



**Macedon
Ranges**
Shire Council

Positive Ageing Plan 2016 – 2020



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1 Introduction

The *Macedon Ranges Positive Ageing Plan* (the Plan) sets out four themes and related actions that, together, create a framework for supporting older people to grow and develop as individuals and achieve a sense of purpose and meaning in their lives.

The Plan provides a framework to prioritise needs and allocate resources for services and programs in the Macedon Ranges Shire targeted toward older people.

The Plan has been prepared with consideration of a variety of sources of evidence. Information has been drawn from:

- Demographic data and population forecasts.
- Current local, state and national policies.
- International best practice guidelines for supporting the rights of older people and creating 'age-friendly communities'.

In addition, input and ideas from community members, Council staff, organisational representatives and service providers has formed a valuable source of information for the creation of the Plan.

While an overview is provided below, much of the detailed background and context for this Plan is included in a separate document, titled, *Macedon Ranges Early Years and Positive Ageing Plans Best Practice Literature Review and Background Research Report*.



2 Context and Background

2.1 An age to live

Over the course of life, individuals gain a depth and breadth of experience. Amongst other things, people may learn professional skills, raise families, contribute to local community organisations and make many social connections and friendships. The capabilities, achievements and experiences accumulated over a person's life contribute to each individual's sense of identity and worth.

As people age, circumstances change. For example, loss of the social connections and sense of purpose that may be associated with the death of a partner or loved one, transition into retirement or children leaving home. Over time, individuals may experience a decrease in their physical and mental capabilities.

Throughout the world, people are living longer than ever before and enjoying good health. This demographic change recognises that older people in the Macedon Ranges aspire to grow, continue to learn and develop as individuals and achieve a sense of purpose and meaning in their lives. Additionally, the experience individuals gain over their lives will contribute to and enrich our community. In this context, opportunities are required to capture the energy and capabilities of older people so that they can live positively and continue their journey of personal growth and development within a supportive community.

There are quite a few different volunteer roles and organisations to be involved in.

(Online survey respondent)



2.2 Council's role in positive ageing

Council is committed to delivering and facilitating services and programs that are accessible, affordable and responsive to the needs of older people and their families. The aim is to ensure that older people can continue to grow and develop as individuals and achieve a sense of purpose and meaning in their lives.

Council aims to create an environment within which older people living in the shire are able to participate in a community that values and supports them. Council has made a commitment

to becoming an age-friendly community and was successful in obtaining membership to the World Health Organisation's (WHO) Global Network of Age-friendly Communities in August 2015.

In this context, Council recognises the importance of supporting older people to be socially engaged and make healthy lifestyle choices. Council also understands the importance of ensuring the shires built environment enables older people to participate fully in community life.

2.3 Existing services and supports

Macedon Ranges Shire Council provides a range of high quality, accessible services and facilities to support older people, including the following:

Home Support Program

Council provides a range of services designed to support older people to live safely and independently at home for as long as possible. These include domestic assistance, shopping assistance, delivered meals, home maintenance and personal care assistance.

Community Meals

Older people and their carers have access to regular meal options such as the Casserole Club program where diners are connected with a local cook, community lunches etc.

In-home respite

Council provides respite services to older people and people with a disability and their carers.

Exercise and fitness

Council provides a number of exercise and fitness classes tailored to the needs of older people as well as a number of recreational facilities, community programs and open spaces.

Facilities

Support in the form of grants and access to facilities, for community-based services, clubs and societies operating within the shire.

Social support transport

Council assists clients with transport needs with a specific focus on medical appointments.

Volunteering

Council coordinates volunteer opportunities specific to Council's facilities and services, including the Community Support unit volunteer program.

Age-friendly Community Action Plan

Council has demonstrated its commitment to becoming age-friendly by developing an action plan and by gaining membership to the WHO Global Network of Age-friendly Communities.



2.4 Consultation summary

A wide-ranging program of consultation was undertaken with internal stakeholders as well as key project partners, community groups and organisations and members of the public.

Over 50 consultation events (a mix of meetings, workshops, interviews, a creative exercise and an online survey) were undertaken. In total, almost 500 individuals participated.

2.5 Population trends

The shire's population is approximately 46,000 people in 2016 and is projected to grow to just over 64,000 people by 2036.

A large proportion of all growth is projected to occur in the Gisborne District (45%). The Riddells Creek, Kyneton and Romsey Districts are also projected to experience strong population growth.

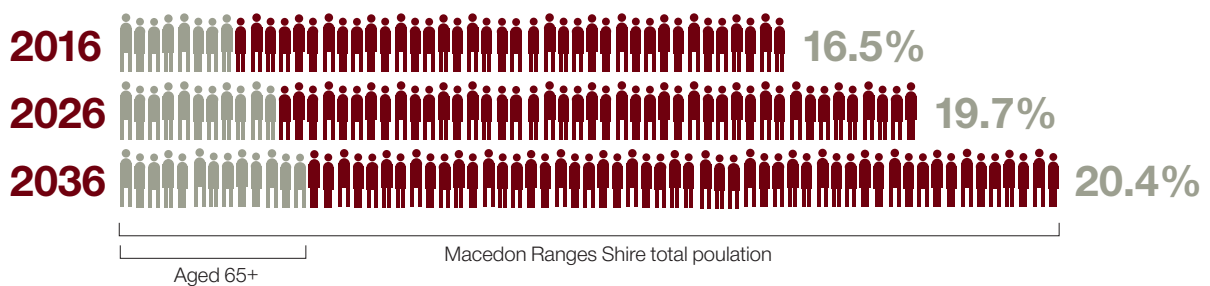
The shire's older population is also increasing rapidly. To illustrate, the number of people aged 65+ is projected to grow at 2.8% per annum to 2036, resulting in an additional 5,559 people aged 65+ across the shire.

Population growth in the 65+ age group will be greatest in the Gisborne District, followed by Kyneton and Woodend. Proportional growth in areas such as Riddells Creek will be significant.

Table 2-1: Population growth, people aged 65+ for selected areas 2016 to 2036

	2016	2026	2036	Change (2016 to 2036)	Average Annual Increase
Gisborne	1,905	2,947	3,777	1,872	3.5%
Kyneton	1,929	2,570	2,993	1,064	2.2%
Woodend	1,306	1,816	2,123	817	2.5%
Romsey	852	1,237	1,546	694	3.0%
Riddells Creek	536	829	1,126	590	3.8%
Lancefield	538	793	887	349	2.5%
Macedon	622	779	795	173	1.2%
Macedon Ranges Shire	7,688	10,971	13,247	5,559	2.8%

Source: Forecast i.d. (ABS Census data)



3 Positive Ageing Plan

3.1 Our vision for older people

The Positive Ageing Plan articulates our vision for older people and their families. It reflects what the community has told us and is confirmed by the information and evidence available on how to best support the health, wellbeing, growth and personal development of older people.

Vision Statement

The Macedon Ranges is a place where older people are valued and supported to grow, develop as individuals and achieve a sense of purpose and meaning in their lives.

Older people actively participate in the community and contribute to the social, civic and economic vitality of our shire.



3.2 The four themes

The Positive Ageing Plan sets out four themes and related actions. The four themes are:

Theme 1

Purpose, Meaning, Learning and Growth

Theme 2

Active and Healthy Lifestyles

Theme 3

Health and Social Support

Theme 4

Enabling Environments

3.3 Implementation

Council's Community Support unit will be responsible for leading the implementation of the Positive Ageing Plan and reporting to Council annually.

A collaborative approach is required and in several instances, responsibilities may extend across other areas of Council and partner agencies. This includes a range of service providers and agencies of state and federal government, for example Primary Care partnerships and Primary Health Networks. Emphasis has also been placed on building capacity in the community to support programs that encourage community-led initiatives.

It is acknowledged that the success of the plan relies on Council, identified stakeholders and the community working together. Where additional resources are required, Council will endeavour to source these.

3.4 Monitoring and evaluation

Council will monitor the implementation of the Positive Ageing Plan and gather evidence which demonstrates whether the desired outcomes of the Plan have been achieved. This includes developing innovative approaches to deliver the objectives. Evaluation findings will be reported to Council, partnering agencies and the community.



People living alone receive lots of help from the council – there is security knowing that support exists

(Kyneton Senior Citizens member)

Theme 1

Purpose, Meaning, Learning and Growth

Goal

Older people have opportunities to engage in social, economic, cultural, spiritual and physical activity and civic affairs which supports personal growth, learning and the development of a sense of purpose and meaning.

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Promote a positive image of older people	Seek the input of older people and ensure it informs decision-making.	Community Support Communications	Within existing resources.	Council decisions reflect the needs and aspirations of older people.	July 2016 to June 2020
	Advocate across Council for consideration of older people's views, needs and aspirations in relevant policy and strategic development.			The community is aware of and values the contribution of older people.	
	Develop strategies that promote positive images of ageing and older people and challenge ageism.				
	Review Council's annual event program to identify opportunities to better connect people across the age cohorts.	Community Support Youth Development Communications Economic Development and Tourism Early Years Services Maternal and Child Health Recreation and Sport		Increased level of activities that are inclusive of all ages and abilities.	

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Support community groups which provide social, recreational and learning opportunities for older people.	Develop a funding stream targeted at the diverse needs and interests of older people through the community grants scheme.	Community Support Governance Communications Recreation and Sport	Within existing resources.	A greater range of social and recreational activities are available to meet the needs of older people.	July 2016 to June 2020
	Promote opportunities for community groups to access Council facilities which provide social and recreational activities for older people.	Community Development		Information on Council's facilities are current and readily available.	
Support civic activity and community participation among older people	Review Council's volunteer program with a view to increasing its flexibility and capacity to meet community needs.	Community Support Human Resources Youth Development Economic Development and Tourism Art and Culture	Within existing resources.	Older people have access to volunteering opportunities that suit their interests, skills, and availabilities and meet the need of those who receive our services.	July 2016 to June 2017
	Continue to participate as a key stakeholder with Central Victorian Volunteer Service Network to support the development of a central volunteer system that matches volunteers with volunteering opportunities within the shire.	Community Support Cobaw Community Health			
	Promote opportunities for older people to use their skills on projects, processes or initiatives being undertaken within the shire (Council and/or other groups/ organisations).	Community Support Communications			
	Continue to ensure that there are opportunities for older people to be represented on advisory committees and other key committees of Council.	Community Support Governance		Older people's views inform decisions that have an impact on the community.	July 2016 to June 2020
Support economic activity among older people	Continue to facilitate opportunities through the Macedon Ranges Employment and Training Network that supports business seminars, training and professional development.	Community Support Economic Development and Tourism	Within existing resources.	Local employers are informed and empowered to employ older people.	July 2016 to June 2020

Theme 2

Active and Healthy Lifestyles

Goal

Older people are empowered to make informed lifestyles choices that promote positive wellbeing.

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Encourage older people to be physically active	Ensure Council services facilitate processes that enable older people to commence, maintain or increase their levels of activity and their connections with the community.	Community Support Recreation and Sport Early Years Services Community Development	Within existing resources.	Older people receiving Council services maintain or increase their level of activity and connection to community.	July 2016 to June 2020
	When reviewing leisure services, ensure older people are consulted.	Community Support Recreation and Sport	Within existing resources.	The preferences of older people and barriers to participation in the development of their programs are considered.	July 2016 to June 2017
	Support existing physical activity groups and clubs to better understand the needs of older people and the opportunities for engaging them. Make available and promote information and resources that support groups to be more inclusive of older people.	Community Support Recreation and Sport	Within existing resources.	Older people have access to leisure opportunities that reflects their needs and interests.	July 2016 to June 2020
Encourage older people to eat well	Continue to support and strengthen partnerships with community health providers and community organisations that promotes health and wellbeing.	Community Support Community Health Services	Within existing resources.	Maintain a collaborative approach to health promotion.	July 2016 to June 2020
	Build on current projects and models and implement new approaches that encourage healthy eating among older people.	Community Support Community Development Recreation and Sport	Additional resources may be required.	A variety of opportunities are available for older people to come together to prepare and share healthy meals and healthy choice options are available at Council Leisure Centres.	July 2016 to June 2020

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Support older people to maintain or improve their mental health	Investigate, in partnership with key stakeholders, strategies to support older people to plan for key life changes e.g. downsizing, retirement, loss of spouse, end of life plan etc.	Community Support Community Health Services	Within existing resources.	Older people are supported to plan for major life transitions.	June 2017 to July 2019
	Make available mental health first aid training with a focus on older people to key staff and volunteers.	Community Support Community Development	Within existing resources.	Council's capacity to equip, identify and assist older people with mental health problems is increased.	July 2016 to June 2020

Theme 3

Health and Social Support

Goal

Older people are able to identify and connect to available health and social support services, and are supported to live independently.

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Assist older people to identify and access relevant health and social support services.	Collate and publish information on relevant health and social support services available in the shire in a user and age-friendly format.	Community Support Communications	Within existing resources.	Older people have access to information on health and social support services.	July 2016 to June 2020
	With pending changes from State and Federal Government in health care provision, continue to inform the community to assist with the transition.	Community Support Communications	Within existing resources.		2016-2018
Support carers of older people.	Advocate for carer's respite needs, in particular those caring for people with dementia.	Community Support Community Health Services	Within existing resources.	Improved awareness to other levels of government for respite services that meet local needs.	July 2016 to June 2020
	In partnership with key stakeholders, continue to develop and implement strategies to raise dementia awareness amongst the wider community.		Within existing resources.	Improved awareness of the needs of people with dementia and how the community can support them and their families.	July 2016 to June 2020
Support older people to live independently and safely within the community.	Continue to promote and support services that enable people to live at home independently and safely.	Community Support Community Health Services	Within existing resources.	Older people are supported to live independently and safely and are connected to their community.	July 2016 to June 2020
	Continue to raise awareness of elder abuse and refer older people to appropriate support.			Support services to reflect contemporary best practice.	July 2016 to June 2018
	Investigate opportunities to implement innovative approaches to current and future service delivery.	Community Support IT Department Library services	Additional resources may be required.	Older people are using technology to access services and to increase their independence.	July 2017 to June 2018

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Support vulnerable older people	<p>Identify older people at risk of social isolation and connect them to appropriate services.</p> <p>Support older people to plan for, and recover from emergency events.</p>	<p>Community Support</p> <p>Community Health Services</p> <p>Environmental Health</p> <p>Community Development</p> <p>Community Safety</p>	Within existing resources.	Vulnerable older people are known to Council and key agencies and are appropriately supported.	July 2016 to June 2020

Theme 4

Enabling Environments

Goal

Reduce barriers in the built environment which limit older people's capacity to lead active and healthy lifestyles.

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Advocate for an age-friendly built environment	Comply with requirements for maintaining membership of the WHO Global Network of Age-friendly communities.	Community Support Strategic Planning	Additional resources may be required.	Maintain membership of the WHO Age-Friendly Communities Network.	July 2017 to June 2018
Advocate for improvements in public and community transport	Continue to advocate for improvements to public and community transport options including the specific needs of older people. Participate in consultations, forums and other opportunities to influence improved public transport including for the specific needs of older people in the shire.	Community Support Engineering and Building Department Strategic Planning	Within existing resources.	All opportunities to influence and advocate for improved transport are acted upon.	July 2016 to June 2020
Facilitate the provision of age friendly public buildings	Continue to conduct audits of Council's buildings to determine their accessibility.	Community Support Engineering and Building Department	Additional resources may be required.	Council facilities are progressively improved to achieve compliance to Australian Standards.	July 2016 to June 2020
	Develop a process to prioritise improvements to Council buildings based on facility audits and user consultation.				

Strategies	Actions	Key stakeholders (Lead in bold)	Resources	Outcome	Timeline
Improve access to age-friendly housing	Continue to implement home modification programs to support older people to remain living independently and safely in their own homes.	Community Support Community Health Services	Within existing resources.	Housing diversity is increased.	July 2016 to June 2020
	Continue to identify opportunities for the provision of more diverse housing options in the shire potentially located in proximity to town centres.	Community Support Strategic Planning			
	Implement an agreement with Wintringham for seniors housing in Gisborne, Lancefield and Romsey and review and therefore identify, longer-term management of Macedon Ranges Shire Council's affordable seniors housing.	Community Support Community Development Wintringham	Within existing resources.	Housing diversity is increased.	July 2016 to June 2020