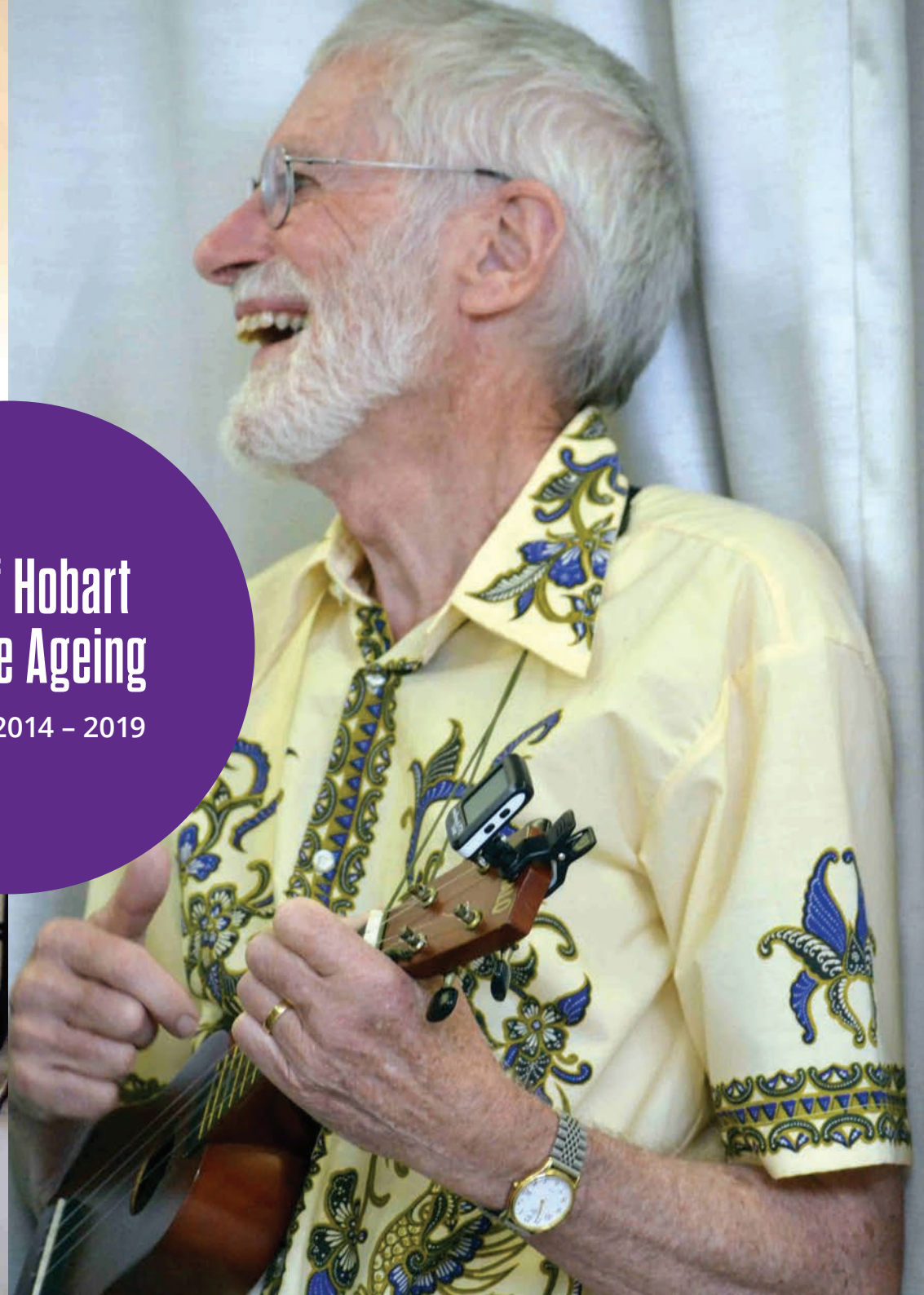




City of Hobart Positive Ageing

Strategy 2014 - 2019



City of Hobart Positive Ageing Strategy 2014 – 2019

Introduction

History / Background

Positive ageing embraces the notion that individuals have opportunities and choices enabling them to maximise independence and control over their lives. The positive ageing approach focuses on an individual's quality of life and encourages continuing participation in all aspects of community life.

City of Hobart implements a range of initiatives and programs that support and encourage positive ageing with many activities taking place at facilities located in Mathers Place. These facilities are Mathers House and Criterion House, whose primary purpose are to provide a resource for older people promoting friendship, social connectedness and interaction.

The City is involved at a variety of levels in planning and working collaboratively with the positive ageing sector in programs and projects specifically designed for the older members of the community.

The purpose of this strategy is to identify and issues and priority areas for activity for the next five years and endorse specific actions to be implemented over the next year. This strategy is consistent with the principles and strategies outlined in the State Government's *Inclusive Ageing Tasmania 2012-2014 Strategy*.

Community Engagement Process

In development of the Positive Ageing Strategy 2014 - 2019, engagement was undertaken with a range of community members and agencies. Information and input was provided by City of Hobart's Positive Ageing volunteers, groups and organisations who already access Mathers and Criterion Houses, groups and organisations that don't currently access the facilities, older people who are socially isolated, as well as Positive Ageing Service Providers.

This consultation occurred through three forums at Mathers House, by visiting organisations and engaging with them as part of their business, speaking with community agencies that provide personal support, engaging with patrons of Mathers House, through a survey in the "What's On" newsletter and via an online survey on the City of Hobart's website.

During the review process, the context for discussions included the current level of resourcing, the current environment of financial restraint, the activities currently being undertaken by the City of Hobart and the City's social inclusion roles.

Key achievements from the Positive Ageing Strategy 2010 - 2013 include:

- Consolidation of the Hobart Older Persons' Reference Group – (HOPRG).
- Significant redevelopment and upgrading of Criterion House and Mathers House. These projects included the renaming and branding of the buildings and the space, including the redevelopment of external areas of Mathers Place.
- Working in partnership to deliver a range of community events and projects including projects with Healthy Ageing Network South; Health Promotion, State Government; COTA; A Time to be Creative Network; Alzheimer's Tasmania; Lenah Links and City of Hobart's Bush Care Program – "Growing Wilder".
- Establishment of a wide range of successful programs for lifelong learning, physical health, creativity and expression.
- Hosting a range of events to celebrate Seniors Week, Adult Learners' Week, and Mental Health Week.

The key issues for older people in the City of Hobart include:

- Social isolation
- The diversity of the older population
- The importance of being valued, listened to and empowered
- Availability and access to positive ageing opportunities
- The lack of knowledge of what is available for older people
- Access to flexible and affordable transport

These issues are consistent with the views expressed to the City of Hobart over many years, especially those attending Mathers House. They are consistent with the issues identified in the development of the State Government's *Inclusive Ageing Tasmania 2012-2014 Strategy*, and other engagement processes undertaken by other organisations including Still Gardening and COTA (Council on the Ageing).

The key issues will be addressed through three priority areas of activity:

- Valuing and empowering older people
- Being aware of the diversity of the older population
- Building social connectedness

Demographic Context

As at 30 June 2013, Tasmania had the oldest median age of all the states and territories at 41.2 years. Hobart, like all municipal areas in Australia, has a rapidly ageing population. A total of 10,116 or 18.5% of the Hobart population was aged 60 years and over.

Of the Australian capital cities, Hobart is expected to have the highest proportion of residents aged 65 and over in the next 40 years. The proportion of Greater Hobart's population aged 65 and over is predicted to almost double to between 24.9% and 28.2% in 2056.

It is important to recognise that the older population range in age from 60 to over 100 years, with varying backgrounds, living arrangements, family circumstances, abilities and interests. Australia has one of the highest life expectancies in the world, and as women live longer, they make up a greater proportion of older people.

People living alone are most prominent in the older age groups, with the suburbs of Sandy Bay, New Town and Inner Hobart containing the highest concentrations of people older than 65 years. This raises issues about the suitability of the housing stock as well as concerns about social isolation.

Older people are healthier than in previous years, but those aged over 65 years experience increased health issues, with significant increases in the over 75 year age group. Ageing of the population also has implications for workforce participation. Retaining older workers for longer and envisioning a new type of active, engaged retirement are some of the challenges.

Hobart 2025 – A 20 Year Strategic Framework

Hobart 2025 was an extensive community visioning process that produced a framework for the City of Hobart's long term strategic planning. It gives a solid picture of what the people of Hobart want the city to be like in 2025.

Key Future Direction Statements

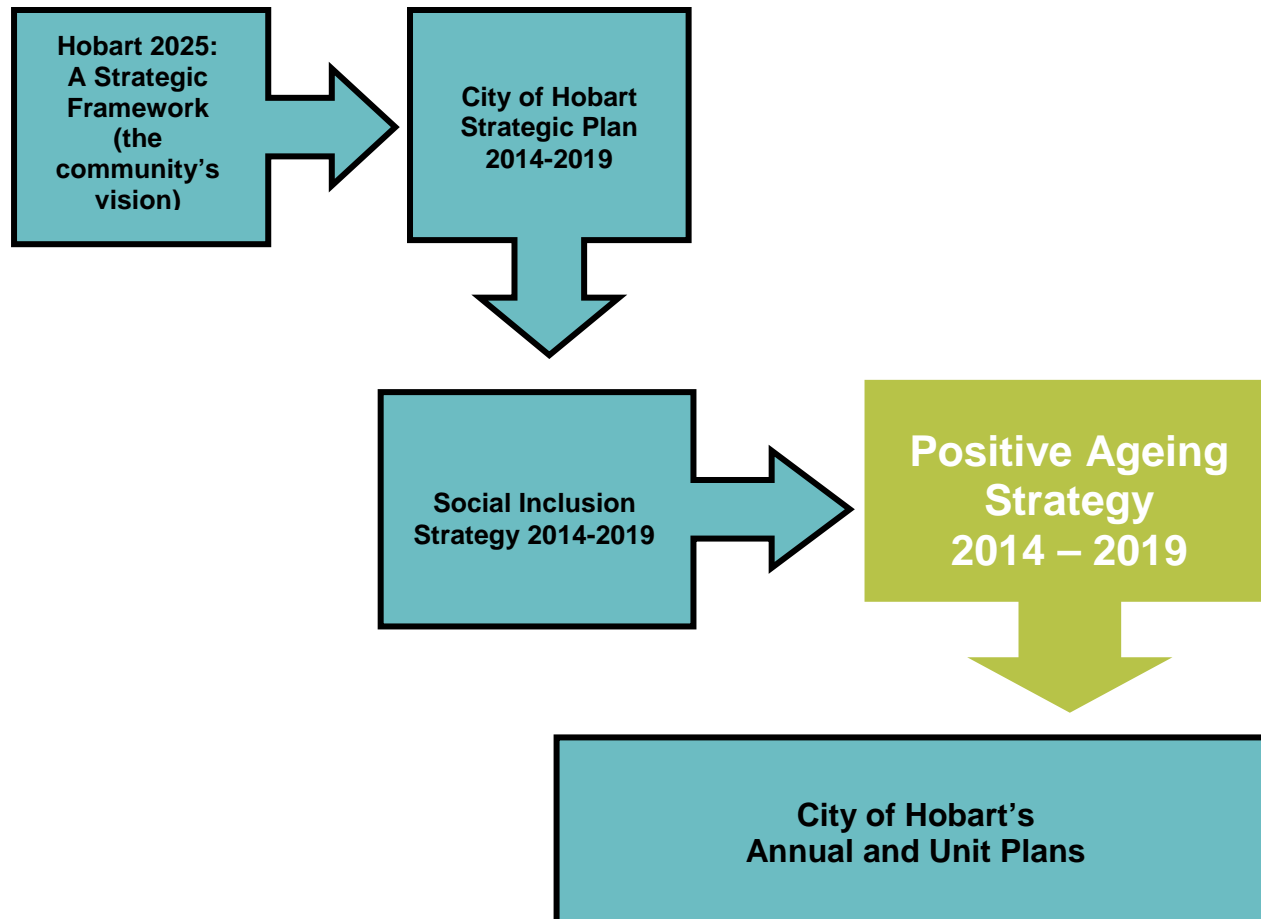
This picture is expressed in seven Future Direction Statements, three of which specifically target social inclusion outcomes.

- *Offers opportunities for all ages and a city for life*
In 2025 Hobart will be a city that provides opportunities for education, employment and fulfilling careers. A city that is able to retain its young people and provide a lifestyle that will encourage all ages to see the city as a desirable location and lifelong home.
- *Builds strong and healthy communities through diversity, participation and empathy*
In 2025 Hobart will be a city that reflects a spirit of community and tolerance. By valuing diversity and encouraging participation by all ages in the life of their community a friendly and compassionate society will underpin a safe and healthy city.
- *Is dynamic, vibrant and culturally expressive*
In 2025 Hobart will be a city that is a destination of choice and a place for business. Clever thinking and support for creativity will help build a strong economic foundation, and entertainment, arts and cultural activities promote the distinctive character of the city. Lifestyle opportunities and strong communities will ensure a vibrancy and a way of life that is Hobart.

Strategic Plans

The City of Hobart's Strategic Plan 2014 – 2019 identifies the actions the City will take over the five year period to achieve the community's vision. The Social Inclusion Strategy specifically identifies the social outcomes for the city and informs the Positive Ageing Strategy. These documents inform the Annual and Unit Plans produced each year by the Council.

This strategic framework is provided as a visual representation below.



Guiding Principles

The City of Hobart's Positive Ageing policy position sits within the context of the City of Hobart's Social Inclusion Guiding Principles, as outlined below.

Social Inclusion – Guiding Principles

In recognition of the fundamental right of all citizens of Hobart to have the opportunity to participate fully socially, culturally, economically, physically and politically in the life of their community, the City of Hobart is committed to the following guiding principles:

- Recognising that diversity in the community is one of its greatest strengths
- Acknowledging that all individuals and communities have strengths, and building capacity through a whole-of-community approach
- Ensuring that the needs and aspirations of the most vulnerable and disadvantaged people in the community are addressed in partnership with other key stakeholders
- Understanding and being informed about all aspects of the community
- Engaging the community as identifiers of community needs and aspirations and participators in the responses
- Identifying and understanding the underlying causes of social exclusion and giving priority to supporting early intervention and prevention approaches
- Promoting and providing equity and access to all City of Hobart's activities, programs, facilities and services
- Ensuring the City of Hobart's practices, policies and procedures actively build social inclusion and do not contribute to social exclusion
- Utilising a whole-of-organisation approach to address the barriers that exclude people from full participation in community life through the implementation of the Social Inclusion Strategy

Role of the City of Hobart

The City of Hobart has a unique role in promoting and providing for older people in the Hobart municipal area. With this in mind, the City's role in Positive Ageing is fully aligned with its social inclusion roles, which are defined as follows:

Leadership

Hobart has a unique role as the capital city and regional hub. Many people who live outside the municipal area look to the City of Hobart as a key driver in addressing social issues.

Advocacy

There are many issues and opportunities where the City of Hobart can use its voice to advocate for outcomes that will benefit all.

Management

The City of Hobart has a key role in the strategic planning, development and management of land, infrastructure and facilities in order to benefit the community.

Connection

The City of Hobart has a significant lead role in bringing people and organisations together and establishing relationships in order to achieve community outcomes.

Informing

The City of Hobart as an organisation has access to a vast array of information, is a collector and source of information for the community and has a vital role in raising awareness on issues.

Facilitation

The City of Hobart is in a unique position of being able to provide a broad range of support to facilitate innovative community-based initiatives that respond to local need, and may include delivery of services when there is a clear need and a lack of capacity in the community to provide the required service.

Accountability

In terms of monitoring the City of Hobart's performance in the delivery of its Positive Ageing Strategy, the following approach will be utilised:

- Regular reporting to the Council. This is done three times a year for all City of Hobart operations, and annually through the Annual Report that is also presented to the community at the Council's Annual General Meeting held in November.

Regular engagement through:

- Hobart Older Persons' Reference Group (HOPRG). This group provides advice and opinion to the City of Hobart on a range of issues, including those that specifically relate to older people. The group also monitor the implementation of the Positive Ageing Strategy 2014/15 action plan. The group comprises individual representatives from the Hobart community who have an interest in the issues which face older people and are keen to ensure the voice of older people is heard as part of City of Hobart's decision making process. This group meets bi-monthly.
- Customer feedback from visitors and users of Mathers House and Criterion House. The City of Hobart has been operating the services at Mathers Place for 14 years. Many community relationships are established, with clear communication about changing needs and issues in the community.
- Customer Satisfaction Survey's for Mather's Place that are undertaken annually.
- Interactions with a wide range of sector networks and groups such as Council on the Ageing; State Government, HANS, a Time to Be Creative Network and Alzheimer's Tasmania, Australia.

Priority Area 1: Valuing and Empowering Older People

Older people have needs and opinions and they have a right to voice these and to be heard, as well as having opportunities to be active participants in all aspects of community life.

This will take place through:

- Hobart Older Persons' Reference Group (HOPRG)
- Mathers and Criterion Houses
- Valuing experience and wisdom
- The Still Gardening Program
- Lifelong learning

Priority Area 2: Being Aware of the Diversity of the Older Population

The older population is significantly diverse in their needs, capabilities and interests. The majority of older people are active and independent, however many become increasingly frail as they age and require additional support to access their community. In assessing the needs and issues of the older population, it is necessary to consider the views of people with over a 50 year age gap as the older population accessing programs and activities range in age from 50 through to 100+ years. The needs of the "Baby boomer" generation differ greatly from those of the frail older people both in community and in aged care facilities. It is important that all are treated equally.

This will be achieved by:

- Acknowledging the diversity of the older population through offering a range of programs and information

Priority Area 3: Building Social Connectedness

Social isolation is of major significance to many older people and to those providing services and activities for the older population. Many older people feel a loss of connectedness with their community. After retirement many people, particularly men, may lose their sense of purpose in their lives. Other people have limited access to transport and may have physical impairments which limit their ability to access their community. Others may have a lack of confidence and motivation to join new activities or social networks and may become increasingly withdrawn and homebound, especially if living alone.

This will be addressed through:

- Hobart Older Persons' Reference Group (HOPRG)
- Mathers and Criterion Houses
- Transport
- Information provision
- Working with the wider community

2016/2017 Action Plan

PRIORITY AREA OF ACTIVITY 1: Valuing and Empowering Older People		
Priority Areas for Action	Actions / Initiatives	Performance Measure
Hobart Older Persons' Reference Group (HOPRG)	Promote and support the group's role as a voice of older people in Hobart.	Group promoted and supported
	Support Council to achieve its strategic social inclusion and positive ageing objectives.	Objectives achieved
	Encourage participation in HOPRG activities and projects including hosting "It's all Fun and Games" activities.	Participation encouraged
	Encourage participants to take lead roles in project development and delivery including the action based working groups looking at social isolation, information needs, transport and social outings.	Participants leading projects
	Share knowledge, information and expertise – with each other and the wider community.	Knowledge/information shared
	Assist the HOPRG members to improve governance practice.	Training presented
Mathers and Criterion Houses Valuing experience and wisdom	Encourage and promote a diversity of volunteering opportunities.	Volunteering opportunities promoted
	Continue to implement the Council's Volunteer Management System.	System implemented
	Listen to older people through: <ul style="list-style-type: none"> • Annual customer satisfaction survey • HOPRG • Service delivery 	Engagement undertaken
Still Gardening Program	Continue to deliver the program in accordance with the funding agreement with the Department of Social Services.	Program delivered

PRIORITY AREA OF ACTIVITY 1: Valuing and Empowering Older People

Priority Areas for Action	Actions / Initiatives	Performance Measure
Lifelong Learning	Continue to promote accessible and affordable lifelong learning opportunities for older people.	Promote opportunities
	Deliver an event to recognise Adult Learners' Week.	Event delivered
	Continue to deliver a community history education program at Mathers House.	Program included
	Support and promote peer education programs that utilise the knowledge and skill of older people.	Peer education programs supported

PRIORITY AREA OF ACTIVITY 2: Being Aware of the Diversity of the Older Population

Priority Areas for Action	Actions / Initiatives	Performance Measure
Acknowledging the diversity of the older population through offering a range of programs and information	Develop HOPRG, special interest groups, to respond to the scope and diversity of older people in the Hobart community.	Special interest groups developed
	Raise awareness in the wider community that the older population is diverse in age, need and experience.	Community activities delivered
	Be aware of the scope of diversity of the older population when planning activities and programs.	Activities planned for diversity of the older population
	Ensure information is available in a range of formats to cater for diversity of older population including the provision of "What's On".	Information provided in a range of formats
Mathers and Criterion House	Maintain the facilities to ensure a welcoming and friendly environment for all users.	Facilities maintained
	Facilitate social interaction through the provision and promotion of low cost meals.	Low cost meals provided
	Continue the 'Seasonal feast' program focusing on the social aspects of eating with friends.	"Seasonal fest" program delivered

PRIORITY AREA OF ACTIVITY 3: Building Social Connectedness		
Priority Areas for Action	Actions / Initiatives	Performance Measure
	Deliver three (3) events with the 'growing wilder' program.	3 events delivered
	Encourage social interaction by offering a variety of recreational, social, arts and cultural activities for older people.	Variety of activities provided
	Continue to implement the Volunteer Management System.	System implemented
	Ensure that the Positive Ageing Team continue to respond to the needs and interests of older people, through the annual customer satisfaction survey.	Survey undertaken
Hobart Older Persons' Reference Group (HOPRG)	Support the role of HOPRG to: <ul style="list-style-type: none"> • Identify other local leaders • Continue to host 'It's all Fun and Games' • To facilitate working action groups • To identify isolated older people in Hobart and work together to build social connectedness. 	HOPRG supported
Transport	Advocate for the rights of older people to have access to affordable public transport.	Advocacy undertaken
	Ensure a high level of accessibility to the roads and footpath network for older people through annual budgetary allocation for specific improvements (Reference - Equal Access Strategy).	Budget allocation for 2015/2016
	Ensure the needs and interests of older people are considered in any Inner City Action Development Plan projects including stage two of Collins Court and redevelopment of the Bus Mall.	Involvement in project teams

PRIORITY AREA OF ACTIVITY 3: Building Social Connectedness		
Priority Areas for Action	Actions / Initiatives	Performance Measure
Information	Utilise HOPRG to provide and disseminate information within their local communities.	Information disseminated
	Further develop the Volunteer Meet and Greet program.	Program further developed
	Implement an Information Strategy for older people based on the COTA outcomes.	Strategy developed
	Utilise information gained from COTA research to disseminate information.	Information utilised
Working with the wider community	Further develop relationships and partnership opportunities with local aged care facilities to: <ul style="list-style-type: none"> • Share information • Cross-promote activities • support and/or deliver new programs 	Opportunities identified
	Participate in, and support the work of the Healthy Ageing Network South (HANS) and in the development of new initiatives as appropriate.	HANS project developed and supported