



MANNINGHAM

AGEING WELL IN MANNINGHAM STRATEGY 2012 – 2018



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PART A – STRATEGIC DIRECTIONS

“An age friendly city.....is one in which service providers, public officials, community leaders, faith leaders, business people and citizens recognise the great diversity among older persons and the importance of health to them, promote their inclusion and contribution in all areas of community life, respect their decisions and lifestyle choices and anticipate and respond flexibly to ageing related needs and preferences.” The Dublin Declaration, Age Friendly Cities & Communities, 2011¹

1. Introduction

Manningham City Council is committed to developing an age friendly community where everybody can fulfil his or her potential regardless of age and actively participate in all aspects of community life. The Ageing Well in Manningham Strategy 2012-2018 and action plan have been developed to guide and assist Council to continue to take a leadership role in the progress of actions to make Manningham a vibrant and renowned age friendly city in which to live, work and socialise over the next six years up to 2018.

The first Ageing Well in Manningham Strategy was endorsed by Council in 2006. The original strategy involved Council taking a leadership role in building an age friendly community; supporting opportunities to increase well planned and appropriate housing choices; advocating and supporting opportunities for the community to be mobile and well connected; providing an attractive, safe and accessible city; increasing opportunities for older people to participate and engage in community life; and acknowledging and celebrating the contributions of older people.

Since 2006, approximately one hundred actions have been successfully completed to support the strategy and embed age friendly thinking and planning into the various strategic plans and policies governing Council responsibilities and advocacy roles within transport, housing, recreation, arts and culture, community engagement, communications, access and health and wellbeing. Internal and external feedback and consultation undertaken as part of the review of the Ageing Well in Manningham Strategy has indicated that these strategic areas are still relevant and important for Council to build upon and identified additional areas of interest for Council to consider².

In 2010, Council undertook a strategic review of aged care services in Manningham to further inform Council particularly in relation to current and forecasted demand for aged care services and the strategic direction for the future provision of aged care services in the municipality³. This review was undertaken by Grant Thornton Australia and some of the findings from this review are referenced in this document.

The updated Ageing Well in Manningham Strategy fulfils a Council Plan 2009-2013 action and has been informed through analysis of achievements to date; demographic analysis; community feedback and consultation; and consideration of emerging strategic areas of interest to Council⁴.

2. Aims of Ageing Well in Manningham 2012 – 2018

The Ageing Well in Manningham Strategy 2012-2018 promotes an integrated plan which aims to respond to the needs and aspirations of people aged 55 years and older. The overarching aim of this document is to provide a strategic 'whole of Council' framework for Council to continue to embed age friendly practices across the municipality up to 2018 and to develop responses to identified challenges which potentially may impact on Council and Manningham's older community in the future.

The strategy is not limited to responses about care and service provision although the needs of older people who have support requirements are certainly considered. The strategy includes the strategic responses and roles Council needs to take as a leader, partner, planner and advocator for Manningham's older residents now and into the future.

There are four strategic areas of interest identified to support Ageing Well in Manningham 2012-2018, these are:

Participation & Engagement

Older people will be facilitated to participate and engage in all aspects of community life including social, recreational, educational, spiritual, employment and decision making opportunities accommodating the diversity of backgrounds from which they may come.

Independent Lifestyles & Support Services

Older people will be assisted to remain living independently for as long as possible in their community by having well planned and connected transport systems, choices in housing and locally responsive health and support services.

Safety and Access

Older people will feel safe to move freely around the municipality and have barrier free access to public spaces and environments.

Partnerships and Advocacy

Council will work with all spheres of government and other stakeholders and partners to advocate on behalf of the community in relation to new health or aged care initiatives or other reforms for the benefit of Manningham's citizens.

This document is structured into three sections. Part A provides detail on the strategic role of Council to provide leadership and plan for an ageing community. Part B provides details of proposed actions structured around the four strategic areas of interest. Part C of the document provides supporting information related to Manningham's demographic profile and the consultation process undertaken in reviewing and updating the Ageing Well in Manningham Strategy.

3. Context

“Ultimately, a collective approach to ageing and older people will determine how we, our children and our grandchildren will experience life in later years.”

Active Ageing a Policy Framework, WHO 2002

Population ageing is a worldwide phenomenon that is being experienced by developed and developing countries alike. In recent years there has been much work progressed on an international level to assist governments and communities around the world to successfully plan for their ageing citizens and also to enshrine the rights and liberties of older people into legal conventions.

The World Health Organisation (WHO)⁵ developed an Active Ageing Policy Framework in 2002 with the key elements of Health, Participation and Security for older people. Within this framework, it is proposed that population ageing demands international, national, regional and local action.

In 2007, the WHO developed the Global Age Friendly Cities Guide which includes a checklist of essential features of age friendly cities in the areas of outdoor spaces, buildings, transport, social participation, housing, respect, civic participation, communication and community and health services. Subsequently the WHO developed the Global Network of Age Friendly Cities and Communities to provide a global platform for information exchange and mutual support through information sharing. The elements identified in the checklist are also reflected in the range of actions in Council’s Ageing Well Strategy 2012-2018 and future membership of the WHO network is an action identified for further investigation.

Council supports the United Nations Principles for Older Persons⁶. These principles are important on an international scale but also provide a relevant framework at the local level. The following provides a summary of these five principles:

Independence: Older persons should have access to food, water, shelter, clothing, health care, work and other income-generating opportunities, education, training, and a life in safe environments. Older persons should be able to reside at home for as long as possible.

Participation: Older persons should remain integrated into community life and participate actively in the formulation of policies affecting their well-being.

Care: Older persons should have access to social and legal services and to health care so that they can maintain an optimum level of physical, mental and emotional well-being. This should include full respect for dignity, beliefs, needs and privacy.

Self-fulfilment: Older persons should have access to educational, cultural, spiritual and recreational resources and be able to develop their full potential.

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

The Global Alliance for the Rights of Older People⁷ has been established with the goal of alleviating discrimination based on age and stop the impact of negative stereotypes and prejudice. The Alliance hopes to strengthen the need for a United Nations Convention on the Rights of Older People in the future. Council will encourage the Manningham community to value the role of older people by working to eliminate ageist attitudes in all areas including employment, communications, community engagement and local participation processes.



“Whereas specific policies will vary from country to region, population ageing is a universal force that has the power to shape the future as much as globalisation... Forward thinking calls on us to embrace the potential of the ageing population as a basis for future development.”

The Madrid International Plan of Action on Ageing 2002⁸

4. National Aged Care Reform

“The ageing of Australia’s population is a profound social shift which requires an equally profound shift in society’s mind set about ageing. This is neither a problem nor an inconvenience; it’s an historic achievement that human society has strived for over centuries and presents a range of economic and social opportunities”

Hon J. Gillard, Prime Minister & Hon M. Butler, Minister for Mental Health & Ageing, Commonwealth of Australia, April 2012.⁹

Over the past ten years, Australian governments at a federal, state and local level have taken a keen interest in planning for the shift in the ageing profile of Australia. Australian Governments are attempting to address through changes in policies and regulations a range of identified issues including future work force participation by older workers, implementing disease prevention and health promotion strategies to improve overall health and reduce the incidence of chronic diseases and a rethinking of the support systems including access to pensions, superannuation and aged care services.

In 2010, the Commonwealth Government requested that the Productivity Commission undertake an inquiry to systematically examine the social, clinical and institutional aspects of aged care in Australia and to develop regulatory and funding options for residential and community aged care. The inquiry was also to examine workforce requirements; recommended pathways for transitioning to a new system; examine whether alignment of the various retirement living options with aged care was of value and assess the medium and long term fiscal implications of any change in aged care roles and responsibilities.

The Productivity Commission completed its investigations and reported to the Government in June 2011 in *‘Caring for Older Australians’*¹⁰. In this report, the Commission made a number of proposals to address identified weaknesses and challenges in the current aged care system. This included that the system is difficult to navigate; services and consumer choice are limited; quality can be variable; and coverage of needs, pricing, subsidies and user co-contributions are inconsistent or inequitable. Workforce shortages were also noted as an issue.

The Productivity Commission’s analysis and report substantially informed the development of the Commonwealth Government’s Aged Care Reform package released in April 2012 and detailed in the report *‘Living Longer. Living Better’*¹¹. This report describes some of the key initiatives the Commonwealth Government is seeking to implement as part of a wider aged care reform and also integrates with the Commonwealth Government’s National Health Reforms¹². The Aged Care Reform package seeks to address issues identified by the Productivity Commission and proposes to move forward with a graduated response over the next ten years. The Government’s aged care reforms are recognised as the most significant set of proposed changes in aged care in Australia in the last 25 years. Combined, the aged and health care reforms are seeking to make better health care connections and implement changes which will support older people to remain living at home for longer.

Living Longer. Living Better sets out the proposed ten year plan for changing and improving aged care in Australia. There are a far ranging set of changes in the design and supply of services to be implemented over this time. Implementation of the reforms will be overseen by a new Aged Care Reform implementation Council with membership to include industry, consumer and workforce stakeholders as well as experts on aged care.

The Australian Government is to remain the major funder of aged care services however subsidy levels will vary and changes are proposed to the level of user co-contribution which will

be made by older people towards the cost of their own care. These proposed changes will change how both residential and community aged care are delivered in Australia.

As part of the aged care reform package, a national phone call centre (Gateway) and website 'My Aged Care' to facilitate access to consumer information will be established.

To support older people to remain living at home for as long as possible, there is to be an increase in the number and level of home care packages within the first two years of the reform and forecasted increases in subsequent years over the ten year period. There is a growing recognition that providing care support for people suffering from dementia will also increase and as part of the reform package, supplementary funding for dementia care is to be made available. There are also proposals to consolidate and harmonise the current range of home care programs under the umbrella of a new Commonwealth Home Support Program however how this affects Victoria, where the Home and Community Care Program (HACC) remains managed by the State Government, is to be determined.

Depending on future decisions made by the Commonwealth Government, changes may occur in how community aged care and residential care services may be accessed by individuals in the future. A broader range of choices may become available for care support particularly if market options are made more flexible. The full impact of these initiatives and recommendations is still uncertain and will evolve over the coming three to ten years.

As recommended in Council's Strategic Aged care Review (2010), Council will take a leadership role to facilitate opportunities for service providers and agencies to meet and discuss sector reforms and any implications for Manningham. Council will work collaboratively with the full range of stakeholders during this period of change and reform and will take a proactive role in assessing aged care reform developments as they unfold in order to advocate for Manningham.

Manningham Council, as a major provider of HACC services for local residents will be actively involved in stakeholder discussions and consultations to fully understand and determine the outcomes and effects of any proposed changes to community aged care services. Any proposals to harmonise or change services will need to be understood within the context of achieving the best outcomes for residents of Manningham.



5. Planning for an Older Community

“We believe that to make the most of Australia’s achievement of living longer and healthier lives, individuals, organisations and the nation must anticipate, plan for and invest in the longer life” E. Compton, Chair, Economic Potential of Senior Australians, 2011¹³

The opportunities and challenges presented by an ageing society have been well documented. Many people will be familiar with some of these challenges particularly as they relate to potential future pressures on the Australian economy and health and aged care systems. The opportunities that also present themselves including the increased capacity of older workers to be involved in the workforce and the benefits and unpaid contributions made by older people through volunteering and various care roles, are sometimes less publicised.

In December 2011, the advisory panel on the Economic Potential of Senior Australians presented its final report to the Commonwealth Government¹⁴. In this report, it was identified that the opportunities and challenges presented by demographic changes experienced in Australia will be better addressed by having a strategic whole of government active ageing agenda with a focus on removing barriers, eliminating discrimination, encouraging flexibility and building capacity for older people to participate in all aspects of societal life. The report goes on to make a series of recommendations to support the changes required to meet these opportunities and challenges. It is recognised that everyone, including governments, not for profit organisations, the profit sector and individuals, needs to work in partnership to remove barriers, make investments and to reap the opportunities brought about by having a larger more active group of older citizens who have the potential to live longer and more productive lives.

The Victorian State Government has recognised the implications of an ageing community and seeks to address some of these issues through health planning and the provision of service. In 2012, the Victoria State Government is conducting an Inquiry into the ‘Opportunities for Participation of Victorian Seniors’¹⁵. This inquiry will examine the contributions of and challenges facing older people and identify the role of governments in supporting older Victorians. The outcomes of this inquiry will inform the State Government about the interrelationship of active, successful, positive and productive ageing approaches as well as develop recommendations for whole of government and community responses including the part local governments such as Manningham can play.



The Victorian Public Health and Wellbeing Plan 2011-2015 identifies a challenge as the size of the older population increases and has changing health and wellbeing needs potentially unfold¹⁶. The plan also identifies opportunities including initiatives which aim to build up local government and community capacity and deliver projects that will make a positive difference to the quality of life, social participation, health and well-being of older people.

It is not only Australia that is thinking and planning about population ageing. Initial findings from an International Federation on Ageing project reported the following current and emerging age-related issues in Canada as well as internationally¹⁷ including 'Ageing in Place' (that is the ability to remain in ones own home and/or community)¹⁸; health care sustainability; support to family and carers; ageing workforce; keeping older people connected and active; preventing elder abuse; and strategies to address ageism and discrimination.

Ageing Well in Manningham continues an exciting approach to respond and plan at a local level to the demographic change that is facing the world. It helps to ensure that the opportunities created by an ageing population are fully realised, benefitting both individuals and the Manningham community as a whole. It also recognises that more can be achieved when governments, people and the range of stakeholders work together to address some of the recognised and emerging challenges.



6. Council's Role

Local government has an important role in responding to the opportunities and challenges created by an ageing population and to embed practices, policies and structures which will enhance the development of age friendly communities. The Local Government Act 1989 notes that amongst other objectives, Local Government works to improve the social, economic and environmental viability and sustainability of its community and to improve the overall quality of life for people.

Recommendations from Council's Strategic Aged Care Review (2010)¹⁹ noted that Council had a strong social planning role to ensure adequacy and equity in service provision for the older population. In addition, it was noted that Council should take a leadership role in the future of service delivery during a time of extensive and potentially accelerated change. This included establishing forums of local service providers to build local knowledge and understanding and contribute towards a collaborative planning approach for the future. It was highlighted that Council has a strong role to play in advocating on behalf of Manningham residents and aged care service providers to ensure service provision and resource allocation to the City are appropriate and adequate.

Manningham City Council seeks to work in collaboration with Australian Commonwealth and State Governments, to implement initiatives which will improve the health and wellbeing of older persons and provide lifestyle choices which will enable older people to remain active and connected in their local community. Council will work with all spheres of Government, other stakeholders, peak bodies such as the Municipal Association of Victoria and the community to progress health and aged care policies and initiatives which will provide long term and sustainable benefits for Manningham.

Manningham City Council has a strong strategic framework that underpins its planning²⁰. Policies and strategies are an essential feature of Council's planning framework. They provide details on how Council's assets, facilities, services, and operations generally are to be developed, operated and managed.

The Council Plan, which sets out a clear vision for Manningham is the guiding document however there is also a suite of key strategic documents which give detailed voice to Council's vision. Combined these policies and action plans endeavour to build a community which supports healthy lifestyles and individual participation as well as informed and complementary infrastructure planning and development.

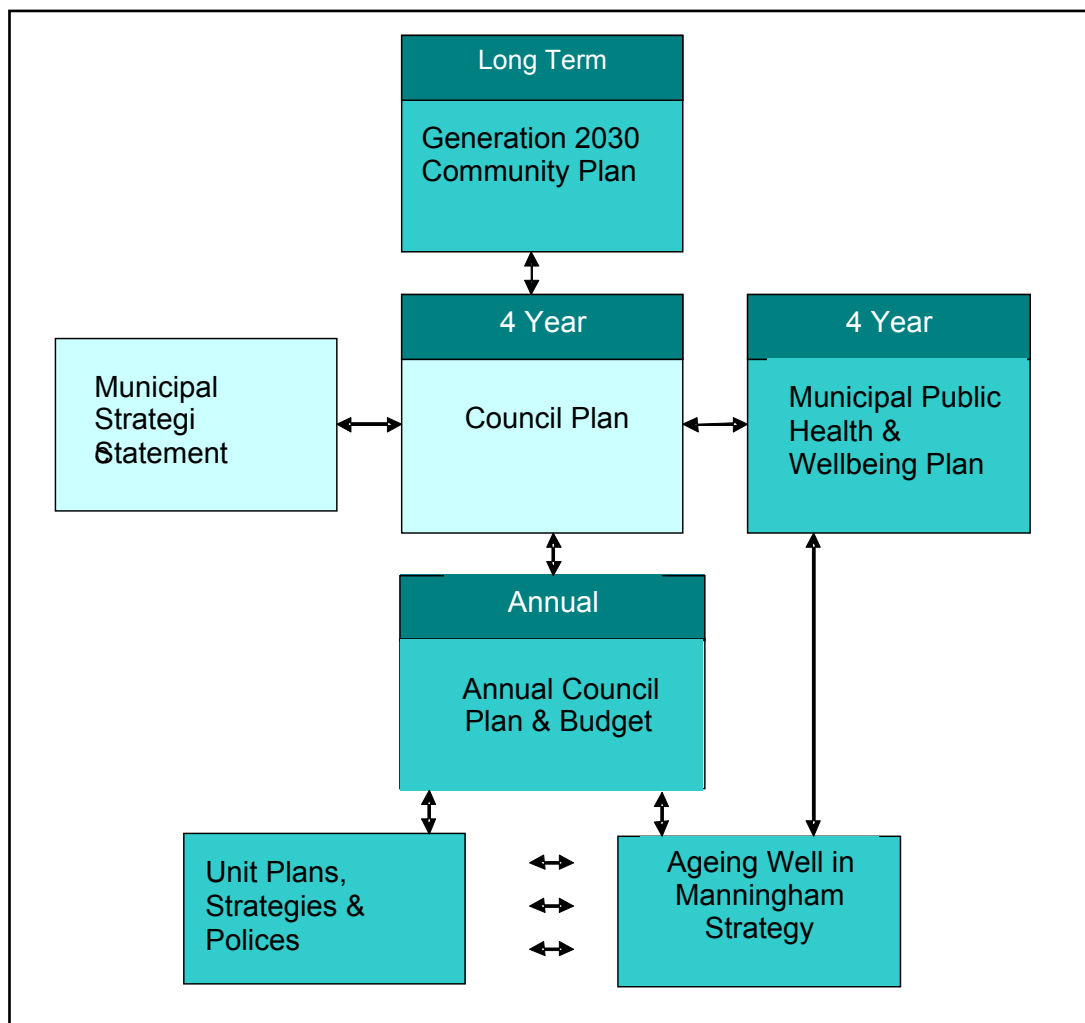
The Ageing Well in Manningham Strategy 2012-2018 is supported by a whole of Council approach where all related strategies and policies combined assist to achieve the strategic intent of 'ageing well'. This includes:

- Council Plan and annual Action Plan
- Municipal Public Health & Wellbeing Plan
- Active for Life Recreation Strategy
- Access and Inclusion Policy
- Mental Wellbeing Matters in Manningham, Mental Health Action Plan
- Multicultural Strategy
- Arts and Cultural Strategy
- Residential Strategy
- Making Manningham Mobile

- Manningham Community Safety Plan
- Municipal Strategic Statement
- Public Open Space Strategy
- Manningham City Council Volunteer Policy
- Affordable Housing Strategy
- Doncaster Hill Pedestrian and Cycling Plan
- Drug and Alcohol Action Plan
- Gambling Policy and Action Plan
- Walk Manningham Plan

In accordance with Council's 'whole of Council' approach, these plans and strategies will be subject to continuous improvement with regard to consideration of the principles and objectives of the Ageing Well in Manningham Strategy 2012-2018.

In addition, Manningham's Generation 2030 Community Plan²¹, provides a broad over arching vision for all future planning and development in Manningham and this further supports the goals and actions of the Ageing Well in Manningham Strategy 2012-2018. The following diagram depicts the relationship of the Ageing Well in Manningham Strategy 2012-2018 within the suite of Council's strategic documents.



PART B – ACTION PLAN

7. Ageing Well in Manningham 2012-2018 - Action Plan

The Action Plan has been developed around the key strategic areas of interest that is Participation and Engagement; Independent Lifestyles and Support Services; Safety and Access and Partnerships and Advocacy. It is expected that through a process of regular review the specific actions detailed on the plan will be updated. It is anticipated, that the development and completion of many of these actions will be further supported through the progress of the full range of Council's key strategic plans and strategies already identified.

1. Participation & Engagement

GOAL	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
<i>Older people will be facilitated to participate and engage in all aspects of community life including social, recreational, educational, spiritual, employment and decision making opportunities accommodating the diversity of backgrounds from which they may come.</i>	1.1 Host and support the Senior Citizens Reference Group and regularly consult the group on the development and review of relevant Council strategies and action plans.	Monthly meetings	ADSS Councillors	Existing resources.
	1.2 Review the membership and Terms of Reference of the Senior Citizens Reference Group to ensure it represents the diverse range of interests for older people in Manningham.	Short term	ADSS	Existing resources.
	1.3 Review the Community Engagement Policy to ensure it effectively addresses the involvement of the diversity of older people and includes use of new technologies and consultation methods.	Short Term	CP CM	Existing resources.
	1.4 Provide and support opportunities for volunteering throughout the community which is well managed, has appropriate recognition, training, review processes, health and safety checks etc	Ongoing	SCS ADSS EEP ViM Collaborations with key stakeholders (KST).	Existing resources.
	1.5 Where Council engages older people as volunteers it will ensure that its practices are reflective of emerging best practices.	Ongoing	ADSS ODU EEP ViM Collaborations with KST.	Existing resources.

<p><i>Older people will be facilitated to participate and engage in all aspects of community life including social, recreational, educational, spiritual, employment and decision making opportunities accommodating the diversity of backgrounds from which they may come.</i></p>	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
	1.6 Lead by example ensuring that Council's recruitment, training and staff support processes showcase best practice employment standards for older workers.	Ongoing	ODU	Existing resources.
	1.7 Encourage and support older people and seniors groups to participate in local community celebrations, festivals and events which recognise the diverse communities they represent.	Festival & Event Calendar	CLS SCS ADSS Collaborations with Seniors' Groups and KST.	Existing resources.
	1.8 Support opportunities for older people to remain productive by maintaining abilities and learning new skills in appropriate environments.	Ongoing	SCS ADSS Collaborations with KST.	Existing resources.
	1.9 Continue to investigate and deliver programs aimed at keeping older adults, especially the disadvantaged, connected to their community and physically and mentally active to minimise potential adverse impacts of social isolation.	Ongoing	ADSS EEP CLS Collaborations with KST.	Any new initiatives to be approved through Council budget processes.
	1.10 Provide opportunities for the diversity of seniors to participate in cross generational and 'whole of community' activities.	Annually	ADSS SCS CLS EEP Collaborations with schools.	Existing resources.
	1.11 Through the actions of the Manningham Recreation Strategy continue to develop programs and increase the overall participation rates of older people in recreation activities.	Ongoing	EEP PR Collaborations with stakeholders such as Bicycle Network Victoria, Sport and Recreation, Vic Health, Heart Foundation and local user groups.	Existing resources.

<p><i>Older people will be facilitated to participate and engage in all aspects of community life including social, recreational, educational, spiritual, employment and decision making opportunities accommodating the diversity of backgrounds from which they may come.</i></p>	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
	1.12 Develop an active senior's database (with information about activities) on the Manningham website and consider possible linkages to the Community Directory.	Short Term	CM EEP ADSS	Existing resources.
	1.13 Support older persons' groups to have equitable access to meeting spaces to enable them to meet as a group within the municipality.	Annually	CS ADSS	Existing resources.
	1.14 Explore the administration needs of small and emerging older persons groups for access to community resources that would support their groups.	Medium Term	SCS ADSS Collaborations with Seniors' Groups and KST.	To be determined.
	1.15 Encourage the Manningham community to value the role of older people by working to eliminate ageist attitudes and discrimination in all areas including employment, communications, community engagement and local participation processes.	Ongoing	SCS CM ADSS CLS CP EEP	Existing resources.

2. Independent Lifestyles & Support Services

GOAL	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
<i>Older people will be assisted to remain living independently for as long as possible in their community by having well planned and connected transport systems, choices in housing and locally responsive health and support services.</i>	2.1 Support and provide information to older people aimed at encouraging healthy lifestyle habits in order to maximise healthy ageing.	Annually	ADSS SCS CM EEP Collaborations with KST.	Existing resources.
	2.2 Ensure that Manningham's older residents who have support needs and their carers, have access to well planned and effective services designed to enhance their independence in the community.	Ongoing	ADSS Collaborations with all spheres of Government & other KST.	Existing resources.
	2.3 Provide information and advice to individuals and groups about the range of support services and options available to assist with living independently in the community.	Ongoing	ADSS SCS CM Collaborations with KST.	Existing resources.
	2.4 Recognise the diversity of the Manningham community in the provision of services and information and ensure that diversity does not become a barrier to access for older people.	Ongoing	ADSS SCS CLS CM Collaborations with KST.	Existing resources.
	2.5 Support the development of responsive local residential aged care facilities to provide options and choice for older residents who require this level of care and support.	Ongoing	SP ADSS EMT	Existing resources.
	2.6 Council to consider its future role in the delivery of Aged Services, whilst ensuring the best outcome for residents, in light of the implications of the Commonwealth and State Government's Aged Care reforms.	Medium Term	ADSS EMT Consultation with KST.	To be determined.

	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
<i>Older people will be assisted to remain living independently for as long as possible in their community by having well planned and connected transport systems, choices in housing and locally responsive health and support services.</i>	2.7 Ensure that as part of the Master Plan implementation of Aquarena Aquatic and Leisure Centre, the physical environment and program needs of older people are well considered.	Ongoing	PR ADSS STP EEP Collaborations with contracted service provider.	Existing resources.
	2.8 Support the development of network, referral pathways and partnerships to support mental health initiatives for older people.	Short to Medium Term	SCS ADSS Manningham Mental Health Working Group Collaborations with KST and State Government.	Existing resources.
	2.9 Support systemic initiatives that identify and develop opportunities to enable active participation of older people with disabilities and their carers in all forms of community activity.	Short Term	SCS ADSS Collaborations with State Government such as MetroAccess..	Existing resources.
	2.10 Work collaboratively with locally responsive self help groups supporting older people.	Ongoing	SCS ADSS Collaborations with State Government such as MetroAccess.	Existing resources.
	2.11 Inform older peoples' groups of Council's position on gambling and provide information on matters related to problem gambling including support services available to individuals.	Ongoing	ADSS SCS Collaborations with peak bodies.	Existing resources.
	2.12 Identify opportunities to build on the affordable and supported housing options in Manningham, with particular emphasis on identified priority groups including older persons.	Ongoing	SCS Collaborations with KST and Housing Associations.	Existing resources.
	2.13 Encourage affordable housing, older person housing and residential aged care developments to be well sited in close proximity to public transportation, activity centres and other local shopping centres.	Ongoing	SP EEP	Existing resources.

	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
<i>Older people will be assisted to remain living independently for as long as possible in their community by having well planned and connected transport systems, choices in housing and locally responsive health and support services.</i>	2.14 Provide user friendly information to support and advise older drivers.	Annually	ETS ADSS Collaborations with State Government.	Existing resources.
	2.15 Ensure that the review of Council's Bicycle Strategy recognises the increasing number of older cyclists and includes actions to meet the requirements of people of all ages and abilities.	Short Term	ETS EEP	Existing resources.
	2.16 Provide information and education to enable older people to access new technologies.	Ongoing	ADSS Collaborations with KST.	Existing resources.
	2.17 Provide information and education to promote the use of public transport.	Ongoing	STP ADSS	Existing resources.
	2.18 Continue to find opportunities to develop Council's assisted transport service.	Annually	ADSS Consultation with KST.	Existing resources.

3. Safety & Access

GOAL	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
<i>Older people will feel safe to move freely around the municipality and have barrier free access to public spaces and environments.</i>	3.1 Improve perceptions of safety for Manningham's older population through the provision of accurate information and statistics.	Ongoing	SCS ADSS Collaborations with Victoria Police and Neighbourhood Watch.	Existing resources.
	3.2 Provide information and educate older people about strategies to enhance personal safety in the home and community.	Ongoing	ADSS SCS CM	Existing resources.
	3.3 Ensure that Manningham's older residents have access to programs and services designed to support victims of domestic violence or elder abuse and prevent violence against women.	Ongoing	SCS ADSS Collaborations with KST.	Existing resources.
	3.4 Ensure that older people living in Council fire prone areas receive information regarding the need to develop household evacuation plans in the event of fire or severe weather events.	Annual Risk Period	DAE EM SCS ADSS Collaborations with CFA, MMFB, Victoria Police, State Government and other KST.	Existing resources.
	3.5 Provide information and training to Council Home & Community Care (HACC) staff involved in the delivery of aged care services to enable them to identify potential older residents at risk during a fire or severe weather event.	Annually	ADSS DAE EM SCS ODU Collaborations with CFA, MMFB, Victoria Police, State Government and other KST.	Existing resources.

<i>Older people will feel safe to move freely around the municipality and have barrier free access to public spaces and environments.</i>	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COUNCIL RESOURCES
	3.6 Encourage the development of barrier free access for people of all abilities within activity centres and shopping precincts.		ETS EO PR EEP SCS	To be determined.
	3.7 Continue to ensure that Council's buildings and open spaces are barrier free and accessible environments and that barrier free access is considered in any future Management or Structure Plans.	Ongoing	CB CS EEP PR	Existing resources.
	3.8 Provide information about local walking options in Manningham's open spaces including information about local reserves where dogs may be kept on and off the leash.	Ongoing	HLL ADSS EEP	Existing resources.
	3.9 Through the actions of the Manningham Domestic Animal Management Plan ensure that older people feel safe accessing their community.	Ongoing	HLL	Existing resources.
	3.10 Improve the pedestrian environment (for pedestrians and mobility scooter users) to ensure accessible crossings are well located, user friendly, are DDA compliant and at safe and convenient locations.	Ongoing	EO ETS EEP	To be determined.
	3.11 Provide traffic calming measures in local streets and Activity Centres that have been identified as trouble spots.	Ongoing	ETS EO	To be determined.
	3.12 Ensure that accessible and safe parking is well placed and that meets the local community needs for people of all abilities.	Short to Medium Term	ETS EO EEP	Existing resources.

4. Partnerships & Advocacy

GOAL	ACTIONS	TIMING	SUPPORT UNITS & COLLABORATIONS	COST
<i>Council will work with all spheres of government and other stakeholders and partners to advocate on behalf of the community in relation to new health or aged care initiatives or reforms for the benefit of Manningham's citizens.</i>	4.1 Take a pro-active advocacy role in regard to State and Federal Government initiatives to reform health and aged care in Australia in order to achieve the best outcomes for Manningham.	Ongoing	ADSS EMT Collaborations with KST.	Existing resources.
	4.2 Participate in consultative Government processes aimed at identifying the local community needs of older people and planning for future service developments.	Ongoing	ADSS SCS EEP EMT Collaborations with KST.	Existing resources.
	4.3 Advocate on behalf of the Manningham community for sustainable and long term solutions that address the housing and transport needs of the community.	Ongoing	EMT Councillors Relevant Council Units Collaborations with KST.	Existing resources.
	4.4 Advocate to State and Federal Governments to ensure that the Manningham community receives a fair share of health and welfare resources to expand the availability of locally responsive services and supports for older people.	Ongoing	EMT Councillors EEP SP Collaborations with KST.	Existing resources.
	4.5 Work in partnership with the Manningham Centre Association (MCA) to ensure that the Manningham Centre continues to provide and develop high quality residential aged care services for Manningham residents.	Ongoing	EMT ADSS MCA	Existing resources.
	4.6 Take a lead role in facilitating network meetings ensuring that issues and matters affecting older persons are recognised and considered.	Annually	ADSS SCS Collaborations with KST.	Existing resources.
	4.7 Explore the possibility of Manningham joining the WHO Global Network of Age Friendly Cities and Communities.	Short to Medium Term	ADSS EMT	Existing resources.

Summary of Acronyms Used

ADSS	- Aged & Disability Support Services
CB	- Civic Buildings
CLS	- Cultural Services
CM	- Communications and Marketing
CP	- Community Planning
CS	- Corporate Support
DAE	- Director Assets & Engineering
DDA	- Disability Discrimination Act
EEP	- Economic & Environmental Planning
EM	- Emergency Management
EMT	- Executive Management Team
EO	- Engineering Operations
ETS	- Engineering Technical Services
HLL	- Health and Local Laws
KST	- Key Stakeholders includes service users, the network of local community organisations/service providers and external agencies or services including all spheres of Government. This will vary and be dependent on the specific issue being considered.
MAV	- Municipal Association of Victoria
ODU	- Organisational Development Unit
PR	- Parks and Recreation
SCS	- Social and Community Services
SP	- Statutory Planning
STP	- Strategic Projects
ViM	- Volunteering in Manningham (based at Doncare)

PART C – SUPPORTING INFORMATION

8. Definition of Ageing Well

“A life course perspective on ageing recognises that older people are not one homogenous group and that individual diversity tends to increase with age. Interventions that create supportive environments and foster healthy choices are important at all stages of life.”
World Health Organization, 2002.²²

The definition of ‘ageing well’ is multi faceted and has been broadly defined.

In the Victorian government ‘Inquiry into the opportunities for participation of Victorian Seniors’, it is suggested that the term ‘ageing well’ includes a broad and connected range of ideas including the interrelated concepts of ‘successful’, positive’, ‘productive’ and ‘active’ ageing, as well as the concept of ‘age friendly’ cities’²³.

What does this mean? In broad terms, successful ageing relates to factors around the quality of life of older people and is mainly focussed on the experience of individuals. Concepts around productive and positive ageing refer to contributions made by older people to the economy and the broader community both at an individual and society level. Active ageing, relates to the processes for enhancing opportunities for health, participation and security and particularly to optimise the wellbeing of older people in order to maintain their full capacity for as long as possible. In this sense, active refers to participation in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or participate in the workforce²⁴. The concept of an age friendly city relates to the principles as outlined in the WHO Age Friendly City Guide (already referred to in this document) and incorporates the essential features required to make cities work well not just for older people but for all of its citizens.

The Ageing Well in Manningham Strategy 2012-2018 has been developed with a specific focus on residents aged 55 years and older, however it is recognised that the concept of ‘ageing well’ is lifelong and that influences throughout a persons lifespan determine how an individual will in fact ‘age well’. In addition, it is recognised that at any point in time, each person will hold a unique place on the health and wellbeing continuum. The definition recognises that all people, regardless of age or background, can maximise life opportunities to build rich and fulfilling lives as members of the Manningham community.



9. Manningham's Older Person Profile²⁵

Australia's life expectancy at birth is ranked among the highest in the world. This good news is attributed to medical and health care advances; the overall rise in the standard of living including improved nutrition, better sanitation and water control; and better control of infectious diseases²⁶.

Manningham like many Australian communities will experience an increasing proportion of older citizens in future years. Chart 1 and Chart 2 shows how this is expected to progress with the most significant age change occurring during the period 2006-2021 and in the 70+ years age groups. The growth rate in the 70+ age group is of particular relevance as this is the age category used by the Department of Health and Ageing in allocating aged care program funding for care services.

Chart 1

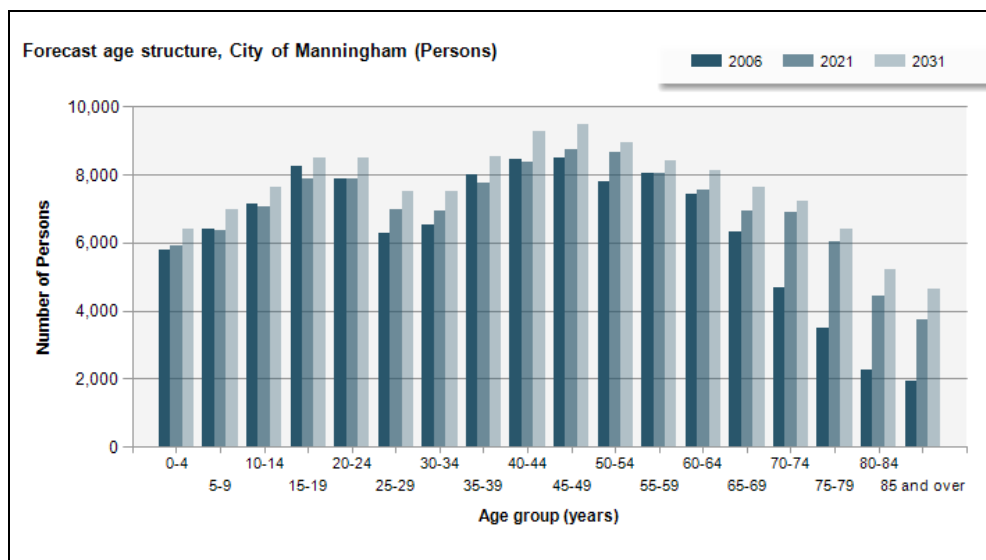
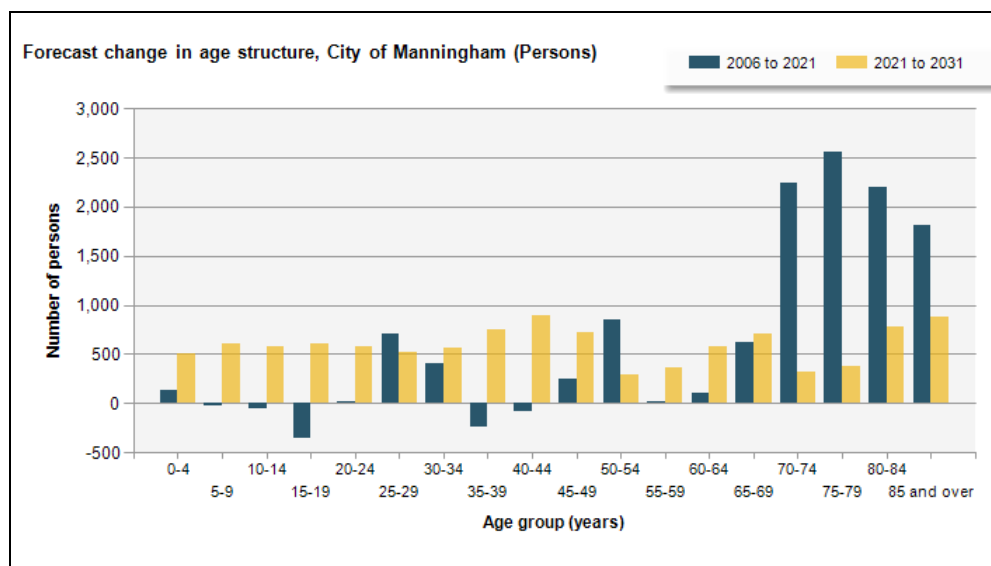


Chart 2

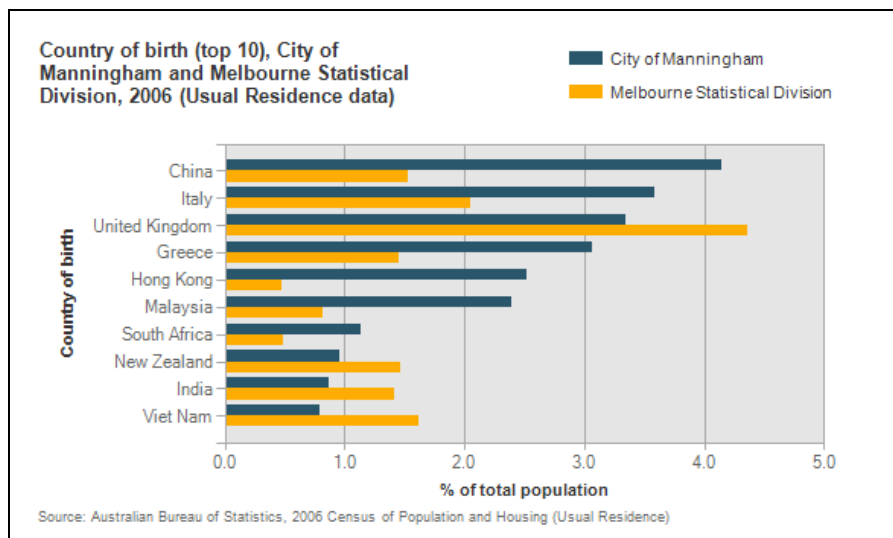


The growth in the number of older Manningham residents will not be uniformly experienced across the municipality. It is projected that Doncaster East and Doncaster will have the highest growth rate, whilst Templestowe will have the fastest growth up until 2021. Bulleen residents aged over 85 years are expected to experience a steady growth rate without any decline up until 2021.

According to recent data produced by the Department of Planning and Community Development, the overall Manningham community is expected to have the seventh fastest ageing growth in the 60+ years age group over the period 2006-2015 for the Victorian metropolitan region. Manningham will experience growth in the 70+ years age demographic of roughly 19.21% by 2016 with an additional 12.45% growth by 2021. Although only a small proportion of older people aged over 70 years require residential aged care (less than 10%), the overall growth in the number of older residents is expected to have an impact on the future need and demand for both residential and community aged care services within Manningham. It has already been identified that Manningham has a shortage of aged care beds relative to the population and compared to other areas in Melbourne²⁷.

By 2026, 28% of Victorian older residents will come from culturally varied backgrounds, the highest proportion of all Australian states. Manningham by comparison already exceeds this figure with a considerable proportion of Manningham's older population coming from culturally and linguistically diverse backgrounds and approximately 35% of residents aged over 70 years coming from non English speaking backgrounds. The predominate groups represented amongst the older profile of Manningham come from Italian, Greek and Chinese communities although over time the makeup of this group will also change.

Chart 3



Proficiency in English varies considerably with 36% of all Manningham residents speaking a language other than English at home and 4.6% of residents not fluent in English or not speaking English at all.²⁸ This means that the need for culturally responsive and inclusive practices will continue to be a requirement for all Governments and for Council.

There is a high degree of home ownership, amongst Manningham residents (over 80% own outright or are purchasing) and this is also reflected amongst older residents.

Over 70% of Manningham residents nominated a religion on their census with the dominant single religion being Catholic followed by Anglican and orthodox religions.

10. Overview of Consultation Process

In developing the Ageing Well in Manningham 2012-2018 Strategy a number of consultations occurred both internally with Manningham staff from across the range of service units and externally with residents and external service partners. An overview of the key themes which emerged from the consultations is provided.

Internally it was identified that:

- The organisation had overall improved in incorporating thinking and planning for older people into various Council strategies and action plans over the period 2006-2011.
- Maintaining a positive ageing focus in the future should continue to be a Council priority.
- There was a need for an overall 'ageing well' strategic framework to guide practice.
- There was a requirement to stay abreast of changes happening at Commonwealth and State Governments to ensure Council was well placed to respond on behalf of its citizens.

Our service partners said that there was:

- Opportunity to build and capitalise on partnership opportunities, share resources and apply for joint funding for specific projects.
- A need to focus on older people who experience disadvantage or are at risk.
- Opportunity to further promote age friendly practice more broadly within the community.
- A need to continuously incorporate effective infrastructure planning.

Our community said that there was:

- Opportunity for more intergenerational activities to be explored.
- A need for on going infrastructure development such as accessible pathways in parks and shopping areas.
- Opportunity for more public transport options.
- Opportunity for Council to keep advocating for disadvantaged groups.
- A desire for activities/events which support the cultural diversity of the older demographic profile.
- A need for more affordable housing options.
- Opportunity for Council to advocate and provide assistance for older people to remain living in their own home in the community for as long as possible.

There was also some discussion in workshop groups around the best term to use in this strategy to describe the target group with 'older persons', 'seniors' and 'elders' considered as possibilities. It was decided to use the term 'older persons' whilst recognising that all of the terms carried potentially negative connotations for some people. Older people involved in the Ageing Well in Manningham consultations made it clear that every person needs to be considered as an individual and not compartmentalised as a result of a naming label.

In addition to the specific consultations related to the Ageing Well in Manningham Strategy 2012-2018, information gathered from general Council survey work and research undertaken as part of the development of Council's Community Plan (Generation 2030) continues to highlight the high degree of interest Manningham residents as a whole place on planning for and caring about older residents.

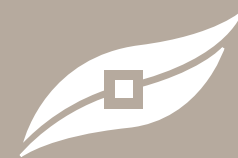
11. Acknowledgements

Thanks go to the following people and organisations who provided feedback during the evaluation of the Ageing Well in Manningham 2006-2010 strategy and contributed to the development of the updated 2012-2018 strategy.

- Access and Equity Advisory Committee members
- Senior Citizens Reference Group members
- Manningham Community Services Advisory Committee members
- Manningham Social Support Program users who participated in a Focus Group
- Manningham City Council staff

12. Footnotes & References

- ¹ The Dublin Declaration, Age Friendly Cities and Communities, Dublin, September 2011 at <http://www.afc-internationalconference.ie/templates/afc/images/Dublin%20Declaration.pdf>
- ² A summary of consultations undertaken is provided in Part B.
- ³ Manningham City Council Ordinary Meeting Minutes 26 October 2010.- item 11.2 - City of Manningham, Strategic Aged Care Review, October 2010, Grant Thornton Australia Ltd. at www.manningham.vic.gov.au
- ⁴ Council Plan Action Plan 2011-2012, Year 3 Council Plan 2009-2013, action 6.2.1 Review the Positive Ageing Policy.
- ⁵ Active Ageing Policy Framework and Age Friendly Cities Guide at <http://www.who.int/ageing/publications/en/>
- ⁶ United Nations Principles for Older Persons, resolution 46/91 at <http://www.unescap.org/ageing/res/res46-91.htm>
- ⁷ Global Alliance for the Rights of Older Persons established in 2011, was born out of the need to strengthen the rights and voice of older people globally at <http://www.rightsalliance.org/>
- ⁸ United Nations, Report of the Second World Assembly on Ageing, Madrid 2002 at http://www.c-fam.org/docLib/20080625_Madrid_Ageing_Conference.pdf
- ⁹ Living Longer. Living Better, Commonwealth of Australia, April 2012, pg iv.
- ¹⁰ Australian Government Productivity Commission report 'Caring for Older Australians' at <http://www.pc.gov.au/projects/inquiry/aged-care>
- ¹¹ Living Longer. Living Better. Commonwealth of Australia, April 2012.
- ¹² Australian National Health reform Agreement at <http://www.coag.gov.au/> and Health Reform updates at <http://www.yourhelath.gov.au/internet/yourhealth/publishing.nsf/Contents/updates>
- ¹³ Media Release of Advisory Panel on the Economic Potential of Senior Australians, December 2011 at <http://www.treasury.gov.au/EPsA/content/default.asp>
- ¹⁴ Realising the Economic Potential of Senior Australians; Turning grey into gold, Advisory Panel on the Economic Potential of Senior Australians, Commonwealth of Australia 2011
- ¹⁵ Victorian Government Inquiry into Opportunities for Victorian Seniors at <http://www.parliament.vic.gov.au/fcdc/inquiry/301>
- ¹⁶ Victorian Public Health and Wellbeing Plan 2011-2015, Department of Health, 2011 pg 21& 46-7
- ¹⁷ International Federation on Ageing, eNews February 2012 at http://www.ifa-fiv.org/index.php?option=com_content&view=category&layout=blog&id=113&Itemid=192
- ¹⁸ Ageing in place is a broad concept not limited to living in the family home. "Ageing in Place – The provision of care which allows a person to remain in their home or in the same residential care facility even if their care needs change." (Caring for Older Australians, Productivity Commission Inquiry Report, Vol 1, No 53, June 2011 pg xvi.)
- ¹⁹ City of Manningham, Strategic Aged Care Review, October 2010 pg 65-67
- ²⁰ Council Plan and suite of strategies and action plans at http://www.manningham.vic.gov.au/council/policy_and_strategy_documents.html?s=1449484383
- ²¹ The Community Plan is a 20 year plan which will help to drive Council policies and assist with prioritising resources in the future. Generation 2030, Manningham Community Plan at <http://www.generation2030.com.au/whatis.html> Adopted plan available on www.manningham.vic.gov.au
- ²² Active Ageing, A Policy Framework, World health Organisation, 2002.
- ²³ Inquiry into the opportunities for participation of Victorian Seniors, Submission Guide, pg 3, July 2011
- ²⁴ Realising the economic potential of senior Australians, turning grey into gold, Advisory Panel on the Economic Potential of Senior Australians, Commonwealth of Australia 2011 pg 9
- ²⁵ The information provided regarding the demographic profile of Manningham is largely based on 2006 census data. It is anticipated that as information from the 2011 census is released an updated profile of Manningham's population make up will be developed. Information available on the Manningham Community Profile at www.manningham.vic.gov.au Additional information has been sourced from City of Manningham, Strategic Aged Care Review, October 2010, Grant Thornton Pty. Ltd. and other sources as referenced.
- ²⁶ Australian Bureau of Statistics, Australian Social Trends, Australia (2011) at <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Main+Features10Mar+2011>
- ²⁷ City of Manningham, Strategic Aged Care Review, October 2010, Grant Thornton Pty Ltd pg 16-18 & 26-32
- ²⁸ Manningham Multicultural Strategy 2010-2013, pg 8



MANNINGHAM

AGEING WELL IN MANNINGHAM STRATEGY 2012 – 2018

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