

Key Issues, Objectives and Strategies Identified to meet the specified needs of Seniors in our community

Key Issue 1				
Promote positive attitudes towards older people				
Objective				
Work towards reversing the negative stereotypes and myths about ageing and portraying seniors in a realistic and positive manner				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Challenge negative ageing stereotypes through media and publications and the involvement of community groups in promoting positive ageing 	<ul style="list-style-type: none"> Difficulty in engaging wide cross section of the community To be successful a whole-of-organisation approach is required to develop contacts and links 	<ul style="list-style-type: none"> Develop a network of contacts to promote awareness of the positive role of seniors in the community Use the Strategic Plan to identify future planning opportunities for seniors 	<ul style="list-style-type: none"> Community Development Services and Marketing, Communications & Council Support Strategic & Corporate Planning 	May incur some resourcing and budget requirements to run advertisement, set up of networks (room hire and refreshments)
<ul style="list-style-type: none"> Promote the development of intergenerational activities 	<ul style="list-style-type: none"> Resources Community engagement and involvement Communication with schools 	<ul style="list-style-type: none"> Develop education and awareness raising programs that utilise seniors as a community resource in schools and encourages intergenerational activities Continue to support the Absolutely Everybody program Growing Old Living Dangerously and other recreation programs 	<ul style="list-style-type: none"> Community Development Services (Community Connections) Community Development Services Community Development Services (Leisure Services) 	Costs will be imbedded in program and activity budgets

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		<ul style="list-style-type: none"> • Intergenerational activities (i.e. storytelling in the libraries) 	<ul style="list-style-type: none"> • Library & Information Services 	
		<ul style="list-style-type: none"> • Develop, implement and evaluate a school program focusing on positive ageing and good health 	<ul style="list-style-type: none"> • Community Development Services (Community Connections) 	

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Key Issue 2 Develop and implement policies, programs & services				
Objective Increase seniors access to programs and services through addressing barriers to access				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Implement a strategy to help community groups and seniors organisations increase their capacity to deliver services to seniors 	<ul style="list-style-type: none"> Resources Evaluation and information 	<ul style="list-style-type: none"> Develop contacts and networks 	<ul style="list-style-type: none"> Community Development Services 	Program money has been set aside for Disability Service Plan Review, other costs will be satisfactorily met within other program budgets
	<ul style="list-style-type: none"> Internal communication 	<ul style="list-style-type: none"> Promote volunteering through enhancements to the Community Information Database Review Disability Service Plan to enhance physical access to facilities 	<ul style="list-style-type: none"> Library & Information Services (Online Services Development Officer) Community Development Services and Infrastructure Management 	
<ul style="list-style-type: none"> Investigate the needs of seniors born overseas to overcome existing problems in accessing aged care and other services 	<ul style="list-style-type: none"> Resources 	<ul style="list-style-type: none"> Develop strategies to address barriers to access Train internal staff to implement strategies to address barriers to access 	<ul style="list-style-type: none"> Community Development Services and Marketing, Communications & Council Support (Customer Services) Human Resources and Community Development Services 	Joint resourcing of assessing community needs may be funded via external funding and grants.

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FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> • Develop consistent clear road and community signs identifying facilities for people with disabilities 	<ul style="list-style-type: none"> • Resources • Communication 	<ul style="list-style-type: none"> • Review current signage and opportunities for improvement such as use of universal pictorial signage 	<ul style="list-style-type: none"> • Infrastructure Management, Community Development Services (Leisure Services) and Library & Information Services 	Costs are imbedded in program budgets
		<ul style="list-style-type: none"> • Develop guidelines for the future signage (liaise with State Govt. to use universal pictorial signage) • Leisure is currently developing universal pictorial signage art the City's beaches 	<ul style="list-style-type: none"> • Infrastructure Management, Community Development Services (Leisure Services) and Library & Information Services • Community Development Services (Leisure Services) 	
<ul style="list-style-type: none"> • Provide services and resources to meet the information, recreation and lifelong learning needs of seniors 	<ul style="list-style-type: none"> • Resources 	<ul style="list-style-type: none"> • Resources in alternative formats • Books on wheel service to housebound members of the community • Seniors week events; monthly seniors circle meetings 	<ul style="list-style-type: none"> • Library & Information Services • Library & Information Services • Library & Information Services 	Costs are imbedded in program and activity costs

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FUNCTIONS, FACILITIES, SERVICES <ul style="list-style-type: none"> • Work with State and Commonwealth Government to research special seeding grants to assist in planning for the future needs of seniors 	BARRIERS <ul style="list-style-type: none"> • Resources (staffing) 	STRATEGIES <ul style="list-style-type: none"> • Develop networks and information on possible funding and external resourcing options 	WHO <ul style="list-style-type: none"> • Strategic & Corporate Planning 	Financial Implications Networking costs are limited. Travel and room hire costs may be only costs.

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Key Issue 3				
Develop effective and consistent information & communication processes				
Objective				
Improve seniors access to information about government services and policies.				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Develop a communications strategy to increase seniors access to age specific services available through COJ 	<ul style="list-style-type: none"> Resources 	<ul style="list-style-type: none"> Formulate, implement and evaluate a communication strategy Research the information needs of CALD¹ seniors Undertake an evaluation of the City's CALD population Review internal communication and how it can be optimised to address barriers to access 	<ul style="list-style-type: none"> Community Development Services Strategic & Corporate Planning and Community Development Services Strategic & Corporate Planning, Community Development Services Marketing, Communications & Council Support (Customer Services) 	Costs will be imbedded in program and activity costs

¹ CALD – Culturally and Linguistically Diverse – common term used instead of the acronym NESB - Non-English Speaking Background

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Key Issue 3 Develop effective and consistent information & communication processes				
Objective Improve seniors access to information about government services and policies.				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Assist seniors to access information and services through the Internet by expanding existing programs and services 	<ul style="list-style-type: none"> Communication and promotion of services 	<ul style="list-style-type: none"> Continue to support the Library Internet training for Seniors Annually review seniors WebPage on the Libraries Website Strategic Planning to review the City's website for ease of use and to address barriers to access Advertise and promote services widely 	<ul style="list-style-type: none"> Library & Information Services Library & Information Services (Online Services Development Officer) Community Development Services and Strategic & Corporate Planning Marketing, Communications & Council Support and Community Development Services 	Costs for these strategies are imbedded in existing program budgets
<ul style="list-style-type: none"> Increase awareness across the organisation of the specific information needs of seniors 	<ul style="list-style-type: none"> Resources 	<ul style="list-style-type: none"> Develop and provide in-house training for staff on the specific information requirements of seniors within a Universal Access framework Enhance COJ induction manual and process of staff induction 	<ul style="list-style-type: none"> Human Resources and Community Development Services Human Resources 	In house training can occur with costs being found in existing budgets

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Key Issue 4 Increase optimum health, wellbeing & independence				
Objective Encourage services and facilities that optimise seniors health and well being highlighting appropriate services and programs designed to assist independence				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Identify the long term strategic impact of an ageing population on health services 	<ul style="list-style-type: none"> Resources Communication 	<ul style="list-style-type: none"> Review and identify community needs 	<ul style="list-style-type: none"> Strategic & Corporate Planning and Community Development Services 	Community needs analysis work may need resource assistance
<ul style="list-style-type: none"> Continue to promote positive images of seniors 	<ul style="list-style-type: none"> Resources Communication 	<ul style="list-style-type: none"> Continue to support the Absolutely Everybody program and the Elder Protection network 	<ul style="list-style-type: none"> Community Development Services 	Costs may be found within existing program budgets
<ul style="list-style-type: none"> Continue to develop an Active Ageing framework to promote healthy lifestyles, recreation and community participation 	<ul style="list-style-type: none"> Resources 	<ul style="list-style-type: none"> Continue to support and develop current programs and initiatives (i.e. Growing Old Living Dangerously) 	<ul style="list-style-type: none"> Library & Information Services and Community Development Services (Leisure Services and Cultural Development) 	Costs will be met within existing program budgets
<ul style="list-style-type: none"> Within the work of the Urban Design, integrate the needs of seniors as integral to the ongoing development and sustainability of communities 	<ul style="list-style-type: none"> Communication Community engagement and participation 	<ul style="list-style-type: none"> In conjunction with the City's Sustainability Officer and Urban Designers review the sustainability needs of the community 	<ul style="list-style-type: none"> Approvals, Planning & Environmental Services and Strategic & Corporate Planning 	In house training would be required which could be resourced from existing budgets

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FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> • Work to bring together various aged care service providers with a view to help inform the City of future residential facilities and services requirements 	<ul style="list-style-type: none"> • Communication • Ownership 	<ul style="list-style-type: none"> • Research the development of an aged service network to strategically review the future needs of seniors accommodation in the City. • Review the needs of the community as a strategy to identify and plan future needs 	<ul style="list-style-type: none"> • Community Development Services • Strategic & Corporate Planning 	<p>Network costs will include room hire, refreshments and travel.</p>
<ul style="list-style-type: none"> • Undertake consultation with the Commonwealth and State governments with a view to ascertaining their future plans for the provision of residential facilities and services 	<ul style="list-style-type: none"> • Internal communication strategy • Resources • Clarity of goals and roles 	<ul style="list-style-type: none"> • Develop links and networks with relevant State and Commonwealth government department in relation to seniors accommodation, facilities and services • Review relevant State and Commonwealth government strategic plans for seniors accommodation, facilities and services and provide feedback • Develop partnerships and alliances with stakeholders 	<ul style="list-style-type: none"> • Strategic & Corporate Planning • Strategic & Corporate Planning • Community Development Services and Strategic & 	<p>These costs can be sought from existing budget allocations.</p>

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FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES and neighbouring Local Govt. Authorities	WHO Corporate Planning	Financial Implications
<ul style="list-style-type: none"> • COJ Financial Counsellor to undertake a range of financial workshops to assist Seniors in managing their finances 	<ul style="list-style-type: none"> • Resourcing 	<ul style="list-style-type: none"> • Develop, implement and review a course of forums to assist seniors to manage their finances • Review external funding options to undertake forums 	<ul style="list-style-type: none"> • Community Development Services • Community Development Services 	Budgets may need to be sought to meet over time requirements, room hire, refreshment and travel costs

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Key Issue 5 Address safety & security issues facing seniors				
Objective Work to increase the safety and security of seniors in the City				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> In conjunction with City Watch work to reduce the perceived risk of crime 	<ul style="list-style-type: none"> Media perception and portrayal of crime – sensationalisation Engagement and community participation Resources 	<ul style="list-style-type: none"> Develop, implement and evaluate forums to educate seniors on personal safety Explore external funding options to undertake forums Increase awareness of existing services such as City Watch 	<ul style="list-style-type: none"> Community Development Services (City Watch Co-ordinator) Strategic & Corporate Planning and Community Development Services (City Watch Co-ordinator) Community Development Services (City Watch Co-ordinator) 	Some funds may need to be sought to meet the costs of information flyer, advertisements and fact sheets. In house training can occur within existing budgets
<ul style="list-style-type: none"> With internal and external expertise review the built environment to address safety and security issues i.e. lighting, bushes, care parks 	<ul style="list-style-type: none"> Training Communication Resources 	<ul style="list-style-type: none"> Review pedestrian and transport access for seniors and the frail aged (to prevent falls, etc) Utilise universal design principles to inform work to the physical environment 	<ul style="list-style-type: none"> Approvals, Planning & Environmental Services (Urban Design), Community Development Services (City Watch Co-ordinator) and Infrastructure Management Approvals, Planning & Environmental Services (Urban Design) 	Internal expertise can be used utilising existing budget allocations.

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Key Issue 6				
Increase opportunities for education & training				
Objective				
Improve Seniors access to education and training				
FUNCTIONS, FACILITIES, SERVICES	BARRIERS	STRATEGIES	WHO	Financial Implications
<ul style="list-style-type: none"> Engage the City's Economic Development Officer to link with Learning Cities project 	<ul style="list-style-type: none"> Size of population Resources Community ownership Program development and delivery Funding 	<ul style="list-style-type: none"> Continue to use a Learning Cities model to meet the ongoing learning needs of Seniors Work with the Community Connections project to review the specific educational needs of Seniors with a view to enhancing opportunities Continue to develop a City wide Lifelong Learning strategy 	<ul style="list-style-type: none"> Strategic & Corporate Planning and Community Development Services (Community Connections) Community Development Services (Community Connections) and Strategic & Corporate Planning Strategic & Corporate Planning 	Limited costs will result from these strategies.
<ul style="list-style-type: none"> Continue to support initiatives that specifically meet the education and training needs of seniors 	<ul style="list-style-type: none"> Resources Marketing and promotion 	<ul style="list-style-type: none"> Continue to support and develop programmes that address the needs of seniors i.e. Information Technology workshops 	<ul style="list-style-type: none"> Library & Information Services 	These costs will be adequately resourced via existing budget allocations.