

## **CITY OF JOONDALUP Positive Ageing Plan 2009 - 2012**

### **Introduction**

The City's Strategic Plan underpins the Positive Ageing Plan which is a component of the City's Community Development Strategy and therefore the outcomes and objectives are integrated with the City's overall social planning process.

Older people are not a homogenous group, rather they comprise a diverse mix of people who will have a range of interests, views, options, abilities, needs and resources. People cannot nor should not be neatly defined and categorised whenever they are at any age or reach certain milestone ages. As people move through the life course, they may make intentional philosophical choices about how they see themselves; joining age-specific activities and organisations whilst other people choose to be involved in intergenerational activities, groups and organisations. Of course, choices and perception of self may be affected by a range of factors including health and wellbeing, ability, gender and culture.

"An important dimension of the growing older population is the diversity of needs, interests and backgrounds. Older people are individuals and their experience of ageing will be influenced by a range of inter-related factors such as gender, lifestyle, location, socio-economic circumstances, cultural background, education level and general health."

Source: Australian Local Government Population Ageing Action Plan 2004 - 2008, Australian Local Government Association, 2004.

The City recognises the United Nations Principles for Older Persons which in appreciating the contribution older people make to their societies, encourages public authorities and governments to incorporate the following principles into planning and programs whenever possible.

Older people have the right to:

- Independence;
- Participate;
- Care;
- Self-fulfilment; and
- Dignity.

Adopted by the World Assembly on Ageing and endorsed by the United Nations General Assembly in its resolution 37/51 of 3rd December 1982

### **Ageing Population: Opportunities and Challenges**

The ageing of Australia's population, is attributable to increased longevity, falls in fertility and the maturing of the baby boomer generation.

Population ageing and urbanisation are two global trends and major forces shaping the 21<sup>st</sup> century. The trend which sees more people living to reach older age while fewer children are born is referred to as “population ageing”.

The impact of the overall increase in population ageing and the diminishing working-age population will present economic and social challenges for society.

It will present opportunities to examine and change societal values and views of older people with the potential to create more inclusive communities that promote and value the contribution of all people. Older people are valuable resources for their families, neighbourhoods, communities and economies in supportive and inclusive living environments, to offset the physical and social changes associated with ageing.

#### Key Points:

- The number of people in Western Australia aged 65 and over will grow from 269,050 as at June 2009 to 952,956 by June 2056.
- The proportion of people over 65 years will grow from 12% as at June 2002, to 22% of the population by 2056.
- The proportion of people over 85 years is expected to grow from 1.5% as at June 2009, to around 4.6% by 2059.
- The proportion of the population aged between 15 – 64 years (labour force age) will fall from 68% as at June 2009, to around 61% by 2056.

Source: Australian Bureau of Statistics population Projections for WA, Series B, 2006 to 2056

According to the Australian Local Government Association, Local Government is in a unique position to be able to have a positive impact on the growing older population because it:

- Knows about the local community and the diversity of older people.
- Ensures that the physical, social and economic environment of the local community positively contributes the overall wellbeing of older people.
- Provides contemporary programs that are local, flexible and appropriate to the needs of older people.
- Enables community participation in local decision-making and supports the development of community networks.
- Is a strong advocate on behalf of the local community with other government and non-government organisations.

Source: Awareness to Action: Local Government’s Response to Population Ageing - Australian Local Government Association, 2005

### **Ageing Concepts**

This Plan avoids the use of the term “senior”. Contemporary research shows that the definition of “senior” varies and appears to be a subjective definition based on how individuals see themselves.

It is important to recognise ... “from older workers retiring in their 50’s, to the elderly in their 80’s and increasingly beyond, there is a wide range of physical capacity, experience, interests and mental alertness represented.” Additional variables such as “expectations, cultural background and economic lifecycle” further contribute to where people place themselves in the “stages of ageing”.

Source: Ageing-in-place – Implications for Local Government, Occasional Paper 1, Australian Local Government Association (page 48) July 2006.

A common attribute of all stages of growing older, is that people are unique and different. Avoiding labeling categories enables diversity.

The term “older people” is used throughout this Plan as it reflects positive and active ageing or growing older on a life course continuum. This enables people the choice to determine when they chronologically identify with and experience particular “ageing” issues.

The concepts of positive ageing and active ageing are often used interchangeably, and have been used to guide local, state, commonwealth government and global responses to population ageing.

*Positive ageing* takes a broad quality-of-life, life-long process approach to ageing, rather than focussing only on older people. It focuses on the challenges and opportunities available as people grow older, taking a whole-of-community and whole-of-life approach to ageing. Positive ageing seeks the continuing inclusion of people in the broad spectrum of mainstream community life as they age, seeing older people as positive contributors and assets, rather than from a negative and problem focussed perspective.

*Active ageing* is a life-long process that facilitates people reaching their physical, social and mental health and wellbeing potential throughout the course of their lives. It also includes participating in society, having access to appropriate care, safety and security when and if required.

Common characteristics of positive and active ageing include:

- A whole-of-community and whole-of-life approach to ageing;
- A broad view of positive ageing linked with quality of life issues; and
- A focus on opportunities and challenges available as people grow older, rather than ageing being “a problem” for self and community.

*Ageing- in-place* is generally understood to mean that people remain in their home of choice as they age - wherever that might be, for as long as they choose. Typically this means living in the community in familiar surroundings. Many older people do age-in-place, however not necessarily in the traditional family home. For many reasons, people may review their housing situation as circumstances change. Ageing-in-place can be complemented and extended by accessing a range of community support options and implementing universal design practices.

Source: WESROC Seniors’ Needs Study 2002 Building Strong Communities through Positive Ageing – Lee Phillips and Associates

An *age-friendly community* encourages active ageing by optimising opportunities across its broad environment (structures, facilities, services and culture), adapting its structures, facilities, services and culture to be accessible and inclusive of older people with various capacities and needs. Age-friendly communities support and enable people to develop and maintain strong community ties and participate at the level of their choosing.

Age-friendly communities and cities promote active ageing, “the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age” (Active Ageing: A Policy Framework, WHO, 2002).

Many of the environmental elements that are central to the concept of age-friendly communities are within the capacity of local governments to shape or influence. These include: key aspects of the urban environment; making the environment accessible to all through “universal design”; transport systems; quality of street lighting and pavements; and facilitating and encouraging community participation.

Making communities and cities age-friendly is much more encompassing than a plan or strategy only for older people. Because active ageing is a lifelong process, age-friendly communities and cities are places for all ages: all citizens’ benefit.

*“Design for the young and you exclude the old; design for the old and you include the young.”*

Bernard Isaac, Founding Director, Birmingham Centre for Applied Gerontology.

Source: Age-friendly Built Environments – Opportunities for Local Government – Australian Local Government Association, 2006

### **An age-friendly framework**

In its submission to the Second World Assembly on Ageing in Madrid in 2002, the World Health Organisation observed that age-friendly built environments can influence the:

“...difference between independence and dependence for all individuals but are of particular importance for those growing older. For example, older people who live in an unsafe environment or areas with multiple physical barriers are less likely to get out and therefore more prone to isolation, depression, reduced fitness and increased mobility problems.”

WHO’S Global Age-friendly Cities: A Guide (2007), maintains that age-friendly cities encourage active ageing by optimising opportunities for health, participation and security in order to enhance positive and successful ageing.

A city’s landscape, buildings, transport and housing contribute to confident mobility, healthy behaviour, social participation and self-determination. Planning and designing natural and built environments for diversity, is an essential component of an age-friendly city which anticipates and understands that people will have different capacities.

Diversity is no less important to social and service relationships, with face-to-face friendly services offered, employers offering flexible working conditions to older workers and volunteers, communities acknowledging that older people are assets with valuable and unique lived experiences with contributions made and yet to make.

Facilitation of social relationships is important in age-friendly cities, with local services and activities and events that bring people of all ages together. Social connectedness through friends, family, neighbours, networks and communities, encourages people to care; to look out for each other and share information, skills, knowledge and resources. There is less risk of older people being socially isolated when people feel included, safe and valued.

Lifelong learning is a significant way to remain connected and included as an active participator and contributor in the community. Research indicates that if someone was an active learner when young, they will continue to be an active learner when older.

“A key to the twenty-first century, learning throughout life will be essential, for adapting to the evolving requirements of the labour market and for better mastery of the changing timeframes and rhythms of individual existence.” Jacques Delors

Source: Revisiting Lifelong Learning for the 21<sup>st</sup> Century, United Nations Educational, Scientific and Cultural Organisation, 2001.

A life course approach embraces all ages and generations within the process of promoting active and positive ageing. Intergenerational education and awareness benefits all citizens and communities. It contributes to breaking down barriers, including the stereotyping of younger and older people.

An age-friendly city emphasises enablement rather than disablement. Its spaces and structures are user friendly for all ages, not just “elder-friendly.” Through its policies, services, settings and structures, an age-friendly city:

- Recognises the diversity of the wide range of abilities and resources among older people;
- Anticipates and responds flexibly to contemporary age-related issues;
- Respects decisions and lifestyle choices made by older people; and
- Promotes older people’s inclusion in and contribution to all areas of community life.

Source: Age-Friendly Communities: A Western Australian Approach, Department for Communities, World Health Organisation and City of Melville, April 2008.

A wide range of opportunities for age-integrated as well as age-targeted social participation, encourages strong social connections and personal empowerment, which are reinforced within a culture that recognises, respects and includes older people with differing abilities, from diverse backgrounds.

Source: Global Age-friendly Cities: A Guide – World Health Organisation 2007

## Background to the Plan

The City has a population of approximately 160,000 people, with an estimated 43,000 residents aged 50 years and over.

Source: 2006 Census of Population and Housing - ABS Cat Number. 2068.0 – 2006 Census Tables

This Plan was developed after widespread community consultation combined with research and analysis of relevant key contemporary publications.

Consultation focus groups included relevant City internal stakeholders including the Seniors Interests Advisory Committee (SIAC), and representatives or members of a range of appropriate key community groups, agencies, not-for-profit and government organisations.

Key themes and issues that emerged from the focus groups included transport, accessible parking, intergenerational activities, inclusion, respect, social isolation, health and wellbeing, green space and outdoor places, infrastructure and building access. This reflects and complements key research findings; reinforcing that there are universal concerns for people as they move through the life course.

The Age-Friendly Communities: A Western Australian Approach and the Global Age-Friendly Cities: A Guide (WHO) publication, informed and guided community consultation and the subsequent Plan.

The Positive Ageing Plan sets out the City's strategies to align itself with a contemporary universal positive ageing, age-friendly framework, within the context of an ageing population.

The Plan addresses key areas within an age-friendly city, positive ageing framework:

- Social Participation;
- Respect and Social Inclusion;
- Civic Participation and Employment;
- Communication and Information;
- Community Support and Health Services;
- Outdoor Spaces and Buildings;
- Transport; and
- Housing

Source: Global Age-friendly Cities: A Guide, World Health Organisation, 2007.

This Plan includes the following outcomes:

- Events and activities and are diverse, accessible, affordable for people as they age; offer choices and are widely promoted throughout the community;
- Services are respectful and inclusive of older people, promoting a positive image of ageing whilst encouraging intergenerational activities, civic and economic inclusion and decision-making;

- Volunteering and flexible and accessible employment options are encouraged, offered and promoted to enable people to continue to participate and actively contribute to civic life as they age;
- Lifelong learning is encouraged across all ages;
- Relevant information is distributed to reach as wide an audience as possible and communicated in diverse age-friendly formats;
- Community support and health services are accessible to people as they age and are encouraged and promoted;
- Positive ageing health and wellbeing activities, initiatives and programs are encouraged and promoted;
- Older people feel safe and secure in their homes and in the wider community;
- Outdoor spaces and buildings are age-friendly;
- Public and community transport is age-friendly: affordable, reliable, accessible and safe;
- Older people are aware of housing options and are well informed of options and support available as circumstances change; and
- Older people who are socially disconnected or marginalised or live with disability are included in all aspects of the Plan.

The Positive Ageing Plan will inform and guide the development of the Positive Ageing Implementation Plan which will direct the everyday operational actions required to deliver the Plan's outcomes to the community.

DRAFT

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Social Participation</b></p> <p><i>“Social participation and social support are strongly connected to good health and well-being throughout life.”</i></p> <p><i>“Participating in leisure, recreation, social, cultural and spiritual activities in the community and with family and friends, enables older people to continue to contribute to exercise their competence, to enjoy respect and esteem, and to maintain or establish supportive and caring relationships.”</i></p> <p><i>“It fosters social integration and is the key to staying informed.”</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p>	<p><b>All events and activities are accessible for older people offering a wide variety to appeal to a diverse population.</b></p>	<p>Co-locate events and activities with affordable, convenient and flexible transport and event admission system.</p> <p>Promote the option of people participating or attending with a friend or carer.</p> <p>Consider the timing of events or activities for older people.</p> <p>Provide diversity in events and activities offered.</p>	<p>Participant satisfaction.</p> <p>Wide promotion of a broad range of services, activities and events targeting isolated people.</p>	<p>Respondents are satisfied with event, program and facility accessibility (refer to accessible, affordable and choices strategies)</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.</p> <p>Promotion of services, programs and events in accordance with age-friendly communication strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<b>Social Participation</b>	<b>Activities and events are widely promoted, targeting isolated older people.</b>	<p>Promote and raise awareness of activities by communicating and informing older people about the activity/event, its accessibility and transport options.</p> <p>Actively engage isolated or marginalised older people.</p>	Wide promotion of a broad range of services, activities and events targeting isolated people.	Promotion of services, programs and events in accordance with age-friendly communication strategies.
	<b>Events and activities are affordable for older people.</b>	<p>Ensure costs of attending City activities are affordable for older people.</p> <p>Encourage local organisations to keep costs of attending activities affordable for older people.</p>	Affordable events and activities delivered by the City.	City events and activities offer 25% concession discount for older people.
	<b>Life-long learning opportunities are accessible for older people of any age.</b>	Promote universal and community lifelong learning initiatives and activities.	Promotion of life-long learning opportunities.	Promotion of learning opportunities through age-friendly communication strategies.

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<b>Social Participation</b>	<b>Community facilities are accessible.</b>	<p>Activities and events to be held in a range of community locations such as recreation centres, schools, libraries, community centres in residential neighbourhoods, parks and gardens.</p> <p>Facilities to be physically accessible, equipped to enable participation by those who require care and/or assistance and those people with disabilities.</p>	Accessible community facilities and public spaces.	Implementation of Access and Inclusion Plan strategies.
	<b>Facilities are shared by people and groups of all ages and interests, with intergenerational interaction taking place.</b>	Facilitate inclusiveness by promoting shared and multipurpose use of facilities by people of all ages and interests whilst encouraging interaction among user groups.	Increased level of intergenerational interaction in community facilities.	Promotion of the benefits of intergenerational activities to user groups of City facilities twice annually.

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<p><b>Respect and Social Inclusion</b></p> <p><i>“Respect and social inclusion of older people depends on more than societal change; factors such as culture, gender, health and economic status play a large role”.</i></p> <p><i>“The extent to which older people participate in the social, civic and economic life of their community is closely linked to their experience of inclusion”.</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p>	<p><b>Services are respectful and inclusive of older people.</b></p>	<p>Consult older people on ways to better meet their needs and interests.</p> <p>Consider older people in their diversity.</p>	<p>Participant satisfaction.</p> <p>Community connectedness, reduction in social isolation.</p> <p>Age-friendly community.</p> <p>Broad promotion of services, activities and events targeting isolated people.</p>	<p>Respondents satisfied with programs offered -</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.</p> <p>Random sampling of residents surveying awareness of community participation opportunities identifying level of participation and barriers to engagement.</p> <p>Annual data collection demonstrates increase in participation levels with decrease in barriers to participation.</p> <p>Respondents are satisfied with event, program and</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Respect and Social Inclusion</b></p>		<p>Provide all staff with “age-friendly” services, programs and events and service training to ensure that appropriate response and services are delivered to older people.</p>	<p>Age-friendly services, programs and events.</p>	<p>facility accessibility (refer to accessible, affordable and choices strategies).</p> <p>Provide opportunities for Seniors Interests Advisory Committee members to actively participate and contribute to planning processes, whilst consulting clearly and effectively with seniors in the wider community.</p> <p>Promotion of services, programs and events in accordance with age-friendly communication strategies.</p> <p>Age-friendly services and communication checklist distributed to all staff annually.</p> <p>Staff awareness and implementation of the</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<b>Respect and Social Inclusion</b>				above checklist -  2009/10 70% 2010/11 75% 2011/12 80%.  Age-friendly principles incorporated into Access and Inclusion training.
	<b>Positive images of ageing are promoted.</b>	Include and represent older people positively and non- stereotypically in public images.	Respectful and inclusive services, programs, events and communication.	Respondents to random sampling consider the City's services, programs, events, marketing and communication to be respectful and inclusive of older people-  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
	<b>Older people participate in intergenerational and interactions.</b>	Specifically target and include older people in whole-of-community	As above.	As above.

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Respect and Social Inclusion</b></p>		<p>family events and activities.</p> <p>Undertake regular intergenerational activities to promote and celebrate the richness and assets of all ages.</p> <p>Consider age-specific needs and preferences in community-wide events and activities.</p>		
	<p><b>Economically disadvantaged older people are included in, and enjoy access to public, voluntary and private events, activities and services.</b></p>	<p>Involve older people who are disadvantaged in gaining access to public, voluntary and private services, activities and events.</p> <p>Keep costs of services, events and activities affordable for older</p>	<p>Financial concessions.</p>	<p>All City events and activities offer 25% concession discount for older people.</p> <p>Advocate for the provision of discounts to senior pensioners to private service, activity and event providers as identified.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
		people.		
<p><b>Civic Participation and Employment</b></p> <p><i>“An age-friendly community provides options for older people to continue to contribute to their communities, through paid employment or voluntary work if they so choose, and to be involved in the political process”.</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p>	<p><b>A diverse pool of satisfied volunteers.</b></p>	<p>Provide a volunteer resource centre that offers: diverse options; matches skills and interests of volunteers to positions; values and supports volunteers; and adequately reimburses volunteers.</p> <p>Provide training and development opportunities for volunteers.</p> <p>Implement and promote an appropriate anti discriminatory volunteering policy on the basis of age.</p>	<p>Joondalup Volunteer Resource Centre</p> <p>Volunteer reimbursement</p> <p>Volunteer satisfaction</p> <p>Awareness and involvement in volunteering opportunities.</p>	<p>Ongoing provision of volunteer referral service to the public and local agencies.</p> <p>Phase in provision of reimbursement to volunteers in City programs where not currently provided.</p> <p>City of Joondalup volunteer respondents satisfied with volunteer involvement -</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.</p> <p>Volunteering activities are widely promoted through age-friendly communication strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Civic Participation and Employment</b></p>	<p><b>A diverse workforce of talented older workers with flexible working arrangements.</b></p>	<p>Develop and promote flexible recruitment, retention and retirement options and choices for older workers.</p> <p>Provide and promote retraining opportunities for older workers.</p> <p>Promote post-retirement</p>	<p>The City of Joondalup is an age-friendly workplace.</p> <p>The City's work environment is accessible.</p>	<p>Random sampling of older residents gauging their awareness of and participation in volunteering opportunities and barriers to participation.</p> <p>Annual data collection demonstrates increase in participation levels with decrease in barriers to participation.</p> <p>The needs of older workers are being met -</p> <p>2009/10 Conduct initial survey</p> <p>2010/11 Increase of 2%</p> <p>2011/12 Increase of 2%.</p> <p>Universal design principles are incorporated into the City's building</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<b>Civic Participation and Employment</b>		information and resources.		processes.
	<b>Older people are aware of and have access to entrepreneurial and training opportunities.</b>	Facilitate user friendly processes, information and support for older people establishing home-based businesses.	Increased awareness of entrepreneurial and training opportunities.	Promote entrepreneurial and training opportunities through age-friendly communication strategies.  Random sampling respondents awareness of entrepreneurial and training opportunities -  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
	<b>Workplaces are fully accessible for older workers with disabilities.</b>	Consider and actively meet the needs of older current and future employees with disabilities.	The City's work environment is accessible.	Implementation of Access and Inclusion Plan strategies.

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Civic Participation and Employment</b></p>	<p><b>Older people are encouraged and enabled to actively participate in civic events of their choice.</b></p>	<p>Include older people in advisory committees and consultation processes.</p> <p>Develop policies, programs and plans for older people and include them in processes.</p> <p>Provide support to enable older people to participate in meetings and civic events.</p>	<p>Valuing contribution, knowledge and experience of older people.</p> <p>Awareness and involvement of older people in civic participation opportunities.</p>	<p>Awareness is raised about the value of including older people in consultations, committees, groups and associations through age-friendly communication strategies.</p> <p>Promotion of the nomination of older people for citizenship and community service awards to staff and community groups. Submit one nomination per year.</p> <p>Participants in staff mentoring program –</p> <p>2009/10 5 2010/11 8 2011/12 11.</p> <p>Promotion of civic participation opportunities in accordance with age-friendly communication strategies.</p> <p>Random sampling of older</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Civic Participation and Employment</b></p>				<p>residents gauging their awareness of and participation in community programs, volunteering and employment opportunities and barriers to participation.</p> <p>Annual data collection demonstrates increase in participation levels with decrease in barriers to participation.</p>
<p><b>Communication and Information</b></p> <p><i>“Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active ageing”.</i></p> <p><i>“Rapidly evolving information and</i></p>	<p><b>Regular, relevant and reliable information is widely distributed.</b></p>	<p>Utilise existing community information line and City’s website for information dissemination.</p> <p>Specifically target and direct information through older people’s services and groups as well as through mainstream communication outlets.</p>	<p>Reduce risk of social isolation through information provision.</p>	<p>Consistently promote services, programs and events in accordance with age-friendly communication strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><i>communication technologies are both welcomed as useful and criticised as instruments of social exclusion”.</i></p>				
<p><b>Communication and Information</b></p> <p><i>“Valued everywhere is information that reaches older people in their daily lives and activities, through direct personal delivery, telephone and distribution in key locations: community centres and bulletin boards, public services, libraries, stores, doctors’ offices and health clinics.”</i></p>	<p><b>Information is verbally and diversely communicated.</b></p>	<p>Target older people who may be socially excluded.</p> <p>Communicate information to older people “orally” through radio announcements, public meetings, community gatherings, clubs, groups and through key connectors or stakeholders who “spread the word” one-to-one.</p>	<p>As above.</p>	<p>As above.</p>
<p><i>Global Age-friendly Cities: A Guide, WHO</i></p>	<p><b>Age-friendly formats, design and service that reflects diverse</b></p>	<p>Provide printed information including official forms,</p>	<p>As above.</p>	<p>As above.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Communication and Information</b></p>	<p><b>perceptual, intellectual and cultural needs.</b></p>	<p>visual information and text on visual displays, with large lettering and clear headings with bold-face type font.</p> <p>Provide and promote print and spoken communication with simple, familiar words in short, straight-forward sentences.</p> <p>Ensure that City telephone answering services give instructions slowly and clearly, advising how to repeat message.</p> <p>Ensure that users have the choice of leaving a message or speaking to an actual person when telephoning the main</p>		

Issue	Outcome	Strategies	Key Performance Indicator	Target
		<p>switchboard.</p> <p>Ensure that any automated equipment has larger buttons and lettering.</p>		
	<p><b>Technology is accessible for older people in a range of public places.</b></p>	<p>Provide access to new technologies training including computers, internet and email access at minimal or no charge in public spaces such as libraries, community centres and City offices.</p>	<p>Widely advertised public access to computers for word processing and internet including emails.</p>	<p>2010/11 conduct needs analysis on public access technology terminals in the City.</p>
<p><b>Community Support and Health Services</b></p> <p><i>“Health and support services are vital to maintaining health and independence in the</i></p>	<p><b>Health and social services are accessible to all the community.</b></p>	<p>Provide and promote clear and accessible information about diverse health and social services for older people located throughout the City.</p>	<p>Accessible community support and health services.</p>	<p>Broad, consistent and equitable promotion of universal safety and health programs initiatives and services in a diverse range of age-friendly formats in accordance</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><i>community.”</i></p> <p><i>“Having well-located, easily accessible health services is fundamentally important for all older people.”</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p> <p><b>Community Support and Health Services</b></p>		<p>Assist older people to navigate the systems of government and service providers.</p> <p>Locate residential care facilities, such as retirement homes and nursing homes close to services and residential areas so that residents remain integrated in the larger community.</p> <p>Design service facilities “universally” to enable access for older people and people with disabilities.</p>	<p>Promotion of internal and external health and social services in the City.</p> <p>Community information.</p> <p>Monitoring capacity of City services.</p>	<p>with age-friendly communication strategies.</p> <p>Respondents aware of health and social services available.</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%</p> <p>Update, implementation and promotion of Community Information website and telephone service.</p> <p>Monitor demand for City’s services and programs. Plan for expansion of programs with projected increases in demand. Annually review services delivery levels and adjust capacity accordingly.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<b>Community Support and Health Services</b>	<b>Older people have access to recreation and leisure programs and activities that meet diverse needs and abilities.</b>	Provide and/or promote recreation and leisure activities that reflect and complement contemporary ageing trends.	Promotion of internal and external recreation and leisure programs and activities in the City.	Respondents aware of community recreation and leisure services, programs and activities available -  2009/10 Conduct initial survey 2010/11 Increase of 2% 2010/12 Increase of 2%.
	<b>Older people are aware of and participate in positive ageing health and wellbeing initiatives, activities and programs.</b>	Provide and/or promote positive ageing health and wellbeing activities and programs that reflect and promote contemporary healthy ageing trends.	Promotion of internal and external positive ageing, health and wellbeing activities in the City.	Respondents aware of positive ageing, health and wellbeing activities available –  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
	<b>Older people know how to access services and support as their needs change.</b>	Provide and/or promote clear and accessible information about ageing well (holistic) services,	Promotion of ageing well (holistic) services, activities and programs to enable people to plan for	Respondents aware of ageing well (holistic) services, activities and programs to enable them

Issue	Outcome	Strategies	Key Performance Indicator	Target
		activities and programs to enable people to plan for current and changing needs and care options.	current and changing needs and care options.	to plan for current and changing needs and care options -  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
<b>Community Support and Health Services</b>	<b>Older people feel safe and secure in the community.</b>	Promote broad community safety initiatives, programs and resources i.e. Citywatch, Neighbourhood Watch, WA Police – Safety Tips for Seniors, Dept Commerce – Consumer Protection, World Elder Abuse Day etc.	Promotion of community safety initiatives, programs and resources.  Perception of community safety.	Random sampling survey participants are aware of community safety initiatives, programs and resources -  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.  Random sampling survey- percentage of people who feel safe and secure in the

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Community Support and Health Services</b></p>	<p><b>Older people in various settings have access to intergenerational volunteers and a range of volunteer services and activities.</b></p>	<p>Encourage and support volunteers of all ages to assist older people in a wide range of health and community settings.</p>	<p>Volunteers of all ages engaged in programs and services that assist older people.</p>	<p>community -</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.</p> <p>Annual promotion of World Elder Abuse Awareness Day in accordance with age-friendly communication strategy.</p> <p>Actively encourage services to engage volunteers of all ages to assist and interact with older people in accordance with Community Development Strategy.</p>
<p><b>Outdoor Spaces and Buildings</b></p>	<p><b>Public space is universally designed and age-friendly.</b></p>	<p>Design and maintain pedestrian friendly walkways with even</p>	<p>Accessible public spaces.</p>	<p>Implementation of Access and Inclusion Plan strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<i>“The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people, and affect their ability to “age-in-place.”</i>	<b>Rest area seating is universally designed and age-friendly.</b>	surfaces.  Design and maintain adequate and well maintained outdoor seating in parks, transport stops and public spaces.	Accessible rest areas.	As above.
<i>Global Age-friendly Cities: A Guide, WHO</i>	<b>Public walkways are universally designed and age-friendly.</b>	Maintain footpaths, clear of obstructions, non-slip, with low kerbs that taper off to roads, to accommodate wheelchairs and other mobility aids.	Accessible public walkways.	As above.
<b>Outdoor Spaces and Buildings</b>	<b>Roads incorporate age-friendly pedestrian features.</b>	Design and implement appropriately placed physical structures such as traffic islands, overpasses / underpasses to assist older people to cross busy roads.  Ensure that pedestrian crossing lights allow sufficient time for older people to cross the road	Age-friendly pedestrian features.	As above.

Issue	Outcome	Strategies	Key Performance Indicator	Target
<b>Outdoor Spaces and Buildings</b>		and have visual and audio signals.		
	<b>Older people feel safe in all open spaces and buildings.</b>	Prioritise and promote public safety in all open spaces and buildings by implementing the Office of Crime Prevention WA - Designing Out Crime Strategy.	Perception of community safety in open spaces and buildings.	Random sampling survey- percentage of people who feel safe and secure in open spaces and buildings  2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
	<b>Customer service is accessible and age-friendly.</b>	Support community and personal safety initiatives and programs.  Cluster customer service to enable easily access i.e. in ground floor of buildings, ramp.  Consider requirements for older people in customer	Age-friendly customer service.	Implementation of Access and Inclusion Plan strategies.

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><b>Outdoor Spaces and Buildings</b></p>		<p>service delivery i.e. seating, counters, queuing.</p>		
	<p><b>Buildings are accessible and age-friendly.</b></p>	<p>Design and adapt accessible buildings that have: elevators, ramps, adequate signage, railings on stairs, stairs that are not too high or steep, non-slip flooring, rest areas with comfortable chairs, sufficient public toilets.</p> <p>Provide clean, well-maintained, well-signed, universally designed public toilets for easy access for people with varying abilities and in convenient locations.</p>	<p>Age-friendly buildings.</p>	<p>Implementation of Access and Inclusion Plan strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
	<p><b>Public transport is age-friendly-affordable, reliable, safe and accessible for older people.</b></p>	<p>Promote public transport information and options widely.</p> <p>Provide and promote information about how to utilise accessible buses.</p>	<p>Age-friendly service.</p>	<p>Implementation of Access and Inclusion Plan strategies.</p> <p>Random sampling survey percentage of people who feel public transport and community transport is age-friendly, affordable, reliable and safe -</p> <p>2009/10 Conduct initial survey 2010/11 Increase of 2% 2011/12 Increase of 2%.</p>
<p><b>Transportation</b></p> <p><i>“Transportation, including accessible and affordable public transport is a key factor influencing active ageing”.</i></p>	<p><b>Public transport routes include key destinations to enable older people access to key health and community services.</b></p>	<p>Ensure that public transport authorities provide transport that enables older people to reach key destinations i.e. hospitals, health centres, public parks, shopping centres, banks, seniors centres.</p>	<p>Access to services.</p>	<p>City advocates to appropriate authorities when gaps in public transport to key destinations including health and community services are identified.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><i>“Being able to move about a city determines social and civic participation and access to community and health services”.</i></p>		<p>Advocate to public transport authorities to meet identified local needs.</p>		
<p><i>Global Age-friendly Cities: A Guide, WHO</i></p> <p><b>Transportation</b></p>	<p><b>The City’s Community Transport Service provides an age-friendly service.</b></p>	<p>Deliver a community transport service for older people that reflects local and universal community transport trends and services.</p> <p>Provide community transport volunteers with “age-friendly” service training to ensure appropriate services are delivered to older people</p> <p>Deliver a community transport service that considers the needs of older people, where drivers are courteous, obey traffic rules, stop at designated places, wait for</p>	<p>Age-friendly Community Transport Service.</p>	<p>Age-friendly customer service training for all Community Transport Program volunteers.</p> <p>Random sampling survey percentage of people who feel public transport and community transport is age-friendly, affordable, reliable and safe -</p> <p>2009/10 Conduct initial</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
		passengers to be seated before driving off, park alongside kerbs to make it easier for people to step off vehicle.		survey 2010/11 Increase of 2% 2011/12 Increase of 2%.
	<b>The City's Community Transport Service is available to transport older people to key events and activities.</b>	Offer the Community Transport Program including volunteer drivers to transport older people to specific events and places.	Access to community events.	Community Transport service offered to community and senior events in the City of Joondalup -  2009/10 10% of events 2010/11 20% of events 2011/12 30% of events.
<b>Transportation</b>	<b>Priority and accessible parking bays for older people, are located close to buildings, services and transport.</b>	Make more priority bays available for older people close to buildings, services and transport and monitor to ensure appropriate use.	Accessible parking.	City advocates to appropriate authorities when gaps in accessible entrances to drop-off and pick-up bays, priority and accessible parking bays for older people as

Issue	Outcome	Strategies	Key Performance Indicator	Target
		<p>Ensure that drop-off and pick up bays for older people and people with disabilities are located close to buildings and transport.</p>		<p>identified.</p> <p>The City provides accessible parking bays at City-owned buildings and facilities.</p>
<p><b>Transportation</b></p>	<p><b>Older people are aware of and have access to a range of housing options and essential services.</b></p>	<p>Inform older people of the range of services available to help them “age-in-place”.</p>	<p>Ageing in place.</p> <p>Community Safety.</p>	<p>Town Planning Scheme to allow subdivision of blocks to allow older people to age in place.</p> <p>Host Ageing in Place information session giving an overview of housing options and community support services available.</p> <p>Promotion of personal and community safety initiatives.</p> <p>Older person represented</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
				on the Community Safety and Crime Prevention Committee.
<p><b>Housing</b></p> <p><i>“Housing is essential to safety and well-being.”</i></p> <p><i>“There is a link between appropriate housing and access to community and social services in influencing the independence and quality of life of older people.”</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p>	<p><b>Universal design is used in public housing for older people.</b></p>	<p>Advocate for public housing to meet the diversity of needs of older people.</p>	<p>Ageing in place.</p>	<p>Implementation of Access and Inclusion strategies.</p>
	<p><b>Older people are well-informed of housing options available as needs or circumstances change.</b></p>	<p>Widely promote information to older people about the range of housing options and essential services and support available.</p>	<p>Ageing in place.</p>	<p>Host Ageing in Place information session giving an overview of housing options and community support services available.</p>
<p><b>Housing</b></p> <p><i>“Housing and support that allows older people to age comfortably and</i></p>	<p><b>Older people feel safe in their homes.</b></p>	<p>Prioritise and promote personal safety initiatives i.e. personal alarms, WA Police Safety Tips for Seniors, Neighbourhood</p>	<p>Community safety.</p>	<p>Promotion of personal and community safety initiatives in accordance with age-friendly communication strategies.</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
<p><i>safely within the community to which they belong are universally valued”.</i></p> <p><i>Global Age-friendly Cities: A Guide, WHO</i></p>		<p>Watch.</p> <p>Provide resource information to enable older people to access community services and initiatives that aim to decrease social isolation i.e. Redcross Telecross,. Safer Seniors Program</p>		<p>Older person represented on the Community Safety and Crime Prevention Committee.</p>
<p><b>Housing</b></p>	<p><b>Housing for older people is integrated within the surrounding community.</b></p>	<p>Support a range of housing initiatives that provide housing for people as they age, that keeps older people integrated in and connected with the community.</p> <p>Advocate for development of a range of affordable housing options.</p>	<p>Ageing in place.</p>	<p>Consider the inclusion of appropriate provisions in the new District Planning Scheme to allow for a greater range of housing choices particularly near town centres and public transport.</p> <p>City advocates for and promotes the need for affordable housing that allows people to age in</p>

Issue	Outcome	Strategies	Key Performance Indicator	Target
				place.  Host Ageing in Place information session giving an overview of housing options and community support services available.

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## **Resources that informed the Positive Ageing Plan**

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Awareness to action – Local Government's Response to Population Ageing, Australian Local Government Association, 2005.

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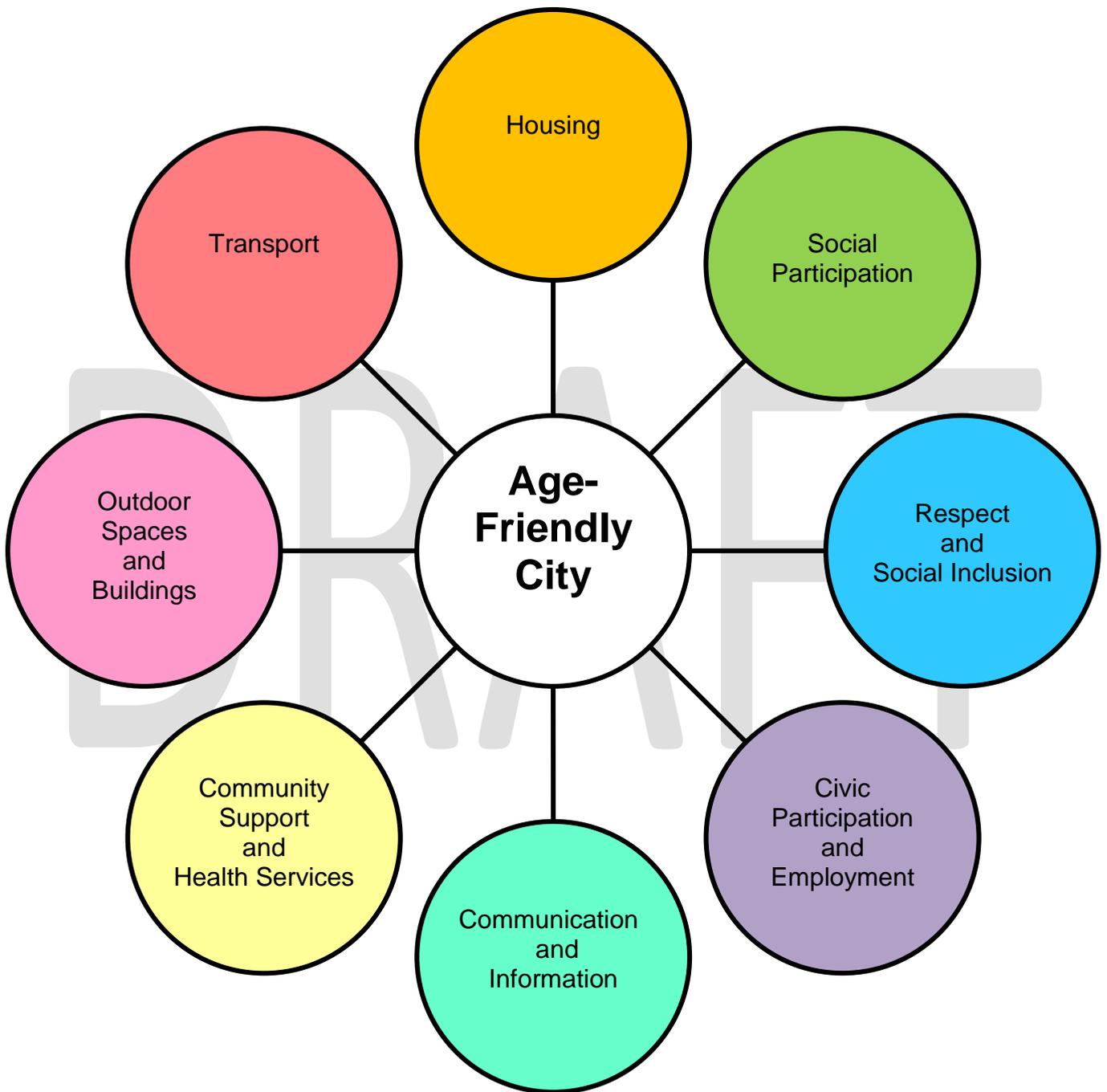
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Revisiting Lifelong Learning for the 21<sup>st</sup> Century, United Nations Educational, Scientific and Cultural Organisation, 2001.

The State of Ageing in WA, Office of Seniors Interests and Volunteering, Government of WA, Report by Access Economics, 26 February 2007.

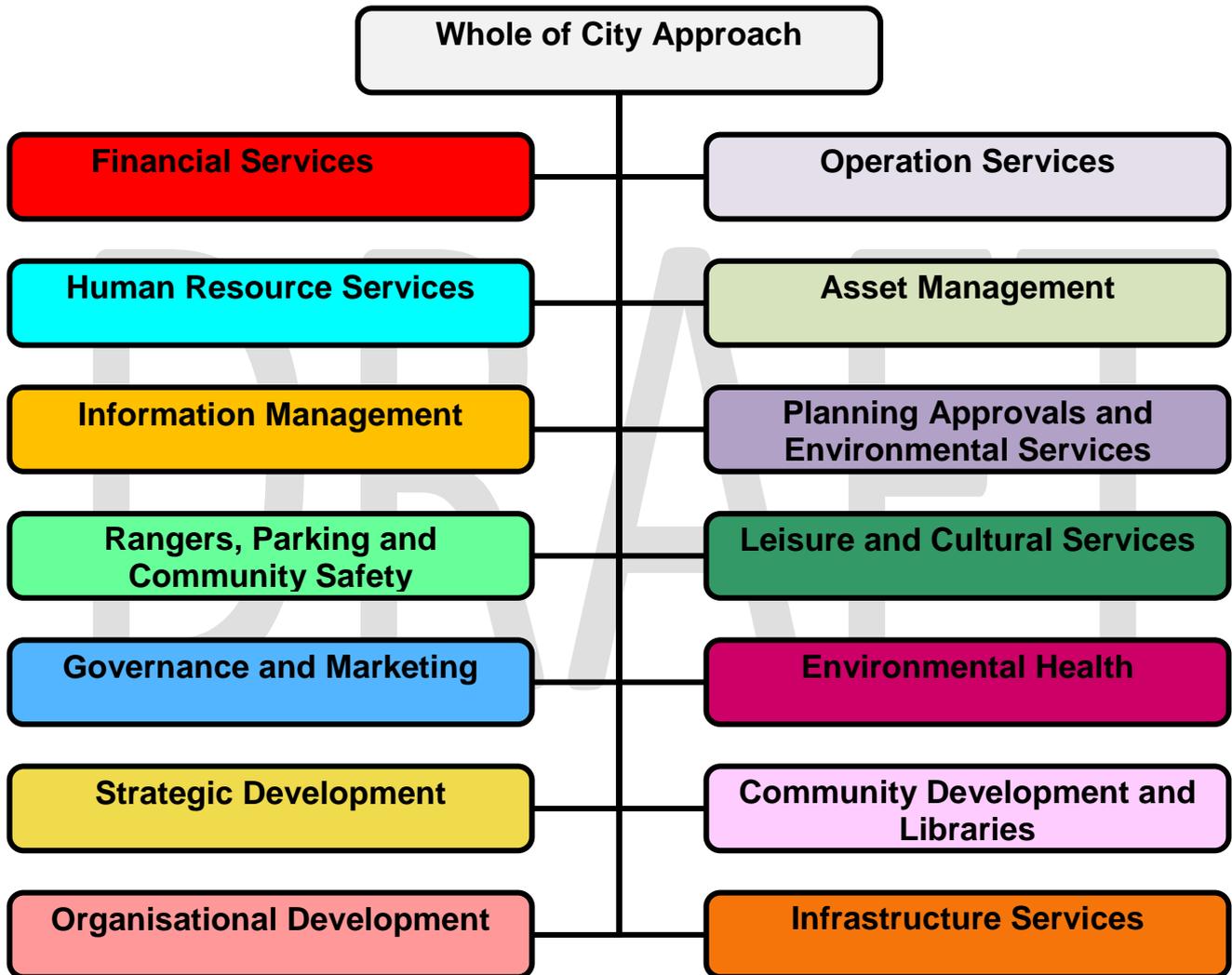
WESROC Seniors' Needs Study 2002 Building Strong Communities through Positive Ageing, Lee Phillips and Associates

Age-Friendly Identified Areas



Source: Global Age-Friendly Cities: A Guide – World Health Organization, 2007

Ageing Communities: Whole of City Approach



Modified from original source: Awareness to Action – Local Government’s Response to Population Ageing Australian Local Government Association 2005