to other income generating opportunities;

Be able to participate in determining when and at what pace withdrawal from the labor force takes place;
Have access to appropriate educational and training programs;
Be able to live in environments that are safe and adaptable to personal preferences and changing capacities;
Be able to reside at home as long as possible.

Participation.   *Older persons should*

Remain integrated in society, participate actively in the formulation and implementation of policies that directly affect their well being, and share their knowledge and skills with younger generations;
Be able to seek and develop opportunities for service to the community and be able to serve as volunteers in positions appropriate to their interests and capabilities;
Be able to form movements or associations of older persons.

Care *Older persons should:*

Benefit from family and community care and protection in accordance with each society's system of cultural values;
Have access to health care to help them maintain or regain the optimum level of physical, mental and emotional well being and to prevent or delay the onset of illness;
Have access to social and legal services to enhance their autonomy, protection and care;
Be able to utilise appropriate levels of institutional care providing protection, rehabilitation and social and mental stimulation in a humane and secure environment;
Be able to enjoy human rights and fundamental freedoms when residing in any shelter, care or treatment facility, including full respect for their dignity, beliefs, needs and privacy and for the right to make decisions about their care and quality of their lives.

Self – fulfilment. Older persons should:
Be able to pursue opportunities for the full development of their potential;
Have access to the educational, cultural, spiritual and recreational resources of society.

Dignity   *Older persons should:*
Be able to live in dignity and security and be free of exploitation and physical and mental abuse;
Be treated fairly regardless of age, gender, racial or ethnic background, disability or other status, and be valued independently of their economic contribution

3.7   Council's Role

Council's role in relation to older citizens includes:

- provision of a wide range of services and facilities
- planning and co-ordination
- advocacy and facilitation
- strengthening community capacity

4. The Later Years Strategy

The strategy provides a framework for outlining and co-ordinating Council's actions across its many roles and functions, to improve social conditions for the significant proportion of older Moreland residents.

4.1   Policy Commitment

City of Moreland will promote and plan for positive ageing in the municipality by:

- Displaying respect for older people in planning and programming processes. We will listen to and honour the advice and experience of local older people in Moreland

- Recognising that the diversity of older people reflects the diversity of the whole community and that positive ageing initiatives and policies are accessible, flexible and equitable to all.

- Supporting and encouraging older people to engage fully in community and civic affairs

- Valuing what older people contributed to this community in the past and continue to do so in the present and the future

- Implementing the Later Years Strategy, and reporting progress through the Municipal Public Health Plan process

4.2   Vision

Moreland City Council is committed to working in partnership with the community to promote an age-friendly community where older people are encouraged to participate actively in all aspects of community life.

4.3   Implementation of the Later Years Strategy

It is proposed that Council will implement the Later Years Strategy by:
- Taking a whole-of -Council and community approach, with specific actions for each council department identified through negotiation with council managers.
- Strengthening relationships and partnerships with relevant agencies and organisations, including working on joint projects
- Provide opportunities for further consultation and engagement opportunities between council and older citizens
- Advocacy to other levels of government
- Monitoring, evaluation and reporting on implementation to the community

4.3.1 Specific Actions by Council

Specific Positive Ageing actions will be considered as part of the annual capital works and operational budget process and the Municipal Public Health Plan process.

Positive Ageing achievements will be reported through the MPHP process.

4.3.2 Specific actions suggested for consideration

Some specific actions for council departments, suggested by the research and public consultation, are listed in the following table.

It is not a comprehensive list, and the implementation process will decide priorities for action in each of the Topics.

Moreland Later Years Strategy 2007-2012 - Suggested Specific Actions

Topic	Theme	Main issues	What council can do	Unit(s) responsible
1. Outdoor spaces and buildings	Creating an age friendly environment to support involvement of older people in community life	Public toilet provision and operation Improvement of footpaths Seats with shade Universal design	Remove barriers to physical access in existing infrastructure Plan and create safe and secure public spaces Ensure universal design is implemented in all council building initiatives	Infrastructure Parks Planning All departments
2. Transport	Older people have appropriate access to transport	Public transport to be improved regarding accessibility and geographic coverage Support for older drivers and former drivers in order to maintain their mobility Promote walking and cycling to healthy seniors	Include the mobility of older people as an element in the Moreland Integrated Transport Strategy Promote road and pedestrian safety Trial some innovative ways of assisting older people to use public transport more than they do now	Transport Planning Sustainable Development Aged and Disability Services Social Policy

Topic	Theme	Main issues	What council can do	Unit(s) responsible
3. Housing	A range of options for housing for seniors is needed.	A percentage of new housing stock should be affordable and accessible Older private renters vulnerable to housing market trends Demand for social and public housing New models of housing for seniors to be investigated Older people need to be consumer-wise	Provide advice on development applications to ensure elements of affordable, accessible and adaptable housing are included Investigate the issues faced by older people in the rental market and formulate strategies to support them Advocate for more social housing and public housing for seniors Continue to advocate for regulations on accessible and adaptable housing Provide education opportunities for older people on selling, reverse mortgages, buying joint property as investment, developing a residential site	Sustainable Development Planning Aged and Disability Services Social Policy

Topic	Theme	Main issues	What council can do	Unit(s) responsible
4. Social participation	Promoting the benefits of social connection and physical activity	A range of "all ages" leisure activities should be available Physical activity and mental health are vital to health and wellbeing Lifelong learning opportunities are required for older people Encourage informal social connections to counter social isolation	Promote awareness of the benefits of physical and mental activity, and social participation Enhance the opportunities available for older citizens to engage in a wide range of leisure, recreational, educational and cultural activities Integrated approach to health promotion for older people, with a focus on self management and prevention Engage with adult learning organisations and promote a wide range of lifelong learning opportunities Identify and trial ways to encourage informal connections between people	Social Policy Social Support Unit Libraries Leisure and Recreation Aged and Disability Services

Topic	Theme	Main issues	What council can do	Unit(s) responsible
5. Respect and social inclusion	Ensuring older people are genuinely included in community life	Understanding of ageism is needed with council staff, wider community and older people themselves Positive images of ageing should be promoted to the Moreland community Older people are important customers Projects to address social isolation e.g. pets and people, child care, cross-cultural understanding etc	Create opportunities for inter-generational contact with children and youth Communicate ageing issues and positive ageing notions through Inside Moreland and other council publications Promote awareness of the needs and preferences of older citizens to the local business community Community development and strengthening initiatives need to include seniors Identify projects and form partnerships	HR/corporate training Youth Services Family and Children's Services Communications Economic Development Aged and Disability Services/Social Policy Social Policy

Topic	Theme	Main issues	What council can do	Unit(s) responsible
6. Communication and information	Targeting of older people as a main audience for council information Older citizens are encouraged to be informed and consumer wise	Communications and information from Council should reflect the needs of older people Different formats should be available to complement web based information	Council style guide should result in age-friendly printed information Hard copies of information should be made available as well as website addresses Facilitate access to relevant information and advisory services on any matter and including consumer rights Build a mailing list of older people for newsletters and promotions	Communications All departments Citizens Services and All Departments Aged and Disability Services
7. Civic participation and employment (includes volunteering)	Valuing the contribution of older citizens Promoting opportunities for the productive contribution of older people	Retention and recruitment of older workers Improve opportunities for civic participation of older people Develop new volunteer options and improved co-ordination in the Moreland community	Council to examine its own ageing workforce and examine options re retention and recruitment of mature age staff Create opportunities for older citizens to contribute to and advise on decisions that effect their wellbeing	HR Governance Aged and Disability Services Leisure Social Policy

Topic	Theme	Main issues	What council can do	Unit(s) responsible
			Recognise and reward older citizens' contributions and achievements	Economic Development
			Work with organisations to promote opportunities for productive contribution through paid and unpaid work, and lifelong learning	
			Promote mentoring roles for older citizens.	
			Promote awareness in the business sector and community of the skills and contributions of older people	

4.4   Departmental Responsibilities

Following adoption of the Later Years Strategy, specific actions will be negotiated with relevant council departments. Specific actions will not require a great deal of new and additional work; they will simply ensure the organization understands and reacts to the changing demographics in the mainstream Moreland community.

Each Department will have a responsibility to incorporate Positive Ageing strategies into their plans and activities:

4.4.1 Corporate and Governance Services will understand and respond to the implications of population ageing and the needs of older people in all its functions both internally and externally, including communication with seniors and adopting flexible work practices for the recruitment and retention of mature age workers. Includes Human Resources, Organisational Development, The Coburg Initiative, Communications and Research, Finance and Business Systems Governance, IETEC and Information Technology

4.4.2 City Development will consider the needs of older people as part of the process in all development initiatives. Moreland aspires to be an age-friendly built environment where there are appropriate, affordable housing options for seniors. Includes Urban Planning, Activity Centre Planning, Building Services, Civic Safety and Amenity, Sustainable Development

4.4.3 City Infrastructure will implement actions to support Positive Ageing in regard to council's buildings, roads, footpaths and transport infrastructure and that transport planning and advocacy reflects the needs of seniors. Includes Asset Management, Environmental Engineering, Open Space, Property Services and Transport Development

4.4.4 Social Development will ensure the needs and aspirations of older people will be considered in all policy and service developments supporting quality of life for older people. A strategy for aged services provision will be developed and other services and research will display age-friendly features. Includes Aged and Disability Services, Culture and Library Services, Social Policy and Early Years Services and Youth and Leisure.

In addition to these Later Years actions, Aged and Disability Services will produce a separate, complementary strategy on the provision of support services through the Home and Community Care program.

5. Conclusion

The Later Years Strategy represents an exciting opportunity to respond at a local level to the demographic change that is facing the world. It will help to ensure that the opportunities created by an ageing population are realised, benefiting both individuals and the Moreland community as a whole.

The older citizens of Moreland have a wide range of skills and knowledge that can be of great benefit to our community. We need to ensure that we create an environment in which we all reap the benefit of this experience, an environment within which older people's participation is truly welcomed and our community is free of all stereotypes of age.

The "Ageing Well in Moreland" consultation was undertaken to support the development of this Later Years Strategy.

This strategy is designed to provide a foundation for the creation of an age-friendly city in which older people can lead active and fulfilling lives and can play their part in ensuring Moreland remains a diverse and inclusive community. It was prepared with the aim of ensuring Moreland understands the opportunities and the challenges that will arise as its population ages and that it is well positioned to respond to these opportunities and challenges.

It is acknowledged that access to appropriate support services is important to a number of Moreland older people and that financing aged services is a significant issue for Council. Council is committed to developing a strategy in 2009 on planning the provision of aged services. This work will complement the Later years Strategy and will reflect current policy directions in the HACC program including a new Assessment Framework and the Active Service Model.

The Later Years Strategy will be used to deliver concrete actions by council departments and identify responsibility for ensuring the actions are implemented. The Later Years Strategy is aligned with the Municipal Public Health Plan and will be referenced in the MPHP 2009-2012.

Language Link

有關摩爾簡德市政廳電話號碼的詳情	9280 1910	Za informacije o Općinskom vijeću Općine Moreland nazovite	9280 1917
Per informazioni sul Comune di Moreland telefonare a:	9280 1911	मोरलैंड सिटी कौंसिल के बारें में जानकारी प्राप्त करसे के लिए फोन करिए :	9280 1918
Για πληροφορίες σχετικά με το Δήμο Moreland τηλεφωνήστε στο	9280 1912		
للحصول على معلومات عن بلدية مورلاند اتصلوا على الرقم	9280 1913		
Moreland Belediyesi hakkında bilgi almak için aranabilecek telefon	9280 1914		
Nếu muốn biết thêm chi tiết về Hội Đồng Thành Phố Moreland, xin quý vị gọi số	9280 1915		
Para mayor información sobre la Municipalidad de Moreland llame al	9280 1916		

All other languages

including ܐܬܘܪܝܐ, 廣東話, فارسی, Kurdi, Malti, Македонски, Српски, Somali, Tetum

9280 1919

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