AGE-FRIENDLY CITIES AND COMMUNITIES

INFORMATION KIT FOR LOCAL GOVERNMENT COUNCILLORS AND SENIOR MANAGEMENT

For further copies or information about the project please go to the COTA or MAV websites:

COTA Victoria   **Municipal Association Victoria**

www.cotavic.org.au   www.mav.asn.au

Terminology

Ageing

Defining ageing is complex and a number of terms and age groups are used to describe ageing.

'Positive Ageing', 'Active Ageing' and **'Healthy Ageing'** are commonly used in plans and/or strategies targeting the older population. The 50+ years population is generally the target audience for Positive Ageing.

The *World Health Organization (WHO) Age-friendly Cities framework* does not refer to ageing by a specific age cohort. The emphasis is more on ageing across the life-course.

WHO Age-friendly terms and domains

The WHO Age-friendly cities domains/terminology have in many situations been reworded or adapted to suit local situations. The original WHO terms (2007) are used throughout this Information Kit for consistency purposes only.

Who is this Information Kit for?

If you are a Councillor or Senior Manager in local government this Information Kit has been designed for you. The Kit provides you with the knowledge and tools to build and progress age-friendliness in your community.

Why does the Kit target local government?

Local government has a pivotal role in leading and facilitating communities where people of all ages, regardless of ability or life stage, can live a quality life. An age-friendly city or community is friendly for **all** ages and embraces much of what local government does.

Building and growing local government's role in age-friendly cities and communities is timely as:

- people are living longer and populations are ageing, resulting in increasing numbers of older people and a change in the make-up of our communities and municipalities

- the delivery of aged and disability services is subject to the national reform agenda – Councils are currently in decision mode – what is/will be the role of Council in supporting their older population?

- the international context for ageing has been refocussed following the release of the *World Health Organization (WHO) World report on ageing and health* (2015) and the *Framework for Action on Ageing and Health* (2016). Four priority areas for action were endorsed at the international level in May 2016 with age-friendly environments as one of the priorities. The report has resulted in 2020-2030 being declared the global Decade of Healthy Ageing

- seven Victorian councils have signed up to the World Health Organization's Global Network of Age-friendly Communities

- in April 2016 – the Victorian Government announced Age-friendly Victoria. Since then, approximately 47 percent of Councils across Victoria have signed the Municipal Association of Victoria (MAV) and Victorian Government *Age-friendly Victoria Declaration* at this point in time.

*Age-friendly cities and communities are friendly for **all** ages.*

What information is provided?

This Information Kit supports local government to continue the age-friendly momentum and in particular to support Councillors and senior management to lead and activate a whole of council response.

The kit information can also be used as stand-alone handouts & training material

This Kit provides:

Section	Handouts – key content
1. Age-friendly introduction	• An age-friendly world – an introduction and context to age-friendly
	• Investing in age-friendly – evidence of the economic and social benefits from an active and healthy older population
	• Age-friendly Victoria – State government position and commitments
	• Age-friendly local government – Council roles and opportunities including current aged and disability service reforms
	• Victoria's older population and experiences of ageing
	• Age-friendly opportunities for councils
	• Making it happen – steps for creating better places for people to grow old
2. Practice examples and resources	• A selection of age-friendly ideas and examples from across council roles
	• A selection of age-friendly practice resources supporting council's age-friendly work

*Each handout provides links to key relevant resources under the '**Look up**' section.*

SECTION 1
AGE-FRIENDLY INTRODUCTION

Health and well-being are determined
not only by our genes and personal
characteristics but also by the physical and
social environments in which
we live our lives.

Age-Friendly Environments WHO

The *WHO World Report on Ageing and Health* released in 2015 reinforces and continues the momentum of the *WHO Age-Friendly Cities and Communities* work initiated in 2007.

The report reiterates the importance of the social and built environments and the need to create age-friendly environments for healthy ageing.

The report stresses the urgency for the transformation of health services and systems towards care and support that is centered on the needs of older people.

Infographic: www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg
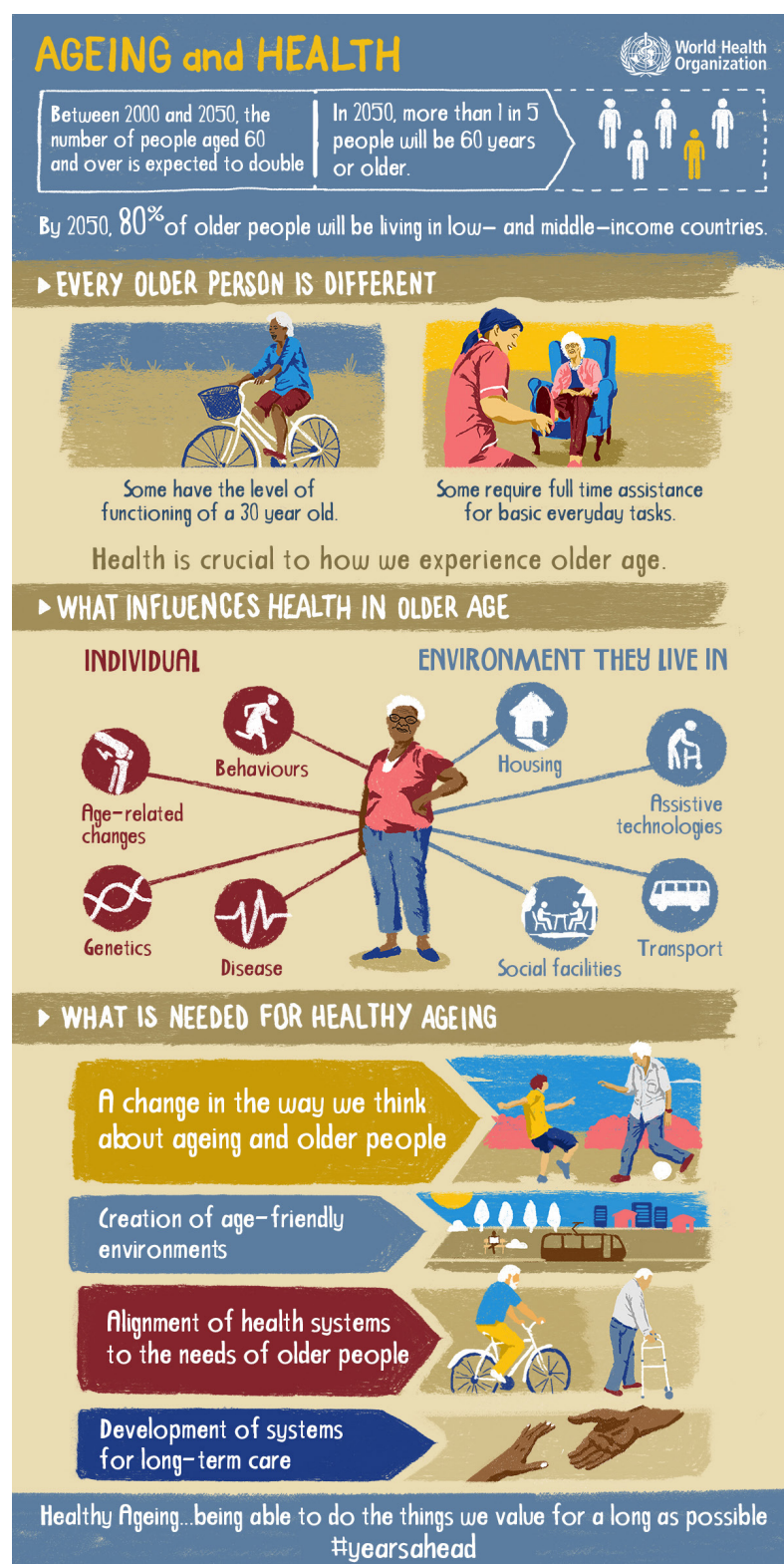
1.1 AN AGE-FRIENDLY WORLD

For over a decade the World Health Organization (WHO) has been integral to guiding cities and communities across the world to think, plan and implement age-friendly places where regardless of age, ability or circumstance, people can live well in later life.

Older people participating in a study in 33 cities across the world (including Maribyrnong in metropolitan Melbourne) articulated the model of an age-friendly city based on their experiences. Their voice is at the heart of the *WHO Age-friendly Cities Framework*, the key guide for governments and communities to develop a better world for the growing ageing population.

The *WHO Age-friendly Cities Framework* (2007) identifies eight areas of influence contributing to age-friendly cities. Since 2007 the framework terminology has been adapted to suit local situations however the essence of the domains has remained the same. 'Age-friendly City' is now more commonly referred to as 'Age-friendly Cities and Communities'.

Age-friendly cities and communities support older adults by designing policies, services and structures related to the physical and social environments that help seniors live safely, enjoy good health and stay involved'[1]

Age-friendly promotes:

- a human rights based approach

- an integrated approach to ageing from government and community

- a civil society where people of all ages and all abilities are included and respected

- the social and economic contributions and value that older people make to families and communities

- independence, well-being and quality of life for all people as they age.

[1] *Age-friendly communities evaluation guide Using indicators to measure progress. Public Health Agency of Canada 2015*

Creating Age-friendly cities and communities continues to gain momentum across the world. Key drivers behind this momentum include:

- population ageing – people are living longer and the proportion of older people in the population is growing

- changing aspirations – older people, regardless of age or ability, want to participate and be included in society, have purpose and stay active in their later years

- an improved understanding of the barriers that inhibit active and healthy ageing and how these barriers can be removed

- increased evidence of individual and community benefits from an active and healthy older population

- the need to reduce the demand on health, care and   support services that is anticipated with population ageing

- the need to refocus and reinvest in how older people are supported to live out their lives.

The ageing population is not a peripheral issue. It affects virtually every aspect of every single citizen's life.

The Longevity Revolution
Creating a society for all ages

Look up!

The following **'Look up'** *resources provide links to the key sources to learn more about ageing and the age-friendly direction.*

Website links to all resources can be found on page 29.

AGE-FRIENDLY
INNOVATION EXCHANGE

International Federation of Ageing. Age-friendly Innovation Exchange.
An interactive learning platform for knowledge, exchange and collaboration including webinars

WHO Global Network for Age-friendly Cities and Communities

WHO Global Network of Age-friendly Cities and Communities (GNAFF) fosters the exchange of experience and mutual learning between cities and communities worldwide.
Currently 7 Victorian Councils are members of GNAFF.

The Longevity
Revolution

The Longevity Revolution: Creating a society for all ages. Alexandre Kalache, Adelaide Thinker in Residence 2012-2013

Global Age-friendly Cities:
A Guide
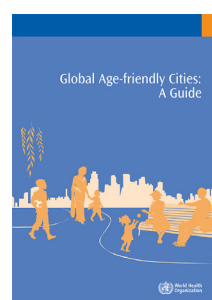
Global Age-friendly Cities: A Guide. WHO, 2007

1.2   BENEFITS OF INVESTING IN AGE-FRIENDLY

Population ageing is often portrayed as a significant drain on community resources. 'In reality however, older people make many positive contributions to society – and health and social care expenditures for older people are an investment rather than a cost'.[2]

The *WHO World Report on Ageing and Health* provides research evidence of how the social and economic contributions of the older population outweigh the cost of pensions, health and care.

Age-friendly communities make good sense economically and socially. Benefits include:

- lower public and personal costs related to illness and health care

- the prevention or delayed onset of many chronic and preventable illnesses

- increased healthy behaviours and social participation

- the added social and economic 'value' to communities when older people contribute to and participate in their communities.[3]
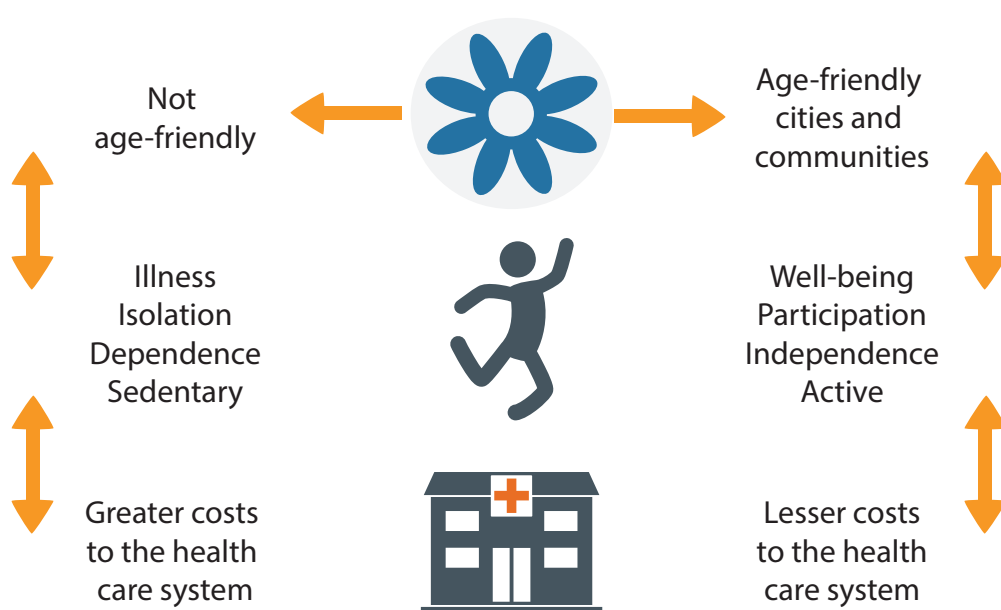
'The vitality of the Victorian community and its economy is significantly linked with the extent to which older people's participation can be fostered and encouraged.'

Parliamentary Inquiry into Senior Victorians

'Among older people there is a vast reserve of knowledge, memory, intuition and experience that is eager to be tapped.'

The Longevity Revolution Creating a society for all ages

Evidence is gathering to report the benefits of investing in preventative approaches to health and well-being, including age-friendly. The relationship between investing in age-friendly, well-being, and the impact on service demand/costs, is illustrated below.

Not age-friendly

Age-friendly cities and communities

Illness
Isolation
Dependence
Sedentary

Well-being
Participation
Independence
Active

Greater costs to the health care system

Lesser costs to the health care system

[2] *Chapter 1 World report on health and ageing WHO 2015*
[3] *Adapted from: The case for Age-friendly Communities Margaret Neal, Alan Kenneth DeLaTorre Portland State University 2016*

The Parliament of Victoria Family and Community Development Committee 'Inquiry into opportunities for participation of Victorian seniors'[4] identified individual, community and economic benefits of participation by people in later life.

Benefits are extensive and include:

Individual Benefits	Economic Benefits	Community Benefits
A sense of connectedness, financial independence, and improved health and well-being.	Contributions to the workforce, through caring and volunteering and reduced reliance on health services.	Older people's participation contributing to increased social capital, and stronger and safer communities.

Economic modelling based on an increase of 50 people over 55 years undertaken as part of *Advancing Orbost 2020* reported:

- 'the social and economic viability of the town is expected to increase. An increased population will increase the sustainability of many existing businesses and services in the town as well as the viability of community and volunteer groups'.[5]

With significant numbers of older people involved in volunteering, volunteering provides a good example of the benefits of a healthy and active older population.

For example:

- the value of indirect and formal volunteering in Victoria was calculated to be $16.4 billion in 2006.[6]

- the number of older people involved in volunteering has grown with population ageing. At the 2011 census, 19.9% of people 65+ years in Victoria were involved in 'organised volunteering' in the previous 12 months.

Investing in an age-friendly approach/ activities goes beyond public funds. It taps into and builds on individual and community strengths – the positive qualities communities possess – which in turn contribute cumulative benefits and return for individuals and the whole community.

Dialogue surrounding the ageing population often overlooks the benefits of investing in age-friendly communities.

Evidence of the economic, social and service reduction gains when older people stay active, healthy and connected should be factored into discussions and decisions on the future role of councils in supporting the ageing population.

4 *Inquiry Into Opportunities For Participation Of Victorian Seniors by Family and Community Development Committee Parliament of Victoria August 2012*
5 *Draft Scoping paper: Orbost Age-friendly Town Geografia February 2014 p.13*
6 *The Economic Value of Volunteering in Victoria Victorian Government 2012*

1.3 AGE-FRIENDLY VICTORIA

'People are living longer and many of today's young Victorian's will live beyond 90 or even 100 years. We need to create communities that respond to this significant social change and better support people as they age'.[7]

The State Government alongside the MAV and COTA Vic is helping build a stronger and more coordinated approach to support health and well-being as people age.

In 2013 the Victorian Government appointed Victoria's first Commissioner for Senior Victorians. A key role of the Commissioner is to report to the Victorian Government on priority policy issues affecting senior Victorians. The Commissioner is committed to working towards and age-friendly Victoria for all seniors.

COTA Vic's age-friendly Victoria role involves working with older people, local councils, seniors' organizations, state government and businesses to identify what is needed to make communities age-friendly.

On 14th April 2016 the Victorian Government and the MAV signed the Age-friendly Victoria Declaration to provide leadership for better state and local planning for more age-friendly communities.

The Age-friendly Victoria Declaration is a milestone for Victoria.

Within the first 12 months, approximately 47% of Councils signed the Declaration as well as peak bodies and organizations.

The State Government is inviting all Victorian Councils to sign the *Age-friendly Victoria Declaration.*

The undersigned organization:

- *fully endorses and supports the vision of the Age-Friendly Victorian Declaration for better state and local planning*

- *recognises the integral role of older people in achieving an Age-friendly Victoria and commits to the ongoing involvement of older people*

- *endorses the importance of partnerships between government, the community and the business sectors in working together*

- *agrees to work in partnership with the Victorian Government and/or the Municipal Association of Victoria to achieve an age-friendly Victoria.*

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7 Victorian Government and Municipal Association of Victoria Age-friendly Declaration 14th April 2016

The Victorian Government has committed funds for Age-friendly Community Grants targeting rural council areas and for innovative age-friendly projects available to other councils to improve quality of life for older people. The Victorian Government supports the age-friendly policy work coordinated through the Department of Health and Human Services.

The Commissioner for Senior Victorians report *Ageing is Everyone's Business* includes recommendations to work toward reducing social isolation and loneliness amongst older people. The report calls for action by many sectors and stakeholders with the state government particularly well placed to take a leadership role.[8]

The Victorian Health and Well-being Plan now sees older people as a focus for health promotion as it covers all ages in the life-course.

The vision of the plan is for Victoria to be free of the avoidable burden of disease and injury enabling all Victorians to enjoy the highest attainable standards of health, well-being and participation at every age.

In 2017, **Municipal Health and Well-being Plans** are being prepared with opportunities to capture this new direction and for councils to respond to the health and well-being of their older residents with an active and healthy ageing approach.

Maroondah City Council won the inaugural Age-friendly Victoria award.

A consultation with more than 1,000 people gathered views and ideas on creating an age-friendly Maroondah.

This work provided a benchmark which council used to rank current performance and it also identified 107 active and ageing initiatives to become an age-friendly city.

One of the actions is **Room 105 Program***, a free intergenerational IT training program between students and older people. It is now hosted by a local secondary college and is sustainable.*
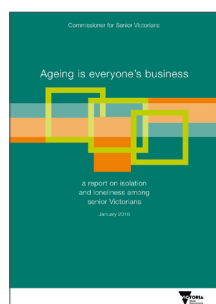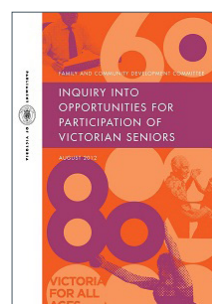
2016 Victorian Senior of the Year Awards

Look up!

The following resources outline the Victorian government age-friendly directions.

Age-friendly Victoria Declaration

Ageing is everyone's business: A report on isolation and loneliness among senior Victorians. January 2016, Commissioner for Senior Victorians

Inquiry Into Opportunities For Participation Of Victorian Seniors. Parliament of Victoria August 2012

8 *Ageing is everyone's business: a report on isolation and loneliness among senior Victorians. Victorian Government, 2016*

1.4 AGE-FRIENDLY AND LOCAL GOVERNMENT

Helping to shape local communities across all of the life stages is core business of local government. Age-friendly embraces much of what councils already do.

Local government in Victoria has a significant investment and role in supporting older people in a history of involvement with senior citizens centres, Home and Community Care, recreation facility provision and support for clubs and organizations.

Influencing community well-being and facilitating healthy, just and inclusive communities are also key areas for local government.

Council planning, practices, policies and actions, (or lack of) have a direct impact on how people can live their lives across all ages.

The eight domains of the WHO Age-friendly cities framework capture the breadth and depth of council business. Councils have a unique position to collaborate across the social and built environment and across the life stages of the community.

Globally local government is identified as central to developing age-friendly cities and communities. The Victorian Government and the MAV Age-friendly Declaration acknowledges that 'local government plays a key role in planning and establishing age-friendly communities'.

Most councils have Age-friendly/Positive Ageing/Active Ageing Strategies or Plans.[9] These generally reflect or adapt the WHO Age-friendly cities framework. The MAV supports this work through a dedicated State Government funded position. COTA Vic has a role in building grass roots capacity for age-friendly municipalities.

Councils are actively adopting age-friendly actions, strategies and plans providing many examples to draw on.

The *MAV Age-friendly Communities and Local Government National Conference* in 2014 showcased Councils' age-friendly work and further explored how councils can develop a vision and an all-of-council response to creating age-friendly communities.[10]

From 2017 Municipal Public Health and Wellbeing Plans are required to include older people as a priority target group.

An age-friendly approach across local government brings a greater focus on ageing beyond service delivery to all of Council's planning, practices, policies and actions.

9 MAV list of Council's strategies and plans http://www.mav.asn.au/policy-services/social-community/ageing-disability/ageing/Pages/positive-ageing-plans.aspx
10 http://www.mav.asn.au/events/Pages/age-friendly-communities-local-government-29102014.aspx

The following scenarios illustrate quality of life for residents when neighbourhoods or communities are age-friendly. On a personal level the capacity to age-well and continue to be part of the community has been **enabled** through the application of age-friendly policy, practices, approaches and collaborations.

Carol, 62 years would:
- ✓ enjoy and visit **outdoor spaces**
- ✓ **have a say** in local affairs
- ✓ have **flexible employment** opportunities
- ✓ enjoy **volunteering** and sharing her skills
- ✓ feel safe and secure in **housing**

Bettina and Steve in their 70's would:
- ✓ have **regular contact** with neighbours
- ✓ be encouraged and motivated to **stay active**
- ✓ feel **respected and valued** by the community
- ✓ have **a say in decisions** that affect their life
- ✓ **participate and socialise** with people of all ages
- ✓ access **educational and skill development** classes

Tran, 85, widowed, living at home would:
- ✓ have **somewhere to go** and **things to do**
- ✓ have an **understanding** of and **information** on community events
- ✓ access weekly tai chi lessons for **well-being**
  - ✓ feel **included** and **valued** in her local community
  - ✓ have access to **support at home** if needed

*Laci, 75 years, living in rural Victoria would:*
- ✓ feel **welcome** at shops in his local area
- ✓ have a **choice of activities / groups** to join
- ✓ have access to **community transport** if required
- ✓ enjoy and feel safe in the **parks** and **walking tracks**
- ✓ have access to **support services** if needed
- ✓ have opportunities for **socialisation**

The following resources provide overarching age-friendly tools (policies, planning, strategies and practice examples) relevant for local government.
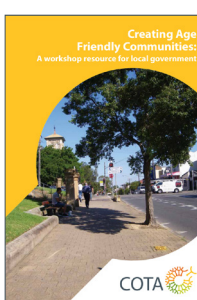
Look up!

Age-friendly Neighbourhood Guidelines and Toolkit for Local Government 2012 Government of South Australia
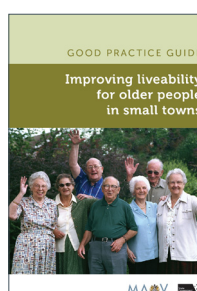
Improving liveability for older people in small towns. Good practice guide, MAV and State Government Victoria 2014
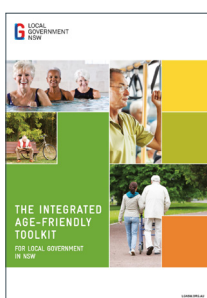
The Integrated Age-friendly Toolkit for Local Government in NSW

Creating Age Friendly Communities: A workshop resource for local government, 2013 COTA NSW

1.5 VICTORIA'S OLDER POPULATION AND EXPERIENCES OF AGEING

Along with the rest of the world, Victoria is experiencing population ageing. Population projections report growth in numbers and proportions of older people across Victoria. In particular, regional and rural Victoria will experience significant change to the makeup of their communities. Projections for the 60+ population for Greater Melbourne and the rest of Victoria are shown below.[11]

Year	Greater Melbourne		Rest of Victoria	
	People 60+	% of total population	People 60+	% of total population
2031	1,348,897	22.2%	512,083	30.5%
	(+ 169,798)		(+43,363)	
2026	1,179,099	21.1%	468,720	29.5%
	(+ 156,165)		(+48,348)	
2021	1,022,934	20.0%	420,372	28.0%
	(+ 148,930)		(+50,051)	
2016	874,004	18.8%	370,321	26.0%

Population ageing brings both opportunities and challenges. The focus however is often on what people 'can't do' rather than what people 'can do'.

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71% of people over 65 years had reported that they had been insulted or mistreated on the basis of their age.

Australian Human Rights Commission 2013

_____

Elder abuse is one of the worst manifestations of ageism.

Challenging Ageism COTA Victoria

Victoria's older population includes people of diverse backgrounds, languages, socio-economic circumstances, gender, sexual orientation, ability, capacity, health, well-being, skills, opportunities, interests and aspirations.

Everyone has different experiences of growing old and different aspirations and hopes for how they will live their life. For many people however, growing old can be associated with increasing vulnerability and insecurity – socially, financially and physically including health and housing.

Ageism is becoming increasingly recognised as a significant issue for the older population and an inhibitor to ageing well. 'There is growing evidence that older people are facing negative attitudes and outright discrimination that limits their contributions and well-being'.[12]

October 1 2016 was UN International Day of the Older Person. COTA Victoria with 75 countries participated in a worldwide campaign Take A Stand Against Ageism.

COTA launched Challenging Ageism providing an overview of ageism in Australia with advice on how to combat it.

11 Source: VIF 2016 Major regions ERP 5 years age, sex 2011-2051
12 ARC Centre for Excellence in Population Ageing Research (CEPAR)

The Australian Human Rights Commission research into *Stereotypes of Older Australians* identified a number of areas of discrimination for older people including how older Australians are often portrayed negatively in the media. The most common places where discrimination was seen to most likely occur included the workplace, health care system, retail, government policy, social situations and banking and insurance.[13]

How older people are portrayed in the media: [14]

The size of each word is directly proportionate to the number of mentions of that theme.
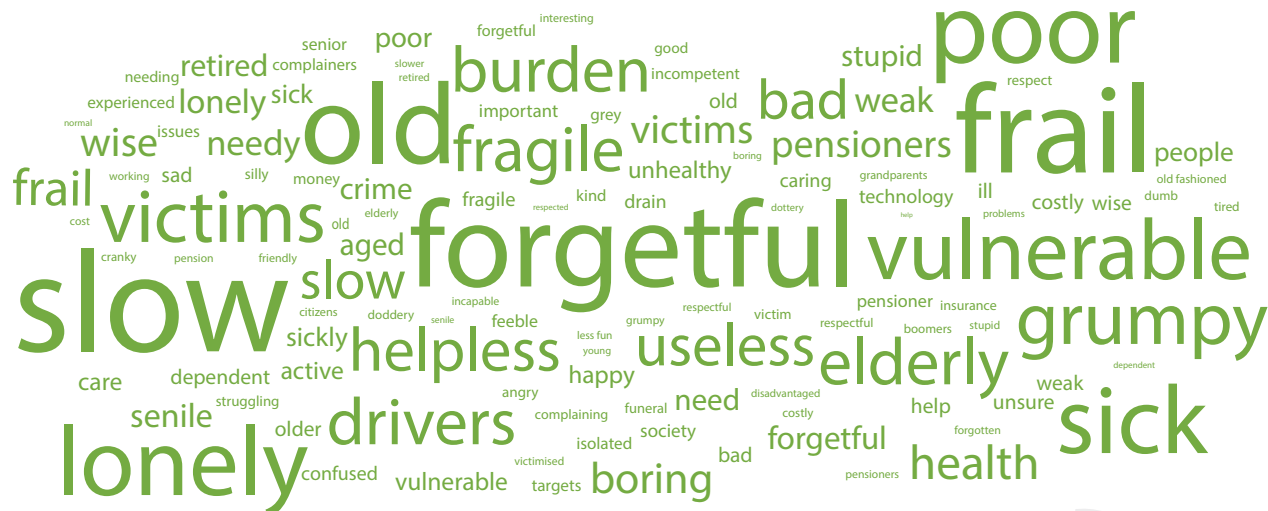
Question: Thinking about everything you see and hear in the media (including TV, online, on the radio and in newspapers and magazines), how does the media portray older people?
Base: All respondents (n=2,020)

Combating ageism is everybody's responsibility and change is required at many levels of society – individually, family, community, government.

"Ageing is Everyone's Business, A Report on Isolation and Loneliness Among Senior Victorians" reports the findings of the Commissioner for Senior Victorians listening tour of Victoria in June and July 2015. The report provides an estimate of 10 percent of Victorian Seniors for whom isolation and loneliness have significant detrimental impacts.

Loneliness is a significant health and well-being issue and has impacts at both individual and societal level. A sense of connectedness to local communities, and of belonging to others, is an important antidote to loneliness for many older people.[15]

Significant health and well-being issues faced by older people can also include: physical inactivity, dementia, and other mental illnesses.

Addressing ageism, loneliness and well-being is vital for age-friendly cities and communities.

Look up!

The following resource provides evidence of ageism and strategies on what you can do to stop it.

Challenging Ageism
COTA and Seniors Rights Victoria 2016

13 *Fact or Fiction? Stereotypes of older Australians Human Rights Commission 2013*
14 *Ibid*
15 *Ageing is everyone's business a report on isolation and loneliness among senior Victorians Victorian Government, 2016*

1.6   AGE-FRIENDLY OPPORTUNITIES FOR COUNCILS

Age-friendly involves a multiple sector, multiple community approach requiring leadership and action by many – governments at all levels, service providers, organizations, businesses, communities and people of all ages.

Local government around the world has been clearly identified as critical to developing and progressing age-friendly cities and communities.

Multiple councils across Victoria have signed the Age-friendly Victoria Declaration demonstrating their commitment to working towards age-friendly cities and communities.

Under the Local Government Act and as leaders in their community, it is imperative that councils continue to pursue and implement age-friendly directions through council decisions, policies, partnerships and resources in order to meet the ongoing needs and opportunities of a growing older population.

Countries recognised for their age-friendly progress such as Canada, UK and parts of Europe report the importance of commitment from all levels of government, strong leadership, directions driven by older people and the involvement of the wider community.

The reinvestment of 'aged services resources' in 'age-friendly' initiatives is currently a unique opportunity to refocus how local government, together with other levels of government and the community, will continue to build and invest in inclusive communities for all residents, regardless of age or ability.

Age-friendly brings together:

- a new and better understanding of ageing and the social and built environments (Council's area of influence) that enable individuals and community to age well
- a greater focus on the ageing population from all levels of government and across government departments
- a whole of population/community response to supporting people as they age
- a wealth of knowledge generated internationally on how cities and communities can be friendly for all ages.

Joining the dots

There are currently a range of 'inclusive' community initiatives that councils are being asked to consider including Child Friendly Cities, Resilient Cities, Safe Cities, Sustainable Cities, Dementia Friendly Communities along with Age-friendly cities. Many decision makers question how these initiatives intersect and which ones, if not all, should be embraced.

The table over page aims to clarify how an age-friendly approach links or brings together a range of approaches, legislation, standards, practices and planning that councils are involved in. The age-friendly direction connects with many practices and standards councils already commit to.

	Connections/links with Age-friendly cities and communities approach	Age-friendly domains
WHO Age-friendly Cities and Communities	Internationally endorsed direction linked to age-friendly domains.	All
Australian Human Rights Commission Act and Victorian Charter of Human Rights and Responsibilities Act	The underlying foundation of age-friendly is respecting a person's rights. The Victorian Charter requires local government to act compatibly with human rights, and to consider human rights when developing policies, delivering services and making decisions.	All
Age Discrimination Act	People are not treated less favourably on the grounds of age.	All
Disability Discrimination Act	A person with a disability has a right to have access to places used by the public and participate in community life.	All
Building Code Australia	Design and maintenance of public spaces and buildings, housing.	6 & 8
Local Government Act	Under the Act Council's role includes fostering community cohesion, encouraging active participation in civic life, improve overall quality of life of people in the local community and promote the social, economic and environmental viability and sustainability of the municipal district.	All
Municipal Health & Well-being Plans	Social determinants of health framework, particularly relevant with plans currently being developed for all age cohorts including older people.	All
Positive Ageing, Active Ageing, Healthy Ageing Strategies and Plans	Optimises opportunities for quality of life as you age. Strategies and plans usually follow the WHO Age-friendly framework	All
Healthy Spaces and Places[16]	Healthy built environments and design encourage walking, cycling and use of public transport.	6
Dementia Friendly Communities[17]	Quality of life with meaning, purpose and value. Includes physical environment and design.	All
Child Friendly City or Community[18]	Promotes rights of child. Child friendly cities are inclusive of the whole community.	1 & 2
Health and well-being programs	For example: Living Longer Living Stronger, Falls Prevention, Men's Sheds, Community gardens etc..	1, 5 & 6
Place based /local / integrated planning approach	Shaping and creating local neighbourhoods and communities that facilitate connections, health and well-being.	1, 3, 6 & 7

Key to Age-friendly Domains

1. Social Participation
2. Respect and social inclusion
3. Civic participation and employment
4. Communication and employment
5. Community support and health service
6. Outdoor spaces and buildings
7. Transportation
8. Housing

16 Partnership between ALGA, Planning Institute of Australia & Heart Foundation http://www.healthyplaces.org.au/site/
17 https://www.fightdementia.org.au/about-us/campaigns/dementia-friendly-communities
18 www.vlga.org.au/.../2014-child-friendly-cities-and-communities-toolkit

1.7 MAKING IT HAPPEN – CREATING BETTER PLACES FOR PEOPLE TO GROW OLD

One strategy used by successful communities was to select 'low hanging fruit' to demonstrate that some worthwhile changes could take place with limited resources.

These small projects instilled confidence in the community's age-friendly initiative as a whole, did not require much cost or time, and also inspired people to tackle more complex issues.

Age-friendly British Columbia

The work of becoming age-friendly has many starting points.

Councils can take a range of different steps on their age-friendly journey, some big, some small, but any step will assist in creating better places for people to grow old in.

Regardless of what stage of the age-friendly journey your council is at, there are a number of essential elements that influence the success and progress of age-friendly work.

Essential elements of an age-friendly approach include:

- Inclusiveness
- Strong leadership by local government
- Respect
- Commitment from all levels of government
- Collaboration and engagement with multiple stakeholders
- Ongoing engagement with older people

A range of possible actions and opportunities to start or to continue to build age-friendly communities are provided in the following table. Further opportunities are presented through practice examples in Section 2 of this Kit.

A range of age-friendly steps and opportunities for councils	
Demonstrate commitment and leadership	Sign the Age-friendly Victoria Declaration.
Listen to older people and involve them in decision making	Establish an Older Persons Advisory Group to council Establish a 'bank' of people who are happy to be contacted for feedback on council/community issues.
Recognise ageism, promote positive ageing	Raise awareness of ageism as individuals and across all areas of council – monitor, learn, eliminate. Cultivate a good relationship with the local media. Use council's webpage and social media to focus on ageing.
Build age-friendly know how across Councils	Explore opportunities for building age-friendly knowledge and integrated planning across Council – lunchtime sessions, sharing stories, newsletters, networks, staff gatherings Use key resources listed in this Kit to build knowledge.
Plan for an ageing community	Prepare or update a positive ageing strategy for council to guide decision making in the future. Understand the demography of the older population.
Municipal Health & Well-being Plans	Identify the demography, issues, needs of your older population and include in the 2017 Health and Well-being plans.
Partnership opportunities	Explore possibilities of partnerships, grants and other funding/collaborative opportunities. Work with local businesses to encourage age-friendly approaches in shopping precincts across the municipality.
Support aged-care reform decisions and delivery of services	Adapt/apply the WHO Age-friendly cities framework to provide direction around a future role and/or approach to support the ageing population, with or without a home support service delivery role.
Collaborative and integrated planning – an overarching approach	The age-friendly approach involves collaborative and integrated planning. A range of approaches are implemented from planning for a defined age group to a whole of population or intergenerational approach. There are a number of planning resources and toolkits supporting integrated age-friendly planning that are specifically designed for local government. A list of these resources are provided in PART 1.4 of this Information Kit. In addition, multiple examples of Victorian Councils' Positive Ageing/Healthy Ageing Strategies and Plans can be found on the MAV website.

SECTION 2
PRACTICE EXAMPLES AND RESOURCES

Throughout the WHO World report on
ageing and health (2015) it is emphasised
that all the aspects of an older person's
environment need to
work together in an integrated way
if healthy ageing is to be achieved.

Section 2 of this Information Kit provides a few examples, initiatives and ideas to highlight some of the approaches and steps councils have taken in creating age-friendly places. A few practice resources are also listed.

The examples are provided under the general areas of:

- Consultation and engagement
- Outdoor spaces and buildings
- Information and communication
- Housing
- Transport
- Business

There are many more examples of work in the age-friendly space. A key challenge however is identifying and sharing the practice.

Further examples of council's work in age-friendly communities can be found on the MAV website.

www.mav.asn.au/policy-services/social-community/ageing-disability/ageing

'Applying an age-friendly lens to any element of society means that its features will be friendly for all ages.

The age-friendly concept helps us to design communities that will not only support adults in the later years, but will support people of all ages and abilities.

In other words, it will help us move towards creating communities that are equitable for all'.

*Age-friendly Cities and Communities
A literature review University of South Australia
Centre for Work + Life July 2014*

AN AGE-FRIENDLY APPROACH: CONSULTATION & ENGAGEMENT

Having a say and contributing to decision-making is an essential element underpinning the age-friendly approach. Older people are a diverse group and their views, needs and aspirations vary significantly.

Consultation and engagement involves accessible communication, flexibility, a range of methods/mediums, user-friendly formats and utilising positive messages and images of older people.

Some examples and resources include:

Positive ageing ambassadors

Older people were trained and skilled to become community leaders and to provide advice to Council on ageing issues.

12 older people from across the shire became Ambassadors who facilitated a series of local community discussions.

Outcomes included informing council on the local needs of the ageing communities. A number of local priority projects developed such as new public seating, intergenerational schools program, women's art studio proposal.

*(Colac Otway Shire Council
Positive Ageing Ambassadors Toolkit)*

Age-friendly think tanks

Quarterly think tank sessions provide older residents with the opportunity to contribute as 'knowledge producers' and as 'knowledge users'.

All older residents are invited to attend the think tank sessions. A small group of Age-friendly Banyule Champions (volunteers) assist in running the sessions and meet two weeks after a session to go through the outcomes and identify items for action.

The think tanks are coordinated by Council's Aged Services Department in partnership with other relevant Council Departments and external organizations.

Think tank topics have included transportation, community connections, safety and civic participation.

(Banyule City Council)

Look up!
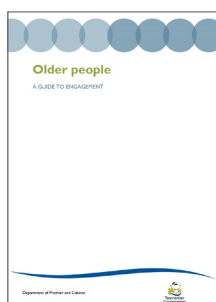
Older people: A guide to engagement. Department of Premier and Cabinet Tasmanian Government
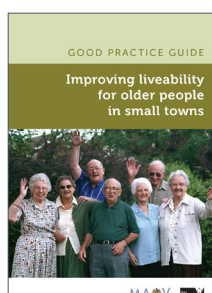
Good Practice Guide: Improving liveability for older people in small towns. (ILOP) MAV and Victorian Government 2015

AGE-FRIENDLY APPROACH: OUTDOOR SPACES & BUILDINGS

The physical and built environments – streets, footpaths, parks, toilets, seats, lighting, signage, safety, buildings etc. all have a significant impact on mobility, independence and quality of life. Good planning and design enable access to, and participation in, outdoor spaces and buildings.

Some examples, ideas and resources include:

Mobility needs and universal access

Council now requires building of footpaths on both sides of streets in residential subdivisions. This requirement is written into Campaspe's Engineering Design Manual which stipulates Council's requirements for subdivision works.

(Campaspe Shire Council)

Walkability

Develop a list of top ten hot spots where walkability can be improved. Walkability can be improved with crosswalks, new footpaths, street furniture, access to public toilets.

Investigate in small, high quality surface loop walks. For example consider if there are new sealed loop trails (that can be constructed especially around high environmental amenity locations.

(Advancing Orbost 2020)

Playgrounds

Playgrounds popping up around the world include low impact exercise equipment designed to promote flexibility, balance, coordination and fitness.

Public toilets

Availability of clean, well-signed, accessible toilets is an age-friendly feature of the built environment.

In many age-friendly cities businesses and shops allow their toilets to be accessible to older people.

Age-friendly built environments: Opportunities for Local Government. ALGA 2016

Age'n'dem: Age and Dementia Friendly Streetscapes Toolkit. City of Moonee Valley 2015

Look up!
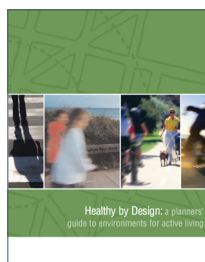
Healthy by design: a planners' guide to environments for active living. National Heart Foundation (Victorian Division) 2004.

This resource is designed to make it easier for planners to incorporate healthier design considerations into daily planning decisions.

Age-friendly information and communication influence an older person's opportunities for participation, access to support and programs and feelings/experiences of inclusion or exclusion. Imagery and media can have a significant impact on how people perceive ageing.

Age-friendly includes timely and practical information, using a range of communication formats and strategies. Plain language is important for accessibility for people with language communication needs.

Some examples, ideas and resources include:

The Age Stage - RPP FM

A 50 minute weekly magazine style radio program designed to explore the issues associated with ageing. Information presented focuses on all aspects of life from retirement to age care, health, finances, food, exercise technological changes, travel and our homes.

The initiative grew from the Mornington Peninsula Council's Advisory Committee for Elders.

(Mornington Peninsula Shire)

Seniors iPad intergenerational project

Beginners level iPad learning for 55+ residents through a partnership with Year 9 secondary students. Students are given opportunity to develop connection with participants and share knowledge. Learners feel valued and get the opportunity to spend time with a young person.

(Bayside City Council)

United we learn and connect

Through a City of Moonee Valley Community Grant, a series of bi-lingual forums are held for Chinese and English speaking seniors. Different providers are invited to the forums where information is shared and exchanged in a safe and respected environment. The bilingual atmosphere facilitates friendships and understandings between people from different backgrounds.
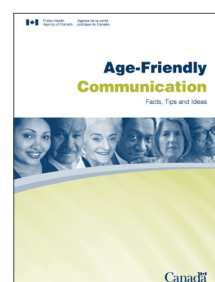
(City of Moonee Valley)

Add life to your years

An example of age-friendly language and promotion of positive ageing activities and services through imagery and language.

For example:

Add friendship to your years
Add fitness to your years
Add music to your years
Add flavour to your years etc.

(City of Boroondara)

Look up!

Age-friendly communication Facts, Tips and Ideas. Public Health Agency of Canada 2010

AGE-FRIENDLY APPROACH: HOUSING

Age-friendly housing includes policy, design, diversity, affordability, access and choice. Housing design impacts on how long a person can stay in their own home and includes home modifications and aids.

Some examples, ideas and resources include:

Housing operations brochure

The Cambridge (WA) Housing Options Brochure applies to new homes or changes to existing homes and is a good example of housing design options addressing people's changing needs over time.

The brochure informs residents on building adaptable houses and discusses the variety of dwellings available in Cambridge. Eight housing types can now be built under the current rules.

(Cambridge Western Australia)

Liveable housing designs

Recent changes to Banyule's planning requirements now incorporate a suite of features that ensure new homes better meet current and future needs of the entire community including the ageing population. Benefits include new homes that are easier to enter and navigate in and around.

(City of Banyule)

Housing initiatives

The City of Port Phillip has long recognised that affordable housing is fundamental to ensuring a vibrant and liveable city, and the health and well-being of its community.

In Our Backyard outlines strategies and action, as well as expected outcomes, to ensure affordable housing remains an important component of the City's housing offer over the next decade.

Older persons, in particular older single women are identified as having particular housing needs.

(City of Port Phillip)

Liveable Housing Design Guidelines, Liveable Housing Design 2012. Liveable Housing Australia is a national campaign to ensure all new homes are safer, more comfortable and easier to get around by 2020.

Look up!
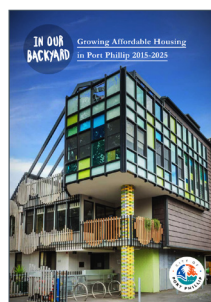
In Our Backyard: Growing Affordable Housing in Port Phillip 2015-2025

A home for life: Towards an Older Persons Housing Strategy 2016

Transportation, including accessible and affordable community and public transport, is an important factor for influencing active ageing, access to services and supports and participation in the community.

Getting on and off, feeling safe, cost and availability are key issues that older people can face with public transport. The design, location and condition of transport stops and information on transport options are important features as well.

Some examples and ideas include:

Port Phillip free community bus

Bus runs along three different routes, Monday – Friday, enabling people to access services throughout Port Phillip. Friendly transport officers are happy to help people get on and off the bus, assist with mobility aids or heavy shopping jeeps.

People can ring someone to talk to if they require further information.

www.portphillip.vic.gov.au/community_bus.htm

Looking at the function of the program

While fixed route and flexible route transportation are important components of any transportation system, the larger issue for older adults is one of mobility.

Focusing on mobility rather than transportation expands the discussion to include consideration of a wide range of issues including walkability, road design, vehicle design, volunteer drivers, companions and personal assistance.

(*Age-friendly Cities: For Whom? By Whom? For What Purpose?* Andrew E Scharlach)

Peninsula Transport Assist

Peninsula Transport Assist grew from the instigation of three residents. A partnership was formed (Council, Brotherhood of St Laurence, and Primary Care Partnership) and plans to utilise these organization's 12 seater buses that often sit idle.

The program includes a pool of volunteer drivers who use their own vehicle to transport older people, a service that matches volunteer bus drivers with community groups, and a central booking system to manage the volunteer drivers and bus hire.

Peninsula Transport Assist won an *Age-friendly Victoria Award 2016*

www.peninsulatransportassist.org

AGE-FRIENDLY APPROACH: WORKING WITH BUSINESSES

Age-friendly businesses and organizations provide respectful, positive, accessible and easy to navigate experiences for older people.

Some examples, ideas and resources include:

Good Access is Good Business

The City of Melbourne 'Good Access is Good Business' program supports businesses to meet the legal and community expectations that all people, irrespective of age or ability, should have equal access to goods and services. Includes information about signage, attitude and buildings.

(City of Melbourne)

Some physical environment examples

• Provide a place where customers can sit and rest
• Offer priority service or checkout counters
• Provide easily accessible toilets
• Provide a drop off delivery service
• Keep isles wide and free from obstacles to accommodate walkers and wheelchairs

(ACT Age-friendly Business Awards Guidelines)
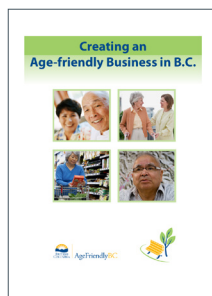
Age-friendly shopping precincts

In the City of Darebin, Reservoir Village hospitality business are exploring ways to provide better dining experiences for older people.

An audit of age-friendliness was developed and undertaken with local businesses and shops to identify areas for improvement.
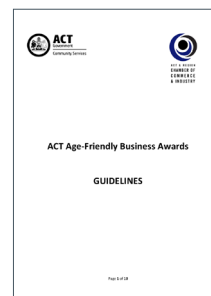
(City of Darebin)

Look up!

Good for Busine$$: The benefits of making streets more walking and cycling friendly Discussion Paper. National Heart Foundation of Australia 2011

Creating and age-friendly business in BC.
Age-friendly British Columbia 2011

Age-friendly Business Awards Guidelines.
ACT Government and Chamber of Commerce 2014

RESOURCE LIST

Page	Resource Name and Web Address
8	*International Federation of Ageing* www.ifa-fiv.org/project/age-friendly-environments/
	The Longevity Revolution www.flinders.edu.au/sabs/fcas-files/Publications/The%20Longevity%20Revolution.pdf
	WHO Global Network of Age-friendly Cities and Communities (GNAFF) www.who.int/ageing/projects/age_friendly_cities_network/en/
	Global Age-friendly Cities: A Guide www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf
12	*Age-friendly Victoria Declaration* www.seniorsonline.vic.gov.au/get-involved/age-friendly-victoria/age-friendly-virtual-wall
	Ageing is everyone's business www.seniorsonline.vic.gov.au/services-information/commissioner-for-senior-victorians
	Inquiry Into Opportunities For Participation Of Senior Victorians www.parliament.vic.gov.au/component/content/article/301-inquiry-into-opportunities-for-participation-of-victorian-seniors/1475-report
14	*Age-friendly Neighbourhood Guidelines and Toolkit for Local Government* www.sahealth.sa.gov.au/wps/wcm/connect/e373ac0042a5706fa978edd8cec31b16/Age-friendlyGuidelinesLocalGovernment2012-PC-OFTA-20131218.pdf?MOD=AJPERES&CACHEID=e373ac0042a5706fa978edd8cec31b16
	The Integrated Age-friendly Toolkit www.lgnsw.org.au/files/imce-uploads/127/integrated-age-friendly-planning-toolkit-v11.pdf
	Improving liveability for older people in small towns. www.seniorsonline.vic.gov.au/get-involved/grants/improving-liveability-for-older-people
	Creating Age Friendly Communities: A workshop resource for local government www.cotawa.org.au/wp-content/uploads/2013/11/1_Creating-Age-Friendly-Communities-full-kit.pdf
16	*Challenging Ageism* http://cotavic.org.au/wp-content/uploads/2016/09/COTA_Challenging_Ageism.pdf
23	*Older people: A guide to engagement* www.dpac.tas.gov.au/__data/assets/pdf_file/0009/214389/Engaging_with_older_people.pdf
	Good Practice Guide: Improving liveability for older people in small towns www.seniorsonline.vic.gov.au/get-involved/grants/improving-liveability-for-older-people
24	*Age-friendly built environments: Opportunities for Local Government.* http://alga.asn.au/site/misc/alga/downloads/publications/Agefriendly_built_environment_paper.pdf
	Age'n'dem: Age and Dementia Friendly Streetscapes Toolkit www.mvcc.vic.gov.au/-/media/Files/Urban-Design/Union-Road/Agendem_toolkit-mvcc.ashx?la=en
	Healthy by design: a planners' guide to environments for active living www.healthyplaces.org.au/userfiles/file/Healthy_by_Design.pdf
25	*Age-friendly communication Facts, Tips and Ideas* http://publications.gc.ca/site/eng/9.693986/publication.html
26	*Liveable Housing Design Guidelines* http://livablehousingaustralia.org.au/library/help/Livable_Housing_Design_Guidelines_Web1.pdf
	Our Backyard: Growing Affordable Housing in Port Phillip www.portphillip.vic.gov.au/Affordable_Housing_Strategy_-_In_Our_Backyard.pdf
	A home for life: Towards an Older Persons Housing Strategy www.oldertenants.org.au/publications/home-life-towards-and-older-persons-housing-strategy
28	*Good for Busine$$: The benefits of making streets more walking and cycling friendly* www.heartfoundation.org.au/images/uploads/publications/Good-for-business.pdf
	Creating and age-friendly business in BC. http://smallbusinessbc.ca/resource/programs-publications/creating-an-age-friendly-business-in-bc/
	Age-friendly Business Awards Guidelines. www.communityservices.act.gov.au/__data/assets/pdf_file/0010/555094/Age-friendly-Businesses-Awards-criteria.pdf